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## MEDIA RELEASE

### **Incitec Pivot Fertilisers and Precision Agriculture announce new laboratory services agreement and strategic partnership**

Incitec Pivot Fertilisers (IPF) has today announced it has signed a long-term agreement which sees its Nutrient Advantage Laboratory become the exclusive supplier of laboratory services to Precision Agriculture Pty Ltd from November 2020.

Beyond the provision of laboratory services, IPF will also partner with Precision Agriculture to support the development of novel soil testing products and services.

IPF's Nutrient Advantage Laboratory has been widely regarded as one of Australia's leading nutrient testing laboratories for over 50 years and has the broadest range of National Association of Testing Authorities (NATA) accredited nutrient tests in Australia.

Precision Agriculture collects, curates and interprets spatial soils data and provides nutrient mapping and spatial application solutions, including through its innovative geo-spatial information system (GIS) platform *Soli*, for agronomists, consultants and farmers throughout Australia. Its methodology for intensive soil management enables a more advanced understanding and management of paddocks.

Stephan Titze, President, IPF, said the company is excited about the new partnership which will add to the agronomic data and tools available to dealers, agronomists and consultants to help farmers achieve better and more sustainable outcomes in their paddocks.

"As a business, we are committed to providing our customers with market leading products and services that improve plant nutrition and soil health and lead to better and more sustainable plant nutrition for Australian farmers," Mr Titze said.

"Intensive soil testing as carried out by Precision Agriculture complements regular soil testing carried out by agronomists every year. It provides a more detailed and accurate investigation and opens up new horizons to significantly improve plant nutrition and soil health, whilst supporting farmers to manage input costs and optimise crop yields in a more sustainable way.

"IPF believes that in the new digital World no one company has all the answers and partnerships such as this one will help to improve data driven decision making and precision farming. To use data to improve plant nutrition, soil health and environmental outcomes is a logical and necessary trend that will support a robust agriculture sector well into the future."





Todd Buck, CEO, Precision Agriculture, said the alliance will benefit Precision Agriculture's customers and assist the company in meeting the growing demand for its services.

"With this announcement, our customers will have enhanced service delivery, faster results and access to a range of innovative plant nutrition and soil health solutions into the future," Mr Buck said.

"The strategic nature of the partnership will also assist us in delivering our plan for further developing our services across our existing customer base in broadacre dryland farming, horticulture, pasture systems, irrigated agriculture and soil carbon solutions.

"Ongoing collaboration with IPF will include a focus on areas such as autonomous sampling technology, rapid infield soil testing, variable depth sampling, variable rate nitrogen applications and other innovative soil health focused opportunities.

"Demand for our services continues to grow exponentially and IPF's Nutrient Advantage laboratory will support us on this growth journey."

Both companies are excited about the new supply agreement and partnership and look forward to working together to make Precision Agriculture's novel services available to more dealers, agronomists, consultants and farmers in more regions.

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**Image 1 caption:** Stephan Titze, President, IPF

**Image 2 caption:** Todd Buck, CEO, Precision Agriculture

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**About Incitec Pivot Fertilisers**

*Incitec Pivot Fertilisers (IPF) is a key supplier of quality fertilisers, plant nutrition and soil health solutions, helping Australian farmers maximise productivity for their crops and achieve sustainable plant nutrition outcomes for their soils and farms. The IPF team works closely with a network of local dealers, agronomists and advisors across the East Coast of Australia to support growers all year around. The NATA-accredited Nutrient Advantage Laboratory works together with agronomists and advisors to provide soil and plant analysis and decision support tools to drive efficient plant nutrition and to maximise soil potential. [www.incitecpivotfertilisers.com.au](http://www.incitecpivotfertilisers.com.au)*

**About Precision Agriculture Pty Ltd**

*Precision Agriculture is one of Australia's leading providers of soil data analysis and spatially based nutrient application solutions across dryland cropping, pasture systems, horticulture, irrigated agriculture and soil carbon measurement and management. Precision Agriculture collects, curates and interprets spatial soils and topography data providing farmers and their advisors with nutrient mapping and associated spatial application solutions. These services help farmers increase yield, minimise costs and improve environmental outcomes. [www.precisionagriculture.com.au](http://www.precisionagriculture.com.au)*