



## **RURALCO ANNOUNCES STRATEGIC INVESTMENT IN DATAFARMING**

RURALCO today announced it has made a strategic investment in Toowoomba-based Agtech startup; DataFarming.

Established in 2017 by husband and wife founders Tim and Peta Neale, DataFarming is a web-based platform that uses satellite technology and cloud systems to help agronomists and producers better understand their crop and pasture production.

Ruralco CEO Travis Dillon said the investment in technology will allow users to view state-of-art information and make better informed decisions on-farm.

“DataFarming gives agronomists and producers immediate access to satellite imagery, providing up-to-date feedback every five days,” he said.

“This means that customers can easily engage in digital technology and see the advantages of using the platform straight away.”

The announcement is in line with Ruralco’s priority of investing in farmer-facing innovation which provides practical solutions for producers.

The DataFarming platform focuses on five key pillars of farm productivity; crop/pasture growth, yield, waterlogging, soil variation and weather impacts, some of which are still being developed.

Tim Neale, who has worked in the Agtech field for over 20 years, reflected on DataFarming’s rate of growth since its inception and said clients were expressing their delight at the platform’s ability to save time and promote informed decision-making.

“We’re only 12 months old but we already have over 6000 farms and 40,000 paddocks in our system, covering approximately 3.6 million hectares of processed data,” he said.

“Agronomists have commented how much time is saved on crop checking and while helping them make big decisions and farmers just love the ability to check their crop growth on a regular basis.”

DataFarming is offered on a tiered basis with its most basic version providing a Normalised Difference Vegetation Image (NDVI) of a property at no cost.

Customers can then apply for a high definition NDVI which can provide actionable insights such as variable rate fertiliser prescriptions, topography analysis, drainage recommendations and yield mapping which are available for a fee.

Travis Dillon said Ruralco were excited to introduce DataFarming to their agronomists and customers.

“This technology will deliver great insights for our employees and we look forward to seeing the long-term benefits across the network.”

[www.ruralco.com.au](http://www.ruralco.com.au)

**WE’RE HERE FOR AUSTRALIAN FARMERS™**

## About DataFarming

**DataFarming has three services which it offers to users:**

1. 'The Digital Agronomist' is tailored to meet the needs of agronomy service providers and delivers actionable insights based on analysis of yield, crop growth, weather, elevation and soils.
2. 'Agri-intelligence' is a collaboration model with research, development, and technology organisations to develop industry level solutions and broader insight – beyond a paddock level. This will use the power of data to help farmers and agronomists gain a deeper, quicker, and easier understanding of production limiting factors.
3. Ad-hoc consulting generates opportunistic revenue offerings for the business helping farmers and corporations with digital farm interpretation.

To find out more information visit [www.datafarming.com.au](http://www.datafarming.com.au)

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