



FARMSECURE™

SUSTAINABILITY AND PROFITABILITY IN AGRICULTURE

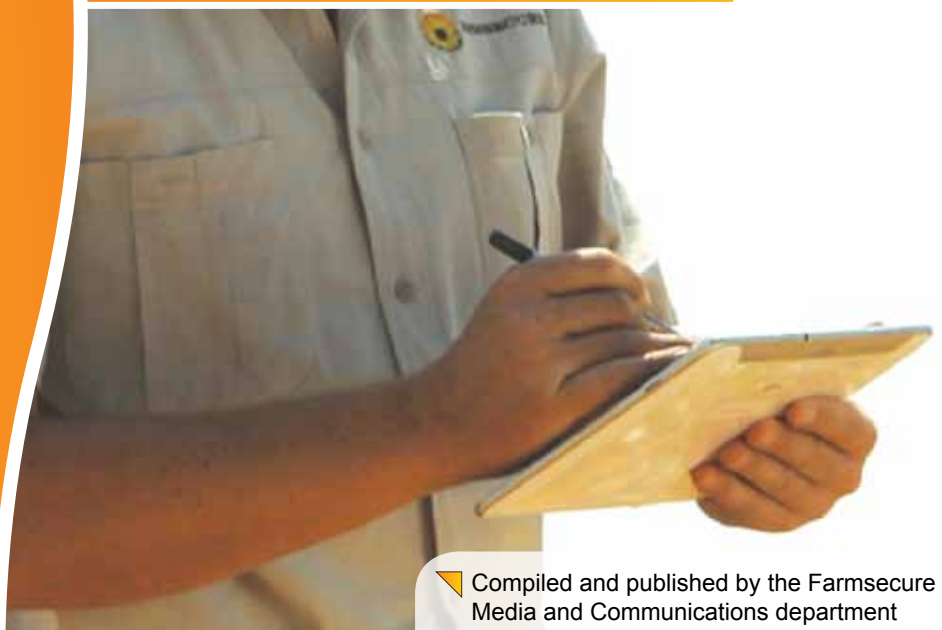
Farmsecure Agri Science is now revolutionising agri science in South Africa



Quote

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James Moore
General Manager of FAS



Compiled and published by the Farmsecure Media and Communications department

Agricultural science service provider Farmsecure Agri Science (FAS) has strengthened its position in South Africa's deciduous and table grape industries.

Through the merging of the well-respected soil science consulting firm, Agricultural Consultors International (ACI), into the services of FAS, as well as the acquisition of the research and development company ExperiCo, Farmsecure Agri Science now offers an extensive, comprehensive and reliable suite of agricultural scientific services.

Farmsecure Agri Science is part of the Farmsecure Group and an integral role player in realising the Group's vision of making a meaningful contribution to securing the world's food supply by "Creating Sustainability and Profitability in Agriculture".

"Filling the vital gap is what it is all about and after being well established in the citrus industry, we have also now done so in the deciduous and table grape industries."

James Moore
General Manager of FAS

"We at FAS believe that sustainability starts with good advice and we have been working very hard to establish ourselves as the leading innovative and scientific service provider and independent consulting company to the agricultural sector," says James Moore, General Manager of FAS. "FAS' primary focus is to empower farmers with agricultural knowledge and precision farming skills through the latest available global technologies, science, research, skills and experience available in the industry. The aim is to achieve input efficiency while achieving exceptional quality and yields."

"With ACI's decision to join the Farmsecure Group, FAS' strengthened consulting service includes soil chemistry, pedology, soil physics and soil biology, as well as horticultural services," says Tienie du Preez, founding member of ACI and recently appointed Head of FAS Horticultural Division.

Mr Du Preez has vast knowledge of international fruit production and the FAS team also has amongst its members many respected South African fruit specialists, such as citrus crop expert Dr Graham Barry, pome fruit expert Erik Conradie and table grape expert Lionel van Schalkwyk.

"Modern day fruit farming demands a focused approach in farming and responding to the individual needs of growers," says Mr Du Preez. "This is underlined on a daily basis in our conversations with growers and we are totally focused in helping our clients to improve their individual profitability and sustainability. In the process we broaden our information base over the whole spectrum of growers and are able to solve problems without compromising the integrity or focus on the individual's problems."



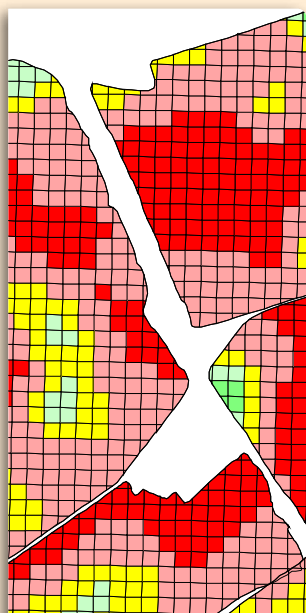
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Founding member of ACI and recently appointed Head of FAS Horticultural Division.

He says years of international and local experience have now been combined to offer growers one of the best fresh produce agri science services in the world.

The rise of Farmsecure Agri Science as a vital and essential component in the South African fresh produce industry can be described as one of the most significant developments in South Africa's agri science industry in recent times.

This, for the first time since deregulation 15 years ago, gives growers across the South African produce industry access to a complete, focused and comprehensive scientific advice service.



“In order to provide as comprehensive a service as possible, we have specialist teams covering multiple disciplines who advise clients in a holistic way.”

James Moore
General Manager of FAS

South African fruit growers used to have access to a full and comprehensive technical services backed by sound research, comprehensive production advice and product development, but this became decimated in the aftermath of deregulation, with resources being scattered all over the industry and the world.

What is different now is that the service available from Farmsecure Agri Science is independent and not linked to or controlled by industry bodies or government departments. It provides advice and service based on the individual needs of each client.

“Filling the vital gap is what it is all about and after being well established in the citrus industry, we have also now done so in the deciduous and table grape industries. Our services cover everything from the soil to the shelf and include new orchard planning, precision farming, soil science, horticulture, agronomy, irrigation, geographical information systems, research and development and quality control,” says Mr Moore.

He says FAS specialises in precision agriculture which is core to their business. This is broadly defined as an information and technology based farm management system which is used to identify, analyse and manage site specific variability within fields, orchards and vineyards in order to maximise profitability and achieve sustainability and protection of natural resources.

He adds that “in order to provide as comprehensive a service as possible, we have specialist teams covering multiple disciplines who advise clients in a holistic way.”

By also constantly bringing young graduates into its teams, FAS has bolstered its significant pool of leading agricultural experts and scientists in South Africa.

“While we have focused ourselves very much on carrying out our mission in South Africa, we believe that our services are globally attractive in an agricultural world where profitability and sustainability will be the key issues of the future,” says Mr Moore.

