

# Increase yield, reduce costs and save on time with MYFARMWEB™

## Agri Technovation

Advertising Promotion

AGRI Technovation is proud to present its innovative cloud-based solution MYFARMWEB™, which allows growers to access and compare relevant and available agricultural data at the click of a button, allowing them to make the best possible (most informed) decisions for their operations.

This ground-breaking digital solution provides the much-needed alternative to the limited and frustrating paper-based approach to farming.

In 2015, Agri Technovation had a vision — to create an easily accessible and user friendly cloud-based interface that would advance agriculture way beyond its current parameters through the capture, use and interpretation of agricultural information.

The result was MYFARMWEB™, the platform that allows farmers to access, compare and utilise all their technical and agricultural information at a single point of entry.

This includes information regarding weather, yield mapping, pest monitoring, soil physical classification, soil chemical analysis, microbial analysis, leaf/tissue analysis, petiole analysis, water analysis and irrigation, profitability and other related fields. MYFARMWEB™ is much more than an online data storage facility — it serves as a platform for decision-based farming by transforming raw data into information, plans of action and, ultimately, profitability and sustainability.

The formula for successful farming is changing rapidly, and MYFARMWEB™ is a fantastic tool to assist growers in optimising the potential of their farms.

Local farmers are already using and realising the benefits of MYFARMWEB™, including Noel Rodda and his family at Bute.

"Farmers like the Roddas have realised the necessity of using competitively priced cutting-edge technology as an enabler to remain competitive as a business," Agri Technovation business development manager Adam Brinkmann said.

"These farmers want to work with a company that offers a holistic solution, as opposed to information obtained from disparate data sources.

"Not only does each separate data input on MYFARMWEB™ become a layer to the total consolidated picture, but data results are interpreted by Agri Technovation specialists and growers are advised in terms of these interpretations.

"The Roddas value a company that believes decisions should be based on as accurate and up-to-date as possible information, and sound agronomy.

"The fact MYFARMWEB™ is so accessible and easy to use makes it possible for all growers to reap the benefits it has to offer."

Simply put, the grower will know immediately what actions to take to make their farming operations more sustainable and profitable, helping increase their yield whilst saving on input costs, as well as their valuable time.

For more information, or to sign up for MYFARMWEB™, visit [www.agritechnovation.com](http://www.agritechnovation.com).



■ INNOVATION... Agri Technovation business development manager Adam Brinkmann with Alford farmer Noel Rodda.

### The benefits offered by MYFARMWEB™ include:

- All farm-related geographic information is centralised in one place, on one single system
- Information stored securely (independently of the computer)
- Information is only accessible to the grower and users to whom grower provides access to (for example, an Agri Technovation agronomist)
- Growers who have access will be able to access the system via any computer device in the world, provided it has an Internet connection
- Different maps can be compared by simply pressing a button
- Different pieces of information can be interpreted quicker and easier and be linked seamlessly to actionable steps

## MONITOR COMPARE CONVERT

An interactive, cloud-based platform, accessed through any browser, for storing, visualising and comparing all types of maps and geographic farm data.



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