

Precision Agriculture grows its South Australian network with new appointment

Leading agriculture technology services provider Precision Agriculture (PA) is pleased to appoint Mark Bastian to the position of Area Manager, Southern Region, marking the start of an exciting growth period in the company's South Australian operations.

Based in Adelaide, Mark has returned to his South Australian roots after working in farm machinery sales in different parts of Australia over the past 10 years. His most significant role was as National Sales Manager for Techgrow, a company specialising in fertiliser spreaders, and he has also held positions with John Deere and Agrifac.

But it's his passion for soil science which attracted Mark to this new role, and the chance to be part of a company which is at the forefront of precision agriculture.

"Soil science is something I have a strong interest in, so working for PA is a great fit," Mark said. "The fact that the company isn't aligned to a particular brand, but rather is focused on consulting work, is something that I found really appealing."

After receiving a Rural Business Management Degree at Marcus Oldham College in Geelong, Mark went to work on broadacre cropping properties to see firsthand how farm enterprises are managed. His experience in the following years with Techgrow highlighted the importance of precision agriculture and the benefits it can bring to farmers in southern Australia.

"I'm keen to work with farmers to maximise the potential of their farming enterprises and spread awareness of Precision Agriculture and the services we provide.

Our key offering is Gridmap Soil Sampling and it's important that growers have a thorough understanding of their soils. There's a lot of emphasis on what goes into a crop above the ground but it all really starts from the ground up, and it's important to know what's going on below the surface."

Mark will join the PA team at the Yorke Peninsula Field Days held in Paskeville from September 24 – 26. The display will focus on the company's extensive range of services, including yield mapping, GPS guidance management, crop surveillance, digital farm mapping, farm productivity assessments, variable rate applications, surface water management, soil management plans and on-farm trials.

"It's a great networking opportunity for us and we're looking forward to introducing Precision Agriculture and its suite of services to the wider South Australian farming community" Mark said.

Precision Agriculture will be located at site number 4, in 'The Shed' at Yorke Peninsula Field Days.
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