

Agricultural Reconnaissance Technologies Pty Ltd

Trading as **Agrecon**

ABN 83 054 410 678



Member of GGA Group

# Company Profile

## DATA - INFORMATION - KNOWLEDGE - INSIGHT – UNDERSTANDING

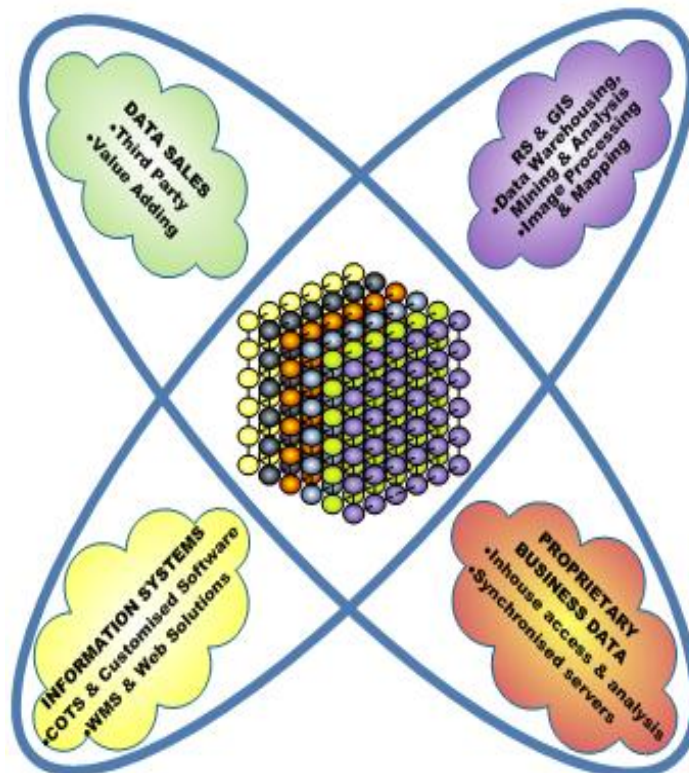
**CORE BUSINESS:** Agrecon is an **Australian informatics company** that provides **customised solutions** for business enterprises, agencies and community users in agriculture and other industries that seek to improve the **management of natural resources** in the face of **climate related production uncertainty**.

**OUR EXPERTISE:** Agrecon draws on more than **15 years of experience** to maintain a unique position within the geospatial industry that bridges four traditional activities of **data sales, image analysis** and **computer mapping, software development** and **consultancy services** using proprietary business data.

**WHOLLY OWNED SUBSIDIARY OF GGA:** Agrecon was acquired by Grain Growers Association Limited (GGA) in 2009. By joining the Bread Research Institute (BRI) and Kondinin Information Services (KIS), Agrecon supports the GGA Group of Companies in its objective to become **a leading provider of analytical, information and communication services** to rural landholders, corporate customers, service providers and other stakeholders across the entire value chain within domestic and international markets.

### AGRECON DISTINCTIVES:

By using **computerised surfacing** of climate and other data sets that are fundamental to business decision making we derive **standardised multi-date grids with 1km<sup>2</sup> resolution** across Australia, Canada and the US and incorporate these into **a single warehouse** that we refer to as the **Knowledge Grid™**. We maintain the currency of Knowledge Grid and use it to generate **off-the-shelf** or **customised products**, to provide **reporting** and **consultancy services** and to underpin the development of an innovative subscription



based **on-line information system** that we call **AgreView™** and which incorporates an array of **query tools, applications modules, analysis services, business metrics** and **output products**. What this means for customers is that, when coupled with corporate data systems, AgreView opens up **new frontiers** in **risk management** for any footprint or time-frame through improved access to data, information, knowledge and understanding for a whole new level of **predictive business intelligence**.

### INFORMATION PRODUCTS, SYSTEMS & SERVICES.

We:

- Acquire, integrate, manage and maintain the currency of nationally comprehensive arrays of multi-temporal satellite imagery, maps biophysical, commodity production, socio-

economic and other **fundamental baseline data** and **derived products** that are stored in recognised formats;

- Incorporate **proprietary data** within standardised **geo-spatial** and **temporal frameworks**;

- Offer **increased access** by business and government customers to fundamental geo-spatial data and derived information products through **transaction** and **subscription** arrangements;
- Provide strategically important **market intelligence, consulting** and **advisory services**;
- Develop **interactive web based information systems** with **predictive business intelligence** for securitised **querying, data mining, extraction, analysis**, production for printing or export in digital format of user-defined **imagery, maps, charts, tables, animations** and **reports**;
- Incorporate innovative **data analysis functionality**;
- **Characterise** biophysical settings and **profile past performance**;
- Derive **standardised, objective, numerical metrics, models** and **indicators**;

## COMMERCIAL OBJECTIVES

- Promote **business confidence** through an informed approach to **strategic planning, marketing, logistics** and **operational decision making**;
- Improve **productivity** and **profitability** through more **efficient** and **socially responsible use** of land, soil, water, flora and fauna;
- Facilitate **best practice management** of enterprises, assets, bio and geophysical environments;

## CORE MARKETS & KEY MARKET SEGMENTS

- Land based enterprises, particularly **cropping, grazing, intensive livestock** and **forestry operations** and all forms of **urban** land use;
- **Retail distribution chains** that provide **agricultural merchandise** and **agronomic advice** through a **network of local agencies** representing a nationally dominant **corporation** with a strong brand;
- Leading **multi-national suppliers** of seed featuring advanced genetics, agro-chemicals for crop and pasture protection, farm machinery, fertilisers, nutrition and soils advice;

- Use fundamental data, analysis techniques and derived information metrics to:
  - assist business enterprises, local communities, regional agencies, national organisations and multi-national corporations to **map, monitor** and **manage** prevailing circumstances;
  - identify and understand **causal relationships** through **empirical modelling**;
  - **predict** forthcoming seasonal conditions;
  - **forecast** planted area, yield, production, stocks and demand for agricultural commodities;
  - generate **yield maps** and other **products** for **prescription and precision farming**;
  - assess, manage, rate, price and transfer **financial** and **insurance** related **production, multi-peril** and **environmental risk exposure**.

- Identify, assess, mitigate and manage **physical susceptibility, community vulnerability** and **situational exposure** to a wide range of **natural hazards**;
- Increase the **viability of businesses, service providers, agencies and organisations** within the supply and demand sectors of the value chain;
- Build **sustainable businesses, communities** and **environments**.

- Corporate providers of commodity based **financial, insurance, marketing, logistics, processing, risk management, technical** and **business advisory services**;
- **Commodities, hedging, futures** and **derivatives traders** including **investment funds** under management;
- **Industry peak bodies**, government and non-government **resource management** and **compliance agencies, national** and **international organisations** that provide **welfare, aid** and **relief**.

We view the provision of **corporate services** as our primary **path to market** where we deliver a comprehensive range of **grower services**. We forge **strategic partnerships** and **license** our information products, systems and services within key markets, segments and geographies.

For further information:

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