

Guidance technology earning its stripes

From www.farmonline.com.au

By GRAHAM FULLER

Friday, 15 July 2005

Auto guidance technology is increasingly being given the 'thumbs-up' by Australian farmers.

Undoubtedly, it has been aided by far-sighted suppliers like Agline Distributors' Ross Hubbard, who has a vision for precision agriculture developments.

He believes he is at the forefront in terms of taking the technology to the broader farming community, following his successful negotiation to become the national distributor of Beeline Technologies' guidance systems, as well as handling Kee's Zynx single in-cab console and a host of Farmworks software options.

"For the first time, Australian farmers can source a front-to-back precision agriculture solution via a national network of dealers providing world-leading farming solutions, backed by local expert service and support," Mr Hubbard said.

"We provide a range of (guidance) products for farmers. So if they only want to come in at sub-metre accuracy, that's fine."

Mr Hubbard is convinced precision agriculture technology is the way ahead for broad-acre agriculture.

"Whether you are a distributor, a farmer or a supplier, it's all about risk versus reward."