



amps

agribusiness



1998 - Take greater control of their own destiny

- 23 Farming entities formed Inc Association in response to:
- Reduction in Production Research
- Increasing Costs
- Desire to increase yields
- Improve input efficiencies
- Value Add to their production – Grain

- Have some fun!



The Answer - 2002

Set up an Ag Merchandise Business to provide a revenue stream

Allowing investment into:

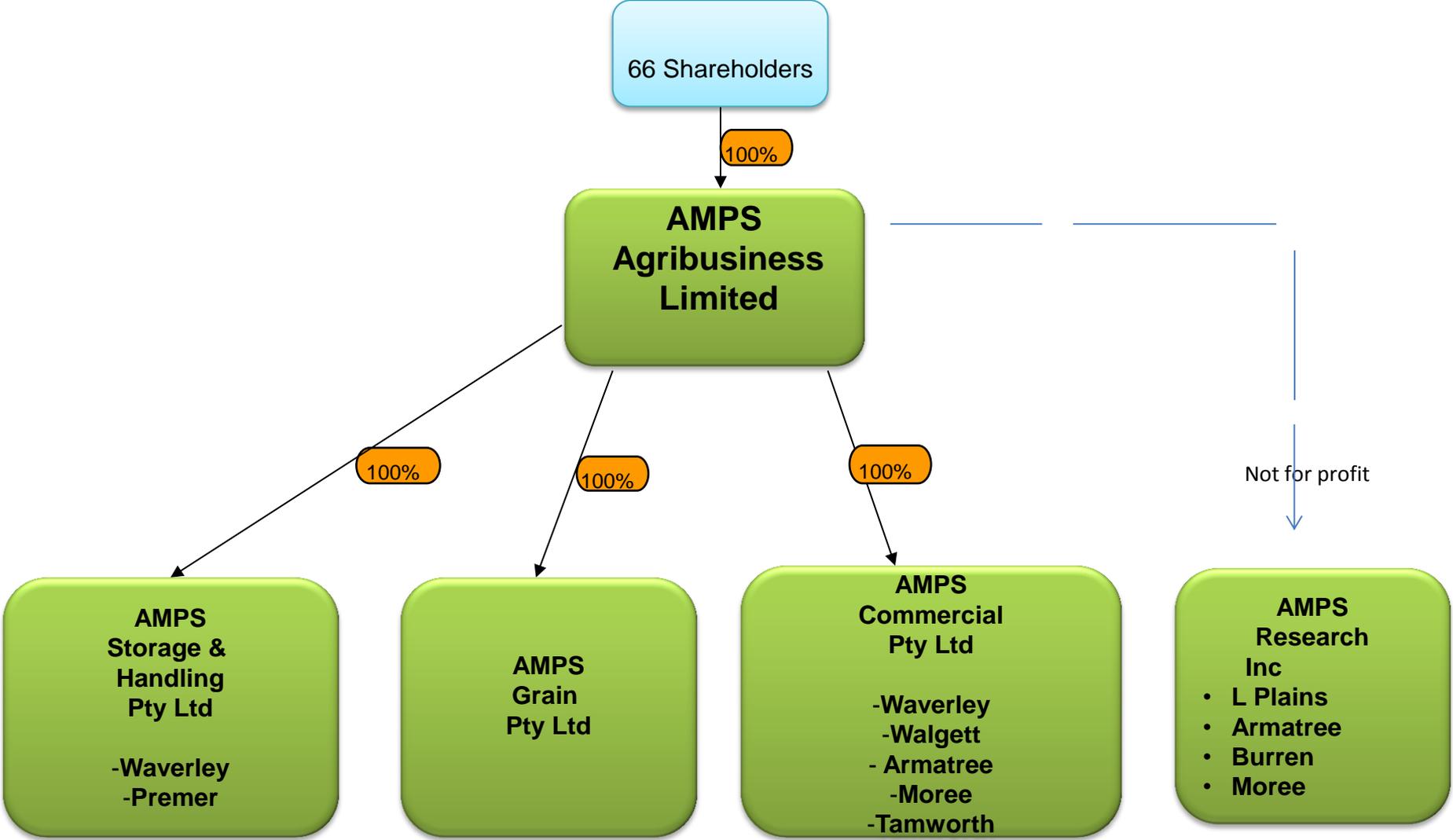
- Production Research
- Marketing
- Value Adding
- Value Chain Opportunities



AMPS Agribusiness Ltd – Today

- Unlisted public company
- One board of 6
- Profitable & Sustainable Operation
- 65 shareholders
- Research at the core - % of profit invested in production research
- Dividend – growing in importance
- Reputation for excellence with Industry, Customers & Suppliers
- Storage Facilities & Grain Broking & Logistics

AMPS Current Corporate Structure





AMPS Strategy- Based on Research

- Research demonstrates the ethos of the business and creates a point of connection, engagement and trust.
- Research must be connected to the AMPS merchandise offer of knowledge and service.
- It differentiates the business from straight merchandisers, builds farmer engagement and significantly contributes to business ethos and the AMPS proposition.
- Marketing tool and opportunity to lead in production research!

AMPS Research

- Inc Association – Funded primarily by AMPS Agribusiness
- Production Research – Small plot & large scale trials – 2016: 17 locations Willow Tree to Garah
- 7500 winter plots & 1500 summer (forecast)
- 3 to 4 Staff
- Some externally funded projects ie GRDC, CSIRO

AMPS Research Structure

AMPS Research Inc – Committee (Liverpool Plains)

Chair – G Brownhill

Sec/Tres – N Herring

Committee – 10 Farmers & Consultants

Moree

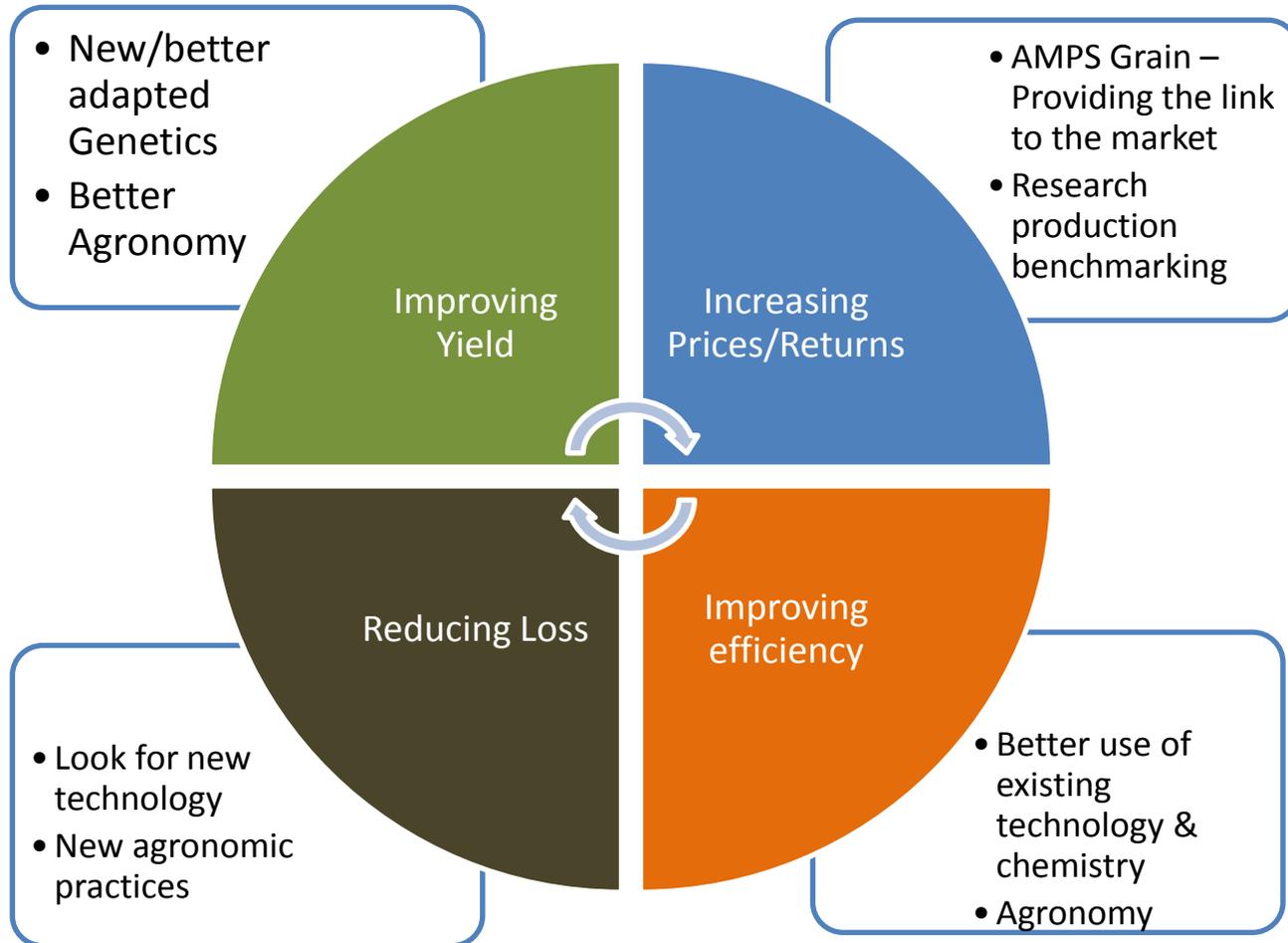
Gulargambone

Walgett/Burren

Sub Committee Responsibilities

- Local Research priorities
- Local organisation/logistics

Research Objectives



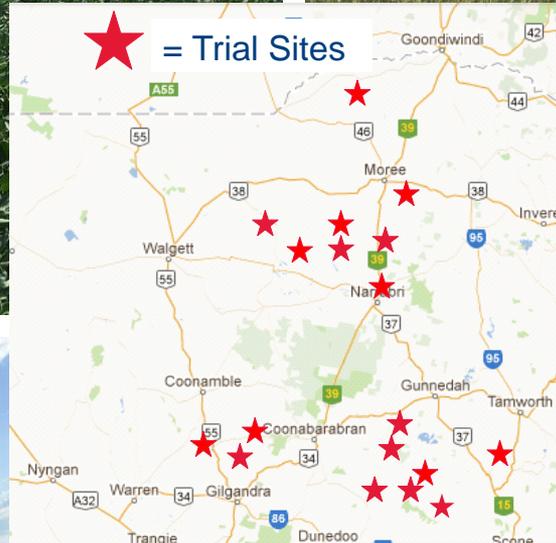
Research Across Northern NSW



Gular



Walgett



Bellata



Moree

Over 350 people through 2015 Trials

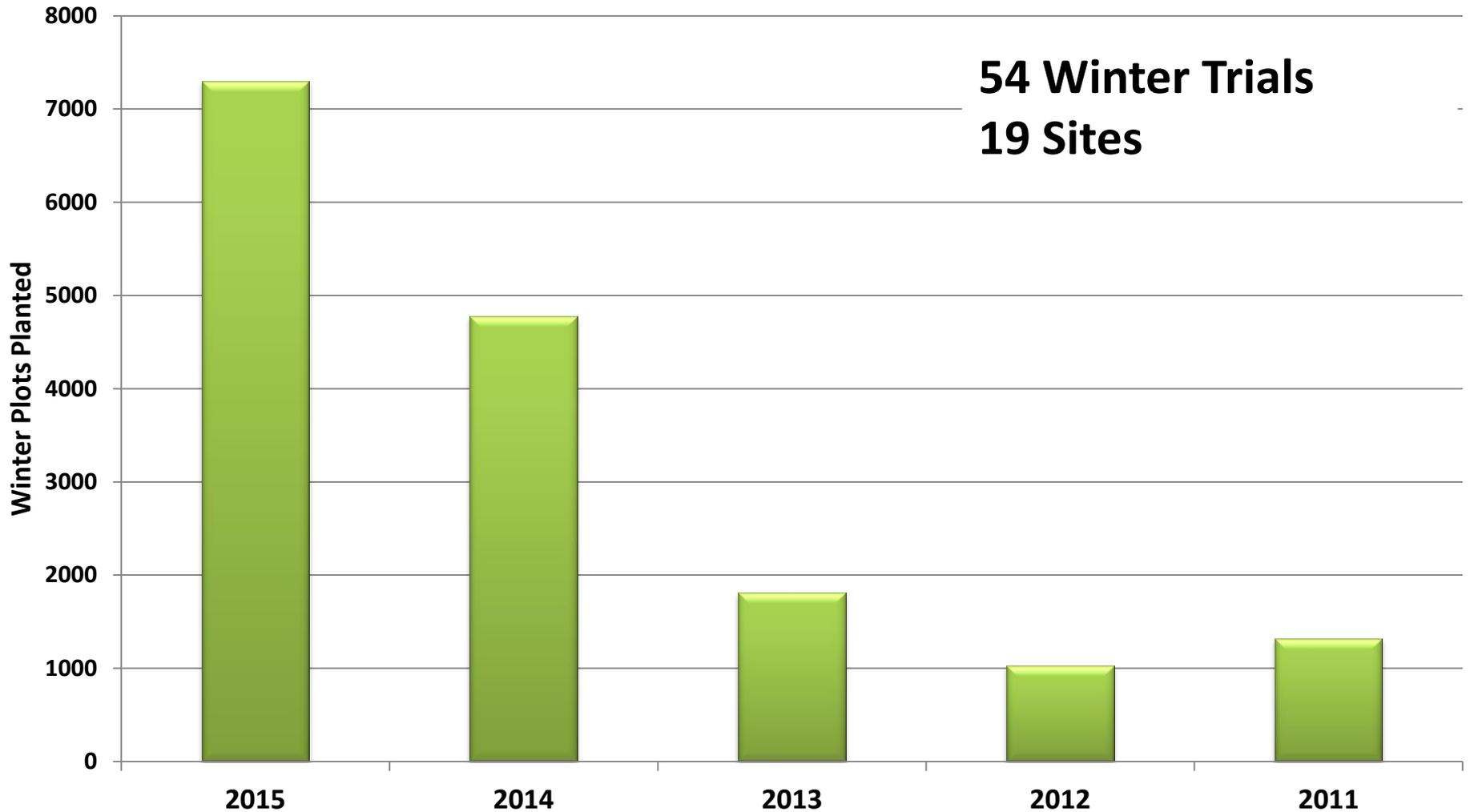


Spring Ridge

In 2014 AMPS Research changed



Quality is still the main focus





Strategy –

What is the AMPS strategy based on?

- Research, Great Service, Fair pricing, Great People, Shareholding
- Customer
 - Medium/Large family & corporate are turned on by the model
 - This market is organically growing
 - They are business people.
- Most importantly – we know who is not our target.

Waverley Complex – Caroona

AMPS Commercial – Business Hub



Waverley

7.64ha site zoned rural, a few minutes from Caroona. Comprising grain silos and associated plant, weighbridge, grain sheds, storage sheds, office and other buildings. Total grain storage of 22,695 tonne.

Premer



Premer

2.74ha site in the village of Premer, comprising grain silos and associated plant, grain dryer, weighbridge, grain sheds, storage sheds, office and other buildings. 18,030 tonne of grain storage.

Moree

70 Industrial Drive Moree

Large storage shed on 1.847ha industrial site in Moree industrial precinct. Agricultural merchandise sales, storage and logistics are conducted from 683m² shed. 3 fertiliser silos have since been erected and a new office/administration building .





Our Market

- **Liverpool Plains – Very Reliable Region**
 - Summer and winter rotation driven wheat and sorghum. Developing cotton and canola market.
 - Medium/Large family farms that are getting larger.
- **Armatree**
 - Winter market. Wheat the pillar crop with chickpea, lupins and canola
 - Medium family farmers
- **Moree**
 - Summer and winter rotations dominated by winter. Wheat, Barley & Chickpea are key winter crops. Cotton is the key summer crop – with varying sorghum & corn
 - The Corporate farming customer is a significant section of the total market.
- **Walgett**
 - Predominantly Winter Market – Wheat & Chickpea dominate
 - Dryland cotton : growing
- **Tamworth**
 - Winter Cereal/Pastures
 - Animal Health/General Goods

What does that really mean?

- Invest in Research to learn
- Farmers Share ideas – learn from each other & us
- Be profitable – but not at all cost
- Have some Fun

Lessons Learnt

What has worked?

- ✓ Structure – Business philosophy
- ✓ Merchandise as the revenue driver – supported by key customers
- ✓ Research/Connection/Collaboration
- ✓ Shareholding
- ✓ Expansion (not without challenges)
- ✓ Passionate Staff & Customers (Research)
- ✓ Social interaction

What has not?

- Trying too many things
- Container Packing
- Mixed messages/market fear

Current & Future Challenges!

- How Big?
- People
- Maintaining the Culture