



GRAZING & AGRICULTURE PRODUCTION SOLUTIONS

What is Grazag?

Grazag is an agricultural and rural merchandise distribution business providing products and services to the New England district. Grazag is located in Ampol St Armidale.

> What inspired you to start the business?

We felt that the New England grazing market needed a fresh approach to assist clients to maximise productivity and profit. The cool New England climate lends itself to a broad product offering from large animal enterprises (protein and fibre), out of season vegetables (lettuce and broccoli), and cold climate wines the New England is now a recognised wine growing region.

> Describe your products/services and how they will benefit local clients?

Grazag will offer an extensive range of rural merchandise products direct to the New England grazier. The products will include:

Animal health products, drenches, vaccines, backliners and management programs.

Fencing materials supply delivery and design.

Pasture seed new and old varieties with full

agronomy support.

Fertilizer supply and delivery including soil testing and interpretation.

Nutritional products and protocols, and all other general merchandise for animal husbandry and product application.

Animal Health, Includes the development of drenching and vaccination programs, worm testing and faecal egg count reduction testing. This is to establish the clients needs and options.

Animal Nutrition, Involves early weaning protocols for both sheep and cattle, grain assist for increased yields through weight gain and feeder cattle protocols for pre feedlot induction and includes options for drought feeding and supplementation. These nutrition and health products are obtained from such reputable suppliers such as, Bayer, Pfizer, Novartis, Coopers, Virbac, Onesteel, Wrightsons, Auswest, Ospray, Nufarm, Dow, Syngenta, Hifert and Ridley Agriproducts and others.

Agronomy, Is mainly driven toward pasture improvement and management. It includes what varieties to plant and what the fertilizer

requirements will be at planting and also at the top dressing stage

Fencing, This is mainly supply, delivery and design. The main requirement for design has been driven by overseas investment in New England property market. This is mainly a complete development program.

> Tell us about you staff?

The team includes five of us so far. Jason Litchfield has extensive experience in sales, marketing and management working in the Agricultural sector under the same employ for 23 years (Landmark). He has dealt with most multinational companies in this business segment and knows most state and national managers on a personal level.

Kellie Litchfield brings her experience in finance and administration with strong links to the Motel and Hospitality industry.

Ben Foster brings a wealth of management knowledge and experience in animal health, nutrition and parasitology, having been the branch manager of Elders Armidale and Guyra for the past seven years. Ben also has strong personal

relationships with most of the multinational companies with 16 years experience.

Matt Foster has 18 years experience in agronomy from cotton, cropping, pasture and Vegetables. Matt has had a number of senior roles in his time as an agronomist and in his latest position has become very well known in the New England area.

Philip Radburn brings a wealth of experience 35 years from being in the agriculture merchandise sector. Philip has a comprehensive animal health background and very strong product knowledge for those hard to find products.

> Plans for the future?

Grazag aims to offer a high level of service and product at a competitive price to meet the demands of the New England district Rural Merchandise Market. The Company will cater for all farming and grazing operations from the small family grazing system through to large corporate grazing enterprises. Grazag intends to build a strong market position in the New England based on the efforts, experience and enthusiasm of the directors and specialist employees.

GRAZAG

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SPECIALISING IN

- Animal health
- Agronomy services
- Fertilizers & seeds
- Rural fencing





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