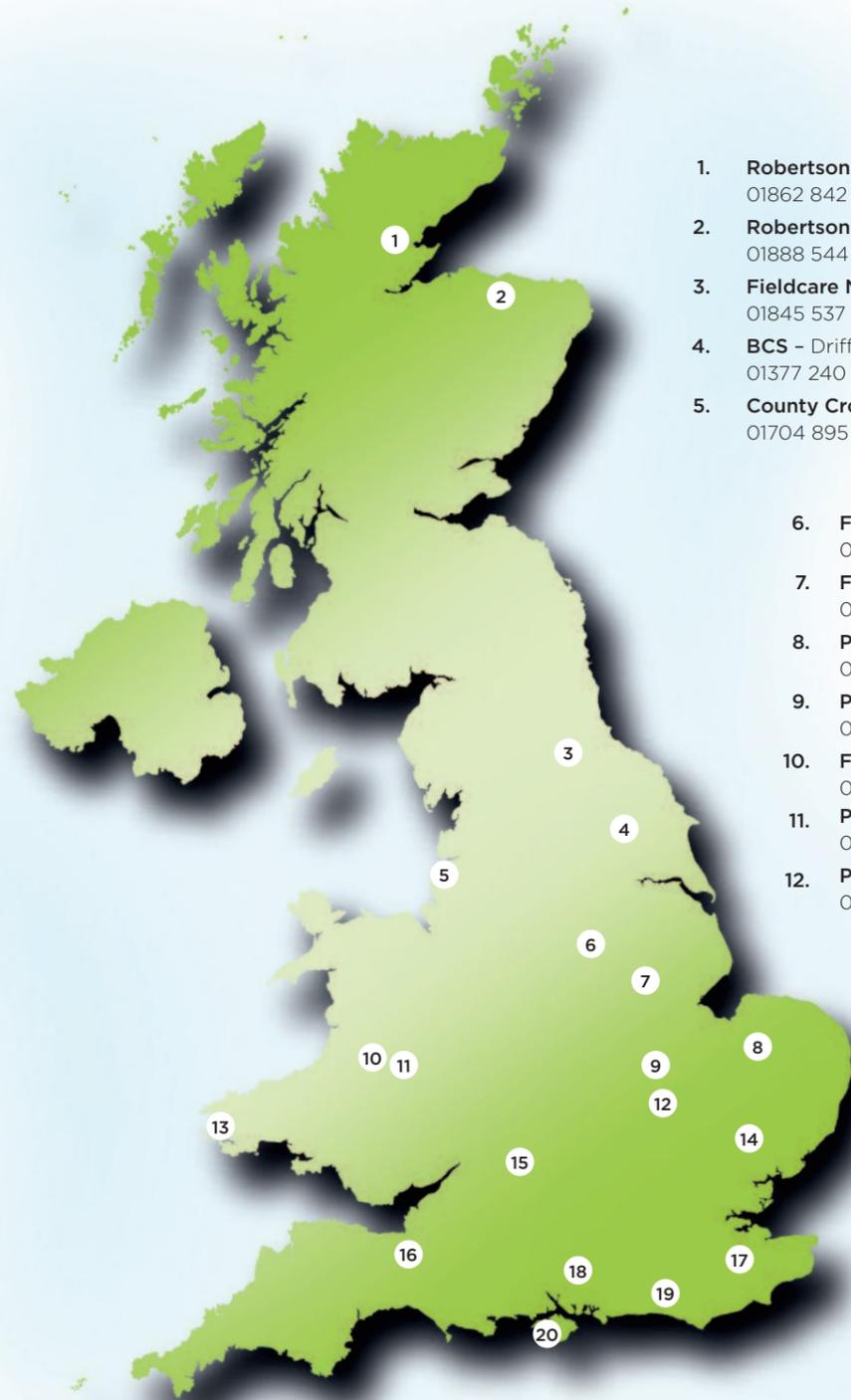


## Where to find us



1. **Robertson Crop Services** – Kildary  
01862 842 552
2. **Robertson Crop Services** – Cuminestown  
01888 544 666
3. **Fieldcare North** – Thirsk  
01845 537 555
4. **BCS** – Driffield  
01377 240 118
5. **County Crops** – Burscough  
01704 895 001
  
6. **Fieldcare South** – Gamston, Retford  
01777 839 000
7. **Fieldcare South** – Scothern  
01673 866 118
8. **ProCam Agriculture** – Wymondham  
01953 600 200
9. **ProCam UK** – Cambourne  
01954 712 150
10. **Field Options** – Presteigne  
01544 262 500
11. **ProChem** – Leominster  
01568 615 686
12. **ProCam Agriculture** – Melbourn  
01763 261 592
  
13. **Prochem** – Haverfordwest  
01437 781 780
14. **ProCam Agriculture** – Langham  
01206 231 999
15. **Chemega** – Swindon  
01672 539 591
16. **ProCam South West** – Cullompton  
01884 34275
17. **Rutherfords** – Ashford  
01233 820 693
18. **Rutherfords** – Droxford  
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19. **Rutherfords** – Lewes  
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# PROCAM

AGRONOMY THAT DELIVERS®



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## Agronomy that Delivers

A committed 'customer-first' philosophy is central to the on-going development of ProCam, which has grown since it was founded in 1979 into a leading provider of specialist agronomy and crop production services.

In the UK, ProCam now provides nationwide coverage, with over 100 full time 'on-the-ground' agronomists working one-to-one with farmers to deliver comprehensive and bespoke professional input.

ProCam operates as a network of regional businesses working alongside national resources that pool technical expertise and provide centralised logistics, sourcing and investment. This includes continuing investment in a full UK trials and research programme, which works alongside ProCam 4Cast, the company's long-established farm data benchmarking system, to add unique and significant value to every customer relationship.

This structure enables precise local knowledge and insight to be combined with the scale and reach of a national organisation to deliver enviable and unrivalled results. In fact, since 2000, customers on the ProCam 4Cast database have on average consistently out-yielded the Defra national average for wheat by 0.8t/ha. For the top 25% of these ProCam customers, that advantage over the national average extends to an astounding 2.2t/ha extra wheat yield.

Whilst crop protection remains at the heart of ProCam's service, recent years have seen increasing expertise in seeds and traits, crop nutrition, biological products, conservation agriculture and precision farming. These associated technical specialisms give ProCam the opportunity to now provide a fully integrated crop production service.

Unsurprisingly, more and more farmers are attracted to ProCam's business philosophy, with the customer base continuing to grow and turnover doubling in the last 10 years.

## Working to core values

Three core values underpin ProCam's approach and secure the commitment of its customers.

### KNOWLEDGE NOT INFORMATION

- Knowledge from a nationwide understanding of innovative technology and approaches
- Knowledge from the investment in ProCam 4Cast, trials programmes and demonstration sites
- Knowledge from working with the UK's top producers for almost 40 years

### SOLUTIONS NOT INPUTS

- Solutions that maximise grower margins and help to build sustainable businesses
- Solutions that are applied with the whole business in mind, taking account of soil management, rotational planning, budgeting and economics
- Solutions from the sourcing and supply of the most effective products for each enterprise

### PEOPLE NOT PROCESSES

- People with a passion for their industry and a 'feet-in-the-field' understanding of customer needs
- People with local knowledge and a strong commitment to their customers
- People with technical expertise, training and access to a national resource network



# KNOWLEDGE



## ProCam 4Cast – making ‘big data’ work for you

Benchmarking crop performance in relation to others in the industry is increasingly vital, not least because of continued grain price volatility and uncertainty over farming support.

Alongside benchmarking, it's also important to have a first-hand insight into the types of agronomic techniques that are bringing real improvements, to yield and other areas, on real farms and across broad acres.

Drawing on more than 500,000 hectares and growing of genuine farm data compiled over 20 years, ProCam 4Cast is a leading data collection, data analysis and benchmarking system that answers both objectives.

Updated annually, the latest ProCam 4Cast data are made available through ProCam agronomists ahead of new season crop plans being put in place. This invaluable insight gives ProCam significant advantages ranging from crop choice down to details such as optimum timing of drilling.

*“ProCam 4Cast is derived from real world crop production data, so it can be used to ‘model’ outcomes of different management approaches on specific farms, on different fields within a farm, and even on individual soils within a field. I am not aware of any other data set that offers over 20 years of data of such breadth, depth and value as 4Cast.”*

**Dr Farnon Ellwood, University of the West of England, who verifies ProCam 4Cast data to ensure statistical validity.**

# KNOWLEDGE



## Developing the right strategies

Led by ProCam's dedicated technical team, the Technical Council brings together ProCam national specialists and representatives from the regions to develop cohesive thinking and forge coherent strategies across a range of company activities.

**ProCam's Technical Council includes the following areas amongst its constantly developing remit:**

- Development of lowest cost per tonne production strategies
- Co-ordinating nationwide trials and demonstration sites
- Identifying new varieties and cropping options
- Reviewing the role for novel approaches such as conservation agriculture
- Processing and utilising data from the ProCam 4Cast programme
- Devising best practice production protocols to differing farm locations and situations



# KNOWLEDGE



## Investigating key issues

With continuing commodity price volatility, reductions in available or effective crop protection chemistry, and introductions such as the three-crop rule driving greater rotational diversity, the need for investment in research, data capture and training is paramount.

ProCam now runs replicated trials on 17 different sites from Scotland to the south west of England. Results are used alongside ProCam 4Cast data to fine-tune ProCam's agronomy and crop production recommendations.

### Some examples of key issues investigated through ProCam's on-going trials programme:

- The yield effects of delayed autumn drilling
- Effectiveness of herbicide stacks in wet and drought conditions
- Use of SDHI fungicides in winter cereals
- Developing strategies to combat the potential loss of key triazoles
- Control options for Septoria and new strains of rust
- Interactions between fungicide programmes and micronutrient use
- Use of new biological growth stimulants
- New disease control options in oilseed rape
- Alternative weed control options in maize

# KNOWLEDGE



## Developing nationwide insight ProCam trial sites

ProCam now runs replicated trials on numerous sites across the country. Results are used alongside ProCam 4Cast data to fine-tune ProCam's agronomy and crop production recommendations.

In strategically important locations, such as Cawood, Fowlmere and Chippenham, these sites are now evolving into regional demonstration centres, to deliver knowledge transfer at local levels.

The breadth of interest continues to grow. Innovation in cereals, oilseed rape, maize (for AD or forage) and beet are all included in current programmes.



**1 Cambourne variety site**  
Winter wheat seed rate and drill timing

**2 Gamlingay variety site**  
Winter barley seed rate and drill timing + nutrition timing

**3 Chippenham variety site**  
Winter barley and winter wheat seed rate and drill timing + nutrition timing + WOSR varieties

**4 Wakefield variety site**  
Winter wheat seed rate + WOSR varieties

**5 Cawood variety site**  
Winter wheat drill timing + nutrition timing + foliar nutrition demo

**6 Rushden blackgrass demonstration site**  
Pre emergence + Post emergence

**7 Chalgrove blackgrass demonstration site**  
Pre emergence

**8 Sunk Island black grass demonstration site**  
Pre emergence

**9 Piercebridge fungicide demonstration site**  
Wheat T2 fungicide + T3 fungicide

Maize variety trials

**10 Burton Agnes fungicide demonstration site**  
Barley fungicide trial

**11 West Luton fungicide demonstration site**  
Wheat fungicide trial

**12 North Weston fungicide demonstration site**  
Wheat fungicide trial

**13 Chipping Norton fungicide demonstration site**  
Wheat fungicide trial

**14 Fowlmere demonstration site in partnership with KWS**  
Nutrition x fungicide trials + weed screen demonstration + cover crop plots



Photo courtesy of John Deere

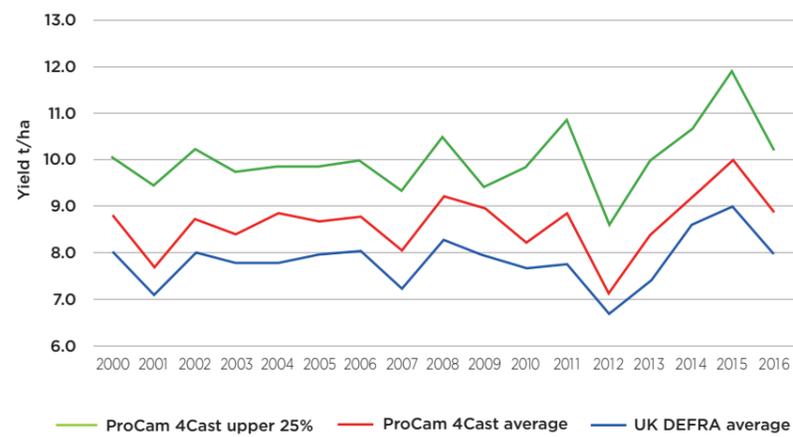
# SOLUTIONS

## Gaining advantage through performance

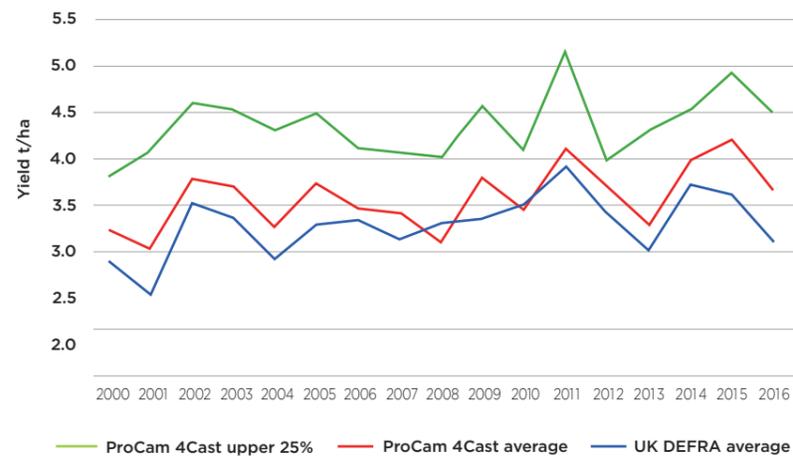
From ProCam 4Cast data it is evident that ProCam customers consistently gain advantages through crop performance.

## Long-term yield trends

Winter wheat - ProCam 4Cast yields vs. DEFRA national average 2000 - 2016



Winter oilseed rape - ProCam 4Cast yields vs. DEFRA national average 2000 - 2016



Even average winter wheat yields on ProCam 4Cast have consistently tracked above the UK DEFRA average over the last 17 years.

With winter oilseed rape yields over the last 17 years, ProCam 4Cast growers in the top 25% have consistently averaged above the UK DEFRA average.

Average winter OSR crops on ProCam 4Cast have also out-yielded the UK DEFRA average 88% of the time, over the last 17 years.



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# SOLUTIONS

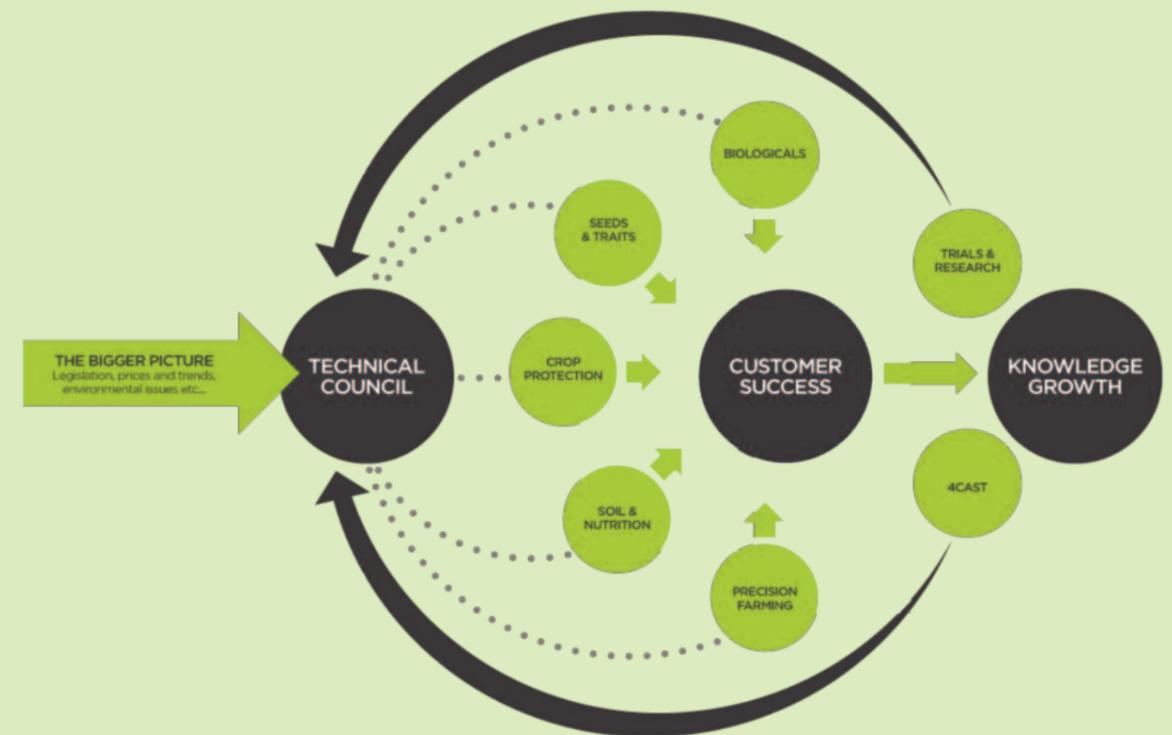


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## Refining best practice

ProCam offers a complete crop production service, integrating the most current crop protection advice with other inputs including seeds, micronutrients and biologicals.

This integrated approach is built on the accumulation of expertise, on-the-ground experience, research and wider industry insight.



Data from ProCam 4Cast and the trials programme, plus an understanding of bigger picture issues affecting the wider industry, are combined to inform the Technical Council and allow trends and drivers to be identified. The result is a balanced and progressive position on best practice options that are then disseminated out through ProCam's national agronomy team.

A process of development and refinement of best practice continues, with the on-going collection of ProCam 4Cast data and the continual feedback of customer success. So, year-on-year, the quest for the best crop production solutions, for any given scenario, continues.

# SOLUTIONS



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**ProCision**

## Tailored approach to precision farming

ProCision is ProCam's unique approach to precision farming.

As with so much of ProCam's delivery, ProCision operates with a 'feet-in-the-field' agronomist at the centre of all activity.

Advice on whether a precision approach would be advantageous, in which fields it is best applied, and what elements should be prioritised, are best taken by a professional who knows the farm. That's the ProCam agronomist, who is ideally placed to co-ordinate the collation of information - from its various sources - and submit it to ProCam's data warehouse.

Viewed without bias or vested interest, data is then processed and bespoke computations are written to generate application maps for export to a full range of devices and farm equipment.



# SOLUTIONS



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## What you need, when you need it

ProCam currently operates from 18 key sites across the UK with a fleet of 70 vehicles to ensure its customers always receive their inputs in timely fashion.

Operational efficiency is enhanced through the provision of real-time information on the status of collections and deliveries.

On-going investment in training - to ensure full professional competence, safety of operations and efficiency - is key priority across ProCam's transport and logistics.

ProCam's integrated order and delivery management system provides vehicle routing, delivery tracking and notification, and proof of delivery, significantly enhancing ProCam's customer service in this area



# PEOPLE



## Covering all bases

ProCam has grown to become a nationwide network of professional agronomists with a collective knowledge that few agribusinesses can rival.

With regional businesses offering strengths relating to their customers' localised needs, and a central resource and structure that facilitates pooling of this expertise, there are few technical areas where ProCam cannot offer valuable specialist support.

Whether it is expertise in growing maize (be that for forage or AD); or specialist insight into growing malting barley for the highest premiums; or the value of micronutrients for vegetable production; or a tailored approach to precision farming; there are people within ProCam with the know-how to help and with a philosophy of sharing for the customers' greater good.



# PEOPLE



## Professionals with the personal touch

ProCam's frontline is made up of regional businesses with teams of agronomists who have strong personal relationships with their farmer customers.

Collectively, this represents one of the largest agronomist teams of any UK agribusiness, but it retains the essential localised connection that is so important to the delivery of a quality service.

The ProCam philosophy recognises that every farming situation is unique and that a 'one-size-fits-all' approach seldom works. Calls are returned, questions are answered, and customers come first.





**Wait,** before you go  
don't forget to  
give us a call on  
**01954 712150**

