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PRESS NEWS

Autumn 2004 Strategies under the Spotlight at ProCam 4cast Open Days

Steps to overcome Herbicide resistance and rotational options taking into account the impact on profitability following withdrawal of area aid were two of the key points discussed at ProCam's 4cast Open Days at NIAB Cambridge last week.

Over 250 crop producers braved the wind and rain to see the latest varieties under trial as well as visit ProCam's 'field cinema' for presentations on weed and disease control strategies for autumn 2004 and rotational implications of MTR.

The new 4cast predictive agronomy system was used publicly for the first time since its launch at Cereals 2004 to identify herbicide usage over the last 25 years and yield effects of rotational position on winter wheat since 1998.

Ends

PRM020

25th June 2004

Notes to editors

- i) The days took place on Wednesday 22nd and Thursday 23rd of June 2004.
- ii) High Resolution pictures from the days are available from Proterra. Please email philip@proterra.co.uk for copies.
- iii) The ProCam Group employs more professional agronomists, crop walking more acres than any other organisation in the UK and now covers the whole of the British Isles from the South West of England to Northern Scotland.
- iv) ProCam 4Cast, launched at Cereals 2004, is a new computerised predictive agronomy system utilising information gathered from over one million acres of land crop walked by ProCam agronomist each year and a database with 10 years of records.

Further information is available from David Ellerton, ProCam Ltd., Royston, Herts.
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