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PRESS NEWS

2004 4Cast RESULTS ANNOUNCED AT SPRING CONFERENCE

Economic and agronomic results from an analysis of over one million acres of UK cropping grown during 2004 will be presented for the first time at ProCam's fifth national Spring conference in Newmarket on February 9th 2005.

The results represent the first full year's analysis of the company's 4cast predictive agronomy system launched last year and are expected to show a widening gap between the country's top 25% of producers and the average in terms of both production and margins.

Themed 'Adapting to Change', the conference will use the figures to draw conclusions on both technical and economic fronts for 2005, with particular reference to the impact of the Mid Term Review and the loss of Area Aid.

The conference will be chaired by LEAF retiring chairman Robert Campbell and will also include a keynote presentation on 'Putting the Mid Term Review into Practice' by Dr. Alastair Leake of The Allerton Research and Education Trust.

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ProCam technical director Dr. David Ellerton will present the 2004 4cast findings in relation to agronomic issues including the use of cereal fungicides, Brome control and wheat orange blossom midge. ProCam technical agronomist Nick Myers will look at the economic issues of the results in light of the requirements of the Mid Term Review.

The event will take place at The Tattersalls Presentation complex at Newmarket Racecourse starting at 9.15am on February 9th 2005. Tickets and further information are available from ProCam on 01763 261592 or by emailing info@procam.co.uk.

Ends

PRM039

14th January 2005

Notes to editors

- i.) 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.
- ii.) The company has celebrated 25 years of trading in 2004 and is now the UK's leading supplier of crop protection products and crop advice having doubled the size of its business in the last three years alone.

Further information is available from Dr. David Ellerton, ProCam Ltd., Royston, Herts. Telephone: 01763 261592 e-mail ellerton@dial.pipex.com

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