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PRESS NEWS

PROCAM LAUNCHES NEW CONSULTANCY SERVICE

A new consultancy division to help UK arable producers make the best business decisions in light of the latest round of CAP Reforms and the Mid Term Review has been launched by The ProCam Group Ltd.

The new 'ProCam Consultancy' division headed up by Nick Myers, enables the Group to now offer crop producers across the country a one-stop shop for all their management and crop production advice.

The ProCam Group provides agronomic advice for over one million acres of arable production and the new range of services complement existing technical advice services underpinned by the 4 cast predictive agronomy system launched in June 2004.

"It is a natural evolution for us to provide management and business advice for our clients and this has become essential with all crop producers now needing to establish the most effective business plans for them in light of the loss of area aid and the implications of the Mid Term Review that take effect in 2005," Nick Myers explains.

"With so much knowledge of UK arable production at national, regional and indeed farm level, provided by the 4cast system, we believe we have an unrivalled foundation on which to base highly cost-effective business and management consultancy."

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The services will feature transparent pricing combined with a ‘pick ‘n’ mix’ menu of options so producers can tailor the level of advice to their exact needs. Initially ProCam Consultancy will concentrate on four key areas – Economics, Environmental, Compliance and Training.

The division is being launched with the following services. Additional ones will be added later.

Economics

- CAP Reform Assessment
- Single Farm Payment Applications

Environmental

- Entry Level Scheme (ELS) Assessment and Applications
- Higher Level Scheme Applications
- Nutrient/Waste Management Plans

Compliance

- ACCS Preparation and Reports
- Crop Protection/Soil Management Plans

Training

- Agronomy Management Packages
- Practical/Technical Skills Courses

“Overall our aim is to take the myth and high costs out of consultancy and provide a practical, accountable and hardworking service that acknowledges the pressures and problems now faced by crop producers,” Nick Myers concludes.

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The service will be provided throughout the country by ProCam Group companies. Further details are available on 01763 261587 or by visiting www.procam.co.uk or www.procam4cast.co.uk

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PRM045

20th 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) ProCam 4cast is a predictive agronomy system designed to provide growers with agronomic information specific to their individual farming situation. The system is based on analysis of a specially developed database of UK crop production utilising practical agronomic results from one million acres of arable land each year built up over the last ten years.
- iii) The company 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 Nick Myers, ProCam Ltd., Royston, Herts.

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