

4-CAST INVESTMENT PRODUCES INSTANT BENEFITS

Date added: 05/10/07 Information from ProCam Group's powerful 4cast agronomy database will now be even more beneficial to the company's advisers and customers following investment in new technology that links all the company's agronomists.

4cast currently draws information from the company's one million acres of arable production via its team of 90 agronomists in the field. Data is fed into a central database which analyses trends, financial information and inputs to work out the most successful strategies across the country.

To date, the main 4cast analysis has taken place at the end of harvest and looks back at the year in question. The new system will allow information from all agronomists to be accessed as work progresses and inputs are applied, so that almost instant analyses will be possible.

"We will now be able to track information and trends from real farms virtually in real time and the implications of this in terms of feedback to agronomists and customers is immense," says 4cast manager Nick Myers.

"It makes 4cast a genuinely pro-active management tool for our customers and helps them make decisions for the current season based on the most up-to-date and comprehensive agronomy information in the UK."

Further details of ProCam's 4cast system can be found at the company's newly designed website on www.procam.co.uk

Ends

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