

# FARMING IS GETTING MORE COMPLEX

There are many things that farmers need to keep in mind when running their business. Successful farmers stay ahead of all the complexity.



# AS THINGS GET MORE COMPLEX INTUITION ISN'T ENOUGH

Right now many farmers make decisions using intuition. They're often really good at it, but modern farming has so many more things to think about.





# NO MATTER HOW CLEVER YOU ARE THERE ARE LIMITS

Even though farmers are used to keeping details in their heads they can only cope with so much. When humans work out a problem with more than four moving parts, the result is a guess. And the average farm has more than four moving parts.

[\\*https://www.livescience.com/2493-mind-limit-4.html](https://www.livescience.com/2493-mind-limit-4.html)





# FARMAX GETS THINGS OUT OF YOUR HEAD

Even the best farmers can't accurately predict the outcome of the huge number of things that influence a farm, let alone any more than four at once. **FARMAX can take hundreds of things into account, all at once.**

Including 30 years of cutting-edge science from AgResearch.

And that makes for better decisions on the farm.

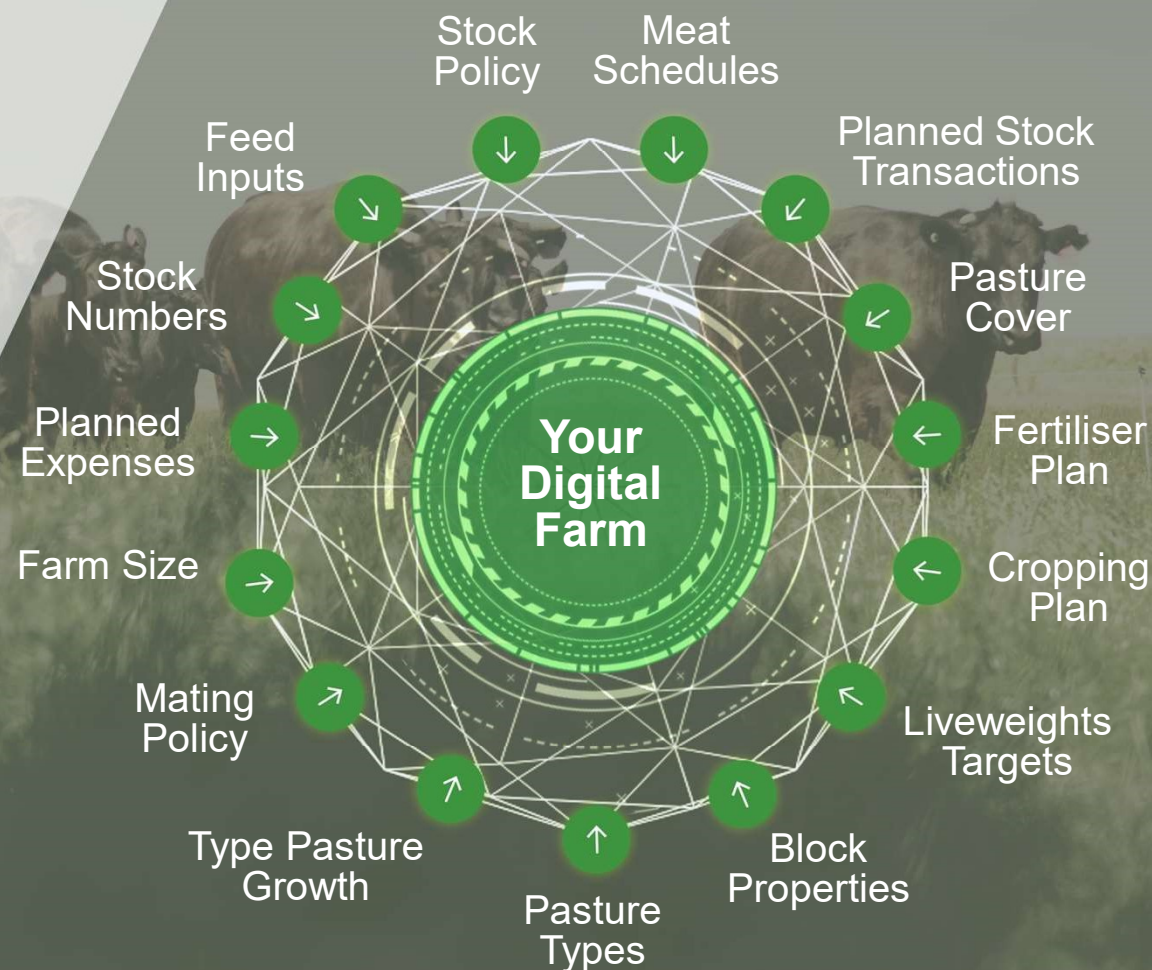
# MORE CONFIDENT DECISIONS

**FARMAX is a powerful tool for forecasting the effects of decisions you make on the farm.** You still make the decisions, but FARMAX supports you with reliable, science-backed information.



# CREATE A DIGITAL VERSION OF YOUR FARM

FARMAX stores a digital version of your farm, **not a simple estimation**. The more you tell FARMAX, the smarter it gets.





## MORE THAN JUST A PLACE TO STORE NUMBERS

FARMAX does more than just store farm records. It's a powerful tool for forecasting the effects of decisions you make for the farm.

**Before you put them into action.**



# MORE THAN JUST A PLACE TO STORE NUMBERS



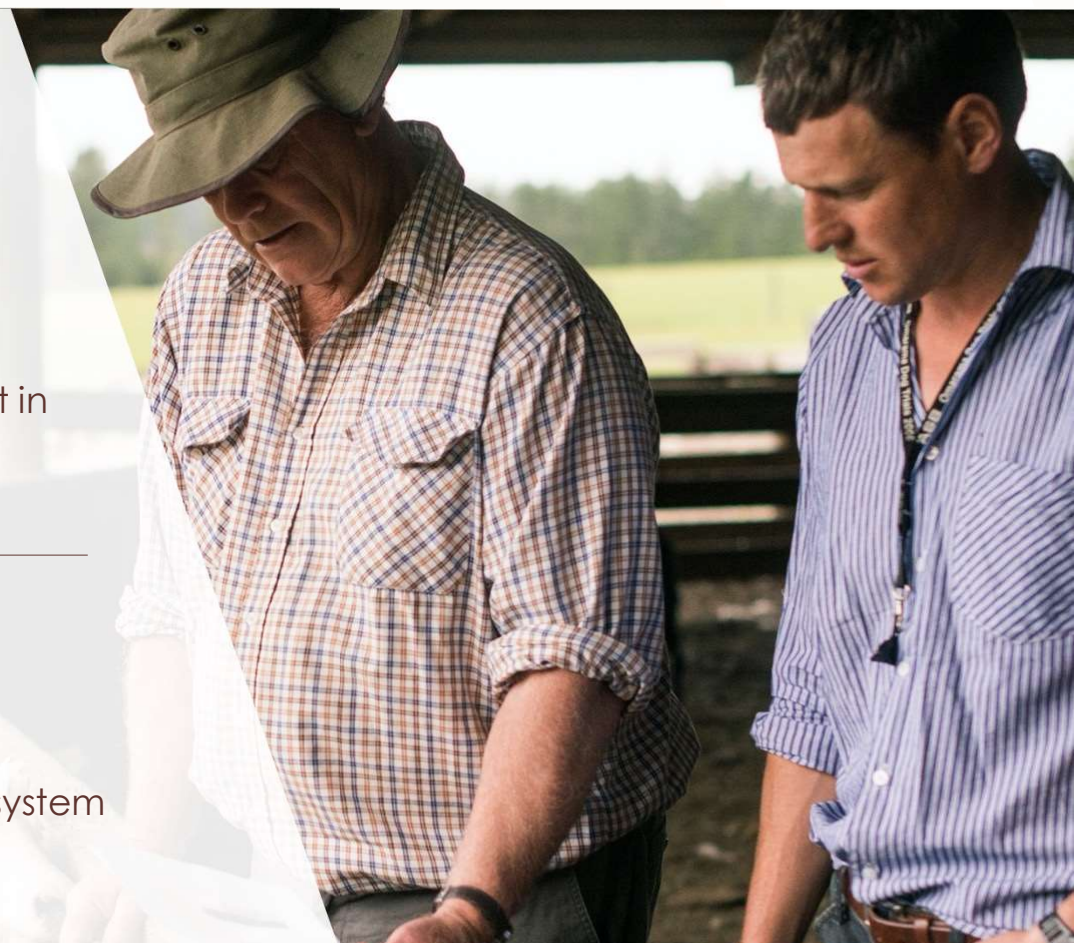
## WHAT YOU HAVE NOW

- Numbers and data you put in
- Only get out exactly what you put in
- Historical data only



## FARMAX

- Looking forward
- Historical insights / trends
- Future focused
- Presents your farm as a dynamic system the way you see it





# SMART SCIENCE YOU CAN TRUST

Every calculation FARMAX makes is based on the latest scientific research and decades of experience from AgResearch.



A woman with blonde hair, wearing a dark beanie and a purple and white plaid shirt, is shown from the side, operating a tractor. The background is slightly blurred, showing a farm setting. A large green diagonal overlay covers the right half of the image, containing text.

## TAKE THE LONG VIEW

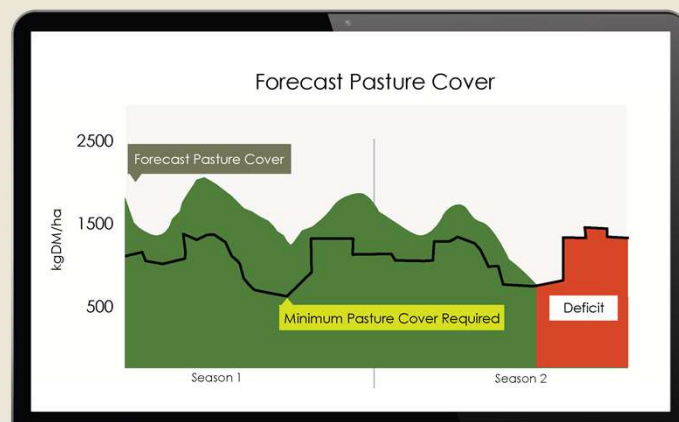
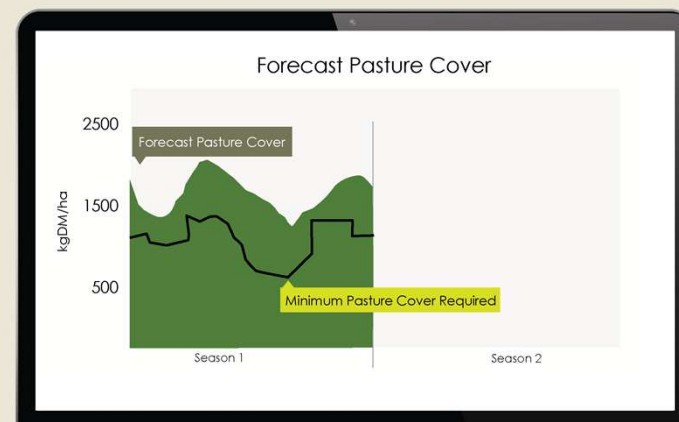
**Test out a plan in FARMAX and see how it plays out over many seasons.**

If you change part of your plan, the results change right away, so you can try different scenarios to see which one works best.



## COMPARE POSSIBLE PLANS

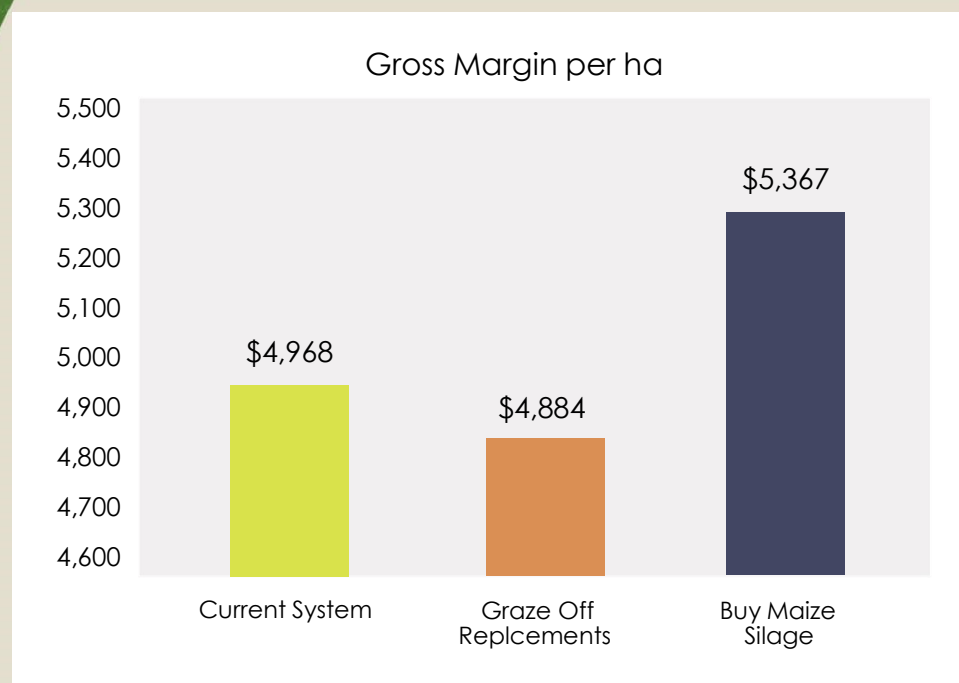
FARMAX lets you try different scenarios to see which one works best. And takes a long-term view.





## COMPARE POSSIBLE PLANS

Take a look at different plans for the farm and see what they do to the bottom line.





## FARMAX IN ACTION

A farmer is considering moving to bull finishing from a traditional breeding policy.

They want to understand how they will need to adjust their other stock enterprises to accommodate the extra pasture demand and how this will effect their bottom line.

Estimate profitability and realistic stock numbers without having to even have a bull on the farm.



## GET AHEAD OF THE SEASON

The forecasting power of FARMAX lets you spot things before they happen and act early.

Such as, predicting a feed shortage so you can get feed early before prices rise OR estimating capacity for summer trade stock.



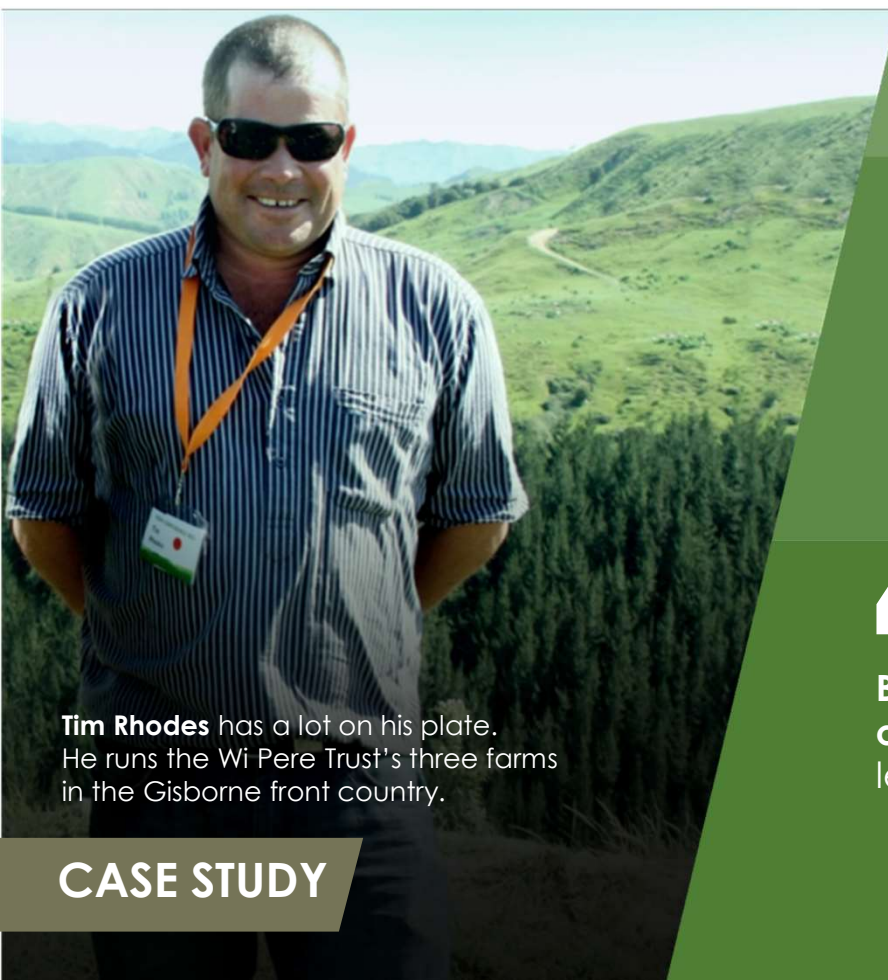
## TAKING FARMING TO THE NEXT LEVEL



**FARMAX was crucial in helping us determine what policies would and wouldn't fit.** It identified where our feed deficits were going to be and where demand was outstripping feed supply.



**But it's important to remember that FARMAX identifies opportunities or raises red flags** – you have to do the legwork to further investigate those opportunities or issues.

A photograph of Tim Rhodes, a man with short grey hair wearing sunglasses and a blue and white striped short-sleeved shirt. He is standing in a field with rolling green hills in the background. He has an orange lanyard around his neck with a small badge.

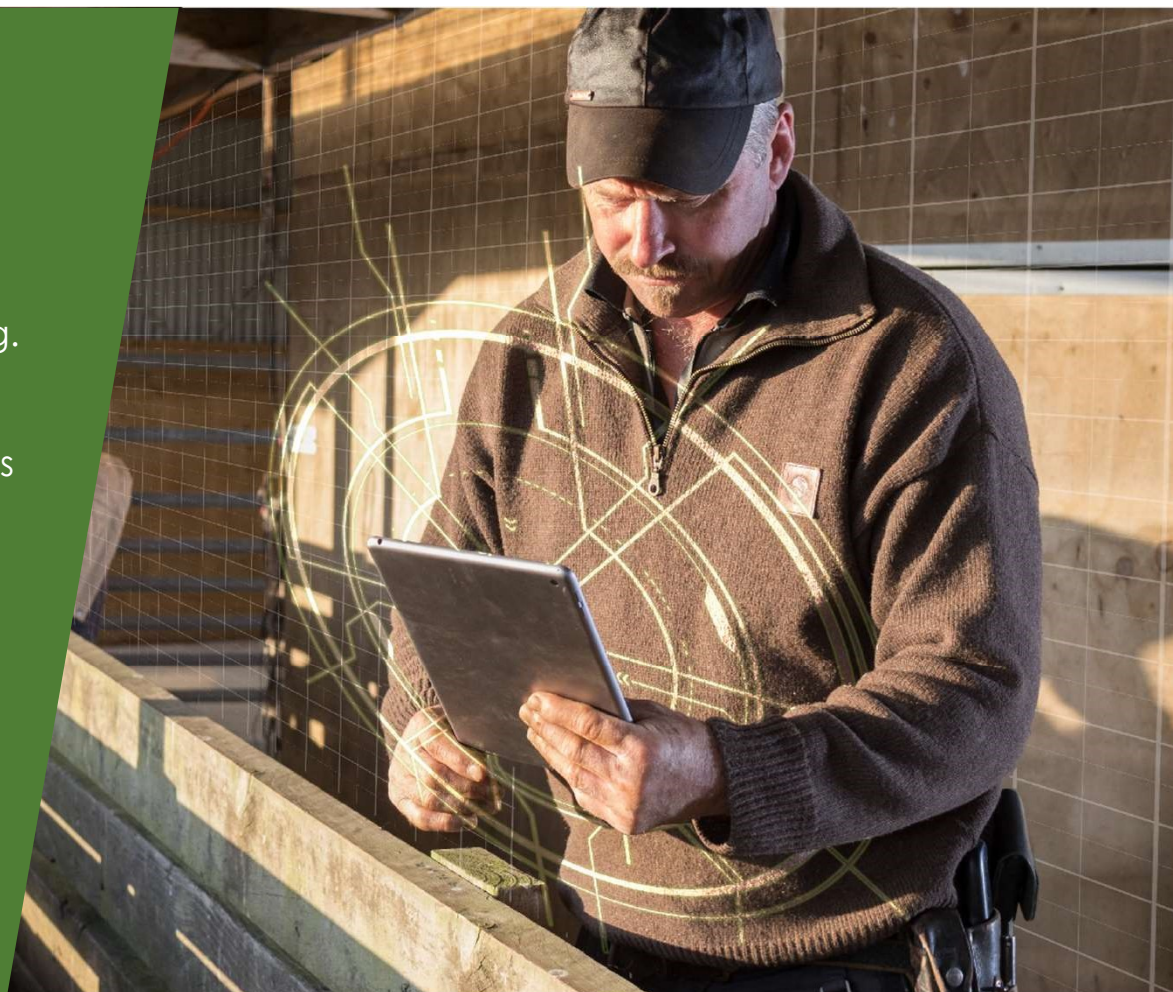
**Tim Rhodes** has a lot on his plate. He runs the Wi Pere Trust's three farms in the Gisborne front country.

**CASE STUDY**

## SET A PLAN AND MONITOR

Once you've put your plan into FARMAX, it keeps you up to date on how you're tracking.

When things on the farm change, FARMAX updates automatically so you can see what's coming over the horizon.





## KEEP COMPARING



FARMAX lets you know how you're really doing.



Benchmark yourself against your own farm year on year.





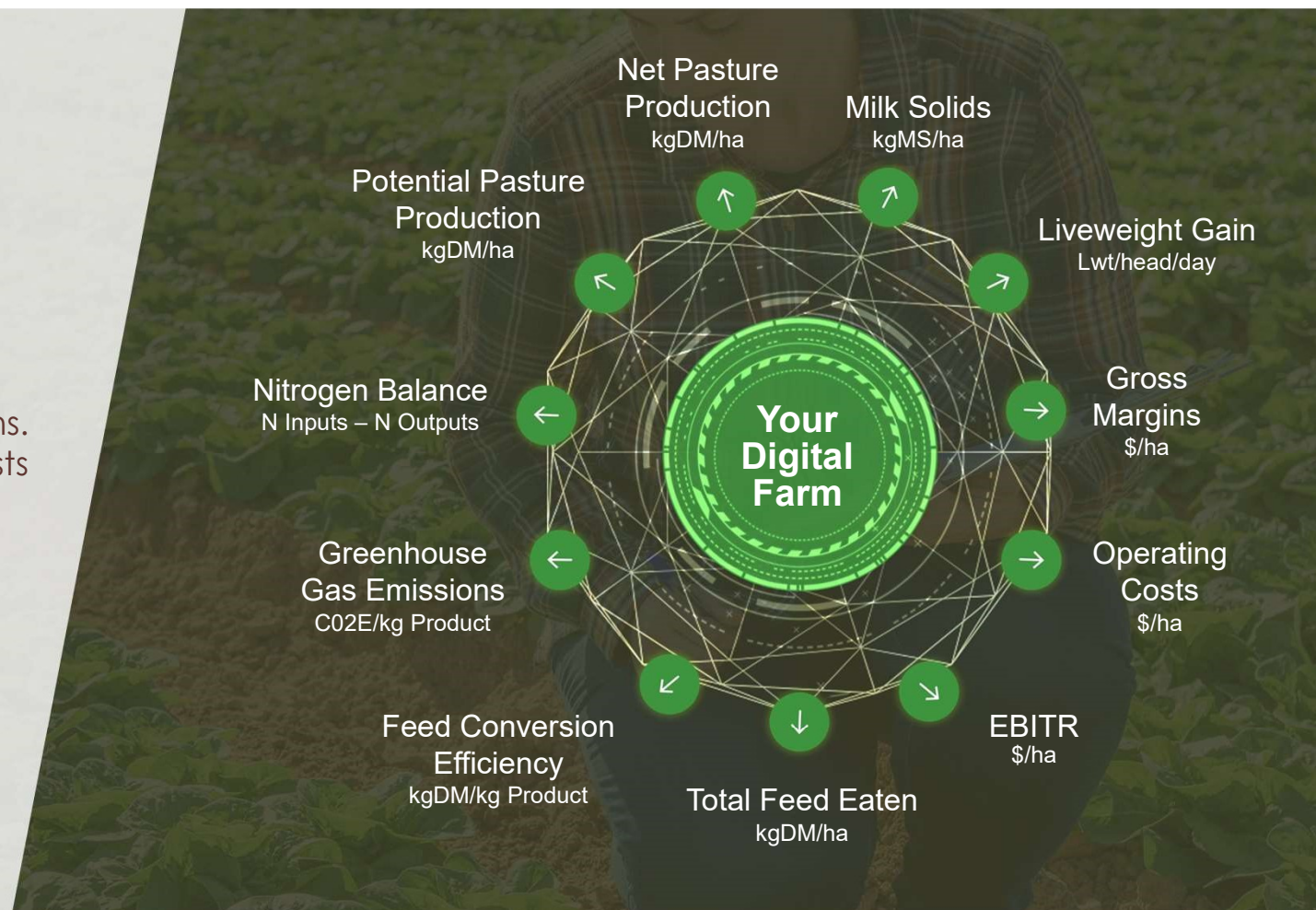
The background of the advertisement is a composite image. On the left, a person's hand is shown typing on a laptop keyboard. The laptop screen displays a close-up of a horse's head. On the right, there is a blurred image of a horse's head in profile, looking towards the left. The overall scene suggests a farmer or rancher managing their operations from a mobile device.

## ALWAYS ON THE BALL

Because it can easily juggle everything that's going on around the farm, FARMAX shows you things that you might miss. **It minimises risk.**

## ALL THE NUMBERS YOU NEED...

...to help make great decisions.  
Here's just some of the forecasts  
you can get out of FARMAX:





# THE FACTS WHEN IT COUNTS

It's not just the farmer who needs to know how their farm is performing anymore. Use FARMAX to give good, solid facts and data to other people who need to know.





# THE NUMBERS DON'T LIE – FARMAX WORKS

The gross margins of FARMAX and non-FARMAX farms were compared over time. Here's what the numbers tell us:



Over 10 seasons FARMAX farmers made

**\$183,680/yr  
more**

in gross margin than other  
industry **red meat farms**

Source: B+ LNZ Economic Survey average (adjusted for gross margin vs 10-year FARMAX monitoring average)



Over 4 seasons FARMAX farmers made

**\$148,225/yr  
more**

in gross margin than other  
industry **dairy farms**

Source: DairyNZ owner operators (adjusted for gross margin) vs FARMAX monitoring farms



## GET IN TOUCH TODAY

Move your farm to the next level and join those FARMAX farms performing **64% better** than the industry average.

Get in touch with us today to organise a demonstration.

- 🌐 <http://www.farmax.co.nz/>
- ☎ **NZ:** 0800 FARMAX (327 629)
- ☎ **International:** 0064 7 974 4931
- ✉ **Email:** [support@farmax.co.nz](mailto:support@farmax.co.nz)