Ag Insights

SEEDING EDITION
MAY 2022

Post seeding nitrogen – making it count in 2022

By James Easton, Senior Agronomist

Crops are up and away, and questions are now being asked about top-up nitrogen (N).

How much do we apply and will it be profitable?

High fertiliser prices increase the risk of lost profit, but high grain prices increase the potential for much more profitable returns.

The biggest drivers of profitable N responses are crop demand and soil supply.

Regarding N demand, the most responsive crop is likely to be early sown canola. Crops sown into paddocks without other constraints such as non-wetting, subsoil compaction, sodicity or other nutrient deficiencies are more likely to be responsive. Soil constraints will limit responses to N and make it more expensive than it already is.

On the supply side, soil reserves are likely to be low – especially where big crops were grown last year and/or there were significant leaching losses. In many areas there will be a negative soil N balance compared to this time last year. The levels of organic carbon in the soil will also indicate the capacity of paddocks to supply N.

On a positive note, last year produced some very good legume crops and productive legume-based pastures which will boost soil N supplies for the next one to two years. Crops following legumes generally have a much lower fertiliser requirement (and often a higher yield potential).

Crop and N prices will affect economically optimum rates and overall profit, but the profitability of N will be driven by how well crops respond.

Some of the ways we can manage that risk are to:

- Be realistic about yield potentials. Increasing N supply will not overcome other constraints.
- Prioritise your paddocks - keep N rates up where the likelihood of response is greatest.
- Be prepared to vary N rates by up to 40-60 kg N/ha (or more) depending on yield potential and N reserves.
- Plant tissue test to monitor the need for more N and to de-risk the investment to ensure there are no other limiting nutrients.

Image: Nitrogen fertilser response trial.

With nutrient insights from CSBP NUlogic Plant Analysis, you can detect any limitations while you still have the opportunity to correct them.

Contact your CSBP acccount manager to start planning your **plant sampling** today.

Improving nitrogen recovery in the Northern Ag Region

By Luigi Moreschi, Account Manager

This year, CSBP is investing in a nitrogen (N) tech site just east of Three Springs. This will enable us to investigate and demonstrate potential levers to improve N fertiliser recovery by crops.

Site details

The site is a loamy sand textured topsoil over a gravelly clay loam at 30 cm depth. Soil pH ranges from 6.1 in the topsoil to 5.3 in the subsoil. Organic carbon is about 0.4%. The site grew wheat in 2021 which yielded over 3.0 t/ha.

Trial summaries

The tech site has three trials.

The first trial is looking at how fertiliser placement and stubble affect N recovery by the crop. Fertiliser is either banded below the seed or surface applied, with or without the presence of wheat stubble.

Stubble is a carbon-rich source of food for soil microbes, but soil microbes also need N to build into their tissues, which can make it unavailable for plants. In the short term, this leads to N tie-up (immobilisation). The aim of this trial is to see if banding N at sowing, below the carbon-rich stubble, will improve the recovery of N compared to surface applications.

The second trial will investigate the use of a urease inhibitor which can be applied to urea or Flexi-N to reduce volatilisation losses. Urease is an enzyme in the soil that converts urea into ammonium. When urea dissolves on the soil surface it converts to ammonium. During the conversion, some of the ammonium becomes ammonia gas. If the urea is not incorporated or washed in by rain, more ammonium is at risk of becoming ammonia gas and being lost to the atmosphere, and so reduces N recovery by the crop. Crop residues can contain higher levels of urease enzyme which can promote ammonia production and increase N losses.

The third trial is looking at how the timing of N fertiliser application may affect crop N recovery. For most growers in the north, a large proportion of their N applied is to the surface soon after crop emergence. This trial will look at the N response curves of Flexi-N banded at seeding compared to urea and Flexi-N applied early post-emergence.

You can find out more about these trials at **csbpresults.com.au/trials**

Investigating opportunities for more profitable fertiliser strategies - potassium research focus in the Avon Valley

By James Easton, Senior Agronomist

The need for potassium (K) fertilisers is increasing with intensive cropping and higher yields.

And as the need for K increases, so will the dividends from supplying K to the crop effectively.

Cereal crops need adequate K within the first four to eight weeks to promote tillering, so early supply is critical. Many trials have shown that this is best achieved by banding it at seeding.

Potassium deficiency is becoming more common on loamy soils. Banding K on these soils is likely to yield the most benefits.

On a red brown loam near Beverley in 2015, a CSBP wheat trial showed a 1.8 t/ha yield response to 16 kg K/ha banded (supplied by 120 kg/ha K-Till Extra Plus), but only a 0.6 t/ha response to 30 kg K/ha top dressed pre-sowing (60 kg/ha Muriate of Potash) (Figure 1) – three times the response from banding half as much!

It's on these medium textured soil types that we can expect the greatest benefits from banding K co-granulated with nitrogen (N) and phosphorus (P), to get more granules containing K (and P) down the drill row.

A neighbouring site at Beverley in 2016 produced a similar result, when wheat yields from K-Till Extra Plus were 120 kg/ha higher than a MAP/MoP blend.

The potential efficiency gains from banding K and using compound NPK fertilisers on loams will be examined again in two trials, over the course of 2022, near York. Soil tests indicate both sites should be very responsive.

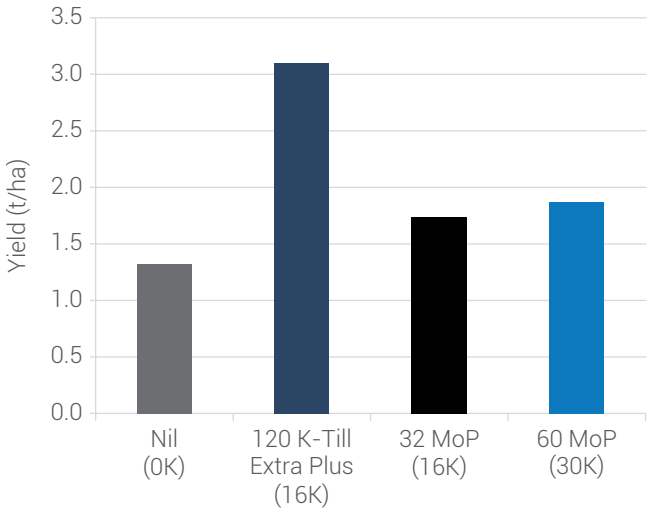

Figure 1. *Wheat yields in response to potassium applied (kg/ha) in a CSBP trial near Beverley in 2015. All treatments received the same nitrogen and phosphorus inputs. Muriate of potash (MoP) treatments were topdressed before seeding.*

Image: Potassium responses at Beverley trial.

You can find out more about this trial at **csbpresults.com.au** or if you wish to find out more about our range of K products contact your local **account manager.**

Crop nutrition monitoring for diagnosing limitations in response to nitrogen

By Doug Hamilton, Senior Digital Agricultural Specialist

Grower Andrew Scanlon of Quailerup Nominees, Wagin, participated in the CSBP Detect pilot program in 2021. He was interested in the pilot to get a sense check on his crop nutrition management and whether there was any potential for improvement. As part of the pilot, Andrew chose two barley paddocks sown with Planet; "Shed" and "999 East", to sample throughout the season.

The CSBP Detect pilot involved in-season sampling that included both Detect scans for nitrogen (N) content and whole top plant sampling through the CSBP Soil and Plant Laboratory of the same plant material. At the end of the season crop heads were collected from the same locations to assess yield and water use efficiency, as well as to measure nutrient content and nutrient removal via the grain.

Andrew asked his local CSBP Account Manager to take additional Detect scans on other paddocks during the season and found that monitoring the N status of the crop helped with decision making.

The final part of the CSBP Detect pilot was to review the sampling information generated over the course of the season with Andrew. The discussions between Andrew, the CSBP Detect team and the CSBP Agronomy team were critical in helping Andrew diagnose the likely reasons behind the disappointing yields from these paddocks and a course of action to minimise this in future.

Based on the rainfall during the season and his own experiences in farming the area, Andrew had expected yields to be around 5 t/ha. Come harvest, paddock 999 East had an average yield of 3.9 t/ha, and the Shed paddock had an average of 4.3 t/ha. Andrew stated that head loss had occurred just before harvest and assessed this at about 10%. This still did not account for the relatively poor yield, particularly for 999 East paddock. Andrew had split his nitrogen applications with:

- 60 L/ha of Flexi-N with a blend of 90 kg/ha AgFlow and 40 kg/ha Muriate of Potash (MoP) banded at seeding
- 100 kg/ha urea and 40 kg/ha of MoP blend at tillering
- 60 L/ha Flexi-N top up at stem elongation.

With a total of 83 kg N/ha on each paddock and reasonable organic carbon levels of about 1.4%, this should have been enough N to grow about 4 t/ha of barley at 10.5% protein.

In reviewing the plant sample results during the season, the plant levels for copper (Cu) in 999 East paddock indicated adequate levels at the start of the season. Samples at later growth stages showed two sites dropped to a marginal status at around 2 mg/kg and one site at deficient levels of 0.45 mg/kg. The grain samples for two of these sites showed Cu levels of 1.1 to 1.3 mg/kg, with the protein at 8.1%. Two other sites on this paddock had protein as low as 7.4%, which indicates N was limiting. Due to the head loss, yield assessments were compromised and were not able to be used.

While there were no grain samples taken from the Shed paddock, the plant sample result showed the opposite of the 999 East paddock. Mid-tillering plant samples in the Shed paddock had marginal to low Cu levels of 2.7, 1.5 and 2.8 mg/kg, but for the later growth stages, the plant test results increased to 8.2 – 21 mg/kg.

Once Andrew was presented with these results, he checked his paddock records and found that he had not applied the usual 250 mL/ha of foliar Cu oxide in the 999 East paddock. This application was planned but delayed due to waterlogged conditions, where the delay meant combining a number of different chemicals in one pass. At this point the copper spray was dropped due to concerns about crop effects. This chemical mix is still suspected of causing root damage to the crops, which would have led to reduced uptake of nutrients, including Cu and N. The Shed paddock had received this Cu spray earlier with the other chemicals, split across two applications. The impact of this Cu spray was evident with the jump up in levels in the plant test for later growth stages.

Andrew estimated that for the relatively small cost of a foliar application of $4.50/ha, this resulted in yield losses of at least 400 kg/ha across the paddock. At a barley price of $280/tonne, this meant a loss of $110/ha across the 228 ha paddock, which sums to a total loss of $25,000. This work highlighted to Andrew the need for Cu applications and to get it out onto paddocks at the earliest possible opportunity. It also highlighted the benefits of monitoring nutrition levels to help diagnose limitations to crop production and addressing these limitations early so the crop response to subsequent N applications is more likely to be profitable.

After a successful pilot in the 2021 season, CSBP Detect can now be accessed by growers alongside CSBP's existing soil and plant analysis.

If you are interested in understanding how CSBP Detect or soil and plant analysis can help with your fertiliser needs, please reach out to your local CSBP account manager or find out more here: **csbp-fertilisers.com.au/detect**

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csbp-fertilisers.com.au/plant

Improve fertiliser decisions with plant testing

By Luke Dawson, Senior Agronomist

Why do we analyse plants?

Plant analysis is a great in-season tool to monitor nutrient uptake, ensuring that crops and pastures are adequately supplied with nutrients to optimise yield and returns. Plant analysis has multiple benefits.

Understanding deeper nutrient supply

When used with soil analysis, plant analysis can help us understand nutrient supply from deeper in the soil profile, which can also help assess the effectiveness of fertiliser recommendations.

Gauging trace element status

Plant sampling and NUlogic analysis is the most accurate way to determine the trace element status of a crop. Soil sampling is less reliable when testing trace elements.

Diagnosing hidden hunger

Timely plant sampling can also help identify 'hidden hunger', which is an indication of crop and pasture nutrient deficiency before symptoms are seen. If we wait until visual symptoms of a deficiency, the crop is already under stress and yield potential may be lost.

Diagnosing crop issues

In season biomass imagery or crop inspections can highlight areas not performing as well as expected. If the cause is nutritional, tissue testing will show which nutrients need adjusting with in-season top ups.

Refine fertiliser strategies for next season

Plant sampling can help identify if your fertiliser regime is matching crop nutrient needs. Marginal or low uptake of certain nutrients can allow us to choose fertiliser products that may better suit your crop (and pasture) requirements when making fertiliser decisions for next season.

Image: Gathering plant samples in York.

Adapting your fertiliser program to match the season

Monitoring plant nutrient levels during the season will show if more nutrients are (or are not) required. This can easily pay for itself through yield improvements or by saving money on unnecessary fertiliser applications.

Table 1 shows the nitrogen (N) (total N and nitrate N) and potassium (K) concentrations from plant tests (oats) taken from two treatments in a trial at mid-tillering.

Treatment	Total N (%)	Nitrate N (mg/kg)	K (%)
52N 0K	5.1	3050	4.6
13N 60K	4.1	829	4.9

Table 1. *Nitrogen, nitrate and potassium concentrations in oats at mid-tillering from two treatments (average of three reps) in a CSBP trial at Wickepin in 2021. Green shading indicates adequate status, yellow marginal status.*

The results show there was no need for K fertiliser — K was well above critical levels in the 0K treatment. The 52N treatment (106 kg/ha Agstar + 100 L/ha Flexi-N banded) provided adequate N.

While this trial showed some visual responses to N, there were no significant responses measured in what was a very high yielding crop. There was also no response to K. These results were not surprising given the results from plant testing.

Obviously, additional N and K fertiliser provides some insurance against deficiencies limiting returns in high yielding situations. However, this trial highlighted the value of plant testing as a way to limit fertiliser spend in situations where it is unlikely to be profitable.

How to choose plant sampling sites

It is a good idea to go back to existing soil sampling sites for in-season plant sampling. Soil and plant sampling sites can be identified using DecipherAg and can be logged into the DecipherAg mobile app, to make them easy to locate in the paddock. Find out more about DecipherAg here: **csbp-fertilisers.com.au/decipherag**

Planning your plant sampling sites at the same time as your soil sampling sites can ensure that plant sampling can be conducted in a timely fashion in the season.

Given the high price of fertiliser inputs this year, there will be more value in plant testing to get the best returns and reduce risk.

Improving Great Southern pastures with a better understanding of fertiliser and lime requirements

By Keith Gundill, Senior Account Manager

A CSBP trial at Cherylton Farms, located between Kojonup and Frankland, was set up in 2021 to look at how we might turn an unproductive pasture paddock into a far more productive proposition.

In recent times, cropping management practices have improved significantly as growers strive for higher yields. Adapting these principles to pastures was the basis for the trial. Mike Cameron, farm manager of Cherylton Farms, approached CSBP about establishing a pasture trial on his property.

Mike laid down the challenge, "I want to find our least productive paddock, look at the capital requirements to turn it around, and then look at the long-term return to be generated, compared with continuing on a least-cost basis."

Before re-sowing in 2021, the paddock was unproductive and was dominated by undesirable species including erodium, capeweed, brome grass and silver grass.

Image: Mitchell Blakers (Cherylton Farms), Mike Cameron (Cherylton Farms, Farm Manager), and Keith Gundill (CSBP Senior Account Manager) up for the challenge, October 2020.

Trial details

Soil analysis indicated declining soil fertility and soil acidity (Table 1). Potassium (K) and sulfur (S) were identified as the major limiting factors. The site needed reseeding with productive pasture species.

pH (CaCl2)	OC (%)	Colwell P (mg/kg)	PBI	Colwell K (mg/kg)	S (mg/kg)
4.3	1.4	18	21	43	6
4.2	0.6	25	18	25	4
4.2	0.3	30	24	14	4

Table 1. *Soil analysis results from the trial site.*

With this in mind, the paddock was top dressed with 5 t/ha of Boranup lime last year and incorporated with a speed tiller. A sub clover mix of Bindoon, Mawson, Campeda and Yanco was re-sown at 23 kg/ha. After consultation with Mike, the trial design (Table 2) was developed to determine the relative need for phosphorus (P), K and S.

The standard practice prior to the trial was to top dress 200 kg/ha of Super: Potash 3:1 annually. While P is important for pasture growth, pastures also need a reasonable amount of K to maintain productivity. Historically, we have built up P and underdone K, and we have seen a depletion of K in some WA soils.

Splitting the K or applying it in spring is something CSBP recommends on sub clover-based pasture to aid seed set and dry matter production. This trial will run for a few years providing an opportunity to investigate K needs and application timing in more detail.

		Autumn	Late Winter			
Treatment	Description	(kg/ha)	(kg/ha)	P	S	K
1	Nil Fertiliser	-	-	-	-	-
2	Standard PKS	200 Super Potash 3:1	-	14	16	25
3	Standard PS High K	200 Super Potash 3:1	100 MoP	14	16	74
4	High PKS	300 Super Phos + 50 MoP	100 MoP	27	32	74
5	Very High PS High K	450 Super Phos + 50 MoP	100 MoP	41	46	74
6	Very High PKS	450 Super Phos + 50 MoP	200 MoP	41	46	124
7	No P or S	50 MoP	200 MoP	-	-	124
8	No P	250 Gypsum + 50 MoP	200 MoP	-	46	124
9	No S	200 All Phos + 50 MoP	200 MoP	41	-	124
10	No K	450 Super Phos	-	41	46	-

Table 2. *Trial design developed to investigate phosphorus, sulfur and potassium needs.*

Image: Sulfur deficiency in the trial.

With cropping taking the priority, the trial wasn't resown until late May and the pasture was very slow to establish.

At the end of August, plant tissue tests confirmed K and S were the limiting nutrients. The P status of the pasture appeared to be adequate.

By October, responses to K and S were clear.

The trial shows the importance of understanding the most limiting factors, as well as highlighting the value of identifying these through soil and plant tissue testing. It also shows how important S is for balanced pasture nutrition.

The paddock was heavily stocked through the winter before being allowed to set seed. Clover seed was harvested as a result of the high clover production.

This trial will continue in 2022 with ryegrass already sown into the clover.

Mike hopes to adapt the learnings from the trial to the rest of Cherylton Farms.

"It's not all about just applying P, it's also about S, pH and K when growing productive and sustainable pastures. Regular soil and plant testing is a small price to pay to identify these requirements," Mike said.

To find out more about K on pastures or about our range of pasture products get in contact with your local **account manager** today.

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Local fertiliser despatch update

with Gerard Chan, Fertiliser Logistics Manager

What's happening in fertiliser operations at CSBP?

To meet the current WA market demand, we've been busy getting all our sheds and depots full over the last few months, particularly with local production runs of Super Phos products and granulated fertilisers.

We now have plenty of stock on hand to meet the needs of our customers with all solids despatch plants and Flexi-N despatch plants up and running. We've also opened the Kwinana solids despatch plants for extended hours, from 6:00am to 9:00pm on weekdays, plus Saturday mornings from 6:00am to 12:00pm. As always, the Flexi-N despatches are available 24x7.

How much fertiliser has your team despatched this year?

We've despatched over 500,000 tonnes of product (both solids and liquids) from Kwinana between the start of the year and the end of May. There was fantastic uptake from customers earlier in the year, and we despatched higher quantities in January and February than in previous years.

There is still reasonable availability in our appointment books, and while I recognise that there are difficulties in getting transport to collect product at the moment, I would really encourage our customers to get in as soon as possible and take advantage of the available stock before the appointment book fills up.

Tell us about CSBP's despatch facilities and capacity? How have you been going despatching Flexi-N?

At our Kwinana site we have four solid despatch plants doing superphosphate products and compound fertilisers such as the Agras and K-Till product families, and three Flexi-N plants. With the extended opening hours, we currently have good availability for appointments at all our despatch plants. We can send out over 10,000 tonnes per day of Flexi-N and solid fertilisers from our despatch plants in Kwinana.

Flexi-N despatches have been steady, with plenty of capacity still available to meet demand. The maintenance team has recently implemented new routine checks of the Flexi-N load stations which are now carried out weekly. This is an action in response to the carrier surveys the production team has undertaken in the last few months and helps ensure Flexi-N is available when the customer needs it.

What key products have you been despatching over the last few months?

We've seen a good variety of products going out in the last few months, with Flexi-N, Agras Extra, K-Till Extra and of course Super Phos being among the main products despatched.

How do operations and sales work together to shape despatching plans to meet customer demands?

We spend a fair bit of time coordinating between the production, despatch, sales and our supply chain teams to ensure that we have the right product available, at the right time and in the right place for our customers.

There are regular meetings between all teams to plan when and what we produce, when imported product is arriving, and how we move product between Kwinana and Country Depots to meet the forecasts from our sales team.

What's been the most rewarding part of despatching fertiliser for this season?

As my first season in fertilisers, it's been great to see product starting to go out to customers. This is product going out to farms and playing a role in producing what will hopefully be another sizeable crop for 2022, following last year. It's exciting to see the appointments build up and trucks filling up, and I look forward to seeing the sheds getting empty as fertilisers are sent out to farms.

What's an obstacle the despatch team has overcome this season?

One of the big concerns this season has been the impact of COVID-19. Broadly speaking, this has affected us all in terms of our work, our families and our everyday lives. When it comes to the workplace, there are challenges in keeping our workers and customers safe through measures such as vaccination and mask requirements, along with regular testing for our workers. This all helps ensure we have the team available to keep our plants running and can continue despatching product to our customers. Specifically, we have plans in place for when staff cannot work when they either contract COVID-19 or need to isolate as a close contact, including trained back-up operators from other divisions within CSBP.

So far, these measures have meant that there hasn't been any interruption to the supply of fertilisers, but there is still more of the season to go, and COVID-19 continues to have an impact. While we have avoided this obstacle so far, we need to remain vigilant to ensure customers can continue to collect fertilisers from us.

What do you enjoy most about your job at CSBP?

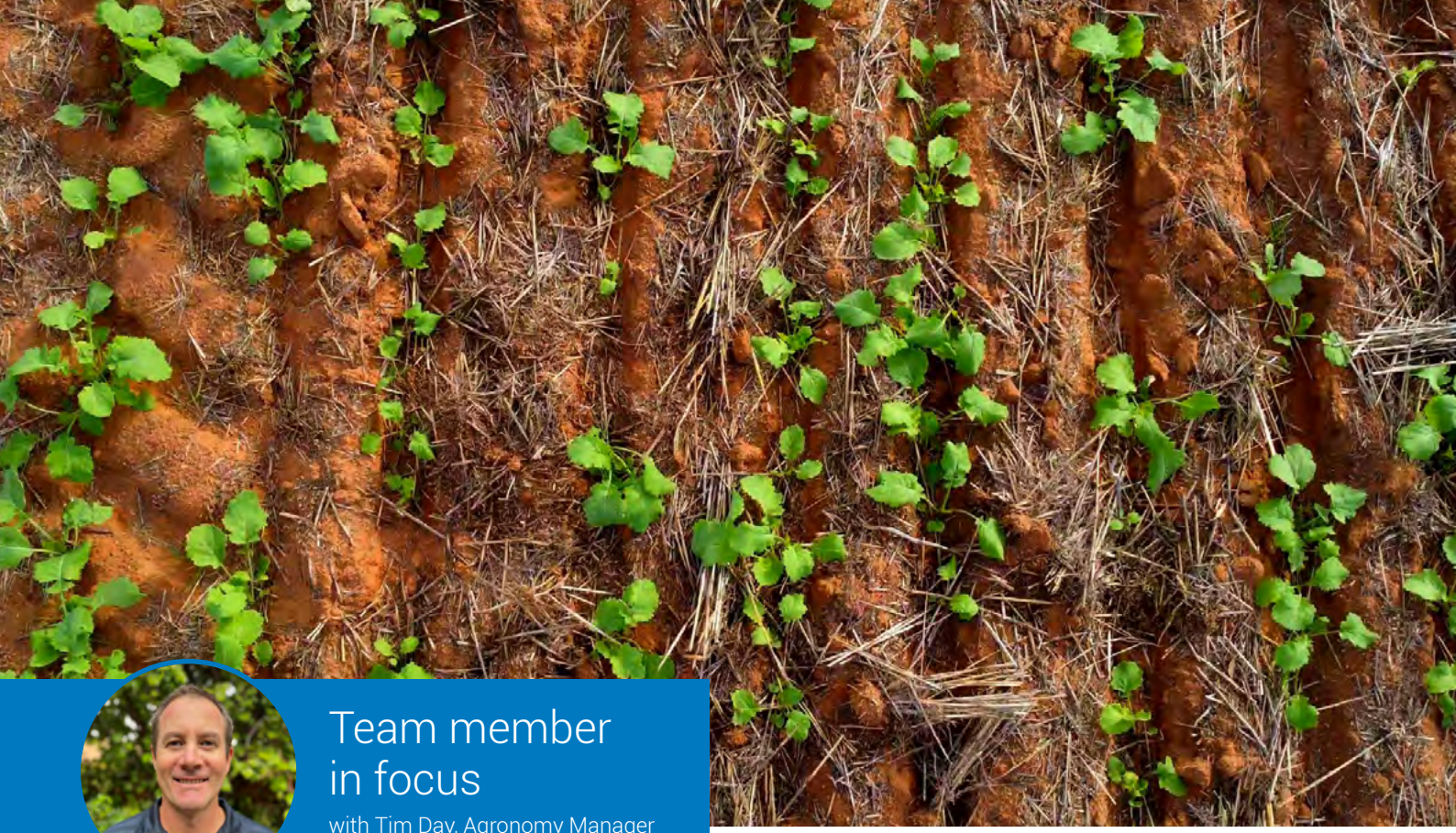
There is a fantastic team of people working here at CSBP, and I'm really enjoying working with them. Even though I've spent twenty years with WesCEF, I've only been in my current role for about six months. CSBP has really made me feel welcome and supported me while I've learned the role.

How important is safety to the despatch team?

Safety plays a large role in the despatch team. The handling and movement of product around our sites using heavy vehicles such as front-end loaders and trucks represents one of the larger risks of operating at CSBP. These vehicular risks had a particular focus in March with a safety campaign to identify vehicle-related hazards on site. The campaign identified many hazards which we are now able to rectify and make the site safer for both ourselves and our customers.

If you have any questions about our **locally manufactured cropping products**, speak to your CSBP account manager.

Image: CSBP Kwinana site from above.



Team member in focus

with Tim Day, Agronomy Manager

Where did you grow up and what inspired you to work in agriculture?

I grew up on a farm at South Burracoppin, just southeast of Merredin. Growing up in that environment has led to a solid and long-standing interest in this exciting industry.

Why did you want to work for CSBP?

I started with the Wesfarmers group when it was still Wesfarmers Landmark. Working under that banner was a very memorable and positive experience. So, when I was looking to spend more time in the WA agricultural industry, knowing that CSBP was owned by Wesfarmers held a lot of appeal for me.

What are you looking forward to most in your new role as Agronomy Manager?

I am really looking forward to spending more time back in the agricultural industry. Getting reacquainted with the many friends and contacts I made during my first stint in ag, and meeting new people in the industry.

Where were you working before joining CSBP?

I spent eight years in ag, then fifteen years in retail and the most recent two years in the energy industry. However, throughout my career I have maintained some part time involvement in the ag industry. I have found a lot of value in experiencing other industries and businesses, of which I hope I can bring some benefit of that back to this role.

What do you like to do when not at work?

I take any opportunity to be on or in the ocean. I also enjoy cooking and a bit of downtime when I can.

What are some highlights of your career and life to date?

My life highlights are my family, and I am very fortunate to have travelled extensively. My career highlights have been the variety of experiences I've had from working across different industries, the great people I have met and the knowledge I have built along the way.

Is there anything you want to achieve while working at CSBP?

I am very keen to work with the CSBP team to drive some great agronomy and research outcomes for our customers. I hope my contributions will help the industry overall.

How do you keep up to date with the latest agronomy news and trends?

CSBP's resources are helping me as I move into the nutrition space. And while the usual press is great reading, I am leaning more towards digital offerings, with Twitter a particular new focus for me.

What's something few people know about you?

In my school days I was fortunate enough to row in a crew that won the Head of the River.

What's your favourite bakery or bakery order?

Jurien, Bakers Hill, Augusta. Happy with any steak pie, and maybe the occasional jam and cream donut.

Account Manager in focus

with Emily Hourigan - Account Manager, Moora

Where did you grow up and what inspired you to work in agriculture?

I grew up in Wyalkatchem on a hobby farm. The farming community there first piqued my interest, however, it was my studies at the Western Australian College of Agriculture Cunderdin, where I was Head Girl and awarded Dux of the school, that really cemented my passion for agriculture.

What are you looking forward to most in your new role as an account manager?

I really look forward to gaining as much knowledge as possible and passing this on to farmers.

Why did you want to work for CSBP?

CSBP has a great reputation among the farming community as a trusted, reliable, and knowledgeable fertiliser manufacturer and supplier. Already my new role has allowed me to align my work with my studies (I am currently studying a Bachelor of Agricultural Business Management), so I can accommodate both without having to compromise on my passions.

Where were you working before joining CSBP?

Primarily working on a lot of different farms learning cropping, harvesting and even livestock agriculture. I also worked for a machinery dealership for a time.

What do you like to do when not at work?

I love to play sports, especially netball. In Moora, I am very much part of the sporting community, playing tennis and hockey as well as netball. I have also recently joined the Moora Pasture Improvement Group to socialise and learn.

What's your favourite part about the town you live in and how are you engaged with your local community?

My favourite part is definitely the community at Moora. The sporting community, for example, is very lively and inclusive, they are proactive with events and on their social media - which makes everyone very excited to play sports and socialise.

What are some highlights of your career to date?

When attending WA College of Agriculture Cunderdin, my classmates and I went to Albany for the Gate 2 Plate Challenge, where we learnt from farmers about some of the career opportunities within the agricultural industry in WA. I loved engaging with farmers and learning about their aspirations and the challenges they face with their products. The whole event was really enlightening and a fun few days — a highlight of my studies to date.

How do you keep up to date with the latest agronomy news and trends?

Podcasts! I love them, they are really informative and an easy way to pass the time while driving.

What's something not many people know about you?

When I was twelve, I went to Melbourne for Karate and won third place in the Australian Championships.

What's your favourite bakery or bakery order?

Bindoon Bakehaus – the chicken and leek pie is not to be missed.

Account Manager in focus

with Matthew Williams - Senior Account Manager, Central

Where did you grow up and what inspired you to work in agriculture?

I grew up in Gnowangerup. Growing up in the country, I have always loved the thought of working and growing products to feed the world. The lifestyle and belonging to a small country community have always kept me in the regions.

How long have you worked for CSBP and what is the most rewarding part of your role?

Six years with CSBP, two of those years as District Manager, now Senior Account Manager. The most rewarding part of my career at CSBP so far has definitely been seeing the staff I have mentored rewarded with business success and promotional opportunities. I try to help others around me succeed.

What have you enjoyed learning in your role or what is your favourite takeaway from your customers?

I have a passion for agriculture, and I believe we underestimate our production potential in Western Australia. I have worked alongside some very progressive farmers who have pushed boundaries with the goal of maximising production. I have really enjoyed helping my growers achieve some fantastic results through agronomic advice and partnership. One of my biggest takeaways from a customer was the comment, "If you are told you can achieve something, push a little bit harder because potentially you could do even better than expected."

Where were you working before joining CSBP?

I have spent almost my whole working career within the WA agricultural sector. I have worked as a contractor and managed farming properties, been a livestock agent and most recently, before CSBP, sold farm machinery.

What do you do when not at work?

I am often busy at home with my family (I have a sixteen-year-old, fourteen-year-old and eleven-year-old) so am usually running them around to sports and activities! I also do night shift volunteering at the local St John Ambulance in Toodyay and still enjoy having a run around in the local reserves football competition.

What is your favourite part about the town you live in and how are you engaged with your local community?

My family and I have lived in Toodyay for fourteen years and absolutely love the small country town feel of the community while being so close to Perth. Toodyay has a uniquely diverse demographic and while offering a mid-week small town community vibe, we can also boast a great weekend tourist location. I think the Avon River is one of our greatest attractions and we spend many Sunday afternoons paddling the long pools and little rapids for fun. My whole family is involved in a large variety of local sports as players, spectators, and officials.

What are some highlights of your career to date?

I spent twelve months working on a farm in Canada with my wife (pre-kids) on an agricultural exchange program. It was great to see the similarity in the Australian and Canadian farming production methods and outcomes. Travel has been a big part of my life and is a passion we are now passing on to our children. We live in such a remote part of the world but what we are doing here does have an impact on things on a global scale.

How do you keep up to date with the latest agronomy and trends?

Being open to all information is key. Listen to your peers, your industry partners and even your competitors. There are new obstacles put in front of us every year, however, there are always people who have faced the same problems before us. Don't be afraid to ask the question and always be prepared to listen to and act on the answer.

What's something few people know about you?

I like to offer as much time as I can to my local St John branch as a volunteer ambulance officer. It's a wonderful way to give back to the community and help those in their most vulnerable time.

What's your favourite bakery or bakery order?

The award-winning Toodyay Bakery wins hands down. Pepper steak pie or the veggie curry pasty are my normal order. The cinnamon scrolls are pretty impressive too.

Account Managers

Area	Name	Title	Phone
Albany	Wade Anning	Senior Account Manager	0429 207 226
Albany	Abbey Gooch	Account Manager	0408 659 462
Brookton	Drew Maughan	Account Manager	0417 961 615
Carnamah	Rich Pattison	Account Manager	0427 085 339
Central	Matthew Williams	Senior Account Manager	0427 400 645
Central	Rowan Shaddick	Senior Account Manager	0436 411 140
Corporate	Jonathan Hams	State Sales Manager - North	0427 088 528
Corporate	Craig Burton	State Sales Manager - South	0429 994 090
Corporate South	Greg Vaughan	Senior Account Manager	0437 804 924
Corporate South	Angus McAlpine	Senior Account Manager	0437 222 419
Corrigin	Darian Smith	Account Manager	0427 084 603
Cranbrook	Keith Gundill	Senior Account Manager	0429 048 455
Esperance	Nevill Earle	Senior Account Manager	0429 106 154
Esperance	Zak Hatfield	Account Manager	0455 296 892
Geraldton	Jason Ralston	Senior Account Manager	0427 371 170
Geraldton	Joshua Heinrich	Senior Account Manager	0428 748 443
Geraldton	Owen Metcalfe	Account Manager	0427 456 029
Great Southern	Matthew Tropiano	Senior Account Manager	0418 938 971
Great Southern	Michael O'Dea	Senior Account Manager	0439 464 026
Lake Grace	Josh Bellve	Account Manager	0427 788 095
Lower South West	Dan Glover	Account Manager	0428 589 281
Merredin	Hannah Mills	Account Manager	0429 933 700
Midlands	Jonathon Wyber	Senior Account Manager	0488 904 847
Midlands	Lois Kowald	Senior Account Manager	0428 080 004
Mingenew	Luigi Moreschi	Account Manager	0429 083 731
Moora	Emily Hourigan	Account Manager	0409 205 978
Mt Barker	Claire Dwyer	Account Manager	0456 670 140
Narrogin	Trent Pettit	Account Manager	0419 923 512
Northam	Nichola Cassidy	Account Manager	0447 416 421
Outbound Sales North	David Matthews	Sales Support	0407 421 281
Outbound Sales South	Kat Jennings	Account Manager	0427 446 357
South West	Garan Peirce	Senior Account Manager	0447 591 012
Upper South West	Lance Stubberfield	Account Manager	0428 123 141
Victoria Plains	Callen Syred	Account Manager	0437 241 475
Williams	Jonathan Prater	Account Manager	0429 361 214

Field Research

Justin Mercy	Research Manager	0417 929 636
Ryan Guthrie	Senior Agricultural Officer	0427 186 531
Miles Ellery	Agricultural Officer	0419 610 067
James Easton	Senior Agronomist	0427 389 713
Luke Dawson	Senior Agronomist	0427 427 101

Agtech

Graham Murray	Agtech Services Manager	0437 501 967
Dr Andreas Neuhaus	Agtech Services Agronomist	0408 910 070
Ashley Juers	Agtech Services Specialist	1800 332 474
Helene Metzinger	Agtech Services Specialist	1800 332 474
Bethwyn Macukat	Agtech Mapping Specialist	1800 332 474

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