SALTBUSH SOFTWARE RETURNS TO AG-QUIP.

Ag-quip saw the return of Saltbush Agricultural Software in 2006. Continuing the push for market knowledge of our product range available, this year saw a record number of exhibitors take their products to the field days.

However direct competition was not a threat as none of the major competitors identified the opportunity and exhibited at the biggest field day in the southern hemisphere. In recent years Ag-quip has gone from being dominated by tractors and large farm machinery to a field day with something for every member of the family.

This being the first year Saltbush has had a display for a number of years itself, marketing manager Kylie Bailey commented on the positive response received stating ‘Location is everything in marketing and so having a site within the University of New England’s pavilion gave us a perfect opportunity to capitalize on visitors to the pavilion as the majority of them are rurally based and need or could use our product’.

Many producers took advantage of the free 45 day no obligation trial pack that was on offer for all programs in our range. Interest was especially good in the farm office software Cash Magic and the stud cattle package HerdMASTER. Producers also had questions about the increasing technology into blue tooth and RF readers showing how many of the younger generation producers identify the need for this advancement in technology and the streamlining it creates within the enterprise.

Interest was steady and sales will continue to be forthcoming from this event as increasing numbers of producers identify the need for electronic recording of herd management information and our presence at the field day. Saltbush now look forward to making the trip to Ag-quip next year to build on the foundations laid this year and the interest that was shown by producers.

For more information please contact

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