



## Putting precision into practice

The Precision Farming Event, which is being held on Wednesday 7<sup>th</sup> March at the Exec Exhibitions Centre, East of England Showground, Peterborough offers visitors the opportunity to find out about the latest techniques and compare equipment from all the main suppliers in the UK's leading technology exhibition.

Alongside the exhibition of the latest equipment and services, the comprehensive seminar programme offers valuable information on a range of topics from industry-leading experts and farmers. Planned presentations include how smart phones and 'Apps' can help operators, a detailed look at trials into automated nitrogen applications as well as putting agronomy into precision farming.

With a focus on putting precision farming in practice leading farm managers will be explaining how they put the technology into work in their operations. These seminars provide hands-on experience of how equipment can be employed to improve accuracy, cut costs and boost margins.

All the UK's leading manufacturers and suppliers attend the Precision Farming Event. This year, for the first time, they will also be holding a 'plug fest' - checking the compatibility among different makes of controllers. This will include ISObus compliant and standard equipment and is likely to provide some useful information for owners and operators looking to invest in new systems.

**BASF - The Crop Protection Partners for the Precision Farming Event:**

BASF is the world's leading Chemical Company. In collaboration with ADAS, BASF have developed a Canopy Assessment Tool (CAT) for Winter Cereals geared to improved nitrogen precision through accurate estimation of crop nitrogen, and effective lodging control by providing a quick and easy assessment of crop lodging risk.

### **Precision Farming Event facts:**

**Date:** Wednesday 7<sup>th</sup> March, 2012 9am to 4.00pm

**Venue:** Exec Exhibitions Centre, East of England Showground near Peterborough, PE2 6XE

**Tickets:** £10 each by pre-booking on-line at [www.farm-smart.co.uk/precision/booking](http://www.farm-smart.co.uk/precision/booking) or by telephone on 0845 4900 142. £15 each on the day.

### **Further details:**

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