

PLAN TATION™

profit as you grow



*“two programs, one solution to
aid continuous farm improvement”*



WELCOME TO PLANtation™.

Growers and farmers around the world face many of the same challenges - a desire to profitably produce high quality food but in an environment of uncertainty caused by fluctuating market conditions and variable growing conditions. **PLANtation™** has been developed to help them better manage their uncertainty and proactively realise their opportunities to improve their businesses.

PLANtation™.

Consists of two unique and related products, Business Planner and Profit Planner. Both play a complimentary role as a result of some unique and flexible programming.

Profit Planner

Is a BLOCK and TECHNOLOGY assessment tool which enables growers to compare different options with plans being compared over a period of up to 20 years. Examples include: assessment of new technologies such as new varieties, cropping systems, risk management tools such as irrigation, protective

covering and netting etc. The program can also assess viability of current blocks and in some way predict their future profitability by automatically inflating costs.

Business Planner

Enables growers to assess the viability of different options at a BUSINESS or ENTERPRISE level. Business Planner combines blocks developed in Profit Planner to assess the overall viability of the introduction of new technologies and helps growers prioritise their introduction and financing requirements.

Support and Resources

By using the **PLANtation™** products you also have access to a range of resources. Licensed **PLANtation™** advisors, who have regular contact with growers, will provide a range of support services to growers. This will include the use of templates which can be used to more quickly assist you with gaining answers tailored to the grower's own business. As the program is developed, the website will become a valuable tool for **PLANtation™** users.

Other examples of support will include: program and on-line videos, program help screens.

ABOUT THE PROGRAMS

PLANtation Profit Planner™

BLOCK & TECHNOLOGY ASSESSMENT AND SCENARIO PLANNING

- Flexible and comprehensive budget and scenario templates
- Automatic calculation of machine costs
- In-built budget and scenario templates helps users make a quicker start
- Easy and visual comparison of options through "what if" scenarios
- Automatically inflates costs to reflect inflation and brings back future income and cost estimates into today's value for easy comparison
- Assesses different options based on cash flow and profitability

PLANtation Business Planner™

WHOLE OF FARM ASSESSMENT & PLANNING

- Incorporates up to 40 different Profit Planner blocks with varying block size to evaluate different outcomes for the whole business
- Reports enable users to scenario plan different block options
- Users can evaluate different financing options
- Helps prioritise opportunities and see where remedial action may be required
- Enables businesses to better see the financial implications of their business decision-making

The 10 Questions being asked by many farmers



- 1 Where are we making money and where not? What are the key drivers of the farm's profit (or loss)?
- 2 What improvements do we need to make to improve short-term returns and productivity?
- 3 How do we determine the benefit of introducing a new technology/ machine / variety or system?
- 4 How much will it cost the business and over what time-frame?
- 5 How do we measure the effect of climatic, business, market or economic risk on our business?
- 6 What do we need to do to alleviate and manage that risk?
- 7 Where is the overall farm heading? What changes do we need to make to make a significant difference?
- 8 How does the business prioritise the introduction of new investments?
- 9 How will new projects be financed in the context of the farm's overall business position?
- 10 What information do we need to present to our key stakeholders e.g. owners, management, banks?

HOW IT WORKS FOR YOU

Who Can Use the Program

The PLANtation™ programs have been developed predominantly for use in cropping programs. Initial use has been by horticultural growers both in Australia and the US. The program has been extensively trialled. Growers should be aware of their responsibility to understand how the program works and of ensuring the accuracy and limitations of use of their own data.

Program Availability

PLANtation™ is an agricultural software tool developed over a number of years at Oregon State University, USA and in Australia. The program will be made available through licensed partners in a number of different countries around the world (excluding the USA).

The Cost

PLANtation™ Profit Planner and Business Planner will be provided on a low cost annual user fee basis. Cost will be dependent on the country and the mark-up of the various distributors and advisors. In Australia the recommended retail price will be \$330+GST per annum.

Who is PLANtation™

PLANtation™ is the business trademark of Plantation Planning Solutions, registered in Victoria Australia. It is owned by Andrew Dick who has many years experience of working with farmers and the industry at large, both in Scotland and Australia. Andrew has worked in the grain, livestock and fruit industries.

Making Contact

To find out more, visit the website;

www.plantationprofitplanner.com.au

PLANtation™ welcomes inquiries from around the world (except from the USA). Please note that commercial arrangements are still being organised in different areas.

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Disclaimer: Please note the terms and conditions relating to the use of the program (available on the website).

RESOURCES

PLANtation™ has been developed with the view that businesses can gain value from having various support services available to choose from: Some of the resources are included in the annual fee; others are provided on a fee for service basis by licensed advisors or trainers. It is up to the user to determine the potential benefit of using an external party.

The following resources are available to growers:

1. PROGRAM STANDARD BUDGET & SCENARIO TEMPLATES

- These are available when the program is supplied to you. Please note the figures used in these templates MUST be reviewed and amended to reflect your own business circumstances.

2. PROGRAM VIDEOS & HELP SCREENS

- Videos are available within each program to assist you in getting started.
- Program help screens can assist you with most aspects in the operation of the program.
- Assistance may well be needed in the construction of your own scenarios - this can be provided in various forms of training.

3. TRAINING PROGRAMS

- Fee for service on-line training workshops will be provided.
- One-on-one training (fee for service) can be provided by a number of licensed trainers.
- Licensed advisors will be delivering regional workshops where training will be part of the overall learning experience.

4. ON-LINE KNOWLEDGE BASE

- As PLANtation becomes established, material will become available to users through personalised access to the user section of the website.
- It is expected that these resources will offer the ability for growers and advisors to share information across the world.

5. ADVISORS

- Advisors will be licensed to provide users with support in the use of the program but also assist with the practical construction of scenarios which are wholly relevant. Please note that it is up to the grower to establish the validity of the licensed advisors. PLANtation cannot be held responsible for the performance of the advisors.
- To date, advisor input has been a key part of the success of the program.

Your Local Advisor: