

4 January 2008

**STAFF UPDATE – CHRIS RAMSEY
FOCUSSING ON AFFORDABLE NEW RURAL TECHNOLOGY**

Introducing new technology to help farmers optimise yields and returns in tough times will be Chris Ramsey's focus as new Business Manager for Crop Care seed treatments and crop-protection products for rice and pastures.

He takes over the former Crop Care roles of Stuart Lumber, who has moved to the NSW New England Tableland region to manage CRT businesses in Tenterfield and Stanthorpe. Chris Ramsey brings expertise in marketing, business management and new product development from his previous work with a range of agribusinesses.

He has already worked closely with Crop Care and Nufarm on new product development in his most recent position as Business Development Manager with BASF in Melbourne.

A prior business management role with Bayer seed treatment products, and earlier experience as an agricultural consultant – predominantly cotton – based at Warren in central western NSW will inform his new position.

Chris Ramsey: "Farmers are looking to new technology to maximise their yields and returns. They realise there are tough times ahead as they adapt to a changing climate.

"Part of my role with Crop Care will be to introduce and develop better seed treatment options to aid establishment, and get crops off to a better start in difficult conditions.

"We are also looking to provide better value, affordable crop-protection products that will improve margins by boosting returns."



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