

# Introducing Adrian Reck

19 November 2010

**ADRIAN RECK** joined Crop Care as the Northern Region Sales Manager this year, to oversee all aspects of the company's sales north from Wagga in New South Wales, and throughout Queensland and the Northern Territory.

He is using his deep knowledge of rural merchandising to develop strong strategic relationships between Crop Care and its customers.

Mr Reck's rural merchandising career began at BGA Agriservices, Murgon in 1996, before moving in 2001 to Wesfarmers Landmark in Brisbane. His various roles within Landmark were centred on merchandising – including customer service, procurement and sales management – culminating in the position of state merchandise manager for Queensland and the Northern Territory.

Prior to joining Crop Care, Mr Reck spent a short period with Elders, coordinating their farm supplies activity for the northern zone.

Adrian Reck: "With the Crop Care northern sales team, my role is to develop strong relationships with our customers and to gain an in-depth understanding of their business requirements.

"That deep understanding enables us to deliver the inputs, services and support they want, when they need it – including new products in response to emerging problems.

"Strong strategic relationships – and the ability to respond to our customers' needs – are imperative in growing the rural merchandising business."

Mr Reck reports that in the latter half of 2010, all markets across the territory that he manages are performing strongly. This is due in part to extraordinary rainfall across the majority of regions, plus a surge in commodity prices.

Mr Reck has had a long relationship with Crop Care, starting with his time at BGA Agriservices. He has always been attracted to Crop Care's ability to continually bring new products and technology to the market.

"Crop Care continually identifies new opportunities and products to support farmers in their push for increased production and profit.

"That is coupled with a very experienced and committed team – including experienced technical sales representatives, strong customer service, product development and management, and supply chain management.

## For More Information:

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