

Crop Care STAFF UPDATE
June 15 2007

Rob Launder
Technical Sales Representative
Wimmera/Mallee, Victoria
Crop Care Australasia

SINCE joining Crop Care as Wimmera/Mallee technical sales representative in August 2006, Rob Launder has seen his territory switch from dust to mud.

“It’s been a challenging start to the job, with the region moving from full-blown drought to one of the best starts to a winter cropping season in years.

“However, this hasn’t translated yet into better cash flow for farmers. They haven’t had a harvest but are still having to find the cash to pay their bills, including their cropping inputs.

“So - while it’s fantastic to see my patch looking so good, and farmers having to plough around crab holes for the first time in many years – I am mindful that cash flow hasn’t improved for them just yet.”

Mr Launder replaced Hamish Mines as Crop Care technical sales representative in Horsham. Mr Mines remains in Horsham as Crop Care Seed Technologies technical sales representative.

Before taking up the Crop Care position, Rob Launder worked for the IAMA group as agronomist and branch manager in the Wimmera; in the Darling Downs broadacre cropping and cotton region of Queensland with Primac; with the Lentil Company agronomy and grain export business – eventually as general manager; and in several other agribusiness and banking positions.

“I’m enjoying the Crop Care work which allows me to bring more of a technical focus into sales, including field demonstrations of products to agronomists, farmers and retailers.”

His portfolio in the Wimmera/Mallee includes Crop Care products for broadacre cereal, oil seed, pulse crops and pastures; and horticulture crops including stone fruits, viticulture and tree crops such as olives and almonds.

CONTACT
Rob Launder 0419 560 426