



Farmbot celebrates 10,000+ users



Tess O'Hagan
Farmbot General Manager

We've got exciting news to share! It's a privilege to be the trusted solution for 10,000-plus Australian farmers, pastoralists, and graziers, helping you monitor your farm's most important assets. We look forward to another year of delivering more benefits and support so you can continue to simply and accurately measure what matters most.

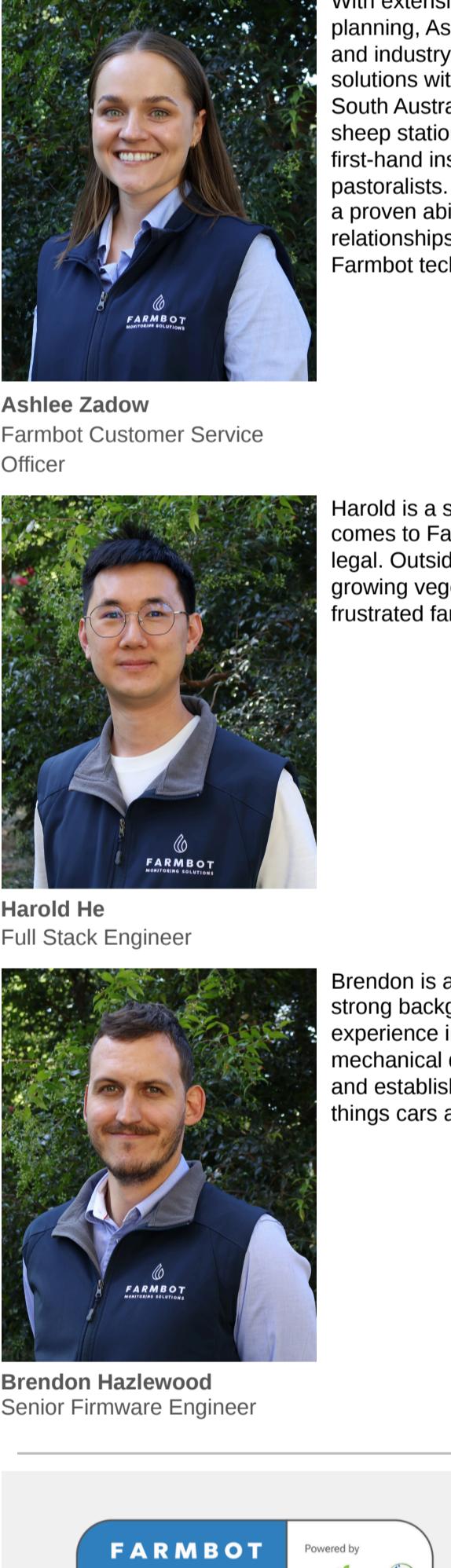
In other company news, we are proud that our Net Promoter Score (NPS) is up two points from last year, reaching a score of 65.

Thanks to everyone who gave us feedback, we are incredibly grateful for your partnership. You've told us you value the Farmbot customer service, near real-time alerts, reporting and data, the platform we've built for you, and our integrations with other leading agtech providers.

We're already prioritising our product and software deliverables for the next 12 months based on your feedback from this year.

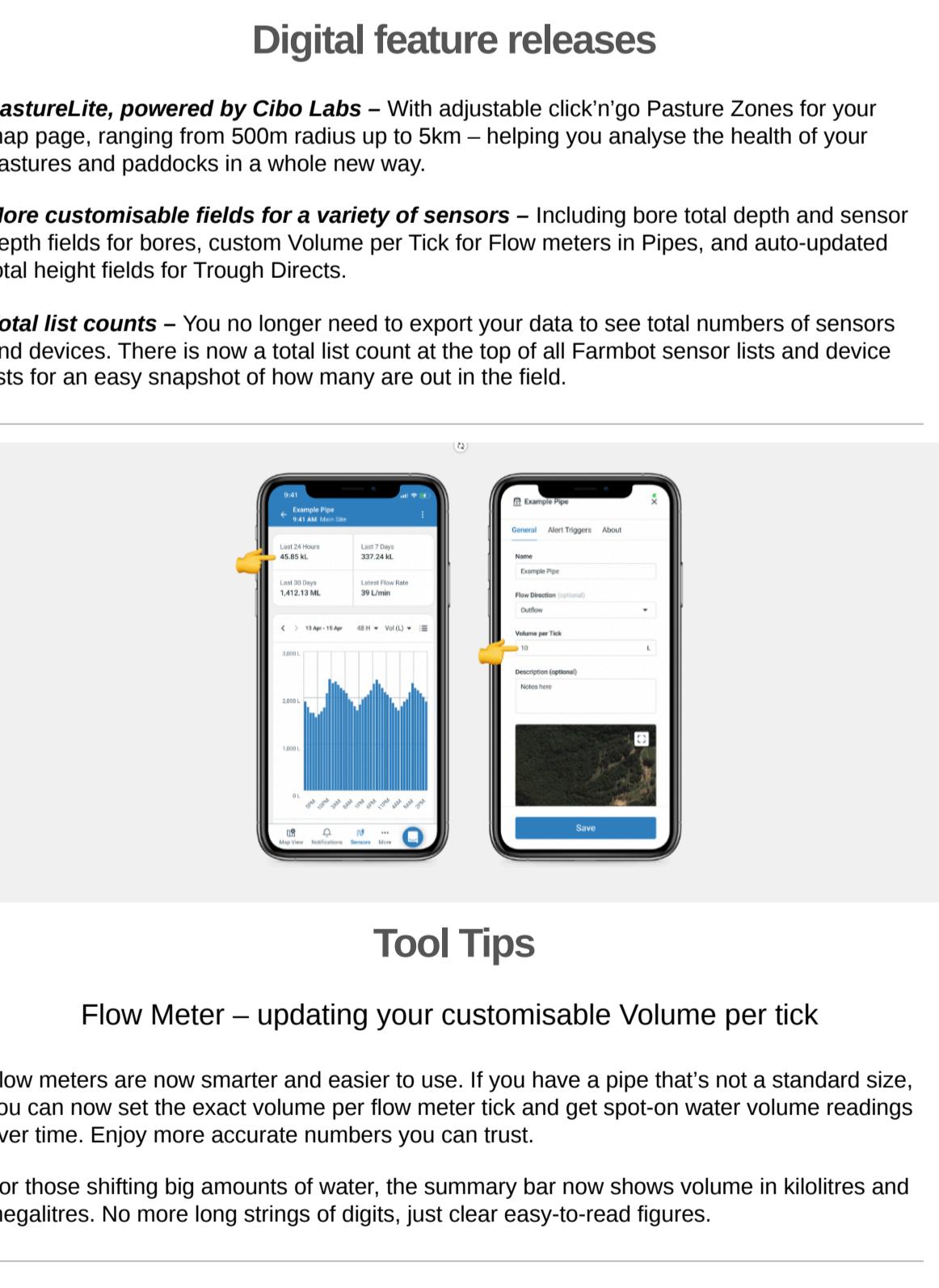
Your feedback from our 2024 survey was crucial. We listened and spent the last year focused on creating powerful new integrations, including:

- Farmbot Security, powered by Land Watch
- Farmbot Weather, powered by Davis Instruments
- Farmbot PastureLite, powered by Cibo Labs.



Farmbot Weather, powered by Davis provides ultra-local weather data alongside your water monitoring reports on MyFarmbot. [Read](#) how one South Australian producer says it's better than BOM data.

Our newest feature, PastureLite, powered by Cibo Labs allows you to view and understand pasture trends across your property, with the added benefit of looking specifically at your watering points. This tool will help you improve your planning, respond faster to seasonal changes, and easily identify underperforming zones.



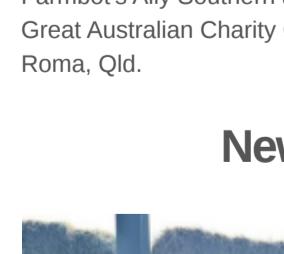
Farmbot PastureLite, powered Cibo Labs provides high tech help for your pasture decisions. Don't miss the webinar, details below.

With the weather heating up, it's a sure sign that field day season is here. Stop by and say hi to our team at the many upcoming field days and events. Or feel free to reach out and suggest where you think we should be! We're looking forward to getting out and seeing you face to face.

We hope you enjoy reading about what we've been up to over the last three months.

NEWS

New Global Chief Technology Officer



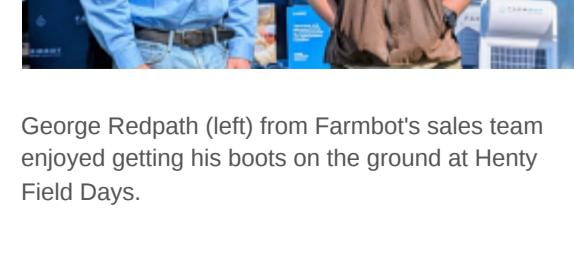
Farmbot recently appointed Davide Defendi (pictured) as our new Global Chief Technology Officer, marking another milestone in the company's global scale-up journey.

Davide, a proven technology strategist and business scaling expert, will lead Farmbot's product development and IT functions in Australia and the United States, where the company operates under the Ranchbot brand.

Farmbot Co-Founder and Chief Executive Officer, Andrew Coppin, said the appointment comes at a pivotal moment as the company prepares for its Series B capital raise.

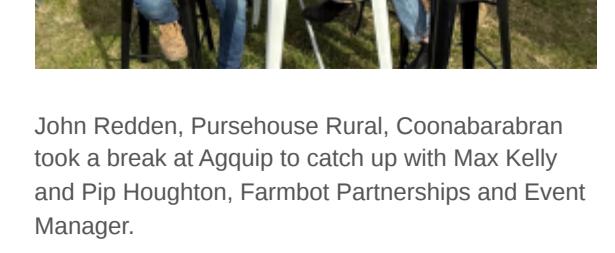
[Read more](#)

Hear from Farmbot clients



Would Jill Radel, Injune, Qld recommend Farmbot Monitoring Solutions to other producers? "Absolutely. We're seriously impressed with the back up support and ease of use."

Congratulations to Jill and Reade who sold the top priced Red Brahman, Jileaba Webb (PS) for a cracking \$90,000 to the Sorley family, Mt Callan, Dalby, Qld at the recent Rockhampton Brahman Week Sale.



Mark Oosterveen, Coolah, NSW says Farmbot gives his family peace of mind that tanks and troughs are operating as they should and cattle are well watered.

"Automation...gave us peace of mind and from there we've looked more remote monitoring so it gives us time to get away...and have time off and we have peace of mind that everything's okay back on the farm."

NEW TEAM MEMBERS

Three new recruits join the Farmbot team

Bronwyn brings from a sheep and cropping property in South Australia and brings to Farmbot valuable agricultural knowledge and a love of all things livestock. She has a degree in Animal Sciences and first-hand experience communicating with producers, including problem solving when issues arise.

Bronwyn worked in grain classifying for several harvests and more recently worked with Elders as a sales representative for agriculture and loves supporting producers and Australian communities. She loves to be outside and get her hands dirty, helping on family properties when she can. Bronwyn plays netball and basketball and volunteers with her church on committees and club duties and has coached several teams. When she isn't busy with sporting commitments, she can be found camping and four-wheel driving.

Harold is a software engineer with 10 years experience who has moved to Farmbot from a background in fintech, banking and insurance. Harold is a Farmbot software engineer with 10 years experience who has moved to Farmbot from a background in fintech, banking and insurance.

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[Read more](#)

Tool Tips

Flow Meter – updating your customisable Volume per tick

Flow meters are now smarter and easier to use. If you have a pipe that's not a standard size, over time. Enjoy more accurate numbers you can trust.

For those shifting big amounts of water, the summary bar now shows volume in kilolitres and megalitres. No more long strings of digits, just clear easy-to-read figures.

Farmbot goes where you go. This quarter we've been to more than 35 events! You'll find us at events from major agricultural trade shows and field days to local bull sales, producer gatherings, demonstration gear, and finding solutions that suit you. Here's a sample of where we've been lately.

Northern Territory **South Australia** **Western Australia**

Farmbot is proud to support Do It for Dolly Day – every year. Farmbot's Amy Godsell presents Kate Everett with our 2025 donation at the Fitzroy Bull Sale.

Farmbot's Ally Southern and Kylie Moffatt joined the Great Australian Charity Cattle Drive from Mitchell to New South Wales.

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