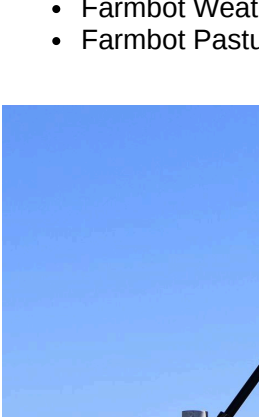




# OCTOBER 2025 EDITION

## Waterly Quarterly

### 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.

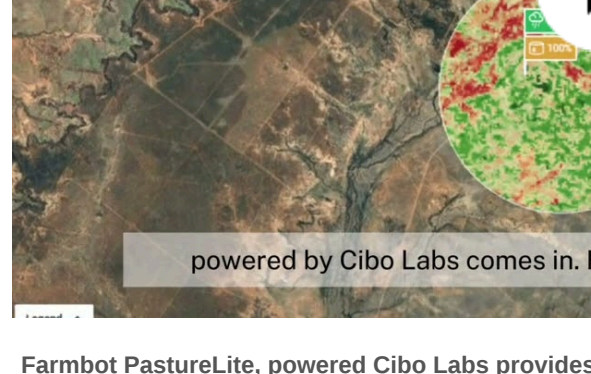
In other company news, we are proud that our Net Promoter Score (NPS) is up two points from last year, reaching a score of 65.

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.

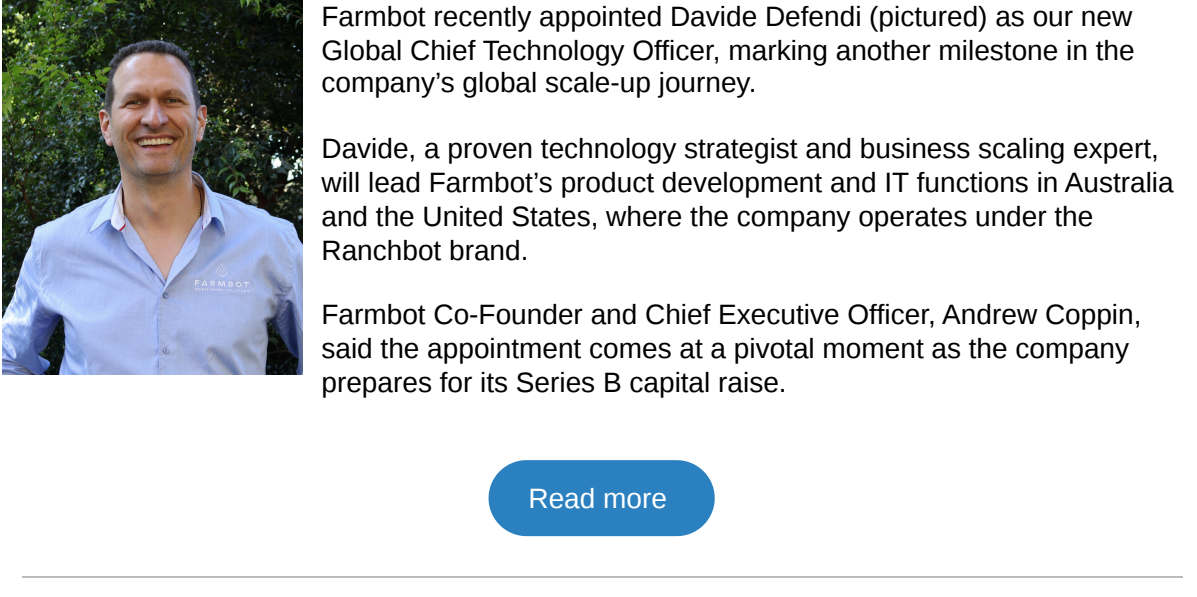
Your feedback from our 2024 survey was crucial. We listened and spent the last year focused on creating powerful new integrations, including:

- Farmbot Security, powered by David 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.



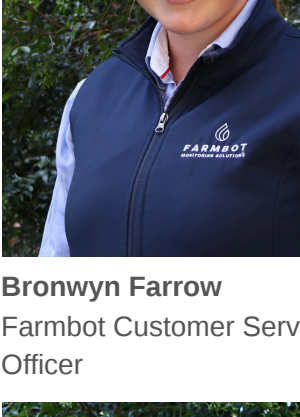
Farmbot PastureLite, powered Cibo Labs provides high tech help for your pasture decisions. Don't miss the webinar, details below.

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



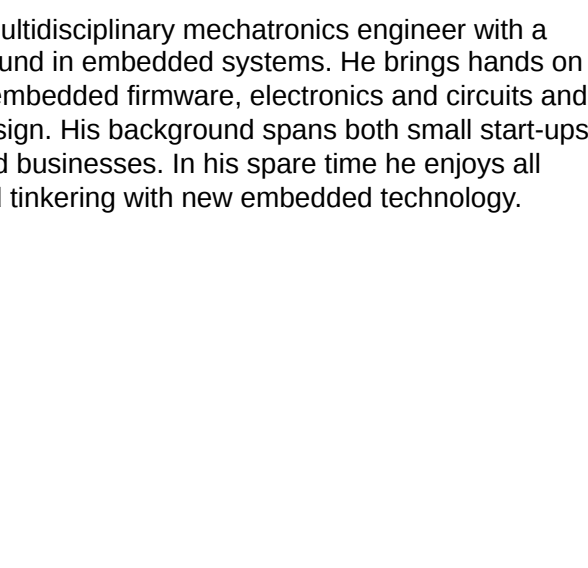
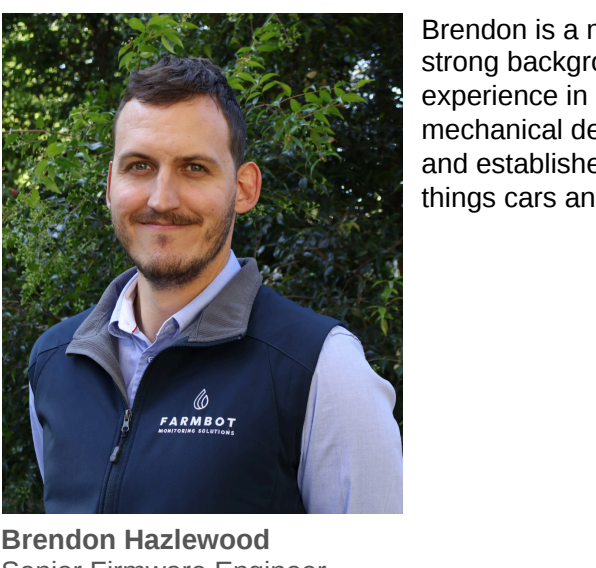
Farmbot recently appointed Davide Defendi (pictured) as our new Global Chief Technology Officer, marking another milestone in the company's global scale-up journey.

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."

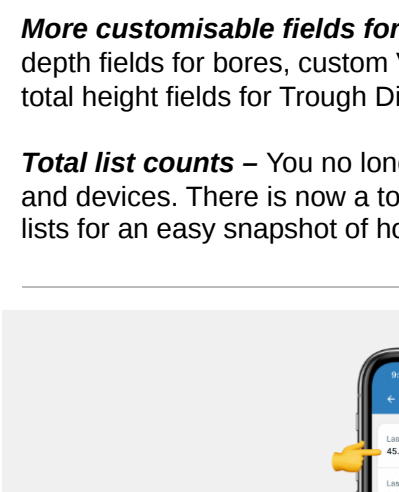
Congratulations to Jill and Reade who sold the top priced Red Brahman, Jileaba Webb (PS) for a cracking \$90,000 to the Sorley family, Mt Callan, Dalby, Qld at the recent Rockhampton Brahman Week Sale.

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."

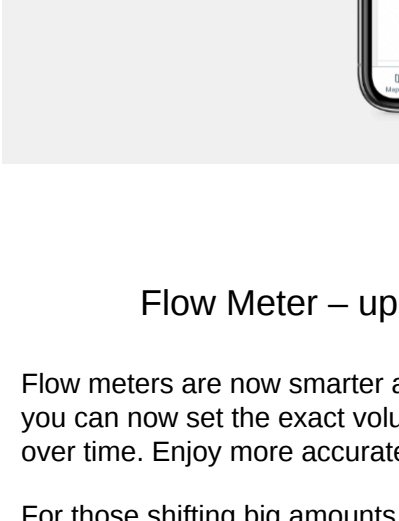
### NEW TEAM MEMBERS

#### Three new recruits join the Farmbot team



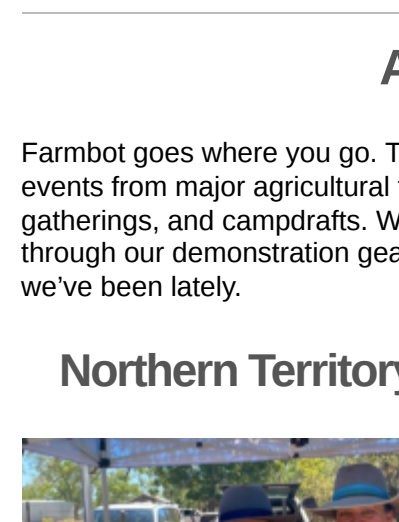
**Bronwyn Farrow**  
Farmbot Customer Service Officer

Bronwyn hails 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 Science 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 two and a half years. She is passionate about Australian agriculture and loves supporting producers and their 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 her time on committees and club duties and has coached several teams. When she isn't busy with sporting commitments, she can be found outside with her dog Millie, or down at the beach or camping and four-wheel driving.



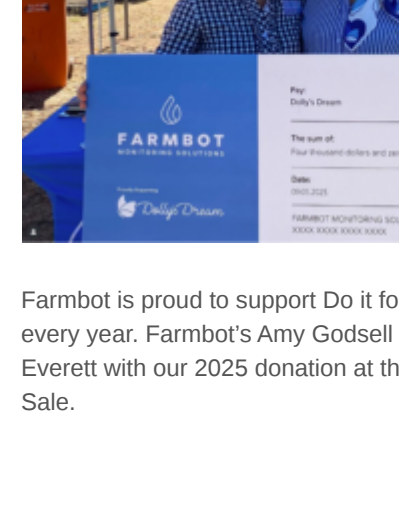
**Ashlee Zadow**  
Farmbot Customer Service Officer

With extensive experience in agriculture, logistics and planning, Ashlee's work has centred on supporting producers and industry stakeholders through practical, client-focused solutions with genuine passion. Growing up on a property in South Australia's Murray Mallee and now living on a Merino sheep station in the state's north east pastoral region, she has first-hand insight into the challenges faced by farmers and pastoralists. Ashlee pairs her hands-on rural background with a proven ability to coordinate, problem-solve, and build strong relationships, helping customers get the most out of their Farmbot technology.



**Harold He**  
Full Stack Engineer

Harold is a software engineer with 10 years experience who comes to Farmbot from a background of fintech, banking and legal. Outside of work, Harold enjoys gardening, particularly growing vegetables and flowers in his backyard, and is a frustrated farmer with plans to keep some chickens as well.



**Brendon Hazlewood**  
Senior Firmware Engineer

Brendon is a multidisciplinary mechatronics engineer with a strong background in embedded systems. He brings hands on experience in embedded firmware, electronics and circuits and mechanical design. His background spans both small start-ups and established businesses. In his spare time he enjoys all things cars and tinkering with new embedded technology.

Powered by **cibolabs**

### High-tech help: Satellite imagery and summer feed strategies.

A discussion on nutrition, grazing pressure, and precision tools for better management. Find out how to view and understand pasture trends across your property, with the added benefit of looking specifically at your watering points.

**Thursday 30th October**  
WA 9:30 am  
NT 11:00 am  
QLD 11:30 am  
SA 12:00 pm  
NSW, VIC, TAS 12:30pm

**Our speakers**  
**Philip Tickle**, Cibo Labs Co-Founder and Managing Director  
**Pip Houghton**, Farmbot Partnerships and Events Manager  
Ruminant and Pasture Supplementation Specialist TBC

[Register for the webinar](#)

### Digital feature releases

**PastureLite, powered by Cibo Labs** – With adjustable click'n'go Pasture Zones for your map page, ranging from 500m radius up to 5km – helping you analyse the health of your pastures and paddocks in a whole new way.

**More customisable fields for a variety of sensors** – Including bore total depth and sensor depth fields for bores, custom Volume per Tick for Flow meters in Pipes, and auto-updated total height fields for Trough Directs.

**Total list counts** – You no longer need to export your data to see total numbers of sensors and devices. There is now a total list count at the top of all Farmbot sensor lists and device lists for an easy snapshot of how many are out in the field.



### 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, you can now set the exact volume per flow meter tick and get spot-on water volume readings 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.

### Around the grounds

Farmbot goes where you go. This quarter we've been to more than 35 events! You'll find us at gatherings from major agricultural tradeshow and field days to local bull sales, producer events, and campdrafts. We love being on the road meeting with clients, talking you through our 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 Amy Godsell caught up with customer Greg Dakin at the Fitzroy Crossing Bull Sale, WA. Greg said: "We couldn't operate without them."

#### Queensland



Farmbot's Ally Southern and Kylie Moffatt joined the Great Australian Charity Cattle Drive from Mitchell to Roma, Qld.



Farmbot Head of Pastoral Clients, Charlie Crossley and Qld BDM, Harrison Mavin were on hand to answer questions at Rocky Brahman Week.

#### New South Wales Victoria Tasmania



Max Kelly (right) pictured with Andy and Angela Mulcahy and family, Alpha, Qld at the Clunie Range Angus Sale, Coolatai, NSW.



Ally Southern enjoyed speaking with clients about their remote farm monitoring at AgQuip, Gunnedah.



George Redpath (left) from Farmbot's sales team enjoyed getting his boots on the ground at Henty Field Days.



John Redden, Pursehouse Rural, Coonabarabran took a break at Agquip to catch up with Max Kelly and Pip Houghton, Farmbot Partnerships and Event Manager.

