



Tough start to new year for many producers



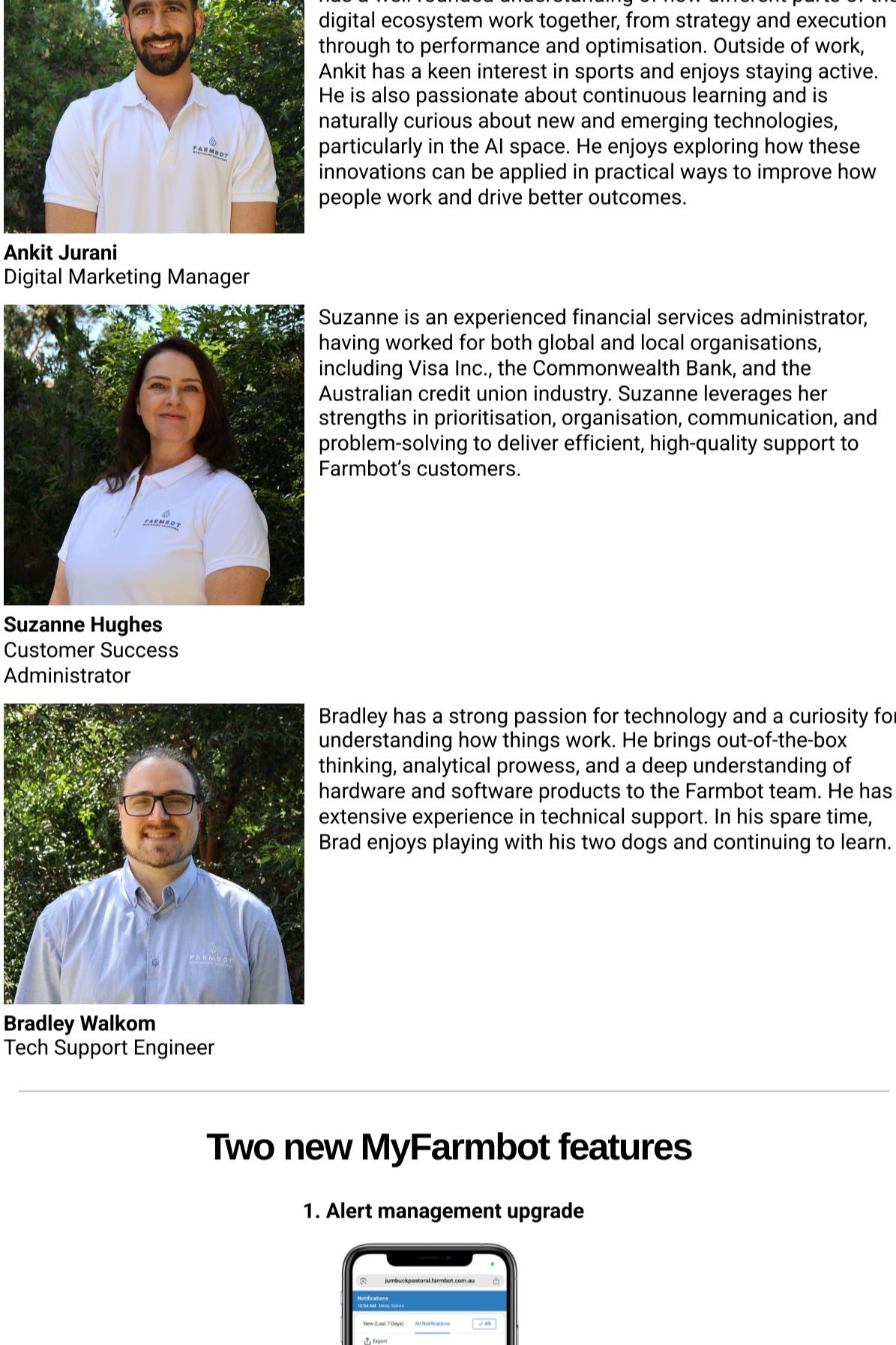
Tess O'Hagan
Farmbot General Manager

Already 2026 is showing us that Australia's weather – and ag's operating conditions – are intense and unpredictable, with flooding and heavy rainfall in Queensland's north west, fires in WA and Victoria, and heat wave conditions across much of Australia.

At Farmbot we are constantly in awe of the resilience of our farming and grazing community and your ability to navigate the challenges of nature. Please know that we are thinking of everyone affected by these recent events. We hope that as you begin to navigate the path forward, the road to recovery is steady and the challenge of rebuilding isn't too heavy a burden for you and your families.

The Farmbot customer success team is on hand to assist with anything you need regarding your monitoring and measuring ecosystem. Just give us a call on [02 9901 4798](tel:0299014798).

With our team back on deck, we are looking forward to the year ahead. We're attending more events and have new partner integrations in the pipeline. In 2025, we attended 56 events, powered seven industry collaborations, released 25 new software product features, made 30,000+ phone calls to clients, and travelled 120,000+ kilometres. We're set to top those figures this year!



New face in WA

We are delighted to be expanding our presence in southern Western Australia with the appointment of Kim Matsen, who is based at Albany. Kim is a familiar face to many of our existing clients, and we're pleased to have him flying the Farmbot flag in WA and South Australia. Stay tuned about where you'll be able to meet with Kim to discuss your farm monitoring needs.



Raised on a rural cattle property in southern Western Australia, Kim developed a strong foundation in strategic water management and the operation of remote water and information infrastructure across agriculture and mining environments. In 2018, he and his wife, Natalie, relocated to Albany for a sea change. Since then, Kim has built a career in business development and agricultural sales, leveraging technology to improve livestock performance and enhance on-farm productivity. He is deeply passionate about people – supporting growth, driving performance, and helping individuals and businesses achieve lasting success.

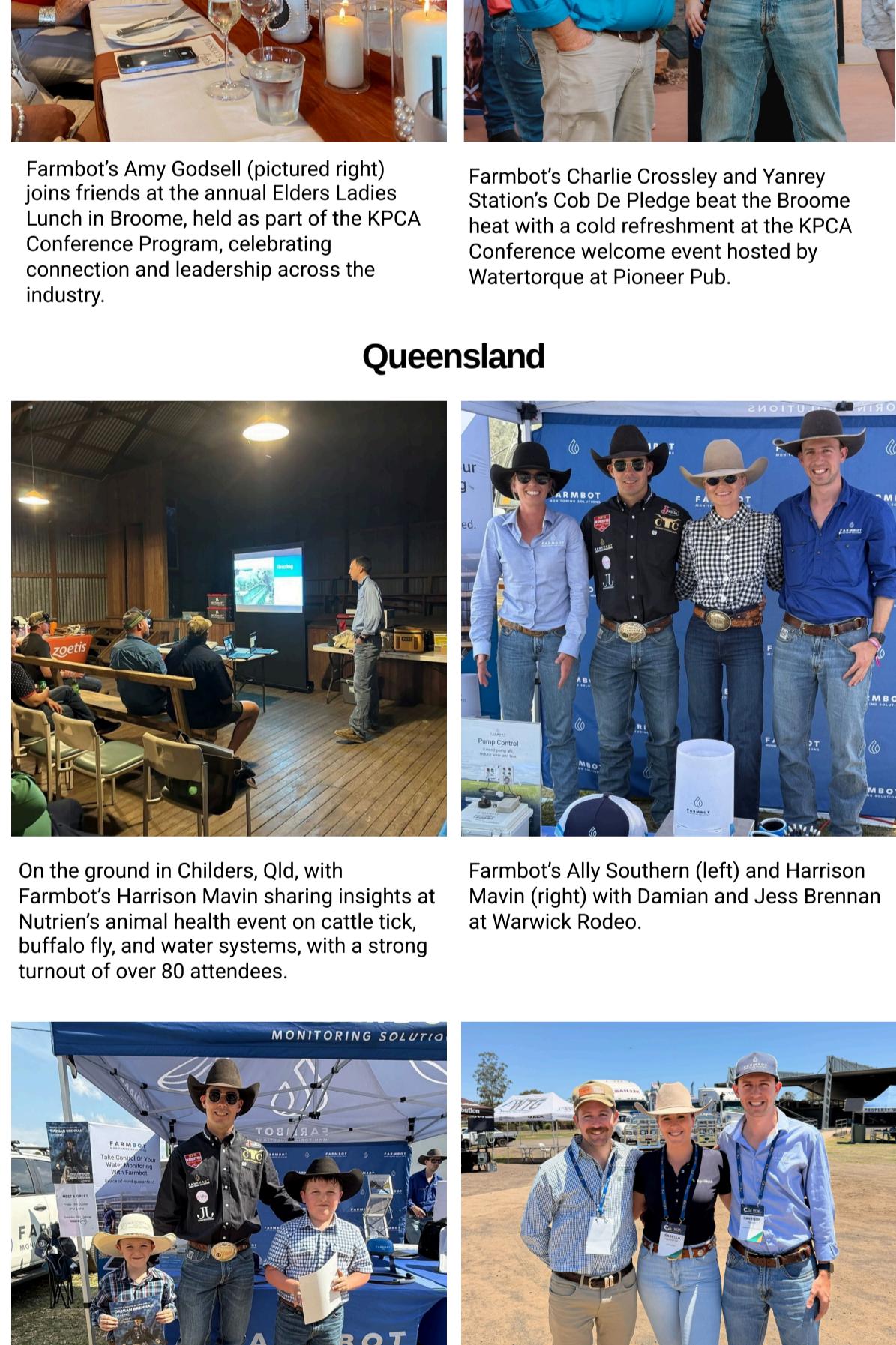
Kim Matsen
WA & SA Business Development Manager

Mobbie integration

As always, you ask, and we deliver. The latest integration with the MyFarmbot platform is Mobbie farm and livestock management software. The Farmbot x Mobbie integration brings near real-time tank and trough data directly into the Mobbie map – helping you measure what matters most in one place. Once connected, you'll be able to view near-real time water levels right inside Mobbie's livestock farm management software. Less switching platforms for improved efficiency.

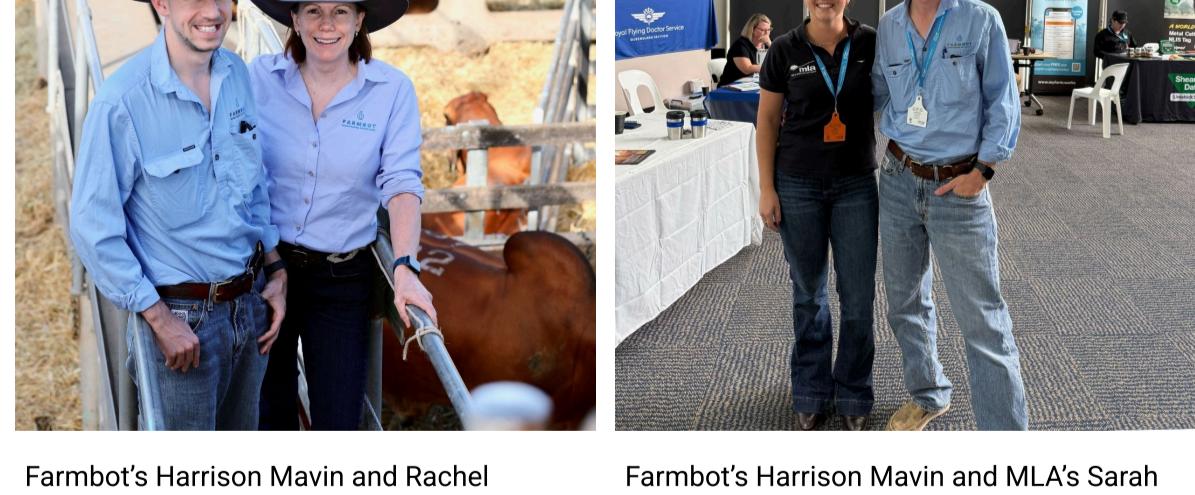
Sign up for our Farmbot x Mobbie webinar with Jock Lawrence, Mobbie and Pip Houghton, Farmbot on 29 January for a demonstration.

Register today

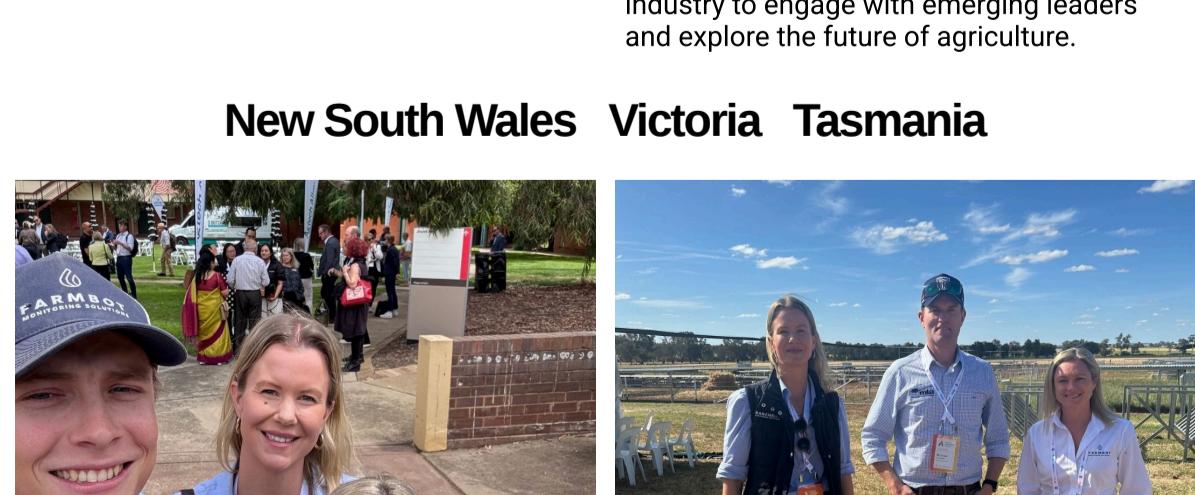


Hear from producers like you

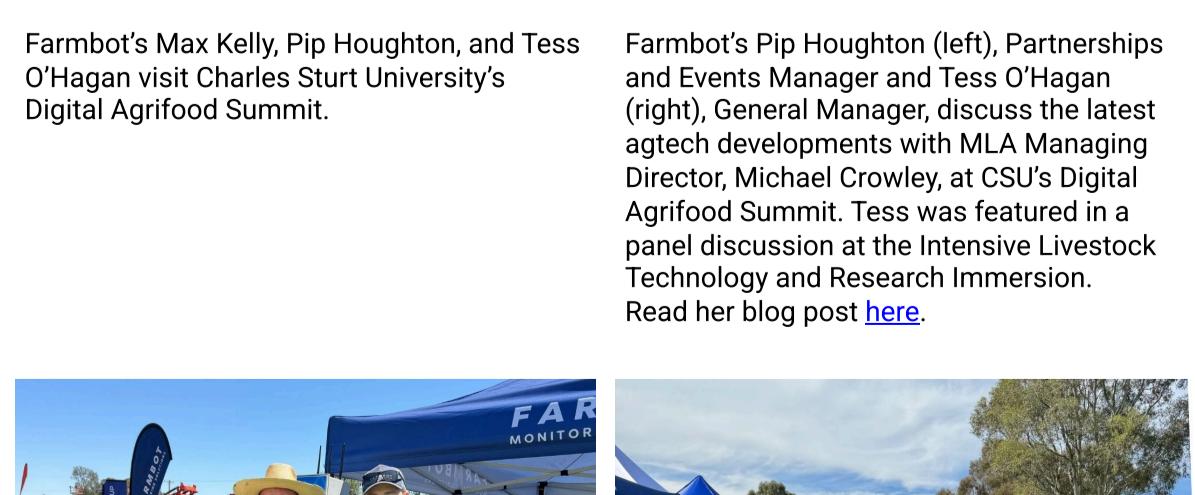
Knudsen Cattle sold on the benefits of Farmbot



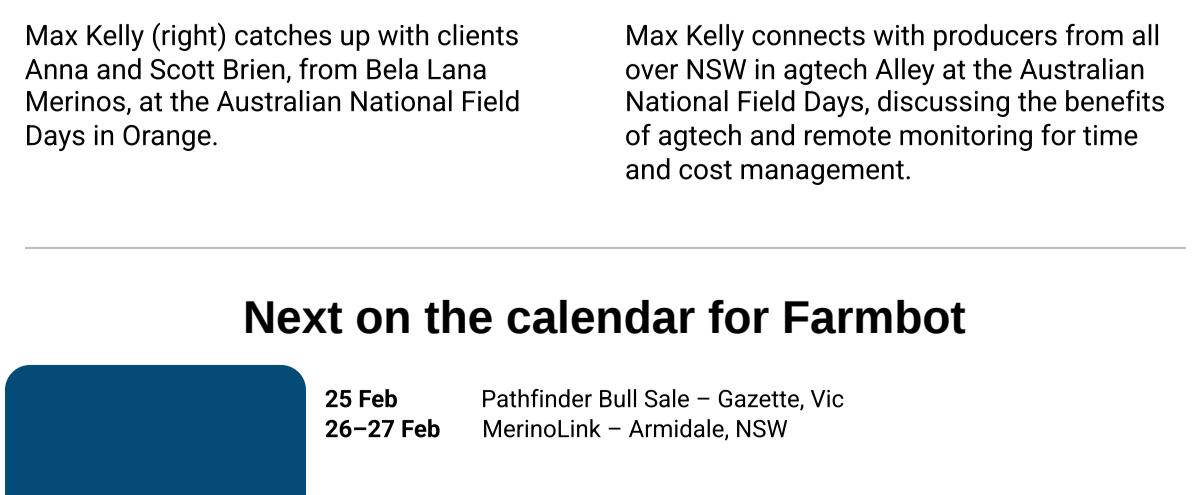
Tourles find reliability in Farmbot ecosystem



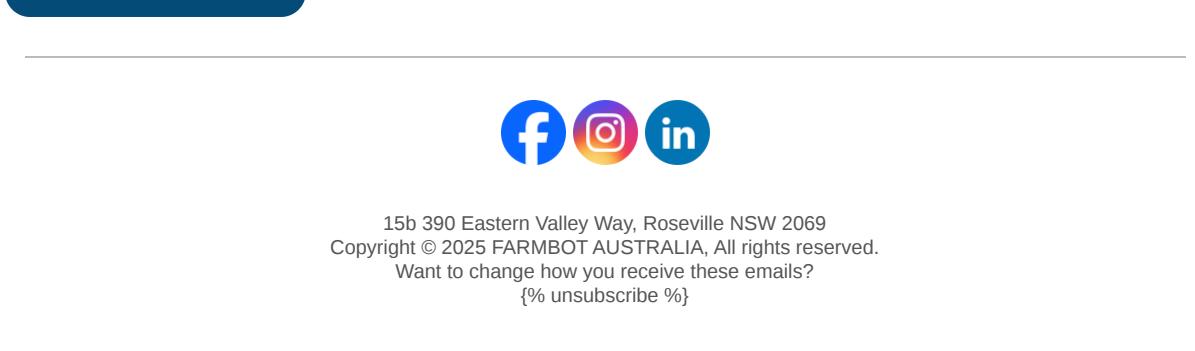
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Tourles find reliability in Farmbot ecosystem



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