FARMBOT
Farm Management

APRIL '26 EDITION

Waterly Quarterly

A note from our GM

As we move through the year, it's impossible to ignore the range of environmental and political challenges facing our industry.

Across every region, farmers are navigating tighter margins, changing seasons, and increasing pressure to do more with less. Sometimes it feels like every decision carries more complex ripples than ever.

Fuel prices, input costs, and supply chain pressures haven't disappeared, and the broader geopolitical backdrop means that planning with confidence can feel harder than it should be. But what we've seen consistently through challenges, and they are not short-term.

What empowers competitive financial, is the resilience and preparedness of producers. Time and again, we see our customers who have invested in clear visibility, strong systems, and a disciplined approach to cost control coming out stronger on the other side.

At Farmbot, our focus is on supporting you through this complexity. That means continuing to deliver tools that give you clarity across your farm business, whether it's managing cashflow, tracking inventory, managing maintenance, or monitoring your overheads.

We're committed to listening, learning, and adapting alongside you as these challenges unfold.

Thank you for your continued trust and partnership.

Yara D'Haeyere
(General Manager - Australia)

NEWS

Welcome To the Team

As Farmbot grows alongside our customers, we're expanding our team to better support you.

Shannon Sellin
SALES ENGINEER
QLD, NSW, VIC & SA
PRODUCT MANAGER ELECT

Shannon's background in farm management software and agronomy gives him a practical understanding of how agricultural software and decision-making actually work on farm. Outside of work, he's a keen footballer and enjoys camping and travel. Shannon is based in Toowoomba and is looking forward to meeting customers across Queensland and providing practical advice aimed at managing complexity in farm operations.

David Allen
SALES ENGINEER
QUEENSLAND & NORTHERN NSW, VIC & SA

David comes from both sides of the agricultural industry, spending his early years on a family farm before moving into agronomy and farm management. He's now spent the last 10 years specialising in livestock nutrition and farm management, working with a range of beef and dairy producers across Victoria and Queensland on feed planning, costing, communication, cost-effective, and sustainable operations.

Gilbert Foster
SALES CONSULTANT

Originally from the UK, Gilbert's background in farm management and agronomy has taken him across Europe and Australia, working with farms ranging from family operations to large-scale commercial enterprises. He's also spent a year in Toowoomba supporting farm businesses with their software and data systems. Gilbert's roles include a diverse range of crops, livestock, and farm management systems, giving him a practical, hands-on perspective on how farms actually operate day-to-day.

Tom Morgan
SALES CONSULTANT

Tom's a Gatton graduate with a background in big farm management and agronomy. He's worked across a range of farm businesses, bringing hands-on experience and expertise to the team.

Carlin Ford
CUSTOMER SUCCESS SPECIALIST

Carlin brings extensive experience in customer support and relationship management, with a strong focus on clear communication and practical, customer-centred solutions. Her background in supporting customers through complex systems and processes makes her an excellent resource for customer success.

Trinity Campbell
CUSTOMER SUCCESS SPECIALIST

With several years of experience in customer support, Trinity's background in supporting teams and solving day-to-day operational challenges brings a practical, customer-focused approach to her role. Trinity brings her warm nature, attention to detail and a strong focus on helping customers feel supported and confident in their systems. Trinity speaks fluently in Tagalog and English, and is based in Toowoomba.

Mitch Rowling
HEAD OF OPERATIONS

Mitch is a technology leader with deep expertise in building and scaling high-performance teams across complex, fast-moving environments. He's worked in both international corporate and startup environments, with a strong focus on people, process and technology. Mitch joins the Farmbot team to support our growth and strengthen the systems that underpin our customer success.

Charlie Moriarty
EVENTS COORDINATOR

Originally from Sydney's western suburbs, Charlie's background in hospitality and event management has taught her how to keep things moving smoothly behind the scenes. She's been the logistical glue behind dozens of weddings and corporate events, managing everything from venues and vendors to last-minute changes and guest experiences. Based in Toowoomba, Charlie brings her organisation, attention to detail, and calm under pressure to the Farmbot team, supporting our events and customer engagement across the country.

Allusions to brainer fun as
First thing I look at in the morning.

Tom Morgan(yesterday, Sydney)

Release Announcement

Pump Control Sources & Destinations - Now survey Dams

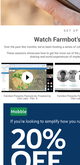
We are excited to announce enhancements to Pump Control sources and destinations. Now you can use survey dams as a source or destination for Pump Control.

Both functions are active from now forward, meaning teams are now available to be added to the automation setup.

Product Tips and Tricks

Now that Pump Control automation supports dams.

Here's a tip for setting up a dam crossover from the top dam to another pump source or destination.



Grid which contains the pump control set to a source. The "Start" level is set to "Dam Top Level" and the "Stop" level is set to "Dam Top Level" also.

When setting a dam as a destination, the "Start" level is set to "Dam Top Level" and the "Stop" level is set to "Dam Top Level".

Watch Farmbot's Latest Webinars

Over the past few months, we've been hosting a series of collaborative webinars with our partners, Clay Labs and Mobile Farmer.

These sessions showcase how we are working with our customers and partners, while also following production through to farm management and operations of transitioning farms from their perspectives.

Webinar - Farmbot & Clay Labs - Farm Management Software Integration

Webinar - Farmbot & Mobile Farmer - Farm Management Software Integration

Bonus

Are you looking to simplify how you run your farm enjoy

20% OFF

YOUR FIRST YEAR

Use the code NURSERY20 at checkout, or mention it when you book a demo or call to confirm, and save 20% off your first year.

Ideal for nurseries, or anyone managing multiple farms with every livestock number, crop and paddock in one place.

Leasing, if your mates or neighbours are considering Farmbot and are already digitised, multiply the savings by the number of farms you manage with 12 months subscription. Offer ends 30 May.

Claim today

Free rain gauge for new customers
Ask for details

Farmbot x YOWY

Two Australian owned and designed products, made by Aussies, YOWY and Farmbot.

Farmbot's farm management software helps farmers plan, track and manage farm operations, while YOWY's rugged, purpose-built equipment and designed-in solutions reduce physical strain and improve safety. Together, they make it easier for Australian farmers and agronomists to collect consistent, accurate information from the paddock, so decisions can be made with more confidence and less time spent on the ute.

We have some water way out in the Simpson Desert, about an 80 km round trip to pump tens of tears. But with Farmbot, we don't have to go out there unless we really need to.

Rick Hartmann

EVENTS

Around The Grounds

Over the past few months, the team has been busy on the ground, as much as possible, showing up to where it matters to our industry and the communities we work alongside. From field days and on farm interviews to tradeshows and industry events, we've been connecting with farmers, agronomists, and partners across the country. Here's a quick look at some of the stops we've been at.

Maintaining this pace has allowed us to better support our customers by listening directly from as many of you as possible, understanding the challenges you're facing, and building tools that actually help on farm.

We've returned every conversation, introduced new people and kept growing the map and opportunities wherever who was able to get involved and join.

Queensland

At Mack's Farmbot participated in the Agtech Innovation Day, showcasing farm management software, precision agriculture, and practical tools for farm planning, monitoring and decision-making.

Participants heard from a range of agtech providers, including Farmbot, and had the opportunity to see how farm management tools can be integrated to deliver more consistent, practical outcomes on farm.

As part of the Northern Beef Research Update Conference, Farmbot participated in the Industry Expo, meeting with Beef producers.

There, he had the opportunity to present on Soil Fertility, Nutrition and Production, and how farm management software can support more consistent, practical decision-making on farm.

Farmbot's Luke Rossiter presented at the Field and Stream Show in Toowoomba, highlighting how farm management software can support more consistent, practical decision-making on farm.

Farmbot was a silver sponsor at Megafood Expo in Brisbane, representation on site by Alex and Harrison.

The event brought together producers, processors, and industry leaders from across the Megafood sector. Farmbot met with crop consultants, land sales brokerages and Megac producers alike. It was a valuable opportunity to be part of the ongoing conversation around supply chain visibility, traceability and practical farm management.

As a part of its conference, Farmbot's Chief of Product and Technology Mike Nicolai delivered a panel discussion exploring supply chain visibility and traceability in Australian agriculture.

New South Wales

Farmbot's Rick Hartmann presented at Farmers Conference, where he spoke to farmers and industry leaders about current and upcoming agricultural practices. Many attendees were actively exploring farm management software and data systems as the sector, which contributes $12.8 billion to the state economy, continues to modernise both its farm operations and business models.

Farmbot was at the Yanco Agricultural Show, hosted by the Yanco Agricultural Institute, NSW Department of Primary Industries, Farm of the Future and Charles Sturt University. The event brought together farmers, researchers and industry partners to discuss practical, on-farm challenges and opportunities. The program included demonstrations on farm, while connecting attendees with new technology, research and practical sustainability and decision-making.

Victoria

Farmbot had a busy weekend at the Northern Bulk Bash in Kinnoul, the Kangaroo Island Dairy Expo in Kingscote, and the Kangaroo Island Sheep Expo in Parndana.

Farmbot's Tim and Mitch discussed farm management software, data and practical farm decision-making with farmers across the Kangaroo Island region.

We thank Farmbot's absolutely legendary Kangaroo Island partner, Fretty Contracting, who crewed the show for us, and a special thank you goes out to Ryan Fretty for his time at the meeting, and for being an all-round legend, and for being a great mate.

Farmbot was at the Warrnambool Agricultural Show, where it met with farmers across the region to discuss farm management, data and practical decision-making on farm.

South Australia

Farmbot's Luke Rossiter presented at the Agtech Innovation Day at Mack's Farm in Gawler, showcasing farm management software, precision agriculture, and practical tools for farm planning, monitoring and decision-making.

Farmbot was at the Clare Agricultural Show, where it met with farmers across the region to discuss farm management, data and practical decision-making on farm.

This year's RYO Ag Forum brought together farmers, agronomists, and industry partners from across the region. The event focused on practical, on-farm decision-making, with discussions covering farm management, data, and how technology is being used to support more consistent, practical decisions on farm.

Farmbot was there to support the discussion and to meet farmers and partners in person, building on conversations that have been ongoing for some time.

It was great to see many of the people we've been working with for some time, and to spend time on the ground with them.

South Australia team hosted, this Kimberley and Sarage Farmbot represented Farmbot in Kyl Kyl Billa at the South East Field Days.

Farmbot's Sarah Kimberley, Luke Sarage, and Matt Bowden discussing farm management, data, and practical decisions and conversing Farmbot customers within the sheep and wool industry.

Northern Territory

Farmbot was at the Darwin Show, where it met with farmers across the region to discuss farm management, data, and practical decision-making on farm.

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Events Coming Up...

The team is gearing up for an action-packed month ahead, with Farmbot attendance confirmed at a range of events and tradeshows across Australia. We'll be on the ground at field days, industry events, and tradeshows, meeting farmers, partners, and the teams behind them. Keep an eye on our calendar page as we lock in more dates and updates.

Stay tuned for more updates, and if you're attending any of these events, we'd love to see you there.

Check out the main dates on the calendar

Are you measuring what really matters or are you just checking it?

Discover how today