

# USER STORIES

## ONLINE FARM TRIALS

The Online Farm Trials project team is always interested in how people in the industry use the website in their work. At the February 2020 GRDC update event in Adelaide, Amie caught up with Geoff Moore about how he uses Online Farm Trials to connect with people.

GM: I'm Geoff Moore. I'm at a company called Inform Ag, which is a Queensland based ag-tech company and we've recently set up an office in Mildura. In my previous roles in the R&D space I came across the Online Farm Trials website as part of that. And I actually have used it in the current role where we're looking to see who is conducting trials and whether there's any opportunity for us to get close to the guys managing and doing those trials with some of the products we sell.

AS: *So you're finding it useful to be able to go to one spot and see who is doing what?*

GM: Absolutely. Especially if they've been doing it over a period of time, which says they've got a fair bit of expertise in providing that service and may be more open to some of the services that we offer.

AS: *Does that make it easier to have those conversations when you know what trials they've been doing? Is that your conversation opener?*

GM: Absolutely, because it shows that you're interested in them and also lets them know how you've got access to their information, rather than just a straight cold call.

AS: *Are there other ways that Online Farm Trials is useful?*

GM: Online Farm Trials was always a good space for us because part of the role I did when I was back at ACAS was to look at putting in place audit programs for GRDC-funded but non-NVT trials so that everything was audited to the same standard. So over time that was aimed at lifting the quality of the trials that had been conducted by monies provided by organisations like GRDC.



Geoff Moore