

RESEARCH & DEVELOPMENT



Committed to ongoing R&D

Research & Development

Agrii is committed to ongoing Research and Development; in fact we operate the most integrated, innovative and comprehensive trials network in the UK.

With over **50,000 plots** and **260 replicated trials** across the country Agrii aims to ensure all crops and regions are fairly represented.

Our **28 demonstration farms** offer farmers the opportunity to experience the very latest R&D and allow us to join up agri-science with practical agronomy.

This investment, together with the most up to date IT farming platform to empower

agronomists and farmers, enables Agrii to offer intelligent solutions to the world of agriculture and horticulture.

We call this agri-intelligence – our unique approach to help farmers stay up to date with arable technology and agronomy led solutions to constantly improve yields, grow profitable crops and respond to 'The Food Challenge'.

Don't forget you can also follow us on Twitter for the latest news and information from Agrii.

 **@AgriiUK**

www.agrii.co.uk

AgriiTM

RESEARCH & DEVELOPMENT

Investing more than £1 million annually

Agrii invests more than £1 million in innovative research and development annually, to ensure our agronomists are equipped with the most up-to-date information and to allow customers to be the first to benefit from improvements to crop performance.



What makes Agrii research different?

Agrii takes an integrated approach

We adopt a unique integrated approach to the design of crop protocols. Our 'co-ordinated growing systems' examine in detail how each element of agronomy affects and interacts with another, enhancing our understanding and generating really practical advice for use on farm.

R&D Sites

We have a model in place to facilitate two-way learning and communication of research findings. Our farm demonstration network, in which new technologies and approaches are put into practice, allows for discussion and interaction between customers, agronomists and technology manufacturers.

Cross industry co-operation

A broad-based organisation such as ours is in a position to encourage interaction and understanding between the issues affecting different agribusinesses, for the benefit of our customers.

For more information please telephone Throws Farm Technology Centre on **01371 856431** or visit the website www.agrii.co.uk to find out more.

Agrii's R&D Facts

- + We manage over 50,000 trial plots annually.
- + Our R&D team is qualified to the highest ORETO standards.
- + We work with a number of key partners, including ADAS, HGCA, plant breeders, crop protection manufacturers, machinery experts, universities and colleges.
- + We study a wide range of crops, including cereals, oilseeds, pulses, fruit, vegetables and potatoes.

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