SALTBUSH GOES TO BEEF AUSTRALIA AND NATIONAL BEEF

Saltbush Agricultural Software has traveled significantly on the field day trail during May. Attending field days from as far north as Rockhampton and south to Bendigo in order to promote and demonstrate the current and new range of herd management software options available through Saltbush.

It’s a must for anyone serious about the beef industry to attend the tri-annual beef expo in Rockhampton, Beef Australia 2006, at the beginning of May. Once again Saltbush had 3 staff members make the trek north for the week long event.

Even with the season looking more daunting as time progresses, producers seem to understand the need to streamline their operations through electronic information transfer and quality herd management software. Interest in the range of Saltbush products was above expectations and the expo was a huge success. With a good mix of current and potential clients stopping by the stand to ask questions and get a demonstration of the different products.

With the official launching of a number of new products in Brisbane on May 30th, the expo in Rockhampton was the first sneak preview at these new products. Following this was the National Beef Expo in Bendigo, Victoria, the marketing team from Saltbush made the journey south to support this inaugural event to capitalize on the current commonwealth government grants and subsidies being offered to producers for NLIS readers and associated software products. Attendance at this inaugural event was quite good. Many current and new clients took the opportunity to ask questions and get information on all products.

Saltbush Software will be attending a number of major field days and trade shows in June to August to get the new products out in to the market. Look out for the Saltbush Software team at Primex, Mudgee Small Farms Field Days or Ag-Quip and call by the stand for more information, in-depth demonstration and sales of all programs.

For more information please contact

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