Fertcare in Action
“The advantages of Fertcare Advisor Program to Elders”

By Graham Page

Fertcare in Action

• Nationally recognised training
• Self regulation of best practice and use
• Environmental stewardship & Food security

“Accredited organisations take a responsible approach for fertiliser use”

Elders Live it.
Fertcare in Action
Advantages of FAA program to Elders

Being accredited brings confidence to:
- Farmers
- Suppliers
- Business owners
- Public

“Accredited organisations take a responsible approach for fertiliser use”

Advantages of FAA program to Elders

Business success and compliance takes a disciplined approach

- It’s important the whole supply chain supports
- It’s about the value accredited advisors can bring
- The standard is set and its up to individuals to meet it
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Advantages of FAA program to Elders

We shouldn’t wait for governments to enforce and regulate fertiliser use

Tools that may assist you...

Elders Insiders:
- Online community to better understand client needs, preferences, buying behaviours and satisfaction.
- Enables immediate feedback (24-48 hours) direct from this engaged client group.
- Research items short (potentially just 2-3 questions) and targeted only to the relevant audience.

Visit www.eldersinsiders.com.au

Red notebook app:
- First step in taking the traditional Elders Red Notebook Online, with over 20,000 installs so far
- Available on iOS via App Store and on Google Play for Android

Elders weather app:
- Relaunched the iconic Elders weather app with a free and subscription service available
- Available on iOS via App Store and on Google Play for Android