



Country Leader Tamworth (insert)

Monday 2/02/2009

Page: 5
Section: General News
Region: Tamworth NSW, AU
Circulation: 29000
Type: Regional
Size: 74.21 sq.cms.



slice

slicemedia.com.au

press clip

Streamlined access to ag research

A WORLD-FIRST agricultural information, search and delivery system was showcased at the Australian Cotton Conference on the Gold Coast late last year and will launch officially in Australia in the coming months.

The unique system, known as FarmPlus, was developed by online

knowledge company InfoRM Knowledge Ltd, to benefit Australian farmers by providing streamlined access to agricultural industry research.

The system combines a search engine facility and content management service linked to key information providers, which will be

provided to Australian agricultural advisors.

FarmPlus has aggregated information from more than 300 agricultural sites and information repositories, and now Australian farmers from all industries will be able to access R&D results quickly and easily.

An information ses-

sion on FarmPlus and InfoRM Knowledge Ltd will be presented by Alchemy Innovation Development today at 6.30pm in Tamworth. It will be held at the Ground Floor Lecture Room, UNE Tamworth Centre, Peel House, 24 Fitzroy St, Tamworth.