




case study

efficient farming





**“This vision would never have come into fruition had it not been for Indepth Creative.”**

The founding directors of Efficient Farming are broad acre and sheep farmers from Western Australia. Out on the tractor one day, the concept of building a one stop shop for the farming community was born. The aim: to provide a rich source of customisable news and information. This vision would never have come into fruition had it not been for Indepth Creative.

Efficient Farming is more than a web site – it is a central hub and customisable search engine for all agricultural enthusiasts, set to become the new preferred home page for farmers across Australia.

The site was designed with farmers, for farmers, to help the agricultural industry across the country make informed decisions. Designed to be the preferred homepage and the first site that the farmer sees, Efficient Farming will house in the one place all the information that would normally be accessed throughout the day.

Indepth Creative and Efficient Farming spent six months researching and collaborating on the idea before moving into the development phase of the project. With constant client liaison, Indepth Creative and Efficient Farming worked together through the planning and development of marketing strategies, brand development, promotional materials (such as demos, presentation folders and business cards), and most importantly the development of the technology behind the website, which will be the driving force for the project.

“Because we know a lot about rams, but nothing about RAM, we’ve teamed up with Indepth Creative to turn our vision into a fully functional reality.” (John Warr, Managing Director, Efficient Farming)

Efficient Farming covers all the areas of interest to the target audience, including current weather services from Weatherzone, stock market reports and ASX Stock Listings (delayed feed), new products, ABC News data feeds, agricultural classifieds and information and data feeds from various government departments. With big-name sponsors including Elders, Nissan and CommBank backing the project, Efficient Farming is set to change the way people farm.

With the Over the Fence application, site members can map out their farm using Google maps, adding information such as the farm name, size, annual rainfall, percentage of crops sewn, and more. With this information in place, farmers can keep track of what is going on around them by looking over the fence at surrounding properties, an initiative set to assist in marketing decisions. Feedback from this application will be passed on to sponsors as statistical information, giving them an overview of activities as the seasons progress.

The original concept has been further enhanced to include online employment classifieds, Get Price Shopping Data Feeds, an accommodation portal and community forum, plus other features that will interest members of the Agricultural industry and their families. Many aspects of the site are fully customisable, and can be set to show only weather, news, stock reports and other information relevant to the individual farmer.