

CAPABILITY STATEMENT



Areas of Expertise

- Agribusiness
- Livestock management and marketing
- Risk management
- Strategic planning

ROBERT HERRMANN

Agency, Market, & Production Specialist

Robert has in excess of forty years' experience in agribusiness, including eleven years as a senior wool specialist with Elders Ltd advising in the marketing and risk management of agricultural commodities.

He resigned from Elders to found Ag Concepts Unlimited an independent, specialist agricultural strategy and marketing advisory business.

The company was established with a strong commitment to deliver a high quality pro-active risk analysis and management service to clients. The formation of Ag Concepts Advisory (ACA) was in response to the changing landscape of the wool industry post Reserve Price Scheme and has since expanded into the areas of livestock and grain price risk management.

Ag Concepts developed Mecardo which offers analysis and commentary on news, data and analysis relevant to the Australian & International grain, red meat and wool industries. The research and analysis is presented in easy to understand terms with a focus on "What does it mean?" in the context of the reader.

The company was purchased by Rural Co which in turn was purchased by Nutrien Solutions where Robert has been retained until joining Meridian Agriculture.