

Contact: Julian Knight - Muddy Boots Software
01989 780540
j.knight@muddyboots.com
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Muddy Boots at Cereals 2010

Much of this year's focus for Muddy Boots has been on research and development - creating an extension to our product offering through, amongst other things, the development of web-based technologies. The wider range of products covers traceability and quality assurance solutions that underpin sustainable practices for growers, suppliers, retailers and major brand holders, the latest of which; **Greenlight Grower Management**, shows the rapid development within the grower suite. Cereals 2010 will see Muddy Boots showcase its family of **CropWalker** products, the leading farm recording software for agronomists and growers. In addition to this Muddy Boots will also be giving a glimpse of their future product road map which includes **Grower Management** - a web based application for growers to maintain and update individual crop records, specifically pesticides and fertilisers, to ensure safe use is monitored and assured.

The CropWalker suite has also seen some major changes; 2010 saw the completion of a long-term project between Muddy Boots Software and the Food and Environment Research Agency (FERA). This project involved the development of an automated link between FERA's **Liaison** pesticide database and Muddy Boots' **ProCheck** system. ProCheck was the UK's first electronic pesticide database, and since its creation Muddy Boots Software has manually maintained the pesticide data it holds. The complexity and burden of maintaining both the volume and accuracy of information has steadily increased over the years and this led to the decision to work with FERA who is one of the recognised sources of pesticide data in the UK.

The new link will reinforce the reputation of ProCheck within the industry as a critical component in helping to ensure growers and agronomists remain compliant and on the right side of pesticide legislation in a constantly evolving farming industry:

- Farm audits are getting tougher and greater penalties are in place for non-compliance.
- Pesticide choice is increasingly difficult to navigate and meticulous planning is required to ensure all environmental and regulatory issues are met.
- The farming industry is seeing a change in the demands placed on farming operations as a result of more stringent food standards.

The nutrition area of CropWalker (fertiliser plans, Nmax and PLANET) has also seen much refinement during 2010 and now provides a complete nutrient planning facility which satisfies the requirements of Environment Agency auditors.

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During their stay at Cereals, Muddy Boots will be carrying out live demonstrations of the CropWalker family of products and how they can be best applied to every individual set of circumstances. This will give growers and agronomists not currently using CropWalker the opportunity to see the system in action, while also giving existing users the opportunity to have a look at other CropWalker modules they may not be using at present and to learn about new developments including:

- New **SOYL** fertiliser recommendation import facility.
- Import/Export facility with the new BlackBox device from **Patchwork**
- Release of **ProCheck V3**
- Improved links with **Farmade's** Gatekeeper system
- New link to **McCains** Grower Management System
- Preview of forthcoming links with **Farmworks** and **John Deere** Greenstar II

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Notes to Editors:

Muddy Boots Software is a leader in food traceability and quality assurance solutions for sustainable food and farming.

Further media information and photographs are available from Rachael Boynton, Sales and Marketing Assistant.