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Overview

Tony Butler, Pasture Trials Network executive officer caught up with **Jason Lynch, senior consultant with Pinion Advisory** to chat about the PTN, the value it offers, engagement with producers and consultants as well as the tools available to make better sowing decisions.



Jason has over 25 years experience in production agronomy and most recently an agricultural consultant working with clients to improve the profitability and sustainability of a diverse range of production systems.

Jason's areas of expertise cover agronomic advice, crop protection, extension, facilitation, grazing management, production analysis and soil management.

This industry insight highlights the key beats taken from the interview and showcases how consultants engage with the Pasture Trials Network and utilise the tools, information and trial data.

Value of the PTN

- PTN provides **credible, independent trial data** backed by scientific rigour, enabling producers and advisors to make **confident, evidence-based sowing decisions**.
- The data is **unbiased and practical**, supporting better outcomes in pasture management.

“HAVING A TOOL WHICH PROVIDES THAT ACCURATE, UNENCUMBERED INFORMATION BACKED BY SCIENTIFIC RIGOUR IS VITAL”

Producer engagement and use

- While a small number of producers seek full detail, most are looking for **targeted insights on specific cultivars** - something PTN delivers effectively.
- The **value of PTN depends on adoption**: producers who are set up with the right systems and management practices stand to benefit most.



“BECAUSE PTN HAS GOT ALL THAT INDEPENDENT SCIENCE AND RIGOUR BEHIND IT... IT'S VERY EXCEPTIONAL... YOU'VE GOT THE CONFIDENCE TO SAY IT'S PRODUCT A, B, C THAT ARE SUITABLE, AND PERHAPS AT THE OTHER END OF THE SPECTRUM, YOU MIGHT CHOOSE OTHERWISE”



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Value to consultants

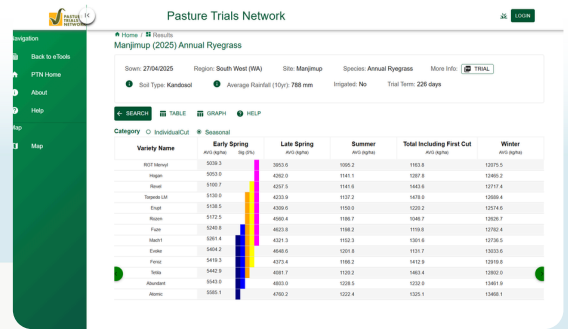
- Whether independent or affiliated, consultants must keep their advice **current and relevant**. PTN plays a vital role in this.
- The **ability to access up-to-date cultivar performance data** is a key benefit for advisors working directly with clients.

“WHETHER YOU’RE AN INDEPENDENT ADVISOR OR WHETHER YOU WORK FOR A RESELLER, YOUR KNOWLEDGE AND INFORMATION HAS TO BE CURRENT, IT HAS TO BE UP TO DATE -

YOU GET THAT INFORMATION THROUGH PTN AND YOU REMAIN CURRENT, AND THEREFORE YOUR CLIENTS GET THE RIGHT LEVEL OF SUPPORT”

MLA PTN eTool and functionality

- As trial data expands, **how that data is delivered needs to evolve**, but remain grounded in PTN’s central purpose: **supporting better seed choices through reliable performance data.**



“IT’S CORE FUNCTION THAT YOU CAN GET SOME PRETTY QUICK INFORMATION OUT OF IT... IT’S LIKE A CHECKING PROCESS”

“AS MORE INFORMATION BECOMES AVAILABLE, AS MORE DATA SETS GROW, AS THE INFORMATION GETS EXPANDED... HOW THINGS GET EXPRESSED WILL OBVIOUSLY CHANGE WITH TIME”

PTN MLA eTool



PTN data and trial reports can be accessed freely through the MLA PTN eTool. Visit now to search and compare varieties, and filter by region, species and location.



Compare yield performance data for varieties and species in temperate regions across Australia.

Identify the best-performing varieties for your production system.

Seasonal performance data, in table or graph form.

Trials involving perennial species include annual persistence values for each variety.

Select trials include forage quality, with more trials actively being assessed.



+ VISIT THE PTN ETOOL