



# ***Converte***<sup>®</sup>

## **2024 Highlights**

### **Expanding Our Horizons and Connections**

Building on a foundation of comprehensive research and successful trials across diverse crop types, Converte's primary mission for 2024 was to expand our influence and connect with a broader network of growers and potential collaborators. Our core message is clear: we are present, equipped with robust data, and our products are primed for action—easily integrated with current farming practises and delivering proven success.

Our strategic initiatives encompassed:

- Amplifying engagement with industry associations and corporate allies;
- Embarking on global trade missions; and
- Boosting our visibility at local agricultural showcases and farmer-centric gatherings.

As we look back on the notable events of 2024, we welcome your feedback and look forward to reconnecting in 2025.

## EVOKE 2024 Perth WA

The year started with Agrifutures Evoke Ag event in Perth, our first time as an exhibitor for this event and an excellent means of introducing our team and products to the WA market. It was so good in fact that we are back at Evoke Ag in 2025 in Brisbane and look forward to meeting growers and potential partners for collaboration in the Queensland market - February 18-19 2025.

### EvokeAg 2025



## SVG Thrive APAC II

In 2024 Converte was selected to be part of the SVG Thrive APAC II cohort of Agtech companies for scaling business operations into the North American market. Over eight months we received training and coaching to be market ready for investors and partners in the USA and Canada. Prior to the cohort heading to the USA in November this year SVG Thrive organised a pitch event in Melbourne with Ag investors and Thrive partners. You can watch the Converte pitch here in just 4 minutes.

### 4 Minute Demo Pitch



## AusAgritech Investor Showcase

Converte proudly participated in the Aus Agritech Investor Showcase in Melbourne, engaging with a diverse array of both local and international investors. As businesses expand, securing growth capital swiftly becomes essential. We maintain ongoing dialogues with investors and potential partners and are always eager to schedule meetings and



conference calls. To set up a meeting, please reach out to our team at 1800 108 940.

Discover our company video here:

Converte introduction video 1min 44sec



## Hort Connections

In 2024 Converte was invited by Aus Agritech to participate in the expo at Hort Connections. This was a great opportunity to showcase our recent trials in fruit and vegetable crops and to reach out to a new audience of growers. We have recent trial results in:

- potatoes
- tumeric
- tomatoes
- grapes
- cannabis
- lettuce





# Australian NSW Government Agtech Trade Mission to India

In August our Market Analyst Vishnu attended the above trade mission and visited Agricultural Departments and organisations in New Delhi, Lucknow and Bangalore with a delegation of Australian Agtech companies. During the visit we presented Converte to the state premier of Uttar Pradesh and to Austrade and potential partner companies.



## New Products for 2024

In 2024 Converte introduced a new product to its Excelerate range 'Excelerate Stubble Digest'. Designed to reduce stubble load and re-incorporate organic matter into the soil to support the next cropping cycle. Available now for spraying on 2024 crop stubbles.



Available in 20L, 110L and 1000L bulk

## CS Grow Hydroponics Part A and B

Converte developed this specific blend of nutrients to aid in plant growth and development in soilless systems where all nutrients must be provided from external sources. Keeping the product in a two-part system increases the nutrient percentage that can be provided to crops at a lower input rate.

[Shop Converte Products](#)



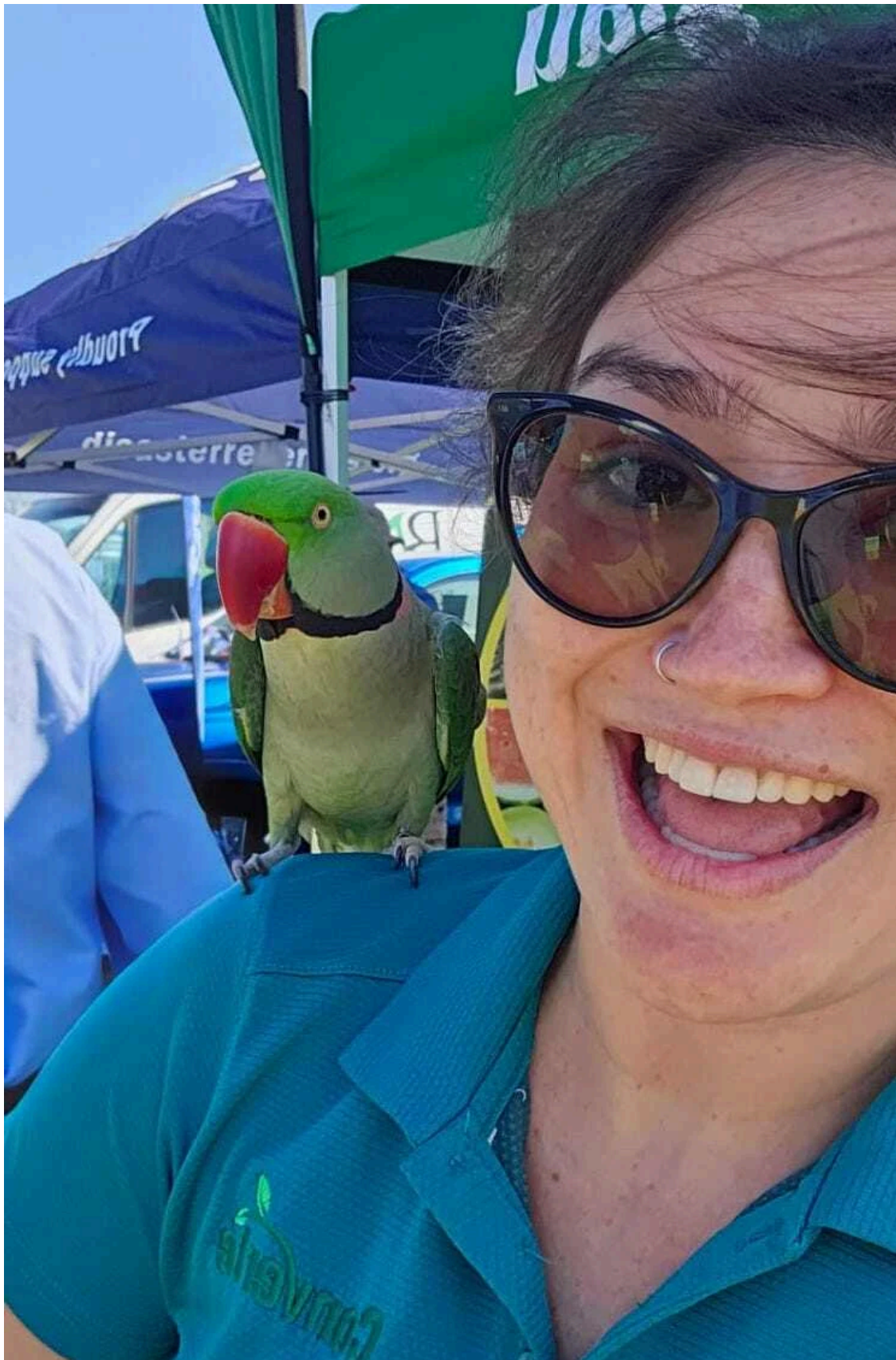
## Field Days, Seminars and Industry Events

We were excited to be selected for the Puregrain barley trial in Moree NSW. This trial integrates six selected biological inputs combined with lower nitrogen fertiliser rates and is one



of few well managed trials looking at this important integration of biologicals to drive efficiencies in nutrient availability and cycling. In September Isabel attended the Puregrain field day in Moree which attracted large crowds of interested growers. More to come from this trial with 2024 harvest results coming soon.

In 2024, we embarked on an exciting journey across the nation, bringing our innovative products and impressive field results directly to farmers in diverse regions. From the vibrant Wagin Woolarama and Dowerin in Western Australia to the bustling field days at Henty, Mudgee, Agquip, and Orange in the east, our presence was felt far and wide. We proudly partnered with NSW Farmers, joining forces at numerous events and eagerly anticipate strengthening this collaboration in 2025. Additionally, our participation in the prestigious Vicnotil annual conference and the cutting-edge Digital Ag event in Wagga Wagga, NSW, underscored our commitment to advancing agricultural excellence.



## Team News

In January 2024 we welcomed Scott Glyde to our team as our Director of Agribusiness. Scott brings a wealth of Ag experience to the team and also many local connections from the NSW

Riverina where he grew up on a farm and also worked for many years teaching Ag at Charles Sturt University in Wagga Wagga. Scott is leading our business partnership program and co-ordinating with our Ag business clients on product integration, application and field trials. Connect with Scott here:

[Scott Glyde LinkedIn](#)

## 2025 moving forward

As we gear up for an exciting 2025, we're on the hunt for exceptional talent to join our dynamic team and broaden our horizons. Stay tuned to our social channels for the latest job opportunities and announcements.

Wishing you a joyous and safe Christmas, and all the best for the coming year!



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