

Media Release – 21st June 2021

Farmbase – a free national platform for farmers and rural service providers launches at NZ Fieldays

- *Farmbase provides farmers with a rural directory to search for service providers*
- *Free service for farmers*
- *New Christchurch start-up*

Christchurch based start-up [Farmbase](#) launched their free platform for farmers at NZ Fieldays last week. The independent platform, farmbase.co.nz, pulls together a national rural directory alongside relevant rules, regulations and other useful information, meaning farmers can easily find who and what they need to know.

Co-founders Elena Soanes and Carly Waddleton, who both come from a regional council background, saw the need to remove some of the complexity associated with increased regulations and changing environmental expectations.

The simple, easy to navigate website, registers professional service providers, offering over 270 farm specific needs including effluent design and management, soil testing, land drainage solutions, and many more. Farmers can search for free, for service providers and rural professionals, and contact them directly or through the site.

The website came after conversations with farmers found a recurring theme. With so many changing rules about what happens on farm and regulations specifying who could provide the services, it became apparent there needed to be one central website for farmers to search for service providers with the right credentials and certifications. The idea for [Farmbase](#) was sown and the website launched at Fieldays Online in 2020, with the official brand launch at NZ Fieldays last week.

Carly Waddleton, co-founder of [Farmbase](#) said: “As anyone in the farming industry will know, there are national regulations and rules, industry best practice standards and regional

variations – navigating all that isn't easy. Through [Farmbase](#), farmers can search for specific services in their region, view offerings, select possible providers and then approach them. The site is now live and is open for registrations from suppliers and service providers in regions.

Carly, added: “There's lots of great information out there, from industry best practice to guidance on what the different rules actually mean. But do you really want to go sifting through lots of sites when all you want to do is get some work done on-farm? That's where [Farmbase](#) comes in and pulls everything together, you have the right info at the right time, and you can make informed decisions with confidence.”

Elena Soanes, co-founder at [Farmbase](#), recognised the importance of face-to-face feedback, and how NZ Fieldays was the perfect event to launch: “You need that honest feedback from people, and you certainly get that opportunity at NZ Fieldays. It's so important for us to know that what we have created is useful and really adds value to farmers, and how we can continually develop and build on that offering.”

[Farmbase](#) recently won the 2degrees Shop Local Campaign for Canterbury, giving them access to support from 2degrees as well as a \$20,000 marketing and advertising prize. Elena acknowledged the fantastic support that such prizes bring to small business owners: “For start-ups and most business owners across New Zealand, 2020 was a tough year, so having people like 2degrees offer such great prizes like this just demonstrates the support that's available to the industry right now.”

[Farmbase](#) is available to farmers and rural professionals across the country. A NZ Fieldays special is available for rural professionals until 31st July 2021. For more information visit www.farmbase.co.nz.

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- Check out our site www.farmbase.co.nz