

Frontier

Growth grounded in *expertise*

Your guide to our products and services





Introduction



Creating a better future for agriculture

For over 20 years we've worked alongside farmers, offering expert advice, proven research and technological advancements that keep progress growing.

Supporting sustainable, profitable growth on farm

Our unique position in the sector, market-leading expertise and continued investment in innovation helps us deliver pioneering solutions to growers and manufacturers across our industry.

Our range of evidence-based products and services supports you to measure, adapt, add further value and manage your risk, and underpins our ethos of resilient, sustainable crop production.

By connecting you to the food, drink and feed manufacturers we work with, together we're building thriving and rewarding supply chains.

Investing in our industry

From start-up subsidiaries to joint venture enterprises that complement our core expertise, we're always investing to benefit UK agriculture.

The businesses we have invested in operate independently in areas including agricultural banking, organic fertilisers, biostimulants, farm management software, oat milling, specialist seeds and agrochemicals.

Creating sustainable supply chains

Our combined market and technical expertise coupled with our unique position in the supply chain means we can create sustainable partnership programmes that deliver for all our customers. We're helping our partners realise the value of data too; using insights to shape best practice when incorporating actions aligned to environmental, social and governance (ESG) commitments.

Innovative products and services

You need solutions which are fit for the future. Our continued investment in research and development ensures we stay ahead of the game and can support you to build a sustainable, profitable business.

We'll work with you to look at the whole farm, with services designed to help you stay compliant across all aspects of crop production and land management, make evidence-based decisions and be part of leading supply chain partnerships.



Responsible Choice

Our approach to sustainability is called the Responsible Choice, because that's exactly what we strive to be. It shapes how we work across five key areas:



People

Safety is our number one priority. We promote a 'stop, think, be safe' mindset and celebrate high safety standards across the business.

We're committed to supporting our people's wellbeing, development, diversity and inclusion – through employee-led groups, training, and a culture of listening.

Beyond our business, we invest in communities, match employee fundraising efforts, and proudly support initiatives like the Farmers Weekly's 'Transition' campaign and the Warburtons 'Wheat Education Programme' with the Country Trust.



Partnership

Connecting farmers, food businesses, and supply chain partners to drive sustainable progress at every level.

Through grower groups and partnership programmes, we strengthen relationships, share knowledge, and support food security. By collaborating with private and public funders, we help farmers access new, future-proof, commercial opportunities.



Planet

We're committed to cutting our operational carbon emissions by 59% by 2034, using 2021 as our baseline. Progress is shared each year in our Annual Report.

This includes actions like using solar power, upgrading our fleet and grain dryers, and exploring low-carbon fuel options.

We're also reducing waste by promoting safer, more efficient delivery systems that cut plastic use and lower environmental risk.



Production

Helping to build resilient farming systems through a whole-farm approach that boosts performance while reducing environmental impact.

Through technology, tailored advice, and access to funding opportunities, we support more sustainable crop production, better decision-making, and the creation of long-term value from every part of the farm.



Prosperity

We're committed to doing the right thing – for our business, the industry, and the future of UK agriculture.

With strong governance and a focus on ESG priorities, we operate transparently, manage risk responsibly, and advocate for practical, sustainable farming.

We work closely with industry bodies, trade groups, and government departments like Defra to help shape policies that support farmers and the environment.



Grow together

We combine expertise and technology to help you grow a future that lasts generations, not seasons.

Everything we do comes from extensive on-farm trials and evidence-based research, so you can be confident you are doing the very best for your business.



Grow together

Soil health

Soil is a farm's greatest asset, fundamental to business productivity, profitability and sustainability.



Soil sampling and analysis

A strong soil strategy starts with insight. Our soil analysis service provides detailed information on nutrient levels, pH, organic matter, soil texture, and biological activity – giving you insight in order to be able to tailor inputs and improve business performance.

Electrical conductivity soil scanning

Our electrical conductivity scanning service maps in-field variation by taking hundreds of readings per hectare. The result? Detailed contour maps showing differences in soil type, compaction and water-holding capacity – so you can refine cultivations, establishment, and target inputs more precisely.

Organic matter testing

Organic matter is crucial for healthy soils because it enhances soil fertility, structure, and biology. It improves nutrient availability, water infiltration and retention, and provides a food source for beneficial soil organisms.

We measure organic matter levels to help you gain insights, track changes and plan more sustainable soil management.

To learn more contact our **precision team** on **0800 227 445**

MyFarm

Nutrient management

With MyFarm GPS-guided sampling, we create nutrient maps to show field variability and ensure fertiliser goes exactly where it's needed.

This approach supports yield improvements, reduces losses and improves environmental performance.

Visit our website to learn more about our MyFarm platform



Grow together

Seed

From certified and farm-saved seed to environmental and forage crops, we offer a full seed portfolio supported by expert advice and robust trial data.

Certified seed

Quality seed is the foundation of yield and reliability. Through rigorous production standards, trusted breeder partnerships and in-house trials, we offer varieties that exceed the minimum – that's the Frontier Standard. Advice is based on both AHDB and our own research, ensuring you get the best variety to suit your needs.

Seed treatments

Our range of seed treatments protect against pests and diseases, boost early crop establishment and improve vigour. We tailor recommendations to your crop type, rotation and goals – ensuring a strong start to the season.

Mobile seed cleaning

We offer a mobile cleaning and treatment service with advanced technology for maximum purity and performance. Our process enhances seed quality by removing impurities and improving germination, weight and uniformity.

To learn more contact **0800 227 445**

Forage and energy crops

We supply proven varieties of forage grass, maize and energy crops backed by trial data, with varieties available to suit all requirements.

Environmental crops

We provide specialist seed mixes of the highest quality in order to support environmental actions and on-farm sustainability. These include cover crops, forage crops and conservation blends that promote biodiversity, improve soil health and build resilience. We also share expertise on how to successfully integrate environmental crops into farm rotations, covering mixture selection, establishment, management and aligned agronomic options.

Variable rate drilling and variable depth cultivations

By varying seed rates or cultivation depths across fields, we can help you to improve crop establishment.

For seed rate calculations, our process uses soil scanning, zoning and precise calibration to deliver the right rate of seed exactly where it's needed.





Grow together

Agronomy

Evidence-led solutions backed by trials, data and local knowledge. Helping you overcome challenges and seize opportunities for sustainable, profitable growth.

Trusted expertise

Our nationwide team of agronomists and advisors brings together technical insight and practical experience across all crops, systems and soil types.

- **120+ BASIS-qualified agronomists**
- **70+ BASIS-accredited Environmental Advisors**
- **Fully integrated advice across all aspects of sustainable crop production including nutrition, crop protection and farming systems**

Innovation

We invest over £1 million annually in research, helping you stay ahead with the latest products, crop strategies, market-led solutions and digital tools.

Through our own innovation pipeline and partnerships, we offer access to the best evidence-based technical options and future-ready approaches.

Protecting the environment

We assist our growers with legislative requirements and farm assurance, whilst supporting the adoption of practices that help to protect natural resources.

Whether it be management plans, products or expertise, we support better nutrient management, integrated pest management and soil management.

As the regulatory environment in the UK evolves, it's key that you're able to access advice and guidance that helps you to meet current and future requirements.

We also offer advice on agri-environment scheme agreements which can contribute to the delivery of environmental outcomes.

To learn more contact **0800 227 445**





Grow together

Crop protection

We'll work with you to create bespoke crop protection strategies based on insights from our trials and ongoing research. Through a wide portfolio of products we ensure effective, compliant solutions designed to address farm-specific challenges while supporting environmental and financial sustainability.

Effective crop defence

From controlling grassweeds in cereals to tackling pests in oilseed rape and managing disease in potatoes, our advisors provide integrated protection plan built on national trials.

Timely product availability

With a network of secure crop protection stores across the UK, we pride ourselves on timely, local access to essential products. Managed by knowledgeable teams and supported by a dedicated logistics network, we offer fast, safe delivery while minimising on-farm storage needs.

Contracting services

Our experienced contracting team delivers precision applications using high-clearance sprayers and GPS-guided technology.

Services include:

Slug pellet application, variable rate and liquid fertiliser application, targeted crop protection spraying, potato fogging, flailing and Omex MultiFlo

Closed transfer system (CTS)

Developed in partnership with Wisdom Systems, our CTS ensures the sealed, safe transfer of liquid products from container to sprayer. It reduces operator exposure, improves accuracy, and supports compliance with product stewardship requirements. Compatible with a growing range of products in various sizes, it's making crop protection safer, smarter, and more efficient.

To learn more contact **0800 227 445**





Grow together

Crop nutrition

Crop nutrition is more than choosing the right fertiliser – it's about making informed decisions to drive yield, protect profitability and to support environmental goals.

Liquid and solid solutions

We offer a full range of liquid and solid fertilisers to meet farm-specific needs.

Through close working relationships with leading product manufacturers, we offer an extensive range of high-quality, industry-leading fertilisers that meet the nutritional requirements of individual crop rotation programmes.

Sustainable crop nutrition and biostimulants

We're investing in sustainable, low-carbon and biological fertiliser products that support soil health and crop performance, as well as provide environmental benefits.

In partnership with IntraCrop, our biostimulants enhance nutrient uptake and plant resilience, complementing conventional nutrition plans.

www.intracrop.co.uk →

Variable rate application

Using tools like GPS-guided soil sampling and satellite imagery, we deliver precise application plans for nitrogen, phosphate, potassium and lime.

Our variable rate nitrogen (VRN) service combines satellite and radar imagery to provide Leaf Area Index (LAI) and Normalized Difference Vegetation Index (NDVI) insights, helping you match crop demand across every part of a field – improving efficiency, consistency and sustainability.

Finance and risk management

Input costs are a major investment – so we offer finance options through Oxbury Bank and risk tools like Flexi N to help growers manage cash flow and protect against market volatility.

www.oxbury.com →

To learn more contact **0800 227 445**



Frontier and all of its products and services are FIAS accredited





Grow together

Environmental land management

Tools and expertise to help integrate environmental practices across the farm – unlocking new funding opportunities and enhancing natural capital for long-term success.



Expert support

Our team of over 70 accredited BASIS Environmental Advisors sit across all areas of our business. They provide advice on all aspects of sustainable crop production:

- Environmental crops
- Agri-environment schemes
- Soil and water quality
- Carbon management
- Farm biodiversity
- How to integrate sustainable and regenerative agriculture practices

To support with the practical delivery of these actions, our teams undertake independent environmental screening trials. Work to date has covered areas such as herbicide safety in pollen and nectar plots, legume fallows and in relation to winter bird food mixes, as well as crop-safe input programmes when companion cropping. This research ensures our advisors are equipped with the latest practical, proven expertise to support you with your environmental actions and rotational planning.

Public and private funding

We provide expert guidance to help you navigate all types of on-farm funding – helping you evaluate and choose the options best suited to your business. From publicly funded government schemes to the increasing number of privately funded programmes from the wider supply chain and other businesses within the sector, we're committed to ensuring you have access to a variety of options and market opportunities.

Our aim: to link you with funding that supports both food production and the environment.

Cover crops

Cover crops can provide many benefits including improving soil structure, reducing nutrient losses, and protecting the soil surface. There are various funding opportunities available.

We support you to select the right mixture, establish it well and leverage wider agronomic management to provide rotational benefits.

Conservation mixes

We offer tailored advice and seed mixtures for:

- **Supplementary feeding to support farmland bird populations**
- **Conservation mixes like wildflowers and pollinator species**

We help you integrate sustainability into day-to-day farming – with the right advice, funding routes and practical tools to make it work.

Companion cropping

Companion cropping delivers multiple benefits; aiding establishment through complimentary rooting, pollinator benefits and providing a distracting canopy to crop pests.

For example, the technique has been widely adopted in recent years to mitigate cabbage stem flea beetle damage in oilseed rape, with some growers now starting to apply the same approach in other cropping systems.

Game cover

We can offer an extensive range of game cover straights and mixtures and our team of expert advisors can give tailored advice to meet both sporting and stewardship requirements.

To learn more contact our **environmental crops team** on **0800 227 445**

MyFarm

Environmental mapping

Our online Environment Manager tool, available through MyFarm, brings environmental planning and crop data together in one place.



Measure and adapt

We understand what's on the line; that's why we give you the solutions to get the most from every crop, across every acre.

Our data-driven tools give you the ability to see more than ever before, keeping you informed about your land.





Measure and adapt

Mapping

Let data-driven insights help inform your land management strategy. By using our mapping, monitoring and management tools, you get a whole-farm view of your business performance and can identify opportunities to build long-term resilience.



MyFarm

All of our mapping services are available through MyFarm. Making data-driven decisions easier than ever.

Nutrient management

Using GPS-guided soil sampling, we create detailed nutrient maps that highlight field variability, enabling precise fertiliser applications where they're needed most. Our mapping service supports compliance and delivers insight on key soil health indicators – including P, K, Mg, pH, organic matter and trace elements – all accessible via MyFarm.

Biomass imagery and crop performance

Insightful imagery from satellites and radar provide Leaf Area Index (LAI) and Normalized Difference Vegetation Index (NDVI) data which tracks crop health and biomass variation, giving you the insight to:

- Optimise nutrient applications to improve yield
- Prioritise fieldwork and optimise inputs
- Predict yields without costly hardware
- Adjust plant growth regulators (PGRs) based on canopy development
- Manage grazing in grassland systems

Yield mapping

Combine harvesters capture valuable yield data, which can be imported and viewed alongside other precision layers to build a full picture of farm performance in our MyFarm platform.

In addition, we offer training and support to help you interpret and use that data for better planning and marketing decisions.

Environmental mapping

Our Environment Manager tool integrates environmental and crop data into one easy-to-use system. It enables the recording and monitoring of any natural capital assets on farm, supporting the implementation and management of agri-environment schemes, conservation projects and sporting activities.

Additional features include:

- Rotation and field layout planning
- Powerline, gateway, and yard mapping

To learn more contact our precision team on **0800 227 445**



Measure and adapt

Compliance

Staying compliant is a key requirement of running a productive, sustainable farm. We can help you meet evolving regulations while improving farm efficiency, protecting the environment, and building resilience.

Agri-environment schemes

Our advisors and digital tools make it easy to implement schemes that balance sustainability and profitability.

We help with:

- Scheme selection and planning
- Implementation of environmental actions
- Digital mapping and tracking

Water stewardship and NVZ support

We support compliance with the Farming Rules for Water and Nitrate Vulnerable Zone (NVZ) regulations through precision nutrient strategies and soil health planning.

This helps you:

- Reduce runoff and improve water quality
- Maintain productivity within nitrate limits
- Simplify NVZ record-keeping with digital reporting

Digital record-keeping tools

Our compliance tools make it easier to stay organised and inspection-ready:

- Environment manager: plan and manage actions and record evidence
- Scouting tools: log in-field observations and link to map layers
- TELUS Crop Management: manage digital records across farm, field and crop levels

We help turn compliance into opportunity – with expert guidance and practical tools to support farming that's responsible, resilient and future-ready.

To learn more contact **0800 227 445**



Measure and adapt

Analytics and insights

From soil health to financial benchmarking, we provide the tools and insights to make evidence-based decisions that improve efficiency, profitability, and sustainability.



Field grain analysis

Our field grain analysis service reveals nutrient uptake levels in your crops, helping refine fertiliser programmes, improve nitrogen use efficiency (NUE) and optimise yield. Reports include:

- Nutrient benchmarking
- NUE calculations
- Full offtake analysis
- Tailored recommendations for future nutrition planning

Soil reporting

We offer integrated soil analysis services to assess nutrient levels, pH, organic matter and more – helping you make decisions that improve soil health and long-term farm productivity.

To learn more contact **0800 227 445**



MyFarm

MyFarm analytics and benchmarking

Our MyFarm platform gives you access to powerful data analytics and benchmarking tools that help you:

- Monitor your field, crop and variety performance
- Benchmark your own data anonymously against national farm datasets
- Identify inefficiencies and improve cost control
- Make informed decisions that drive profitability and long-term growth

Whether you're optimising inputs or managing risk, MyFarm puts actionable insights at your fingertips.

Visit our website to learn more about our MyFarm platform.

Calculators

Accessible through MyFarm, our range of calculators support more precise planning and input management across key aspects of crop production. These tools can help you make accurate calculations related to seed requirements, sowing rates, product requirements, and crop nutrition.

- **Seed required** – Use this calculator to work out how much seed you will require for your cropping areas.
- **Seed rate** – Use this calculator to work out the area you can sow and the seed rate you should use with your available seed.
- **Wheat nitrogen requirement** – Use this calculator to understand how yield potential and protein specification influence how much nitrogen a crop must take up to achieve this.

These tools help you improve decision-making, reduce waste and save money.

Adding value and *managing* risk



When one decision can make or break a season, knowing all the options is essential to your peace of mind.

That's why we work with you to make sense of the market, reduce uncertainty, and turn risk into resilience so that you can move forward with confidence, not guesswork.





Adding value and managing risk

Funding

Through our unique supply chain collaborations and expert guidance around the latest legislation, we can help you choose the options right for your farm, as well as support with scheme compliance.



What could work for your farm?

There is no single best route to funding that would suit all situations. It requires a holistic approach that looks at the strategic direction of the farm, optimises production and reviews the whole business.

Our eight-step approach helps you explore funding with confidence:

1. What have you got on farm and what are you already doing?
2. What is your strategic direction for the farm?
3. Do you have the information needed to understand how your farm is performing?
4. How will funding fit within your farm?
5. What are you going to be committing to?
6. Do the finances stack up?
7. How will it support future compliance requirements?
8. Who can help, or who do you need to talk to?

Public funding

The devolved nations within the UK continue to develop and administer their own agricultural policy, within which there are different public funding opportunities designed to reward sustainable farming practices, environmental actions, and investment in infrastructure.

We can help you access the government schemes best suited to your business, so you can be sure they are right for delivering the outcomes you want for your farm. Our advisors will support you with scheme compliance, administration, and the ongoing management of any agreements.

Private funding

As supply chains strive for environmental outcomes, more private funding opportunities are emerging. Due to our unique position in the sector, we can connect you to:

- Exclusive contract premiums
- Sustainable partnership programmes
- Water company-funded schemes
- Landscape initiatives

To learn more contact our **environmental crops team** on **0800 227 445**

Adding value and managing risk

Risk management

Farming faces constant change – from input costs and policy shifts to global markets and weather. We have a range of products and services to help you better identify risks and build resilience into your business.



Input buying schemes

Flexi N, our nitrogen risk management tool, helps protect against market volatility. It allows you to purchase fertiliser at a market-average price over the season – thanks to our unrivalled access to product.

Flexible farm credit

In partnership with Oxbury Bank, the UK's agricultural bank, we offer Oxbury Farm Credit – a finance solution tailored to farming cash flow. It enables you to purchase inputs with flexible repayment terms and competitive rates.

To learn more contact **0800 227 445**

Oilseed rape de-risking

Given the risks around growing oilseed rape, we have an industry-leading contract that helps farmers to grow the crop without the typical financial risks associated with it should it fail.

The scheme removes the upfront seed costs as the payment date for any successfully established oilseed rape and companion crop seed is set up to 12 months following delivery. If the crops fail, the seed costs will be waived altogether.

With our agronomist and seed experts providing advice on rotational planning, establishment considerations, timing and input strategies, as well as the additional financial security provided by our de-risking contract, we are helping to improve the survival rate of this important crop.

MyFarm

Smarter business planning

With MyFarm analytics, you can track costs, benchmark performance and plan with confidence.



Adding value and managing risk

Grain marketing

Navigate market volatility, manage risk and maximise returns by leveraging over 20 years of grain marketing expertise from our trading specialists.

Supply chain partnerships

We work with leading names like Warburtons, ABF, Cargill, PepsiCo and more to give growers:

- Priority access to premium contracts
- Exclusive pricing and export routes
- Premiums for providing sustainability data
- Rewards for sustainable practices
- Long-term market security through transparent, resilient partnerships

Our approach is underpinned by the Responsible Choice, ensuring you benefit from value-added opportunities throughout the supply chain.

Market expertise and strategy

With our team of commodity specialists, you benefit from timely insights to make confident trading decisions.

We support:

- Weekly market insights via our Frontrunner report
- Personalised market advice
- Strategic grain marketing plans tailored to crop type, region and risk appetite
- Access to MyFarm's live trading tools and pricing dashboards

Storage, movement and quality

Our national network of Frontier-owned and partner stores ensures your grain meets standards and retains value.

We offer:

- Drying, cleaning and conditioning services
- Full traceability and quality testing
- Storage aligned to market demand and end-user needs

Sampling support

Accurate sampling is key to securing the best price. We offer self-sampling guidance to ensure you meet buyer specs and maximise returns from every tonne.

Co-operative partnerships

We're proud to market grain for co-operatives like Camgrain, Woldgrain, Chichester Grain, Aberdeen Grain and others – combining our expertise with local storage to strengthen the UK grain supply chain.

To learn more contact **0800 227 445**





Adding value and managing risk

Grain pools

Grain markets are unpredictable – from weather to global trade. Our grain pools give growers access to expert-led marketing strategies to manage risk and deliver strong returns with confidence.

Wheat

We have integrated wheat demand through our parent companies and hold exclusive contracts with ABN Mills, Allied Mills, Warburtons and the Cargill starch plant. This coupled with the strategy of our trading specialists ensures we capture the best of the market daily and link you to new opportunities.

Barley

Our barley pool connects growers to the UK's largest network of feed and maltster markets – plus global opportunities via deep-water port access.

Oilseed rape

We market oilseed rape via a direct consumer relationship with Cargill's oilseed crush in Liverpool, as well as a unique sole supply agreement with Yelo at Stratford-upon-Avon, offering growers exclusive UK homes and export options for the crops we trade.

In Scotland, we have access to the ports and vessels market and any export opportunities as they arise.

Oats

We offer strong mill access and consistent pool results, including exclusive links to Navara, Europe's most advanced oat mill.

Beans

With Frontier Nottingham serving as the UK's largest feed bean hub and a leading exporter of human consumption beans, we provide market reach unmatched in the sector.

To learn more contact our
pools team on **0800 227 445**



The logo for Frontier, featuring the word "Frontier" in a white, sans-serif font. The letter "o" is stylized with a small, dark brown circular graphic.

frontierag.co.uk
info@frontierag.co.uk
0800 227 445

 @FrontierAg
 Frontier-Agriculture
 FrontierAgriculture