

AGRONOMY THAT DELIVERS™



PROCAM
AGRONOMY THAT DELIVERS™



Delivering
decades
of agronomy
expertise

HELPING YOU FARM SMARTER



ALEX COLLINGWOOD
MANAGING DIRECTOR

Since ProCam first took root as a regional business back in 1979, our mission has remained clear: to support the UK's growers with expert agronomic advice that truly makes a difference. Today, our team of experienced agronomists walks over one million acres of crops across the country – partnering with farms of every size to help them achieve their full potential.

“Over one million acres of UK crops walked every season – delivering insight where it matters most.”

At ProCam, we believe that successful farming starts with local understanding. That's why we combine the specialist knowledge of our local teams with the scale and resources of a national network. The result? Independent, science-led advice that supports better decisions – for your crops, your business, and your long-term sustainability.

“Local expertise, backed by national strength.”

This means we can offer tailored advice that reflects the unique conditions on your farm, supported by the latest research, innovation, and technology. Whether it's seed, crop

protection, nutrition, or sustainable farming practices, you can count on ProCam to deliver solutions that are practical, effective, and forward-thinking.

“Science-led, practical solutions for real-world farming challenges.”

We're proud to be trusted advisors to so many of the UK's top-performing farms. That trust is something we never take for granted, and we're always working to earn it – season after season. Our goal is simple: to help you make informed decisions that drive productivity, profitability, and long-term success.

“Helping you farm smarter – today and into the future.”

THANK YOU FOR CHOOSING PROCAM. WE LOOK FORWARD TO WALKING YOUR FIELDS WITH YOU AND PLAYING A PART IN THE CONTINUED GROWTH OF YOUR BUSINESS.

AGRONOMY THAT DELIVERS™

Our strapline for decades, these words underpin and encapsulate everything we stand for as a business. They boldly represent our commitment to you, our growers, day in, day out. Come rain or shine we are there to support you – to deliver.

At ProCam, we know we are accountable for delivering not just industry-leading agronomy advice and products, but best-in-class results too – that's ultimately what makes the difference. Our formula is proven; seeing the majority of our growers achieving margins that put them in the top 25% performers in the UK.

Our customer-first philosophy has stood the test of time and continues to underpin the first-class specialist agronomy and crop production services we offer today.

Supported by dedicated teams of nutrition experts, seed specialists, R&D resources, technical researchers and advisors, plus a nationwide network of well-stocked depots, our 100+ highly skilled and experienced agronomists across Britain are perfectly placed to help you nurture and grow your business, now and well into the future.

Our approach is not about working to prescriptive blueprints, but applying well-researched solutions to local needs and conditions to make a genuine difference.

**PEOPLE NOT PROCESSES. KNOWLEDGE NOT INFORMATION.
SOLUTIONS NOT INPUTS.**

Value
& integrity
behind every
word



PUTTING WORDS INTO ACTIONS

Our commitment to you:
To deliver industry-leading
agronomy and crop production
services focused on helping
you produce higher yields,
reduce costs per tonne
of production and achieve
better margins.

How do we achieve that?

PEOPLE NOT PROCESSES

Our people are the best in the business,
supported by an exceptional level of technical
development and training. We believe passionately
in genuine customer service. We promise every
customer will always be treated as a person
– not an account.



KNOWLEDGE NOT INFORMATION

Technology is everywhere, and it's changing the face of farming for the better. But at ProCam, we are not driven by data and spreadsheets, it's our experience and understanding that makes the interpretation of the information so valuable.

SOLUTIONS NOT INPUTS

A holistic approach is the way of the future. It's no longer just about applying product. With a range of integral services focusing on soil health, precision farming, specialised plant nutrition and seeds advice and supply, we've got a total solution for your farm.

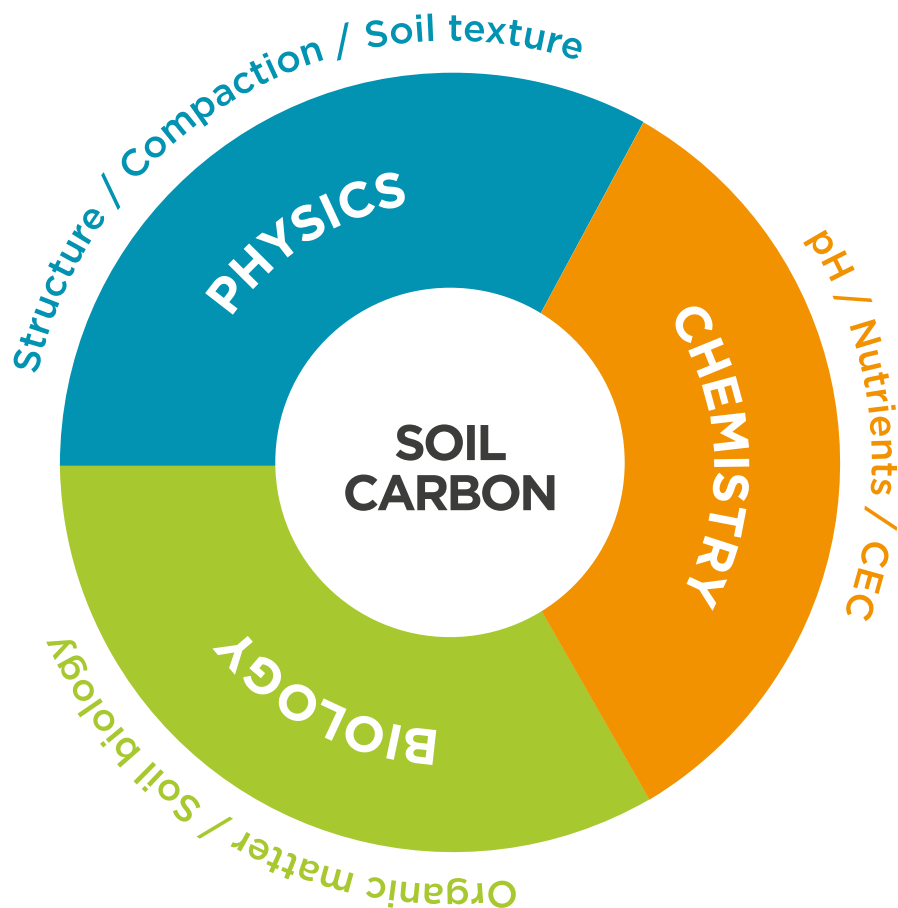
THIS IS WHAT WE CALL 'AGRONOMY THAT DELIVERS'



MAKING SENSE OF SOIL SCIENCE

Soil. One of your most important assets. Right beneath your feet. Treat it well and it can reward you, your crops, and the environment. But soil improvement is a big subject. That's where ProCam SoilSense comes in.





“SOIL FUNCTIONALITY IS A COMBINATION OF SOIL BIOLOGY, SOIL PHYSICS AND SOIL CHEMISTRY — ALL BOUND TOGETHER WITH SOIL ORGANIC CARBON — IT MAKES SENSE TO UNDERSTAND ALL OF THESE TOGETHER.”

In developing SoilSense, we have taken our time to create a service that's professional and based on strong science, but also user-friendly and practical.

Led by our agronomists, our specialist soil analysis service is designed to help you take the next step in soil health improvement – whether physically (the soil's structure), chemically (its nutrient status) or biologically (the soil's 'life').

Samples are lab tested, then the analysis results are interpreted by our ProCam agronomists, to create a plan of action for improving your soil.

Our personalised 'boots on the ground' service and the agronomy knowledge within ProCam means we can take the mystery out of soil improvement and interpret results in a way that makes sense for your farm.



**SCAN TO
LEARN MORE**

SOIL SENSE
Healthy soil. Better world.

MAKING SENSE OF DIGITAL FARMING

We're taking our grower/agronomist relationships into an exciting new era. FieldSense, our agronomist-designed digital farming platform enhances and supports the work we do with our growers, it doesn't dictate it.

We call it 'precision in partnership' because the very best results come from us working together. With our agronomists setting the course and navigating the technology, everything makes perfect sense.



FEATURES INCLUDE

FIELD MAPPING

Creation of grids bespoke to each field and farming system

VARIABLE RATE DRILLING

Using historical NDVI data to create seed rate plan

VARIABLE APPLICATIONS

Data downloaded to tractor for fertiliser & nutrients

HARVEST YIELD DATA

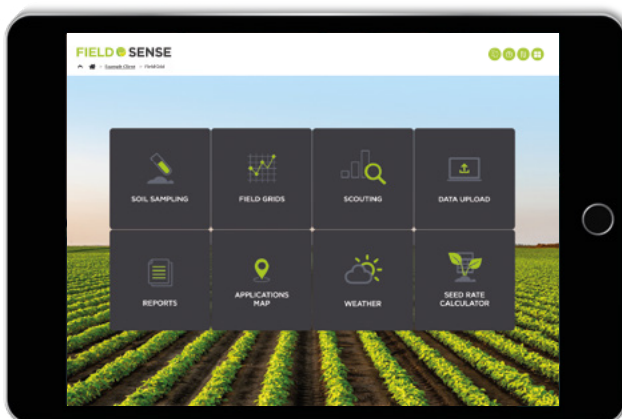
Historic results to guide future agronomic decisions

SOIL HEALTH

Grid-based soil sampling & analysis in conjunction with SoilSense

SCOUTING

Targeted crop walking by satellite



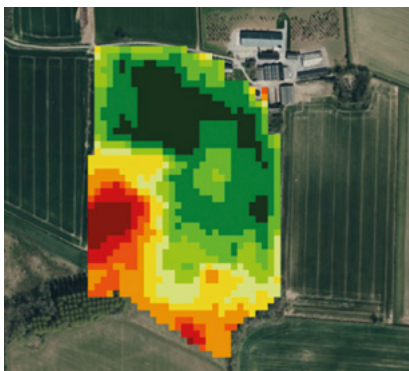
WEATHER

Hyper-localised forecasting within 1km

REPORTS

Extract data and information as and when you need it

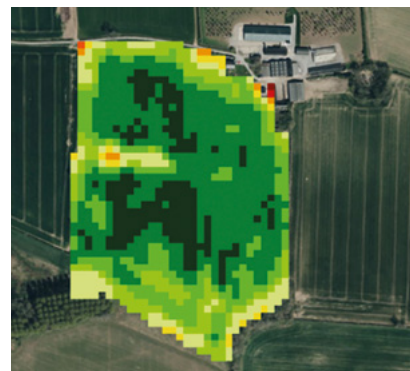
Example of variable rate nitrogen in action on winter oil seed rape, thanks to FieldSense.



Before



2 weeks later



2 months later



DOWNLOAD
THE BROCHURE

FIELD SENSE
Precision in partnership

An aerial photograph of a vast agricultural field, likely a cornfield, showing rows of crops. A large, bright green circular graphic is overlaid on the left side of the image, containing the text. The field is divided into sections by a dirt path or road. In the background, there are some trees and a small building.

Bringing
innovation
from plot to
farm

4000+ TRIAL PLOTS

With thousands of trial plots across the UK, we are continually investing in innovation and research to ensure our agronomists are equipped with the latest data and the best advice to support our growers' success.

Innovation within ProCam isn't just about new plant protection products, it's also about nutrition, varieties, biologicals, and soil health. This feeds a solution-based approach to the advice given by our highly-skilled agronomists, who can access the wealth of information produced in our trials and convert it into practical crop production advice.

Our extensive trials address issues and solutions in all crops, including cereals, vegetables, root crops, forage and grass, break crops and even cover crops. Our trial plots are complemented by both glasshouse pot-based research, and field-scale projects.



RESEARCH INCLUDES:

- New chemistry interactions
- Soil biology & nutrition – alternative approaches
- Reducing the reliance on synthetic nitrogen
- Exploring the benefits of precision agronomy
- Future-proofing agronomy strategies
- Integrating regenerative practices into the rotation

A logical
addition to
our agronomy
offer



PROCAM PERFORMANCE SEEDS

The integration of specialist technical seed advice and supply to our range of agronomy services has proved to be a valuable move that is benefiting our growers across the UK, especially with the increasing focus on sustainable farming. ProCam is now better equipped than ever before to provide a completely holistic service.

Our Field Options ProCam Performance Seeds team is made up of experienced technical seed specialists who advise on, plan and implement a wide range of seed-related projects with our growers. They work hand-in-hand with our agronomists, whose knowledge and understanding of the growers' farms, ensures we deliver a well-considered, seamless service that gets results.

We can provide a comprehensive range of seeds and associated products: Grass mixtures, maize, fodder beet, wholecrop mixtures and forage crops, as well as seeds for environmental schemes, green manures, game clover, lawns and sports turf. We also supply some specialist fertilisers, a comprehensive range of silage inoculants, silage sheets and clamp covers, as well as agronomic and forage planning advice.



**DOWNLOAD
THE BROCHURE**



“Whatever the situation, however complicated, I know my ProCam agronomist will guide me to make the best decisions for my farm.”

GROWER.

“I joined ProCam because of the ‘can-do’ attitude and the opportunity to make a difference.”

PROCAM TEAM.

“Superb service from ProCam. They pull out all the stops with my orders, delivering next day and until late into the day when I need it. The team really go the extra mile.”

GROWER.

“A blanket approach to crop care won’t suffice. Farmers need specialist agronomic support on a case-by-case basis, that’s what I get from ProCam.”

GROWER.

**TO CONTACT US & TO FIND OUT MORE ABOUT
WORKING WITH PROCAM SCAN HERE**



“It’s no use soil sampling if you can’t decode the results. That’s where working with my experienced ProCam agronomist really adds value.”

GROWER.

“At ProCam we are a team with a strong shared belief in working to support UK farming. It creates a really good atmosphere.”

PROCAM TEAM.



A few
words from
our growers
& team

AGRONOMY THAT DELIVERS EVERY DAY

At ProCam, logistics is all about Agronomy that Delivers™. Our strategically-located depots can respond quickly to orders, most often the next-day, sometimes even the same-day, ensuring you have what you need, when you need it.

The customer is at the centre of thinking at our depots. Understanding the needs of your crop enables us to offer the right solution, at the right time. All our depots are staffed with knowledgeable, friendly teams who understand our business, our solutions and our customers.

The depot teams work very closely with the agronomists to ensure a seamless experience and

often know customers personally. Our operational teams have multiple decades of experience which gives them great local and industry knowledge, planning solutions for even the toughest request.

National coverage, local expertise. From our agronomists in the field to the delivery drivers at our depots, everyone's focus at ProCam is always to put the customer first.



NATIONWIDE COVERAGE

1. Robertson Crop Services – Kildary
01862 842552
2. Robertson Crop Services – Cuminestown
01888 544666
3. Fieldcare North – Thirsk
01845 537555
4. BCS – Garton
01377 240118
5. County Crops – Burscough
01704 895001
6. Fieldcare South – Gamston
01777 839000
7. Fieldcare South – Scothern
01673 866118
8. ProCam UK – Cambourne
01954 712150
9. Field Options – Cambourne
01954 712150
10. ProChem – Leominster
01568 615686
11. ProCam Agriculture – Bassingbourn
01763 245223
12. Croesgoch Farm Stores – Haverfordwest
01348 831777
13. ProCam Agriculture – Little Bentley
01206 231999
14. Chemega – Swindon
01672 539591
15. ProCam South West – Cullompton
01884 34275
16. Rutherfords – Ashford
01233 820693
17. Rutherfords – Alton
01420 544227
18. Rutherfords – Lewes
01273 478860
19. Rutherfords – Isle of Wight
01983 522938





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