Rob Clayton
Managing Director
@claytonrob74

The allure of agriculture: Challenging perceptions of life on the land

Nutrien Ag Solutions®

What do you think a farmer looks like?

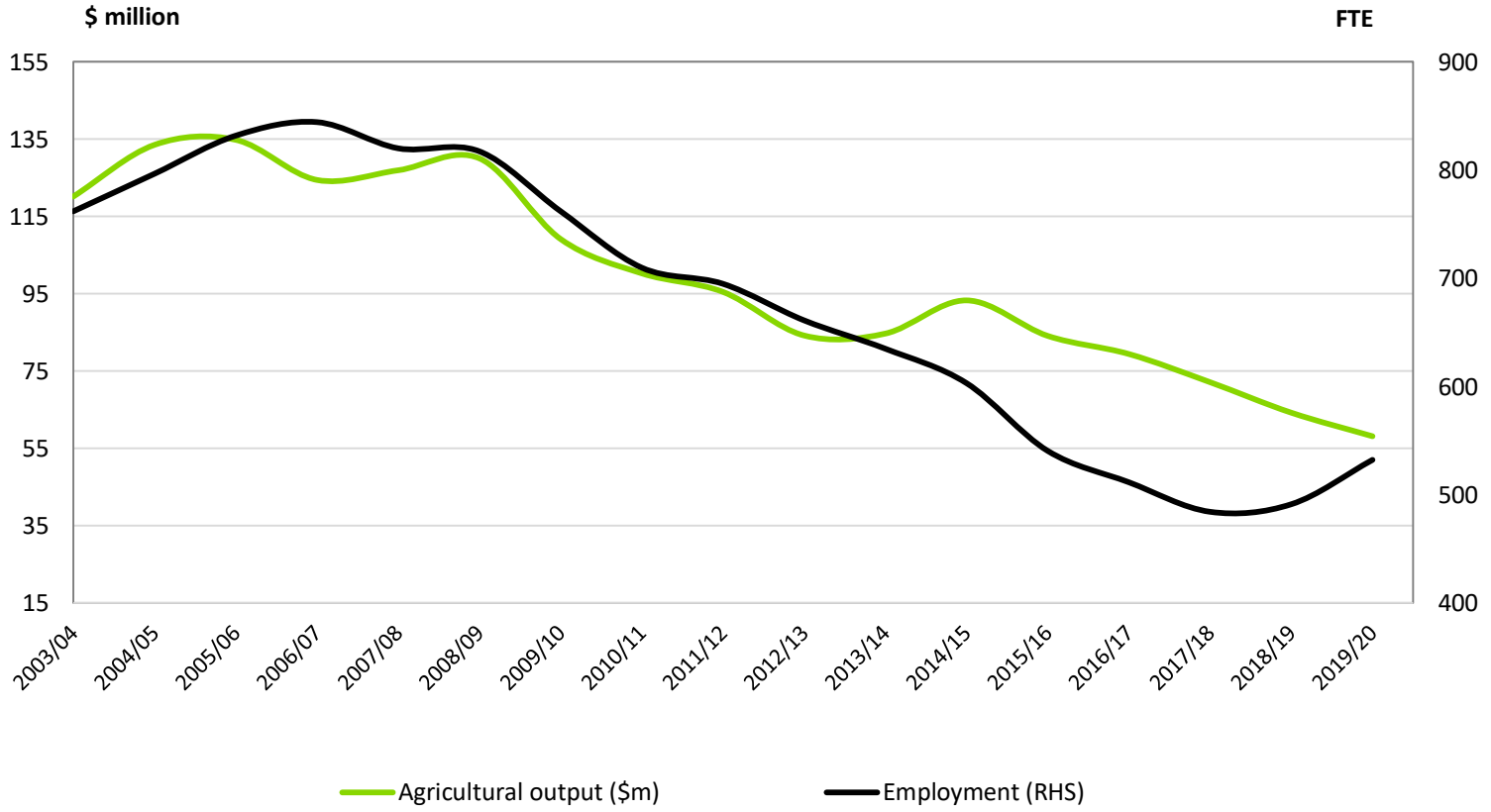
Agriculture is a high tech business

Expectations of what a modern, inclusive workforce look like are (rightly) changing

- 44% of new recruits to our business in 2020 were women

When farmers do well, the regions do well: Quilpie

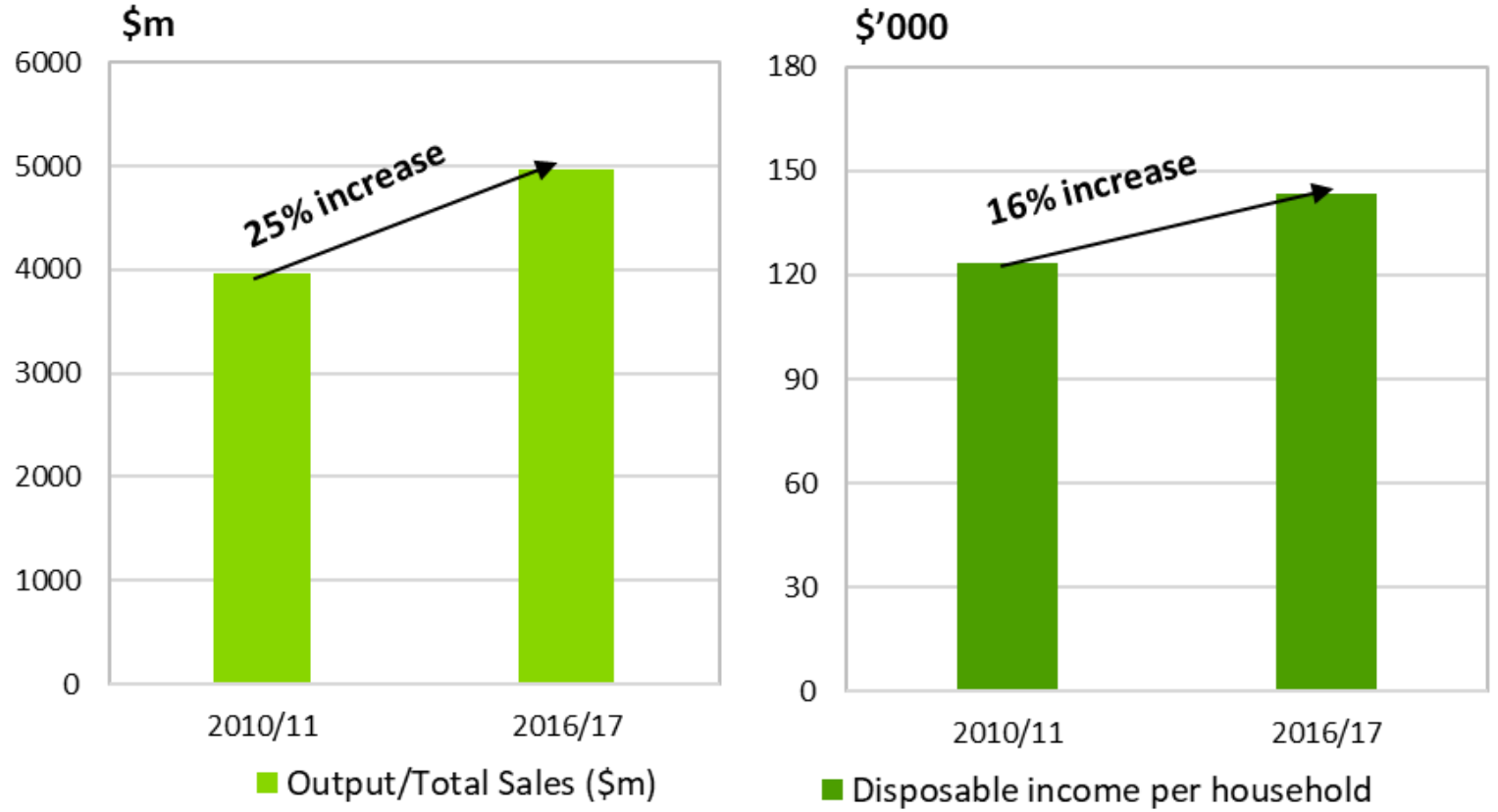
Quilpie Shire- Agricultural output vs total employment



Source: National Institute of Economic and Industry Research (NIEIR)©2021 , Mecardo

When farmers do well, the regions do well: Riverina & Murray

Riverina & Murray region - Change in Agricultural output/total sales & household disposable income



Source: National Institute of Economic and Industry Research (NIEIR)©2021, Mecardo

Nutrien Harcourts

- In 2020 we had more than 100,000 website searches for regional rural properties, up 20% from the year before.

- Significant uplift in residential values in regional towns since July, with increases of up to 30% over the Dec quarter alone for certain markets.

Thank you
Nutrien
Ag Solutions®