



CUDGEN ROAD FARMS

KC EQUIPMENT MAGAZINE - CLIENT SPOTLIGHT

JULY 2022 • ISSUE 1



CONTENTS

03

FROM THE DIRECTORS

A brief message from KC Equipment

04

CUDGEN ROAD FARMS

A proud family owned and operated sweet potato farm

06

ENVIRONMENTALLY SUSTAINABLE FARMING

With Cudgen Road Farms



07

HOW HAS KC EQUIPMENT HELPED YOUR BUSINESS?

A locally based team with the products & services we need

09

BONUS - THE HUMBLE SWEET POTATO

Nutrition facts shared by Cudgen Road Farms

10

KC EQUIPMENT

Serving our local community for over 30 years



By Poe Bettany

KC Equipment Marketing
marketing@farm-equipment.com.au
07 3297 3000

Welcome to the brand new first edition of KC Equipment Magazine, which contains our clients stories and tips.

At KC Equipment, we have been serving our local community for over 30 years.

We feel privileged to be in a position where we can help our people growing their businesses, lives and crops.

We would like to thank the Prichard family for sharing their amazing strongly rooted family legacy and knowledge about environmentally sustainable farming. Thank you Matthew, Henry, Jane and Jessica for choosing KC Equipment for your farming equipment and servicing needs!

Sincerely,

Your KC Equipment Team

Russell Bryson Justin Hunter

CUDGEN ROAD FARMS

A PROUD FAMILY OWNED AND
OPERATED SWEET POTATO FARM

WHAT DOES CUDGEN ROAD FARMS DO?

Cudgen Road Farms is a proud family owned and operated sweet potato farming business located in Cudgen, Northern NSW. It is the largest sweet potato farm in NSW.

WHO ARE THE BUSINESS OWNERS AND FOR HOW LONG HAVE YOU BEEN OPERATING?

Cudgen Road Farms is family owned and operated by brothers Matthew and Henry Prichard. They have three generations of sweet potato farming experience and are fifth generation of Cudgen farmers. You could say they have red soil in their veins.

Matthew returned to the family business in 1999 after completing a tertiary degree in horticultural science and Henry joined him ten years later after a career in refrigeration mechanics. The brothers have been in partnership since 2010.

KC EQUIPMENT MAGAZINE | 04



HOW MANY KILOS
OF SWEET POTATOES
DO YOU PRODUCE IN A
YEAR AND WHERE ARE
THEY DISTRIBUTED?

"We produce around 2,200,000kg of gold sweet potatoes per year. We have a direct supply agreement with Coles in NSW and also supply local and interstate food service businesses, as well as Hydro Produce in Sydney who are aligned with Woolworths and Aldi."



HOW MANY FARMS
AND EMPLOYEES
DO YOU HAVE?

"We have 6 farms in Cudgen, which represents a total of 70 hectares of red volcanic Cudgen soil. We operate with a staff of 11 local people at present."





ENVIRONMENTALLY SUSTAINABLE FARMING

WITH CUDGEN ROAD FARMS

WHAT IS ENVIRONMENTALLY SUSTAINABLE FARMING AND HOW DO YOU PRACTICE IT AT CUDGEN ROAD FARMS?

"At Cudgen Road Farms, we have been developing our sustainable farming systems for over twenty years. We have an ever evolving farming system which has recently seen a heavier focus on reducing tillage and improving our cover cropping program. The main benefits of adopting such practices are improved soil retention through reduced soil erosion by minimising bare exposed soil, and increasing the carbon in the soil by using cover crops to sequester carbon from the atmosphere. In 2020, we removed 497 tons of carbon dioxide from the atmosphere. We were able to demonstrate this through modelling provided by Carbon Friendly's certified analysis of our farming practices and soil carbon levels. This is an achievement we are so very proud of. Our very own partnership with earth!"



WHAT TIPS OR ADVICE DO YOU HAVE FOR FARMERS WANTING TO START PRACTICING ENVIRONMENTALLY SUSTAINABLE FARMING?

"The simplest and most effective way to start your environmentally sustainable farming system is to introduce cover crops into your rotation. By having plants growing in soil you protect the soil from erosion and you will also introduce carbon to the soil which builds the soil biology. Cover crops help to get your soil to 'wake up' again and thrive with biological life."

HOW HAS KC EQUIPMENT HELPED YOUR BUSINESS?

A LOCALLY BASED TEAM WITH
THE PRODUCTS & SERVICES WE NEED

"With a local business located in Murwillumbah, they sell and service equipment that suits our production needs.

Kubota and Massey Ferguson quality tractors are a good fit for sweet potato production.

Hardi spray equipment is tough and flexible to use in many applications. Great plains no till planters have been a great addition to our cover crop planting needs.

A local service team means you aren't left stranded waiting for someone from Brisbane or Lismore to come and sort out a problem for you with your equipment."



HOW DOES KC EQUIPMENT PRODUCT OR SERVICE HELP YOU WITH PRACTICING ENVIRONMENTALLY SUSTAINABLE FARMING?

"We purchased a Massey Ferguson 5713S in December 2020. We had it fitted with a Trimble GSX 750 guidance system at KC Equipment Yatala pre-delivery.

The main purpose of this tractor is to prepare the beds pre plant, plant the cover crops with the no till planter. There are 2 main benefits the tractor has for our farm. The first is the reduced emissions from the tractor itself, being an AdBlue Tier 4 Emissions tractor.

The second is the advantages that go with the GPS guidance with precision placement of seed/fertiliser/chemicals etc to minimise waste of these resources.

The Great Plains no till planter allows us to plant straight into fields without pre cultivation, further reducing emissions and reducing soil degradation."



WOULD YOU RECOMMEND KC EQUIPMENT?

"KC Equipment have the equipment and the knowledge that we need to farm sustainably. They are our first and only choice when we need equipment advice and in field breakdown support."





THE HUMBLE SWEET POTATO

NUTRITION FACTS
SHARED BY CUDGEN ROAD FARMS

The perfect alternative to the white potato!

The sweet potato is:

- Higher in Vitamin A
- Higher in Vitamin B6
- Higher in Vitamin C
- Higher in Calcium
- Higher in Iron
- Lower GI and rich in antioxidants!

One serving (125g) of sweet potato gives you...

- 20% VITAMIN B6, great for energy
- 4.0g FIBRE, great for gut health
- 14.5% NIACIN (B3), great for overall health
- 206% VITAMIN A, fights cancer and great for your eyes, skin and hair
- 2% FOLATE, important for growth
- 381mg POTASSIUM, regulates fluid balance and nerve signals
- 95% VITAMIN C, for tissue repair
- 5% CALCIUM, for strong bones
- 6% MAGNESIUM, for muscle and nerve function

... of your daily recommended dietary intake.



To find out more about the Cudgen Road Farms, visit their website: www.cudgenroadfarms.com.au

 @cudgenroadfarms  @cudgenroadfarms





KC EQUIPMENT

SERVING OUR LOCAL COMMUNITY
FOR OVER 30 YEARS

ABOUT US - FOR EVERYTHING IN YOUR SHED -

KC Equipment are an Australian new and used equipment provider.

We provide only quality equipment, to help farmers, growers, groundskeepers and landowners get the best out of their land.

We service the residential, agricultural, commercial, groundskeeping and sports turf industries with a huge range of equipment from the world's leading manufacturers, including Massey Ferguson, Iseki, Kubota and Deutz Fahr.

If you need advice on agricultural and grounds care machinery, feel free to contact our experts, at kcequipment.com.au.



WHERE ARE WE LOCATED?

KC Equipment has been in business for over thirty years, and operates three locations - two in Northern NSW (Murwillumbah and Lismore), and one in Queensland (Yatala, situated between Brisbane and the Gold Coast).

All KC Equipment locations feature Parts Counters, Workshop and Retail Showrooms, and are open six days a week.

PRODUCTS AND SERVICES

- NEW EQUIPMENT -

KC Equipment new equipment range includes: Ride On Mowers, Zero Turn Mowers, Compact Tractors, Specialty Tractors, Utility Tractors, Utility Vehicles, Reel & Rotary Mowers, Turf Equipment, Sprayers, Trailers, Outdoor Power Equipment Pumps, Booms and more.

- IMPLEMENTS -

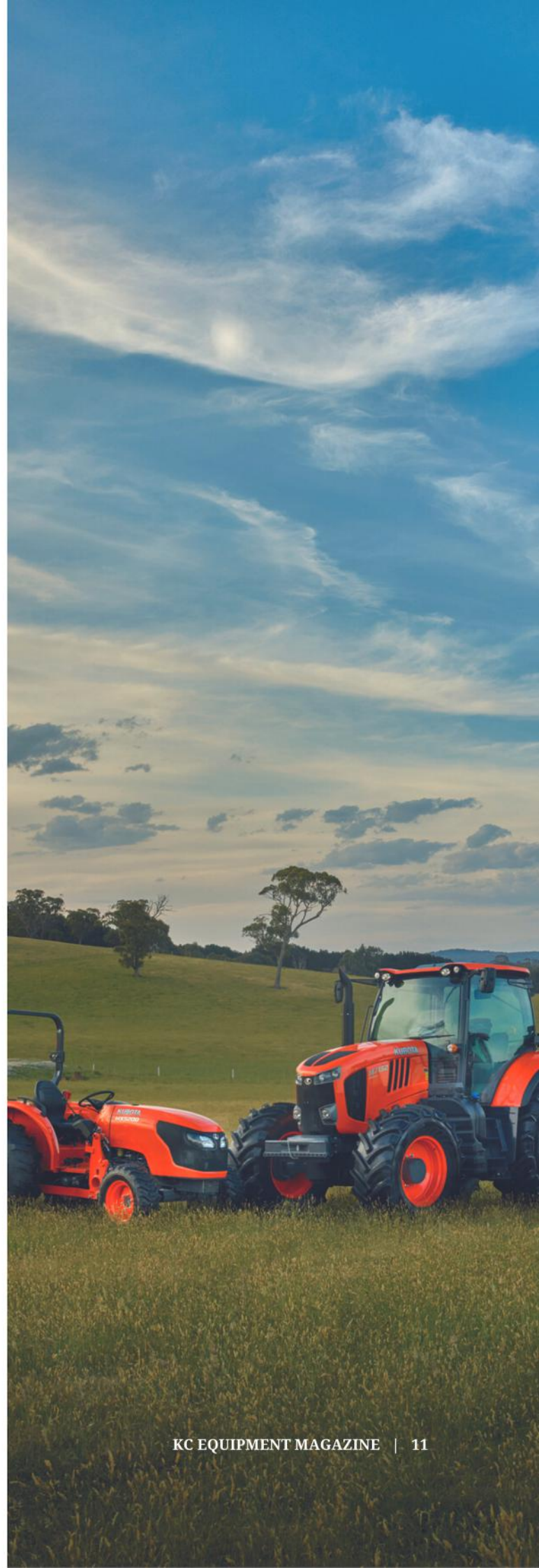
KC Equipment implements range includes: Aerators, Cultivators, Rippers & Delves, Ploughs, Discs, Grader Blades, Spreaders, Post Hole Diggers, Seed Drills, Hay Rakes, Hay Balers, Slashers, Mulchers & Flail Mowers, Finishing Mowers, Pasture Toppers and more.

- SERVICING -

KC Equipment services include: Qualified Diesel Mechanics, Fitters and Motor Mechanics on-hand for scheduled maintenance and logbook servicing for all makes and models. Gearbox and engine rebuilds, battery and tyre replacement, implement repair, field service and more.

- PARTS & SUPPLIES -

Powered by a huge supplier network, KC Equipment offers genuine and aftermarket replacement parts for all makes and models, along with a huge range of industrial supplies. Chat to us about Diesel Transfer, Lubricants, Filters, Cylinders, PTO Shafts, Belts and more.



KC EQUIPMENT

TRACTORS • MOWERS • IMPLEMENTS • SERVICE & PARTS

FOR EVERYTHING IN YOUR SHED

Chat to the Agricultural & Grounds Care machinery experts!

KC Equipment provides only quality equipment, to help farmers, growers, groundskeepers and landowners get the best out of their land.

Call for a chat, drop into our showroom, or enquire online!

QUEENSLAND -

📍 YATALA

4 Kaycee Place, Yatala, QLD, 4207

07 3297 3000

NORTHERN NSW -

📍 LISMORE

28 Three Chain Rd, South Lismore, NSW, 2480

02 6622 8122

📍 MURWILLUMBAH

50-56 Quarry Rd, South Murwillumbah, NSW, 2484

02 6672 2555



VIEW OUR FULL RANGE ONLINE!

kcequipment.com.au 

Follow:  @KCEquipmentAustralia  @kc_equipment_au