

HOW DO I MAKE A PROFIT WITH WHEAT AT £90.00 A TONNE?
WHAT'S THE BEST WAY TO CONTROL COSTS?
SHOULD I START A NEW ENTERPRISE?
SHOULD I CLOSE AN EXISTING ENTERPRISE?
HOW CAN I IMPROVE PERFORMANCE?
SHOULD I PAY FOR MY FERTILISER NOW?
HOW DO I IMPROVE MY CASH FLOW?
WHAT WILL MY BORROWING NEEDS BE IN 1985?
HOW DO I USE ALL MY RECORDS?
WHAT'S THE EFFECT OF CHANGING CROPS?
HOW CAN I KEEP IN TOUCH WITH THE MARKET?
WILL I EXCEED MY QUOTA?
SHOULD I SELL COWS?
SHOULD I REDUCE CONCENTRATES?
WHAT DOES MY SILAGE COST?
WHAT IS THE CHEAPEST MIX OF FERTILISERS?
WHAT WILL MY MOC BE NEXT MONTH?
WHAT WILL BE THE EFFECT OF A 14% INTEREST RATE ON MY CASHFLOW?



**RELAX WITH
FARMFAX**

FARMFAX

HAVE THE ANSWERS

FARMFAX have used the latest computer technology to make the Farmfax System highly sophisticated and yet very simple to use.

The Farmfax Computer and Farmfax programs will help you get to grips with a lot of today's farm management problems.

WHAT DO I NEED?

To start with you'll need a Farmfax Computer. Let's not bore you with the technicalities of bits and bytes, but just tell you that this compact desk-top computer is capable of handling any management problem you are likely to encounter in the running of your farm.

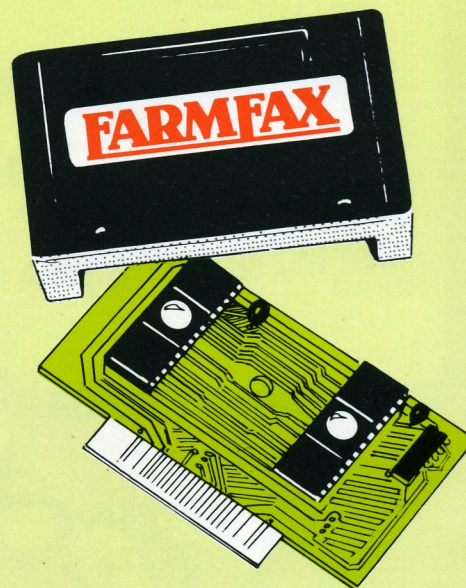
You will need a monitor screen – your television is perfectly suitable for this purpose, and then, to get the best out of the Farmfax System, you will need a printer. Excluding the

monitor screen, your outlay so far will be under £500.00.

Finally you will need a Farmfax Program.

WHAT IS A PROGRAM?

The Farmfax Programs are the brains of the Farmfax System. They are a complex arrangement of micro-chips which contain the instructions to get the computer to accept your



information, analyse it, make calculations where necessary and to display the answer on the screen or printer.

The Farmfax Programs are in solid-state, cartridge form, which simply plug into the computer. There are Farmfax Programs to cope with dairy management, pig breeding and fattening management, accounts, ration formulation, in fact you'll find that there's a Farmfax Program to cope with almost every farm management activity you can think of.





telephone socket, you will be able to have access to Prestel Farmlink. This will give you your local weather forecasts and other information, including Market Prices, Commodity Prices, the availability of a wide range of products from feeds to fertilizers and suppliers prices too.

NOW TELL ME WHAT I DO

Plug your computer into the mains supply and into your TV screen or monitor. If you are using a printer, then this plugs into the back of the computer.

Now insert the Farmfax Program cartridge and you're ready to start work. When you switch on you'll find an index will appear on the screen. This is just like the index to a book. You'll find that using a Farmfax Program is as easy as reading a book. You turn to various pages by pressing the appropriate number keys on the computer keyboard and merely follow the instructions which appear on each page.

These will ask you to enter information and will show you where to enter it. You do this by typing it out on the keyboard. It really is as simple as that. The computer does the rest.

It works out all the complicated mathematics to analyse and record a multiplicity of facts which you can refer to at the press of a button.

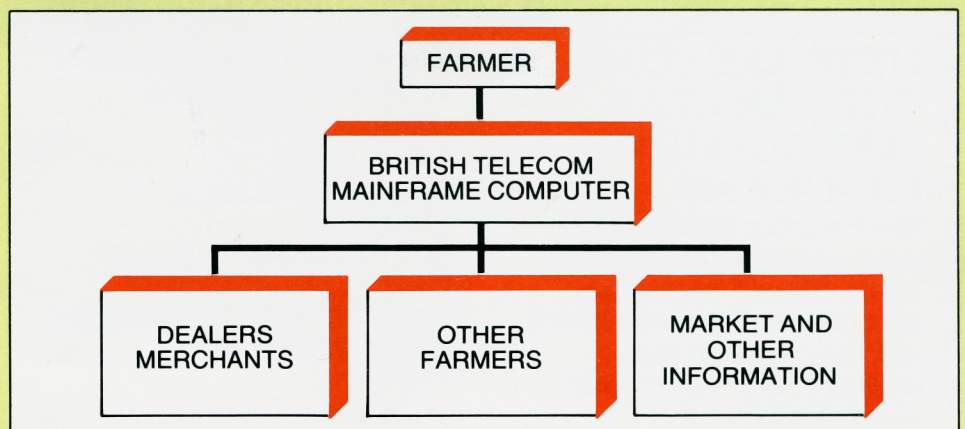
YOU TELL ME IT CAN REPLACE THE TELEPHONE AND LETTER WRITING – HOW?

BUT HOW DOES IT GIVE ME THE WEATHER FORECAST?

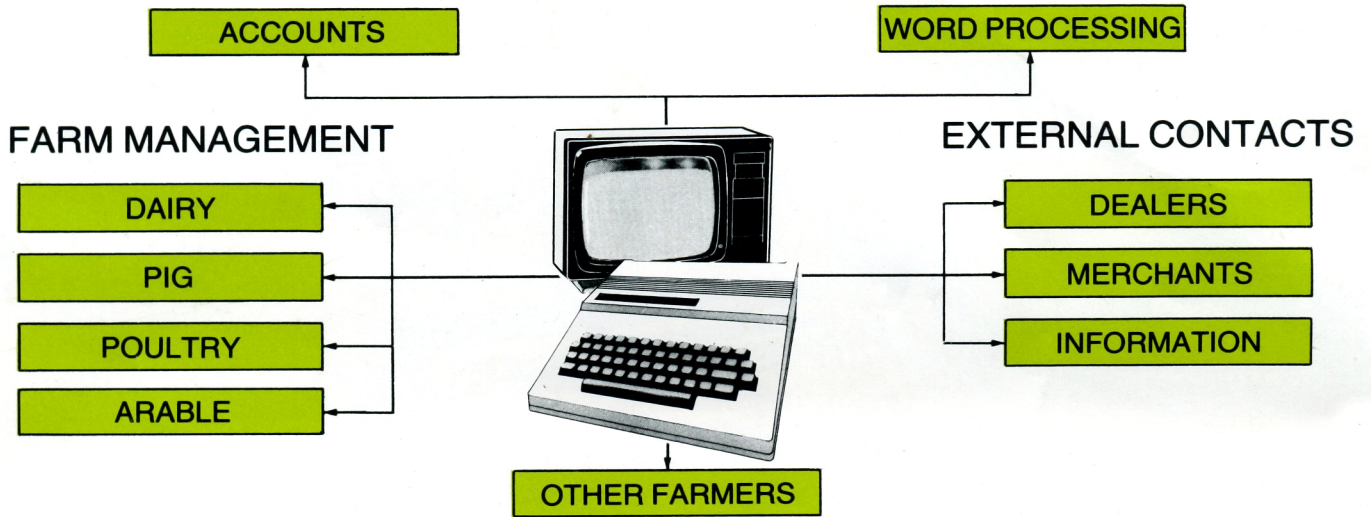
By inserting a special Farmfax cartridge into your computer and plugging it into a standard British Telecom



By using the special Farmfax Cartridge connected to the British Telecom telephone socket, you will be able to use FARMFAX POST. This will enable you to communicate with dealers and other farmers on the system.



FARM OFFICE MANAGEMENT



HERE'S WHAT THE FARMFAX SYSTEM OFFERS

All you do is type out your message on the computer keyboard, with the name and address of the person to whom it has to be sent and it will be on its way at the press of a button.

It will take only seconds to get to its destination, no matter whether it is in Lands End or John O'Groats. And it costs less to send than ordinary mail. You will be able to get instant replies too. Think what this can mean to you. No wasted time on the telephone. You can send messages to your dealers during the evening (or

early in the morning for that matter) and they'll be waiting for their attention as soon as their offices open. You'll get replies on your computer when you come in for lunch. Or if they are more urgent, we can link you to a British Telecom bleeper which you carry around in your pocket. As soon as the answer to a specific message is received, your bleeper will tell you, and you can pick it up from your computer straight away.

And its all so easy to operate – that's the clever part of the Farmfax Computer System.

RIGHT – I'M INTERESTED WHERE CAN I SEE A DEMONSTRATION?

There are Farmfax Computer System dealers throughout the country and these include most Agricultural Co-operatives and Agricultural Machinery dealers.

They will give you a demonstration and arrange a free, no strings attached, seven day trial on your own farm.

That's how confident we are that you will find the Farmfax System right for you.

HERE ARE SOME OF THE FARMFAX MANAGEMENT PROGRAMS

The Farmfax System is the most advanced you can buy. The programs come from practical on farm experience and they have all been designed by programming experts.

The Farmfax Program Library includes the following:

CASH PLANNER
 CASH ACCOUNTS
 WORD PROCESSOR
 CULLCOW
 RATION FORMULATION
 DAIRY MANAGEMENT
 INDIVIDUAL COW RECORDS
 DAIRY PREDICTION
 FERTBUY
 SUPER FERTBUY

FIELD RECORDS
 PIG FATTENING
 PIG BREEDING
 FLOCK DATA (Poultry)
 BUYSELL

New programs are always being added.

FARMFAX

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