

National reach  
with a **local service**



**HUTCHINSONS**

Crop Production Specialists

[www.hlh1td.co.uk](http://www.hlh1td.co.uk)



# ABOUT US

Hutchinsons is one of the UK's leading providers of agronomic advice and crop inputs.

Founded in 1938, Hutchinsons remains a family business. Providing advice and products to more than **one million hectares of the UK's arable area** – this continues to grow.

Hutchinsons employs over 440 staff nationwide, more than half are directly involved with customer-facing agronomic relationships.

A forward thinking, can-do attitude is at the forefront of Hutchinsons philosophy. A long-standing commitment to customers and staff, technological advances and continuity of management are key strengths of the business.

The success of the business is a strong reflection of the dedication and enthusiasm of all staff working closely together cohesively and effectively.

*It's our people that make the difference.*

PROVIDING ADVICE AND  
PRODUCTS TO MORE THAN

**1 million**



HECTARES OF THE



**UK'S ARABLE AREA**

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## Our Service

*National reach  
with a local service*

Our services and product supply ensure **continuation of long-term customer partnerships**.

Sustainable, responsible and local expertise keeps our customers successful, competitive and profitable.

Our customers are supported with strategic business aims as well as day-to-day crop management decisions.

## Our People

Hutchinsons continuously invests in its people. Professional development and regular training allow our team to provide comprehensive, up-to-date service and advice, while staying abreast of the latest legislation.

**Hutchinsons has an enviable reputation as one of the foremost agronomic employers in the UK.**

## Our Responsibility

Hutchinsons strives to be the best in our sector in corporate governance, business practice and sustainability through all services and products delivered.

Hutchinsons is a long-term supporter of sustainable farming practices through the **Linking Environment And Farming (LEAF) project**.

Through the Agricultural Industries Confederation and direct activities, Hutchinsons campaigns vigorously to ensure policy-makers know about British farming's needs.



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# AGRONOMY & ADVICE



Helping our customers realise their full business potential, by providing the best **independent** agronomic and crop production **expertise** - from full field walking to specialist precision and strategic planning advice.

Our agronomists hold industry-recognised qualifications **BASIS** and **FACTS**.

And also specialist qualifications such as:

- Conservation
- Soil & Water Management
- Plant Protection Award

Advice is tailored to meet the individual's requirements:

- Based on sound business principles and practical implementation
- Supporting integrated farm management practices
- Independent of manufacturers
- Backed by a varied in-house R&D programme, including the unique Helix project
- Meeting environmental criteria with minimal negative impact.

All agronomists have access to specialist expert knowledge and a cloud-based information system with the latest trials results and product updates.





## Arable Agronomy

Our national team advises on all broad-acre arable crops including cereals, oilseed rape, pulses and forage crops.

Specialist areas of advice include:

- Soil management
- Nutrition
- Seed and variety choice
- Analytical and laboratory services
- Farm business advice
- Application techniques
- Crop establishment.



## Horticultural Agronomy

Our specialist horticultural team advises on all types of top and soft fruit, hops, vines, ornamentals and other horticultural crops, both protected or outdoor.

Advice and supply include:

- Crop protection products
- Biological control products
- Plant nutrition (including fertigation)
- Growing systems
- Horticultural sundries
- Tree selection.

Guidance is offered to ensure end market and retail protocol requirements are met:

- Crop choice
- Varieties
- Orchard design
- In-crop agronomy
- Crop storage and management.



### Omnia:

OUR SPECIALIST PRECISION  
AGRONOMY SERVICE  
PAGE 9



## Vegetable Agronomy

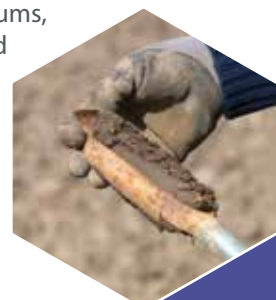
Depots are positioned in key field vegetable regions and agronomists advise on specialist production of alliums, brassicas, root crops, herbs, salads and other specialist crops.

Advice is always up-to-date through our involvement with:

- Research organisations including Rothamsted and the Central Science Laboratory
- Crop specialist agencies including AHDB Horticulture and PGRO
- Product suppliers.

Regular personal contact with regulatory groups provide confidence in advising on issues of:

- Product approval
- Management of residues
- All aspects of user and consumer safety and crop protocols.





# NATIONWIDE TECHNICAL TRIALS



VISIT  
HLH LTD.CO.UK  
FOR A FULL LIST OF  
UPCOMING EVENTS



## Research & Development Trials

### Hutchinsons is at the forefront of modern crop production technologies.

Working alongside all major agrochemical R&D manufacturers, to carry out in-field product trials at strategically positioned sites throughout the UK.

Growers can observe demonstrations in conditions close to their own and benefit directly from the findings.

Our agronomists are at the leading edge of research, development and knowledge - giving sound basis for advice and recommendations.

The trials undertaken include **arable crops**, as well as **specialist demonstrations** in:

- Potato
- Brassica
- Maize
- Cover crops
- Fruit
- Vegetables.

Many years of work have developed highly effective strategies for **managing blackgrass populations** more effectively.

There is a full program of future studies which include looking at all aspects of blackgrass control in the absence of new chemistry.







# HELIX

## Linking technology, knowledge and advice to deliver sustainable farming

Helix is a **unique research project** that develops technology with knowledge, to deliver a greater level of advice and benefit growers' productivity, profitability and efficacy.

**The Helix Farm:**  
THE FIRST OF ITS KIND  
WITHIN THE INDUSTRY



### The Helix Farm

The Helix Farm is a whole farm central hub for trialling and demonstrating the latest innovations and technologies to determine their tangible benefits. It is the first of its kind within the industry.

#### The current Helix projects are:

##### Project Nutrition

- Developing tools to release the potential of soil and plant nutrition and **ultimately increase output while minimizing environmental footprint.**

##### Project Predict & Justify

- Utilising predictive tools to justify and ensure **efficiency of use and cost of crop protection solutions.**

##### Project Sustainability

- Monitoring, measuring and managing the environment to **maximise positive impact** on output, environment and farm business sustainability.

##### Project Traits

- Developing bespoke management programmes for emerging new trait technologies to **increase efficiency in costs and optimise output.**
- Assessing the parameters of yield more easily to make decisions on seed rates and inputs management.

As well as several other long-term, collaborative research projects in development.



LEARN  
MORE ABOUT THE  
GROUND-BREAKING HELIX  
FARM AND PROJECTS:  
[HELIXFARM.CO.UK](http://HELIXFARM.CO.UK)



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# HORTICULTURE

Our team of specialist horticultural agronomists advises on all aspects of UK top, soft and vine fruit crops.

Hutchinsons works directly with marketing organisations and is on-hand to support our customers with attaining fresh produce protocols whilst maintaining yield and quality.

Hutchinsons also supplies a whole range of sundries and packaging requirements for growers and pack houses, through our colleagues at **Produce Packaging**.



## Hutchinsons Enhanced Light Interception Orchard System (**HELIOS**)

### *Increasing orchard yield*

The Hutchinsons HELIOS project is **unique within the industry** and provides growers with an opportunity to look at experimental orchard design in Kent and the West Midlands.

HELIOS explores how orchard design can be improved to capture more sunlight and increase yield. Yield potential of current orchard systems is restricted by its inability to intercept a proportion of available sunlight.

Demonstrated in two trial orchards, HELIOS is the first in the UK to explore how this can be done, while considering establishment costs and likely future developments in mechanisation, such as robotic picking and mechanical pruning.



MORE ABOUT  
PRODUCE PACKAGING  
ON PAGE 13





## Translating data into knowledge

An unrivalled precision farming system that provides tailored practical and effective advice to growers.

Data is collected from multiple sources to create layers on a sub-field level including elements such as soil texture, soil analysis, pests, weeds, yield potential, NDVI and yield mapping.

### OmniaHUB

Using this Multi-Dimensional Analysis, Omnia analyses layers and information such as field history and historical sampling to create variable rate nutrient, seed or crop protection plans and field performance maps.

- Advanced algorithms calculate the optimum solution for an individual area within the field
- Field areas are treated to **reduce waste and costs**
- A Field Performance map compares yield variability within a field across multiple years
- It delivers greater confidence and a better basis for decision making
- Cost of Production maps identify the least and most costly areas within the field in an understandable way, **improving productivity and profits, while ensuring sustainability.**

### Your data is always at your fingertips

For the first time, data can be managed from one application, with flexible access from any computer or tablet, in both the office and field and allowing plans to be fine-tuned and monitored through the season.

### Omnia Connect

Omnia Connect streamlines precision farming operations via an iPad app.

- Variable plans are **seamlessly sent** via Connect to control a spreader, sprayer or drill
- Greater control and **improved efficiency**
- Compatible with a wide range of machinery.

### Omnia Plant Vision

- Ruggedized NDVI sensors capture accurate green area information in any growing crop
- Can be mounted onto any machine and data imported into Omnia to create variable nitrogen applications, crop monitoring and harvest planning.

### Omnia Field Manager

Industry-leading optimisation of manure and fertiliser use without the requirement for precision farming technology.

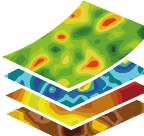
A complete nutrient management plan for the growing season is tailored to farm requirements, which maximises manure benefit, reduces environmental impact and ensures legislation compliance.





# TERRAMAP



  
TerraMap

**TerraMap:**

UNIQUE TO HUTCHINSONS  
IN THE UK



WHAT SECRETS  
WILL TERRAMAP REVEAL  
ABOUT YOUR SOIL?  
[OMNIAPRECISION.CO.UK  
/TERRAMAP](http://OMNIAPRECISION.CO.UK/TERRAMAP)



TerraMap is the **world's highest resolution** soil mapping service and **sets the standard for accuracy at over 800 data reference points per hectare.** For comparison, grid sampling produces a single data reference point per hectare.

The passive gamma-ray detector scans the field and reference soil samples are collected. The data is combined and processed to produce up to 21 high-definition soil property layers and using Omnia it can produce the most accurate variable rate application maps.

TerraMap methodology is not affected by soil moisture, compaction, crop cover or cultivation state, so there are very few limitations to when it can be used – offering a much wider operating window than other soil scanning systems.

The **consistency** and **reliability** of the results from TerraMap are proven across many years and hectares. TerraMap is the **game-changer in mapping technology.**

TerraMap is available as a standard or premium service and compliments the Healthy Soils assessment.







# HEALTHY SOILS

# HEALTHY SOILS

## *The pinnacle of soil analysis*

Healthy Soils is an audited report used for benchmarking purposes, and provides information for growers and agronomists to **actively manage soil resources and optimise crop performance**.

It's the **only report** to give both total and available nutrition and rotational nutrient-cycling.

### Includes:

- A **Visual Evaluation of Soil Structure (VESS)** test conducted through the soil profile
- **Infiltration assessment** revealing issues with structure, capping and impermeable horizons
- **Cropping & Cultivations Review** assesses current practices with historical rotations, cultivation and drainage
- **Soil Texture** to determine sand, silt and clay composition
- **Soil Health** using techniques including Solvita CO<sub>2</sub> burst test
- **pH & key nutrients** assessed on three horizons
- **Key organisms** Epigeic, Endogeic and Anecic worms assessed
- **Soil Yield Potential Assessment** by Omnia Precision software
- **Compliments the TerraMap** soil scanning service.

## Laboratory and analytical services

Comprehensive analysis services supported by technical interpretation and professional advice are available:

- Soil nutritional analysis
- Soil nematode analysis
- Soil contamination analysis
- Tissue analysis
- Manure and slurry analysis
- Recycled waste and compost analysis
- Water analysis (micro biological and chemical).

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## Seed

Hutchinsons is a leading supplier of agricultural and amenity seed. Seed range includes:

- Cereals
- Oilseed rape
- Pulses
- Forage crops (Grass & Maize)
- Game cover
- Cover crops for specialist purposes
- Amenity grass
- Environmental stewardship mixtures.

Hutchinsons seed specialists offer independent advice. When choosing species and varieties, our customers get the correct solution for the situation.

With expert knowledge of the UK market, and industry-leading agronomic expertise, Hutchinsons can help you farm more efficiently and profitably.



## Fertiliser

Hutchinsons offers a comprehensive crop nutrition advice and supply service. Supplying a complete portfolio of fertilisers and foliar feeds, the best product choice is available alongside impartial advice.

- Macro and micro nutrition including solids, liquids and renewables
- Complete, unbiased FACTS qualified advice across all crop sectors
- Full legislative and environmental compliance consultancy
- Variable rate plans, advice and technology integration through **Omnia Precision**.

A dedicated team provides technical and commercial support to our agronomists. Our advice is tailored to the individual's requirements and takes into account economic, environmental and practical considerations.



## The food packaging division of Hutchinsons

Produce Packaging is the **UK's leading supplier of packaging materials**, specifically designed for the fresh produce, fresh food, beverage and horticultural industries.

In addition to an extensive stock range, **Innovation and Bespoke services** are key to the offer.

Physical design, quality print and cutting-edge materials are offered to meet our customers' specific needs.

Produce Packaging provides **environmentally friendly, compostable and recyclable packaging** for a wide range of markets, keeping customers at the forefront of packaging material technology.

Product range includes:

- Fresh produce
- Fresh food
- Protein
- Bakery
- Ready meals
- Food to go
- Beverage

Operating from four depots nationwide, a next day delivery service is offered for items from stock.

TO FIND OUT  
MORE ABOUT US  
PLEASE VISIT:

[PRODUCEPACKAGING.CO.UK](http://PRODUCEPACKAGING.CO.UK)





# LOGISTICS



## Our Depots

Hutchinsons is a leading distributor for all major manufacturers and suppliers of agricultural and horticultural inputs from our network of BASIS registered stores.

Drivers are all ADR trained and all vehicles are monitored by IsoTrak to ensure a reliable and timely delivery service, with live performance and ETA updates.





Hutchinsons is committed to a professional and enriched team culture that invests in all employees.



## The Hutchinsons Foundation

The Hutchinsons Foundation is the most professional and comprehensive training programme for new agronomists within the UK.

They receive training of the highest standards to equip them with the technical knowledge, expertise and customer-focus essential for sustainable crop production advice.

The course consists of two years of research, assessments and qualifications, followed by a further year of continued mentoring and has successfully established more than 70 agronomists over the past ten years.

## Hutchinsons Academy & Advanced Agronomy Training (AAT)

Training and skills development are extremely important to ensure all Hutchinsons staff can deliver the best possible service to our customers.

The Hutchinsons Academy – a series of 15 business modules – has been created to cover a wide range of subjects where staff can focus on enhancing their skills and keep up-to-date with the latest technologies and knowledge.

The AAT contains 10 crop modules - each providing an advanced approach to a specific crop and its production and aims to lift yield and quality to Yield Enhancement Network standards. Agronomists focus on the physiological aspects of crop husbandry and apply advanced, practical approaches with their customers to elevate yield and output quality.



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## A word from David

"Over 200 advisors are involved in the management of more than 1 million hectares of agricultural and horticultural crops; with a range of soil types, cropping and environmental objectives. This ensures that our decision-making and subsequent advice is based on local factors and conditions.

Our industry is very fast moving technically and our customers rightly expect us to keep ahead of the game in all areas of crop husbandry and farm management. This requires considerable investment in training and development of our most valuable resource; **our people**"

**David Hutchinson** – *Chairman*

# HUTCHINSONS

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