



## Greg Easton

Farm Management Consultant

### EDUCATION

BACHELOR OF AGRIBUSINESS (Marketing)

**Curtin University**

### CONTACT

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### PROFILE

Greg brings both practical experience and professional expertise to his role as a Farm Management Consultant at Farmanco.

With a strong background in agriculture, Greg previously managed a 1,780-hectare mixed farming property in the Upper Great Southern region of Western Australia.

Prior to joining Farmanco in 2009, he worked as a Commercial Banking Manager with Bankwest, where he developed a deep understanding of rural finance and agribusiness operations.

### AREAS OF EXPERTISE

- Business analysis – Gathering and interpreting financial and physical data to assess business performance and identify growth opportunities.
- Budgeting – Preparing cashflow projections to support planning and financial decision-making.
- Benchmarking – Comparing individual farm performance against similar businesses in equivalent rainfall zones.
- Property purchases and leases – Providing financial analysis and risk assessment for land acquisition and leasing decisions.
- Strategic planning – Assisting clients in the development of long-term plans to guide strategic business direction.
- Grain marketing – Offering general information and advice on grain marketing strategies.

### PROFESSIONAL ASSOCIATIONS

Member of AAAC(WA) Inc