

RICHARD GROOM

Director PF Agribusiness

About Me

Richard has more than 20 years' experience working with a broad range of family business owners of different sizes, industries and with varying objectives. He has coached and mentored businesses owners, implementing and advising development solutions from family farms to multi-national agribusiness.

Work Experience

Director | PF Agribusiness (June 2015-Present)

Agricultural Educator and Business coach.

Provides business coaching and mentoring for agribusiness & farming families, including: transport; irrigation (cotton); wool; prime lamb production; cattle breeding & trading operations; dryland cropping. Facilitates family succession meetings and provides education & training in economic management and grazing management.

Director and Head of Agribusiness and Training | PrincipleFocus NSW (2005-2015)

Facilitated numerous Business of Farming Schools and Cell Grazing Focus Courses. Implemented whole farm business blueprinting, business coach & mentoring for agribusiness & farming families and facilitated family succession meetings.

NSW State Manager | Resource Consulting Services (2002-2005)

Facilitated 20 Grazing for Profit Schools and Executive Link Boards. Ran Cell Grazing & Animal Nutrition Workshops and facilitated multiple Grazing Management Field days.

Manager | Binglebrook Pastoral Company (1985-2001)

Managed family cattle & sheep property at Guyra NSW and implemented time control grazing over the whole property, increasing ecological health and carrying capacity from 8 dse/ha to 12dse/ha using grazing management principles. Business was in top 20% of Benchmarked Properties in RCS Profit Probe.