

CAPABILITY STATEMENT

Jana Freebairn



**Lead Consultant
Ag Production & Adoption**

CONTACT DETAILS

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Freeling SA 5372

QUALIFICATIONS

- Bachelor of Agricultural Science (The University of Adelaide)

Jana is a committed member of the Pinion Advisory Team. She works in the Ag Production & Adoption Team, primarily delivering technical advice to broadacre cropping clients in the Lower and Mid North regions, and other districts in South Australia. Jana strives to bring sound independent advice to clients, with a focus on whole of business profitability and long-term sustainability.

Jana is part of the dynamic WeedSmart Team, engaged as an extension agronomist for high rainfall regions of Southern Australia.

Jana also works with farm business clients and delivers the benchmarking service. She has been a key instigator of the Next Generation Breakthrough Group, working through management succession with the next generation of farm managers. Jana manages the soil testing service in South Australia and is a key author of the agronomic newsletter, InCrop®.

Jana has a highly adaptable skill set and works in various service delivery areas across the Pinion Advisory Team. She brings a great deal of enthusiasm to all areas of her work and is committed to delivering a high level of value to clients.

Areas of expertise

- Agronomic technical advice, paddock planning and monitoring
- Soil testing, interpretation and planning
- Integrated weed management
- Technical report writing
- Benchmarking data entry and interpretation
- Strategic business planning
- Industry involvement and extension
- Industry project management and delivery

Professional experience

- Pinion Advisory – Lead Consultant - Agribusiness, 2025-present
- Pinion Advisory – Consultant - Agribusiness, 2020-2025
- Pinion Advisory (Rural Directions) - Graduate Agribusiness Consultant, 2019-20
- Rural Directions – Grain Marketing Harvest Casual, November–January 2016/17 and 2017/18

CAPABILITY STATEMENT

Relevant projects

PROJECT	ROLE	CLIENT	YEAR/S DELIVERED
Agronomy service delivery	Provide technical advice to agronomy clients. Includes paddock planning, field work, recommendations, phone and email support	Various agronomy clients across SA	2019-ongoing
Farm business management service	Benchmarking data entry, interpretation and delivery. Support for advisory board and business planning delivery	Various farm business clients	2019-ongoing
WeedSmart Extension Agronomist	WeedSmart communications delivery to high-rainfall regions.	University of WA	2021-2022
PIRSA Farm Business Management Program	Consultant support, benchmarking delivery, client communication, business plan development	PIRSA	2020-2021
Livestock Integration for Resilient Cropping Systems (National Landcare Program)	Project management and project delivery. Delivery of the literature review and workshops	Department of Agriculture	2020-2022
GWAC (National Grains Weeds Advisory Committee)	Project management, facilitation, national specific issues workshop preparation and delivery	Grains Research Development Cooperation	2019/20
InCrop® agronomic technical newsletter	Writing technical articles for the monthly editions. Project management	Clients and subscribers	2019-ongoing
Soil testing	Manage the SA soil testing service. Includes system development, invoicing, promotions, soil sampling, result analysis, recommendations and client consultation	Agronomy clients	2019-ongoing
Next Generation Breakthrough Group	Project management and delivery. Includes workshop content preparation, workshop delivery, participant coaching, program development	Next gen clients and mentors	2020-ongoing
Industry participation	Includes involvement in farming systems groups, industry extension, and event attendance	Various	2019-ongoing