

What's The Turf Farm?



The Turf Farm Family!

We believe the best Aussie memories start with the smell of freshly cut grass and the sound of a sizzling BBQ. Our team does things differently! We love to delight with an exceptional experience and quality products and services. We've got your back! Planted with love, nurtured with devotion, and harvested with precision the team operate with the customers personal desires and happiness and in mind. The specialised lawn delivery with our lawn chauffeurs who aren't just there to drop off lawn but care about the customer experience too.



The Technical Stuff!

- ♥ Over 60Ha of commercial turf
- ♥ Four Varieties grown
- ♥ AusGAP Accredited
- ♥ Lawn Solutions Australia Member
- ♥ Irrigated by three automated centre pivots
- ♥ Mowers (6) - Trimax Pegasus, Procut & Warlord
- ♥ John Deere Tractors
- ♥ Robomax Autoharvester
- ♥ Kesmac Roll & Slab Harvesters
- ♥ Tractor driven - Vacuum, Aerator & Weed wiper
- ♥ Toyota Forklift
- ♥ Hino Semi freighting Pinnaroo - Adelaide
- ♥ 1400Ha of dryland cropping Wheat, Barley & Lentils
- ♥ Integrated Pest Management
- ♥ Plant & Soil Health Management Program
- ♥ Dispatch Logistics Statewide Mon-Fri
- ♥ Digital technology with App communications
- ♥ Timebook, WHS & HR with EmploySURE
- ♥ Trials & Research for best grasses & best techniques
- ♥ Over 40,000 Customers and over 2.2 millions Meters Sold



Our Values

**Excellence - Dare to be Different - Inspire
Accountability - Connection - Leadership**



Where it all Began... 2003

Paul & Tracey mortgaged their car for \$24,000 brought secondhand irrigation equipment and began the journey of growing lawn. All hands were on deck; grandma, parents, brother and our little tribe of three small kids worked day and night to plant our first hectare by hand, every 30cms.



Research & Accreditation

AusGAP Turf Accreditation - Accredited since 2017 and proudly a member of the largest turf research group of turf grasses in the southern hemisphere, Lawn Solutions Australia



Ausgap Inspection Visit: Mick Sutton, checking for purity and quality renewing our accreditation for another year.



The Business Paddock to Play

The Turf Farm specialises in beautiful lawns and happy customers. A family run local business supplying lawn solutions to all South Australians. Leaders in growing, delivering, and aftercare with a genuine care for customer experience. The lawn is nurtured in the mallee at Pinnaroo, transported with our unique specialised delivery service fresh from the paddock to door. It doesn't stop there! The Turf Farm team of consultants keep contact with friendly aftercare advice and support. The Turf Farm team really do care, we love lawn and delight in helping others love their lawn too! Creating your dream space has never been more fun!

Turfie Tribe Vibe

The Turfie Tribe are family! We love to spend time together. We love a good snitty night, Friday night drinks or pallet burn. Team events include team fun days, education & development.

A Tribe comprises of numerous diverse families and generations together, that share the same language and culture. In a tribe you belong; supported by those who believe in the same values; encourages, inspires and advocates for one another. The tribe is organised by leadership and structure; journeying together with people who know who they are and where they fit.



The Turf Farm Australia Pty Ltd
 Owners: Paul & Tracey Daniel
 280 Nickolls Road Pinnaroo SA
admin@theturfarm.com.au
theturfarm.com.au

Business Manager: Chloe 0438 396 407
 Office: 08 8577 8826

EMPLOYER CV