



CropLogic makes first sale from Mildura office

AWARD-winning New Zealand agricultural technology company CropLogic recently announced that it has made its first sale from the Sunraysia region.

The sale came through CropLogic's agri-tech hardware and software solution, 'CropLogic realTime'.

This new order follows the company's recent opening of its first regional Australian office in Mildura in September last year,

and the appointment of Regional Sales Manager, Cedric Geffen, and Sales Agronomist, Talitha Gollan.

The company's decision to locate its office in Mildura was based on the region's strong agriculture sector. The Mildura region produces 98 percent of Australia's dried grapes and 75 percent of the country's table grapes, with other 'boom' crops including 64 percent of Australia's almonds and 24 percent of Australia's citrus.

These high-value crops are experiencing exponential crop,

price growth due to the region's established road network, a positive trade environment and Asian market demand.

With CropLogic's South-East Australia target area representing approximately 74 percent of Australia's horticulture acres, water management is a key issue for the region as it's vital to quality grade/return for the growers in the area.

CropLogic's Mildura agri-sales team are able to provide the knowledge, expertise and technology, including CropLogic realTime, to assist growers to optimise their crop yields.

CropLogic's CEO, James Cooper-Jones, said he has been impressed with the Sunraysia region's agricultural industry growth and was pleased at the positive response that CropLogic has received from the regional government and his company's partners as well as from the local farming community.

"This first order is a key

achievement for CropLogic with the company announcing in its recent Investor Presentation that this initiative would be one of its operational goals within the six-month period to April 2019," Mr Cooper-Jones said.