



04 Dec 2018  
Sunraysia Daily, Mildura VIC

Section: General News • Article Type: News Item • Audience : 5,535 • Page: 13  
Printed size: 313.00cm<sup>2</sup> • Region: VIC • Market: Australia • words: 158  
Item ID: 1045878623

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Page 1 of 1

## Business on new horizons

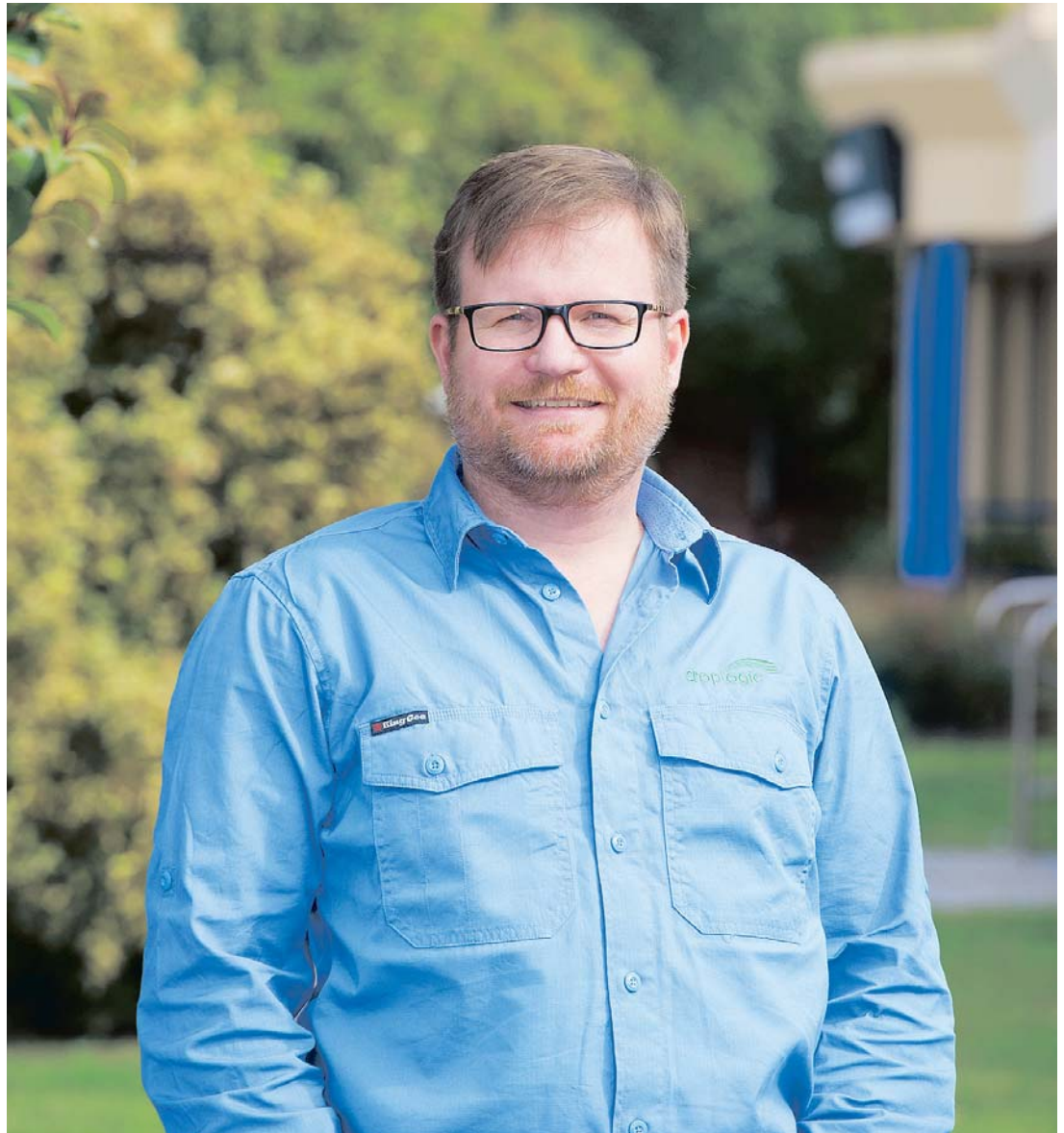
**ONLY** five months after opening its south-eastern Australia headquarters in Mildura, NZ agricultural technology company CropLogic has announced the creation of a new office in Twin Falls, United States.

The ASX-listed company has announced, following the success of its recently opened regional sales office in Mildura, it will open a new regional sales office in the Idaho city.

Using in-field soil moisture sensors, the CropLogic technology collects real time information before making it available to growers via an app on their computer and smartphone.

“Research partnerships are important to CropLogic and this relationship with CSI adds to our research relationships with institutions in New Zealand, Australia and now the US,” chief executive officer James Cooper-Jones said.

“We find local research institutes have a unique perspective on the challenges facing growers in their own region.”



CropLogic chief executive officer James Cooper-Jones says research partnerships are important to the company so it can broaden its scope in overseas industry.