



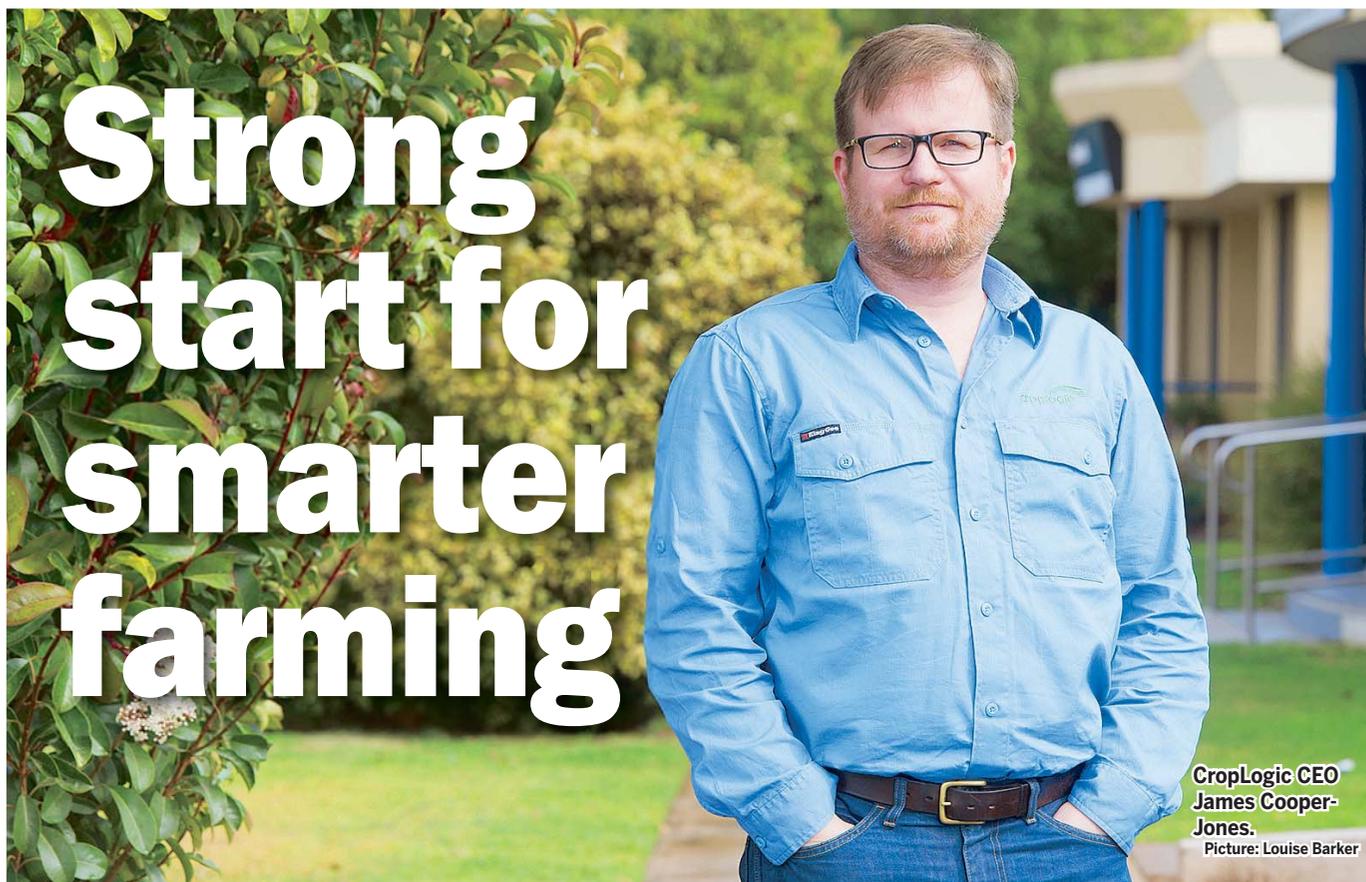
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CropLogic CEO
James Cooper-Jones.
Picture: Louise Barker

By Michael DiFabrizio

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AGRICULTURAL tech company CropLogic has made its first sale in Sunraysia since opening its south-eastern Australian headquarters in Mildura.

The New Zealand business, which is listed on the ASX, announced it had secured a buyer for its agri-tech hardware and software solution CropLogic realTime.

Using in-field soil moisture sensors, the technology collects live information and makes it available to growers via an app on their computer and smartphone.

CropLogic chief executive James Cooper-Jones said the company saw the potential for further growth in the region.

"I have been impressed with the Sunraysia region's agricultural industry growth and

pleased at the positive response that CropLogic has received from the regional government and our partners, as well as the local farming community," Mr

Cooper-Jones said.

"The 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."

The business recruited a regional sales manager and a sales agronomist to its Mildura office in September and October, after the office was set up in August.

In yesterday's statement to the ASX, CropLogic noted the Mildura

region's status as producing 98 per cent of Australia's dried grapes, 75 per cent of its table

grapes, 64 per cent of its almonds and 24 per cent of its 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," the release said.

Elsewhere, CropLogic has set up a regional office in Idaho and appointed advisors on Oregon's hemp market.