

12 December 2018

CropLogic Makes First Sale from Mildura Office

CropLogic Limited (ASX:CLI) (“CropLogic” or “Company”) is pleased to announce that it has made its first sale from the Sunraysia region, for 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, Victoria (announced during the [September 2018 quarter](#)), and the appointment of Regional Sales Manager, Cedric Geffen, and Sales Agronomist, Talitha Gollan (announced [12 November 2018](#)).

The Mildura region produces 98% of Australia’s dried grapes and 75% of the country’s table grapes and other ‘boom’ crops such as 64% of Australia’s almonds and 24% 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.¹ CropLogic’s Mildura office is ideally suited to take advantage of these regional crop trends and expand into further target crop opportunities including avocados, apples and row crops such as potatoes.

With CropLogic’s South-East Australia target area (Figure 1) representing approximately 74% of Australia’s horticulture acres, water management is a key issue for the region as it is 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.



Figure 1: CropLogic’s target geography - the ‘Southern Regions’ showing the location of Mildura, Victoria

¹ GROW Mildura, Mildura Regional Development Report (2016) <https://milduraregion.com.au/about-mildura/>



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ASX Announcement

James Cooper-Jones, CEO of CropLogic said:

"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 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 6-month period to April 2019.

"Within the past month CropLogic has also accomplished a number of other strategic short-term goals including the opening of its regional office in Twin Falls, Idaho and appointment of advisors on the hemp market in Oregon."

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About CropLogic

CropLogic is an award-winning New Zealand agricultural technology company listed on the Australian Securities Exchange (ASX). After launching its product into Washington State, USA in 2017, CropLogic is currently servicing a significant portion of horticultural growers in this region, with a market share as high as 30% in some crops. Following significant growth (2017-2018) in Washington State and Northern Oregon, in 2018, CropLogic expanded into the Idaho market. CropLogic offers growers of irrigated crops with digital agricultural technology expertise based upon scientific research and delivered with cutting edge technology – science, agronomy and technology interwoven into an expert system for decision support. For more information please visit: <http://www.croplogic.com/>