



New Zealand digital ag tech company expands to Twin Falls

By: Teya Vitu October 30, 2018 0



New Zealand’s CropLogic will open a sales office on the College of Southern Idaho campus. Photo courtesy of Southern Idaho Economic Development Organization.

New Zealand-based digital agricultural technology company CropLogic will open its second U.S. sales office on the campus of the College of Southern Idaho in Twin Falls.

CropLogic, CSI, the city of Twin Falls and the Southern Idaho Economic Development Organization announced the move on Oct. 26.

Established in the Christchurch, New Zealand, suburb of Addington in 2010, CropLogic first expanded to Australia before introducing its services in the U.S. in 2017 with its first sales office in Pasco, Washington.

“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 USA,” CropLogic CEO James Coakley said in a news release. “We find local research institutes have a unique perspective on the challenges faced by growers in their own region. We’re excited how this unique perspective coupled with the resources from our global research partners can assist CropLogic and the Twin Falls region in providing increasingly innovative agricultural technologies for growers in Southern Idaho.”

CropLogic provides a suite of digital agricultural technologies including remote soil moisture monitoring, infrared imagery and predictive modeling.

“As we met with CropLogic over the past few weeks, it became apparent that they were a great match for Idaho and the regional emergence as a center of food production and processing technology,” said Todd CSI’s executive vice president and chief academic officer.

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