

NZ horticultural group expands into Mildura

NEW Zealand agricultural company CropLogic Limited will expand its operations into Mildura following the launch of a new partnership with the Mildura Regional Development – Smart Farm project, SproutX and the Victorian Government.

The move forms part of CropLogic's future growth strategy.

CropLogic is an award-winning company listed on the Australian Securities Exchange, that offers large scale crop growers with digital agricultural technology expertise based on scientific research delivered with cutting edge technology – essentially science, agronomy and technology interwoven into an expert system for decision support.

SproutX is a joint venture between Findex and the National Farmers' Federation, and has worked with more than 30 agtech start-ups in the past two years.

Mildura Regional Development CEO, Daryl Buckingham, said the core focus of his organisation's strategic plan

is to support and grow the region's economy by capitalising on assets already here, and to attract new investment, innovation and business to Mildura.

"This partnership with CropLogic fits perfectly within this framework, and I am excited by the possibilities it opens up for the region," he said.

"Australia has long been a stated key revenue target region for CropLogic. The company has identified growth and interest within regional Australia, with an initial concentration on the Riverina in NSW, Sunraysia/Mallee regions of Victoria/NSW, the north west slopes of northern NSW and northern Tasmania."

The Mildura Regional Development – Smart Farm project is being developed to foster further growth of the region's horticultural and agriculture sector through the uptake of advancing technology.

It will use industry-leading research and development and education and training to



ensure farmers are equipped to seize opportunities.

The Smart Farm will provide vocational education and training that unites experience with knowledge through links between universities, horticultural experts and technology companies, growers, robotic

specialists and IIoT (Industrial Internet of Things) from around the world.

The farm's goal is to develop, test and commercialise IIoT solutions and combine them with robotics to increase productivity and sustainability on farmers.

It will provide pathways from product concept to market, VET and higher education training and will help bring life to new and innovative ideas.

CropLogic CEO, James Cooper-Jones, said the response and uptake of Crop-

- Mildura Regional Development senior communications and marketing advisor, Kirsten Lloyd, CEO, Daryl Buckingham, and project officer, Sharon Morrell, have welcomed the arrival of CropLogic to the region.

Logic realTime in the Columbia Basin, USA, could not have been better this season.

"A big part of this success was the expertise and local knowledge developed through CropLogic's regional partnerships there," he said. "CropLogic values these partnerships in its global growth strategy and it's why we were eager to take this opportunity when approached by SproutX and Mildura Regional Development."

"A lot of the tree and viticulture crops that are seeing a resurgence and boom in the Mallee/Riverina are crops CropLogic has been servicing in the USA.

"We're getting great feedback from these growers and we're eager to bring this technology to Mildura and contribute to grower's optimum yield rates there too."