

CropLogic sprouts latest expansion plans

New Zealand agricultural technology company CropLogic will be a part of the Mildura Regional Development Smart Farm project after a new arrangement in collaboration with SproutX, Mildura Regional Development and the Victorian Government.

Staff Reporter
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CropLogic's target 'Southern Regions', showing the location of Mildura, Victoria

The move follows the company's April 30 announcement of its growth strategy for Australia, which specifies South-East Australia, including Mildura, as a focus. CropLogic stated that this is "based on market data that confirms that this area represents approximately 74% of Australia's horticulture acres with a gross product at the farm gate of \$3.4 million p/a".

James Cooper-Jones, CEO of CropLogic, said that a lot of the tree and viticulture crops that are seeing a resurgence and boom in the Mallee/Riverina area 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."

Andrew Lai, Director of SproutX, said "the Mallee region is a leading horticultural area, supported by irrigation infrastructure that was installed 130 years ago and it has shown an ability to embrace and evolve with emerging technology."

The Victorian Government stated that it has classified agribusiness as a prime strategic industry for Mildura, with the region's horticulture being key, and that viticulture and wineries have also been identified as vital tourism assets for the region.

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

The Smart Farm's goal is to develop, test and commercialise IoT (Industrial Internet of Things) solutions and combine them with robotics to increase productivity and sustainability on farms.

<http://www.farmingahead.com.au/business/markets/croplogic-sprouts-latest-expansion-plans/>