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Interview with ABC News Australia

Christchurch, 22 January: CropLogic Limited (ASX:CLI) Managing Director Jamie Cairns was featured on ABC News Australia, providing insight into the Company's new smartphone app.

With increasing media interest in the Company's new app, Mr Cairns welcomed the opportunity to speak with ABC Reporter Rachel Pupazzoni on Thursday 18 January in Sydney, Australia. Mr Cairns outlined the enormous value this technology delivers to growers by providing real-time crop data that supports well-informed and timely decisions. Using the app, growers and agronomists can immediately identify fields with issues such as inadequate water supply from a single view, simplifying the task of management of large-scale operations.

The app provides an aerial view of the field and a history of irrigation patterns and soil moisture trends, along with other relevant information to the grower. Mr Cairns further articulated that the primary focus for many growers is having real-time access to soil moisture content as it is a primary consideration in maximising crop yield.

Mr Cairns and Ms Pupazzoni discussed the ability of the app to provide accurate and relevant data to the multi-generational grower community, highlighting CropLogic's ability to address the dichotomy between those growers that like to analyse data sets and those that simply want decisions or advice from that data.

A key talking point of the interview was the ability of the app, through CropLogic's advanced telemetry systems and modelling, to predict crop outcomes and optimise field productivity. Mr Cairns noted that while some growers can be reluctant to use new technology, the ability of the app to deliver predictive data ensures agronomists can present this information to the grower and assist them in their critical decision-making process.

To see the interview between Jamie Cairns and Rachel Pupazzoni on ABC News Australia, please follow this link:

https://www.youtube.com/watch?time_continue=1&v=N0i7e6SxbJc



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About CropLogic

CropLogic is a New Zealand agronomy services company listed on the Australian Securities Exchange (ASX) and currently servicing approximately 60,000 acres or 30% of the potato market in Washington State, USA.

CropLogic offers large scale crop growers with agronomic expertise based upon scientific research and delivered with cutting edge technology – science, agronomy and technology interwoven into an expert system for decision support.

CropLogic builds upon 30 years of scientific research by The New Zealand Institute of Plant and Food Research, an internationally-recognised Crown Research Institute. The CropLogic analytical platform gathers crop data via in-field sensors coupled with satellite communications, before processing this with proprietary scientific models to predict outcomes and optimise field productivity. Skilled agronomists help present this information to the grower and assist them in their critical decision-making process.

The CropLogic system has been developed with the benefit of over 500 field trials throughout Australia, China, New Zealand, and the United States of America. In 2017 the system was commercially launched into Washington State, USA.

For more information please visit: <http://www.croplogic.com/>

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