



Media Release  
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## **CropLogic Appoints New Director**

**CropLogic Limited (ASX:CLI) ("CropLogic" or "Company")** is pleased to announce the appointment of Dr Andrew Whitehead as a Non-Executive Director of the Company, effective from Friday, 6<sup>th</sup> April 2018.

Dr. Whitehead's appointment reflects the Company's ongoing plans to broaden the mix of skills and business experience within the Board. This is further to the appointment of the Honourable Cheryl Edwardes A.M. on [1 March 2018](#).

Having worked previously in Beijing, China and speaking Mandarin many of Dr. Whitehead's previous roles have involved working closely and negotiating with Chinese counterparties. This previous work history has included working for Chinese state-owned enterprises. As a result Dr. Whitehead brings to the Board a unique understanding of the intricacies of doing business in China, a target market for CropLogic.

Further to this Chinese experience Dr. Whitehead's career has seen him work for companies operating in a broad range of jurisdictions around the world, include Australia, New Zealand, Asia, Africa and the USA. As such Dr. Whitehead's appointment adds to the Board's global perspective and knowledge base. Of particular interest to CropLogic is Dr. Whitehead's experience with the USA where, amongst a general understanding of this market gained through working for companies operating there, previous roles have seen Dr. Whitehead successfully engage with both State and Federal levels of government in this country.

A graduate of Oxford University and Phd in Economic and International Business from Flinders University (Adelaide) Dr. Whitehead has previously been successful in using his expertise and knowledge to increase revenue, reduce costs and obtain debt and commercial finance for the companies he has been involved in. As such Dr Whitehead was identified as a strong candidate and ideal fit for the Board of CropLogic with his demonstrable track record around the world in developing strategies for growth, cost savings and increasing efficiencies.

Being originally from Adelaide and having worked previously in Sydney and now Perth Dr. Whitehead also brings a good understanding of the Australian commercial and government landscape. With the Company's recent acquisition of Ag Logic in Tasmania and intention to develop commercial channels throughout Australia, this appointment will complement the current Board of Directors in building further commercial success and profitability.

### **Welcoming Dr Whitehead to the Board, CropLogic Chairperson, The Hon. Cheryl Edwardes AM said:**

"I'm delighted Andrew has agreed to join the CropLogic Board at this time. He has the precise mix of skills and experience the company needs, particularly with the Company's growth opportunities in the Australian market."

CropLogic will look to benefit from Dr Whitehead's comprehensive Board experience through his proven commercial, financial and strategic leadership capabilities.

### **About CropLogic**

CropLogic is an award winning 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/>

**For further information please contact:**

**Jamie Cairns**, Chief Executive Officer  
**CropLogic Limited**  
T: +64 21 645 445  
E: [jamie.cairns@Croplogic.com](mailto:jamie.cairns@Croplogic.com)

**Rod North**, Managing Director  
**Bourse Communications Pty Ltd**  
T: (03) 9510 8309, M: 0408 670 706  
E: [rod@boursecommunications.com.au](mailto:rod@boursecommunications.com.au)

**James Cooper-Jones**, CFO & Company Secretary  
**CropLogic Limited**  
M: 0419 978 062  
E: [james.cooper-jones@Croplogic.com](mailto:james.cooper-jones@Croplogic.com)