

People & Places

Putting crop monitors to work

CropLogic, a New Zealand company, works with farmers around the world

By CAROL RYAN DUMAS
Capital Press

TWIN FALLS, Idaho — With a vision of becoming the leading provider of agronomic services for farmers around the world, CropLogic — a New Zealand-based agricultural technology company — is expanding its footprint.

The company was formed in 2010 to further develop and commercialize intellectual property from the New Zealand Institute for Plant and Research Limited. In 2016, it moved into the commercial arena and has brought its technology to the Columbia Basin and Southern Idaho.

In late August, it opened up shop in Australia and is pursuing new markets in China and the U.S.

In late October, the company announced it is locating a new regional sales office in Twin Falls.

It is already providing aerial imagery to growers in Southern Idaho and wants to expand its services due to the excellent response, James Cooper-Jones, CropLogic CEO, said.

“We are continuously trying to drive cutting-edge technology to our growers,” he said.

That technology includes sensors in the field to monitor soil moisture and software that can relay real-time data to a grower’s smartphone or computer.

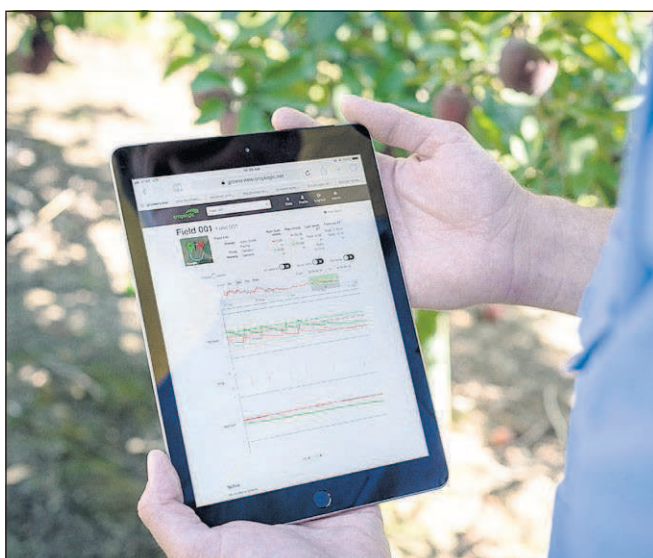
It also includes infrared and near-infrared aerial imagery that can detect crop stress two or three weeks before it can be detected by the naked eye.

The technology allows growers and agronomists a simple system to define areas of stress, but the technology



Carol Ryan Dumas/Capital Press

CropLogic CEO James Cooper-Jones, right, and Scott Barclay, CropLogic’s new western regional sales manager, talk about one of the company’s crop-monitoring apps on Cooper-Jones’ smartphone after a press conference in Twin Falls, Idaho, on Oct. 25.



Courtesy CropLogic

CropLogic realTime GrowerView app helps farmers manage their soil moisture levels by providing accurate and concise data in an easily digestible format.

is sophisticated and a lot of it is based on 30 years of research, Cooper-Jones said.

Quoting an associate, he said for agricultural technology to work, it has to be complicated but have a simple interface for growers.

“It’s that powerful algorithm where the smarts are,” but the data is accessible through a desktop or mobile application, he said.

Mathematical equations provide constant data that provide for predictive mod-

eling to inform growers’ decisions on irrigation and managing pests and disease, he said.

While services in Southern Idaho are currently limited to aerial imagery using airplanes, services in the Columbia Basin also include soil moisture monitoring.

The company has 140 to 150 clients in the basin, varying in size from some of the biggest growers to small family operations. In just two seasons, monitoring sites

have grown from about 80 to more than 500, he said.

Crop Logic’s annual revenue in the Columbia Basin is \$1.6 million to \$1.8 million and growing, he said.

The company merged with Professional Ag Services — which has operated out of Pasco, Wash. for 30 years — in what has been a “very happy marriage,” he said.

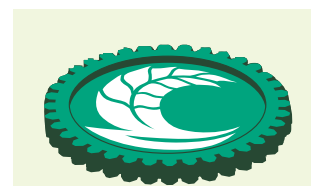
Its technology is now being employed in potatoes, onions, carrots, forages, tree crops and wineries, and the company is seeing tremendous growth in clients growing hops, he said.

The company is serving a significant portion of horticultural growers in the basin, having a market share as high as 30 percent in some crops.

The regional focus in Southern Idaho is going to be a little different, primarily applied to potatoes and forage crops such as hay and corn.

“But the technology is very versatile and can be adapted to those crops,” he said.

The company combines its technology and crop science with on-the-ground agronomic expertise to build a technology platform that improves crop yields and



**Western
Innovator**

CropLogic

CEO: James Cooper-Jones

Business: Agricultural technology

Services: Real-time soil moisture monitoring, infrared aerial imagery, predictive modeling, agronomic support

Headquarters: Perth, Australia

Offices: Christchurch and Mildura, Australia; Pasco, Wash.; Twin Falls, Idaho

Structure: Publicly traded company with the New Zealand government as a major shareholder

addresses the issues growers face in an increasingly challenging global environment.

The goal is to increase yields through better use of resources and more accountability, and that demands digital technology, he said.

“The trend everywhere is very much a digital focus,” he said.

It’s being driven by increasing demand for food in a growing global population, stresses on water resources and the lack of additional available farmland, he said.

The company was founded on 30 years of research, and research continues through partnerships with universities and colleges — as well as collaboration with growers and regional agronomists.

Cost of CropLogic’s services to growers depends on what is required, but it’s definitely affordable with a clear return on investment, he said, adding that the company has a lot of repeat customers.

“When they realize the impact it can have on water systems and yields, it’s a no-brainer,” he said

Calendar

To submit an event go to the Community Events calendar on the home page of our website at www.capitalpress.com and click on “Submit an Event.” Calendar items can also be mailed to Capital Press, 1400 Broadway St. NE, Salem, OR 97301 or emailed to newsroom@capitalpress.com. Include “Calendar” in the subject line.

Friday-Sunday Nov. 9-11

Oregon Young Farmers & Ranchers Leadership Conference. Eagle Crest Resort, 1522 Cline Falls Road, Redmond, Ore. Open to Farm Bureau members ages 16-35, the conference is geared toward young people interested in improving their leadership and communication skills, learning about the most important issues impacting Oregon agriculture, gaining business tips from experts, networking with peers, and having fun. Website: <https://oregonfb.org/yfconference/>

Tilth Conference. Davenport Grand Hotel, 333 Spokane Falls Blvd., Spokane, Wash. Tilth Conference brings together hundreds of farmers, producers, researchers and food system professionals for a weekend of learning, building relationships and sharing best practices for growing a healthy food system. The speakers will include Mai Nguyen, who grows heirloom, ethnic grains in Sonoma, Calif., and is the California Organizer for the National Young Farmers Coalition, and Audra Mulkern, the founder of “The Female Farmer Project,” a documentary project chronicling the rise of women working in agriculture. Website: www.tilthalliance.org

Monday-Wednesday Nov. 12-14

Idaho Cattle Association’s Convention and Trade Show. Sun Valley Resort, Sun Valley, Idaho. On the agenda is a presentation by Celia Gould, ISDA director, and the Idaho Beef Council will update cattle producers on checkoff programs during lunch. <https://bit.ly/2yKqRya>

Tuesday-Wednesday Nov. 13-14

Washington Farm Bureau Annual Meeting. Yakima Convention Center, 10 N Eighth St., Yakima, Wash. Among the speakers will be André-Denis Wright, dean of the College of Agricultural, Human

and Natural Resource Sciences at Washington State University; Brian Hodges, senior attorney at the Pacific Legal Foundation; and Caroline Lobdell, executive director and clinical law professor at the Western Resources Legal Center. Website: <https://bit.ly/2ObTgge>

Tuesday-Thursday Nov. 13-15

Willamette Valley Ag Expo. Linn County Fair and Expo Center, 3700 Knox Butte Road E, Albany, Ore. The Expo features 250,000 square feet of exhibits, seminars, antique farm equipment and the unique Dine Around Oregon progressive dinner. Hours are 9 a.m.-6 p.m. Tuesday, 10 a.m.-9 p.m. Wednesday and 10 a.m.-5 p.m. Thursday. Website: <http://wvaexpo.com/>

Wednesday, Nov. 14

Big Idaho Potato Harvest Meeting. 10 a.m.-8 p.m. Shoshone-Bannock Hotel and Event Center, 777 Bannock Trail, Fort Hall, Idaho. The meeting brings industry leaders together for a single post-harvest event to discuss the growing season, field trends and forecasts, and research. Website: <https://bit.ly/2lPifUY>

Wednesday-Thursday Nov. 14-15

Pacific Northwest Vegetable Association Annual Conference. Three Rivers Convention Center, 7016 W Grandridge Blvd., Kennewick, Wash. A pre-conference workshop on grower producer safety and a meeting on integrated on-pest and disease management will take place on Tuesday, Nov. 13. The main conference will take place on Wednesday and Thursday. Website: www.pnva.org

Wednesday-Saturday Nov. 14-17

Tri-State Grain Growers Convention. Sheraton Airport Hotel, 8235 NE Airport Way, Portland, Ore. USDA Special Trade Counsel Jason Hafemeister, USTR Chief Agricultural Negotiator Gregg Doud and a grain export market panel are among the many events featured on this year’s agenda. Website: www.wawg.org

Thursday-Friday Nov. 15-16

Washington State Grape Society Annual Meeting and Trade

Show. Church of the Nazarene, 500 N. Elm, Grandview, Wash. Thursday lunch is included in registration. Cost: \$80 Website: <https://www.grapesociety.org/annual-meeting.html>

Friday, Nov. 16

Denim and Diamonds Dinner Auction, 5-10 p.m. Salem Convention Center, 200 Commercial St. SE, Salem, Ore. Oregon AgLink hosts Denim & Diamonds, an awards dinner and auction, which raises funds for the Cultivating Common Ground initiative, ultimately supporting all of AgLink’s programs like Adopt a Farmer and telling ag’s story. This event serves to recognize those who have gone above and beyond in advocating the importance of agriculture to the economic, environmental and social well-being of the state of Oregon. Website: <http://www.aglink.org/event/denim-diamonds/>

Third Annual Post-Harvest Almond and Walnut UC IPM Workshop. 8-11 a.m. Chico Veterans Memorial Hall, 554 Rio Lindo Ave., Chico, Calif. A panel of Sacramento Valley IPM and farm advisors will talk about the latest research, 2018 field observations and discuss key pest management issues. Website: www.sacvalleyorchards.com

Friday-Saturday Nov. 16-17

Fall Forage Festival. Benton County Fairgrounds and OSU Old-field Animal Teaching Facility, Corvallis, Ore. Presenters will include Glenn Shewmaker, a University of Idaho extension forage specialist; Steve Norberg, a Washington State University Extension forage specialist; Mylen Bohle, an Oregon State University forage specialist; and Jon Driver of Farm Credit Services. The annual Hay King Contest will be Saturday. Website: <https://www.oregonforage.org> or oregonhaygrowers.com

Tuesday-Wednesday Nov. 27-28

California Dairy Sustainability Summit. Sacramento Convention Center, 1400 J St., Sacramento, Calif. Learn how California’s dairy families are leading the world in sustainable farming, and gain insight into the policies and technologies that will continue to drive innovation and help the industry improve its environmental and economic future. Speakers include

Karen Ross of the California Department of Food and Agriculture, Frank Mitloehner of the University of California-Davis and other industry leaders. Website: <https://bit.ly/2OdfFO6>

Wednesday-Friday Nov. 28-30

Washington Small Fruit Conference & Lynden Ag Show. NW Washington Fairgrounds, 1775 Front St., Lynden, Wash. The Washington Small Fruit Conference is a three-day conference with the latest relevant research information delivered by the scientists performing the research. Lunches each day are provided. This conference is presented in association with the Lynden Ag Show, a trade show featuring vendors serving the small fruit community. Website: www.wasmallfruit.com

Tuesday-Thursday Dec. 4-6

86th Oregon Farm Bureau Annual Meeting. Salem Convention Center, 200 Commercial St. SE, Salem, Ore. All voting and supporting members of Farm Bureau are welcome and encouraged to attend. Besides the grassroots OFB policymaking process, the convention offers a chance to learn about Farm Bureau’s programs and priority issues, network, and socialize with farmers and ranchers from across the state. Website: <https://oregonfb.org/convention/>

Idaho Farm Bureau Annual Meeting. Boise, Idaho. Idaho Farm Bureau members gather to learn about and discuss items pertaining to agriculture. A session is convened with delegates making policy coming from resolutions that generated from the grassroots of the membership. The delegates also vote for officers of the Idaho Farm Bureau Federation Board.

Tuesday-Friday Dec. 4-7

California Farm Bureau Annual Meeting. Hilton San Diego Bayfront, San Diego, Calif. The California Farm Bureau’s 100th annual meeting. Website: http://cfbf.com/storage/app/media/am_assets/2018_AM_RegForm.pdf

Wednesday, Dec. 12

Mid-Columbia CORE Pesticide Training. 9:30 a.m.-3 p.m. Columbia

Gorge Community College Lecture Hall, Building 2, The Dalles, Ore. Morning topics include glyphosate, triolopyr and risk assessments. Afternoon topics include an update on laws and regulations and case studies and lessons learned. 4 pesticide credits are available. The class will satisfy CORE requirements or can be taken for 4 additional credits. Lunch will not be provided. Pre-registration is required. Cost: \$15 Website: <http://extension.oregonstate.edu/wasco>

Thursday-Friday Jan. 10-11

69th Annual Oregon Mint Growers Meeting. Salishan Resort, 7760 US-101, Gleneden Beach, Ore. Attendees will hear the latest on the mint industry. Pesticide recertification credits have been applied for. Website: oregonmint.org

Friday-Wednesday Jan. 11-16

2019 American Farm Bureau Federation Convention and IDEA Trade Show. Ernest N. Morial Convention Center, 900 Convention Center Blvd., New Orleans, La. The Farm Bureau’s annual national meeting. Website: www.fb.org/events/afbf-annual-convention/

Wednesday-Friday Jan. 16-18

Northwest Ag Show. Oregon State Fair & Exposition Center, 2330 17th St. NE, Salem, Ore. The 49th edition will focus on the emerging trends in the ag industry such as small farming, technology and education. It will provide useful information to attendees regarding equipment, best practices, job training and state-sanctioned certifications as well as legal and financial issues facing all farmers. Cost: \$5; \$3 for seniors; free for children under 12. Website: northwestagshow.com

Thursday, Jan. 17

Oregon Seed Association Mid-Winter Meeting. 7 a.m.-6:30 p.m. Best Western Premier Boulder Falls Inn, 505/605 Mullins Drive, Lebanon, Ore. The one-day event consists of committee and general member meetings, workshops and includes lunch. Scholarship awards are presented to eligible applicants. The day concludes with an evening reception to honor past association presidents. Website: <http://www.oregonseed.org/events>

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Corrections

An story in the Nov. 2 edition of the Capital Press provided incorrect information about the campaign for Oregon House District 26. Incumbent Rep. Rich Vial, R-Scholls, faced Democratic challenger Courtney Neron, who replaced Ryan Spiker after he previously dropped out of the race. Neron won the election on Tuesday.

A story in the Oct. 26 edition regarding use of Yakima’s FairBridge Inn & Suites for H-2A-visa foreign guestworker housing incorrectly quoted Rob Valicoff, president of Valicoff Fruit Co., and principal partner in the Inn, as saying Zirkle Fruit Co., of Selah, used the hotel for H-2A workers this year. Valicoff was referring to Les Zirkle, a family member who operates his own orchards and is not in business with Zirkle Fruit Co. The company says it did not rent rooms at FairBridge and has no association with it.

We regret the errors.