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AgriDigital Launches Game-Changing Commodity Management Solution at Australian Grains Industry Conference 2017

Agriculture industry veteran, Bob McKay, along with cofounders Emma Weston and Ben Reid will officially launch their AgriDigital solution at the upcoming [Australian Grains Industry Conference](#) (AGIC) in Melbourne on 2nd and 3rd August.

A game changer for the industry, AgriDigital is the first ever integrated platform for the global grains industry, seamlessly connecting the supply chain from farmers through to consumers.

Using AgriDigital, growers, buyers and site operators can manage their commodity contracts, orders, deliveries, transfers, invoices and payments from a single platform.

Currently a process often rife with double handling and manual data entry, which consumes precious time, AgriDigital's state of the art commodity management platform is designed to do all the heavy lifting. Transactions are seamless, with grower and buyer contracts and deliveries created in just a few clicks. Instant SMS and email notifications mean no more back & forth with counterparties and everyone is kept in the loop.

A cloud based solution, AgriDigital offers an extensive range of rich data reporting and analytics, with users able to gain insight into their operations in real time. AgriDigital also integrates easily into existing accounting systems, streamlining business processes and reducing inefficiencies.

Initially focused on grain, AgriDigital will expand to other commodities including cotton and livestock in 2018.

Since moving on from Agfarm, Bob, Emma & Ben teamed up again to develop the AgriDigital platform. "AgriDigital was born out of a need to solve three key challenges in the agricultural industry", Bob McKay, Cofounder & Executive Chairman explains. "Currently, farmers don't get paid for what they deliver, when they deliver; buyers can't get the finance to pay the growers when they deliver; and consumers don't really know where their food comes from. Together, Ben, Emma and I have 80 plus combined years in agriculture and our vision is to meet these challenges head on."

Industry heavyweight, Fletcher International Exports (FIE) has already implemented AgriDigital in anticipation for the upcoming harvest, and has been thrilled with the results thus far. According to Kent Dickens, FIE CFO, implementing AgriDigital has "fostered better relationships with our farmers, and has given them the confidence that



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[FIE] will be here for them in the future and are prepared to invest in technologies that make the industry better.”

The launch of the AgriDigital commodity management solution is the first phase in achieving AgriDigital’s vision of digitising agricultural supply chains. “We’ve taken the first step in de-risking the agri-supply chain for all participants and we’re really pleased with the number of AgriDigital users who have already signed on to join us on the journey.” explains AgriDigital Cofounder and Chief Executive Officer, Emma Weston, “But we won’t be stopping there. We will soon be launching a supply chain finance module that will provide real time valuing of underlying commodities that will save both time and money for borrowers and financiers alike.”

In December 2016, AgriDigital successfully executed the world’s first settlement of an agricultural commodity on a blockchain, enabling real-time payment on title transfer for Australian grain growers. AgriDigital continues to take the lead in the experimentation and use of blockchain in agriculture.

Cofounder and AgriDigital Executive Director, Ben Reid, is looking to AGIC as an exciting next step for the company, “the annual grains industry conference is a fantastic launching pad for AgriDigital. With nearly 1000 delegates attending over the two days, it gives us a great opportunity to really showcase the product to the users we’ve designed it for, and to demonstrate how AgriDigital can fundamentally change the way their grain transactions, improving efficiencies, and leaving them with more time to focus on what they do best.”

Interview and photo opportunities with the AgriDigital cofounders are available during AGIC.

For more information on AgriDigital visit <http://www.agridigital.io>

Media contact:

Katherine O’Farrell

P: +61 416 197 771

E: katherine.ofarrell@agridigital.io

About AgriDigital:

Created to bring trust and transparency to the global supply chain, AgriDigital connects farmers, buyers, site operators and financiers via a cloud based end to end commodity management platform. AgriDigital enables seamless management of contracts, deliveries & inventory, orders, invoices & payments in real time. Currently focused on grains, we will be expanding cross commodity in 2018.