

MEDIA RELEASE

Date: Friday, 14th August 2020

Release: Immediate

AgriDigital launches Waypath, its global platform for grain farmers

On Friday, 14th August 2020, AgriDigital launched the latest product in its agtech ecosystem, Waypath. The launch was a virtual event, with attendees dialing in from across Australia, North America and Europe.

Designed and built for grain farmers, Waypath incorporates all aspects of grain supply chain management for farmers including contracts, deliveries, storage, payments and invoices in one simple to use app. Available across multiple devices, Waypath gives farmers the flexibility to access and manage their data no matter where they are out in the field or in the office.

“Our vision when we started AgriDigital was to build the world’s best supply chain technology”, says Emma Weston, CEO & Co Founder. “Whilst we started AgriDigital with a platform for grain traders and elevators; with Waypath we can now help farmers digitize and optimize their farming operations and importantly directly connect their farms and grain into the supply chain.”

“As farmers ourselves, we understand the unique challenges farmers face, from complex supply chains, to unpredictable climate, pricing volatility and the impact on profitability. We were determined not to add technology to that list! Waypath enables farmers to track and trace every load of grain from the field right through to payment in one simple to use app, accessible from any device”, says Weston.

Using the power of digital and the cloud, Waypath delivers key industry firsts for farmers. Farmers can manage and value their grain inventory in real time, optimize stored grain through segregations, easily report on quality stack averages, and manage multiple ownership meaning they can even store grain on behalf of other farmers. Real time position management and reporting enables accurate gross margin calculations at a field level and makes profit share reporting simple.

“We’re incredibly excited to launch Waypath to the global market”, says Weston. In late 2019 we expanded into the United States and Canada and had a number of early adopters come on board to Waypath. We had the benefit of building in the feedback of these early customers so that the platform is now packed with features and delivers value on day one for the farmer.”

Mike Sullivan, from Sullivan Family Ag in Arkansas, United States started with Waypath in late 2019. For Sullivan, a successful farming operation is not just about reducing expenses to ensure ongoing profitability, but about analysing what has or hasn’t worked and making

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changes accordingly. He says that *“farming in the twenty-first century is about being proactive, we need to look at a whole range of data to make decisions about how we farm. We can no longer afford to wait until next harvest to change the way we do things if we want to stay ahead of the curve.”*

“Harvest is always such a busy time of year with trucks coming and going and paperwork flying around the place,” says Sullivan, *“but with Waypath we noticed a difference straight away. There’s no need for pen and paper. The load weight and quality information is collected automatically. There’s a whole heap of time saved, right there.”*

AgriDigital is fast becoming one of the leading technology providers to the grains industry with over 18 million metric tonnes transacted through its products to date at a value of almost A\$3 billion. *“With Waypath we are extending our reach beyond our current customer group of grain traders and elevators to farmers, and beyond Australia to the world. Waypath is going to accelerate the pace at which we can execute our vision to digitize the world’s grain supply chains. We want to make grain supply chains easy for everyone and with Waypath we can.”*

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About AgriDigital:

AgriDigital digitizes and de-risks global grain supply chains. With a customer network of over 5,000 grain farmers, elevators, traders and processors, AgriDigital digitizes grain harvest, sales, trading, storage, logistics and payments. The AgriDigital and Waypath platforms provide access to grain supply chain data in real-time and on the go, across all devices. In 2018 AgriDigital extended its platform capabilities to provide just-in-time, asset-backed supply chain finance to farmers and buyers.

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