



Farmers Edge and Nufarm Announce Strategic Alliance to Deliver Industry-Leading Decision Agriculture Solutions Globally

Farmer-focused solutions to meet strong demand for data-driven precision agriculture that empowers growers to capitalize on thriving agricultural regions

WINNIPEG, Manitoba and VICTORIA, Australia – June 27, 2018 - New decision agriculture solutions will be available to growers around the world under a strategic alliance announced today by Farmers Edge™, a global leader in decision agriculture, and Nufarm Limited, one of the world's leading crop protection and specialist seeds companies.

Under the alliance, Nufarm channel partners in Australia, will be able to distribute the Farmers Edge suite of precision digital solutions, including daily satellite imagery from the most comprehensive farm and risk management platform available - FarmCommand™. The platform provides growers valuable, rapid insights and analytics to maximize their crop productivity, profitability, and sustainability.

Farmers Edge will utilise Nufarm's leading position in production and distribution of crop protection products to drive grower engagement, focusing initially on the Australian market, and then expanding this partnership into several other key markets.

Nufarm is recognized for delivering solutions that meet the real needs of farmers; this alliance makes the company a distributor of Farmers Edge precision digital solutions through a strong network of retailer channels, positioning those partners with substantial opportunities for growth.

The alliance combines the revolutionary use of data-driven insights powered by on-farm hardware, software, agronomy, and boots-on-the-ground support from Farmers Edge, with Nufarm's renowned expertise and leadership in crop protection and seeds. FarmCommand eliminates the burden of combining and comparing information from multiple service providers by automatically integrating all sources of data into one place. The result— informed farmers making confident, data-driven decisions that lead to improved yield and increased profits.

"We're proud to be working with Nufarm," said Wade Barnes, CEO of Farmers Edge. "We share their belief that the farmer comes first, and this alliance further solidifies our commitment to supporting farmers around the world with industry-leading precision digital solutions."

"Nufarm and Farmers Edge are both very passionate about helping farmers identify and mitigate risks easier, faster, and more accurately than ever before," said Ron Osborne, Chief Strategy Officer at Farmers Edge. "We're very excited about this relationship as this shared vision will deliver farmers advanced risk management tools, and a solution that maximizes their yield and profit potential at the same time."

Peter O'Keeffe, Nufarm General Manager, Australia & New Zealand stated that "Nufarm's entire focus is enabling Australian growers to maximize their returns in an intensely competitive global market. Partnering with Farmers Edge is a natural fit for us. Their products and expertise in machine learning and artificial intelligence will help farmers increase their yields, grow their profits, and help them sleep better at night. For our channel partners who are interested in distributing these solutions, Farmers Edge will provide a real vehicle to make a step change in the value being provided to their growers."



About Nufarm Limited

Nufarm is one of the world's leading crop protection and specialist seeds companies. We make products to help farmers protect their crops against damage caused by weeds, pests and disease.

With manufacturing and marketing operations in Australia, New Zealand, Asia, Europe and the Americas, Nufarm employs more than 3,200 people, all of whom make a vital contribution to the company's reputation for quality products, innovation and first class marketing and technical support. Nufarm is headquartered in Melbourne, Victoria and is listed on the Australian Stock Exchange.

About Farmers Edge

Farmers Edge is a global leader in decision agriculture servicing over 22 million paid product acres worldwide with precision digital solutions. Integrating field-centric data, easy-to-use software, state-of-the-art processing technology, predictive modeling, and advanced agronomic analytics, Farmers Edge provides growers with scalable solutions to produce more with less.

Using innovative digital agronomic tools, Farmers Edge solutions focus on the sustainable production of high-yielding, high-quality crops and are designed to optimize inputs, minimize environmental impact, and protect economic viability of the farm. From seed selection to yield data analytics, Farmers Edge transforms big data into timely and accurate insights to support informed decision making. For more information about Farmers Edge, visit FarmersEdge.ca or FarmersEdgeUSA.com

Media Contacts:

Farmers Edge

Marina Barnes

VP of Marketing

Communications@FarmersEdge.ca

+1-204-770-3422

Nufarm Limited

Chris Tetley

Nufarm Communication Manager ANZ

chris.tetley@nufarm.com

Ph: +61 3 9282 1136

Mobile: +61 490 093 087