



Industry leaders share their experiences using the AgriDigital Platform

CONTENTS

01
ITOCHU
AUSTRALIA

02
TREMLETT
STORAGE

03
FLETCHER
INTERNATIONAL
EXPORTS



01

ITOCHU
AUSTRALIA

agri^{digital}

ITOCHU
ITOCHU

ITOCHU AUSTRALIA



A LEADING GLOBAL PLAYER EXPANDING OPERATIONS IN AUSTRALIA

ITOCHU Australia is a wholly-owned subsidiary of leading Japanese Trading House, Itochu. Founded in 1957, ITOCHU Australia has been buying grain directly from traders for over 50 years.

In a trading environment where margins are so thin, AgriDigital enables us to be running as lean as possible, and this system is far ahead of everything else in allowing us to do this.

JACKSON MORRIS

In 2017 ITOCHU Australia made the decision to originate grain in Australia, and now handle about 150,000 tonnes / year. To make this switch, they needed a software system in Australia that would

enable their two-person operation to stay lean and maintain a low-overhead, while still providing their customers with a great experience.

THE DECISION TO USE AGRIDIGITAL

Jackson Morris, Commodity Trader at ITOCHU Australia, led the search for a software system and discovered AgriDigital. Jackson explains that, "AgriDigital was much more affordable than anything else we saw available, and anything I've used before. Their low cost model was exactly what we needed at our size, but it also has the ability to scale as we grow."

Jackson had to take ITOCHU Australia's strong recommendation for AgriDigital to ITOCHU headquarters in Japan for approval. At first, the head office viewed AgriDigital as a startup company that posed a risk. Jackson says, "after explaining the significant industry

All of the location differentials, receival fees, and other industry reference data are loaded initially and maintained by AgriDigital. It was very easy to turn off one system, and turn on AgriDigital.

JACKSON MORRIS

experience and credibility behind the AgriDigital team, and after some of the team from the head office saw CEO Emma Weston present at a prominent blockchain conference, we got the sign off from management and started using AgriDigital." Jackson was impressed by the simple onboarding process. "Because of AgriDigital's deep knowledge of the grain industry, they've built a turnkey system. All of the location differentials, receival fees, and other industry reference data are loaded initially and maintained by AgriDigital. It was very easy to turn off one system, and turn on AgriDigital." The entire onboarding process took less than seven days.

THE RESULT

ITOCHU Australia uses AgriDigital to enter all their contracts, do invoicing and logistics, and raise orders. AgriDigital's cloud-based, multi-user platform has several benefits for ITOCHU Australia's customers, as well as for the ITOCHU Australia team.

According to Jackson, "the best feature is being able to pay growers. One person can do it easily. Other systems I've used require several people to do what I can do easily in AgriDigital."

The growers selling to ITOCHU Australia are really happy with AgriDigital, especially the grower portal where they can access timely information, such as the position of each contract, how many tonnes are allocated, and the status for payments. AgriDigital also helps simplify paperwork for growers. This was incredibly important to ITOCHU Australia as they were using AgriDigital to help them originate grain for the first time in Australia. According to Jackson, "when we were starting up and going to the grower, it was really important to get things

right, especially the RCTIs, contracts, and other paperwork for the growers. We think the AgriDigital paperwork is the best in the business, and our growers agree. They say it's really easy to use."

Using AgriDigital to show future cash flows and deliveries has been great, as it really helps us illustrate our professionalism towards our funding requirements and our forward positions.

JACKSON MORRIS

AgriDigital also helps ITOCHU Australia run their business efficiently. "In a trading environment where margins are so thin, AgriDigital enables us to be running as lean as possible, and this system is far ahead of everything else in allowing us to do this," says Jackson.

Jackson believes the AgriDigital system has the potential to become the global grain trading platform for Itochu. The AgriDigital dashboards already help ITOCHU Australia to communicate information back to their head office in Japan. Providing transparency to the General Managers in Australia and in the Tokyo head office is critical as it helps with compliance and provides a real-time view into the operations in Australia. "ITOCHU Australia is just a general trading business so they did not realize how cash intensive grain trading was when buying from growers. Using AgriDigital to show them future cash flows has been great, as it really helps us show how professional we are through using the system," says Jackson.

THE FUTURE



CANOLA FIELDS



TRANSACTIONS



STORAGE



FINANCE



REMIT



CONNECTIONS



02

TREMLETT STORAGE

agri^{digital}



CASE STUDY:

TREMLETT STORAGE



A TRUSTED FAMILY FARM AND PRIVATE GRAIN STORAGE OPERATOR

I could see that over the next 3-5 years if we kept our old systems, we would get left behind; but now, with AgriDigital, we will continue to save our customers time and bring them a unique offering... and continue to build a resilient and efficient business.

ANDREW TREMLETT

Andrew Tremlett is a 4th generation farmer in Sheaoak Log, South Australia where he runs a private grain storage operation. John Tremlett, Andrew's father, began the business 30 years ago. Today, Tremlett Storage receives 60,000 tonnes of grain per year from local farmers within a 250 km radius.

THE DECISION TO USE AGRIDIGITAL

Before AgriDigital, Tremlett Storage was using homemade spreadsheets and paper-based tickets to keep track of clients and records. Andrew Tremlett describes this system as, "working fine, but fairly time consuming". Andrew recognized that as Tremlett Storage was growing, so too was their need for a digital system that could provide themselves and their customers with quick and easy access to timely information.

After years of looking for a solution that could enhance grower and buyer customer experience as well as save time internally, Andrew decided on AgriDigital because of its multi-user platform approach. As Andrew describes, "what attracted me to AgriDigital was the grower portal, where the growers can see their deliveries on their own,

without me having to log in and tell them. There was no other program on the market that could do that."

THE RESULT

With AgriDigital, Tremlett Storage has been able to save time and reduce errors, as well as provide an enhanced customer experience for the farmer and grain trader customers. "We were using manual weighbridge tickets and needed a whole separate data entry process to convert from manual to electronic information," Andrew describes, "but now this step is gone, and so is the chance of error. It also saves me a lot of time, so I can do other things for the business"

Tremlett Storage also uses AgriDigital to give their customers access to timely information. Farmer customers now know how many tonnes of grain they have at each grade, so they can make marketing decisions on the go. "Overwhelmingly our farmer customers have responded positively- AgriDigital is an improvement over what we had," says Andrew.

Buyer customers can view stocks at any time online, and make transfers without the need for manual intervention by Tremlett Storage. By removing manual processes, AgriDigital helps Tremlett Storage give their customers an extra level of confidence and security.

The onboarding process for Tremlett Storage was also a positive experience due to the attentive support of the AgriDigital team. "To AgriDigital's credit, they've been great at putting fixes in place when necessary so that the system will do what it needs to. They always follow up and help with any queries we have, and they are taking on board our suggestions for improvements that we'll have in place before this harvest."

What attracted me to AgriDigital was the grower portal, where the growers can see their deliveries on their own, without me having to log in and tell them. There was no other program on the market that could do that. ANDREW TREMLETT

THE IMPACT

AgriDigital has helped Tremlett Storage to bring a new level of robustness and efficiency to the business. According to Andrew, "we now have a level of comfort that if something happens to me, other people can view and use the data without a problem."

We now have a level of comfort that if something happens to me, other people can view and use the data without a problem. ANDREW TREMLETT

AgriDigital is also helping to futureproof Tremlett Storage for the evolving needs of their customers and the industry. "I could see that over the next 3-5 years if we kept our old systems, we would get left behind; but now, with AgriDigital and the new features they're adding like pricing notifications and fully automated transfer of tickets from grower to

buyer, we will continue to save our customers time and bring them a unique offering."

THE FUTURE

AgriDigital continues to add new features to their end-to-end commodity management solutions to support family businesses like Tremlett Storage and their customers, as well as other industry leaders across the grains supply chain. AgriDigital is committed to simplifying commodity management, revolutionising supply chain finance, and bringing transparency, trust, and traceability to the agribusiness industry in Australia.



TREMLETT STORAGE



TRANSACTIONS



STORAGE



FINANCE



REMIT



CONNECTIONS



FLETCHER INTERNATIONAL EXPORTS

agri^{digital}



CASE STUDY:

FLETCHER INTERNATIONAL EXPORTS



A HISTORY OF INNOVATION IN AGRICULTURE

We never want to see another IT guy in here that doesn't understand the industry and our business. Things are changing fast and we're excited to have AgriDigital as our technology partner for the future. ROGER FLETCHER

Fletcher International Exports (FIE) was founded in 1967 and over the last 50 years earned a global reputation for innovation and leadership in the agriculture industry. From being the first abattoir in Australia to do carcas inverting, to leading the movement to pay employees electronically, to the decision to build

an inter-modal freight depot serviced by a FIE-owned freight train with direct service to an export container terminal in Sydney, FIE has always been on the forefront of the industry. As CFO Kent Dickens explains, "Chairman Roger Fletcher is a true innovator who is always happy to try new ways of doing business, especially when it can help the industry or find new ways to deliver value."

THE DECISION TO USE AGRIDIGITAL

FIE decided to use AgriDigital's commodity management solution for the 2016-17 harvest after struggling to manage and account for grain ownership with their current system. Simultaneously, FIE was planning to roll out a new site plan to more efficiently manage deliveries during harvest,

and were looking at implementing a commodity management IT system to support the new process and solve the ownership issues. According to Corporate Accountant Elizabeth Mitchell, FIE chose AgriDigital because of the team's mix of technical and industry expertise. "When [founders] Bob, Ben, and Emma approached us, we were confident in their agriculture and grains knowledge, and knew that they had the right experience to deliver a solution for us." After becoming a customer, the FIE team was impressed with the seamless process of getting started with AgriDigital. "The software is flexible, simple and very easy to use. The setup was straight-forward, as there was very little training and we did not have to make a massive investment in onboarding," said Mitchell.

THE RESULT

FIE used AgriDigital's commodity management solution to handle contracts, deliveries, invoices, case prices, and payments throughout the grains harvest. FIE also used AgriDigital as a customerfacing platform to manage communications with farmers, including SMS notifications to alert farmers of deliveries. "The intuitive way that AgriDigital has been helping us to deliver information to our farmers has been great for us, and for farmers. SMS notifications remove a lot of pain for us - our farmers don't need to ring up anymore, because they just know what's going on," said Elizabeth Mitchell. According to Kent Dickens, improving the flow of communications with farmers, "fostered better relationships with our farmers, and gave them confidence that [FIE] will be here for them in the future and are prepared to invest in technologies that make the industry better." Jake Young, Office Manager for FIE, was

involved in the decision to go with AgriDigital instead of a custom IT solution. Young explains, “ultimately AgriDigital was cheaper, faster, easier to use, and provided more functionality.”

AgriDigital has been a success for us so far, and we're excited to take the next steps, ensuring that we bring other stakeholders along to continue to add value to the industry. KENT DICKENS

THE FUTURE

AgriDigital is building out new features for the commodity management solution to support customers like FIE, as well as working with FIE and other industry leaders to build out a supply chain finance solution that will give real-time awareness of assets, and save time and money by making title transfer and finance processes more efficient and transparent. This year, AgriDigital is also expanding internationally into the Canadian grains industry, as well as adding crosscommodity capabilities.



FLETCHER INTERNATIONAL EXPORTS



TRANSACTIONS



STORAGE



FINANCE



REMIT



CONNECTIONS

For more information
visit: **agridigital.io**



@Agri_Digital



agridigital