



## MEDIA RELEASE

### DICKEY-john Appoints Oria Agriculture Distributor in France and Spain

**Lyon, France – March 10, 2020** - DICKEY-john is pleased to announce the appointment of Oria Agriculture as a distributor in France and Spain. The partnership, focused on the Farmstead and Analytical product lines, will further grow DICKEY-john's market share in these key European markets.

DICKEY-john has an extensive line of ISOBUS and stand-alone machine control solutions for seeding, planting, spreading and spraying applications. They also offer a full line of moisture testing and grain analysis instruments.

"Many farmers are evaluating the potential to upgrade existing machinery, which is something that DICKEY-john's products are well-suited to", said Danae Armstrong of Oria Agriculture. "Their seeding and planting technology, for example, offers a complete suite of sensors and controllers suitable for a broad range of machinery."

Oria Agriculture is a French-based company that imports a range of North American farm machinery and precision agriculture products. Oria will provide local sales and technical support to DICKEY-john's existing distribution base and further build the DICKEY-john presence in France and Spain.

"The Oria Agriculture team has extensive experience with precision agriculture and machine control", said Jeff Behme, Director of Global Sales at DICKEY-john. "This, along with their presence in France and Spain will provide our customers with local support and quicker access to product."

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For more information, please contact:

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**About DICKEY-john** [www.dickey-john.com](http://www.dickey-john.com)

DICKEY-john has been revolutionizing electronics for more than 50 years. Customers look to DICKEY-john for market-leading monitors, controllers, moisture testers, ground speed sensors, and a variety of other sensors and systems used in agriculture.

**About Oria Agriculture** [www.oriaagriculture.com](http://www.oriaagriculture.com)

Oria Agriculture works with leading North American agricultural manufacturers to distribute their products in the European market through a strong distribution network. The products offered by Oria provide European farmers with proven technologies and equipment that will enhance their productivity and efficiency. Oria's head office and warehouse is near Lyon, France, which provides central access to Europe.