



MEDIA RELEASE

Simple, Economical Yield Monitor Now Available in Europe

Lyon, France – March 12, 2020 - Oria Agriculture and Troo Corp announced today that the FarmTRX yield monitor is now available in Europe. The system can be easily installed onto almost any combine make and model. It has been used by thousands of farmers in North America and has been described as the “next generation of yield monitors” because of its simplicity, flexibility, and accuracy.

“Accurately measuring yield is the first step in precision farming”, said Danae Armstrong of Oria Agriculture. “European farmers need a flexible solution that allows them to have control of their data. The farmer has the choice to utilize the FarmTRX app to generate automated yield maps of clean data or import their raw data into most farm management programs.”

“Oria Agriculture has experience, a broad network of dealers and an existing harvest product portfolio”, said Mark Hammer of FarmTRX. “They are an ideal distribution partner for FarmTRX and will provide the same level of service and support that FarmTRX has built its reputation on.”

The FarmTRX yield monitor is offered as a complete kit that includes all components for an easy install and comes with a two-year warranty.

For more information, please contact:

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About FarmTRX www.farmtrx.com

FarmTRX is a branch of Troo Corporation founded in 2004, and comprises a team of technologists, software and hardware engineers, and geoscientists. With a long history of web-based mapping and analytics, the Troo team has the know-how to make difficult and complex operations simple and accessible to customers. The company, based in Ottawa, Canada, has a strong background in asset tracking and precision agriculture with extensive experience in GIS, cloud platforms, and software algorithm development.

About Oria Agriculture 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.