AgroSpectrum
Envisaging Future | Updating Present
ASIA

AgriFutures growAG launches in New Zealand

26 June 2024 | News

By connecting local innovators with international partners, the initiative opens doors to new opportunities and accelerates the development of cutting-edge solutions for sustainable agriculture



By connecting local innovators with international partners, the initiative opens doors to new opportunities and accelerates the development of cutting-edge solutions for sustainable agriculture

AgriFutures grow$^{AG.}$, the Australian agritech innovation platform, announced its launch inÂ New Zealand.

Agritech New Zealand founder and agritech venture capitalist,Â Peter Wren-Hilton, said the launch was an exciting opportunity for local industry.

"New ZealandÂ has world-class innovation happening here in agritech, and AgriFutures grow^{AGÂ} is an ideal platform to showcase our achievements on the global stage. AgriFutures grow^{AGÂ} team is creating opportunities all around the world â?? it's exciting to be able to now offer this to companies, researchers and investors here inÂ New Zealand."

AgriFutures Australia's General Manager, Global Innovation Networks,Â Harriet MellishÂ said the partnership would help connect theÂ New ZealandÂ ecosystem with opportunities inÂ AustraliaÂ and around the globe including R&D, trials, investments, and commercialisation partnerships.

"In the three years since we launched we've supported over NZD$162 million in Startup investment; featured over 3,000 research projects and welcomed visitors from 190 countries," she said.

Brendan O'Connell, CEO of AgriTech New Zealand, said, "The launch of AgriFutures grow$^{AG.}$Â inÂ New ZealandÂ is a significant moment for our agritech sector. By connecting our local innovators with international partners, we are opening doors to new opportunities and accelerating the development of cutting-edge solutions for sustainable agriculture."

There are currently sixÂ New ZealandÂ projects live on AgriFutures grow$^{AG.}$Â seeking research partners, suppliers and investment:

- **Fleecegrow**,Â a wool-waste innovation company researching turning wool-waste into a plant growing media and alternative to rockwool, as well as fertiliser.
- **Map & ZapÂ®,** an AI driven early growth stage weed identification and laser-zapping solution that reduces the need for chemical herbicides for controlling weeds.
- **Nanobubble Agritech**, an irrigation technology company doubling the productive capacity of water.
- **ProTag**, a next generation smart tag for livestock that enables deeper individual animal insights through behaviour analytics and advanced location monitoring technology.
- **SWAMI**, an innovative solution that uses acoustic technology to predict and detect surface water build up to improve irrigation management, water efficiency and environmental outcomes.
- **VinEye**, a faster, more accurate and more cost-effective solution to identify Grapevine leafroll disease.

The AgriFutures grow$^{AG.}$Â digital platform is underpinned by an in-person concierge team who facilitate listings of opportunities, and make personal introductions for international cooperation and collaboration. The team regularly travels to international events to promote the platform and showcase investment and partnership opportunities. So far in 2024, the team has been active on the ground in theÂ USA,Â Netherlands, UK, as well asÂ New Zealand.

AgriFutures grow$^{AG.}$Â is powered byÂ AgriFutures AustraliaÂ and funded by the Australian Government.