

Joe Cook Ag. Pty Ltd

Specializing In

Transplanting / Inter-row weeding / Harvesting of Vegetable Crops

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Dear Geoff

For the 20 years that I've been involved in planting vegetable seedlings I've observed the developments of the various generations of Willames Hi-Tech's automated field transplanters. In 2001 Joe Cook Ag invested in four Willames G6 automatic transplanting heads because we believe that Willames Hi-Tech have reached a critical point in the development of their automatic planting technology. Because of the "clip in" component nature of the product it now has the flexibility to be configured in a variety of different ways. I see this as a very important attribute of the technology, not only for configuration but for the refinement process. The global market requires adaptability to suit the varying conditions and requirements of the agricultural areas around the world.

Due to conditions that are unique to Tasmania, Joe Cook Ag has proved the adaptability of Willames's technology during the last three years by successfully blending it with our own systems and machinery. The decision to enhance our operation with Williams Hi-Tech's automation technology has been a profitable and successful one.

During the period that our company has been dealing with Willames Hi-Tech they have proved that they are unquestionably at the forefront of automatic field transplanting. They are dedicated to refining the product and respond positively to customer feedback. From a customer point of view I see the Willames Hi-Tec G6 Transplanter as the result of a long period of relentless development. I think that some customer relationships have suffered during this development period due to lack of understanding (& funding), possibly on both sides. I believe the product is very close to the point where it can be produced more cost effectively and marketed on a larger scale with the provision of improved customer service, operation manuals and readily available spare parts.

Joe Cook Ag have plans to further expand our transplanting operations utilizing Willames's technologies.

Regards

Joe Cook