



**For Immediate Release**

**Dr. Neal Evans Joins WIN Team from Rothamsted Research, Will Lead UK Study of Oilseed Rape**

**Chatham, ON (July 11, 2011)** – Weather INnovations Incorporated (WIN) is pleased to announce the creation of a new office in the United Kingdom, headed by Dr. Neal Evans. He received his Ph.D in Agriculture from the University of Glasgow, Scotland and most recently served as a plant pathologist and project manager with Rothamsted Research just outside London.

Dr. Evans' first project will focus on oilseed rape (OSR) as a crucial break crop in cereal-growing regions of Europe.

"With current global prices, oilseed rape is the only alternative crop to wheat and barley that stacks up economically for Europe which is why it is so important in the arable rotation" said Evans, "The challenge for the future will be to help farmers to maximize the productivity their crop inputs while maintaining yields. WIN has a track record of producing simple, effective web-based models that help farmers do just that".

This initiative involves the development of OSR modelling solutions including crop development and disease forecasts in order to make decisions on crop-protection spray timings. Similarly to WIN's existing suite of online crop management tools, the models will be web-accessible, interactive and customizable.

Ian Nichols, President and Business Manager of WIN, emphasized that the new UK office continues the expansion of WIN's European presence, with other projects currently running in France, Portugal, Spain and Ukraine. Nichols stressed the importance of continued outreach and discovery with overseas collaborators.

"We are delighted to have Neal join our team. He brings with him a depth of understanding in OSR, a new perspective on custom advisories and many international connections.

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**Weather INnovations Incorporated (WIN)** – [www.weatherinnovations.com](http://www.weatherinnovations.com)

WIN specializes in providing turnkey weather based monitoring and modelling solutions for agribusinesses, producer organizations, government agencies, researchers and others. WIN strives to make its models easier to use at the farm level by providing a connection to innovative research with site-specific applications.

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