CropMonitor™

PowWow

> *"Since we have been using PowWow, we witnessed an increase in crop production year over year, as well as an improvement in almond quality."*

VINCENT RICCHIUTI, Dir. of Operations at P-R FARMS

RESULTS

- ✓ Ability to show the location of deficiencies on the field, down to a tree

- ✓ Pump and field problems spotted and fixed before critical damage

- ✓ Steady rise in production

- ✓ Significant improvement in crop quality

- ✓ Automated alerts to all team members to make better decisions together and faster adjustments

- ✓ Integration of all irrigation related data in one place

- ✓ Better understanding of the soil by leveraging aerial images, allowing for irrigation fine tuning

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CUSTOMER CASE STUDY

4th generation family-owned farm in Clovis, California

The Challenge

P-R Farms was not using any decision-support tool for their farming operations. As a result, the crew was often spotting issues too late to fix them. Furthermore, they were looking for answers to important daily farming questions: Are we irrigating properly? How is our organic nutrition program affecting our trees? Are the pumps functioning as they should?

The Solution

PR-Farms started using PowWow's software suite four years ago. Today, the platform is deployed on 5,000 acres of almond and olive orchards.

They first purchased PumpMonitor™, a hardware-free solution that uses smart meters to send text alerts and get historical water records. The family-owned operation also adopted CropMonitor™, to irrigate based on ET schedule and track field performance with aerial images.

PR-Farms integrated the solution with other software, allowing them to be extremely reactive when a problem arises. Since adopting PowWow,, production has risen year-over-year, and Vincent witnessed an improvement in the quality of the crops produced.

"The biggest take away is PowWow's hands-on approach. They work closely with us to help us understand the data. This was essential to get my team's buy-in and for them to adopt the technology."