



*“PowWow can help GSAs and Growers work together to get ready for SGMA. GSAs need a simple, cost-effective way to monitor and quantify water usage, and Pump Monitor™ by PowWow would be an excellent tool to do exactly that.”*

*DON CAMERON, VP & General Manager at Terranova Ranch,  
Chairman of the McMullin Area GSA*

## RESULTS

- ✓ Quantified water more accurately than with a mechanical meter on a well
- ✓ Anticipated and addressed issues in a timely manner
- ✓ Improved water and energy efficiency
- ✓ Witnessed a significant rise in the groundwater table
- ✓ Streamlined daily farming operations and accounting
- ✓ Integrated well with other technologies



## CUSTOMER CASE STUDY

Leveraging PumpMonitor™ on a 6,500 acres farm dedicated to sustainability and food quality

### The Challenge

Terranova Ranch strives to conduct daily farming operations in accordance with sustainable practices. This includes the practice of groundwater recharge, which Don Cameron has pioneered in California. It also hinges upon implementing renewable energy such as solar power, and keeping a diverse habitat as part of the farm.

In accordance to its sustainability principles, Terranova Ranch wanted a platform that would measure water usage accurately without making a large investment in monitoring equipment.

### The Solution

They adopted PowWow’s software platform on 3 pumps in 2015, 20 pumps in 2016, and then the entire farm (50 pumps) by mid-2017. In 2018, Don Cameron, also Chairman of the McMullin GSA, started exploring the possibility of using PumpMonitor™ for its Groundwater Sustainability Agency (GSA) to get ready for SGMA.

One of the most important features the software platform had to offer was its ability to integrate other technologies and display all the results in one single location including groundwater levels.

Furthermore, Don explains how critical it was to have a solution that would help anticipate issues. Case in point, the platform’s dashboard showed him an issue with his solar array. His team addressed it straight away, and he saw the output energy improve immediately.

*“PowWow is one of the few out there that listened to us and showed flexibility to incorporate our needs in the product roadmap.”*

