



*“Since our farming staff has been using AgMonitor, we witnessed a steady increase in crop production as well as an improvement in fruit 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 irrigation issues spotted and fixed before critical crop damage
- ✓ Steady rise in production
- ✓ Significant improvement in crop quality
- ✓ Simple tracking dashboard to manage 6,000 acres of operations with 4 ranch managers and 1 agronomist
- ✓ Integration of all farm sensor data in one place
- ✓ Better understanding of the soil by leveraging soil probes and aerial images, to fine tune irrigation.

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## CUSTOMER CASE STUDY

**4<sup>th</sup> 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 almonds properly with new micro-sprinklers? How is our organic nutrition program affecting our olive trees? Are the pumps functioning as they should?

### The Solution

P-the R Farms started using AgMonitor’s software suite 5 years ago. Today, the platform is deployed on 6,000 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 a rational ET schedule and to assist each ranch manager with fine tuning thanks to soil moisture probes and aerial images.

PR-Farms integrated the solution with other hardware, allowing them to be extremely reactive when a problem arises. Since fully adopting AgMonitor, production has risen 25% year-over-year, and Vincent witnessed an improvement in the quality of the crops produced.

*“The biggest take away is AgMonitor’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 tool.”*