



“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, COO at Enzo Oil and 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 by avoiding alternate bearing
- ✓ Significant improvement in crop yield and oil 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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OLIVE OIL CO

CUSTOMER CASE STUDY

4th generation family-owned farm and processor 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 olive orchards with new micro drip systems? How much should we stress the trees to improve the fat level before harvest and milling? We decided to work together and integrate data models to optimize olive oil production.

The Solution

P-R Farms started using AgMonitor’s software in 2018. Today, the platform is deployed on 6,000 acres of almond and olive orchards, and Enzo Oil production team uses AgMonitor every week in the Fall.

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.”