

# senzemo

## APPLE ORCHARD USECASE

SUMMER, 2022

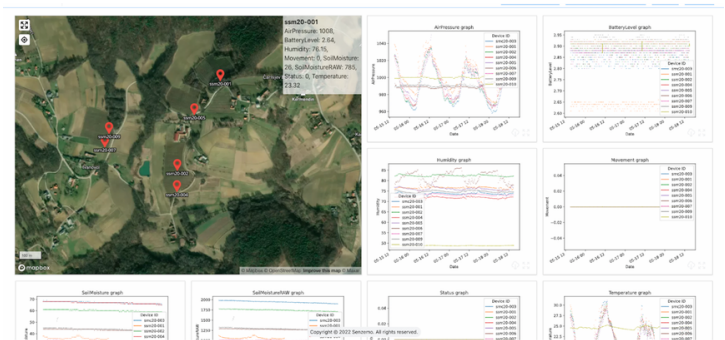
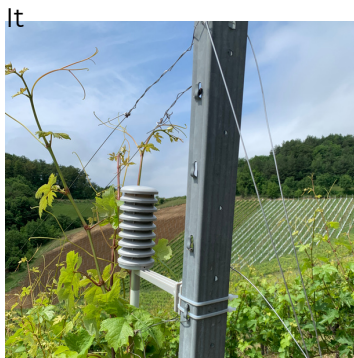


SAVING 25% ON IRRIGATION!

### USING SENSOR DATA IN AGRI

Monitoring of soil moisture and the exact number of precipitation, allows farmers to set the appropriate amount of irrigation. Switching irrigation on and off, the areas under irrigation can be easily controlled

remotely in an application on a PC, phone, or tablet. After easy installation of the sensors in the soil and on trees and posts, the data will appear in the easy-to-use platform, where you can immediately monitor the necessary data.



## SHOULD I INVEST?

How do I save on pricey resources?  
 How can I increase yield?  
 How can I save time on manual inspections?

Those are the questions that Adam Novak, a local apple orchard owner, asked himself.

He was using timer-based irrigation systems to water the apple trees. However, he couldn't monitor the level of soil moisture or potential failures in the irrigation system.



His farming areas differed in soil complexity affecting the level of volumetric water content. Over or under-irrigating meant more spending in terms of water, electricity, and produce.

## SMART FARMS DO IT

Using Senstick Agri sensors data, he can now save time and optimize resources, which in fruit production at approx. 10ha areas become very important. More optimal water consumption also means lower costs for energy sources that drive the water pump.



### HOW IT STARTED

- HIGH CONSUMPTION OF WATER
- TIME-CONSUMING INSPECTIONS
- HIGH RUNNING COSTS

### HOW IT ENDED

- SAVINGS IN FUEL AND ELECTRICITY
- 15% TIME SAVED ON INSPECTIONS
- 25% REDUCTION OF WATER USE