



SENSOTERRA

Grow more, waste less...

CASE STUDY

Bulb crop saved from drought with smart data

Turning a gut-feeling into a data-driven decision.

Geert Steenhuis of GMN, a crop advisor specializing in flower bulbs, services over 30 growers across the Netherlands. GMN is working with Sensoterra to provide growers with the best insights into their crops irrigation needs.

The challenge of growing tulips in the Netherlands is the ability to find suitable soil to grow them. This results in growers planting flower bulbs across multiple fields.

Consequently, this prevents the ability to monitor fields frequently, and results in a risk of oversight and mismanagement. Sensoterra sensors help by offering wireless soil moisture data, that growers can easily manage precision irrigation decisions across multiple fields.

"The sensors help growers turn a gut-feeling into a data-driven decision to irrigate"

PARTNER

Geert Steenhuis, GMN

HORTICULTURE

Crop Consultant

CROP

Tulips, flower bulbs

PORTFOLIO

Services 30+ farms

CONNECTIVITY

KPN

HIGHLIGHTS

Tulips and other flower bulbs require particular soil types for their perfect growth

Bulb growers in the Netherlands typically use a rolling-sprinkler or a 'haspel' for irrigation

The 2018 summer was the warmest in the Netherlands in over 300 years



Sensoterra partner Geert Steenhuis, agricultural advisor at GMN, uses Sensoterra sensors to provide the best service to flower bulb growers across the Netherlands. Since 2017 GMN has offered Sensoterra sensors to support their service portfolio in crop development.

"Tulips are a tricky flower," explains Steenhuis, ***"Its difficult to find suitable soils for tulips to grow in."***

Because of this, growers will often have multiple fields, growing in properties which have the best soil conditions for growth. This means that growers can't be in all their fields at once, and must rely on smart data to provide them with the field insights they need to monitor their soil health.

"With the Sensoterra sensors, it's possible to understand each field's irrigation needs with completely remote data."

The Sensoterra sensors are completely wireless, and can be placed across fields - providing 24/7 insights into soil moisture levels.

As an agronomist, Steenhuis' objective is to deliver high-quality

bulbs, while at the same time increasing yield.

"The Sensoterra monitor app is very simple and easy to use. It provides me with the ability to see all my client's fields at once."

Warmest summer in 300 years

In 2018, the Netherlands experienced abnormally high temperatures and an extended drought. This was especially challenging for growers, who were not accustomed to irrigating as frequently as required.

"The farmers using Sensoterra sensors realized that they needed to irrigate more frequently, in order to maintain crop quality during the drought."

One farmer bought an additional irrigation system to keep up with irrigation demand, effectively saving his crop.

In the near future, GMN intends to further enrich their crop knowledge and service expertise with the Sensoterra solution.

"With Sensoterra, farmers can see their crop's irrigation needs"



"The magic happens when the farmers see the readings in the app, go out to their fields and see the real need for irrigation. The sensors are helping them turn a gut-feeling into a data-driven decision to irrigate."

GEERT STEENHUIS, GMN



Onderzoek | Advies | Assortiment | Service

About GMN

GMN is a leading partner in crop protection, fertilizers and seeds, especially in flower bulbs in the Netherlands with the best knowledge and the strongest personal relationship. GMN is committed cultivation optimization, driving economic and sustainable returns.

www.gmnbv.nl

Sensoterra, world leader in wireless soil moisture sensor solutions, provides data-driven solutions for optimizing land and freshwater resources for agriculture, horticulture, landscaping and nature restoration. Empowering better decision making for land management through smart soil moisture measurements. Sensoterra was founded in 2014 and is based in Amsterdam, the Netherlands. Today there are over 5,000 Sensoterra sensors in the ground, globally.

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