

# SENSOTERRA

Grow more, waste less...

CASE STUDY



## Quantifying gut feelings

How Albertan strawberry grower looks to technology to turn guesses and suspicions into validated decisions.

The Jungle Farm, a 30 acre strawberry and vegetable farm in Alberta, Canada, is currently starting up a monitoring project with Sensoterra soil moisture sensors. The aim is to be able to make **smarter irrigation decisions** and ultimately **increase both yield and crop quality**.

Owner, Blaine Staples, will install 10 sensors of different lengths in his strawberry fields. After harvest he plans on evaluating his crops and comparing results with data on both soil moisture and weather. In this way, he can continuously improve - crop cycle by crop cycle.

*"With Sensoterra I can get precise and instant information on whether or not my strawberries need water, even when it might not be obvious from the plant itself."*



### CUSTOMER

The Jungle Farm, Canada

### CROP TYPE

Strawberries

### CUSTOMER SINCE

October 2019

### PROJECT

Moisture sensor pilot for irrigation monitoring system

### CONNECTIVITY PROVIDER

Senet

### HIGHLIGHTS

15 acre pilot plot

Subsurface drip irrigation

Plans for monitoring soil moisture in 30 acres of strawberries and fresh market vegetables

Optimized irrigation to increase yield

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For further details: [info@sensoterra.com](mailto:info@sensoterra.com) or find out more at [www.sensoterra.com](http://www.sensoterra.com)

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Plans for monitoring soil

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.

Sensoterra | De Molen 28c | 3994 DB | Houten | The Netherlands

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