CASE STUDY


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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.

Quantifying gut feelings

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

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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

For further details: info@sensoterra.com or find out more at www.sensoterra.com
Staples started testing his soil moisture sensors in the fall of 2019. In 2020 they will be installed on both matted row strawberries and on vegetables and strawberries grown with plastic mulch. Soil moisture data will help him understand how much water actually goes to the plants and how much evaporates. Also, it will allow him to irrigate at the right time and with the right amount of water.

“Everything has been really realiable since I got it all set up.”

**The benefits**

Even though saving water is high on the political agenda, Staples explains that his actual motivation for getting started with soil moisture monitoring is rather related to the crops.

“I really think that we under-irrigate and thereby miss a lot of potential, so rather than water savings I’m hoping to bring yield and crop quality up by using Sensoterra sensors.”

**Improved time management as a side effect**

With fields spread over a large area, crop and soil inspections are a time consuming factor, Staples explains.

“Spending half of the day going around checking the crops and the moisture levels manually is a big job, so if I can get a better idea just from looking at my phone - that’s when we can really optimize.”

**Technology is the way forward**

Apart from Sensoterra moisture sensors, Staples is also using IoT weather stations and temperature sensors for his grain bins and dryers to get more insights from his farm and fields. He is excited to see where these - and potentially more - IoT tools can help him improve in the future.

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**About The Jungle Farm**

Growing a variety of strawberries, vegetables and grains, the family run farm serves the local community not only food-wise, but also opens it’s doors for visitors keen on learning life on a farm.