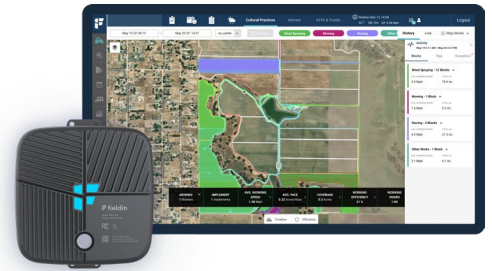




# Apple growers gain the visibility necessary to mitigate risks and impact outcomes.

Manage labor costs, tackle overtime restrictions, and improve operational efficiency.



We partner with apple growers to digitize their operations and build the autonomous farm of the future. If you are a pome fruit grower such as apples or pears, Fieldin can help you:

- Improve your daily farm practices, such as mowing, weeding, spraying, and burning
- Manage your labor and diesel costs
- Gain visibility on mistakes, such as skipped rows during a spray application

## Optimize for quality at every step

In response to rising labor costs and fuel expenses, successful growers are increasingly focused on ways to run a lean and efficient operation. Optimizing resources and their associated costs starts with making sure your operation becomes a well-oiled machine; Fieldin reduces the variability across equipment, operators, and regions while also raising performance benchmarks.

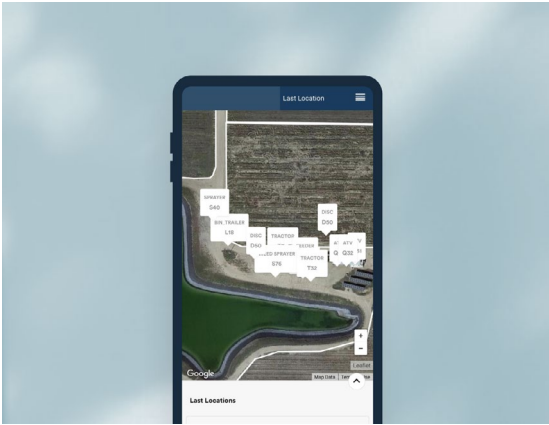
Our customers are able to successfully improve every aspect of growing their crops by having access to more data, gaining actionable insights, and using that information to update tasks accordingly. This results in better use of resources, improved efficiency, and lowered costs.

- **Optimize costs for labor-intensive activities:** improve the ability to monitor and control costs by gaining a realistic view of total costs, benchmark against industry standards and past performance, as well as find improvement opportunities.

**“By using the Fieldin App, our spray supervisors and equipment managers have been able to optimize various operational activities. A benefit has been tracking that we are using 50% less fuel. Being able to monitor our operations remotely has been a game-changer.”**

Large Apple Grower  
in Washington w/ 4,300+ acres





- **Increase the return on your orchard:** use the Scouting application to stay on top of changing conditions, provide visibility of potential issues across your operation, and keep everyone on the same page. During harvest see where your bin trailers are working with picking crews and monitor downtime.
- **Enforce your safety standards and ESG initiatives:** hold your crew accountable for following safety rules. Report and improve sustainable business and environmental practices such as using less pesticides and also reducing CO2 emissions.

## Start your journey to operational efficiency.

Our 5 step process allows you to move at your own pace while never losing sight of the end goal.

- **Step 1 - Digitize your operation:** Unparalleled visibility on every mechanical activity.
- **Step 2 - Get data-driven insights:** Advanced dashboards to identify inefficiencies and optimizations.
- **Step 3 - Deploy autonomous capabilities:** Increasingly remove the dependency on an operator in the cab.
- **Step 4 - Automate decision-making:** better efficiency by turning data into actionable insights to update instructions.
- **Step 5 - Reimagine farm design:** transform day-to-day activities based on changing agricultural technologies and new practices.



## Get visibility across activities that impact apple grower success.

Fieldin addresses core activities performed every day across an apple and other pome fruit growing operation. The more you use Fieldin to track and gain insights, the more you impact your business performance and outcomes. The platform provides a new level of standardization by integrating and connecting all your data.

We help improve the performance and outcome of key activities:

- Cultural Practices: spraying, mowing, hedging, and more
- Scouting
- ATV & Truck Tracking

We can show you how to make your operations more consistent, accurate, and efficient. Schedule your demo [fieldin.com/schedule-demo](https://fieldin.com/schedule-demo).

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