



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

Improve the accuracy of spraying and optimize factors such as time to the mill during harvest.



We partner with berry growers to digitize their operations and build the autonomous farm of the future. If you are a berry grower such as blueberries, raspberries, and blackberries, Fieldin can help you:

- Optimize harvester to shake bushes at an optimal rate.
- Improve daily farm practices, including mowing, weeding, spraying, and burning.
- Get tighter control over your fuel and labor costs.
- Use better visibility to flag mistakes such as skipped rows during a spray application.

“Fieldin gives my team the real-time data we need to manage multiple operations and locations... The data and support Fieldin provides has exceeded my expectations.”

Zach Maring  
Farming Operations Manager  
at Del Mar Farms

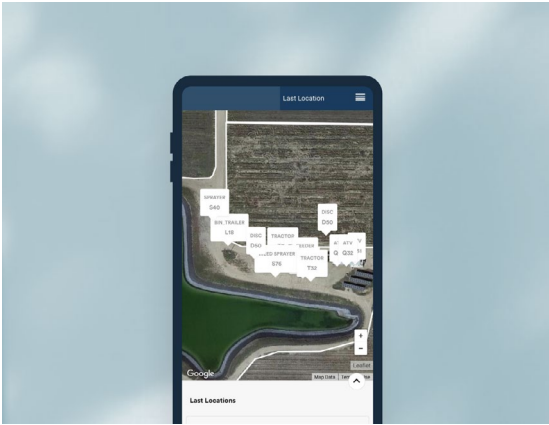
## Optimize for quality at every step

Successful growers are increasingly focused on ways to run a lean and efficient operation and better manage the rising cost of labor and fuel. It starts by optimizing resources and their associated costs by making sure your operation becomes a well-run machine; Fieldin can help reduce the variability across equipment, operators, and regions; while at the same time raise performance benchmarks.

With access to more data and actionable insights, our customers can update tasks to successfully improve every aspect of growing their crops. The outcome results in better utilized resources, improved efficiency, and lowered costs.

- **Optimize labor-intensive activities and costs:** Monitor and control costs such as acres per hour alongside hourly labor and machinery costs to get a realistic view of your cost per acre and total costs. Track the downtime and associated cost when machines are idle such as a broken mower. Identify improvement opportunities including wasted time at refill stations.





Benchmark your team against past performance and industry standards to better hold them accountable. Plan and organize all farming activities to direct resources where they are needed.

- **Increase the return on your orchard:** Turn data into action and create customized digitized scouting reports using the Fieldin scouting application. Make it easier to stay on top of changing conditions and keep everyone on the same page using reports that provide visibility on potential issues across your entire operation. Also track harvesting operations such as seeing where your bin trailers are working with picking crews and monitoring 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 berry grower success.

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

We help improve the performance and outcome of key activities:

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

We have over 750,000 acres managed and growing every day.  
We can show you how to make your operations more consistent, accurate, and efficient.

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