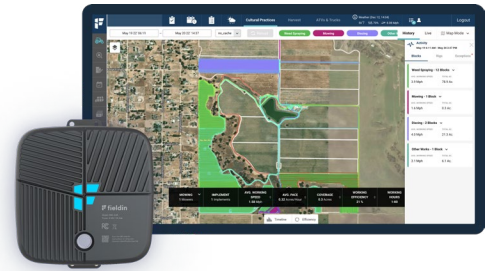**ᖴ fieldin**

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

Overcome labor shortages and keep the processing facility going at full steam.

We partner with hop growers to digitize their operations and build the autonomous farm of the future. If you are a grower of hops, Fieldin can help you:

- Track every mechanized and operator activity with advanced reporting viewable on mobile devices.

- Create reports that demonstrate that work was performed to a specific standard.

- Keep team members from all areas on the same page as they can track harvest progress in each block.

- Ensure the processing facility stays at maximum capacity by tracking vehicle speed and throttling pace as needed.

- Minimize having to pay overtime by keeping crew shifts under defined thresholds.
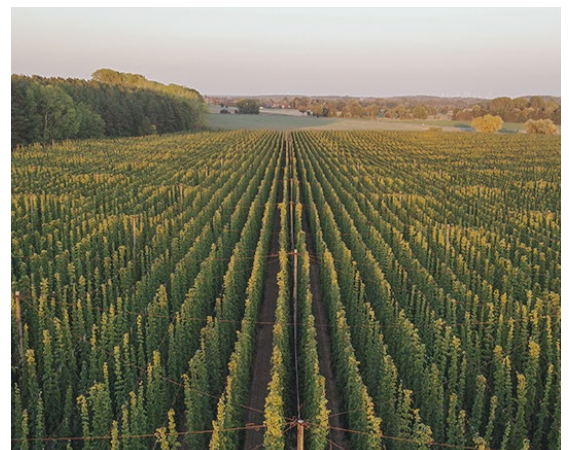
> "Fieldin gives my team the real-time data we need to manage multiple operations and locations… The data and support Fieldin provides has exceeded my expectations."

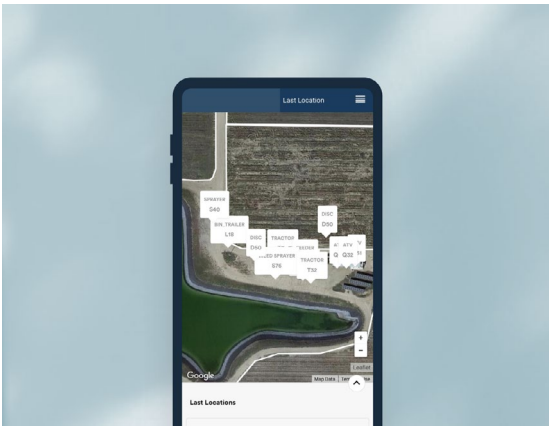Zach Maring
Farming Operations Manager
at Del Mar Farms

Optimize for quality at every step

With challenges associated with labor management and shortages at an all time high, running a lean and efficient operation to better manage the rising cost of labor is critical. It starts with optimizing resources and costs by making sure your operation becomes a finely-tuned machine; Fieldin can help reduce variability across your equipment, operators, and regions; while at the same time raising 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 with a realistic view of your total costs by combining cost per acre, acres per hour, and hourly costs. Track the downtime and associated cost when machines are idle such as a broken sprayer. 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.

- **Manage your crop quality:** Use data to stay on top of changing pest pressures, keep everyone on the same page with customized digitized reports, and take action.

- **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 CO_2 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 hop grower success.

Address core activities performed every day across a hop growing operation using Fieldin. 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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