

Testimonial: Del Mar Farms

Providing the Real-Time Data Growers Need to Remotely Manage Multiple Locations

When Zach Maring of Del Mar Farms reached out to Fieldin in May 2019, he was looking for a remote farm management platform that helped improve their orchard operations stretching across Stanislaus and Fresno counties.

In all, Del Mar Farms grows more than 20 crops (everything from almonds to zucchini) from Westley to Firebaugh, Calif., and also runs integrated picking, packing and shipping enterprises.

Fieldin helps provide Del Mar's team visibility into its multiple orchard operations, utilizing its smart spraying, harvesting and cultural practices modules to track activities throughout the season. "The Fieldin platform provides my team the real-time data needed to manage multiple operations and locations continually," Maring said.

Fieldin's Control Center equips managers with actionable data for mechanized cultural practices, spray applications and harvesting activities. And managers receive that actionable data in real-time, improving operational efficiencies from anywhere using its user-friendly mobile and web apps. "Fieldin allows management to evaluate the quality of work performed in farm operations," Maring added, "with detailed statistics to analyze performance and maximize employee and equipment efficiencies."

Fieldin complements its platform with customized reporting, alerts and a dedicated grower support representative who trains staff and customizes the platform to the grower's unique operational needs.

"The data and support Fieldin has provided my farm has exceeded my expectations", Maring concluded.

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Zach Maring
Del Mar Farms



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