

# Sensing+™ in Orchards



Brett Squibb, a third-generation apple grower in Tasmania's north-west, grows apples for distribution to the Tasmanian and mainland markets. Squibb uses **Sensing+** to stay one step ahead of changing conditions on his 100-hectare farm.

## Bird's eye view

For Squibb, receiving real-time information about his own growing conditions on his smartphone means that both he and his support team have reliable information to help them make informed decisions.

"The app is easy to use and has the grower in mind. I can look at rainfall, wind speed, temperature, soil moisture, forecast evapotranspiration. It's almost like having anything you need for farming in your pocket, 24 hours a day.

I also like that the app is accessible by other members of my team, such as my agronomist. We can both look at the 7-day forecast and decide whether to hold off or get a water on, which is really handy," he adds.

## Time-sensitive information

Getting accurate information about his microclimate is a crucial factor for Squibb when it comes to pest and disease management.

"For example, if we know we've had a flight of light brown apple moth today, then we need to know what the temperature is here in the orchard.

*"I know Sensing+ isn't going to change the weather, but at least if the weather changes I know what's coming. To have Sensing+ with me all the time and know the data I'm seeing is live and relevant to my property is invaluable. It just gives me much more time to do the things I need to do."*

*- Brett Squibb, Squibb Orchards*

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It's no use getting the temperature from a weather station nearby, because it might be five or six days out when it comes to degree days."

Similarly, when it comes to irrigation, Squibb uses the combination of daily and weekly water balance, rainfall, temperature and humidity to decide when and how much irrigate. He can also see the impact past irrigation has on his water balance, by viewing graphs for the past 7 days.

"Water is the most valuable resource we've got. If we over or under water, it can be detrimental to our crop. We're finding, as the years go on, we're getting a bit less rainfall each year. So, to be able to regulate and know how much water we're putting on is probably the most important part of my farming."

## Productivity gains

When it comes to return on his investment, Squibb believes one of the biggest advantages of having **Sensing+** is the time it saves him day in day out.

"Time is money. If I can save an hour a day, that's an hour a day I've got to do something else. Instead of worrying about what the weather is doing I can just pick up my phone, have a look at it, and get on with my day's work."

Like all growers, Squibb is always looking for that extra edge that can help him increase both the quality and number of apples he produces. Having the system in place is not designed to replace his gut instinct, he says, but is about giving him greater decision-making capability, while making every day activities easier.

*"Is Sensing+ going to make me grow a better apple? I don't know. Is it going to make everything I do to grow an apple easier? Absolutely. I'd like to think that any competitive edge is a good edge."*

## Why choose Sensing+™ for your orchard?

### Your microclimate

Know what is happening under your feet, with hyperlocal conditions in your hand.

### Grower-centric design

Designed alongside real growers, **Sensing+** complements the way you work.

### Learn, act, record

Keep track of on-farm activities like irrigation, spray and growth stages with ease.

### End-to-end system

From hardware to software, apps to analytics, **Sensing+** is a complete, end-to-end solution.

### Data-driven decisions

Make informed decisions with confidence, backed by detailed data and advanced analytics.

### Stay ahead

Get reliable, accurate predictions for a range of growing conditions, 7 days ahead.

GENERAL ENQUIRIES  
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