

Press release

Smart Farm Sensing takes on the Climate Drought Challenge

New AgriIOT Smart Irrigation Manager application revolutionizes irrigation practices

Noordwijk, Netherlands, March 14 2024

Climate change has brought new challenges to farmers and landscapers. Where seasonal rainfall traditionally used to be sufficient, we now see increasing periods of drought during the most important months of the growing season. Only recently in Europe, the 2022 spring and summer were drier than average, contributing to drought conditions that occurred across the continent.

With the new AgriIOT Smart Irrigation Manager application farmers now have a convenient and accurate way to automatically irrigate their fields with the right amount of water. This ensures optimum watering conditions for crop development and plant health with up to 50% less water.

Tree nursery Rusterholz AG in Switzerland was able to achieve significant savings in water use. "With the help of the AgriIOT application we were able to save 6,000 m³ of water," says Martin Rusterholz, manager, "Just this feature makes the system quickly pay for itself."

The AgriIOT application operates autonomously based on preset rules and environmental conditions. This saves operating time and money, while maintaining optimum watering conditions for crop development and plant health. It has flexible configuration options, so users can extend their system at any time by adding various supported wireless sensors and smart controllers in their fields.

"AgriIOT is uniquely designed to be intuitive and easy to understand. We put the revolution of automated irrigation back in the hands of the farmer", said Laurens Bierens PhD, CEO at Smart Farm Sensing. "According to our customers, users feel right at home with the AgriIOT application".

The application is extensively validated in the water scarce field conditions by renowned scientific agri-institutes like Arabian Gulf University, International Center of Biosaline Agriculture, Wageningen University, and Abu Dhabi Agriculture and Food Safety Organization.

The AgriIOT Smart Irrigation Manager is available through selected partners.

For more information, please visit: www.smartirrigation.io

About Smart Farm Sensing

Located in the Netherlands, Smart Farm Sensing brings together sensor, satellite, and field data to improve sustainability and climate resilience of agriculture and landscaping using autonomous irrigation technology.

Press information

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High resolution graphics are available upon request

The logo for AgrIoT, featuring the word "AgrIoT" in a teal, sans-serif font. The letter "i" is replaced by a circular icon containing diagonal teal lines.



Dr Laurens Bierens, PhD