

# Valley Insights™

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**LOCATION:**

Boersma Farms  
Moses Lake, Washington

**PROFILE:**

4,500 acres of diversified row crops for forage, including wheat, corn, timothy grass and alfalfa

**EQUIPMENT:**

- 54 pivots – 52 Valley, two from other brands
- AgSense® for remote management
- Valley Insights™ to detect irregularities

**VISUAL DETECTION:**

- Under-watering
- Over-watering
- Plugged sprinklers

## Valley Insights™ Takes the Guesswork Out of Irrigation Management

With 54 pivots irrigating 4,500 acres of crops over a 50-mile area, Henry Boersma has a lot to manage. His family has been irrigating since the 1980s, and they continue to move closer to precision farming and irrigation.

When his Valley Dealer, Thad Taylor from Lad Irrigation in Moses Lake, Washington, asked him to test a new technology, Boersma saw how it could be mutually beneficial.

“Thad defined the coordinates and executed Valley Insights on our pivots,” says Boersma. “He wanted to get our input on how Valley Insights worked. On our side, we wanted to see what is really happening in our fields and where VRI (variable rate irrigation) might be a good idea. We think we know some things that are going on, but with Valley Insights, I don’t have to guess anymore.”



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Henry Boersma

Valley Insights uses various types of imagery (RGB, NDVI and Thermal) to determine crop health concerns related to irrigation and overall crop diagnosis. It does this by feeding the imagery into algorithms with artificial intelligence technology to detect inconsistencies or irregularities. It then notifies the grower, via mobile device, with the image and area of concern, so growers can consider actions to resolve the issue.

Boersma says Valley Insights delivers results, quickly and accurately. “When Valley Insights alerts me that sprinklers appear to be plugged on certain spans, resulting in under-watering in those sectors, that’s exactly what’s happening. Once the problem is fixed, it stops sending alerts about it.”

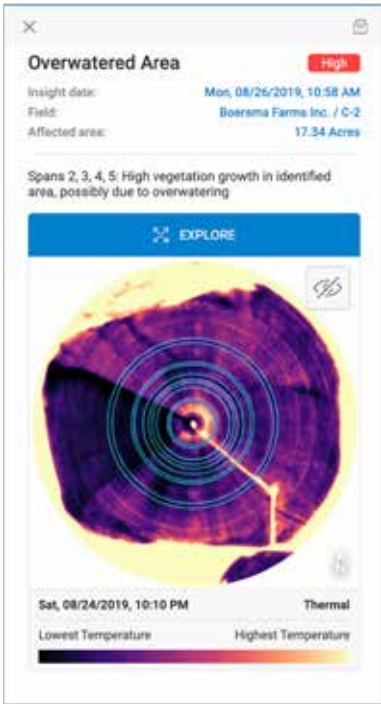
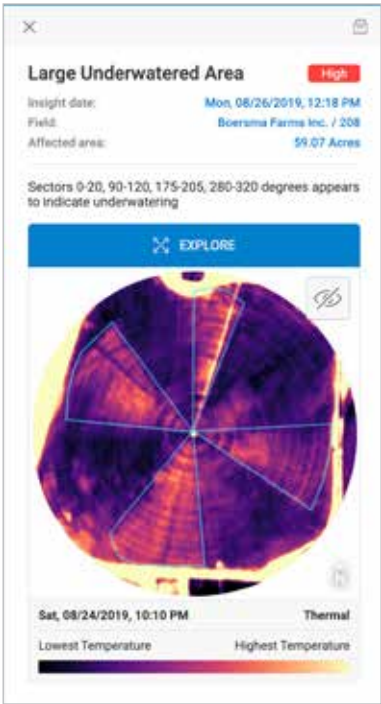
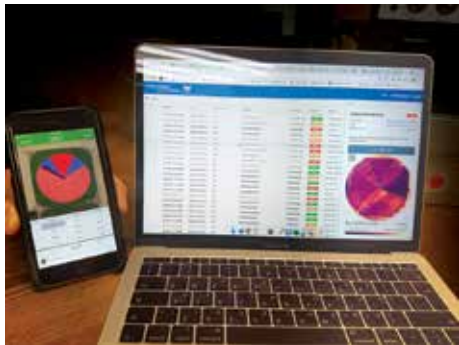


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### Closing the Loop

He uses Valley Insights in conjunction with AgSense®, which has been a valuable combination. For example, when Valley Insights sends Boersma an alert about dry spots, he can use AgSense to adjust his VRI speed control tables to cover those problem areas more thoroughly. Previously, he would have to spot those dry areas himself and then run the entire pivot again.



Boersma says Valley Insights is helping him with overall irrigation management by increasing efficiency.

“We have another eye out there, so we can make corrections before we see stress on our crops with the naked eye,” he says. “We can fix minor issues before they become major problems.”

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