

Valley Insights[®]

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LOCATION:

Hawman Farms
Hermiston in northeast
Oregon

PROFILE:

- Family farm
- Owns 2,000 acres and rents additional 2,500 acres
- Mostly sandy loam, but not uniform
- Grows mostly perennial rye grass for seed; also seed corn, alfalfa hay, piper sedan, watermelon and potatoes
- Irrigates all land

EQUIPMENT:

- 99% of pivots are Valley, with one other brand
- Valley BaseStation3[™] for remote management and control
- Field testing Valley Insights[®] to detect problems

VISUAL DETECTION:

- Under- and over-watering
- Inconsistent fertilizing due to plugged sprinklers

Grower Gains Additional Viewpoint Detecting Issues Before It's Too Late

Mike Hawman is a third-generation farmer who grows a wide variety of crops on his own and rented land. Hawman says his land can grow anything if he can get water to it. Fortunately, even though the area receives only six inches of yearly rainfall, he is able to irrigate every acre using water from the Columbia River.

Hawman is no stranger to testing new technology. He was part of the initial field test for Valley BaseStation3 remote telemetry, which he now has on all of his pivots. So when his Valley Irrigation dealer, Shane Shippet of RiverTech Irrigation, asked him to test Valley Insights this season, he was very willing.

Valley Insights[™] uses imagery to identify areas of over- or under-irrigation. It goes beyond traditional aerial imaging, because when an issue is detected, Valley Insights analyzes the data using artificial intelligence (AI), and alerts the grower so proper action can be taken.

"I've only used it for a couple months, so it's still very new," Hawman says. "We're growing on three farms right now, so we looped all of them in to try Valley Insights."

Saving Time, Gaining Efficiency

Hawman says he didn't really need to pay attention to Valley Insights except when he received alerts about an issue – which occurred for him about every two weeks. When he used infrared aerial imagery in the past, he says he looked at it only if he already suspected an issue in a certain field. There was no prevention before an issue was large enough to detect.



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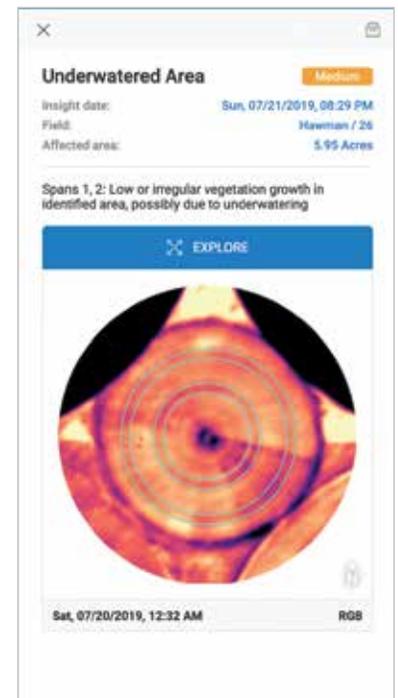
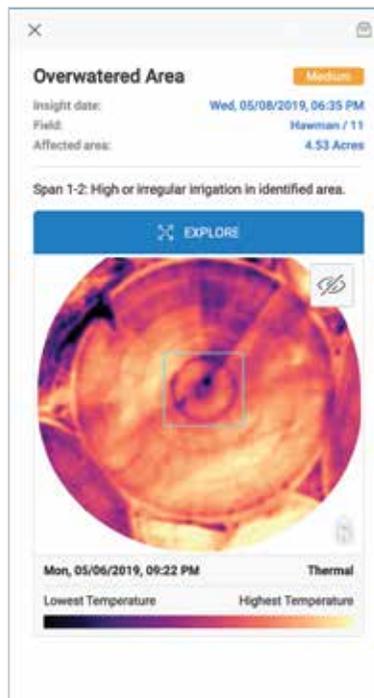
Mike Hawman



“It takes a lot of time to look at all of the imagery ourselves, so I think Valley Insights is useful,” he says. “We have a lot going on with our operation, so if it’s not handy I don’t use it. But Valley Insights caught some issues that quite honestly, we would have caught too late.”

Hawman says when he received alerts, it would tell him right where the issues occurred. “That’s the beauty of it. We looked at the pivots when it told us to. It’s not easy to see those issues with the naked eye as you’re driving around.”

“I guess you could say Valley Insights provided peace of mind, that it would catch stuff before it became a bigger issue,” he says. “It lets you breathe a little easier. It will be good for people covering a large area with few people, because it can cover so much. With Valley Insights we’re saving time and labor costs, and we can catch issues before they are too far gone.”



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* Valley Insights is in limited release, available only in select regions.