

SENSØTERRA

Wireless soil moisture measurement

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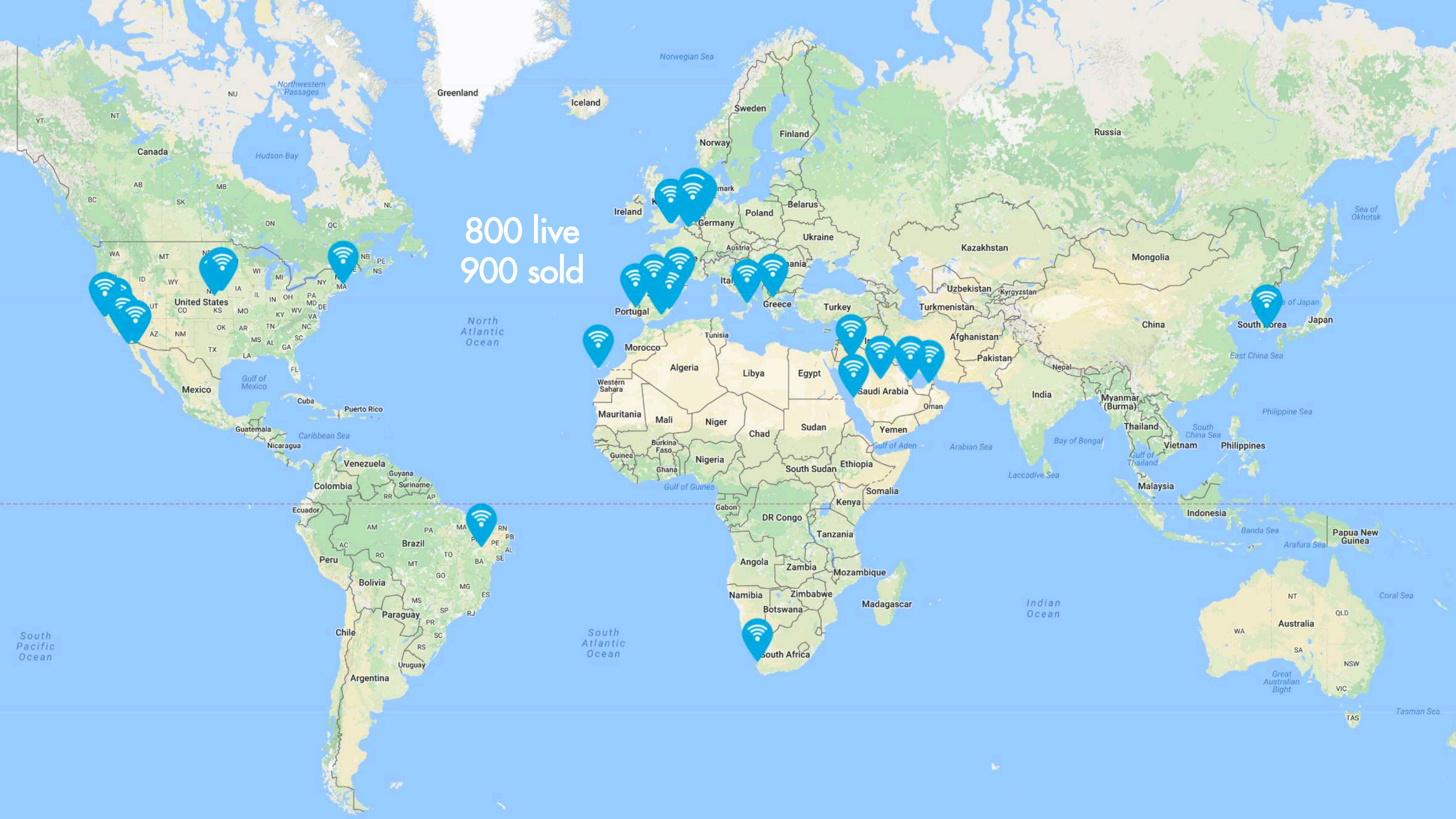


LoRa®

{ api }



800 live
900 sold



SENSOTERRA

Wireless soil moisture measurement

- Wireless moisture sensor
- Fast installation & Rugged design
- \$110 per sensor



Orchards



Pivot irrigation



Soft fruit



Landscaping



THE FRUIT FARM GROUP



Our business innovation

Market trend

Best possible technology,
measure everything

Monetize data, value based
pricing

Lead the sector

Sensoterra

Design down: adequate
technology, soil moisture only

Data for free, lowest possible
pricing, aggressive roll out

Build team of sector leaders

Towards 100,000+ sensors in 2020

Technology partners



senet

IoT moisture
sensor

DISTRIBUTORS

Biological
performance

CropMetrics™
Yield Optimization Technology

IRRIGATION
MATTERS

valmont

DU PONT®



syngenta
MONSANTO



Supply chain partners

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