

**"It's a life changer. It's hard to explain unless you've irrigated. We used to have to stay close to the pump. To have the option to turn them off remotely, it's priceless."**

Adam Stallaert, Ontario, CA

### ADAM STALLAERT FARMS

- Located in Ontario, Canada
- Grows carrots, parsnips, and tomatoes
- With FarmHQ since 2022

**ADAM SAVED 40 HOURS  
PER WEEK ON AVERAGE  
DURING HIS FIRST  
IRRIGATION SEASON WITH  
FARMHQ**

### CHALLENGES

Adam faced his driest year in the last seven years and had to prep for a full irrigation season. Also, every irrigation run can be inconvenient as it costs him an hour of travel. Given the need for routine pump and reel shut-offs, check-ins overnight, and limited windows to start each day, he would need extra labor but needed to put his investment into new equipment.

### SOLUTION

By installing FarmHQ, Adam is able to start irrigating right from his phone and be notified when it finished. Also, he wouldn't need anyone to stay near the pump since they could monitor it from their phone. These features, and more, helped him meet his irrigation needs!

### BENEFITS

#### Convenience

##### Irrigate On Your Phone

"We can start irrigating when it's convenient and not care if it's going to finish in the middle of the night. Saved us from hiring an extra person to check on the reels."

#### Management

##### Better Use of Time

"Before, if we had a 10 hour pull, we'd have to wait until the end of the day to start it up so it didn't finish in the middle of the night. Now, we can start when it's convenient, which saves us from having an extra person to check on them."

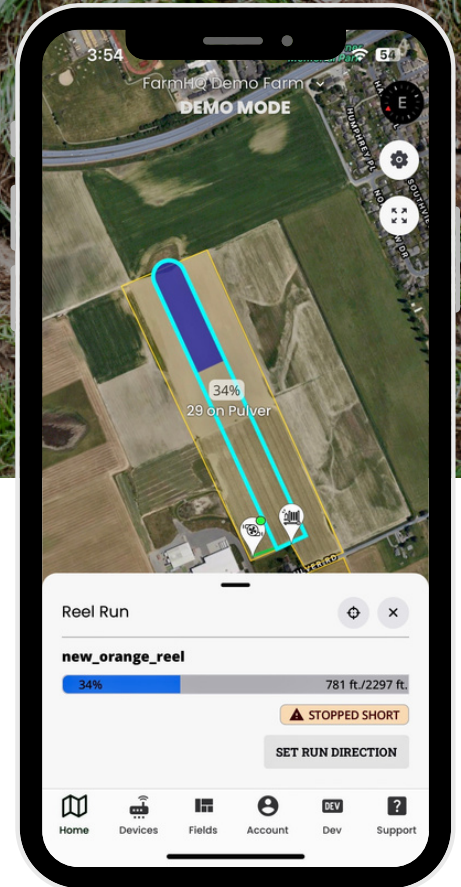
#### Investment

##### Put Dollars to Work

"We made more investment in equipment than having extra people. So we don't have a lot of people to fall back on in the middle of the night."

"If the reel stops or pressure drops it alerts me. I can **start or stop the pump with my phone** and like that I can leave my equipment at night or leave for the weekend and **not have to worry**. It has made water use more efficient."

Bill O'dell, Alabama



## OBJECTIVE

The Rolling O Sod Farm has been operating for over 10 years in Alabama. Before FarmHQ, Bill and his team would manually have to operate their reels and water pumps during the season. Additionally, they were unaware of how much water was being applied and realized that they could apply more water for better results.

## SOLUTION

With FarmHQ, Bill now receives immediate alerts if something goes wrong with his reel or if water pressure drops. This alleviates the stress of not knowing when equipment fails while he's not present in the field. Also, the app shows how much water is being applied which helped him recognize the need for more frequency. Lastly, he can operate his equipment from anywhere, so if he needs to leave the farm for a few hours or for the weekend, he can conveniently operate them as needed.

**ON AVERAGE  
FARMERS CAN  
BOOST WATER  
EFFICIENCY BY  
30%**

### ROLLING O SOD FARM

- Grows sod in Alabama
- Irrigating with FarmHQ since 2021

## BENEFITS

### Immediate Alerts

#### Automatic Shutdown

With FarmHQ Bill can now focus on other parts of his farm or take time to work on other tasks instead of worrying about his irrigation runs.

### Customer Service

#### FarmHQ Support 24/7

"I've run into issues with installation but it's okay because the team is responsive and always right there to fix the issue"

### Water Efficiency

#### Know Your Water Use

"We've been able to change our irrigation frequency and now water more because of FarmHQ"