



T R A I L B L A Z I N G T H E R A S P B E R R Y I N D U S T R Y

Southland Sod Farms' Martin Gramckow is adapting to the needs of the raspberry growing industry with advanced irrigation and climate management solutions.

> T a i l o r e d p r e c i s i o n g r o w i n g s o l u t i o n f o r r a s p b e r r i e s

> I m p r o v e d f r u i t q u a l i t y b y i r r i g a t i n g w i t h t h e r i g h t
t i m e

> I n t e g r a t i o n o f w i r e l e s s s e n s o r d a t a i n i r r i g a t i o n s

> R e l i a b l e , h i g h q u a l i t y s o l u t i o n s w i t h t e c h n i c a l s u

> P r i v a e x p e r t i s e a n d g u i d a n c e f r o m i d e a t o s u c c e s s

Challenge

Operating in a very competitive and complex industry of raspberry growing, precise irrigation control would be imperative to the success of the Gramckow's family business

Solution

Priva introduced Gramckow to the Priva Root Optimizer, which very accurately calculates container moisture by measuring weight.

Benefits

The Root optimizer has allowed Gramckow to better manage flower gutation which results in higher fruit quality and a lower cull rate.

Since 1976, Southland Sod Farms in California has continuously adapted to industry needs; from starting with a modest sod production facility to listening to market needs and adjusting to market demand, the Gramckow brothers are now producing substrate raspberries.

Operating in a very competitive and complex industry of raspberry growing, the Gramckow's family business started growing raspberries in 2012 after evaluating market needs in California. Gramckow decided to grow in substrate, rather than traditional in-ground production. With a background in substrate sod production, he knew that precise irrigation control would be imperative to his success.

READ MORE

F O R M O R E I N F O R M A T I O N A B O U T S

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