



## SOFT FRUIT

### > The best possible growing conditions

Maintain a consistent supply of fresh fruit

### > Efficient water and fertilizer dosing

Determine every irrigation cycle automatically with our irrigation start solution

### > A more sustainable business

Use less natural resources like water and energy

### > Improved labor and production efficiency

Reduce labor and operational costs by having a better insight into management information

## Precision growing

When growing soft fruit, precision growing is crucial. You want to maintain a consistent supply of fresh fruit, while reducing the cost of production. Whatever berries you grow, having influence on and insight into the processes involved in your business is paramount to the business itself, and the crop. To guarantee success and create continuity, it is important to provide the ideal growing conditions for your crop.

## Crop performance

By using our technological innovations and horticultural knowledge, you can optimize growing conditions and reduce damage from disease, pests and weather influences. By adapting the fertigation and climate to the plants' needs, it is possible to increase yield quantity and quality. The greater uniformity of the crop will also help to increase predictability for your business.

## OUR EXPERTISES FOR SOFT FRUIT



**Perfect control over all  
greenhouse processes**



**Optimal crop control in  
tunnel greenhouses**



**Smart (re)use of water**



**Insight into processes,  
labor, and crop**



**"The Priva Root Optimizer was just what we needed, It has allowed us to better manage flower gutation which results in higher fruit quality and a lower cull rate. I affectionately call it a Fruit Optimizer",**



Owner Southland Sod Farms Martin Gramckow

### **Labor and operational costs**

Priva offers specialized management information systems. These provide you a better insight of labor and production. More accurate planning of labor and production ensures you to deliver on time and keep

your promises. The increased insight will reduce labor and operational costs.

## Water dosing

Especially for soft fruit growers, we designed an optimal irrigation start solution. This determines every irrigation cycle fully automatically based on three important influences: the quantity of water evaporated, the quantity of water used by the plant and the water content of the substrate. The result; precise and timely dosing of water and fertilizers so that your berries can develop themselves optimally.

## OUR PRODUCTS FOR SOFT FRUIT CULTIVATION

### DO YOU WANT TO IMPROVE YOUR SOFT FRUIT YIELD?

Leave us a note and we will give you a call!

### DIDN'T FIND THE ANSWERS YOU WERE LOOKING FOR?

Feel free to ask us your questions!



**Priva Horticulture team**



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