



## INTRODUCING PRIVA SOFT FRUIT SOLUTIONS

How to get the most out of the varieties you grow? And how to use valuable resources like labor, water and fertilizers as effectively as possible? With Priva Soft Fruit solutions you grow more and better berries at a lower cost.

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Buyers all over the world are looking for high quality berries with the best taste and a long shelf life. At the same time, resources are scarce and expensive. How to get the most out of the varieties you grow? And how to use valuable resources like labor, water and fertilizers as effectively as possible?

Those are challenges you probably face every day, whether you grow in soil or on substrate. And the challenges are becoming more serious. That is why we have dedicated a serious part of our product development to creating solutions specifically tailored to the needs of soft fruit growers. From now on, you can focus on your core business and use our solutions to achieve your ambitions.

### **Priva Soft Fruit solutions contribute to up to**

- 30% savings on water and fertilizers
- 20% increase in production and quality
- 10% increase in labor performance

### **Process control & water solutions**

Your productivity depends on the optimum balance of every process in your business. Priva offers different process computers which allow you to control the irrigation process. Depending on the size of your business, your cultivation, location and, of course, your budget, you can adjust the computer to your needs.

### **For soil: Priva Compass Irrigation Editions (available in North-America and Mexico)**

- Irrigation only – no unnecessary features
- Creating an irrigation strategy has never been easier
- Operable from any device
- Clear dashboards with great ease of use
- High tech, yet affordable

### **For substrate: Priva Connex for Soft Fruit**

- Increased fruit production by optimal water dosing
- Clear insight and control over every process
- Single, central network for all horticulture automation systems
- Remote monitoring your processes now and in the future.

### **Labor and production solutions**

Maintaining an overview of the number of crops, activities, hours and performance by staff is important for increasing labor performance. Our management information solution provides

insight into the activities of your labor force, helping you increase your span of control. With our solution, your team supervisors register labor activity and quantity of harvested crop in a user-friendly app.

### **Knowledge**

Priva supports Soft Fruit businesses with knowledge and technology. Besides delivering high quality solutions, we are involved closely with our customers and their needs. From ambition to design, to implementation, operation and support; we share our knowledge throughout the process. Growers can focus on their core business and use our solutions to achieve any ambition.