



CASE IN POINT

LOCATION: Jackson Farms and Ranch
Medicine Hat, Alberta, Canada

SITUATION:

- 4,000 acres total (3,200 irrigated acres)
- 12 Valley center pivots

CHALLENGE: Decrease stress and increase productivity through Internet-connected monitoring and immediate, 24-hour relay of information and operational status

DEPLOYMENT: BaseStation3™

EFFECT:

- Proficient time management
- Maximum resource efficiency
- Minimized risk of decreased yield due to poorly managed operations

Remote Monitoring Saves Time and Stress

Managing 4,000 acres of farmland takes time and dedication, something 20-year veteran grower Shea Jackson knows very well. At Jackson Farms and Ranch near Medicine Hat, Alberta, Canada, Jackson grows a variety of crops, including durum wheat, dry beans, canola and peas.

Jackson is committed to continuous improvement, and that drives him to seek out innovative solutions to increase yields and productivity. Incorporating Valley BaseStation3™ into his operation – made up of 800 dryland acres and 3,200 irrigated acres – was the next logical step in his development plan.

BaseStation3 allows Jackson to conveniently and remotely manage his irrigation equipment from his computer, tablet or smartphone, resulting in less stressful workdays and a significant increase in productive time management.

Before he began using BaseStation3, Jackson drove a daily circular route around all his irrigated fields to ensure everything was properly functioning.

“And that could take all day,” he says. That’s some pretty heavy stress. Plus, if a center pivot stopped, Jackson may not have known until hours later, which could have severely damaged a crop.

With BaseStation3, anxiety of the unknown is long gone and check-up drives are few and far between. Now, if there is an issue, Jackson is instantly notified on his smartphone, so he or a ranch hand can address it immediately.

BaseStation3 also saves Jackson an invaluable amount of time – time he can instead spend doing the things that matter most to him.

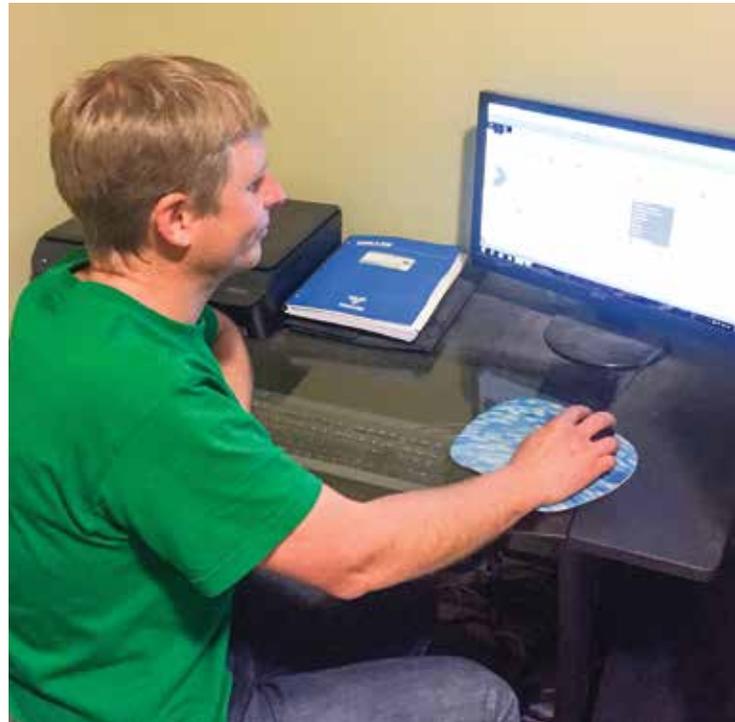
He used to work long hours, (seven-days a week), driving to and from his pivots. Now that he is alerted to issues remotely, Jackson feels he has gotten his life back.



“If we’re out and about with the kids and we’re an hour or so away, I don’t have to run back home to check on things,” he says. “I can just use my phone to see if everything’s working.”

With that in mind, Jackson says it’s safe to say that BaseStation3 would make life easier for any grower with irrigated land.

“I can see the benefits even if you have five pivots verses 20, 30 or 40,” Jackson says.



Every time, it’s personal

Of course, not all growers operate the same way, so BaseStation3 offers a variety of technological capabilities to coincide with a grower’s needs.

For example, Jackson uses BaseStation3 to control his water pressure.

“We have some issues with our screens getting plugged,” he says. “With BaseStation3, we can set the pressure so I’m alerted. If the pressure is starting to drop, I know I have a screen issue.”

He also monitors his flowmeters with BaseStation3. He uses fertilizers and fungicides on his fields, and with BaseStation3 he can see exactly how much of each is being distributed (whether too much, or too little) at any point in time.

With all of these capabilities, Jackson says, “BaseStation3 brings relief and productivity.”

The results can be seen in Jackson’s yields as he consistently reaps higher yields from his 3,200 irrigated acres. At the end of 2014, he saw a 200 percent increase in irrigated durum bushels as opposed to dry land bushels. By all standards, that makes Jackson’s irrigation a great success. And although he might not consider himself the most technologically savvy person, he believes much of his prosperity is thanks to the stress reduction and time savings provided by BaseStation3.



Trying is Believing

Jackson’s local Valley dealer introduced him to BaseStation3 and showed him how to preview its capabilities with the BaseStation3 Demo. The hands-on experience Jackson gained from the Demo gave him a clear understanding of how the product works.

“You can hear things, (but) until you actually try it out, you don’t know what it is like,” Jackson says.