



CASE IN POINT

- LOCATION:** Five Stars Dairy and Milk Harvest Dairy Amherst, Texas
 - 11,000 acres total, 9,000 irrigated
- CHALLENGE:** 24-hour monitoring of center pivots located up to 40 miles from home and dairies
- DEPLOYMENT:** BaseStation3™
- EFFECT:** Reduces labor cost; conserves water; allows precise application of water and fertilizer to produce high-quality feed for dairy cattle
- DEALER:** Valley Ag Electric

Texas Dairy Farmer Enjoys Multiple Benefits from Remote Monitoring

When Case Vanderlei immigrated to the United States from the Netherlands at age 20, he was eager to find out what he might be able to accomplish in his new country. Within a year he had established a dairy farm near Amherst, Texas, and over the next three decades, he invested his time, energy and entrepreneurial talents in finding the best ways to run his business. As a result, the operation has flourished.

“I started dairying in 1987 with 38 cows,” Case says. “Today we have two dairies and 11,000 cows.” Working alongside Case are his wife Piertsje, three daughters and two sons, and about 60 employees. Case’s wife Piertsje grew up in the same part of the Netherlands as he did, but they didn’t meet until she came to Texas in 1988.

Looking back on the growth of his business, Case is glad he came to America as a young man. “We don’t have that kind of opportunity back home,” he says. “Here in America there’s a lot of opportunity, but many people don’t realize how much freedom they have.”

Not only is Case a dairyman, he is also a grower. “Cows eat a lot,” he points out. To supply his dairy cows with high-quality rations at a reasonable cost, he grows corn and triticale on 11,000 acres of land surrounding his dairies. “Everything is grown for the cows,” he says. About 9,000 acres are irrigated with center pivots connected to BaseStation3™.

Case started using BaseStation to monitor his irrigation pivots when the system first came out about ten years ago, and he was the first grower in his area to use BaseStation. When he heard about it from his Valley® dealer, he quickly recognized the potential advantages of installing remote monitoring for his pivots.



“My land is spread out quite a bit,” he explains. “Some of our pivots are 40 miles from the home place where the dairies are.” Before BaseStation was available, Case and his employees had to drive out to check all 60 irrigation pivots every morning and every evening. And if a machine stopped working during the night, nobody would find out about the problem until the next day. “The malfunctioning machine would just sit there for hours and hours doing nothing,” Case recalls. “With BaseStation, when a machine stops working you know about it instantly because you get an alarm on your cell phone.” Doing less driving to check pivots means reduced expenditures for vehicle maintenance and fuel.



From an economic standpoint, Case has found that one of the biggest advantages of using BaseStation3 is more efficient use of labor. “We only have three people on irrigation for that many acres. When an alarm pops up on their phones, they take the service pickup and go out to fix the pivot.”

Case appreciates the ease of operating BaseStation3. “It’s user-friendly, and it’s so convenient to use,” he says. “Every morning when I have my coffee, I sit behind a desk and pretty much click on every pivot and look at the pressure and make sure the machine is running. I also use it to turn the pumps on for the fertilizer.”

An additional benefit of BaseStation is more efficient use of water, Case says. His farm is located about 100 miles southwest of Amarillo, Texas, at an elevation of 3,700 feet. The climate is hot and dry during the summertime, and irrigation monitoring is essential. “You want to be on that 24 hours a day,” he says, “and with BaseStation, you can also do more precise irrigation. If you have some weaker soils that require a little more water, you can program it to deliver more water to those areas.”

If Case encounters a technical problem, he usually contacts Valley directly. “They’ve got great support,” he says. “If there are any issues with the programming or something like that, they just go on their computers and fix it that way.”

