

## Pinata Farms collaborates on a global scale with ZENSIE

November 22, 2018

Australia's largest pineapple producer, Pinata Farms started with a single pineapple farm in Queensland in the 1960s. Today it is the only year-long supplier of fresh pineapples, a leading producer of summer and winter strawberries, and with joint venture partner, [BerryWorld Group](#), produce specialty berries for BerryWorld Australia.

30MHz and its local partner in Australia, Royal Brinkman, have been working closely with Pinata Farms since late September, 2018. Pinata Farms deploys 30MHz's pointed micro-climate sensors, substrate moisture sensors and 3G gateways in its Applethorpe and Wamuran farm locations. With the 30MHz agri-data platform, Pinata farms is able to monitor and optimise irrigation, and collaborate with berry growers across the globe, at BerryWorld in the United Kingdom. Pinata Farms uses the EC and water content readings from the wireless sensors to appropriately adjust its drip irrigation system and nutrient dosing. Through the ZENSIE platform's collaboration features, growers at Pinata Farms can share dashboards and create groups with the growers at BerryWorld in the UK. This allows easy comparisons and contrasting of the various berry varieties across locations, and enables growers to create comments and ask questions in the dashboard, streamlining the exchange of information.

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**SEE ALSO: [Easily gauge your sensor values with this new widget](#)**

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The 30MHz platform is currently used by 5 growers at Pinata Farms, including Technical Manager Lee Peterson. "The ability to reprogram our irrigation and nutrient dosing is invaluable. If we get the substrate wrong for even one day then we stand to lose 20-30% of our yield," Lee points out. "The 30MHz solution provides us with accurate EC and water content information from which we can take immediate action. Furthermore, through its intuitive [dashboards and collaboration](#) features, we can easily share the data with our partner company, BerryWorld, in the UK."



## How can smart sensing transform your industry?

Sensory data from physical environments is helping businesses across industries make better decisions, improving productivity and cutting costs. Let's talk about how smart sensing can work for your organization. Get in touch below.



**Steven Madern**  
Account Manager

What would you like to measure?

Your name \*

Company name

Where are you located?

Can we email you? \*

Can we call you?

Submit



### Your data is ready for its close-up

Well, it's the start of a new year and we're already zoomin' through product updates. First on the list: data zoom. You can never get too granular with data exploration, so to make things a bit more detailed and easy to explore, we've added a feature to let you dive further into a set of ...

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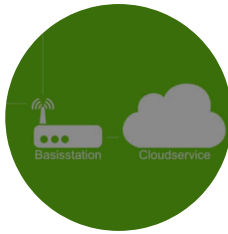




## Allow us to (re-)introduce ourselves

These days, we meet many of our new customers via social media. We love that— it's real, it's conversational, and it's to the point. When we 'meet' a new customer over social media, it means that something we've shared resonates, and we've clicked with a member of our extended community. That 'something' might be a ...

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## 2Grow partners with 30MHz

Bringing new sensors onto the ZENSIE platform  
Growers monitoring their crops with 30MHz technology can add two new metrics to their overview: sap flow and stem diameter. 30MHz has partnered with Dutch agtech company 2Grow, and we're excited to bring agribusinesses in our community yet another source of data to guide grow strategy and decision-making. ...

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