

NEWS

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Netafim USA Enhances its Digital Farming Solution Offering with The Addition of Sentek's Industry Leading Soil Sensor Technology

Agreement Enables the Seamless Integration of Netafim's Automated Irrigation Control, Fertigation, And Crop Protection Solutions with The Industry's Leading Precision Soil Moisture Management Technologies

FRESNO, Calif. (July 1, 2020) – Netafim USA, a subsidiary of Netafim Ltd. – the global leader of smart irrigation solutions, is kicking off **Smart Irrigation Month** by announcing that it has entered into a partnership with Sentek Technologies to distribute Sentek's line of industry leading soil moisture sensors. The agreement provides Netafim the opportunity to equip North American growers with a complete digital farming solution. This solution will seamlessly integrate automated irrigation control, fertigation, and crop protection recommendations through NetBeat, Netafim's industry leading irrigation and fertigation management platform.

Netbeat is an end-to-end cloud-based monitoring, control and management solution that provides actionable field insights to growers. The integration of Sentek sensors will allow growers to be even more precise in the irrigation decisions they take and achieve better crop results while optimizing usage of water, fertilizers and energy; with this partnership, growers will also have the ability to gradually "scale-up" their digital farming investments, from sensor-only deployments to full scale automation.

"Soil Moisture Profile sensors are a critical tool for evaluating the true moisture content and movement of water through the soil. Especially for subsurface drip irrigation and deep-rooted permanent crops," said Roy Levinson, Netafim's digital farming commercial lead. "Sentek has a strong reputation for quality and their products are already widely adopted by growers. This partnership gives Netafim the ability to satisfy the growing demand of progressive growers who are looking for better tools to manage their irrigation scheduling."

Sentek's soil probes use capacitance-based technology to provide near continuous measurements of the soil profile and its moisture content. Unlike other brands, Sentek soil moisture probes allow user defined or site-specific calibration equations to be applied to each individual sensor. This ability to account for different soil types delivers even greater accuracy – meaning more timely responses, better control, and improved crop management.



“As industry leaders in the development of innovative solutions for the precision agriculture marketplace, this partnership is a natural fit for both Netafim and Sentek,” said Mike Hemman, President and CEO of Netafim USA. “We are excited to expand our digital farming solutions. By seamlessly integrating with the most innovative technologies available, Netafim is giving growers the ability to make farming decisions based on real-time field insights.”

For more information on Netafim’s digital farming solutions visit netafimusa.com/agriculture/digital-farming/

ABOUT NETAFIM USA

Netafim USA, based in Fresno, CA, develops and manufactures drip irrigation systems for agriculture, landscape & turf, greenhouse & nursery, mining and wastewater. Netafim offers an extensive range of irrigation solutions including driplines, filters, sprinklers, valves, water meters and digital farming equipment for complete dripline system installations. For more information go to www.netafimusa.com.

