



SMART YIELDS

CROP PROTECTION & YIELD ENHANCEMENT

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FOR IMMEDIATE RELEASE

Smart Yields Partners with Leading U.S. Indoor-Agriculture Initiative on Data

The Company's Crop-Monitoring Technologies are Enhancing 100 Years of Pennsylvania Mushroom Farming

Honolulu, Hawaii, Jan. 15, 2019 – Hawaii-based agriculture technology company [Smart Yields](#) is part of a new sustainable development initiative to establish the leading mushroom growing region of Kennett Township, Pennsylvania, as a Center of Excellence (COE) for Indoor Agriculture.

With a population of less than 10,000, this 16-square-mile area produces nearly half of the mushrooms available in the U.S. Smart Yields is among the companies working with Kennett growers to monitor key factors such as soil moisture. Mushrooms, like other indoor crops, are grown year round under tightly controlled conditions.

“Kennett is positioned at the forefront of developing technologies and methodologies to improve the way food is farmed in indoor environments worldwide,” said Vincent Kimura, CEO of Smart Yields. “This effort is part of our goal to establish meaningful and productive public-private partnerships that help reduce cost for farmers and enhance growing regions through shared data solutions.”

Kennett produces nearly 500 million pounds of mushrooms each year, relying largely on knowledge handed down over the 100-plus years since the industry was established. With the help of Smart Yields, Kennett farmers are now working to establish a more structured framework using detailed data analytics so farmers can grow with additional precision.

Michael Guttman, Director of Sustainable Development for Kennett Township, said Smart Yields technology is an important step in understanding the appropriate moisture level in the various mushroom substrates, or growing surfaces, that are used for mushroom varieties ranging from buttons to portobellos to specialty crops like shiitake.

Indoor growing controls include temperature, humidity and air flow, as well as nutrients. Smart Yields solutions are designed to work in coordination with existing production-focused sensor systems to provide enhanced data points and additional flexibility to address issues throughout the growing process. It is the first major use of Smart Yields monitoring in indoor growing conditions.



Courtesy Kennett Township

Smart Yields is working with farmers on adaptable indoor technology solutions under a new initiative in Kennett Township, Pennsylvania – one of the world's leading mushroom-growing regions.



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“Slight adjustments in growing conditions can make a significant difference in yield,” Guttman said. “We are very concerned about developing an optimal growing environment, and Smart Yields is working on adaptive and flexible technology solutions to help us do this.”

Chris Alonzo, president of Pietro Industries, a third-generation family farm founded in 1938, has partnered with Smart Yields for more than a year to measure real-time moisture levels in the growing environment and raw materials. The company produces approximately 22 million pounds of mushrooms each year.

“Mushrooms are 90 percent water, and we use the data to know when and how much to irrigate the crop,” he said. “Margins are thin with year-round indoor growing, so you have to use leading indicator data to succeed.”

The Kennett Township Center of Excellence will serve as a “clearinghouse and staging area for research, development, and data collection,” Guttman said. There are many similarities between the mushroom industry and other controlled indoor crops, such as hydroponic lettuce and tomatoes. “We have the most dense agriculture industry in the country, so we can serve as a test case for indoor agriculture as whole, with the mechanics, facilities and economic model all conveniently located in one place.”

For additional information about Kennett’s Center of Excellence initiative, visit KennettIndoorAg.info.

As part of its efforts to enhance public-private partnerships, Smart Yields also recently developed the #AlohaAg Challenge to focus on workforce development through the deployment of technology and shared data. Farmers and partners interested in learning more are encouraged to visit smartyields.com/solutions or contact Smart Yields at support@smartyields.com for additional information.

Smart Yields connects farmers, agricultural researchers and their communities through crowd-sourced data gathered from a long-range network of integrated, state-of-the-art sensors that measure everything from soil health to inputs such as water, energy and nutrients. The company recently launched an extensive pilot program with the Rocky Mountain Farmers Union in Colorado, covering nearly 1 million acres and supplying dozens of fruit growers with data that has saved hundreds of thousands of dollars in high-value crop losses. The company’s global expansion includes markets in Europe and Asia, as well as the establishment of Centers of Excellence to encourage farming best practices.

About Smart Yields

Founded in 2015, Smart Yields is a Honolulu-based agriculture technology company that connects farmers, researchers and their communities through real-time analytics gathered from a long-range network of integrated, state-of-the-art sensors. Managed in an easy-to-use mobile app, this system helps protect crops, optimize operations and increase yields. For more, visit SmartYields.com.

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