

# Connected Crop Management

## Let's Talk Turkey: Valley 365® Simplifies Management and Control of Center Pivots at Poultry Processing Operation



- LOCATION:** A major poultry processing facility  
Mount Olive, North Carolina
- PROFILE:**
  - Processes about 1.6 million gallons of wastewater per day
  - Grows grasses, especially Bermuda, on 540 acres
- EQUIPMENT:**
  - 24 Valley® center pivots, two other pivots that are being replaced with Valley pivots
  - Three traveling reels
  - One solid set system
  - Valley 365® monitor and control on all Valley pivots
  - Valley Crop Link®
- BENEFITS OF VALLEY 365:**
  - Time and labor savings
  - Easy to start and stop pivots from anywhere
  - Reporting on water usage
  - Instant notification for issues such as plugged sprinklers



Josh Batchelor is the farm manager at a large poultry processing facility in Mount Olive, NC. He and his team handle wastewater treatment and distribution onto the grass crops nestled in the flat, sandy soil near the poultry processing plant.

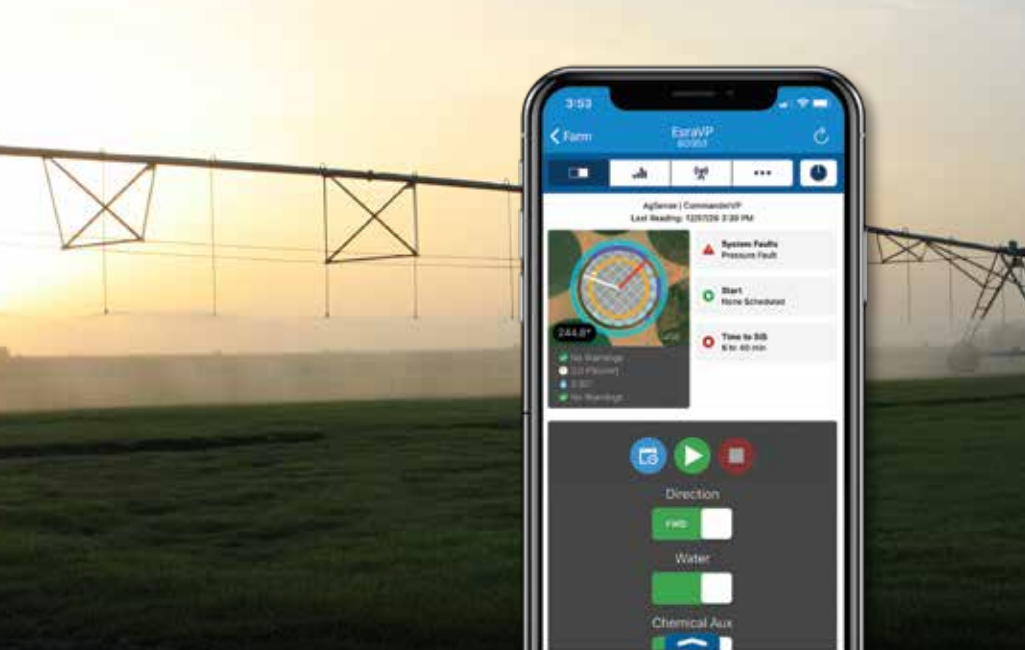
“We do two separate things,” he says. “We treat the water coming out of the plant and send it to the lagoon. Then we pump the water from the lagoon to the field.”

They use Valley 365 to monitor and control all their Valley pivots. There are nine people utilizing the connected crop management platform every day. Batchelor and his supervisor run the app from their smart phones, and the irrigation operators from their iPads.

Batchelor says Valley 365 is very easy to use, and it saves time and labor for the operation.

“It has simplified my life a ton,” he says. “Before, we’d have to drive to each center pivot. When you’ve got this vast of an area, it takes a long time just to turn each one of them on and off. Now, we can do what we want to do in five minutes.”

Batchelor says he uses Valley 365 even when he isn't on site. “If I’m on vacation or if I’m at home and want to know what’s going on, I can pull up the app to actually see if we’re running and not have to bother the operator or call to see what’s going on throughout the day. We’ve caught pipe breaks instantaneously, so we could get them fixed right away.”



## Saving Resources

That data, along with the quick and easy control of the Valley 365 app, saves the operation fuel and water. During the wet, cool winter season, they can shut down the pivots at any time to avoid overwatering.

They can also address specific areas within fields, according to Batchelor. “In wintertime in certain parts of the field, it stays really wet, so we can use Valley 365 and set GPS coordinates to cut the pivot off and turn it back on as it goes around. So that’s really nice. We have also been using solenoid valves, so just as a specific span hits a wet spot, it turns off. We’ve done some automation there.”

## Positive Return on Investment

Between the labor, water and time savings, the reporting capabilities and the ease of operation, Batchelor says there’s no question that Valley 365 pays for itself year after year.

“We can get it started up a whole lot faster than what we used to, doing it manually, and being able to quickly increase volume of flow has really been beneficial,” he says. “I would recommend it to anyone who uses pivot irrigation.”

## Regulations and Reporting

North Carolina heavily regulates irrigation, especially when wastewater is involved. Before using Valley 365, reporting was more difficult at the facility.

Mike Daughtrey, Division Manager for Valley Dealer Benchmark Buildings and Irrigation, says they implemented a radio system for the operation years ago, but it was becoming outdated. Now that they have upgraded to Valley 365, it has also helped simplify reporting.

“They play by the book and are conscientious irrigators,” Daughtrey says. “Reporting is very important, so we installed Crop Link at the pump sites and flow meters were installed both at the pump and pivot sites, which provide flow data to Valley 365 for reporting.”

Valley Crop Link monitors and sends data from the equipment to Valley 365, so Batchelor and his team can view all data in one easy-to-read page.

“We have to report monthly flow numbers to the state,” says Batchelor. “Crop Link gives us the total flow and rainfall every 24 hours, which we have to report. We send in flow, inches, wastewater data, that kind of thing.”

Batchelor believes reporting is going to become more common for all farmers, and Valley 365 will be a good tool to help during that process. “I really think in the future the recording of data is going to become more important. The farmer is going to need more accurate data moving forward. They don’t want to rely on formulated flows and outputs. You can actually have a meter on your pivots and hook it up to Valley 365 and start recording accurate data.”