



# ENRICHING CROP OPERATIONS

*with Streamlined, Accurate Information*

## *Case Study: Fruit Grower with Nine Locations Enhances Data Accuracy and Application with Resourceful Reporting*

### **Executive Summary**

Fourth-generation fruit growing operation Sundquist Fruit was looking for a more streamlined approach to manage and report data for its work orders for chemicals, fertilizer, and spraying of applications. The Yakima, Washington-based producer of apples, pears, and sweet cherries engaged Agworld to connect and manage their chemical and application data. They're now looking to use Agworld to support their budgeting, agronomy data, and more. Sundquist's comprehensive operations were onboarded and running efficiently through the new system within a few weeks, and Sundquist has since bolstered its operations with additional Agworld resources.

### **Challenges**

In 2004, Sundquist Fruit built a program to help manage a database for various chemicals and fertilizers used in production. Though it was forward-thinking at the time, the system took a great deal of time to update, and it required conversions back and forth from paper throughout the process of getting a crop from seed to market. As the business continued to grow and expand, concerns about losing work orders and actual recommendations during the paper-technology-paper-technology conversions eventually manifested as a potential problem. The need to update to a more robust and efficient ag-focused technology program was apparent. Sundquist began the search for a better technology solution – one that would be a failsafe for accurate reporting and information.



#### **INDUSTRY**

Permanent/Specialty Crops

#### **BRIEF COMPANY PROFILE**

Sundquist Fruit is a Yakima, Washington-based fruit farmer, growing apples, pears, and sweet cherries in two counties. A fourth-generation operation, they sell fresh produce that they grow in nine different locations. In addition to the growing operation, Sundquist Fruit has cold storage facilities and a partnership with a packing facility.

## How Agworld Helped

Sundquist Fruit began implementation of the robust Agworld system in 2014. Within a few months, owner Andrew Sundquist found the results from the system to be so impressive that Sundquist Fruit committed to full-time involvement with Agworld. Today, the farm relies on Agworld to track all its work orders for chemicals, fertilizer, and spraying of applications.

Through the informative and precise reporting resource Agworld's technology platform provides, Andrew is able to view real-time reports a few times a week to make tweaks to spray recommendations, and in the Spring he uses the reporting system daily. Employee feedback has been supportive to these improvements as well, as they love seeing work orders being adjusted for issues in the moment, as well as being given real-time and precise chemical recommendations. Everything takes less time, there are fewer questions and opportunities for mistakes, and the system provides the robust reporting capabilities that Sundquist Fruit was looking for.

## RESULTS, RETURN ON INVESTMENT

The accuracy, speed, productivity, and simplification of work orders and reporting have had a tremendous impact on Sundquist Fruit's daily and annual operations overall. As the months roll on, Sundquist Fruit is looking for more opportunities to use Agworld features to improve other aspects of its farm operations. They have since added the planning budget features and budget tracking.

Andrew calls the firm's streamlined record keeping, "a great value for the regulations and audits we have to follow." He believes in the system so much, he's begun to convert his neighbors. Several farmers from his community have joined Agworld strictly on the basis of Andrew showing them what his farm is able to accomplish using the system.

