

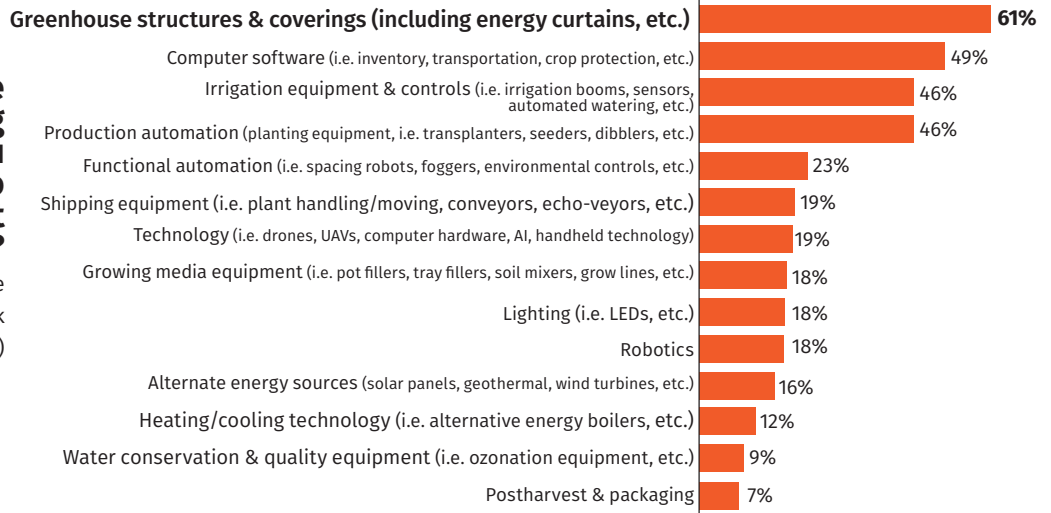
TECHNOLOGY

How the Top 100 Growers Are Investing in New Technology

We asked the nation's largest greenhouse operations about the reasons they choose to implement technology, the areas of greatest potential, and more.

Which of the following areas are you planning to invest in most in 2024?

(respondents were asked to check all that applied)



How Metrolina Greenhouses Takes a Smart Approach to Technology

Metrolina Greenhouses is widely considered to be an industry leader not just in adopting new greenhouse technology, but in doing so for the right reasons. Scan the QR code to listen to an episode of the **Greenhouse Grower to Grower** podcast from earlier this year featuring Abe and Art Van Wingerden, co-owners of Metrolina Greenhouses, to learn why and how they take this approach.



Continued ▶

PROSPIANT

Prospiant is your end-to-end agtech solution partner, collectively built by three industry-leading brands (Nexus Greenhouses, Rough Brothers, and Thermo Energy Solutions) with unmatched financial strength and more than 150+ years of combined business success. Our greenhouses are manufactured locally, with facilities in Ohio, Colorado and Ontario.



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What technology do you feel still needs to be developed for this industry?

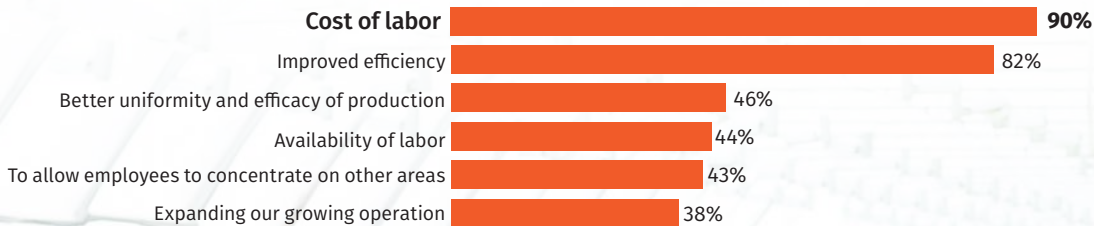
- “More automation of repetitive tasks.”
- “Pest identification, chemical tracking, and integration into our production software.”
- “Better automatic labeling.”
- “Inventory tracking.”
- “Production planning software.”
- “Artificial intelligence.”
- “Plant spacing technology is still pretty rudimentary and seems to require ideal conditions. Also trimming technology at an individual level is generally cost prohibitive.”
- “RFID labeling.”
- “There is lots of automation for inside controlled environments, but not for outside growing conditions.”
- “E-commerce tools that consider plant-specific factors.”
- “Irrigation sensing still needs to be improved.”
- “Crop-specific automated growing techniques.”
- “Better interface on environmental control software.”
- “Shipping advancements and streamlining.”

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If you are investing in technology (automation, equipment, structures, software, energy efficiency, etc.), what factors have caused you to do so?

(respondents were asked to check all that applied)



Are you investing in new or retrofitted structures and coverings this year?

(respondents were asked to check all that applied)

