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Finka's dedication to Data Driven Growing

May 25, 2023 · Plant Empowerment, Success Story

the state of Querétaro, Mexico.

company:

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Finka's vision is to one day have 160 hectares of productive land (currently they own 51 hectares), out of which 21 hectares have been equipped with the latest generation technology. One of these technologies

Finka is a company dedicated to the specialized greenhouse cultivation of tomatoes and cucumbers in

Finka makes use of is the MyLetsGrow platform. As a result of implementing this technology, Finka has witnessed impressive outcomes. **They have**

experienced a production increase of more than 25% compared to their previous locations.



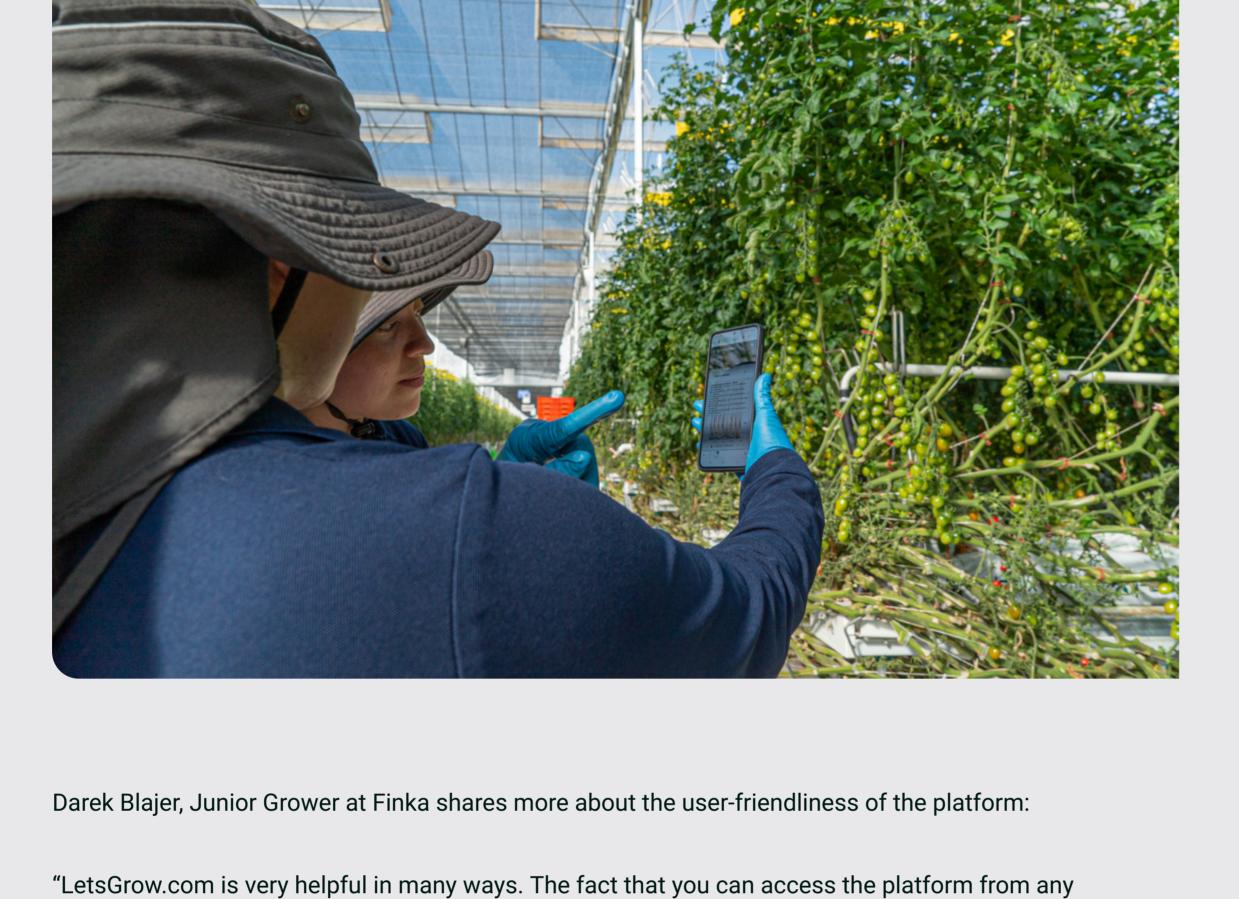
"The LetsGrow.com platform provides a very comprehensive analysis, by collecting data on climate, pest and disease monitoring, quality of the cultural practices and crop registration data, within a single

program. I believe LetsGrow.com helps us to make things easier and very understandable." Rigoberto also shares how the tools assist in their most optimal growing strategy, where we help the company make informed decisions about their crops and business:

"Through LetsGrow.com's climate monitor tool you can make more accurate decisions. We establish the desirable target parameters, facilitating our decision-making on the optimal crop conditions. The expected

yield is higher because the plant doesn't suffer from stress and we always keep the optimal crop

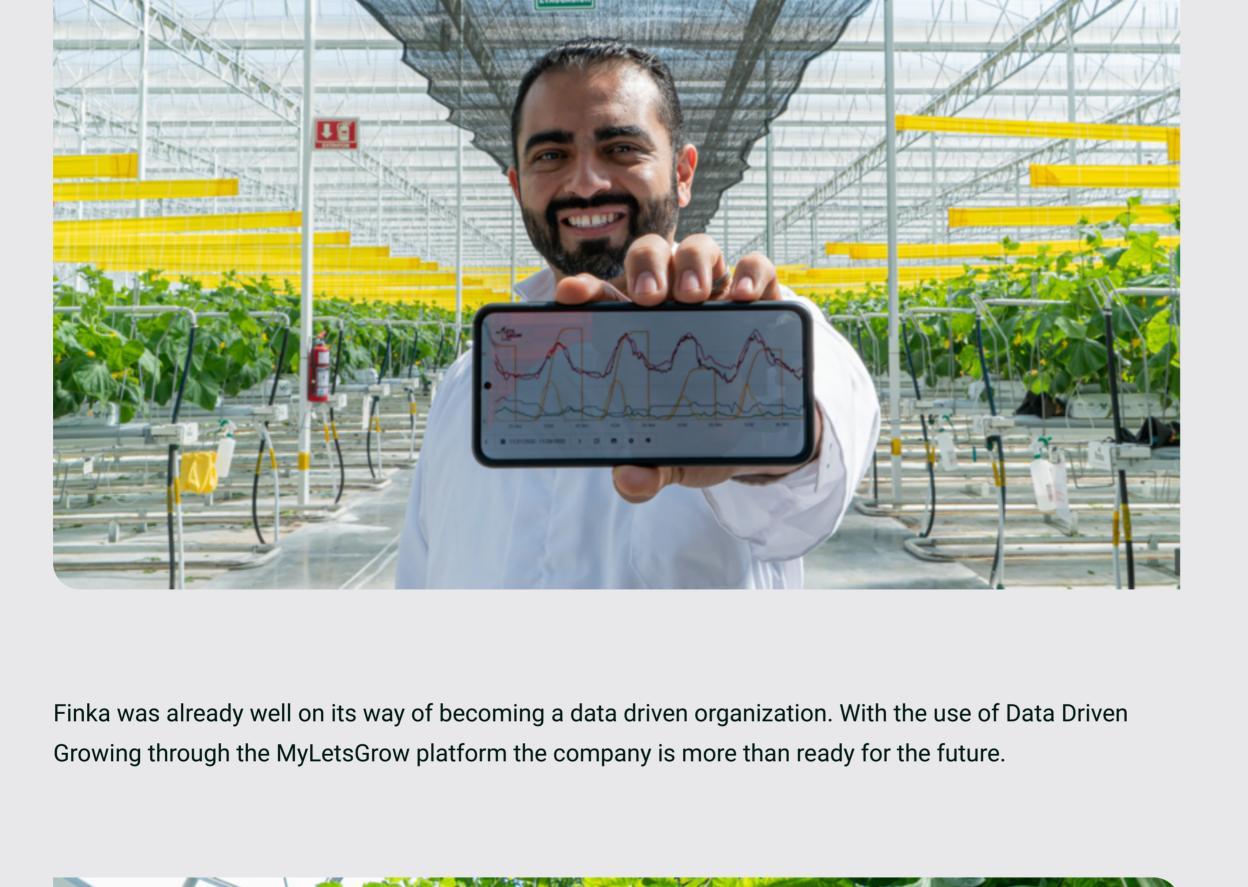
conditions; which will be reflected in production."



(Radiation-Temperature Ratio) and VPD (Vapour Pressure Difference) can be checked through this platform.

Other than the tools and solutions, the assistance of the DDG team also plays a great part in the informed decision making process: "That allows us to lead the crop to its maximum potential, because it keeps us updated in terms of growing and Plant Empowerment," concludes Darek.

computer or mobile phone, allows you to provide a follow up from any part of the world. Tools like RTR







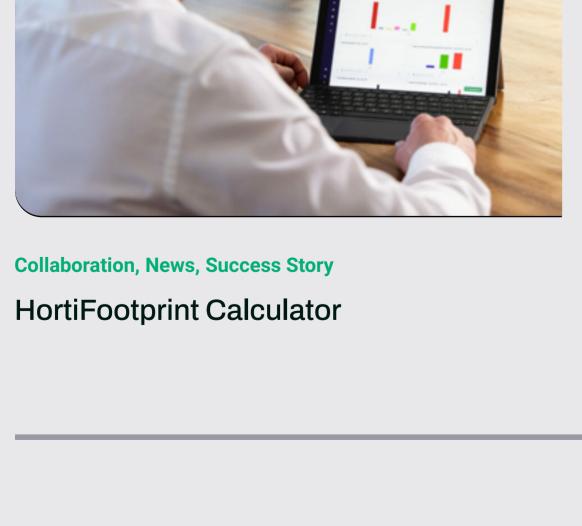
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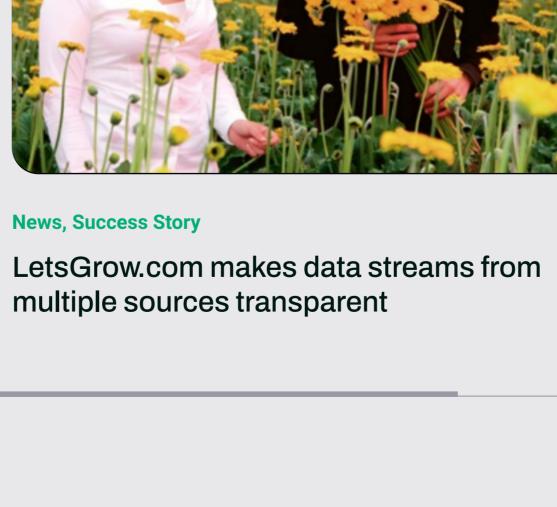
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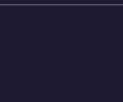
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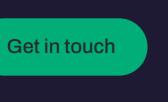
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