



30MHz

Data platform, sensors & connectivity



Connecting Horticulture

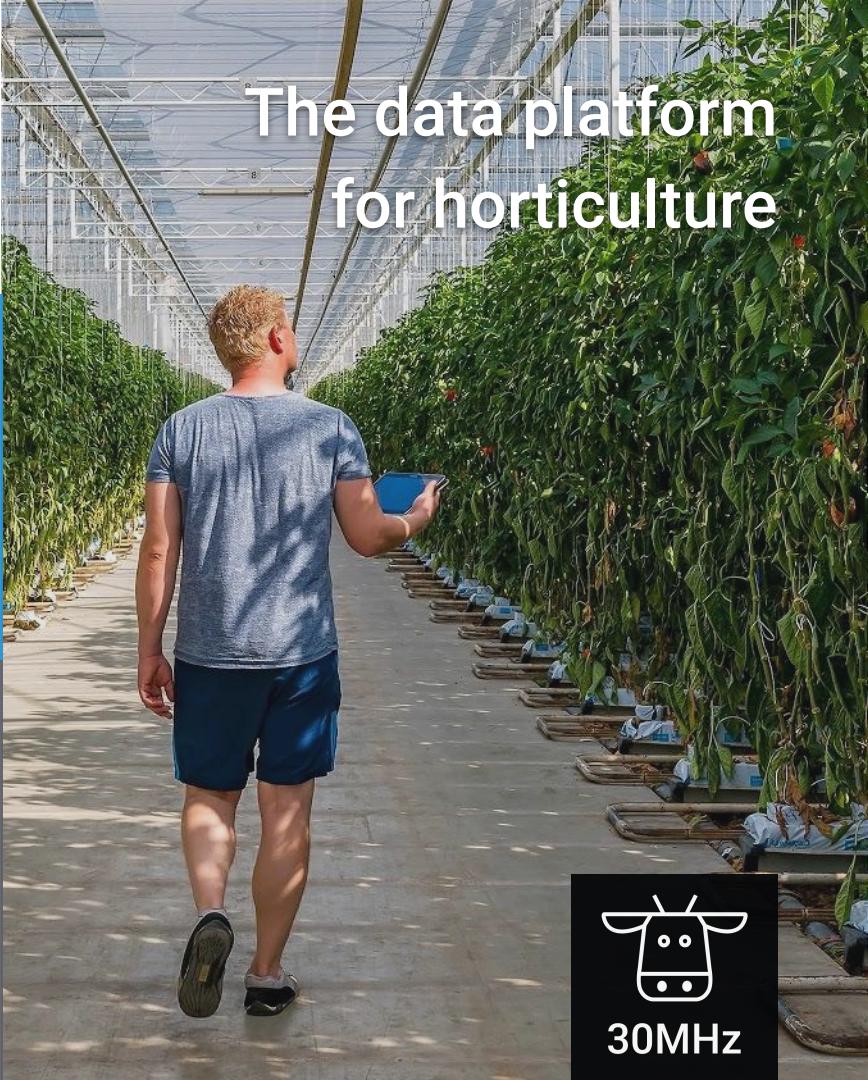


This Amsterdam based scale-up believes that with **technology** and **data**, horticulture businesses of any size can innovate to become **more effective, sustainable and cost-efficient**, and **share knowledge**.

30MHz provides the sector with a data platform that lets growers combine all kinds of data sources in one spot. It provides analytics and cultivation applications and is available on your pc, laptop or smartphone allowing you to discuss insights with colleagues and/or consultants.

Business numbers

350+ organisations in more than 30 countries
2.500+ users (growers, consultants, researchers)
4.000 data events per minute
3.000 dashboards created
6.000 sensors deployed



What we believe

We believe that with **technology** and **data**, horticulture businesses of any size can innovate to become **more effective, sustainable and cost-efficient**, and **share knowledge**.

We aim on helping the world to prevent the expected food crisis in 2050



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30MHz: The data platform for horticulture

All data sources in one spot

Wireless sensors, climate computers,
manual data and API integrations.

Browser based platform

Available on browser on your pc or laptop
or as native app on your smartphone.

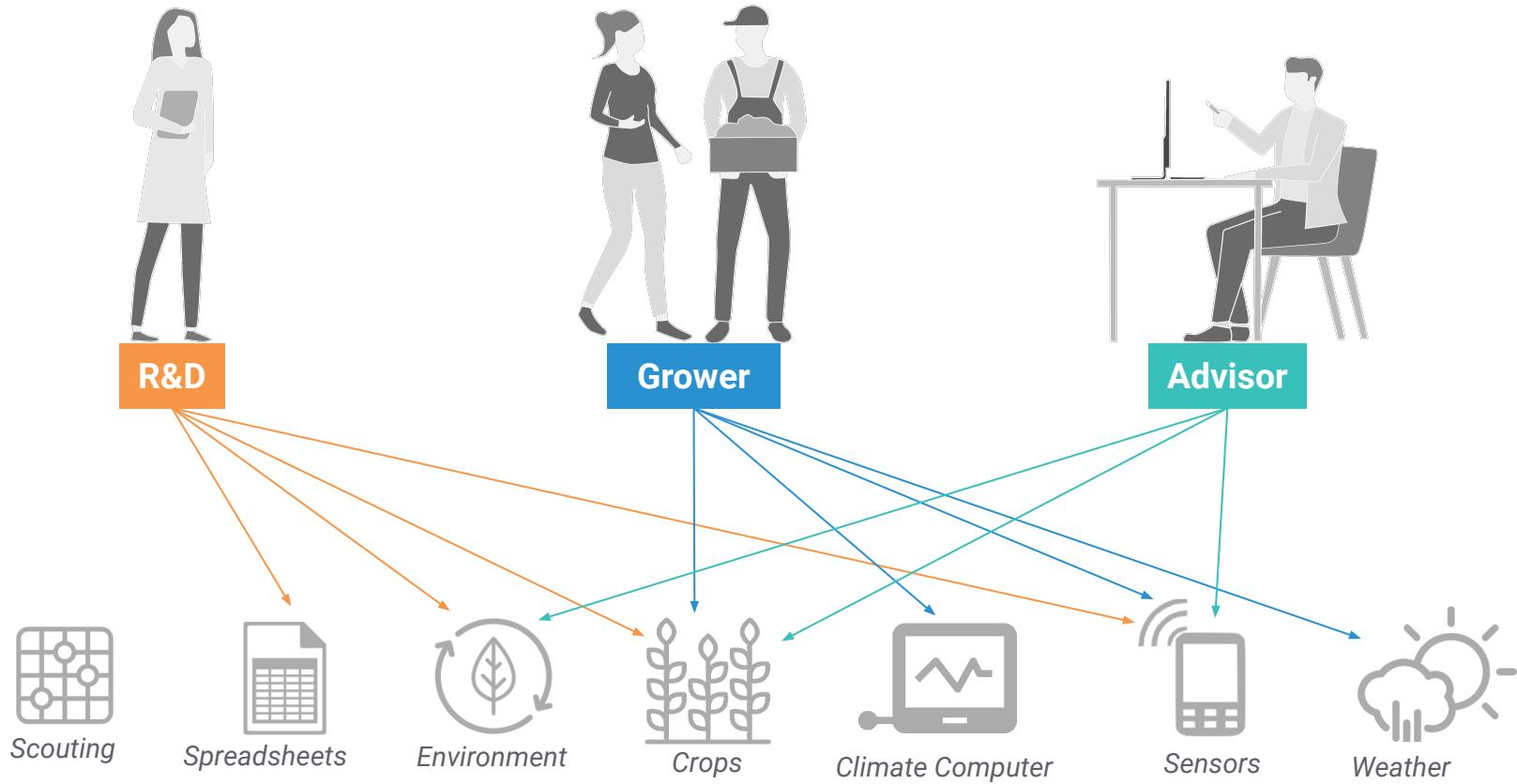
Get real time advice

Discuss insights with colleagues,
consultants or use applications.



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From many data silos and slow feedback loops...



...to one data platform, connectivity and easy comms



How it works: custom dashboards

- Capture data that matter to you
- Control who has access to your data
- Compare, share, discuss and export
- Add custom calculations and reports



Feed with updates,
images & comments



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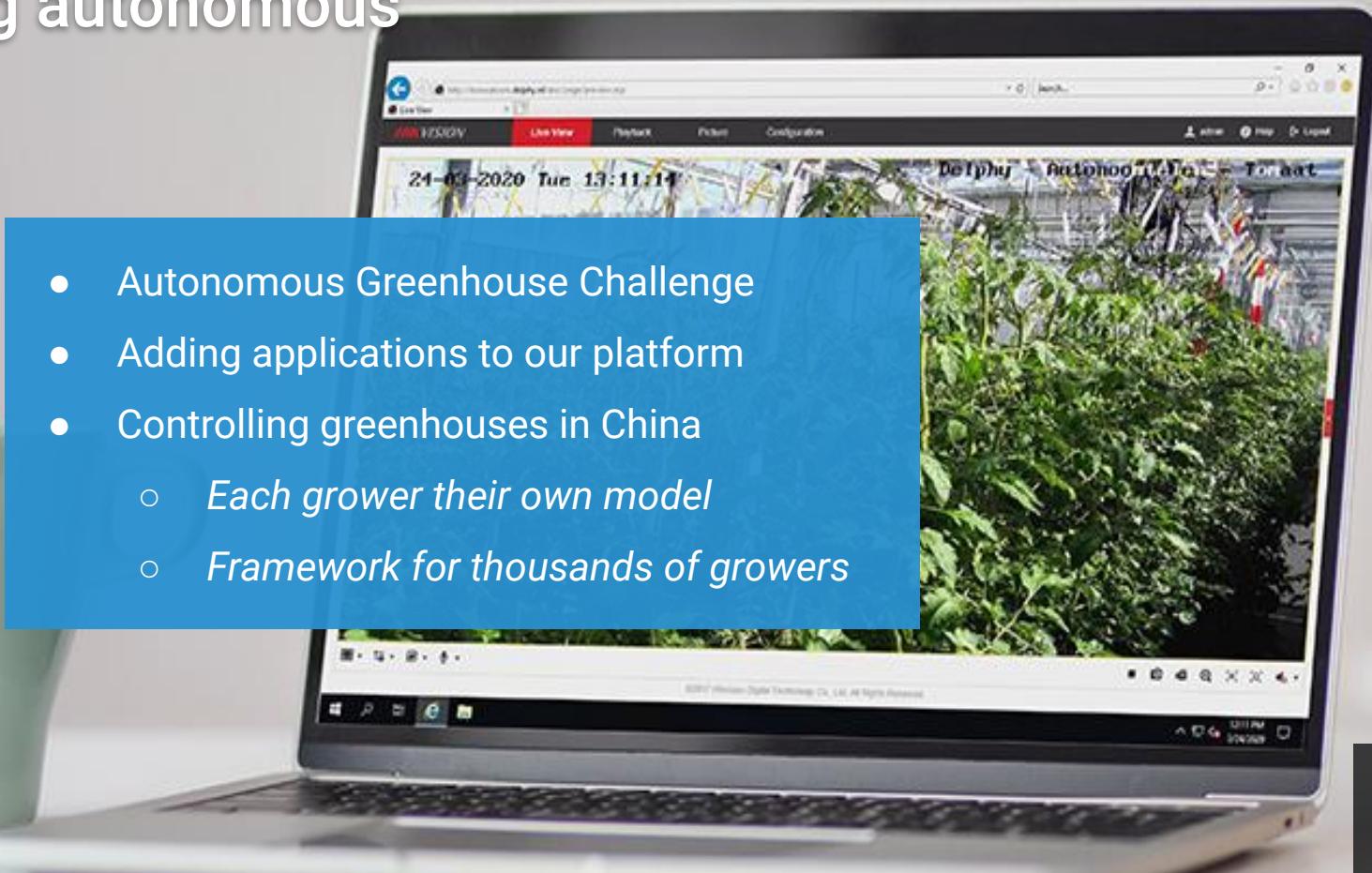
Innovating with leading names in horticulture

30MHz has been embraced by some of the most innovative names in global horticulture. Collaborative, joint innovation with the sector helps ensure that our product anticipates the needs of growers, breeders and advisors.



Going autonomous

- Autonomous Greenhouse Challenge
- Adding applications to our platform
- Controlling greenhouses in China
 - *Each grower their own model*
 - *Framework for thousands of growers*



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Reducing losses with fruit temperature

- Reduced 40% of sunscald crop loss
- Reduced annual energy costs by 5%
- ROI >3,000%, investment 10k, returns in excess 300k

Instant payback with prevented losses

Kwekerij Moors uses pointed temperature sensors to monitor the skin temperature of its fruits in real-time. This allows Moors to receive alerts on any overheating produce which helps reduce sun-scald. Analyzing fruit skin temperatures around the greenhouse vertically and horizontally has enabled Moors to change screening and airflow strategies to improve temperatures uniformity throughout. This resulted in improved produce quality creating a higher ROI and significant energy savings.



Reducing harvest risks and uncertainty

- Removed waterborne disease risks
- Improved harvest quality and consistency
- Improved shelf-life

Invaluable returns

When analysing crop level insights, Madestein soon realized that the actual leaf conditions did not match expectations. Specifically, because the leaf temperature was close to its dewpoint, the plant was vulnerable to numerous diseases. Given the increased levels of insight through the Zensie platform, Madestein was able to optimise the environment by reducing the humidity, which in turn reduced the risk of disease. The 30MHz microclimate sensor calculates “plant stress” (via the vapour pressure deficit measurement (VPD)). By actively changing the conditions to result in a higher VPD, the client was able to improve harvest consistency by producing thicker and flatter leaves.

Increasing VPD improved quality



Changed screening to reduce stress



Insights from leaf temperature, discovered spikes in leaf temperature (stress) at 5pm as screens open while radiation levels are still high. Settings modified on the 29th and leaf temperatures return to normal pattern.





Less disease and rot is a win win

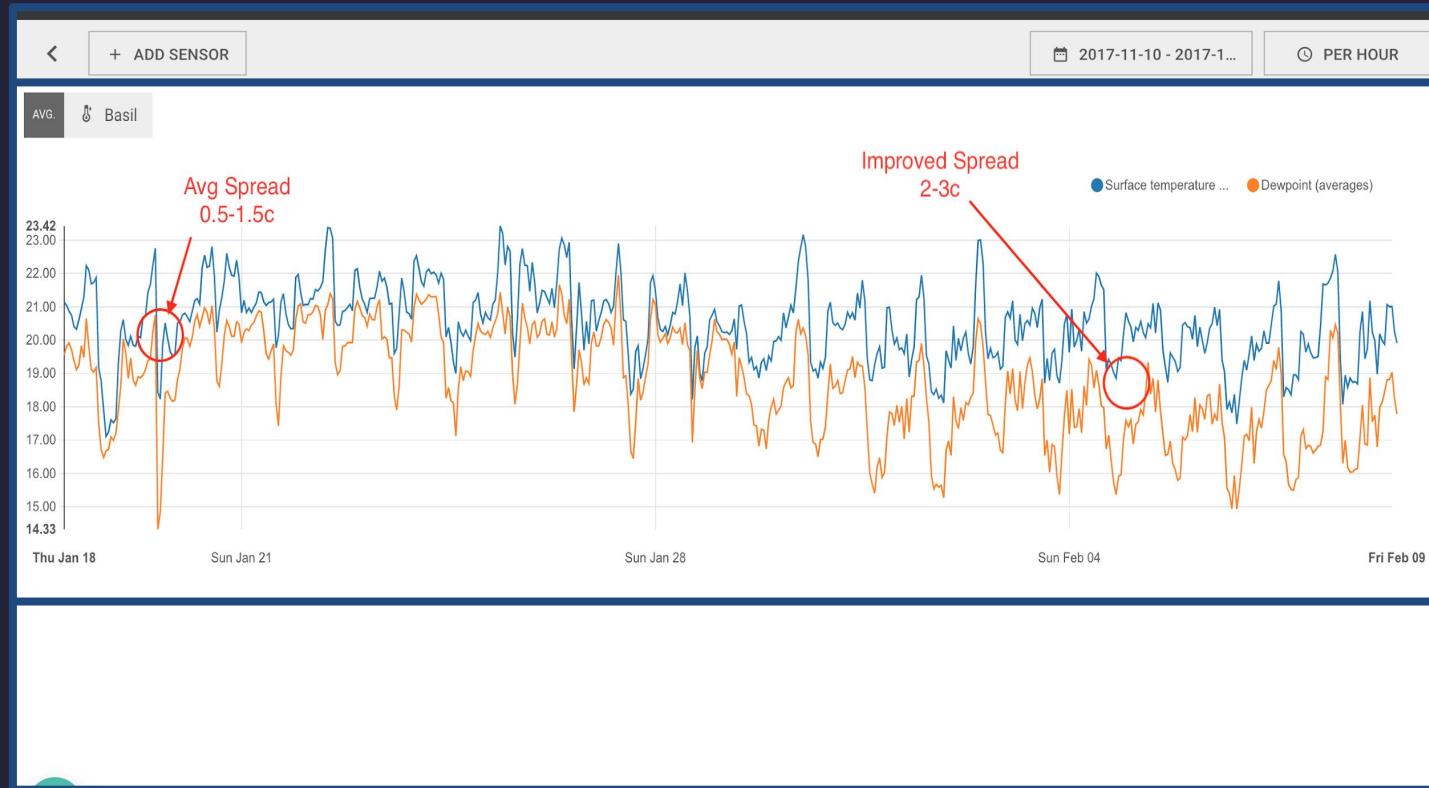
- Reduced risks of disease & rot
- Fungicide savings
- Energy savings
- ROI >900%



Less waste and harvest risks provide payback

Commercial cucumber grower lost >\$50k due to rot and water-borne diseases (mildew). Microclimate sensors (at crop level) spotted numerous fruits approaching dewpoint. Small changes in the environment significantly removed the risks of disease and rot. Cost of investment was 5k to prevent these large losses.

Reducing the risk of leaf wetness





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Questions?

steven@30mhz.com

www.30mhz.com

