

### LRP Orange Co., Citrus Orchard Application, Visalia, CA

#### IRRIGATION MATTERS



*"By closely monitoring the soil moisture trends through the profile on our iPads and mobile phones, we were able to extend our irrigation cycle from every 7-9 days to every 12-15 days. This helped us save around 30% to 40% on water."*

— Larry Peltzer  
LRP Orange Co.



#### 30%-40% WATER EFFICIENCY IMPROVEMENT

Larry Peltzer, a pioneer citrus grower in Visalia, CA was able to improve his water efficiency by 30% to 40% by reducing watering time and frequency, thanks to the real-time soil moisture data collected by his wireless ClimateMinder stations.

"The Rain Bird ClimateMinder System allowed me to irrigate less by eliminating the guess work," said Larry Peltzer. "By using this product, we've become more efficient with our water usage and fertilizer application, while saving on fuel and labor."

In addition to the water savings, Larry was able to increase his crop yield by up to 15%-20% due in part to his Rain Bird ClimateMinder system. His yield jumped up to 60+ bins per acre in 2014 from 50+ bins per acre in the previous year. Both these numbers are well above the state averages. Larry believes that the ClimateMinder solution helped him be more precise. As for quality, the fact that the majority of his produce was exported in 2014 says a lot.

#### CHALLENGES FACED

Larry describes the main challenge as follows: "Due to the lack of available surface water and diminishment of our underground water supply, we wanted to make sure that we were as efficient as possible with our timing and the water amount applied. The ClimateMinder system has done an excellent job in providing us with that information."

2014 will be a more difficult year for all growers in California due to the serious drought. "The way the water situation is now with the lack of surface water, we need to manage available water as efficiently as we can," said Larry. "One of our ranches doesn't have any wells and we are only allocated 90 days of surface water. Therefore, we are now harvesting our Valencia oranges to take load off the tree, so we can survive the tree and hopefully produce a viable crop for next year."

Regarding the underground water situation, Larry continues: "Everybody is tapping into the underground. There will be 300+  
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*\* Larry Peltzer's ClimateMinder system is installed and maintained by Irrigation Matters in Tulare, CA. Irrigation Matters' goal is to help their growers meet their needs through excellent service and support from data interpretation to software education. Larry describes the service he is getting as outstanding.*

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new wells established in this area this year (2014). Maybe we can sustain for another season or two, but eventually, we'll overdraft the underground, where there won't be enough water either without replenishment from the top. So, we are anxious. With that said, we want the maximum efficiency your company can provide for us."

## HOW DOES LARRY USE THE CLIMATE MINDER SYSTEM?

Larry uses his ClimateMinder system to:

- Continuously monitor the **soil moisture condition** through the profile in real-time to make sure moisture levels are within the boundary he defined.
- Look into salt build up or **EC** to make sure he is not pushing out his **fertilizer** below the root zone.

*"With bulk and pore EC measurements, we can tell the distance that liquid fertilizer penetrates when we fertigate," said Larry.*

*"We are maintaining that in the root zone. Now that the state is watching over us very closely with nitrates, we will have evidence to show that we are not abusing our nitrogen application."*

- Receive **frost alerts** as **phone calls** or **text messages** during cold months, saving him time and money on fuel. Larry mentioned that, in the past, he found himself driving to the field lot more often due to the fear of frost. Now, he enjoys monitoring the temperature remotely from the comfort of his home.

## CONTACT US:

To learn more about the Rain Bird ClimateMinder System and how it can help you achieve higher yield and quality while saving on valuable and limited resources such as water, please contact Rain Bird or Irrigation Matters:

### RAIN BIRD®

#### Ag Customer Service

(800) 435-5624

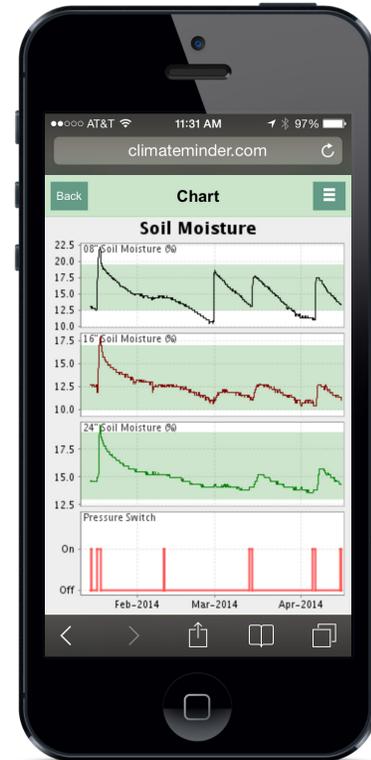
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### IRRIGATION MATTERS

#### A TAP Family Company

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## ABOUT LARRY PELTZER, OWNER OF LRP ORANGE CO.:

Larry is a 4th generation family farmer. Peltzer family originally came to Orange County from Kansas, where they farmed wheat. Until they started focusing on citrus, they grew various vegetables, walnuts, grapes and cotton in different parts of the state. The family recently celebrated its 100th year reunion in California.

While primarily growing citrus and pomegranates on his 120 acres around Visalia, Larry is also heavily involved in his family's farming operation of over 1,000 acres.

Larry recently served as president at the Tulare County Farm Bureau, where he has been a member for over 20 years.

**Crops:** Oranges, mandarins, grapefruit and pomegranates

**Irrigation Type:** Micro-sprinklers