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Village Farms harnessing AI to revolutionize greenhouse ag

In the realm of greenhouse agriculture, where the delicate balance of plant care meets the demands of market freshness, the role of technology has never been more pivotal. Picture a greenhouse bustling with activity, yet surprisingly serene, as rows of meticulously tended plants thrive under conditions finely tuned by a blend of human expertise and technological prowess.



Greenhouse Grown

For growers at [Village Farms Fresh](#), like Arie van de Giessen, vice president and facility manager in Texas, the integration of AI-driven solutions has ushered in a new era of efficiency and quality. "I like to say that 'AI is our friend' because it is doing what we are training it to do and it keeps improving. Blue Radix makes life easier so we can focus on the many other important aspects of greenhouse growing," said van der Giessen.

Traditionally, greenhouse growers are perpetually on call, tasked with monitoring plant needs around the clock. This relentless vigilance underscores the crucial intersection of 'green thumb' know-how and cutting-edge automation in Controlled Environment Agriculture.

At a recent panel discussion featuring Blue Radix, the frontrunners in autonomous climate and irrigation control, the spotlight was on how AI innovations are transforming the agricultural landscape. Blue Radix, recognized with the innovation award at GreenTech in Amsterdam, exemplifies the strides made in autonomous growing technologies for greenhouses. These advancements not only elevate the quality of produce but also markedly improve the well-being of growers.

"Autonomous growing with Crop Controller really is a win-win for team and company," said Ron Hoek, CEO of Blue Radix. "Besides the financial and sustainable benefits for the companies, our customers tell us they have more peace of mind. They can improve their work-life balance as no check in the evenings or weekends are necessary."

The advent of AI in agriculture signifies more than just operational efficiency; it signifies a paradigm shift in work dynamics. By delegating routine monitoring and control tasks to AI systems, growers are liberated to engage more deeply in strategic endeavors such as crop planning and experimentation. This shift not only enhances productivity but also fosters a richer, more fulfilling professional environment for growers.

Village Farms Fresh has consistently championed innovation, viewing technology not merely as a tool for growth but as a cornerstone of sustainable practices. By investing in AI-driven solutions, the company not only enhances the quality of its offerings but also underscores its commitment to supporting the individuals who drive its success — the growers.

The benefits of AI in agriculture extend beyond the confines of individual operations. They ripple outward, influencing everything from market competitiveness to environmental stewardship. By optimizing resource use and minimizing waste, AI empowers growers to cultivate crops that are not only superior in quality but also more sustainable in production.

In essence, AI in agriculture epitomizes a harmonious blend of tradition and innovation — a synthesis where age-old agricultural wisdom meets the precision of modern technology. As Village Farms Fresh continues to lead the charge in integrating AI into its operations, the future of farming looks increasingly promising. It is a future where growers, armed with AI-enabled insights and capabilities, can devote more time to what matters most: nurturing crops to their fullest potential and delivering exceptional quality produce to their customers.

Photo: Arie van der Giessen and Lauren van der Spek

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