



Agurotech

# Agurotech takes the guesswork out of irrigation.

Real-time insight into soil and crop conditions.  
Practical advice, tailored to your business.





## The Reality in the Field

Weather patterns are becoming increasingly unpredictable: in some years irrigation demand is low, while in others farmers struggle to keep up with prolonged droughts and water shortages. Irrigation decisions are often still based on guesswork, and traditional methods like squeezing a soil ball are no longer future-proof.

Meanwhile, the pressure is growing: labor is expensive and good staff is hard to find, fuel costs for reels keep rising, and water use will likely face stricter regulation. One wrong decision about water means lost yield and lost profit.

## How it Works

When it comes to irrigation, growers ask us the same questions:

*“When should I irrigate, which field needs it, and how much?”*

With Agurotech, the answer is simple, in three steps:



1. Set up the app.



Download the app, create your location, and select the fields you want to monitor. Direct insight.



2. Install the devices.



Easy to place, ready within 5 minutes.



3. Receive advice



Clear irrigation recommendations, tailored to soil type, crop, and growth stage - including a 10-day irrigation plan.

No endless data streams, just actionable advice.

**Simple. Reliable. Practical.**

You can also choose to connect to the ROAK data platform, to collect measurements and data.



## What Growers Say



Always up-to-date measurements and weather data at your fingertips, with direct personalized advice for your crop and soil.



Maintain full ownership of your data, easily access your history, and plan ahead with reliable forecasts.



Securely share your crop data with others and decide yourself who can view or manage it.

### Local weather data from your field

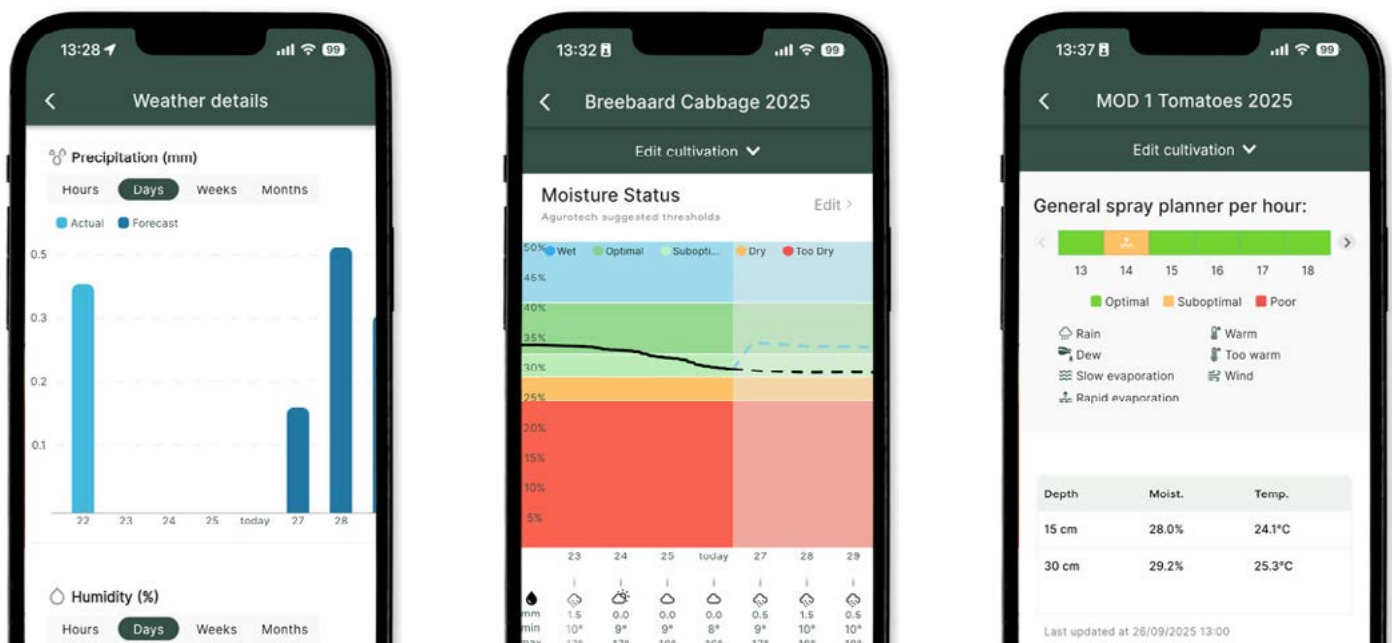
✓ Direct insight into the most local and accurate weather data for your own field, including historical records and 10-day forecasts. Weather station data can also be shared between growers.

### Practical irrigation advice

✓ Real-time irrigation advice, tailored to your crop, sowing time, and soil composition. Includes a 10-day irrigation schedule, continuously updated with the latest weather forecasts.

### Optimal spraying timing

✓ Spray planner that, based on data from your weather station or our weather service, provides hourly advice on the optimal spraying time. This saves resources and increases the effectiveness of your application.





## Built for Real Field Conditions

Important decisions require reliable measurements.

That's why Agurotech develops hardware that truly withstands field conditions: robust, durable, and maintenance-free.



### ✓ Soil Moisture Sensor

Measures moisture, temperature, and electrical conductivity along the root zone. Equipped with a rechargeable battery lasting three to five years.



### ✓ Weather Station (or rain gauge)

Modular design with up to seven sensors of your choice, powered by solar panel for virtually unlimited lifetime.



### ✓ Crop (frost) sensor

Measures crop temperature and automatically alerts you to frost risk.



All hardware is rain-, heat- and frost-proof, lasts for years, and requires no maintenance.

## Extra: Field-Wide Insight With Satellite Data

*“But isn’t a sensor just a single-point measurement?”*

Exactly for that reason, Agurotech combines sensor data with satellite imagery. This creates a soil moisture map of the entire field, showing differences at a glance and helping you decide which fields need attention. Sensors and satellites complement each other: precision in depth, overview in breadth.

### Soil Moisture via Satellites



## What Growers Say



“Before using sensors, I was afraid I’d just get loads of data I couldn’t use. Agurotech gives clear advice that fits directly into practice.”

— Jos Keijbets, arable grower



“The sensors make a real difference for us. They give insights we didn’t have before and help us make decisions that directly impact our business.”

— Ronald Goense, arable grower



“Thanks to Agurotech we save a lot of time and can respond much more precisely to conditions in the field. It gives us peace of mind and confidence in our work.”

— Allan Visser, arable grower

## Results & impact

Thanks to Agurotech, growers – and independent research\* – see:

- ✓ **Fewer irrigation runs**  
Grower can save 20-30% in water
- ✓ **More targeted irrigation**  
Fields irrigated based on sensor data instead of the usual rotation
- ✓ **Higher yields**  
An optimal soil moisture balance can deliver up to 20% more yield

\*Source: literature research and Agurotech grower interviews, 2023–2025

