

"You can't manage what you don't measure" Peter Drucker

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Emergent Connex Launches First of its Kind IoT Network Solution Specifically Designed for the Agricultural Industry in Collaboration with Strategic Partner Cal.net and Ag Industry Leader Don Cameron

Dallas, Texas, June 5, 2024 – [Emergent Connex](#), a leader in transformative wireless technologies for the agriculture industry, today announced the launch of its groundbreaking Internet-of-Things (IoT) network solution for AgTech in California's Central Valley, revolutionizing the way farming is done.

In a new strategic partnership with [Cal.net](#), headquartered in Shingle Springs, Calif., Emergent and Cal.net are closing the connectivity gap that exists in agricultural fields and rural communities with its low-cost network that enables smart IoT sensors & devices for AgTech. This will improve farm and ranch profitability by reducing labor costs, minimizing farm inputs and protecting against overuse of precious natural resources.

As part of its initial launch, Emergent and Cal.net have deployed its first IoT AgTech solution at Terranova Ranch, a prominent agricultural operation in the California Central Valley. Leveraging Emergent's IoT network, Terranova Ranch is automating its irrigation and water management process to optimize water use which will increase water conservation, reduce waste and enhance crop yields, all while improving operational efficiencies and profitability.

"With the IoT AgTech solutions from Emergent and Cal.net, we can monitor our fields remotely and in real-time" said Don Cameron, Vice President and General Manager of Terranova Ranch. "We are able to irrigate our crops and monitor water usage without leaving our office."

The launch of Emergent's IoT network marks a pivotal moment for AgTech and rural America. The Emergent network will seamlessly connect tens of millions of affordable IoT devices such as field sensors, pump and valve actuators, and industrial sensors like propane tank monitoring.

When complete, Emergent's IoT network will cover all 2.4 million square miles of rural-designated geography, including all 1.5 million square miles of agricultural land. The Emergent IoT network is transforming agriculture and rural communities with its nationwide IoT network & data platform to improve efficiency, transparency, and sustainability by enabling real-time data-driven decision-making.

"We are thrilled to announce the launch of our innovative IoT AgTech solution for the agricultural industry," said Mike Roudi, CEO of Emergent. "By partnering with [Cal.net](#) and deploying our first solution at Terranova Ranch, we are demonstrating the power of data-driven agriculture to transform the way farming is done. Together, with Cal.net's help, farmers can make smarter decisions, improve their bottom line, and contribute to a more sustainable future."

Cal.net, a leading provider of broadband and communication services in California, is excited to collaborate with Emergent to bring cutting-edge technology to its customers and the entire California Central Valley. "Partnering with Emergent allows us to leverage our infrastructure and expertise to support the agricultural community with water conservation and many other AgTech solutions," said Craig Stein, Senior Vice President at Cal.net. "Together, we are enabling farmers and the Central Valley communities to harness the power of real-time data and technology to thrive in an ever-changing environment."

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Emergent's IoT network solution offers a range of benefits for farmers, including:

- Real-time monitoring of soil moisture levels, crop health, and environmental conditions
- Advanced automation capabilities for irrigation, fertilization, and pest control
- Data analytics and insights to optimize resource usage and improve crop yields
- Seamless integration with existing farm equipment and systems
- Scalability to meet the needs of farms of all sizes-Upskilling of incumbent workers

With Emergent's innovative technology, farmers can enhance productivity, reduce costs, and minimize their environmental footprint, paving the way for a more sustainable and prosperous future for agriculture.

For more information about Emergent and its IoT network solution, visit www.emergentconnect.com

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About Emergent:

Emergent is a leader in transformative technologies for agriculture, empowering farmers with real-time data insights and advanced automation capabilities. Through its innovative IoT network solution, Emergent is revolutionizing the way farming is done, improving efficiency, transparency, and sustainability on farms around the world.

About Cal.net:

Cal.net is a leading broadband provider committed to bridging the digital divide in rural communities. Leveraging their high-capacity infrastructure and innovative tower technology, Cal.net delivers reliable, high-speed internet connectivity to empower various industries, including AgTech solutions.

About Terranova Ranch:

Terranova Ranch, a renowned working ranch, is dedicated to promoting innovation and sustainable practices in agriculture. With a focus on precision agriculture, Terranova Ranch strives to maximize crop productivity while optimizing resource utilization.

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