A large, abstract collage of images related to strawberries, including close-ups of red strawberries, green leaves, and white flowers. The collage is composed of various geometric shapes and colors, including shades of blue, green, and red, creating a dynamic and modern aesthetic.

STRAWBERRIES

1,000 ACRES

CASE STUDY

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Background

In California, managing pest control for 35,000 acres of strawberries poses significant operational and environmental challenges.

Growing pains currently facing air-blast sprayers.

- ▶ Labor shortages
- ▶ Fuel prices
- ▶ Increased regulation
- ▶ Tank refill time
- ▶ Water use efficiency

This leads to higher costs and time-intensive applications.

In contrast, OnTarget sprayers offer a modernized approach designed to **optimize resources, improve efficiency, and enhance environmental stewardship.**

1,000 Acres- One Season Comparison		Air Blast	OnTarget Sprayer
Sprayer Tank Size	(Gallons)	300	300
Ground Speed While Spraying	(Miles Per Hour)	2.75	3.25
Water Used Per Acre	(Gallons)	150	20
Row Width	(Feet)	30	30
Boom Configuration	(# of Rows)	8	8
Fuel Consumption	(Gallons Per Hour)	2.75	2.75
Percentage of Label Rate Actually Used	(% Per Acre)	100%	100%

Trial Operation		
Average Spray Applications Per Season	#	24
Cost of Fuel	(\$ Per Gallon)	\$4.25
Cost of Material	(\$ Per Acre)	\$75
Cost of Labor	(\$ Per Hour)	\$20
Field Size	(Acres)	1,000
Percentage of Label Rate Actually Used	(Acres)	100%

Total savings with OnTarget Sprayers:

\$279,696

Time

Air Blast  **14,400 Hrs**

OnTarget  **3,684 Hrs**

10,716 Hours Saved

Water

Air Blast  **3,600,000 Gallons**

OnTarget  **480,000 Gallons**

3,120,000 Gallons Saved

Fuel

Air Blast  **\$98,424**

OnTarget  **\$33,048**

\$65,376 Saved

Material

Air Blast  **\$1,800,000**

OnTarget  **\$1,800,000**

\$0 Saved

Labor

Air Blast  **\$288,000**

OnTarget  **\$73,680**

\$214,320 Saved



Time Savings Details

	Air Blast Sprayer	OnTarget Sprayer
Time Per Row	5.5 Minutes	4.6 Minutes
Time Required to Spray Field Once	100.8 Hours	84.3 Hours
Tank Fills Required to Spray Field Once	500	67
Time Required to Fill Tank Once	30 Minutes	30 Minutes
Total Fill Time	250 Hours	33.5 Hours
Acres Sprayed Per Hour	2.9 Acres/Hr	8.5 Acres/Hr
Acres Sprayed Per Tank	2 Acres/Tank	15 Acres/Tank
Total Acres Sprayed Per Season	24,000 acres	24,000 acres
Total Time Spent Filling Per Season	6,000 hours	804 hours
Total Time Spraying Per Season	8,400 hours	2,880 hours



Water Savings Details

	Air Blast Sprayer	OnTarget Sprayer
Sprayer Tank Fills Required	500	67
Water Required for One Field Pass	150,000 Gallons	20,000 Gallons



Fuel Savings Details

	Air Blast Sprayer	OnTarget Sprayer
Gallons of Fuel Required for Field	965 Gallons	324 Gallons
Cost of Fuel Per Acre	\$4.10	\$1.38
Total Cost of Fuel for One Field Pass	\$4,101	\$1,377
Total Acres Sprayed Per Season	24,000 Acres	24,000 Acres
Total Cost of Fuel Per Season	\$98,424	\$33,048



Material Savings Details

	Air Blast Sprayer	OnTarget Sprayer
Total Acres Sprayed Per Season	24,000 Acres	24,000 Acres
Average Material Cost Per Season	\$1,800,000	\$1,800,000



Case study

Strawberries
1,000
Acres



Make the Switch™

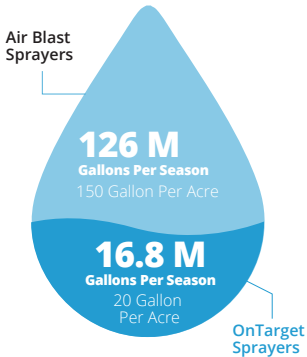
Unlock Massive Savings for the California Strawberry Industry!



01

Water Savings

109.2 M
Gallons Saved
Per Season

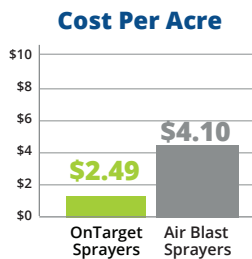


02

Fuel Efficiency

\$2.2 M
in Fuel Costs

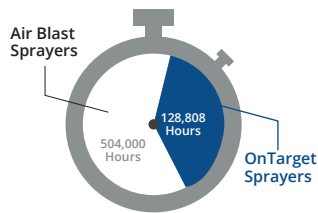
This reduction minimizes emissions and operational expenses, directly benefiting both the environment and the bottom line.



03

Labor Reduction

375,192
Hours Saved
Per Season



APPLICATION TIMES

\$7.5 M
Savings

04

Overall Cost Savings

\$9.7 M
Per Season

These savings demonstrate the financial viability and operational benefits of transitioning to OnTarget technology.





Conclusion:

The OnTarget Transformation

By switching to OnTarget sprayers, California strawberry growers can significantly cut resource consumption, lower costs, and achieve sustainability goals. Outperforming traditional sprayers, OnTarget technology enhances scalability, maximizes financial savings, and establishes itself as an essential tool for modern strawberry farming.

**TRY IT
FOR
FREE!**

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We extend our sincere gratitude to the following contributors to this case study:

- The Nebraska Tractor Test Laboratory for their rigorous testing and data.
- All the growers and clients using Air Blast and OnTarget Sprayers for their valuable feedback and real-world applications.
- Researchers at USDA ARS and UC ANR for confirming grower standards and providing critical validation.
- The OnTarget Sprayer calculator team for their efforts in showcasing performance differences.

