

Technology for water saving in an app for strawberry farmers

LOCATION: Moguer, Huelva

DURATION: 1'43"

SUMMARY: The University of Cordoba has developed a precise irrigation system which allows for a considerable amount of water to be saved in strawberry farming in Huelva. The initiative is carried out through a mobile phone app: Irrifresa. The app allows you to accurately calculate the watering times whilst considering different factors. It's so simple to use it's expected that soon it will be a tool used by all farmers.

VTR:

Technology and water saving go hand in hand for strawberry farmers in the province of Huelva. A research team from the University of Cordoba has designed a precision irrigation system through a mobile app, which they have named Irrifresa.

MANUEL MARTÍN
Project Director

"It allows you to calculate the optimal watering times based on the particular characteristics of the crop and the farm. They have been added to the app and any cultivator or farmer has in real time the watering recommendations for his farm."

JUAN HERNÁNDEZ
Agricultural Engineer

"The good thing is that the app is very simple. Once it has been personalised and the parameters have been put into the app, simply by entering their user name and password, on the first screen these recommendations appear, and it's a very easy tool to manage for all farmers and massively facilitates their work."

The use of water is particularly sensitive in this farming area, it's very close to the Doñana National Park, declared as a Biosphere Reserve.

MANUEL MARTÍN
Project Director

"The best thing about sustainability of strawberry farming through better water management is the benefits for farmers, for the environment and for the industry."

Currently, it's estimated that 70% of the water in the world is used for food production. This project, driven by Innocent Drinks, aims to improve the efficiency of the consumption of water irrigation in strawberry farming.

MANUEL MARTÍN
Project Director

"The results show us that thanks to the app it is possible to save water in this field. We could estimate an average water saving of 18%."

These benefits could be applied to any farming in any irrigable area both in Andalusia and globally, one of the reasons for which the initiative has been awarded in 2016 by the British newspaper The Guardian.