

Cultivating a kinder, healthier and more sustainable future using the latest technology

Nature Fresh Farms relies on Dell products and solutions including laptops, accessories, support and online purchasing to ensure its greenhouse operations are highly efficient and sustainable.

Business needs

To manage its state-of-the-art greenhouses — conserving resources while maximizing plant yields — Nature Fresh Farms needed to leverage the latest technology and techniques. The goal is to achieve exceptional sustainability and circularity while providing healthy, high-quality and flavorful food that benefits both people and the planet.

Business results



Provide team members working in the field or offices with the latest technology to manage operations.



Achieve the highest levels of sustainability and circular innovation.



Simplify the IT team's efforts to ensure that all technology works as expected and is easy to support.



Extend the life of Dell laptops beyond five years to as long as seven to nine years.



Ensure peace of mind that the company is doing all it can to contribute to a kinder, healthier future.

Solutions at a glance

- [Dell Latitude laptops](#)
- [Dell PC accessories](#)
- [Dell OptiPlex desktop computers](#)
- [Dell UltraSharp monitors](#)
- [Dell ProSupport Plus](#)
- [Dell SupportAssist for Business PCs](#)
- [Dell Premier](#)



"Dell Intel-based AI technology powers informative dashboards that enable us to maintain a more sustainable agricultural ecosystem."

Nature Fresh Farms® is a family-owned and managed company that produces delicious, healthy greenhouse vegetables year-round. Started in 1999, it has grown to become one of the largest independent greenhouse growers in Canada, with significant operations in the U.S. as well.

The company specializes in growing GMO Verified tomatoes, peppers, cucumbers and strawberries in its 250 acres of greenhouses — distributing fresh produce from Leamington, Ontario and Delta, Ohio to key retailers throughout North America. It also tests hundreds of new seeds per season to grow exclusive varieties of vegetables in its 2.5-acre Discovery Center trial greenhouse in Leamington.

Planting deep roots

From the beginning, the company has nurtured its business to cultivate a kinder, healthier and more sustainable future. It has deep roots within its communities and incorporates innovative farming practices that conserve resources, reduce waste and promote biodiversity.

Dell Technologies supports Nature Fresh Farms by providing products and solutions to help the company minimize resource consumption while maximizing yields — by controlling variables such as temperature, light and humidity.

"Sustainability is top of mind in every facet of our business," says Keith Bradley, vice president of information technology and security at Nature Fresh Farms. "We rely on Dell infrastructure solutions, laptops, desktops, accessories and support to run our operations efficiently and sustainably and get our fresh vegetables and fruit to consumers as soon as possible."

Nature Fresh Farms has partnered with Dell Technologies for approximately 12 years. The company supports its core greenhouse workloads using Dell Technologies infrastructure systems, and supplies its 1,500 field and office employees with Dell Latitude 9000 series, 7000 series and 5000 series laptops.

In addition, Dell PC accessories such as the versatile Dell USB-C hub connect a variety of Dell accessories including both old and new keyboards and mice to the latest laptops and desktops — reducing waste and extending the lives of peripherals.

"We have a small IT team, and by exclusively using Dell Technologies products, we can ensure everything works as expected and is easy to support," Bradley remarks. "Dell ProSupport Plus with SupportAssist helps keep our laptops at peak performance for five years — even in warm, humid greenhouse environments."

Achieving circularity

Circularity is a design approach that seeks to reduce waste by reusing or repurposing products and materials throughout their useful life. Nature Fresh Farms and Dell Technologies have worked closely together to achieve a high degree of circularity in the company's operations.

"For example, we not only tap natural gas to heat our greenhouses, but we also use wood chips that otherwise would be destined for the landfill," explains Bradley. "Plus, as we burn the natural gas, we capture CO₂, which is pumped back to the plants to stimulate growth."

Many plants are grown in coconut husks. Water is recirculated in closed-loop systems. Energy screens improve the efficiency of the greenhouse heating systems. And 'good' bugs eliminates the need for pesticides. Plus, when plants are finished producing, they're added to organic compost.

Dell Technologies also contributes to Nature Fresh Farms' commitment to sustainability and circularity. The Latitude series laptops, for instance, feature recycled plastic, aluminum, cobalt and reclaimed carbon fiber.¹ Additionally, OptiPlex Micro



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desktops are made with recycled steel² and recycled ocean-bound plastic³, while Ultrasharp monitors incorporate recycled steel, plastic and more⁴.

Dell multipack solutions — in which multiple products are shipped in a single package — reduce the time it takes to unbox and clean up packaging materials. In addition, multipack packaging is made from 100% recycled or renewable materials, which are fully recyclable as well.

Further, ProSupport Plus with SupportAssist offers several features that help extend the life of a PC, including predictive monitoring to continuously check the health of a system, accidental damage protection, next business day on site service and automated support. Plus, Bradley and his team rely on their Dell Premier centralized online buying portal to save time and deliver volume savings.

“While we typically plan for our Dell laptops to last five years, we often move older models to other roles — such as powering information displays — extending their useful lives,” Bradley remarks.

Creating an AI-driven agricultural ecosystem

Like many organizations, Nature Fresh Farms is moving to incorporate artificial intelligence (AI) into its operations. The company’s AI-driven algorithms help assess what the heating requirements for the greenhouses will be on any given day influenced by outside temperatures.

“Dell Intel-based AI technology powers informative dashboards that enable us to maintain a more sustainable agricultural ecosystem,” relates Bradley. “We have such a beneficial partnership with Dell Technologies that we get insights into information that will help us continue to grow over time.”

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¹ Based on internal analysis, January 2024. Post-consumer recycled plastic: 30% in LCD cover lid, 30% in LCD antenna window, 50% in LCD bezel, 50% in palm-rest, 50% in inner frame, 30% in bottom door, 35% in battery filler, 50% in battery housing and 30% in speaker enclosure. Reclaimed carbon fiber: 20% in LCD cover lid, 20% in bottom door. Bio-based plastic: 21% bio-based material in LCD cover lid, 21% bio-based material in bottom door, 42% bio-based material in the feet at the bottom of the device. Ocean-bound plastic: 28% ocean-bound plastic in fan housing. Recycled cobalt. Shipping timelines may vary by region and laptop.

² Based on internal analysis, October 2024. 50% recycled steel. Percentage applies to total steel weight in the chassis. Includes OptiPlex Micro, OptiPlex Micro Plus, OptiPlex Tower, OptiPlex SFF and OptiPlex SFF Plus.

³ Based on internal analysis, October 2024. 13% recycled ocean-bound plastic in the fan and fan housing based on plastic weight.

⁴ Based on internal analysis, November 2023. 85% recycled plastic. Percentage is based on total plastic weight. Recycled steel: 50% recycled steel in monitor bracket. Recycled aluminum: 100% recycled aluminum in monitor stand.