

# AI Boosts Farming Efficiency and Sustainability

Nature Fresh Farms transforms agriculture with NativeEdge, delivering real-time AI insights to boost efficiency, sustainability, and innovation.



## Challenge

Nature Fresh Farms, a leader in sustainable agriculture, faced productivity and compliance challenges. Labor-intensive manual inspections delayed precise PLU sticker placement with under 2% error tolerance. Outdated wastewater monitoring prolonged purification cycles to 18 hours, disrupting irrigation and driving costs, compelling them to seek smarter, more efficient solutions.

## Solution

NativeEdge is transforming agriculture for Nature Fresh Farms by delivering a unified solution for real-time data visibility and AI automation. It combines IoT sensor insights with edge AI to streamline operations, ensuring 100% PLU sticker accuracy and drastically reducing water purification cycles. By automating workflows and optimizing resource management, NativeEdge has established an advanced, scalable foundation for sustainable farming.

## Impact

**Operational Efficiency:** Real-time AI automation ensures 100% PLU sticker accuracy, eliminates manual checks, and reduces water cycles from 18 to 7 hours.

**Sustainability Gains:** Optimized processes cut purification cycles by 60%, decrease costs, and support eco-friendly farming.

**Scalability:** Unified data insights and automated workflows set a scalable standard for smarter, sustainable agriculture.

“ With Dell NativeEdge, we’ve streamlined our operations significantly. Before, we had to inspect every box to ensure accuracy, but now we no longer have to check manually. This adjustment has drastically improved our processing speed and efficiency, saving us valuable time day-to-day. ”

**Keith Bradley**  
VP of Information Technology, Nature Fresh Farms

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