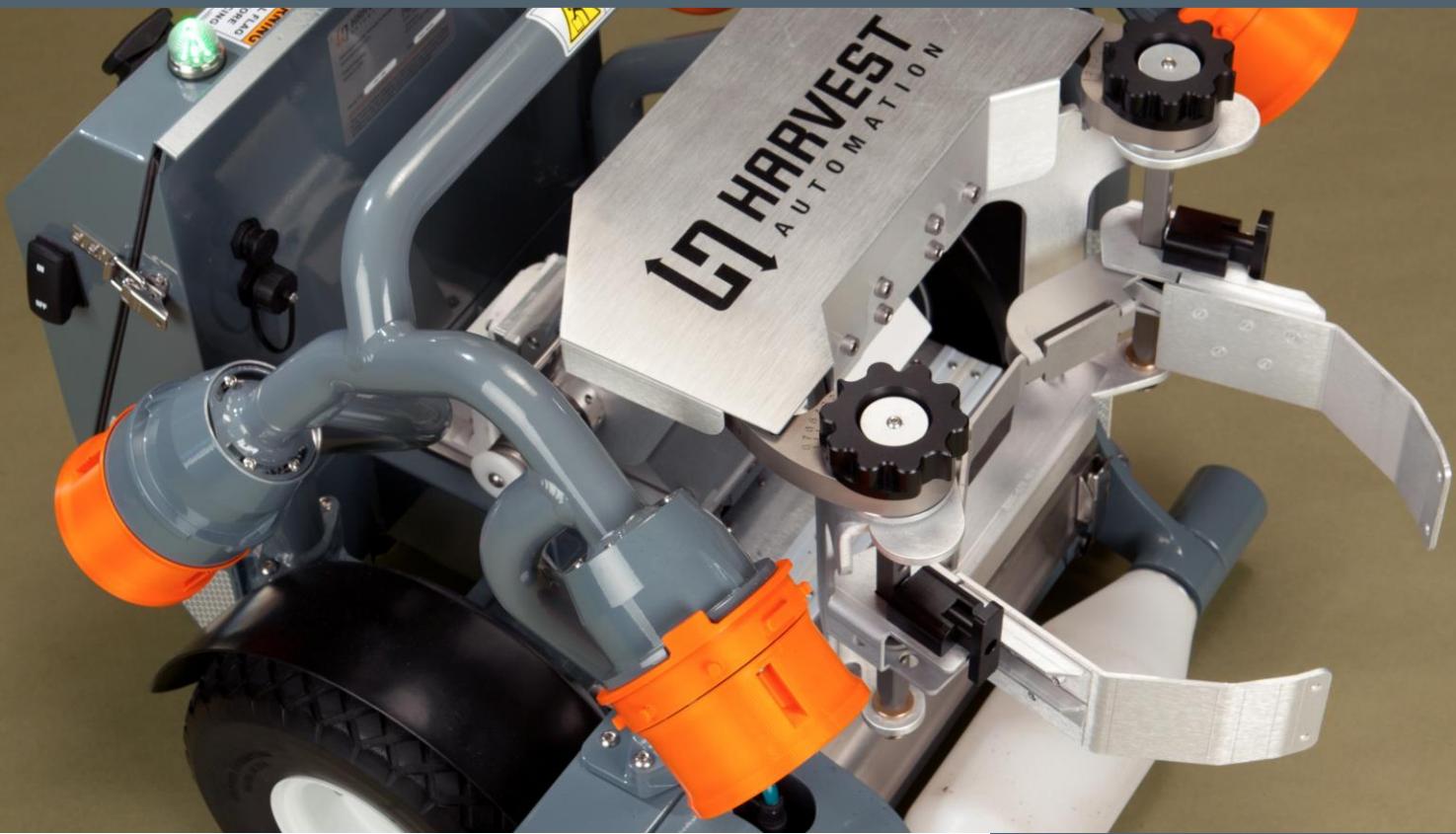


# *Grow It Once*

*The Surprisingly Powerful Benefit of Robot Automation*



When George Hackney first decided to buy robots to move plants on his 600 acre nursery in Quincy FL, it was the typical reasons that led him to that decision: reducing his dependence on an unpredictable seasonal workforce; and lowering the cost of performing this arduous but critical task. But it was what he discovered as the robots got to work that surprised him most.

For years now George worried about the viability of the wholesale ornamental nursery business that he will eventually pass on to his four sons George Jr., Martin, Joseph, and William. "The nursery business has been getting tougher to compete for many years," said George Hackney, "but I am a firm believer that automation is the critical component to turn it around." Typical for the nursery business, the Hackney Nursery Company was reliant on seasonal labor to move plants. While spacing, consolidating and collecting plants are critical tasks for any operation, they are also the most physically demanding tasks in a Nursery or Greenhouse. Workers quickly get worn out as the day wears on. Repeatedly bending and picking up a 3-gallon plant that weighs up to 18 pounds for 8 hours a day under the hot sun not only tires a person, but can lead to debilitating back injuries, lost work days and expensive workers compensation claims. The Harvest Automation HV-100's that they purchased delivered on this promise.

*With the HV-100 plant moving robots a grower has a dedicated robot workforce which yields surprising hidden benefits:*

- *Spacing Done On-Time*
- *Faster Crop Turnover*
- *Reduction in Pruning Labor*
- *Reduced Water Consumption*
- *Reduced Fertilizer Use*
- *Reduced Chemical Use*



/// SMART. PRACTICAL. SUSTAINABLE.



As time passed however, the Hackneys unexpectedly discovered that with the Harvest Automation robots, the task of spacing plants was consistently getting completed on schedule. In previous years when an order needed to ship or another acutely critical task surfaced, all available resources were dedicated to those jobs – that included their spacing workforce. After repeated instances of this, the window for spacing a crop was missed and plants had to be trimmed back and kept on the fields to grow again. But this season was different; all the same acutely critical tasks surfaced, shipments still needed to be processed, and their workforce was still redirected to address these, but the HV-100 robots kept on doing their job, spacing plants day in and day out. No longer were plants going un-spaced; no longer were plants being pruned back for another growth cycle.

The benefit of this was profound. Plants that only have to grow once used less fertilizer; used less herbicide and pesticide; and less water. And more importantly these plants were sold earlier, so that valuable field space was now free to plant another crop. For George Hackney the net benefit of using robots was not just a simple reduction of labor costs and insulating his business from a reliance on unpredictable seasonal workers. It was all this and more. **Grow it Once** means that George will pass on to the next generation a business that is not only sustainable, but efficient and positioned to thrive. “I believe in only growing a plant once and Harvest Automation robots give us the capability to make this a reality.”

*For more information about the Hackney Nursery Company, please visit <http://www.hackneynursery.com>.*

*To contact Harvest Automation sales to find information about an open house at a grower in your location, to arrange an on-site demo or to discuss our flexible financing, leasing and short term rental program please call Greg Timbol at (978) 528-4450 or [greet@harvestai.com](mailto:greet@harvestai.com).*

*For more information about Harvest Automation and the HV-100, please visit <http://www.harvestai.com>.*

