# ENHANCING STRAWBERRY PRODUCTION IN CHINA WITH IOT BIG DATA SOLUTIONS

CHINA HAS COMMITTED TO THE
SUSTAINABLE DEVELOPMENT GOALS

The Government's plan includes zero-growth targets for the use of fertilisers by 2020, and **limiting national water consumption to below**

700BN
CUBIC METRES BY 2030

China Mobile and Linkdotter worked together to optimise the environmental growth factors within five winter greenhouses, totalling approximately 0.33 hectares, using connected IoT sensors and big data analytics.

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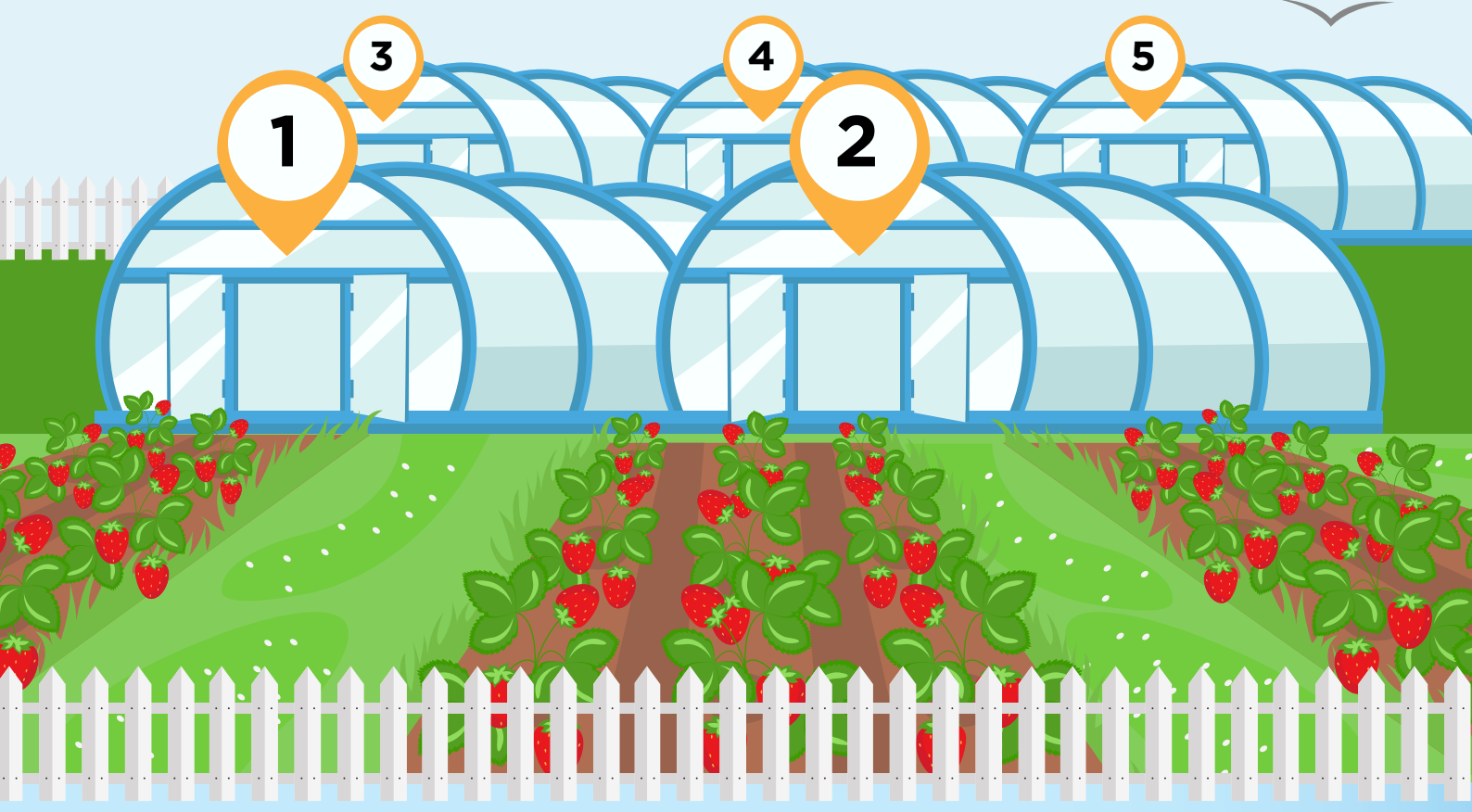
The greenhouses equipped with the IoT solution produced the first crop of strawberries **20 DAYS BEFORE** the traditional greenhouses allowing the early produce to be sold at a premium price.

IoT SOLUTION   **TRADITIONAL**
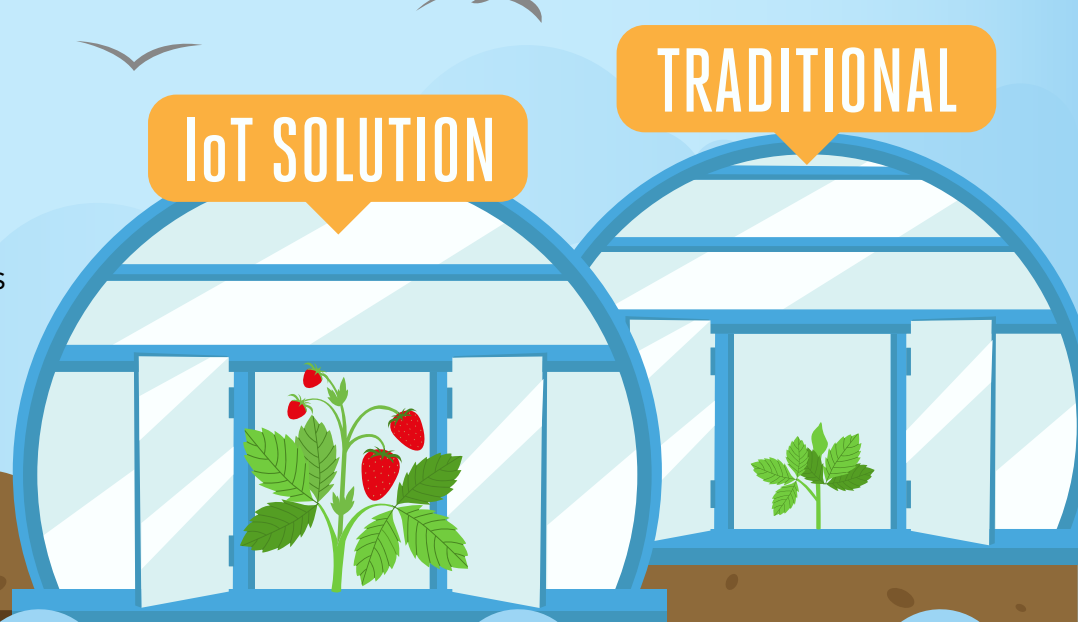
These greenhouses equipped with IoT sensors **increased production by more than 100%** compared to the traditional strawberry greenhouses...

and reduced the labour costs by 50% per kg of strawberries.

The producer also reported a **higher quality of crop** from these greenhouses.
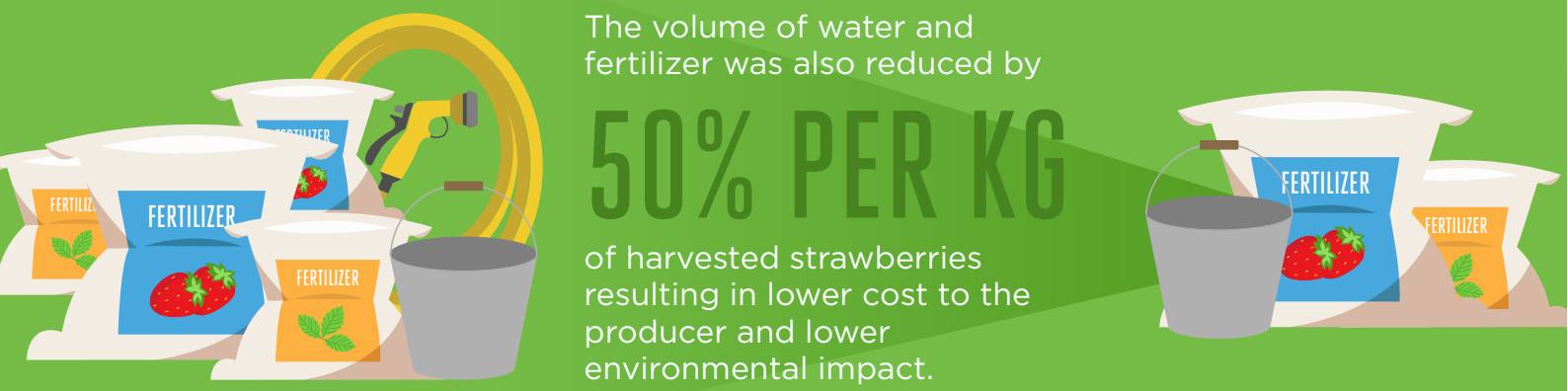
33750KG

75000KG

The cumulative production for the season **reached 75000kg per hectare** compared to 33750kg per hectare in the traditional strawberry greenhouse.

The volume of water and fertilizer was also reduced by

50% PER KG

of harvested strawberries resulting in lower cost to the producer and lower environmental impact.

Taking into account just the yield, the IoT greenhouse **returned a profit increase of approximately 75% over the traditional greenhouses,** providing a return on investment in the first year.

75%
MORE PROFIT

As a result of this success, the producer has plans to extend the solution to his businesses in other locations.