

Jain Irrigation acquires PureSense assets

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This 2006 file photo shows a system installed by PureSense Environmental Inc., that monitored a variety of soil conditions, including moisture, amount of fertilizer, depth of moisture, at a vineyard owned by The Wine Growers in Madera.

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Jain Irrigation has acquired the assets of PureSense Environmental Inc., a Fresno-based irrigation technology company that shut down in December. PureSense was an early leader in the use of soil sensors and software to help farmers fine tune their use of water.

Jain officials said the acquisition will bolster the company's overall irrigation expertise. PureSense's field monitoring and irrigation management technology combined with Jain's global irrigation manufacturing gives farmers the ability to increase crop yields while managing limited resources, Jain said.

"PureSense delivered both great innovation and technological expertise using data and facts to assist farmers in making better day-to-day water, fertilizer, weather, and pest management decisions that impact the bottom-line," said Aric Olson, president of Jain Irrigation. "We are looking forward building upon the foundation that PureSense has created."

At one time, PureSense equipment was deployed on more than 1,400 farms that produced more than 50 different varieties of crops.

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