

A Smart Decision

Farmers and ranchers across West Texas are adopting new practices in order to conserve water. Smartfield products are designed to help the producer save water, time and money. Wet Tech, an irrigation business that is managed by two recent Texas Tech University graduates, helps supply and service local farmers and ranchers with the Smartfield system.

“Smartfield is a company which has devices that go out into the field and collect crop and soil data,” Brady Hinson said, chief operating officer of Wet Tech. “The sensors out in the field send the collected data to a base station, which is then uploaded onto the Internet.”

Hinson graduated from Texas Tech University with a Bachelor of Science degree in agricultural communications. While interning for Smartfield during college, Hinson was able to gain knowledge about the company and the production process. Upon graduation, and the end of his internship with Smartfield, Hinson was hired to run the day to day operations at the Wet Tech dealer in Lubbock.

“The skills that I learned at Smartfield put me in a good spot to be hired for the position as the COO,” Hinson said. “Throughout my college career, I met a lot of friends that are now my clients. Along with this, they have promoted our business by telling others about our services.”

Wet Tech is responsible for sales and installation of irrigation products, customer service and promoting Smartfield’s services and image. Hinson and his partner, Andy Miers, will visit with farmers and ranchers about their products in hopes to increase sales.

“We would like to stay within 100 miles of Lubbock,” said Miers. “This way we will be able to provide better customer service.”

Miers graduated from Texas Tech with a Bachelor of Science degree in animal science and a minor in agricultural business.

Hinson and Miers explained that there are challenges that come with selling a product like this. First, not many people know about Wet Tech’s services, and second, most of the potential clients have not been properly introduced to the Smartfield system. Therefore, Wet Tech had to approach their marketing plan from a creative angle. They advertise at booths in trade shows, in magazines and on the radio.

“Once our business has reached a better popularity, I believe our company will spread throughout the farm and ranch industry,” Hinson explained.

In the current economy, industries that are able to provide job opportunities are declining at a faster rate. Smartfield technology has created a new market in crop

irrigation. As a result, new businesses have formed adding to the Texas economy. As cited from the South Plains Underground Water Conservation District, groundwater restrictions have increased five percent in the past year. Landowners are going to have to use less groundwater for production needs due to increasing water

prices, and government water restrictions. With Wet Tech supplying and servicing the Smartfield system to local farmers and ranchers, they will have state of the art technology that will allow for better conservation of water. **T**



Sam Culver | Carlsbad, New Mexico

