

How our temperature monitoring is helping to ‘keep it fresh’ at Main Street Farms in Homer, NY



Customer: Main Street Farms

Problem: Greenhouses, nurseries, and other controlled environment agricultural operations and installations like Main Street Farms (MSF), located in Homer, NY, require consistent environmental conditions to maximize output, control quality, and protect valuable inventory. Temperature and power being among the most critical variables in the equation, MSF was interested in a way to monitor the temperature of its primary greenhouse, which houses the company’s closed-loop, hydroponic garden/tilapia farm. Because the company’s limited staff was also busy managing ancillary aspects of the business (e.g. delivering to restaurants, retailers, and schools; operating an outdoor community garden; educational programming; etc.) — status and ‘out-of-range’ alerts delivered to mobile phones were also needed to prevent possible problems.

Solution: Our Cellular Machines Temperature Monitoring system was installed at MSF (summer, 2014) in a matter of minutes, where it has kept their team fully apprised of greenhouse temperatures ever since. (The system also monitors water temperature of the company’s tilapia tank, using a submersible thermometer, not included in our standard kit). In addition to regular status alerts sent to the phones of key staff — the proprietor reviews data logged to the cloud each month, to identify fluctuations and trends that might signify trouble or require corrective action. And, an ancillary benefit, the Cellular Machines system’s “power outage” alerts have helped ensure the uptime of the oxygenating [?] water pumps so critical to the operation’s hydroponic bed/tilapia tank: Very important, since a pump failure due to a power outage could mean the loss of several hundred fish, costing MSF several thousand dollars and many unhappy customers!

“Our Cellular Machines system has been great for several reasons. Keeping our greenhouse temperature within a specific range is very important to our fish and our vegetables. Getting an alert that we are a couple degrees to hot or cold means a ventilation fan or a heater is malfunctioning. Without fixing these issues right away we can stand to lose thousands of dollars in farm products. There has been several cold nights that I have been woken up by a text telling me a heater was broken!”

– Allan Gandelman

Owner, Main Street Farms



Let our Cellular Machines remote monitoring solutions monitor what matters to YOU.

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