‘New Trends on Orchard Innovation, Mechanization, and the Adoption of Digital Technologies’

Mark Hermenet

Kristen DeMarree
Innovators
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• Innovator “Try it!”

Early adopters
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• Early adopter “Get Ahead”

Early majority
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• Early majority “Stick with the Herd”

Late majority
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• Late majority “Hold on!”

Laggards
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• Laggards “Skeptics: No way!”

Source: Adapted from “Crossing the Chasm” by Geoffrey Moore
How do you define yourself?

• I am not an early innovator (Mark)
Your experience with a platform...

• First for Gala picking
• And then for everything else (hand thinning, pruning, etc.)
Wire installation and tree training
Mechanical pruning

• Started with a single sickle bar six years ago
• Recently hedged with a double sickle bar last week
2023 Digital Technology Experiences with Kristen DeMarree