

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



Mark Hermenet



Kristen DeMarree

Laggards

Laggards

Late majority

Laggards

Early majority

Early adopters

Innovators

Laggards

Laggards

Definitions

- Innovator **“Try it!”**
- Early adopter **“Get Ahead”**
- Early majority **“Stick with the Herd”**
- Late majority **“Hold on!”**
- Laggards **“Skeptics: No way!”**

Source: Adapted from “Crossing the Chasm” by Geoffrey Moore

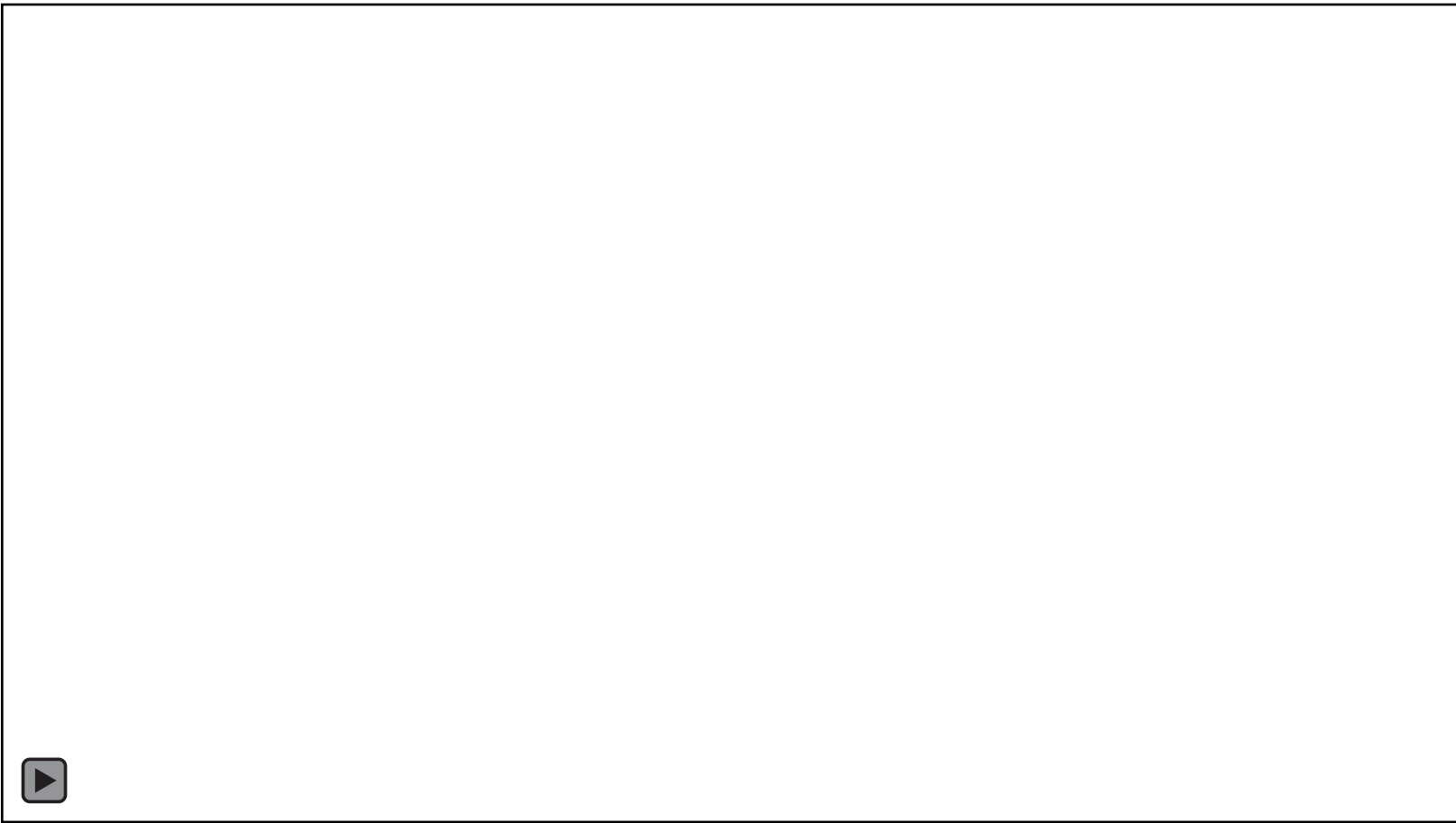
How do you define yourself?

- I am not an early innovator (Mark)

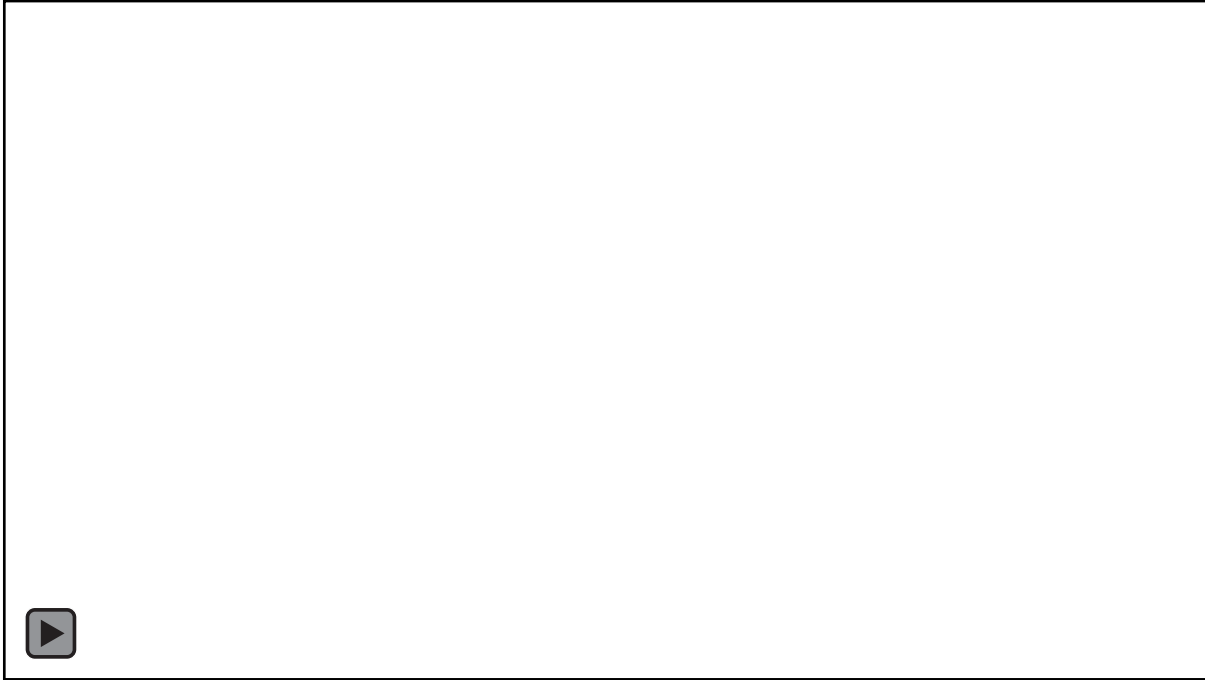
Your experience with a platform...

- 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

