

## **Agriculture Services Company Gains Worker Efficiency with eVerge™ Digital Mobile Radios.**

Vertex Standard helps Minnesota Valley Pumping Service Improve Efficiency and Communications with eVerge EVX-5300 Mobile Radios.

August 2013 – In a new [case study](#), U.S.-based Minnesota Valley Pumping Service shares their experience with evolving to better two-way radio communications to support their farm fertilizer operations. Kevin Mader, Partner and Co-Owner, first installed Citizen Band (CB) two-way radios in his trucks and tractors as well as a GPS system so that his drivers and pump teams could operate more effectively. As farms became larger over the years and fertilizer spread grew more complex, the team needed more location precision in the spreading process, as well as better communication. This motivated Mader to swap CB radios for analog radios. However, when Mader added GPS technology to allow for more precise distribution of the fertilizer, he noticed the GPS application was causing interference and static on the radios. “We were also experiencing problems with growing traffic on the analog radios and often couldn’t get a channel,” explained Mader.

Without reliable two-way radios, the men operating the applicators were unable to communicate effectively with the pump crew to tell them when to turn off the pump. This could potentially create serious overflow, damaging both the soil and surrounding groundwater and earning the company a citation, as well as a stiff fine from the EPA.

Mader had heard about the FCC narrowbanding mandate and knew they would eventually have to spend the money to retrofit their existing analog radios to comply. However, after looking into the advantages that new technology would provide, Mader and his partners decided it was time to evolve to digital radios. “The industry is going digital anyway, so it just made sense,” he says. Mader and his partners tested Kenwood NEXEDGE digital radios but found that they also produced the interference with GPS. They then tested Vertex Standard eVerge™ EVX-5300 digital mobile radios, found that they experienced no interference issues, and purchased 16 eVerge mobile radios for the pump crews, truck and tractor operators, and several other support vehicles. With an easy transition from analog to digital radios, there was no learning curve for the company’s crews. Without the static and crowded analog channels, the crews had access to clear, consistent, always-available communications. “The Vertex Standard digital radios provide our work crews with excellent clarity,” Mader added.

Today, they support 137 farms within a 60 mile radius, run seven miles of hose and the pumps distribute over 1,300 gallons per minute. Maintaining this level of production requires sophisticated tools that enable the pump crews, drivers, and other support personnel to sustain a high level of professionalism and customer satisfaction. With eVerge digital mobile radios, Minnesota Valley Pumping Service has improved their performance and benefit from reliable communication coverage with the EVX-5300 Series in use.

For more information about eVerge product specifications and evolving to better communications visit: <http://www.everge.vertexstandard.com>

### **About Vertex Standard**

Established in 1956 with headquarters in Tokyo, Japan, Vertex Standard LMR, Inc. is a global manufacturer of two-way radio communications equipment sold and serviced through more than 1,000 dealerships in North America. All Vertex Standard radios sold in North America are covered with a 3-year warranty backing of quality and reliability for maximum value. For more information on any Vertex Standard land mobile radio, visit [www.vertexstandard.com](http://www.vertexstandard.com), follow on [Facebook](#), [YouTube](#) or email: [vertexstandard-na@vertexstandard.com](mailto:vertexstandard-na@vertexstandard.com)