
agworld
Streamlining budgets and regulatory workflows
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Challenge

Materra Farming manages a highly diversified 8,000-acre permanent crop operation spanning Kern County, Imperial County, and Arizona. With investor ownership and vast logistical distances, communication bottlenecks between field staff and the finance office frequently disrupted cash flow planning. Labor costs were skyrocketing due to strict California overtime rules, and tracking volatile fertilizer pricing via disparate spreadsheets was time-intensive. Furthermore, localized reporting requirements for nitrogen use and organic certifications consumed weeks of desk time during regulatory season.

Solution

Materra Farming implemented Agworld to unify their operations, financial teams, and third-party Pest Control Advisors (PCAs) onto a single digital platform. The platform allows their inputs suppliers to feed recommendations directly into the system, which field managers convert into immediate work orders and product requests. By capturing every crop input, labor hour, and drop of water at the block level, Agworld automatically aggregates operational histories, visualizes real-time budget tracking, and generates comprehensive, regulatory-ready field reports.

Result

Agworld has transformed Materra Farming into a forward-facing, highly efficient enterprise. Financial visibility is instantaneous; the corporate office can track input expenses and verify invoices prior to receiving bills, moving budget reviews from a weekly burden to a smooth quarterly process. Field management monitors labor and application costs live during execution, keeping contractors honest and adjusting inputs before overruns occur. Finally, intensive regulatory reporting that previously required weeks of manual tabulation is now completed effortlessly in days.

Managing complexity across microclimates

Materra Farming is a large-scale, forward-looking permanent crop company that embraces precision agriculture to maximize efficiency. Headquartered in Kern County, California, the investor-owned operation oversees 3,200 acres of mature pistachios locally, alongside thousands of additional acres spread across the Imperial Valley and Arizona. Their crop portfolio includes pistachios, dates, and lemons, combined with significant acreage leased out for local organic field operations.

“Farming in California means navigating distinct microclimates and entirely different sets of regional regulations,” says Marc Capetillo, Vice President of Operations. “What we do in the Imperial desert is completely different from our pistachio blocks in Kern County. We previously used software systems that tried to make one size fit all, but they just couldn’t handle the unique demands of tree crops and localized compliance.”

To bring order to this geographical complexity, Materra Farming adopted Agworld over four years ago. The platform quickly became the digital backbone for their day-to-day operations, connecting everyone from corporate executives to field crew supervisors. “As far as who uses Agworld on our farm, it’s everyone from finance to accounts payable, accounts receivable, operations, field managers, and even our vendors,” Marc notes. “It bridges the critical communication gaps without us constantly needing to call or text each other.”



Materra Farming

Kern County, CA

Size
8000 acres

Crops
Almonds, pistachios, dates, lemons

“Agworld fundamentally helps us control our farm, instead of letting the farm control us.”

Eddie Sauceda
Farm Manager, Materra Farming, Bakersfield, CA

Streamlining PCA recommendations and fertilizer orders

In permanent crop production, agronomic changes must happen fast to capture peak nut quality and yield. Materra Farming utilizes a multifaceted management approach, relying on both internal operations and external crop consultants. Because key fertility partners, such as Soil Basics, are fully integrated into the Agworld ecosystem, the entire process has been streamlined.

“When I input data into Agworld, I take the digital recommendation directly from our PCA, enter it, and seamlessly dispatch it to our field vendors,” explains Farm Manager Eddie Sauceda. “When we need to order seasonal fertilizers, I can send the order straight through the platform to the supplier, and they ship it out immediately.”

This close loop ensures that volatile chemical and nutrient pricing is constantly updated in the system, giving the management team total oversight before an



application is even made. “All of the major fertility products and standard inputs are listed right there in the library,” Marc says. “Eddie just plugs in the quantities and transfers the PCA recommendation over. Because of Agworld, the folks in our accounting office know exactly where we stand with our rolling cash flow before the hard-copy invoice even arrives at the desk.”

Controlling Labor and Input Costs in Real Time

With California labor costs rising rapidly under strict agricultural overtime laws, protecting profit margins requires intense discipline. Materra Farming leverages Agworld to manage their high-ticket operational line items, like winter pruning and custom crop protection passes, in real time.

“The best part about the live field reporting is tracking labor costs day by day,” says Eddie. “I know our exact field costs while the work is actually happening, rather than looking at an invoice a week later when it’s too late to make an adjustment. If we are over budget on a specific pistachio block, I can see it immediately, look ahead to a lighter field, and pace our crews to make up for it.”

This systematic logging has also allowed the business to keep external application contractors completely transparent. If an invoice seems inaccurate, management can pull historical data to cross-reference exactly how many units were applied to a specific block.

The data brings immense freedom to field operations; instead of corporate management hovering over daily budgets, the executive team can log in from



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Marc Capetillo
VP of Operations, Materra Farming, Bakersfield, CA



hundreds of miles away to review progress. “Our operations in the desert are a five-hour drive from our main office,” explains Marc. “Agworld allows me to stay on top of those remote fields from my desk. I don’t have to constantly bug Eddie about where we are on budget because the real-time proof is right there in the platform.

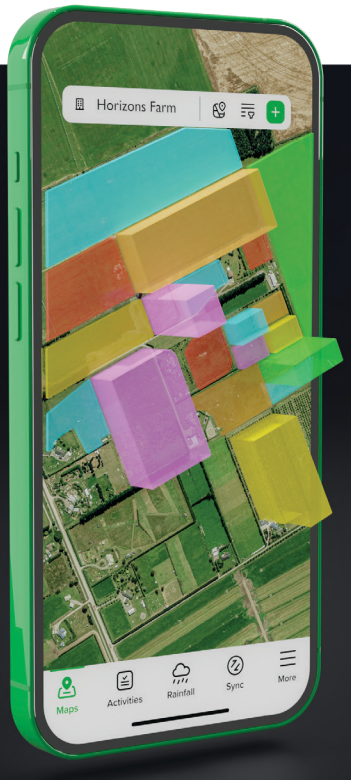
Simplifying the Regulatory Burden

For California growers, tracking water and nitrogen application is a demanding year-round administrative requirement. Under Sustainable Groundwater Management Act (SGMA) regulations, irrigation water has to be accurately accounted for in order to create long-term plans to stop overdraft and balance pumping with natural recharge.

“We track every drop of water that goes into our orchards and report it directly to our water district,” Marc says. “Eddie inputs our water use by block, and I can pull an automated report instantly. When it comes to California’s strict nitrogen reporting, Agworld makes it incredibly simple. Instead of spending weeks manually digging through old paperwork and binders, I just run a field-by-field report and submit it straight to the coalitions as verified backup.”

This centralized record-keeping has shifted the corporate budget planning cycle from an exhaustive monthly meeting down to an efficient quarterly check-in. At the end of the year, the financial team uses the accumulated multi-year data to build next season’s cash flow projections with total confidence.

By maximizing the productivity of their hours in the field and eliminating hours of redundant desk work, Materra Farming has achieved the ultimate goal of modern digital agriculture. As Eddie summarizes: “Agworld fundamentally helps us control our farm, instead of letting the farm control us.”



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Improving profitability in agriculture

- Collect data at every level in a structured way.
- Easily share data with anyone important to your organisation.
- Un-paralleled insights into your operation.
- Empowers you to make more profitable decisions.

+1 (724) 249 6753 sales@agworld.com