



THE VINE



UC ANR Innovate
University of California
Agriculture & Natural Resources



Farmhand
Ventures

VINE Connect Field Day

GUIDE & LOOKBOOK



December 05,
2025



Lindcove Research &
Extension Center

A project of



CALIFORNIA
AGTECH
ALLIANCE





About the Organizers

UC ANR Innovate, the innovation arm of UC Agriculture and Natural Resources, brings together people, resources, and ideas to accelerate agricultural, food, and biotech innovation in California. We develop practical technologies, generate research and policy insights, prepare a future-ready workforce, and build the ecosystems and partnerships that make innovation possible: locally, regionally, and globally. ucanr.edu

Farmhand Ventures is an agtech venture firm backing startups transforming the future of work in agriculture. We invest in pre-seed and seed stage startups, and we partner strategically to support the development of agtech ecosystems that provide sustainable solutions for American farmers and farmworkers. farmhandventures.com



- **Core Business:** Spray drone application services and drone sales for specialty crops, research institutions, and conservation groups. The company focuses on helping growers adopt drone spraying practices that improve efficacy, operational flexibility, and long-term sustainability.
- **Demo:** A live spray drone demonstration, including an overview of drone capabilities, workflow, and field considerations.
- **Crop System:** All crop types.

Founded:

2019

Headquarters:

Temecula, California, USA

Unit Cost:

[Not provided]

Contact:

Briana Layfield

briana@ag-bee.com

ag-bee.com



cropx[®]

- **Core Business:** A decision-support platform combining soil sensors, weather data, crop models, topography, and farm machinery inputs to generate automated irrigation and agronomy recommendations. All insights are produced without manual data entry.
- **Demo:** A live mobile-app demonstration showing real-time field alerts like irrigation opportunities and over-watering notifications.
- **Crop System:** Adaptable across diverse permanent and annual crop systems.

Founded:

2013

Headquarters:

Netanya, Israel

Unit Cost / Number Sold:

\$1,200 / [Not provided]

Contact:

Chuck McKinnon

charles.mckinnon@cropx.com

cropx.com



- **Core Business:** Molecular diagnostic technologies for agriculture, food, and animal health. The PestDx platform provides rapid, DNA-based, field-use pathogen detection with high accuracy and low cost.
- **Presenting:** A prototype workflow for rapid plant pathogen testing.
- **Crop System:** Broadly applicable across crops.

Founded:

2013

Headquarters:

Pleasanton, California, USA

Unit Cost:

[Not provided]

Contact:

Prasanna Thwar Krishnan
prasanna.thwar@evolvegenomix.com

www.evolvegenomix.com



- **Core Business:** Irrigation and fertigation automation for permanent crops. HotspotAg's cloud-based system helps growers manage water, nutrients, and field operations efficiently, supported by a service-oriented model.
- **Demo:** A presentation highlighting tools and functions tailored to citrus growers, with marketing materials available onsite.
- **Crop System:** Permanent plantings such as vines, citrus, and tree nuts.

Founded:

2018

Headquarters:

Hanford, California, USA

Unit Cost / Number Sold:

\$2,000 / 2,500

Contact:

Jonathan Hornung

Jhornung@hotspotag.com

hotspotag.com



kingman ag

- **Core Business:** Retrofit autonomy kits that convert conventional tractors into autonomous machines capable of spraying, mowing, shredding, sulfur dusting, and other high-hour orchard tasks.
- **Demo:** An autonomous spray demonstration in an orange block using an OnTarget sprayer.
- **Crop System:** Permanent crops.

Founded:

2019

Headquarters:

Lemoore, California, USA

Unit Cost:

\$30,000 / 30

Contact:

Zach Sheely

zach@kingmanag.com

<https://www.kingmanag.com>



- **Core Business:** Electrostatic agricultural spray systems designed for improved coverage, reduced drift, and lower fuel and water consumption. The technology is engineered for efficient deposition and operational savings.
- **Presenting:** An integrated demonstration of the boom articulation, manifold rotation, and a live water spray pass.
- **Crop System:** Adaptable across diverse permanent and annual crop systems.

Founded:

1995

Headquarters:

Mt. Angel, Oregon, USA

Unit Cost:

\$1,800,085,000 / 1,500

Contact:

Willie Hartman

Daniel@ontargetspray.com

ontargetspray.com



THE VINE



UC ANR Innovate
University of California
Agriculture & Natural Resources



**Farmhand
Ventures**

thevine.ucanrinnovate.io



SIGN UP FOR
OUR EMAIL LIST

