

Bloo

Georgia blueberries are now in season!

Bloo is an app that helps blueberry farmers calculate the costs and benefits of using pesticides and pollinators.

Farmers can enter values such as weather conditions, pest density, pesticide use, and pollinator visitation rates. These values are then assessed using an economic model, and the effects on profit are displayed to the farmer. Bloo will help farmers make smarter decisions for a brighter, bluer future in Georgia.

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