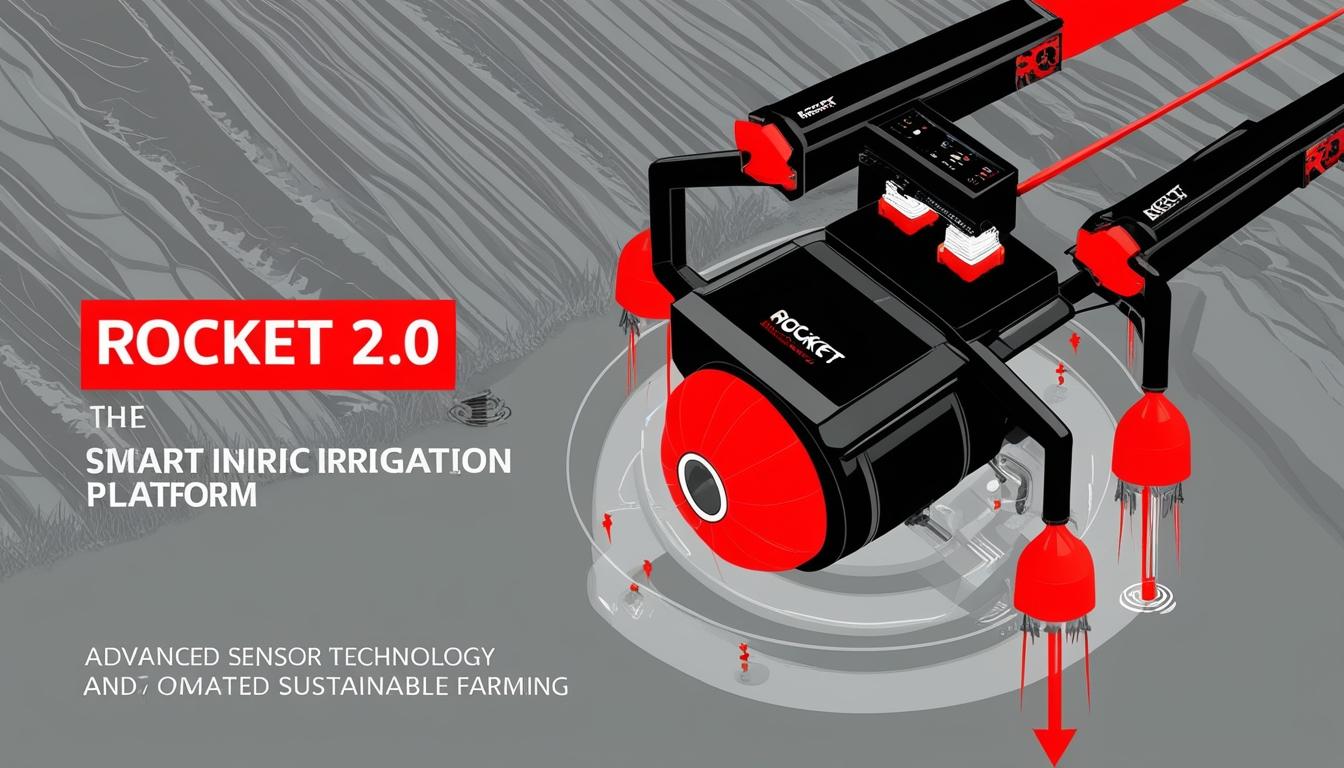
# Full Nature Farms launches Rocket 2.0 Smart Irrigation Platform at CES 2025



LAS VEGAS — Full Nature Farms, a prominent player in the field of vertical farming and agricultural technology, has unveiled its innovative Rocket 2.0 Smart Irrigation Platform, which has received the CES® 2025 Innovation Award in the Sustainability & Energy/Power category. This recognition is seen as a significant achievement in advancing sustainable farming technologies and highlights the company’s ongoing efforts to revolutionize agricultural practices. Attendees can explore the Rocket 2.0 at CES 2025, located at the Venetian Expo, Level 2, Halls A-D, Booth #50832.

Established in 2019, Full Nature Farms has rapidly emerged as a key entity in Hong Kong's agricultural technology landscape, offering services to over 100 Michelin-starred restaurants and luxury hotel chains. The company has partnered with various agricultural institutions and technology providers globally to promote the adoption of smart farming solutions. With planned implementations in regions such as Hong Kong, Saudi Arabia, and the United Kingdom, Full Nature Farms is also turning its attention towards expanding its North American operations to meet the escalating demand for sustainable agriculture.

Ray Lok, the CEO of Full Nature Farms, remarked, “The launch of Rocket 2.0 and this recognition from CES marks a pivotal moment in our global expansion. As we grow our presence in North America and beyond, Rocket 2.0 underscores our commitment to providing an affordable, data-driven farming solution for farmers that allows them to tackle agricultural water wastage effectively.”

The Rocket 2.0 platform signifies a major advancement in agricultural water management, merging cutting-edge sensor technology with artificial intelligence (AI) to facilitate precise and automated irrigation control, which in turn conserves water and enhances crop yields. This development responds to the inefficiencies of traditional outdoor irrigation systems, which contribute to significant water and nutrient waste while generating millions of tons of carbon emissions globally.

The standalone Rocket 2.0 system employs crop, soil, and climate sensors, as well as weather forecasts, to devise dynamic daily irrigation schedules. This technology allows for optimized water usage, which not only fosters improved plant growth and health but also reduces labour costs. Furthermore, the pricing strategies associated with Rocket 2.0 aim to diminish barriers to entry, allowing commercial agricultural operations—including traditional outdoor farms, vineyards, and market gardens—to access advanced farming technologies.

Full Nature Farms’ competitive edge is attributed to its in-house developed technology ecosystem, which encompasses:

* Advanced automation controllers and software
* Specialised LED grow lights
* Precision grow pipes and sensor systems
* Integrated farm management platforms

Founded in Hong Kong, Full Nature Farms blends expertise in vertical farming with innovative solutions for traditional agriculture. Through strategic alliances with leading agricultural institutions and technology providers worldwide, including Hong Kong Science and Technology Parks and major universities, the company is poised to expedite the incorporation of smart farming solutions. As it continues to expand its global footprint, Full Nature Farms remains dedicated to championing accessibility and leading the transformation of agricultural practices globally. For additional insights and information, interested parties are encouraged to visit fullnature.com.

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

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2. <https://www.prnewswire.com/news-releases/full-nature-farms-launches-rocket-2-0-smart-irrigation-platform-302342314.html> - Details Full Nature Farms' establishment in 2019, its services to Michelin-starred restaurants, and global partnerships.
3. <https://www.prnewswire.com/news-releases/full-nature-farms-launches-rocket-2-0-smart-irrigation-platform-302342314.html> - Quotes Ray Lok, CEO of Full Nature Farms, on the significance of Rocket 2.0 and global expansion.
4. <https://www.prnewswire.com/news-releases/full-nature-farms-launches-rocket-2-0-smart-irrigation-platform-302342314.html> - Explains the advanced features of Rocket 2.0, including sensor technology and AI for irrigation control.
5. <https://www.prnewswire.com/news-releases/full-nature-farms-launches-rocket-2-0-smart-irrigation-platform-302342314.html> - Describes the inefficiencies of traditional irrigation systems and how Rocket 2.0 addresses these issues.
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