For over 110 years, Red Diamond, Inc., has been a family-owned tea and coffee purveyor in the southeastern US. In 2007, the company moved to their new headquarters on a 72-acre campus near Moody, Alabama. This site houses both the corporate offices and production facilities for the company.

In 2012, Red Diamond's Director of Landscape Operations, Brandon Haley, began converting to Baseline products. They are using BaseStation 3200 irrigation controllers, BaseManager, biSensor soil moisture sensors, and flow meters to manage their award-winning landscape.

We believe in making our department environmentally sustainable. While we have many successful programs, our sustainable water use program has had the best success. Our turf is healthier than it has ever been, and we use less water than I ever dreamed possible. Having reliable moisture sensors to let me know exactly what is going on in the soil is a tool I never imagined. Accurate flow meters give me the power to track usage, and identify breaks instantly. I cannot ask for more. Thank you Baseline!

Brandon Haley, CGM
Director of Landscape Operations for Red Diamond, Inc.
Baseline is an integral component of the Water Management Plan that saves millions of gallons of water every month at the Red Diamond site. Since installing the BaseStation 3200 and all of their sensors, they have decreased irrigation water usage by 75%. This reduction has come without any loss of quality.

Finding Unconventional Uses for biSensors

Brandon uses the moisture readings from the biSensors in a novel way – to determine when his staff can safely take their mowing equipment on the grass. Brandon has been able to correlate an exact moisture reading with each piece of equipment so he can be confident that the machinery will not damage the grass. This is a major benefit for a property that does not tolerate aesthetic problems.

In an effort to stop weeds before they even appear, Brandon uses the temperature readings available from the biSensor to determine the precise timing for applying pre-emergent products. A pre-emergent only kills weeds when they begin to sprout from their seeds and they hit the herbicide barrier, so it is critical to know when the soil temperature will support germination.

Brandon has not directly linked their moisture sensors to irrigation programs, but he uses the data daily to set irrigation times and cycles. Indirectly, they control every cycle on their system.
Avoiding Waste by Measuring

In his blog, sustainablegrounds.net, Brandon says, "If you cannot measure what you are doing, you are wasting." On the Red Diamond campus, Baseline flow meters and BaseManager central control have saved millions of gallons of water a year — an average of 17 million gallons of water each year to be exact. That’s over 600,000 gallons of water per acre each year since they installed the system.

With the Baseline system, Brandon can enable the flow meters to control the hydraulics of the poorly designed and poorly installed system. He is able to balance the flows through the mainline, and this has saved many breaks and pump failures. Before installing Baseline products, they averaged 3 broken pump motors a year. Now they average 1 broken motor every 2 years. This has saved thousands of dollars and many days of work.

As they have implemented more water saving components in their system, Brandon has noticed that the Baseline products seamlessly adjust to the new flow rates and helps to shorten their water windows. By reducing their water window over 4 hours in the past few years, they have saved pump wear and millions of gallons of water.