

A fresh approach to safe, secure, recoverable and accessible data

Needing to safeguard decades' worth of irreplaceable crop-growing data, Nature Fresh Farms chose Dell PowerProtect Data Manager.



Business needs

Relying on multiple solutions to back up various servers with critical information across its IT environment, Nature Fresh Farms faced lengthy backup times, limitations in restoring or updating table data and escalating costs. PowerProtect Data Manager offers proven, simple and highly efficient backup and recovery to nurture growth.

Business results

- Protects vital crop-growing data essential for company operations.
- Reduces backup time for virtual machines (VMs) from hours to seconds.
- Significantly reduces backup costs with a 128:1 deduplication ratio.

Customer profile



Agriculture | Canada



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Keith Bradley

VP of Information, Technology and Security,
Nature Fresh Farms

Solutions at a glance

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Nature Fresh Farms is one of the largest independent greenhouse produce growers in Canada — with expanding operations that include greenhouses of up to 200 acres and distribution centers in Canada, the U.S. and Mexico. Crops include Peppers, Tomatoes and Cucumbers, with Strawberries recently added to the mix.

The company relies on sophisticated greenhouse science to deliver the highest-quality produce to customers throughout North America. One of the keys is proprietary crop-growing data gathered over its 22 years in farming.

“My vision is to help everyone access the data they need quickly and reliably,” says Keith Bradley, Vice President of Information, Technology and Security at Nature Fresh Farms. “In our previous environment, data was backed up in different ways using multiple solutions. We were looking for a single source of truth and ‘one pane of glass.’”

Backups reduced from hours to seconds

Nature Fresh Farms backs up Dell VxRail servers, Microsoft SQL Server databases, a range of unstructured data on multiple Dell PowerScale nodes, the company’s Dell ECS object storage platform, sales and marketing information and more. PowerProtect Data Manager handles it all.

“In the past, it would take three to six hours to back up the 60 virtual machines in our Ontario location,” Bradley explains. “With PowerProtect Data Manager, we can back up every hour in just seconds with Transparent Snapshots. And our users don’t even see it happening.”

Bradley and his team like how Data Manager offers efficient backup and recovery for everything from VMware virtual machines (VMs) to network-attached storage, enabling table-by-table restores while avoiding hours to spin up a VM or export an entire database. Transparent Snapshots simplifies and automates VM image-level protection without pausing the operation.



Plans to deploy PowerProtect Cyber Recovery for **peace of mind against cyberattacks.**



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“We used to need five or six proxies for our backups,” remarks Bradley. “Now with Transparent Snapshots, we’re down to a single proxy, which leaves more room for other workloads on our VxRail.”

Deduplication drives costs down

The company’s core SQL Server databases are quite large, approaching as much as 250GB each. But even the largest only takes about six seconds for image-level backup.

Equally important, with a deduplication ratio of up to 128:1, costs have been significantly reduced, and backup data can be stored for a longer time. “We used to hold only 30 days of backup data,” Bradley states. “But with the exceptional dedupe ratio of Data Manager, we’re able to keep 60–90 days on our PowerProtect DD series appliances.”

Cultivating cyber resilience

Nature Fresh Farms is now planning to deploy Dell PowerProtect Cyber Recovery with CyberSense so it can be confident about recovering from ransomware or other cyberattacks should they occur.

“We couldn’t possibly replace our 22 years of crop-growing data,” comments Bradley. “PowerProtect Data Manager was the first building block in our backup system. With PowerProtect Cyber Recovery, I’ll be able to sleep even better at night.”