

# Customer Spotlight: Huebel Grapes Estates

## Vineyard Management Software Built for Modern Grape Operations

*Streamline payroll, labor tracking, and vineyard operations with real-time visibility across every block.*

Huebel Grapes Estates is a custom farming and grape growing operation based in Niagara-on-the Lake, Ontario, Canada. For over 40 years, the family-run business has specialized in growing vinifera and hybrid grapes across a large-scale operation.

After three years with Agility Ag, Huebel Grapes Estates has significantly reduced payroll time, improved labor visibility, and streamlined vineyard operations across the business.



**~75% reduction in payroll processing time**



**Reduced billing** from days to half a day



**One full salary** saved through operational efficiencies



**5-10 hours** of management time saved each week



**Improved accuracy** across labor tracking and operational data



**Reduced admin time** across the entire operation

## The Challenge: Growing Operations, Scattered Data

As Huebel Grapes Estates expanded, the team was generating more operational data than ever before. Payroll records, labor hours, billing information, and vineyard maps were essential to running the business, but became increasingly difficult to manage efficiently as the operation scaled.

“As we were getting bigger and busier and as technology increased, we had all this information but nowhere to put it,” said Jessica Oppenlaender

**“Agility Ag was that glue that put everything together.”**

The operation manages multiple crews performing a wide range of vineyard tasks throughout Ontario’s short but demanding growing season. From hand labor to tractor work, every activity generates data that needs to be tracked accurately and turned into actionable information.

Before Agility Ag, much of this work was handled manually, creating delays and inefficiencies.

## The Pain Point: Payroll Took Days, Not Hours

For Jessica, payroll was one of the most time-consuming parts of the operation. Tracking miscellaneous tasks and assigning costs to the right customers and blocks added complexity. With so many grape varieties, tasks, and crews to manage, keeping everything organized was a constant challenge.

**“Our biggest challenge was really payroll and time management.”**

For Aaron Oppenlaender, Vineyard Manager, the issue was the administrative burden pulling him away from field operations.

“I would spend hours and hours inside the office, and it was mentally draining and fatiguing on me.” Something had to change.

## The Decision: Purpose-Built Software for Grape Operations

Huebel Grapes evaluated several farm management software platforms, but most were designed for other commodity groups and adapted for grapes as an afterthought.

“Agility Ag stood out to our company because it was grape grower focused first,” Jessica said.

“

They understood grape growers and our challenges and what we do differently in comparison to other commodities. It was grape focused. It was vineyard focused and it covered all our needs.”

Aaron added:

“Agility Ag wasn't just a cookie-cutter program. It was designed for us.”

Because the platform is highly configurable, Huebel Grapes was able to tailor it to fit their workflows, reporting needs, and operational structure.

## Agility Ag in Action: Embedded in Daily Operations

Today, Agility Ag is embedded throughout Huebel Grapes' daily operations. Field crews use tablets and phones to clock in, view maps, and verify locations. Office

staff use the platform for scheduling, record keeping, and billing.

“Our guys use it every single day,” Jessica said.

“

It functions throughout our whole business, from the boots on the ground to, at the end of the day, billing.”

## Streamlined Workflows Across the Operation

### 1. Payroll Processing

Payroll processing time has been dramatically reduced. What previously took an entire day is now completed in a fraction of the time.

**“That time has been cut probably 75%,”** Jessica said.

### 2. Faster, More Accurate Billing

Billing has become faster and more accurate, helping Huebel Grapes issue invoices sooner and maintain better cash flow.

**“Billing used to take us like two or three days to get finished and now we're doing it within half a day,”** Aaron said.

“It’s unbelievable.”

### 3. Digital Mapping & Field Visibility

Field crews use digital maps on tablets and phones to navigate blocks, confirm locations, and ensure tasks are completed in the right areas.

This has reduced miscommunication, eliminated unnecessary trips to the field, and improved operational efficiency across the vineyard.

## The Impact: More Time in the Field, Less Time in the Office

For Aaron, the biggest change has been time.

**“With what we’ve used so far, it has greatly improved our time tracking, scheduling, and record keeping. Everything is done within minutes versus hours.”**

Before Agility Ag, administrative work often extended well beyond field hours. “I would spend hours and hours inside the office.”

Now, he is able to focus more on field operations and day-to-day vineyard management.

## Finding New Labor Efficiencies

With real-time visibility into labor by field and block, Huebel Grapes has uncovered opportunities to improve efficiency and reduce unnecessary labor.

“We’re finding efficiencies with how many people we’re placing in a field,” Aaron said. In some cases, the same work can now be completed with fewer workers.

## Tailored for Vineyard Operations

For Huebel Grapes, Agility Ag is more than software. It is a system designed specifically for vineyard operations and adaptable to the way they work.

**“It was grape focused. It was vineyard focused and it covered all our needs,”** Jessica said.

Aaron agrees:

**“It’s greatly improved our business.”**

## Ready to See What’s Happening Across Every Block?

Simplify payroll, unlock real-time visibility into labor activity, and elevate operational performance with actionable insights. Agility Ag brings everything together to transform how modern agricultural operations run.