

IRVING VILLARREAL



Meet Irving. Irving has been a Robinson Nursery team member for 3½ years. He has a passion for continuous improvement, an ability to foster genuine camaraderie with his team mates; and the skill of applying his knowledge and experience in a way that creates lasting positive change. Irving started in the Container Plant Health Department at Robinson Nursery, from there he transitioned to Inventory Assistant. Recently, his responsibilities have grown and he now holds the titles of Production Shipping Coordinator, Container Inventory Manager, and RFID Specialist.

“I like being able to wear lots of different hats,” Villarreal smiled, “it keeps things interesting.”

Irving grew up in the nursery industry. His father, a very experienced nurseryman, started his own business Rex Nursery, LLC when Irving was 8 years old. In 2016, Irving received his Horticulture Degree, his Pesticide License, and jumped in with both feet at Robinson Nursery.

“One of my favorite things about working here is the vibe, the way it feels. This place has the soul of a small farm. You almost forget how big it is... until you see the big numbers.”

Irving is certainly familiar with the numbers. His current focus places him at the helm of a very exciting, new development for Robinson Nursery, RFID Tags. A Radio Frequency Identification Tag (RFID tag) is an electronic tag that exchanges data with a RFID reader through radio waves. Although RFID tags have similar applications to barcodes, they are far more advanced.



We have printed a QR code on each RFID Tag that will direct you to the Robinson Nursery website



For years we have struggled with the human error aspect of bareroot storage inventory. We have tried many different approaches to solving this issue. RFID tags allow us to streamline the entire inventory process, reducing labor hours and increasing accuracy. We are able to track grading production instantly and maintain accurate, real-time, storage inventory. Numbers that used to take weeks to collect are tracked live with RFID.

Irving has been working closely with Arbre-Tech and CompuPlants to create a system that works for Robinson Nursery. Working with new technology can be tricky, Irving's ability to make decisions and handle set backs has been essential to the implementation of such a momentous step into the future.

The team members at Robinson Nursery are what make our quality products possible. We are looking forward to this new development in our journey. We will be sure to keep you updated. Thank you for choosing Robinson Nursery.