



## FruitLook January 2018: All the best for the new year

Dear Mr. Doe,

Best wishes for 2018! We wish you and your family a healthy and prosperous year. In 2018 we will continue our support to the agricultural community, in a water efficient way. The first newsletter of 2018 gives you some of the numbers at the heart of FruitLook. As a service developed from years and years of research and technological development, we sure love our stats!

1	The FruitLook program is currently unique to the Western Cape in South Africa
3	FruitLook TechCoaches to help you implement FruitLook on your farm
5	The amount of water management areas covered by FruitLook. These include the Olifants-Doorn region, Berg, Breede, Gouritz and Fish to Tsitsikamma
7	Experimental sites on which the accuracy and applicability of FruitLook is tested through field measurements. We work together with industry specialists to identify where FruitLook can make a difference
8	Growth seasons FruitLook has been supporting farmers to monitor their production and crop water use. Did you know this data is still available via the FruitLook website for you to use?
9	FruitLook datasets monitoring crop growth, crop water use and crop nitrogen content. Also the amount of months FruitLook currently covers (August to April)
20	FruitLook Training sessions provided to local producers this season so far. This includes 8 FruitLook Basics training sessions provided at Elsenburg and 12 regional training sessions at location
63	Percentage of users who have indicated FruitLook made their water management at least 10% more efficient
74	Percentage FruitLook users that are farmers. The remaining user group include consultants, scientists, students and many others
168	The amount of raw satellite images processed so far to create the FruitLook data products for the 2017-18 season
177	People who have received training during the FruitLook 2017-18 season
486	Number of current FruitLook users in 2017-18
2010	In this year FruitLook was for the first time available to wine and fruit farmers in the Western Cape. Back then, it was still called GrapeLook!
12,644	Fields ordered to date on FruitLook in 2017-18
85,000	The approximate amount of fruit fields for which FruitLook is available
200,000	The approximate amount of fruit hectares for which FruitLook is available
5,700,000	Total area in hectares available through FruitLook 2017-18. This includes areas under agriculture, natural vegetation and invasives
Endless	Possibilities to use FruitLook for the benefit of the agricultural community and efficient management of water are only limited by our imagination

Thanks for reading our newsletter. If you have additional suggestions for FruitLook, feedback, questions etc., feel free to contact us via [info@fruitlook.co.za](mailto:info@fruitlook.co.za). We hope to welcome you again soon on FruitLook!

Best regards,

The FruitLook Team



**Disclaimer**

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