



FruitLook October 2014: Season 2014-15 available!

Dear Mr. Doe,

Today is the start of FruitLook 2014-15! During the fruit growth season your crop development, water use and nitrogen uptake are accessible for you to evaluate on the website. New data will be delivered weekly until the end of April 2015. FruitLook 2014-15 is made available to you thanks to the Department of Agriculture: Western Cape.

This newsletter provides a renewed introduction to the FruitLook service. Furthermore we are proud to announce a brand new addition to FruitLook which will become available later this October.

Launch FruitLook 2014-15

NOTE: If you are already registered to FruitLook, you have to "purchase" your fields (no costs involved) again for the 2014-15 season to attain the new data. You can order the fields from your database by selecting "Add Field from Database" within the "MyFields Overview" page.

FruitLook is a web portal for fruit and grape growers in the Western Cape Province of South Africa to encourage efficient use of water resources. The data provided via FruitLook is based on the latest satellite image technologies. Per week updates on 9 growth parameters are provided via the website. These include actual evapotranspiration (crop water use), biomass production (crop growth) and leaf nitrogen content. The total data package consists of the following parameters:

GROWTH: Biomass Production [kg/ha/week] (*Crop Growth*) / Leaf Area Index [m² leaf / m² soil] (*Crop Canopy Development*) / Vegetation Index [-] (*Crop Density & Vigor*)

MOISTURE: Actual Evapotranspiration [mm/week] (*Crop Water Consumption*) / Evapotranspiration Deficit [mm/week] (*Crop Water Shortage*) / Biomass Water Use Efficiency [kg biomass/m³ water] (*Crop growth per consumed unit of water*) / Crop Factor [-]

MINERALS: Nitrogen Upper Leaf Layer [kg/ha] / Nitrogen Leaf Plant [kg/ha]

Historical FruitLook data from previous seasons is also still available on the website. This provides an unique source of information to evaluate your crop management over the last seasons. Please note: it is possible no 2014-15 data is available yet for your specific block. This is related to cloud cover. However, be assured in the coming weeks more and more data will become available on the website.

New Field Order System coming up!

Based on feedback from our users we are working hard on a number of improvements to the FruitLook service. These improvements will be implemented on the website in the running of October. In this newsletter we will introduce the most drastic change, namely the implementation of a new system for placing field orders. Keep track of the FruitLook website to see what else is going on!

The new FruitLook order process will make block ordering quicker, easier and more fun. It is specifically designed to

facilitate ordering large quantities of block data in one go. Although the old system of manually delineating your block stays available on the website, it will become possible to simply select your blocks in the viewer.

The new block order process will be incorporated within the existing design of FruitLook. All blocks are delineated in advance; hence no need for manual drawing of blocks! See Figure 1 for an impression of how this will look.



Figure 1: As visible all agricultural fields are already delineated, which will make block ordering a lot easier and more fun!

This new order system will become available later this October. We will announce the implementation of this new system in the [FruitLook news-section](#) on the website. Furthermore a more detailed instruction of how to use this new system will be included in the November newsletter.

For questions regarding the use of FruitLook or other related matter, please contact us via info@fruitlook.co.za.

We look forward seeing you (again) on [FruitLook!](#)

Best regards,

Ruben Goudriaan, Annemarie Klaasse and Caren Jarmain,

The FruitLook Team



Disclaimer

