

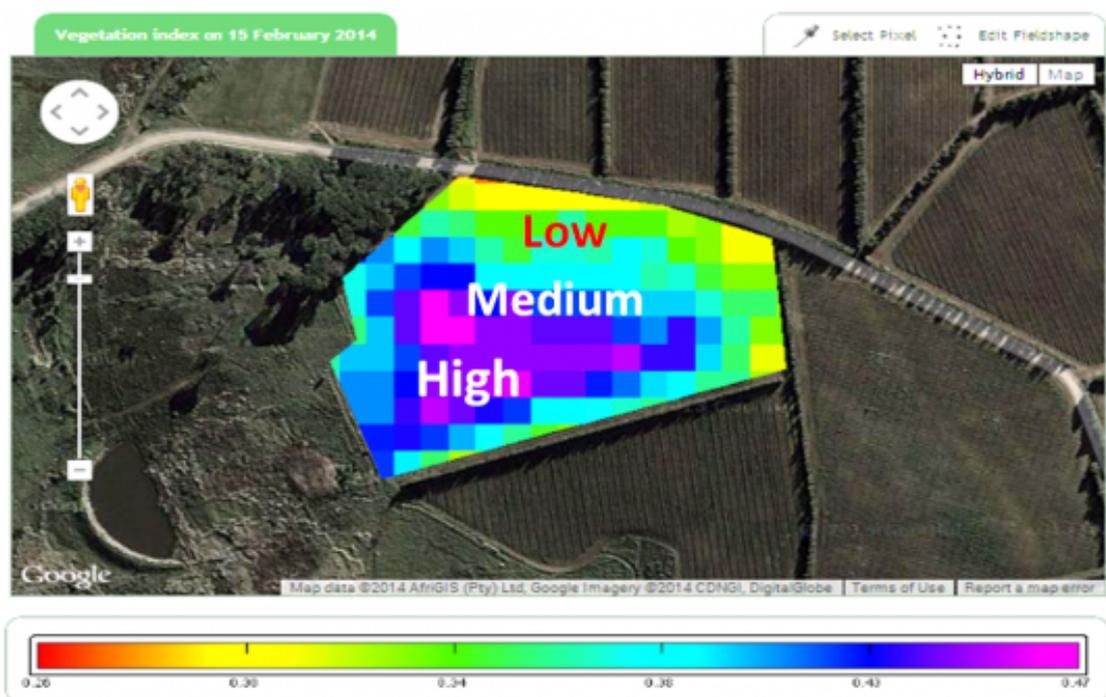


FruitLook May 2015: Top 10 tips to evaluate your season

Dear Mr. Doe,

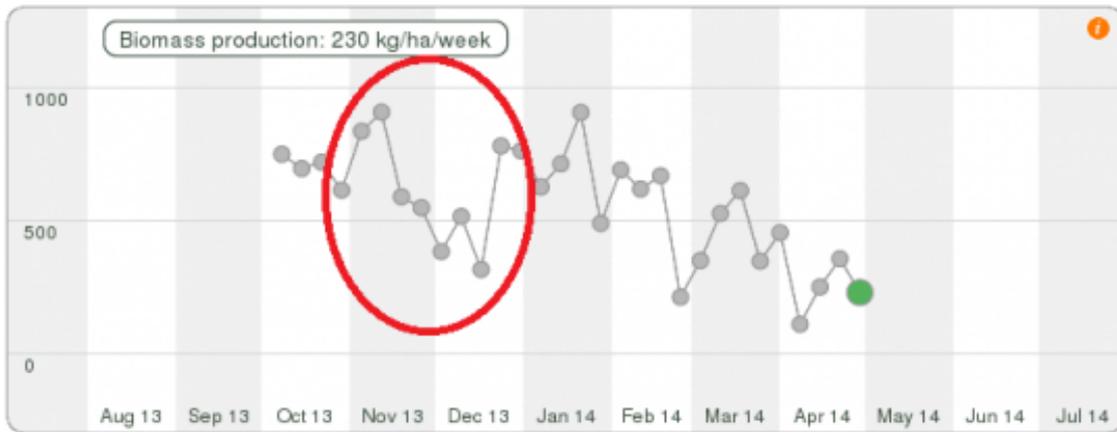
You have reached the end of yet another productive season and we trust that this was a fruitful one! Reflecting on the past season, you might wonder: Why are yields in one block higher than in the other? Did your irrigation system provide sufficient water throughout the season? And did it do so in every part of your block? Following the completion of the season, the complete FruitLook 2014-15 season is available on the website for you to use. An ideal opportunity to evaluate the past season. In this May newsletter we provide 10 tips to help you on your way:

1. Investigate block homogeneity: Using the Biomass Production and Vegetation Index parameters you can identify the weakest growth parts of your block. What causes this heterogeneity: can it be related to soil type? Or have other factors contributed to lesser growth in certain parts of your block, e.g. irrigation system failure or disease? As example refer to the image below of a Cabernet Sauvignon block near Somerset West: clearly visible is the difference in crop vigor between the upper (low vigor) and lower side of the block (high vigor). Better insight in the spatial variation within your block can positively affect your management choices in the future, leading to a better crop and higher yield!



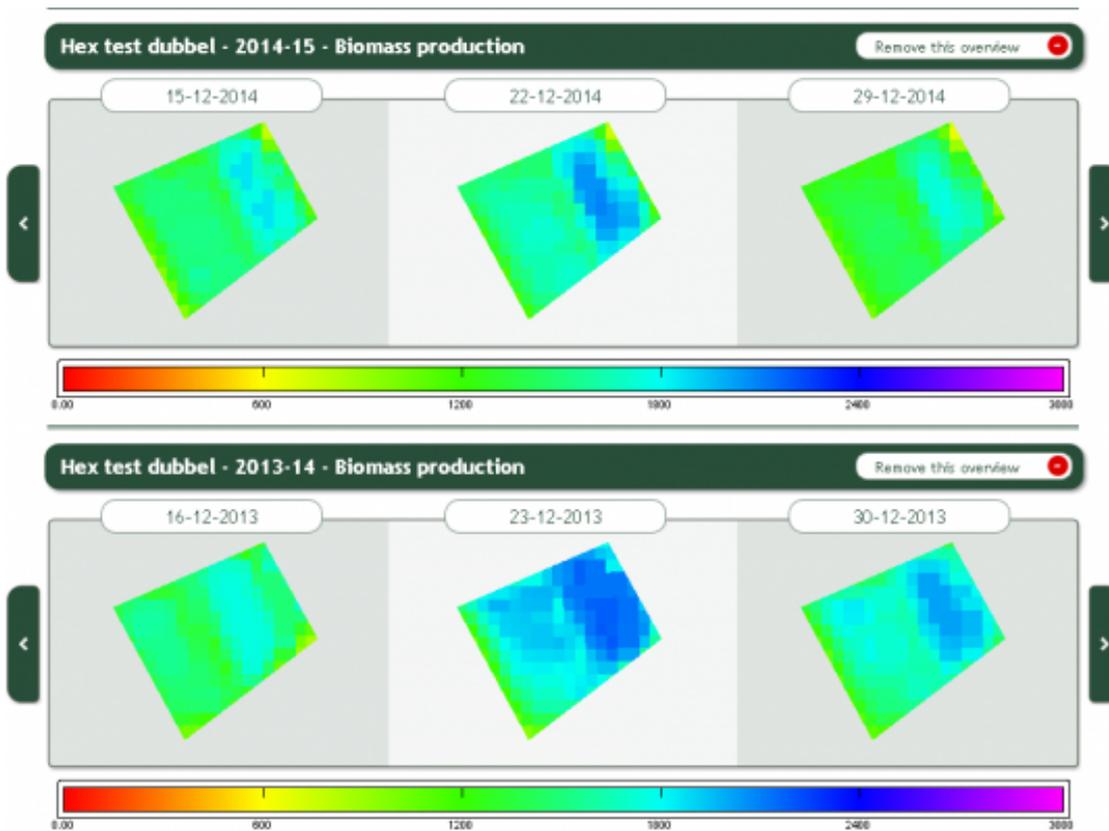
2. Determine growth problems during the 2014-15 season: Use the temporal profile on the MyField-page to easily see if your blocks show continuous development throughout the growth season. The graph below depicts a drop in biomass production at the end of November/beginning of December of a Jonkershoek pear block. This might have a direct impact on the yield of this block as this period corresponds to cell division and cell enlargement of the fruit. Understanding and detecting these types of issues will certainly help you take adequate precautions for next season! Focus on the Biomass Production, Vegetation Index, Actual Evapotranspiration and Biomass WUE.

Prolonged deviations from the mean can indicate growth problems.



3. *Compare block development to other blocks in the 2014-15 season:* Compare various blocks and parameters over time in the "MyField Analysis" page. You can compare crop varieties, treatments, irrigation schedules, etc. What works best for your crop and how is this expressed in the various FruitLook parameters? You can also use this tool to compare different seasons (which is tip 4!).

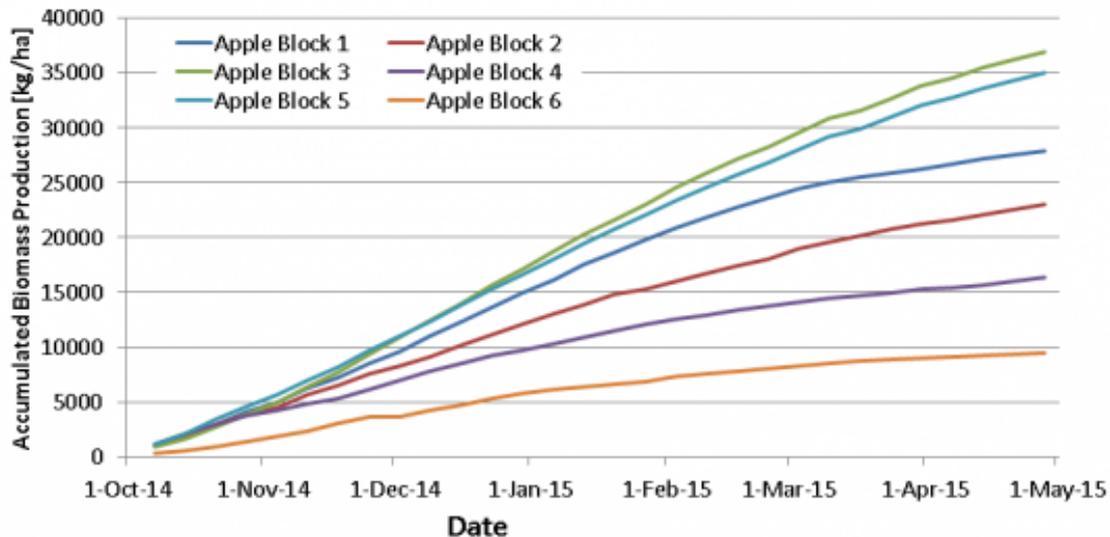
4. *Compare block development to previous seasons:* Did a field produce less yield than previous season? You might want to know why. Or do you want to evaluate a change that you introduced during the past season in your crop management? Did this change have the desired effect? Via the FruitLooks "MyField Analysis" you can compare the 2014-15 season with four other seasons to determine what went wrong or right. It might help you get a better notion of what works for your crop!



5. *Graph the development of your fields:* Want to view all your fields in graph? Export the .csv from the "MyFields Overview" page by clicking "Export all field data".

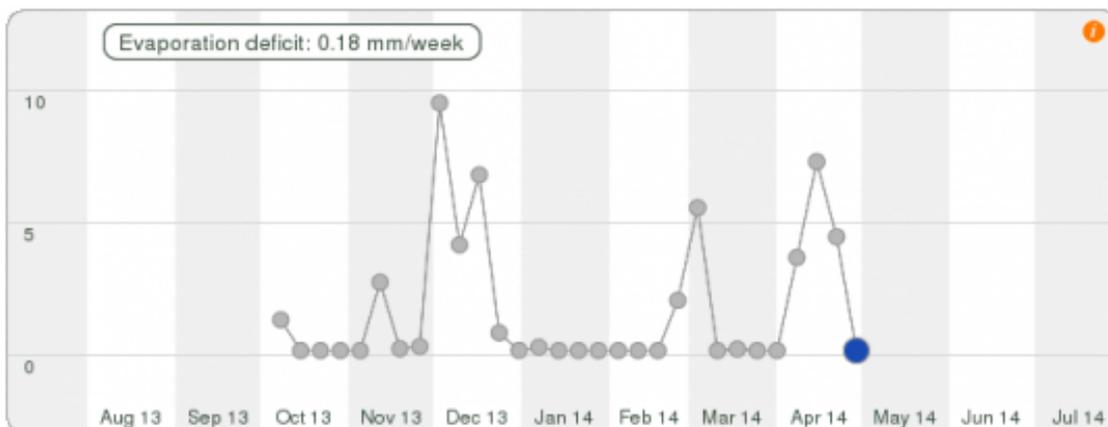
	Biomass production [kg/ha/week]	Leaf area index (LAI) [m ² leaf/m ² soil]	Evaporation deficit [mm/week]	Actual evapotranspiration [mm/week]	Biomass water use efficiency [Kilogram per m ² of water]
4	217	1.71	7.95	5.68	3.83
5	702	1.89	0.18	27.9	2.51
Hextdubbelen system 7	840	1.92	2.22	20.6	4.07

In Excel, make a graph of the Biomass Production accumulated over the season of all your fields. How do they compare? And does this correspond to crop yield as well? In the example depicted below Apple Block 3 and Apple Block 5 clearly show most growth.



You could also graph the Biomass Water Use Efficiency parameter: which field produces most biomass with the least amount of water? It shows which fields produce most crop per drop. Finding out what causes these differences in production might save you water and energy next season!

6. *Check on water management using Evapotranspiration Deficit:* In the graph below you can see the Evapotranspiration deficit peaks multiple times per season for this block indicating water stress or shortage: water stress might damage your crop yield. Via the Evapotranspiration Deficit parameter you can investigate which fields were most affected by drought during the 2014-15 season. And do these droughts occur simultaneously with certain growth stadia of the crop? It provides an opportunity to evaluate your irrigation system and determine whether it is capable of applying the right amount of water to your field when the need is highest.



7. *Evaluate your season with your consultant:* Interpretation of FruitLook data might be taken one step further by the right person with specialized knowledge of your crop. FruitLook gives your consultants the means for making a proper post-seasonal block evaluation. Why did some blocks perform above average and some below? Your most important advisors might be able to work it out from the FruitLook data.

8. *Read the FruitLook Manual, Newsletters and Poster:* Many uses of the data have already been identified by

other users. From the [Newsletters](#), [Manual](#) and [Poster](#) much information can be gained on how to make the most of FruitLook. Use the experience of others to your benefit.

9. *Contact us:* If you see something unusual in your block, need more information or look for specialized advice, do not hesitate to contact us. For example by sending an email to info@fruitlook.co.za. We are here to help.

10. Sit back and relax with an Elsenburg Brandy: After all hard work it is time to relax. But before doing so, we kindly remind you to fill in the FruitLook Questionnaire, which can be found [HERE](#). FruitLook can only exist through support of its users and the financial support of the Western Cape Department of Agriculture. Therefore, your feedback is highly valued and will be used to further improve the service. Kindly return the filled-in questionnaire to info@fruitlook.co.za. Preferably we receive your response before May 8, 2015. Among the (South African) responders two bottles of Elsenburg's 13yr old Potstill Brandy, which received Double Gold at the recent Veritas awards, will be allotted (more information on the brandy can be found [HERE](#)). It will certainly warm you during those chilly winter evenings! Winners will get a personal message.

If you have any remarks/questions about this newsletter or FruitLook in general, feel free to contact us via info@fruitlook.co.za. This has been the last newsletter of the 2014-15 season. We hope you enjoyed using FruitLook and we hope to welcome you again next year!

Best regards,

The FruitLook Team



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