



FruitLook October 2015: FruitSupport and other new website features

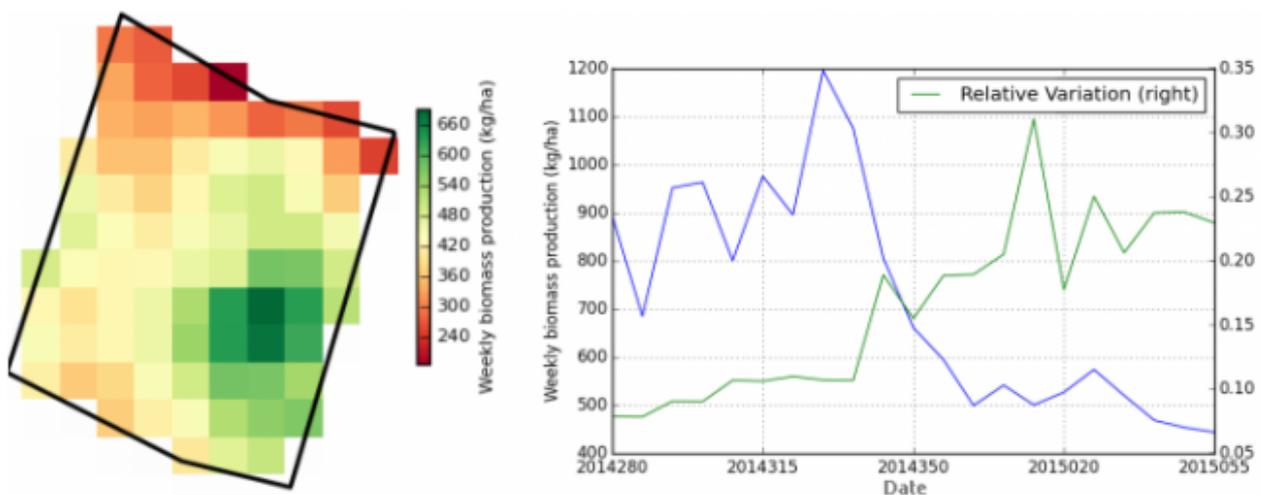
Dear Mr. Doe,

In these last years we have noticed effective implementation of FruitLook strongly depends on: 1) the ease of using the website and 2) the translation of the supplied data to actual farm management. Each season we work on making steps forward in both segments. An important part is improving the website to increase user experience and data handling. One of the changes we have implemented recently to increase usability of the data is a change in delivery day; instead of Thursday, the weekly data products are now online available on Monday. As a result you are fully informed on the status of your crop at the start of the work week.

In this newsletter the most important new website features for FruitLook 2015-16 are introduced. Most of these result from suggestions made by our users in the 2014-15 questionnaire and stakeholder meetings. Noteworthy is especially FruitSupport, which automatically guards your crop's development based on the FruitLook dataset. We hope these new additions will help you get the best from FruitLook!

First version of FruitSupport available now: You can order FruitSupport per field via the FruitSupport service listed under the Complementary Services-tab on the homepage. FruitSupport is offered as freely usable test product during the 2015-16 season. When using FruitSupport we invite you to provide us feedback via info@fruitlook.co.za. By doing so you will help us improve our service. FruitSupport will provide information immediately after the weekly data delivery to FruitLook. An example email of FruitSupport can be found [HERE](#).

A healthy high producing block is often homogeneous and develops accordingly during the season. Preferably an optimally managed block should display a small variation in growth between different parts of the block. A sudden increase in internal variation of a block can be due to disease, pest, water deficit or other crop development issues which might affect your yield. Other, more innocent causes of increasing variation within a block can be extensive pruning or weeding. FruitLook provides spatial data at relatively frequent intervals which allows detection of these changes in block variation through time. In order to warn users when something is going amiss within a block, FruitSupport has been developed.



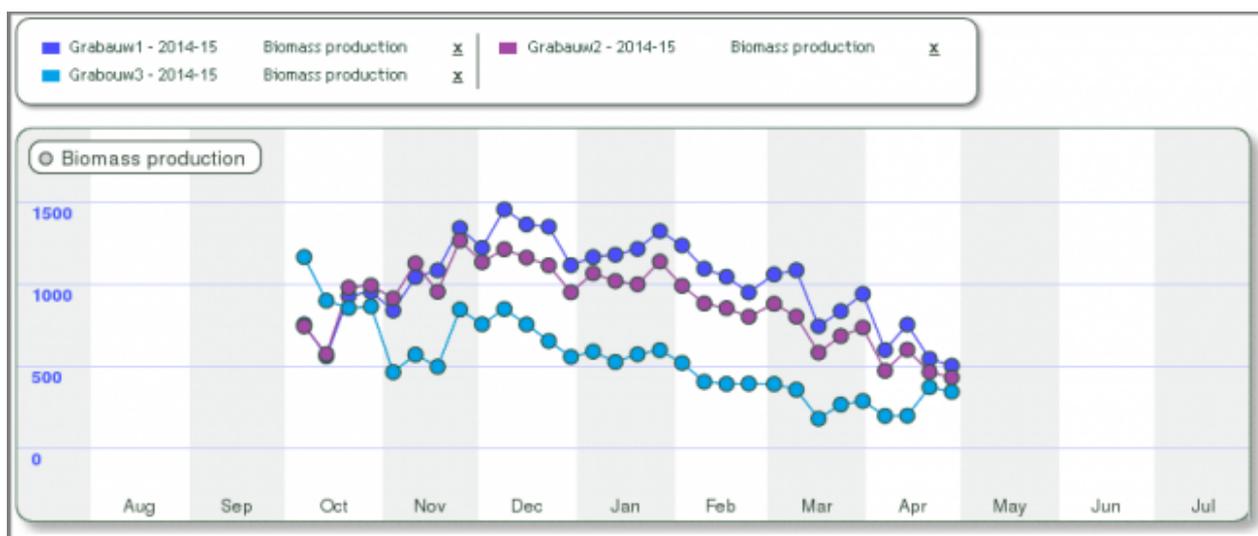
FruitSupport tracks the variation in growth throughout the growth season, depicted in the graph on the right. The development of variation through time is depicted in green. As can be seen this blocks shows a strong increase in relative variation from the middle of the growth season onwards, which might indicate a growth issue. This is even more likely

considering the drop in biomass production, depicted on the left axis, which occurs simultaneously to this increase in variation.

FruitSupport closely monitors growth in your block. When a part of the block shows a significant disposition in growth compared to other parts of the block, FruitSupport will detect this. If this leads to a significant increase in variation FruitSupport will warn you via email. These emails are emitted as soon as possible after the week data upload to FruitLook. Following this notification you can examine these blocks closer on FruitLook or in the field itself and take appropriate action if necessary. We expect FruitSupport can be especially useful for users with large amounts of blocks as it provides an automatic indication of the blocks needing attention from the user.

Comparison of graphs in MyField-Analysis: The MyFields-Analysis page allows comparison between different blocks, seasons and parameters through spatial block overviews. A new addition to the page is the possibility to combine various blocks, data components, seasons, etc. within a graph. We expect this graph will help you understand the logical interactions between the parameters better. For example, a strong increase in Evapotranspiration Deficit will inevitably lead to a decrease in Actual Biomass Production. It can also be used to visualize which blocks are the strongest growers or are under-performing compared to your other blocks. Or which blocks are the most water efficient using the Biomass Water Use Efficiency parameter. To use this functionality:

1. Go to "MyFields Analysis". Select your season, field category, crop, field and parameter. Subsequently press "Add to graph".
2. It is possible to add multiple fields to the graph. These fields can vary in category, crop type and season.
3. Two different parameters can be depicted in the graph. Please note the vertical axis on the left will show the first selected parameter, the vertical axis on the right the second selected parameter. A maximum of 2 parameters can be added to the graph.
4. An example result of this new functionality is depicted below. You can clearly see the biomass production in field "Grabouw3" deviates from the field development in "Grabouw1" and "Grabouw2".



Enhanced export of data to Excel: Last season it was made possible to easily export all field data to Excel. This season we expand this option further to allow you to export data per farm, crop type, parameter or a combination of the three. In order to export data:

1. Go to "MyFields Overview" and select "Smart export field data". The following pop-up will appear:

Select options ✖

Select season:

Category:

Crop:

Select parameters

Select: **All / None**

- Biomass production
- Leaf area index (LAI)
- Vegetation index
- Evaporation deficit
- Actual evapotranspiration
- Crop factor
- Biomass water use efficiency
- Present nitrogen in upper leaf layer
- Present nitrogen in total plant

Select fields

Select: **All / None**

- 1
- Amandelrivier
- Apple test
- Boter A2 SH
- Doorns_Test
- Grabauw1
- Grabauw2
- Grabauw3
- Grabauw4

2. Select for which season, category, crop type, parameter and/or field you want to export data. Subsequently press "Export data".
3. Save you export and open the .csv file in Excel. In order to put the data into separate columns, select "Text to Columns" in Excel and select "Comma" as delimiter. Subsequently press "Finish" (you can find more information on how to do this [HERE](#)).

With these new functionalities more tools have become available for you to investigate your crop using the FruitLook dataset. The usage of these new functionalities will be further described in the [FruitLook Manual](#) in due time. If you have additional suggestions for website improvements, feel free to contact us via info@fruitlook.co.za. See you soon on FruitLook!

Best regards,

The FruitLook Team

PS: We are currently undertaking a survey who is visiting the FruitLook website. A pop-up will appear when you open the FruitLook website asking whether you are a farmer, consultant, researcher, student of something else. We thank you in advance for taking part!



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eLEAF BV | De Zaale 11 | 5612 AJ Eindhoven | The Netherlands | info@fruitlook.co.za