



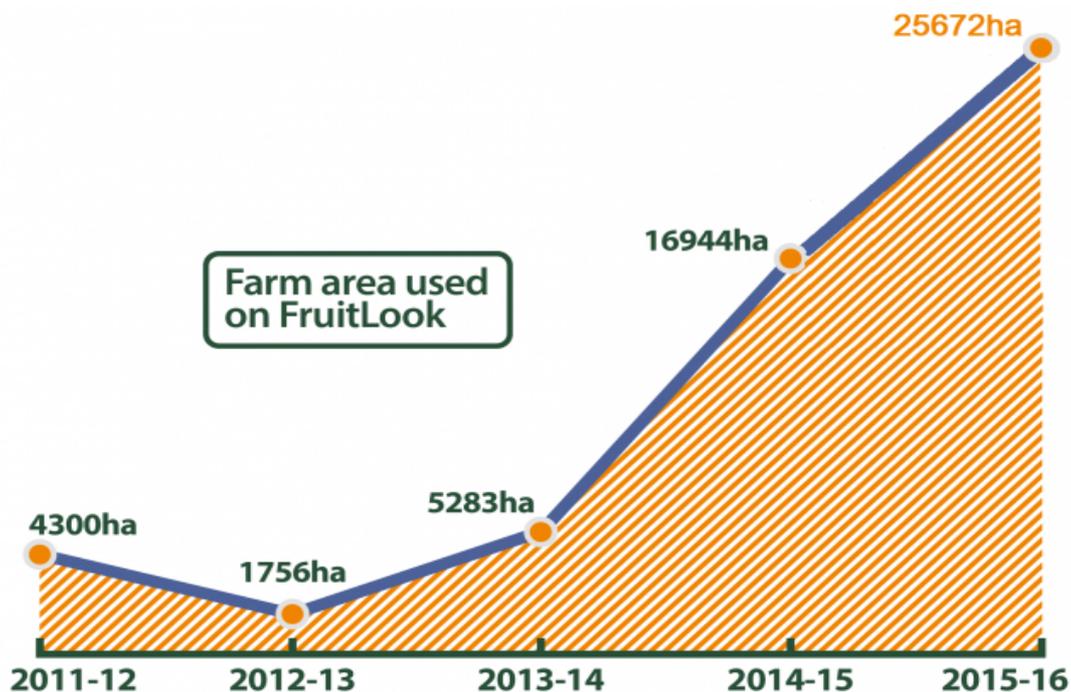
FruitLook January 2017: Happy new year!

Dear Mr. Doe,

We wish you all the best for 2017! We look forward to keeping you informed on crop growth and water use via satellite technology on FruitLook. In this newsletter we look back on our highlights of 2016 which we hope form the onset to a sustainable FruitLook future!

What have we done in 2016?

Passed the 25,000 ha mark! The 2015-16 season showed a dramatic increase in use of the FruitLook service. Where 2014-15 ended with close to 17,000 ha used, in 2015-16 the FruitLook data usage increased to almost 26,000 ha. Obviously we are hoping this number keeps on rising and more and more people will benefit from using our service. Approximately 40% of the usage is related to deciduous fruit cultivation; in this sector FruitLook is used on almost a 3rd of the total fruit area!



Appointed our FruitLook TechCoach! At the start of FruitLook 2016-17 we were happy to expand our team with its newest member, Jacobus Els. Being the first FruitLook TechCoach, he has been assisting users via training and farm visits to help them get the best from FruitLook. You can contact Jacobus via jacobus@fruitlook.co.za or (+27) 074 322 6574.

Made FruitLook available to more people than ever before: At the start of the 2016-17 season we have increased the FruitLook area and the FruitLook monitoring period. The area covered now roughly stretches from Lutzville/Vredendal (in the north) to the Hemel en Aarde Valley (in the south), the ocean border (in the west) and Montagu and Bonnievale (in the east). Also, field crops are for the first time included in the project area. The current FruitLook coverage is depicted below.

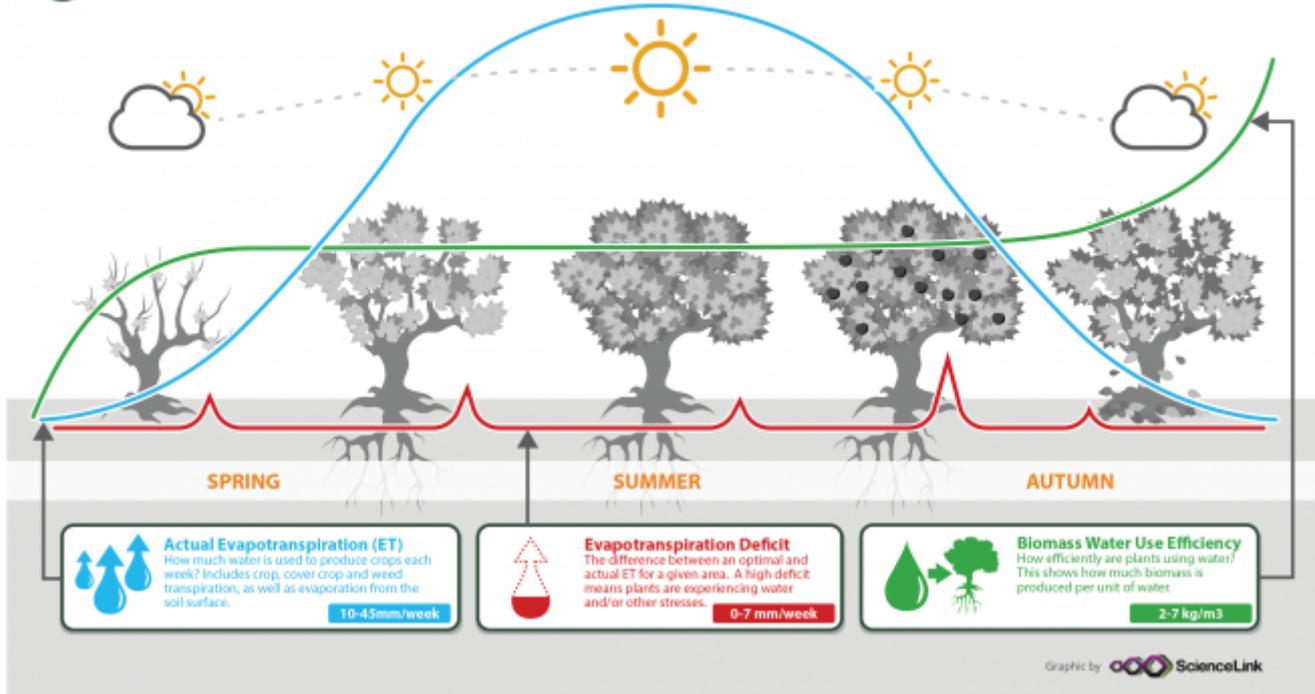


Although this means some farmers can use FruitLook for the first time, in other production areas there are as much as 7 seasons of FruitLook data available! This dataset is an absolute treasure for doing a long-term analysis on your crop production and water management.

Improved our website: Apart from the area and monitoring period, the website itself has undergone some notable changes as well. We have added a new ordering system based on shapefiles, to allow bigger users to easily upload their fields on our system. Also, we have added a new parameter to the set; the accumulated biomass production. Being the accumulation of growth throughout the season this parameter allows you to quickly compare block performance.

FruitLook in Media: FruitLook has been a regular presence in magazines, newspapers and radio. Most notable is the six-part series on FruitLook in both the South African Fruit Journal and Wineland Magazine. We are especially thankful to Hortgro for providing us with this opportunity at the start of 2016. The articles provide an extensive introduction to FruitLook with a strong focus on user stories. The articles are accessible via the FruitLook website and can be found under the header "See more...". One notable asset of these articles are the infographics produced in cooperation with Sciencelink explaining FruitLook, the FruitLook data components and their application. An example infographic is depicted below.

 **fruitlook.co.za** helps farmers understand their crops' water use



If you have any remarks/questions about this newsletter or FruitLook in general, feel free to contact us at info@fruitlook.co.za. See you soon on FruitLook!

Best regards,

The FruitLook Team



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