

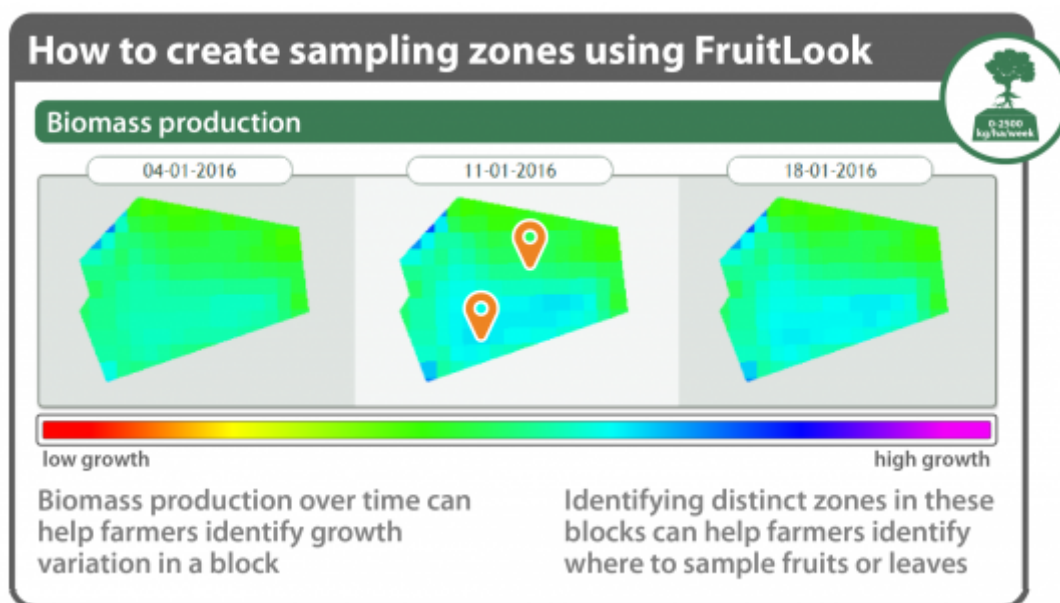


FruitLook April 2017: Analyse your season

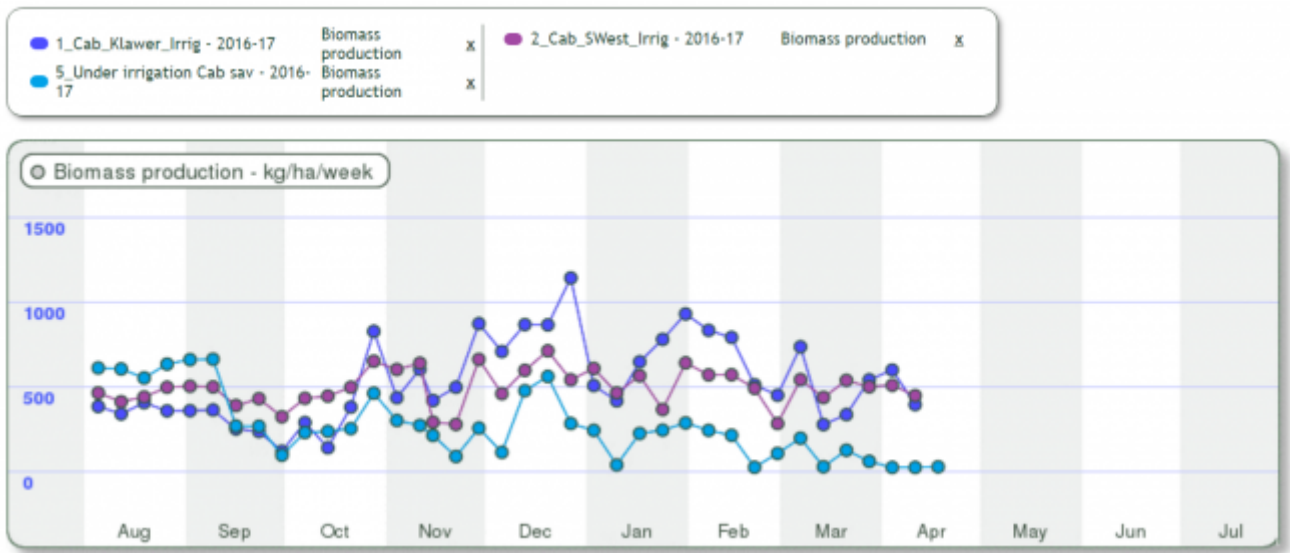
Dear Mr. Doe,

Why are yields in one block higher than in the other? Did you irrigate optimally? And did you do so in every part of your block? FruitLook can help you answer these questions. As we are nearing the end of April a complete dataset of the 2016-17 season is available on FruitLook. This makes the perfect start to evaluate your production season. In this newsletter we provide some practical tips to do so.

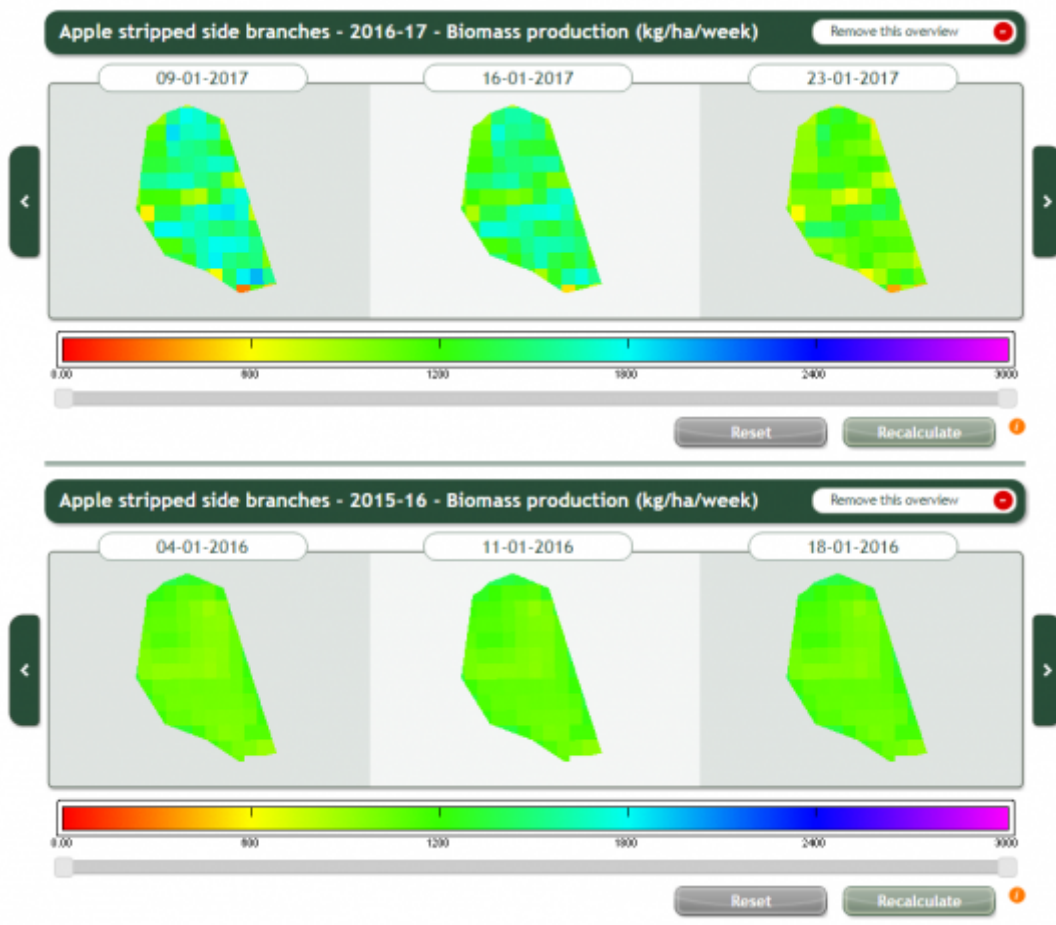
1. Zonal analysis per block: The Biomass Production and Vegetation Index parameters clarify growth variation in a block. Identification of distinct zones can help you decide where to sample fruits or leaves or show where your blocks need additional attention. The Cumulative Biomass Production, which displays the accumulated growth of the entire season, can be especially useful in this regard.



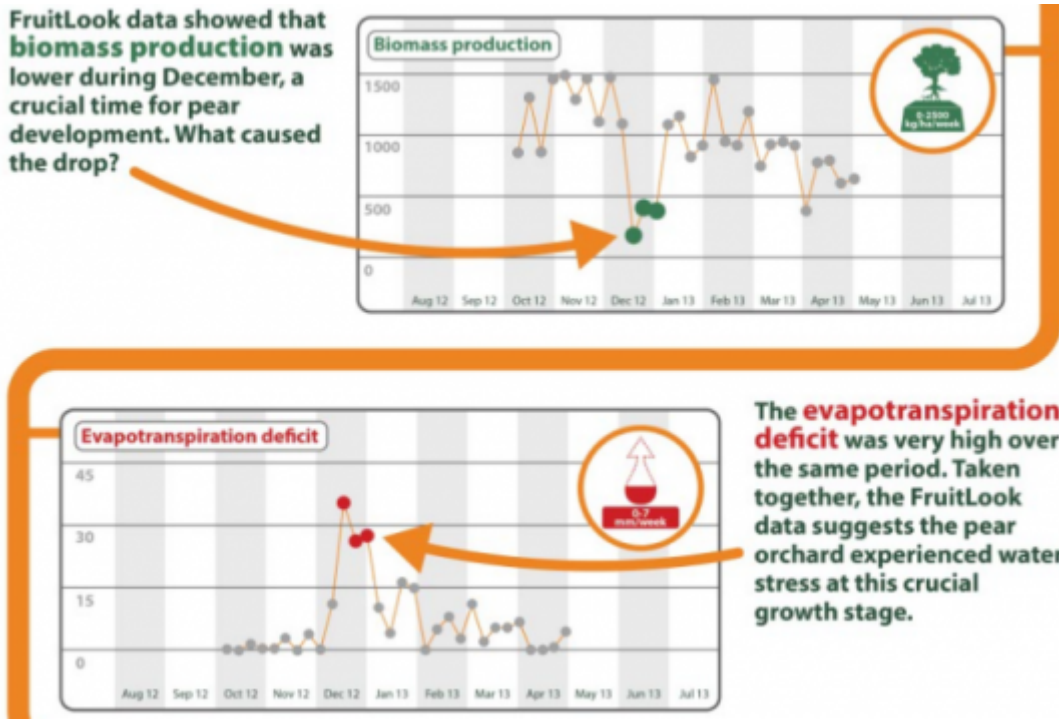
2. Determine growth problems: Compare blocks using Biomass Production and Cumulative Biomass Production in MyField-Analysis. Does one of the blocks deviate from the others? And can this be related to the yields gained from this block? Then there might well have been a problem at a certain period during the growth season. The graph below shows the development of Cabernet Sauvignon blocks in Klawer and Somerset West. The light-blue graph clearly shows lower growth compared to the other 2, which could be related back to irrigation shortages over the season.



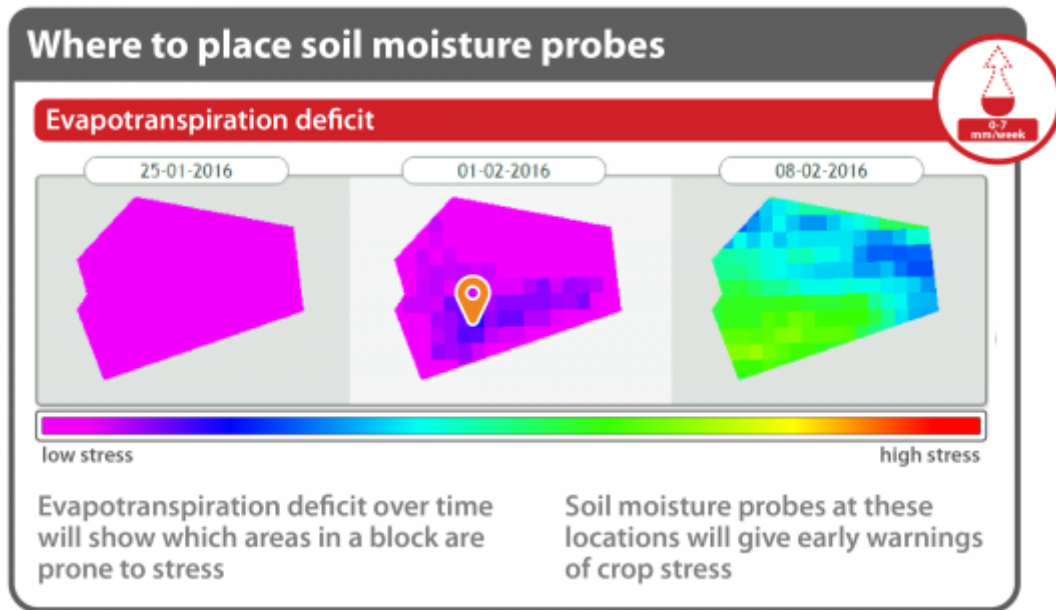
3. Compare 2016-17 to recent years: Did a field produce less yield than previous season? You might want to know why. Or do you want to evaluate a change that you introduced during the past season in your crop management? Did this change have the desired effect? Via FruitLook's "MyField Analysis" you can compare the 2016-17 season with five other seasons to determine what went wrong or right. It might help you get a better notion of what works for your crop!



4. Check water management: The infographic shows the effect of high Evapotranspiration Deficit on Biomass Production. Do these droughts occur simultaneously with certain growth stadia of the crop? This might directly lower crop yield. The FruitLook data can help you 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.

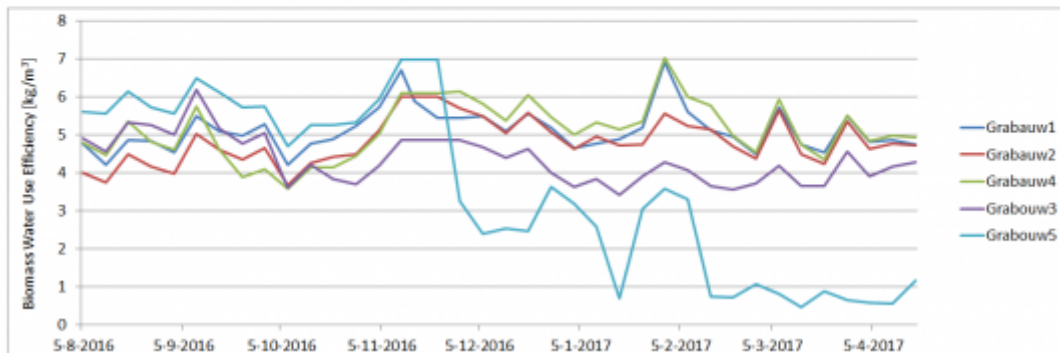


5. *Place your probes:* Thinking about installing new soil moisture probes? FruitLook can help you determine where to do so. Re-occurring patterns in Evapotranspiration Deficit, and possibly Actual Evapotranspiration, can tell you a lot on the soil conditions in your block. As such, FruitLook is the ideal tool for analysing your block composition before probe placement.



6. *Download your farm data:* You can save all data from each block on your own PC. Export a .csv by clicking "Smart Export Field Data" on the MyFields Overview page (if you need help working with the .csv please contact us via info@fruitlook.co.za!). In Excel, make a graph of the Cumulative Biomass Production over the season of all your fields. How do they compare? And does this correspond to crop yield? You could also graph the Biomass Water Use Efficiency parameter: which field produces most biomass with the least amount of water? This can clarify which field produces most crop per drop. Finding out what causes these differences in production might save you water and energy next season!

	Biomass production [kg/ha/week]	Cumulative Biomass Production	Evaporation deficit [mm/week]	Actual evapotranspiration [mm/week]	Biomass water use efficiency [Kilogram per m ³ of water]
1_Cab_Klaver_Irrig	396	19499	2.46	12.8	3.09
2_Cab_SWest_Irrig	449	18087	0.18	15.8	2.95
3_Pinotage_Bush_Dry	151	11049	3.46	9.83	1.53
4_Crimson_Irrig	521	18680	0.18	15.2	3.43
5_Under irrigation Cab sav	29.0	10130	3.14	4.53	0.74
Apple Block with Growth Issues	746	29675	0.18	15.4	4.86



We hope these tips will be of good use to you. If you have any remarks/questions about this newsletter or FruitLook in general, feel free to contact us via info@fruitlook.co.za. See you soon on FruitLook!

Best regards,

The FruitLook Team



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