



FruitLook April 2016: Win a dinner for two!

Dear Mr. Doe,

FruitLook is a tool to stimulate sustainable (water) resources management in fruit and wine grape production. It can only function through your support, understanding and application of the data. We highly appreciate your feedback on our work: and now you can win a dinner for two via your experience and vision! Two dinner vouchers, worth R 600 each, will be rewarded for:

You can download the entry form to the competition by clicking [HERE](#).

1) the Best Practical Use of FruitLook 2015-16;

How did you apply FruitLook this year? What decisions were easier to make thanks to the FruitLook data? Did it help you save resources? Let us know what FruitLook 2015-16 meant to you this year! Write down your practical implementation in the [COMPETITION ENTRY FORM](#) and send it to us via info@fruitlook.co.za. The most motivating, innovative example will be rewarded with a dinner voucher for two!

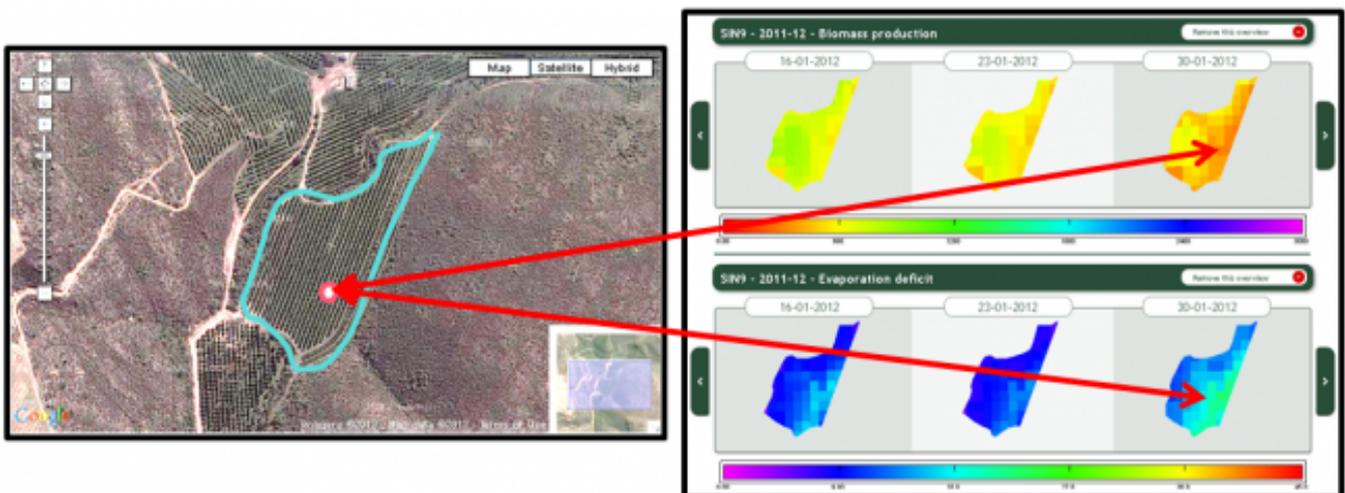
2) the Best Innovative Idea for Application of FruitLook.

We are looking for interesting ideas which can shape the future of FruitLook. Within this category you can submit any idea, no matter how farfetched. Do you have a new idea for our website or newsletter? Or for a new application? Or for a new type of data product in general? Let us know! The most promising idea will be rewarded with a dinner voucher for two!

We kindly ask you to return the filled-in [ENTRY FORM](#) to info@fruitlook.co.za on or before **Wednesday 18 May 2016**. Submissions will be judged by an independent jury consisting of experts on fruit crop and wine grape cultivation. Price winners will be approached via email in June.

Example of Innovative FruitLook Data Use -

Soil Moisture Probe Placement based on Biomass Production and Evapotranspiration Deficit data products



The FruitLook data can be used innovatively to determine the placement of soil moisture probes in the field. The spatial patterns through time of Evapotranspiration (ET) deficit and Biomass production are evaluated using the "My Field Analysis" page on the FruitLook website. The assumption is that moisture stress within a block always initiates at the same location, i.e. at this specific spot the crop is most vulnerable to water stress (= ET Deficit). The white dot on the left image correlates to the place where water stress initiates in this specific block. By the placement of a soil moisture probe at this exact location, the producer is informed on water stress before the rest of his block is affected.

If you have additional suggestions for FruitLook, feedback, questions etc., feel free to contact us via info@fruitlook.co.za. We hope to welcome you again soon on FruitLook!

The FruitLook Team



Disclaimer

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