



## FruitLook November 2017: The FruitLook Team

Dear Mr. Doe,

FruitLook Basics training is provided coming Thursday 16 November at Elsenburg. We have some seats left. You are welcome to register via [info@fruitlook.co.za](mailto:info@fruitlook.co.za).

Where FruitLook provides satellite imagery to local farmers, our FruitLook Team are our feet on the ground. For training, on-farm support, development of new services based on FruitLook data, research opportunities and any other ideas or questions you might have, we are available to assist you!



From left to right: Alwyn Lubbe, Caren Jarmain, Roan Naudé and Annaline Smith.

Our FruitLook TechCoaches provide local support to you, the FruitLook user! This includes training and farm visits to assist you in using and understanding FruitLook. The TechCoaches are our first point of contact for your questions. We are pleased to introduce you to:

**Alwyn Lubbe**, who has a Masters Degree in Ecology, with a particular interest in sustainable resource management. Alwyn is passionate about helping farmers use resources more efficiently to improve their productivity and profitability, and reduce natural resource consumption. He has previously worked on sustainable water management in the Koue Bokkeveld deciduous fruit industry, with a focus on improving irrigation efficiency and water resource management at catchment level. Alwyn will be focusing on building our network and supporting new users in the expanded area. Alwyn can be contacted via [alwyn@fruitlook.co.za](mailto:alwyn@fruitlook.co.za), or via his mobile on 074 322 6574.

**Annaline Smith** basically grew up in the orchard. Her father who was an agricultural researcher nurtured her love and interest for plants as well as the effect of climate and stress on their growth and physiology. Annaline has a

BSc(Agric) in Plant production and breeding (Horticulture and Genetics) from the University of Stellenbosch. She is currently in the process of finishing her MSc(Agric ) in Horticulture. From 2012-2017 she was a lecturer in Pomology and Horticulture at Elsenburg Agricultural Training Institute. Annaline will focus on FruitLook training. She can be contacted via email on [annaline@fruitlook.co.za](mailto:annaline@fruitlook.co.za), or on her mobile, 066 212 2211.

**Roan Naudé** was born and raised on a wine farm in Worcester. This is where his interest in farming and irrigation began. Later on, he assisted at a cellar during harvest season to get a better understanding of the wine production process. With his farm background, he views FruitLook as an important tool to farmers to determine where to prioritize farm management actions to attain the maximum amount of produce per hectare. Roan will focus on on-farm in the usage of FruitLook and will assist with the FruitLook training sessions. Roan can be reached via [roan@fruitlook.co.za](mailto:roan@fruitlook.co.za), or on 066 225 5106.



**Caren Jarmain** has been with FruitLook since the start. She has a PhD in Agrometeorology from the University of Natal (2003). She has studied vegetation water use for almost 20 years and is passionate about translating research to practical application and technology transfer. Caren manages the South African part of FruitLook, including training, data accuracy assessment and is investigating future application of the FruitLook data (e.g. yield estimations) together with researchers from Stellenbosch University. Caren is based in Stellenbosch and works as Independent researcher. Additionally, she is appointed as a Research Associate at the Centre for Geographical Analysis (CGA) at Stellenbosch University. Caren can be contacted via [cjarmain@gmail.com](mailto:cjarmain@gmail.com).

**eLEAF** ([www.eleaf.com](http://www.eleaf.com)) is a Dutch high-tech company that pioneers in operational satellite based solutions. eLEAF provides the FruitLook data products and FruitLook portal and works in close cooperation with the South African FruitLook Team. eLEAF is represented by **Ruben Goudriaan**. Ruben has been involved in FruitLook over the last 5 seasons and manages the Dutch side of the cooperation. He has a MSc in Physical Geography from Utrecht University. Apart from FruitLook, he is involved in various other projects in South Africa related to agriculture and water management. He is available via [ruben.goudriaan@eleaf.com](mailto:ruben.goudriaan@eleaf.com).

As FruitLook Team we are here to help you make the most of FruitLook. Hence, feel free to contact us for any manner concerning the FruitLook service. We are glad to assist you. If you have any remarks/questions about this newsletter or FruitLook in general, feel free to contact us via [info@fruitlook.co.za](mailto:info@fruitlook.co.za). See you soon on FruitLook!

Best regards,

*The FruitLook Team*



**Disclaimer**

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