



**fruitlook.co.za** newsletter



## FruitLook September 2018: 2018-19 season coming up!

Dear Mr. Doe,

*This newsletter is to inform you that the first data for the FruitLook 2018-19 season will be available soon! Although no new data is available yet, all past season's datasets are available and can be used.*

The official launch of the FruitLook 2018-19 season is planned for 1 October 2018. Like last year data will be available for all major production regions in the Western Cape. The region captured is shown on the map below.



Additionally, the monitoring period of FruitLook is expanded from 9 to 12 months (August 2018 to July 2019). This means the full production season of each crop grown in the Western Cape will now be captured. We are excited about this change which enables us to provide our services to the whole farming community!

**Last season, FruitLook serviced 776 users, on 16 507 blocks, on 53 049 hectares.** Our ambition is to keep improving our level of service to the agricultural sector during the upcoming production season. One important part of this is training; to benefit optimally from the data presented on FruitLook training for you as user is essential. We'll advertise our training sessions via our newsletters. The FruitLook training sessions at Elsenburg and elsewhere will run throughout the 2018-19 season!

The Western Cape Department of Agriculture is funding FruitLook 2018-19 to aid farmers in their water and production management. **This means you can benefit from FruitLook at no cost!** Although last winter saw a strong improvement in dam levels for most regions due to substantial rain, efficient use of water is a vital component of sustainable and responsible (irrigated) farming in the Western Cape. FruitLook, alongside various

other tools at your disposal, is a powerful instrument to help you improve water use and general farming efficiency. Now and for the long-term future.

---

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). We hope to see you soon at FruitLook 2018-19!

Best regards,

The FruitLook Team



**Disclaimer**

eLEAF BV | Hesselink van Suchtelenweg 6 | 6703 CT Wageningen | The Netherlands | [info@fruitlook.co.za](mailto:info@fruitlook.co.za)