



FruitLook November 2018: Our newest website features

Dear Mr. Doe,

The FruitLook website is our gateway to the farming community in the Western Cape. Each year, we work hard to improve the user experience. This includes increasing website speed by hardware and software updates as well as the design and implementation of new website features. New website features aim at providing you, as our users, with smarter, faster and/or e the FruitLook datasets. Over the past few years we have, for example, introduced the smart export system for .csv-files, the opportunity to compare blocks with each other within [MyFieldSupport](#) program. Each new feature provides a unique way to look at and use the FruitLook data, with the overall objective to optimize the way the data can be integrated in your far

This season we implemented a number of exciting changes to the website. In this newsletter we highlight two new features!

Sorting data in MyFields Overview: [MyFields Overview](#) lists the most recent data available in FruitLook. By displaying the field average it provides a direct indicator of biomass production consumption and other aspects of your fields. It thereby gives a direct overview of the status of your farm.

Field overview 2018-19

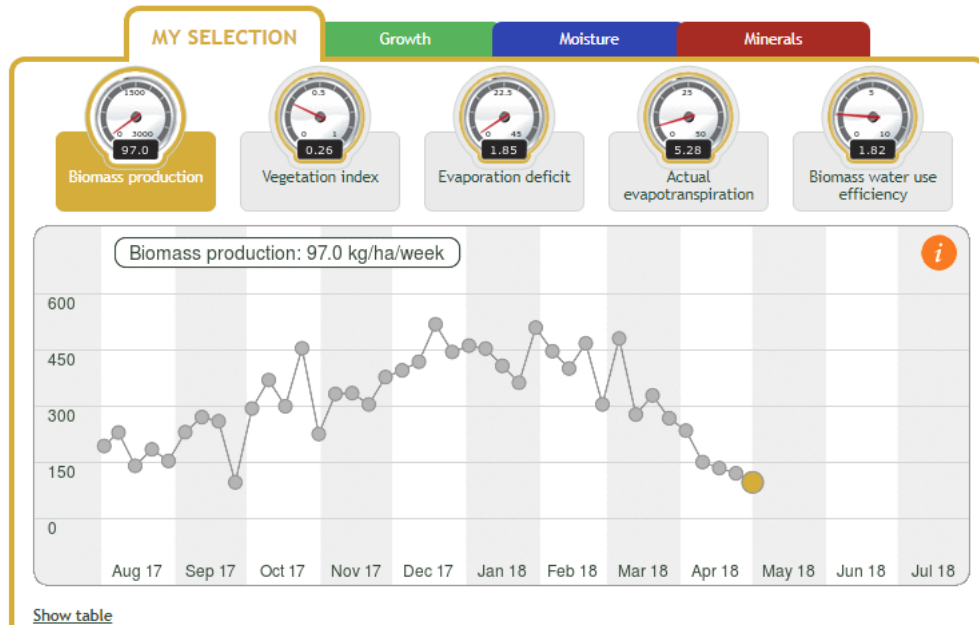
Filter:
 Year: 2018-19
 Category: All categories
 Crop: Apple

	Biomass production [kg/ha/week]	Vegetation index	Evaporation deficit [mm/week]	Actual evapotranspiration [mm/week]	Biomass water use efficiency [Kilogram per m3 of water]
	^ v	^ v	^ v	^ v	^ v
Gala 10A	605	0.47	9.23	19.8	3.05
Golden H3	586	0.43	10.5	20.5	2.75
Goldens 1B	534	0.50	14.0	16.1	3.42
Fuji 8A	486	0.41	10.1	18.3	2.49
Fuji 7B	484	0.42	10.7	18.3	2.51
Pink Lady B1	401	0.44	15.9	12.9	3.04
Gala 11C	396	0.40	12.4	15.7	2.36
Early Red One 11B	335	0.38	13.1	13.4	2.41
Early Red One 8B	319	0.35	11.2	13.8	2.28
Pink Lady A1	302	0.44	9.74	6.52	4.63
Gala 11A	106	0.24	10.3	7.34	1.42

In using the sorting arrows (^v) it is possible to sort data in the MyFields Overview (see above). This means you can sort blocks to see which produce most biomass, are most water efficient or experiencing most stress. In short, it will give you:

- Insight in average biomass production levels, water consumption and stress levels (Evaporation Deficit) within your farm.
- See as the season progress what the least and most performing blocks are on your farm based on the different FruitLook data layers. By doing so, it could help you in targeted decision making.
- By making use of the filter options available in MyFields Overview, you can sort fields according to crop type, cultivar, region or others.
- On a week-by-week basis it can help you determine which fields are the outliers to the norm, which might indicate potential production or other issues you need to address.

Your favorite data products in MySelection: A fully new page has been added to MyFields called "My Selection". My Selection gives you the opportunity to combine your favorite FruitLook data products on one screen, within the "MyFields" part of the website. The data products captured in "MySelection" are a direct representation of the data products listed in MyFields Overview: you can select them via "Modify parameters" in MyFields Overview. As a result, via MySelection you can personalize your FruitLook user experience further according to your preferences.



Learn more during FruitLook training: To learn how to practically apply these new website features to your benefit, you might consider attending a FruitLook training session at Elsenburg. FruitLook and want to get a feel for the basics, or are more experienced but want to refresh your memory, you are more than welcome to join us at these open sessions. Our next Elsenburg on FruitLook Basics are planned for Thursday 15 November and Thursday 22 November 2018. You can register to attend via info@fruitlook.co.za.

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!

The FruitLook Team

