



FruitLook November 2019: Our new FruitLook Team

Dear Mr. Doe,

The eyes of FruitLook are flying in space but our heart is at farm level. We want to be there to help our users transform the raw FruitLook data into crop management actions, to contribute to concrete improvements on sustainable resource use and farm productivity. To do so, we provide training (find more about this below), make farm visits, are available for phone-calls and emails and frequent conferences and agricultural shows. For the upcoming FruitLook 2019-20 season we are looking forward to work with you once more.

Since 2006, our local FruitLook Team was headed by Dr Caren Jarman. Caren has been involved in FruitLook since day 1 (and long before that) and has been an invaluable team member over the last decade. Caren however has moved abroad and via this route we again want to express our sincere thanks for her contribution and dedication to FruitLook.

In this newsletter we would like to present the 2019-20 FruitLook Team, formed by specialists Blue North, a sustainability consultancy based in the Western Cape, and eLEAF, specialist in providing satellite data products and solution, from Wageningen in the Netherlands. We look forward to continue to support you to the best of our abilities!



First and foremost, our new South African project partner **Blue North**. From this season onwards we are pleased to announce Blue North will take responsibility for forming our local FruitLook team. Blue North is a specialist sustainability consulting practice based in Stellenbosch, focused on the agri-sector and working largely with farmers, exporters and other organizations with large footprints in primary agriculture. You can read more on Blue North at <https://bluenorth.co.za/>. From Blue North the primary contacts for FruitLook will be:

- **Annaline Smith:** Annaline is continuing her work as FruitLook TechCoach as an employee of Blue North. Annaline has been a lecturer at the Elsenburg Agricultural Training Institute and is in process of finishing her MSc in Horticulture. She can be contacted via annaline@bluenorth.co.za
- **David Farrell:** David will manage the South African part of the FruitLook Team and will be the main point of contact for strategic questions. David has worked in the agricultural sector of the Western Cape for over 20 years and is one of the founding partners of Blue North. David can be contacted via david@bluenorth.co.za



eLEAF provides the FruitLook data products and FruitLook portal and works in close cooperation with the South African FruitLook Team. eLEAF is a Dutch high-tech company that pioneers in operational satellite based solutions. eLEAF data products are used to assess land and water productivity for sustainable agricultural and water management practices worldwide. The ambition is to become the global reference for operational and reliable high quality data on crop growth and water use. You can read more on eLEAF on www.eleaf.com.

The FruitLook project management at eLEAF was performed outstandingly by Ruben Goudriaan over the past six seasons, however this has come to an end as he has moved jobs to TNO in the Netherlands. We take this opportunity to once again thank Ruben for his hard work and contribution to making FruitLook what it is today!

Ruben's role as FruitLook project manager at eLEAF was passed on to Delphin Jamme: Delphin has a BSc in Soil Sciences and Agronomy from Stellenbosch University and a MSc in Organic Agriculture from Wageningen University in the Netherlands. Delphin is the first point of contact for FruitLook in eLEAF. He is supported by a multitude of colleagues responsible for data production, website development, application development and agronomic support. He can be reached via delphin.jamme@eleaf.com

We would like to remind you that we still offer free FruitLook training sessions at the Blue North office (Klein Joostenberg Farm, R304 Muldersvlei, Stellenbosch). The next one will take place on Thursday 5th of December, from 8:30 if you are new to FruitLook, or from 9:30 if you have registered blocks already. Click here for more info on the future training dates.

We look forward to a great new FruitLook season. If you have any remarks/questions about this newsletter or FruitLook in general, feel free to contact us via info@fruitlook.co.za. We hope to see you soon at FruitLook 2019-20!

Best regards,

The FruitLook Team



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