



FruitLook September 2015: Welcome to FruitLook 2015-16

Dear Mr. Doe,

Welcome to FruitLook 2015-16. A new season, a new step forward: the extension of our coverage means our service is available to more farmers than ever before. Our September start will enable you to monitor your earlier cultivars. Several new features on the website will ensure a general better and easier user experience. This upcoming season FruitLook is still freely available to the agricultural sector thanks to funding of the Western Cape Department of Agriculture. Block registration for FruitLook 2015-16 is starting today: make sure your account is up and ready for you to actively monitor your crop this season!

Please note: it is possible no 2015-16 data is available for your blocks this week. Be assured in the following period more and more data will become available via the website.

In this first newsletter we provide a quick-start guide to your FruitLook 2015-16 season. The upcoming October 2015 newsletter will further introduce the new FruitLook website features.

General recommendations to FruitLook 2015-16

On the FruitLook website many useful information can be found on how to best use FruitLook. The [FruitLook Manual](#) provides a detailed description of the order process and further manoeuvring on the FruitLook website. You can access the [Manual](#) via the button on the homepage of the website. The FruitLook data products are further described under the [GROWTH](#), [MOISTURE](#) and [MINERAL](#) tabs on the FruitLook website homepage. The FruitLook 2014-15 newsletters are still available via [the news-section](#) on the FruitLook website. Each 2015 newsletter provides an extensive description of a FruitLook data product. In the [January 2015 newsletter](#) the Vegetation Index is covered, the [February 2015 newsletter](#) covers the Actual Biomass Production, the [March 2015 newsletter](#) the Actual Evapotranspiration and Evapotranspiration Deficit, the [April 2015 newsletter](#) the Biomass Water Use Efficiency. The [May 2015 newsletter](#) covers various other tips for using FruitLook.

Ordering data for new users: Via the "Add your field" button on the homepage you can access the field ordering page. The FruitLook field order process is specifically designed to facilitate the ordering of large quantities of blocks in one go. As visible on the below image all agricultural fields are delineated in advance. To order data please follow the next 5 steps:

1. Zoom to your area of interest (the green field boundaries will appear at a certain zoom level).
2. Once the green field boundaries appear you can select a field by the click of your mouse > when required you can change the field boundaries by moving the white dots.
3. Fill in a field name, select a crop type and your seasons of interest.
4. Select "Add to cart" on the bottom of your screen to add the field to your shopping cart.
5. After you have added your first block you can keep adding blocks via the same process over and over again. When you have selected all your fields, you can move to the checkout. Subsequently order your fields to attain your field data.



Ordering data for existing users: Apart from the above described field order system, existing users of FruitLook can quickly order 2015-16 data using field boundaries from previous seasons. The following three steps need to be taken:

1. Go to your "MyFields Overview" page.
2. Select "Add fields from previous seasons" in the menu at the bottom of the page. Select the season you want to copy fields from. All fields of this season, with the same crop type and advisor, will be added to your shopping cart.
3. Check in the order list if this is indeed all the block data you want to order. If not, you can remove fields from your order list manually. By finishing the order for all earlier delineated fields 2015-16 data will be ordered!

+ Add single field from database

+ Add a new field

+ Add fields from previous seasons

Directly order 2014-15 data based on previous seasons' field boundaries

Select the season to copy fields from. All fields, with the same crop and advisor, will be added to your shopping cart. The fields can not be edited, however you can remove fields from the shopping cart before finalizing the order.

Select season:

Add fields

We thank the Western Cape Department of Agriculture for funding the FruitLook 2015-16 season. The Department recognizes efficient water management of water resources is invaluable for perseverance and future growth of the fruit and wine production industries. Rising input costs and increased competition for water is forcing producers to find innovative ways to use water more wisely. FruitLook is an open web portal that allows fruit and wine grape growers to do just that.

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!

Best regards,

The FruitLook Team



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