



Newsletter FruitLook February 2018: Handy tips for using FruitLook

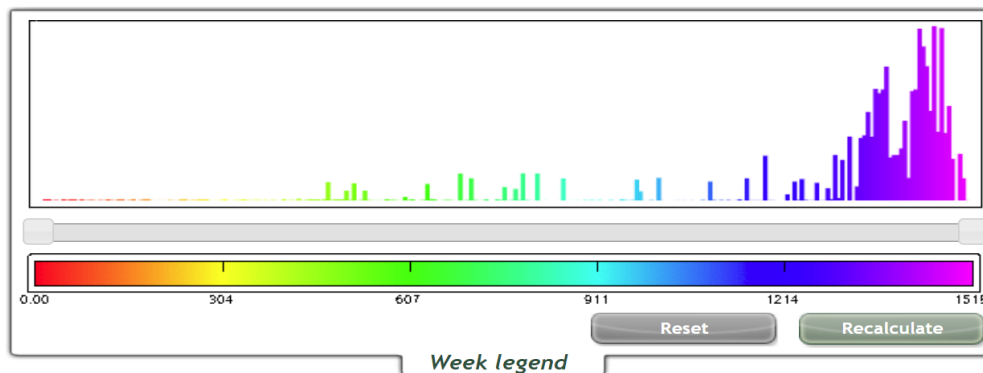
Dear Mr. Doe,

The FruitLook website is our gateway to the agricultural community in the Western Cape. Via www.fruitlook.co.za users can register, order blocks and subsequently access satellite-based data products describing crop growth, water use and nitrogen content season after season. The website allows field monitoring on a block-by-block basis, making temporal and spatial development of a production block visible via graphs and maps. The FruitLook [Manual](#) is a helpful document for using the website to its full extent.

There are many handy features on the website which can make your user experience even more pleasant. This newsletter puts them in the spotlight.

Did you know you can....

- **adjust your legend?** FruitLook can be used to identify growth variation in your block. If you want to investigate this variation in more detail, FruitLook has a handy feature to do so. Underneath the map in MyFields a legend is shown with a histogram: this histogram displays the existing variation in your field. Would you like to see the variation in your fields more clearly on the map? You can adjust the legend by moving the sliders below the histogram. Press "Recalculate" to alter the legend, press "Reset" to go back to the original one.



- **click on the map to read off a value?** FruitLook provides quantitative values of growth, water use and nitrogen on a pixel-by-pixel basis. This means the variation visible on the map is due to a difference in underlying values per pixel. These values per pixel can be accessed by our users, to get a better handle on how big this variation actually is. Above the map, you can select a pixel by pressing the pin symbol named "Select pixel". By subsequently pressing on the map with the pin the value of that specific pixel becomes visible.

- **easily order data for past as well as the present season if you already have blocks drawn in?** Users of FruitLook can quickly order 2017-18, or any other seasons, data using field boundaries from a season of choice. This can be done via the "Add fields from other seasons" option, which can be found at the bottom of your "MyFields"-page:

The following three steps need to be taken:

1. Go to your "MyFields Overview" page.
2. Select "Add fields from other seasons" in the menu at the bottom of the page. Select the season you want to copy fields from and the seasons you want to use these fields in. 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 will be ordered for the selected seasons!

• **print a report?** There are various exporting options available within the FruitLook website. They can be found within MyField Analysis and in MyFields; keep an eye open for the "Print this page" and "Overview as PDF format" buttons!

• **export data to Excel?** It is possible to easily export data to Excel from FruitLook. This functionality gives you the averages per FruitLook parameter for each block per week. You can export data per field category, crop type, parameter or a combination of the three. In order to export data:

1. Go to "MyFields Overview" and select "Smart export field data". The following pop-up will appear:

2. Select for which season, category, crop type, parameter and/or field you want to export data. Subsequently press "Export data".
3. Save you export and open the .csv file in Excel. In order to put the data into separate columns, select "Text to Columns" in Excel and select "Comma" as delimiter. Subsequently press "Finish" (you can find more information on how to do this [HERE](#)).

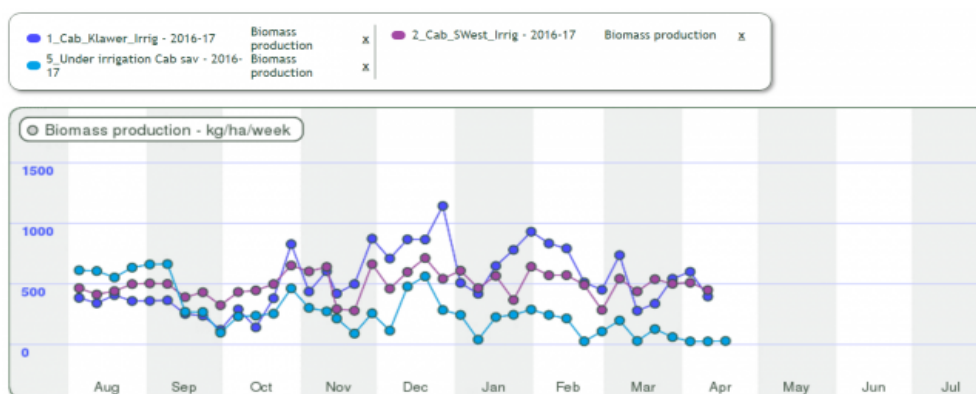
• **change your field details?** Within the "MyFields"-screen field details can be changed; this includes the field name, associated field category, but also crop or cultivar type. Bringing your FruitLook account in-line with your farm setup makes interpreting and implementing the data in your farm management much more practical.

• **add a field category?** Field categories can help you to easily navigate your account. There are two moments to add them: the first one is during the order process. You can add them when you draw in your field. The second one is when you have already ordered your field: you can add them within the page describing a single field, right below the field name. You might distinguish between block characteristics: e.g. per cultivar, age or rootstock. Consultants might categorize per region or farm. Basically whatever works best for your type of use. Categories will help you:

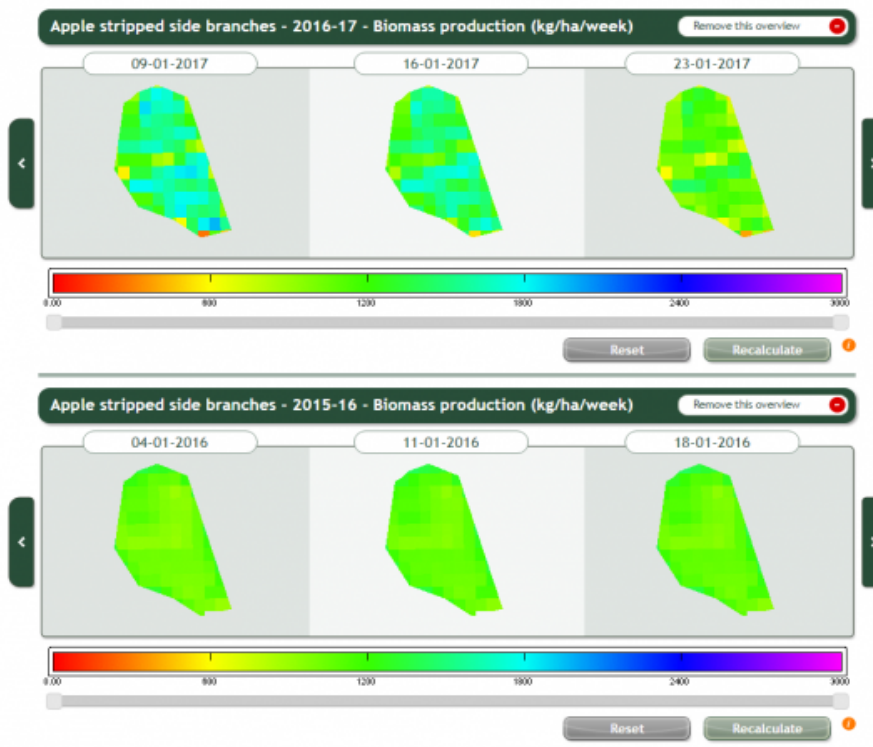
1. Compare similar blocks according to your wishes. In MyFields-Overview all your blocks are listed. You can show these blocks per category, which makes it easy to compare average Biomass Production, Actual Evapotranspiration or Evapotranspiration Deficit on a weekly basis. In MyFields-Overview always the block average per parameter is shown of the most recent week. This way bad performing blocks can easily be identified!
2. Use FruitLook's Smart Export to extract field data per category to Excel. When you want to keep registration of block development with your own Excel sheet, it can be very helpful to extract these blocks per field category.
3. Navigate easier through MyFields-Overview and MyField Analysis. When you have many blocks, it is more easy to find them via logical block categories.

• **compare two fields with one graph?** Within MyField Analysis you can combine various blocks, data components, seasons, etc. within one graph. This can help you get more insight in how two parameters are of influence to each other. For example, a strong increase in Evapotranspiration Deficit will inevitably lead to a decrease in Actual Biomass Production. When you see this combination of patterns, it might indicate a water issue. Additionally, this feature can also be used to visualize which blocks are the strongest growers or are under-performing compared to your other blocks. Or which blocks are the most water efficient using the Biomass Water Use Efficiency parameter. To use this functionality:

1. Go to "MyFields Analysis". Select your season, field category, crop, field and parameter. Subsequently press "Add to graph".
2. It is possible to add multiple fields to the graph. These fields can vary in category, crop type and season.
3. Two different parameters can be depicted in the graph. Please note the vertical axis on the left will show the first selected parameter, the vertical axis on the right the second selected parameter. A maximum of 2 parameters can be added to the graph.
4. An example result of this new functionality is depicted below. You can clearly see the biomass production in field "Grabouw3" deviates from the field development in "Grabouw1" and "Grabouw2".



• **and that you can do this via pictures as well?** Apart from comparing blocks via graphs, you can also do so via pictures. It will allow you to 1) compare overall development of blocks with each other, but, simultaneously, also keep an eye on in variation in growth within a block itself. This might for example be handy if you want to investigate which part of a block is affected by disease, and also, since when.



• **customise your viewing table?** MyFields Overview displays the latest week value of the displayed data components. You can customize your viewing table to enable you to display the data components you are most interested in. For example, a combination of Biomass Production, Actual Evapotranspiration, Evapotranspiration Deficit and Biomass Water Use Efficiency can instantly give you a measure of the productivity and effectiveness of water use of your production blocks. You can do so by selecting the "Modify Parameters" button, on the left side just above your field list.

• **update your details?** In <http://fruitlook.co.za/portal/my-account/> you can keep your account details up-to-date. In here, it is also possible to change the unique email-address your account is linked to, for example if you are changing jobs.

• **contact a TechCoach and request a visit?** Where www.fruitlook.co.za is our gateway to the farming community, our FruitLook Team is your first point of contact for training and on-farm support. You can contact us via info@fruitlook.co.za or via 074 322 6574: we are here to assist you!

If you have additional suggestions for FruitLook, feedback, questions etc., feel free to contact us via info@fruitlook.co.za. We hope to welcome you again soon on FruitLook!

The FruitLook Team



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