



fruitlook.co.za

FruitLook Manual

V4 - October 2015



Content of this Manual

This manual will provide a 5-step basic introduction on FruitLook:

- Step 1: Register to FruitLook (Only once)
- Step 2: Place your fields orders
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 - B. Duplicate fields from other seasons
 - C. Order single field from field database
 - D. Delete fields from your account
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 - B. MyField
 - C. MyField Analysis
- Step 4: Export data to Excel or other software
- Step 5: Get more information on FruitLook



fruitlook.co.za

STEP 1

Register to FruitLook (Only once)



Step 1: Register to FruitLook (only once)

Select
["Register for free"](#)
on the FruitLook
homepage



The screenshot shows the FruitLook.co.za homepage. At the top left is the logo. The navigation bar includes a home icon, 'See more..', 'Consultants', 'Agents', and 'Contact'. On the right is a 'Login' button. Below the navigation bar are input fields for 'E-mailaddress' and 'Password', with a 'Login' button and links for 'Save password' and 'Lost password?'. The main content area features a large banner titled 'Zoom in on your crop' with a background image of a corn cob and a farmer. Below the banner are five tabs: 'GENERAL', 'GROWTH', 'MOISTURE', 'MINERALS', and 'RETURNS'. The 'GROWTH' tab is selected. Below the tabs is a section titled 'FruitLook: Use less irrigation water and improve your yield' with a sub-header 'As a farmer, you are of primary importance...' and a paragraph of text. Below this is another paragraph starting 'With FruitLook you get an innovative, up-to-date service...'. At the bottom is a detailed paragraph about the project's objectives and funding, mentioning the Department of Agriculture: Western Cape, HortGro, and the European Space Agency (ESA).

On the left side of the homepage, there are several buttons: '+ Add your field', '+ Register for free', and 'View demoblocks'. Below these is a 'Newsletter: Subscribe now!' section with an input field for an email address and a 'Send' button. At the bottom left is a 'News' section with two articles: 'More, more, more... FruitLook.co.za' and 'FruitLook launched!'. On the right side, there are buttons for 'Contact / Helpdesk', '+ Complementary Services', 'General', 'Shopping Cart', 'Manual', and 'Consultants'.



Step 1: Register to FruitLook (only once)

1. Fill in the [registration form](#). The fields with an * are obligatory.
2. Press “Save” at the bottom of the form when you have completed your details.
3. FruitLook will send you an email with a link to confirm your registration. Please confirm your registration by pressing [this link](#).¹
4. Congratulations, you are now registered to FruitLook!
5. You are ready to go to step 2: ordering your field data!

Contact info i

Company name	<input type="text"/>	
First name	<input type="text"/>	*
Infix	<input type="text"/>	
Last name	<input type="text"/>	*
Gender	<input type="radio"/> male <input type="radio"/> female	*
E-mailaddress	<input type="text"/>	*
Phone number	<input type="text"/>	*
Fax number	<input type="text"/>	
Mobile number	<input type="text"/>	
VAT number	<input type="text"/>	
Type of user	Farmers <input type="button" value="v"/>	

¹ Please note:

Your confirmation email might end up in your spam-folder (especially if you use gmail or hotmail) . If you have not received a confirmation email please check your spam-folder. If you cannot find your email there, contact us via info@fruitlook.co.za and we will help you as soon as possible.



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STEP 2

Place your field orders

- A. New field orders
- B. Duplicate fields from other seasons
- C. Order single field from field database
- D. Delete fields from your account



Step 2: Place your field orders

A. New field orders

1. Select [“Add new field”](#) on the homepage



This button will open the screen depicted on the right.

2. Select how you want to delineate your fields:

- a) Select a plot
- b) Draw
- c) Via a Shapefile

In the following slides the use of each tool is explained.

Shopping cart is empty: Draw fields/areas

7600, Stellenbosch, ZA Search in map

Enter your zip or streetname and place.

Draw Select a plot Shapefile

Zoom in to select a plot Hybride Kaart

Size in ha: 0 Distance to last point: 0 meter

Give the field's name *

Give the field's category None

Choose a crop Crop *

Of which season would you like to receive data?

2010-11

2011-12

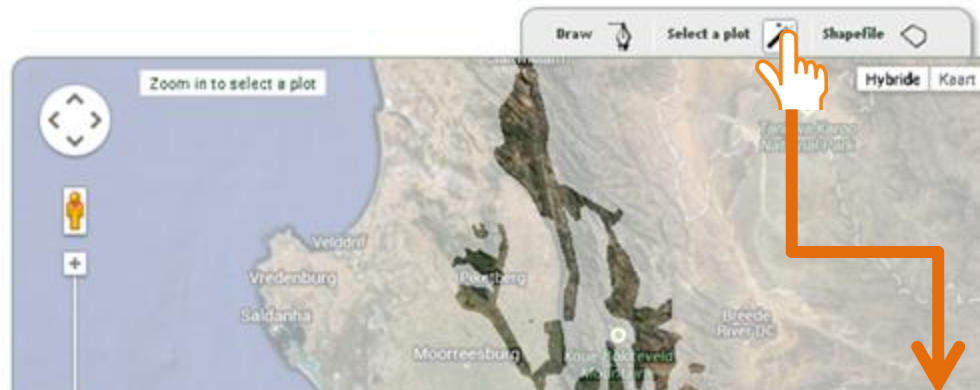
2012-13

2013-14

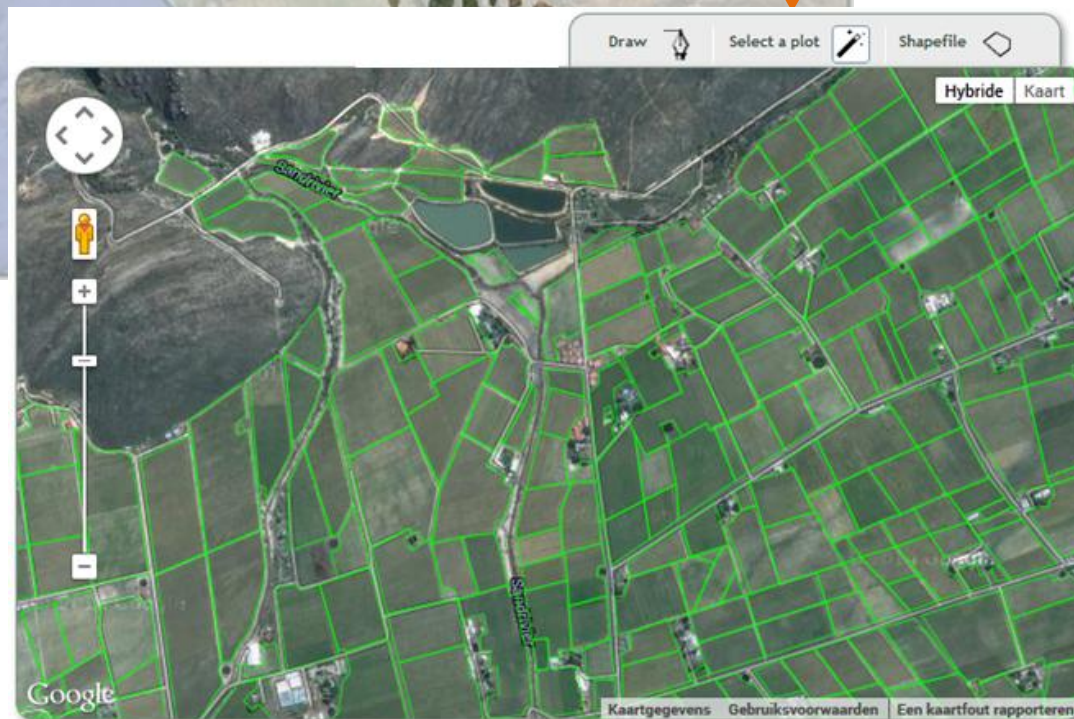


Step 2.A.a Select a plot

1. Go to your field via the viewer. You can also fill in your address in the address bar above the map. Zoom in until the green field boundaries appear.
2. Once the green field boundaries appear you can select your field by a click of your mouse > if required you can alter field boundaries by moving the white dots.
3. Fill in a field name, select a crop type and the required seasons.
4. Select “Add to Cart” on the bottom of the screen to add your field to your shopping cart.



Zoom in to your field until you see the green field boundaries appear!





Step 2.A.b The draw-tool

1. Select "Draw".
2. Zoom to your field via the viewer. You can also fill in your address in the address bar above the map
3. To draw your field, you click along the borders of the field. Once you have completed the drawing, you can still make changes by moving the white squares.
4. Once you are satisfied, fill in a field name, select a season and a crop type.
5. Click the 'Add to cart' button.

Draw Select a plot Shapefile

Hybride Kaart

Size in ha: 3.26 Distance to last point: 0 meter Remove field

Give the field's name *

Give the field's category ▼

Choose a crop ▼ *

Of which season would you like to receive data?

2010-11

2011-12

2012-13

2013-14

2014-15

2015-16



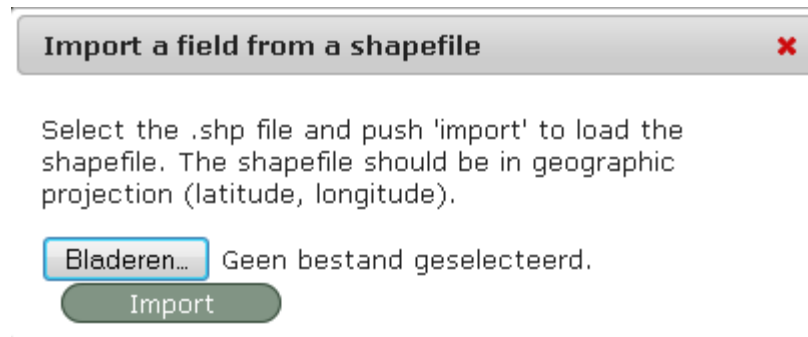


Step 2.A.c Via a Shapefile

1. Select “Shapefile” in the “Add your field”-screen ->



2. A pop-up will be visible on the screen. Press “Bladeren” and select your shapefile. Only shapes in Geographic projection can be used. The shape can only consist of one field. Once you have selected a shape, press “Import”.



3. Your added field is visible in the viewer. You can change the shape of your field by moving the white dots. When satisfied, press “Add to cart”. Your field is now moved to the shopping cart.



Step 2: Place your field orders

A. New field orders

1. After pressing “Add to cart” a message will appear saying:

“The field “X” has been added to your shopping cart. Add another field below or proceed to the checkout”

2. You can either choose to:

- a) delineate a new field and add this one to the cart as well. This is done through the same steps as described in the previous slides.
- b) Or proceed to the “Checkout”. This will open a new screen, which contains the shopping cart showing your field orders.

Draw fields/areas

7600, Stellenbosch, ZA Search in map

Enter your zip or streetname and place.

The field "HexValley1" has been added to your shopping cart. Add another field below or proceed to the checkout.

Draw Select a plot Shapefile

Hybride Kaart

Size in ha: 0 Distance to last point: 0 meter

Give the field's name *

Give the field's category *

Choose a crop *



Step 2: Place your field orders

A. New field orders

By clicking “Checkout” you access the shopping cart. Here, you have two options:

1) You continue adding more fields by clicking the  button. By pressing this button you will return to the “Add your field”-screen.

2) You are finished adding fields and want to order your data:

- Select “I agree with the terms”
- Press “Order”

A pop-up will appear to thank you for your order. Your products will be available in “MyFields Overview” in 5 minutes (continue to Step 3 of this Manual)

After you have placed your order you will receive an email with the invoice (0 Rand).


Add new field



Order procedure > Check personal data and payment

Please check the data below carefully before you finish the order.

Company name:	eLEAF	Address:	Generaal Foulkesweg 28a
First name:	Ruben	Postal code:	6703BS
Infix:		City:	Wageningen
Last name:	Goudriaan	Country:	Netherlands

[edit data](#)

Description	Field(s)			Price
	1 Season: 2014-15 Crop: Plum	1		ZAR 1,140,00
Giftcode Discount / FREE-INTRODUCTION			ZAR	-1,140,00

Total excl. VAT:	ZAR	0,00
	VAT:	0,00
	Total incl. VAT:	0,00

The 2013-14 FruitLook season is made freely available due to financial support of the Department of Agriculture: Western Cape. The future perspective of FruitLook is to turn into a commercial service. The price per hectare of the FruitLook service is currently estimated at:

R 150,- per hectare

 I agree with the [terms](#) *

 Add more fields
 Order



Step 2: Place your field orders

B. Duplicate fields from other seasons

You can duplicate fields from season to season so you don't have to draw in your fields again. To do so:

1. Go to your "MyFields Overview"-page.
2. Select "Add fields from other seasons" in the submenu at the bottom of the page.
3. Select the season you want to copy fields from and the season(s) you want to copy these fields to. All fields of this season, with the same crop type and advisor, will be duplicated to your season of interest.
4. Once you have selected your season(s), press "Add fields". This will instantly move you to the shopping cart.
5. In the shopping cart you cannot change field outlines, crop types, etc. You can remove fields from the ordering list by pressing the **X**-button behind each specific field.
6. When satisfied, select "I agree with the terms" and subsequently press "Order" to order all your fields for the new season.

	Biomass production [kg/ha/week]	Evaporation deficit [mm/week]	Actual evapotranspiration [mm/week]	Biomass water use efficiency [Kilogram per m3 of water]
1_Cab_Klawer_Irrig	60.0	8.14	1.69	3.47
2_Cab_SWest_Irrig	284	1.49	7.89	3.62
3_Pinotage_Bush_Dry	123	0.19	5.76	2.17
4_Crimson_Irrig	448	0.18	11.3	3.92
Apple Block with Growth Issues	249	0.18	11.3	2.18
Apple Nematode Infection	459	0.18	7.24	6.30
Apple stripped side branches	425	0.18	9.15	4.67
Hex test dubbel	349	0.18	8.76	3.82
Hex Valley Various 1	464	0.18	12.1	3.70
Well Performing Apple	552	0.18	10.7	5.02

Modify parameters

Smart export field data

Delete fields from list

Checkout

Manual

Consultants

Add single field from database

Add a new field

Add fields from other seasons

Directly order data based on other 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 to copy fields from

2010-11 ▾

Select season(s) to copy the fields to

2010-11 2011-12 2012-13 2013-14 2014-15 2015-16

Description	Field(s)	Price
Amandelrivier Season: 2014-15 Crop: Peach	Amandelrivier	ZAR 1.215,00



Step 2: Place your field orders

C. Order single field from field database

1. Go to your “MyFields Overview”-page.
2. Select “Add single field from database” in the submenu at the bottom of the page.
3. This button will open your field database, which consists of fields ordered in past seasons.
4. If you want to order a field for the new season, go to this field and press “add this field”.
5. This will open the “Add your field”-page. You will see your field delineated. You can make adjustments when required. Make sure your field name is correct and your crop type and season are selected. Subsequently press “Add to cart”.
6. Follow the remaining order process.

Field overview 2014-15

Filter:

Year: 2014-15

Category: All categories

Crop: All crops

Bought applications

	Biomass production [kg/ha/week]	Evaporation deficit [mm/week]	Actual evapotranspiration [mm/week]	Biomass water use efficiency [Kilogram per m3 of water]
1_Cab_Klawer_Irrig	60.0	8.14	1.69	3.47
2_Cab_SWest_Irrig	284	1.49	7.89	3.62
3_Pinotage_Bush_Dry	123	0.19	5.76	2.17
4_Crimson_Irrig	448	0.18	11.3	3.92
Apple Block with Growth Issues	249	0.18	11.3	2.18
Apple Nematode Infection	459	0.18	7.24	6.30
Apple stripped side branches	425	0.18	9.15	4.67
Hex test dubbel	349	0.18	8.76	3.82
Hex Valley Various 1	464	0.18	12.1	3.70
Well Performing Apple	552	0.18	10.7	5.02

- Contact / Helpdesk
- Complementary Services
- General
- Checkout
- Manual
- Consultants


[Add single field from database](#)


[Add a new field](#)


[Add fields from other seasons](#)

1_Cab_Klawer_Irrig

Crop: Red wine grape
Cultivar:
Size: 6.2 ha

[add this field](#)

2_Cab_SWest_Irrig

Crop: Red wine grape
Cultivar:
Size: 4.8 ha

[add this field](#)

3_Pinotage_Bush_Dry

Crop: Red wine grape
Cultivar:
Size: 2.0 ha


[add this field](#)













Step 2: Place your field orders

D. Delete fields from your account

To delete fields:

1. Select “Delete fields from list” in the “MyFields Overview” page.
2. Select the field you want to delete by clicking the  - symbol depicted behind this field.
3. A pop-up will appear. Select “Ok” to delete the selected field, or “Cancel” to not delete the field. After you press “Ok” the field will be deleted for the selected season.

		Biomass production [kg/ha/week]	Evaporation deficit [mm/week]	Actual evapotranspiration [mm/week]	Biomass water use efficiency [Kilogram per m ³ of water]
	<input type="button" value="Modify parameters"/> <input type="button" value="Smart export field data"/> <input type="button" value="Delete fields from list"/>				
1_Cab_Klawer_Irrig		60.0	8.14	1.69	3.47
2_Cab_SWest_Irrig		284	1.49	7.89	3.62
3_Pinotage_Bush_Dry		123	0.19	5.76	2.17
4_Crimson_Irrig		448	0.18	11.3	3.92
Apple Block with Growth Issues		249	0.18	11.3	2.18
Apple Nematode Infection		459	0.18	7.24	6.30
Apple stripped side branches		425	0.18	9.15	4.67
Hex test dubbel		349	0.18	8.76	3.82
Hex Valley Various 1		464	0.18	12.1	3.70
Well Performing Apple		552	0.18	10.7	5.02



Are you sure you want to delete field '4_Crimson_Irrig'? ✖

All data of field '4_Crimson_Irrig' will be deleted accordingly.

This cannot be undone!

PLEASE KEEP IN MIND THE DELETION OF A FIELD CANNOT BE UNDONE



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STEP 3

Analyse your fields

A. MyFields Overview

B. MyField

C. MyField Analysis



Step 3: Analyse your fields

To view your ordered data, select “My fields” > this will direct you to the MyFields Overview page.

fruitlook.co.za [See more..](#) [Consultants](#) [Agents](#) [Contact](#) Welcome Annemarie Klaasse

[My fields](#) [My details](#) [Log out](#)

[+](#) Add your field

[▶](#) Register for free

[View demoblocks](#)

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[Send](#)

News
More, more, more...
FruitLook.co.za
 January 23, 2012 - FruitLook is an innovative service providing over 9 parameters to monitor.... [Read more](#)

FruitLook launched!
 January 20, 2012 - Today the new website FruitLook.co.za was launched. FruitLook, the successor of.... [Read more](#)

Zoom in on your crop

[GENERAL](#) [GROWTH](#) [MOISTURE](#) [MINERALS](#) [RETURNS](#)

FruitLook: Use less irrigation water and improve your yield
 As a farmer, you are of primary importance. You observe, you decide, and you act. Your decisions are based on your experience and your knowledge. You need accurate and timely information on your crop to take decisions.

With FruitLook you get an innovative, up-to-date service that helps you understand what is happening on your farm on a weekly basis. FruitLook is based on the latest satellite image technologies. The basic package of 9 growth parameters such as the actual evapotranspiration, biomass growth and nitrogen content help you understand where irrigation water and nutrients are required, and how much to apply. FruitLook is available for vineyards and deciduous fruit trees but the technology can be applied at any crop.

FruitLook, a successor of the GrapeLook project, is a demonstration project. The objective is to demonstrate how satellite observations can assist you with your daily farm management. The service is currently freely available so you can assess the benefits for your farm (management). The FruitLook service is funded by the **Department of Agriculture: Western Cape** (supported by the **Department of Agriculture, Forestry and Fisheries** and **HortGro**) and the **Integrated Applications Promotion program** of the **European Space Agency (ESA)**. The project is executed by **eLEAF Competence Center** (previously **WaterWatch BV**), the Netherlands, and the **University of KwaZulu-Natal (UKZN)**, South Africa.

[i](#) Contact / Helpdesk

[+](#) Complementary Services

[General](#)

[Shopping Cart](#)

[Manual](#)

[Consultants](#)



Step 3: Analyse your fields

A. MyFields Overview

MyFields Overview

- The table shows the parameter values for the last week
- You can view the field details in “MyFields” by clicking the field within the table.

Filter the fields you see in the table, for example only show apricots, or only the fields of a certain category

Change the parameters visible in the table

Smart Export of Field Data to Excel: Further explained in Step 4 of this Manual

Field overview 2014-15

Bought applications

Filter:

Year: 2014-15

Category: All categories

Crop: All crops


	Biomass production [kg/ha/week]	Evaporation deficit [mm/week]	Actual evapotranspiration [mm/week]	Biomass water use efficiency [Kilogram per m3 of water]
1_Cab_Klawer_Irrig	60.0	8.14	1.69	3.47
2_Cab_SWest_Irrig	284	1.49	7.89	3.62
3_Pinotage_Bush_Dry	123	0.19	5.76	2.17
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Hex test dubbel	349	0.18	8.76	3.82
Hex Valley Various 1	464	0.18	12.1	3.70
Well Performing Apple	552	0.18	10.7	5.02



Step 3: Analyse your fields

A. MyFields Overview

The dropdown-menu “MyFields” shows your field categories. By moving over a category the fields within this category appear to the right. By clicking on one of the field names you go the “MyFields”-page of that field



Add new field

MYFIELDS OVERVIEW

MYFIELD ANALYSIS

MY FIELDS

Field overview 2015-16

Filter:

Year:

Category:

Crop:

Bought applications

Modify parameters

Smart export field data

Delete fields from list

	Biomass production [kg/ha/week]	Vegetation index	Actual evapotranspiration [mm/week]	Biomass water use efficiency [Kilogram per m3 of water]
1	518	0.37	19.2	2.66
1 Herman Nel	352	0.30	15.0	2.25
Amandelrivier	832	0.51	27.7	2.91
Apple test	743	0.52	24.2	3.06
Boter A2 SH	279	0.27	23.2	1.20
Doorns_Test	615	0.43	23.2	2.65
Grabauw1	477	0.40	22.4	2.00

All fields ▶

Boterberg ▶

Research blocks ▶

Other fields ▶

1

1 Herman Nel

Amandelrivier

Apple test

Äpple test 2

Boter A2 SH

Doorns_Test

Grabauw1

Grabauw2

Grabauw4

Grabouw3

Grabouw5

Hex test dubbel

Hex Valley Field 1

HexValley TOTAL

HexValley_Checkup



Step 3: Analyse your fields

B. MyFields

In “My fields” you can view your field information field by field.

You can change your field name and category here

Grabauw4
No category

Crop : Apple Size (ha) : 3.1
Crop variety : (Expected) Harvesting date :
Soil type :
Year of planting :

field details can be added here

Overview as PDF format Print this page

GROWTH Moisture Minerals

My products and advices
select

Biomass production: 542
Leaf area index (LAI): 1.40
Vegetation index: 0.34



Step 3: Analyse your fields

B. MyFields

The screenshot displays the MyFields dashboard with the following components:

- Navigation:** 'My products and advices' menu, 'show table' button, and 'Select Pixel' / 'Edit Fieldshape' options.
- Summary Cards:** 'GROWTH' (504), 'Moisture' (1.2%), and 'Minerals' (0.57).
- Line Graph:** 'Biomass production: 504 kg/ha/week' showing weekly trends from August to July.
- Map:** Satellite view of a field with a selected pixel and a 'Hybrid' view option.
- Histogram:** 'Biomass production over the period of 22 April to 23 April 2015' with a color-coded legend and 'Reset' / 'Recalculate' buttons.

Change to table or graph view

Description of map

Select "Growth", "Moisture" or "Mineral" data products.

Average field values per week

Select a specific pixel or edit your fieldshape

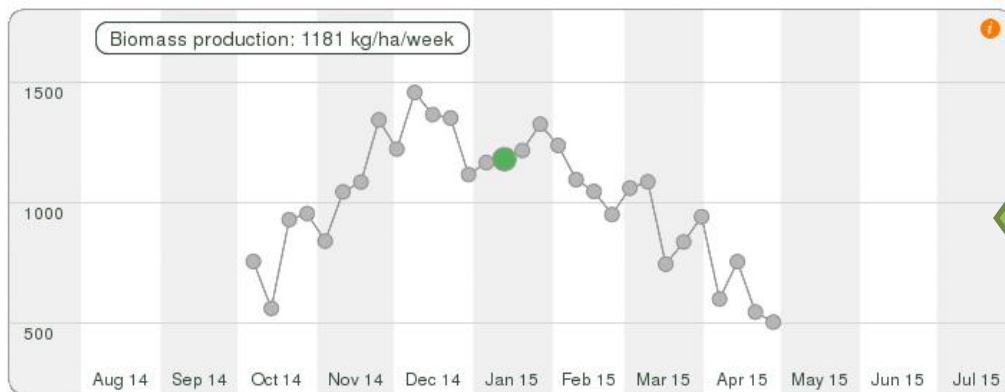
Change background view to satellite or hybrid (combination of satellite and map) for better orientation

The histogram displays variation in your field. Would like to see variation in your fields more clearly? 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."



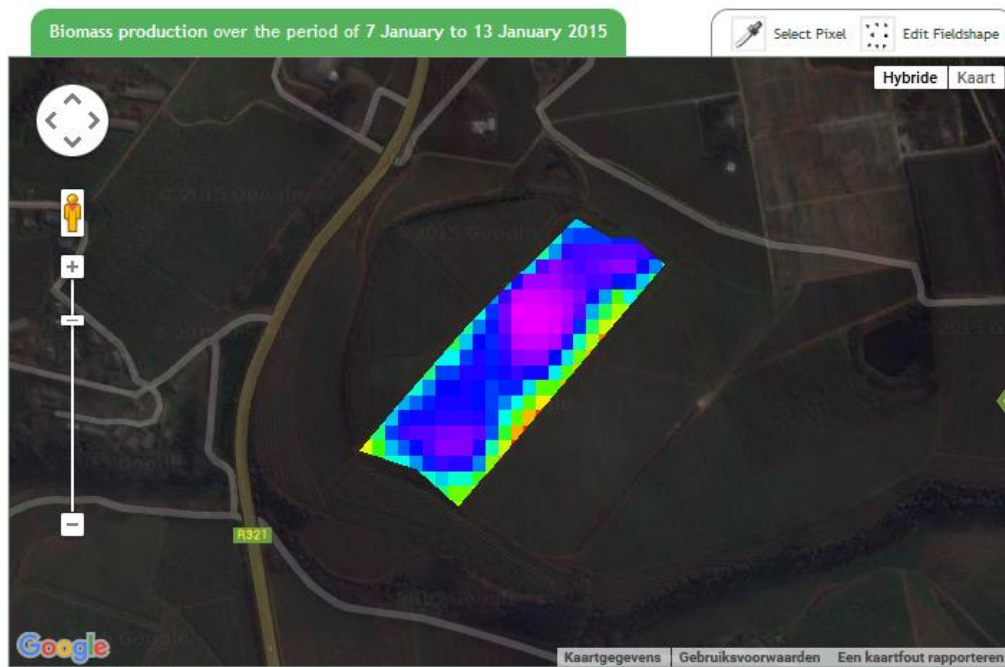
Step 3: Analyse your fields

B. MyFields



Temporal variation:
Each dot represents the average value of your field.
You can select each dot to see the spatial variation on that moment in time.

[Show table](#)



Spatial variation:
Shows an overview of your field.
Can be used to detect heterogeneity in your field.



Step 3: Analyse your fields

C. MyField Analysis

- “MyField Analysis” allows you to compare parameters and fields over time
- In “MyField Analysis” you can use:
 - a) “Graph Comparison”
 - b) “Field Comparison”
- In the next slides both functionalities are explained

The screenshot displays the 'MYFIELD ANALYSIS' section of a web application. At the top, there are three tabs: 'Add new field', 'MYFIELDS OVERVIEW', and 'MYFIELD ANALYSIS' (which is active and highlighted with an orange hand icon). To the right of these tabs is another tab labeled 'MY FIELDS'. Below the tabs, the 'Graph comparison' section is visible. It contains a form with four dropdown menus: 'Select season' (2015-16), 'Select your category' (All categories), 'Select your field' (1), and 'Select your parameter' (Biomass production). An 'Add to graph' button is located to the right of the parameter dropdown. To the right of the form, there are contact details: a phone icon with '+31 (0)40 8514250', an email icon with 'help@fruitlook.co.za', and a question mark icon with 'F.A.Q.'. Below the contact details is a printer icon and the text 'Print this page'. The 'Field comparison' section is located below the graph comparison section. It has a similar form with the same dropdown menus and an 'ADD' button. At the bottom right of the field comparison section is an 'EXPORT CSV' button. At the very bottom of the page, there is a footer with the text: 'eLEAF | De Zaale 11 | 5612 AJ Eindhoven | The Netherlands | info@fruitlook.co.za | [Privacy](#) | [General conditions](#)'.



Step 3: Analyse your fields

C. MyField Analysis – Graph Comparison

Use the “Graph comparison” tool in “MyFields Analysis” to view and compare temporal development of various fields in one graph.

Graph comparison

The interface shows a control panel with four dropdown menus and an 'Add to graph' button. Callouts point to each dropdown menu:

- Select season:** 2015-16
- Select your field:** 1
- Select your category:** All categories
- Select your parameter:** Biomass production

Add to graph

By pressing “Add to graph”, the temporal development of the selected parameter of the selected field is depicted in a graph. Within the graph you can view simultaneously:

- Multiple fields
- Multiple seasons
- A maximum of two parameters



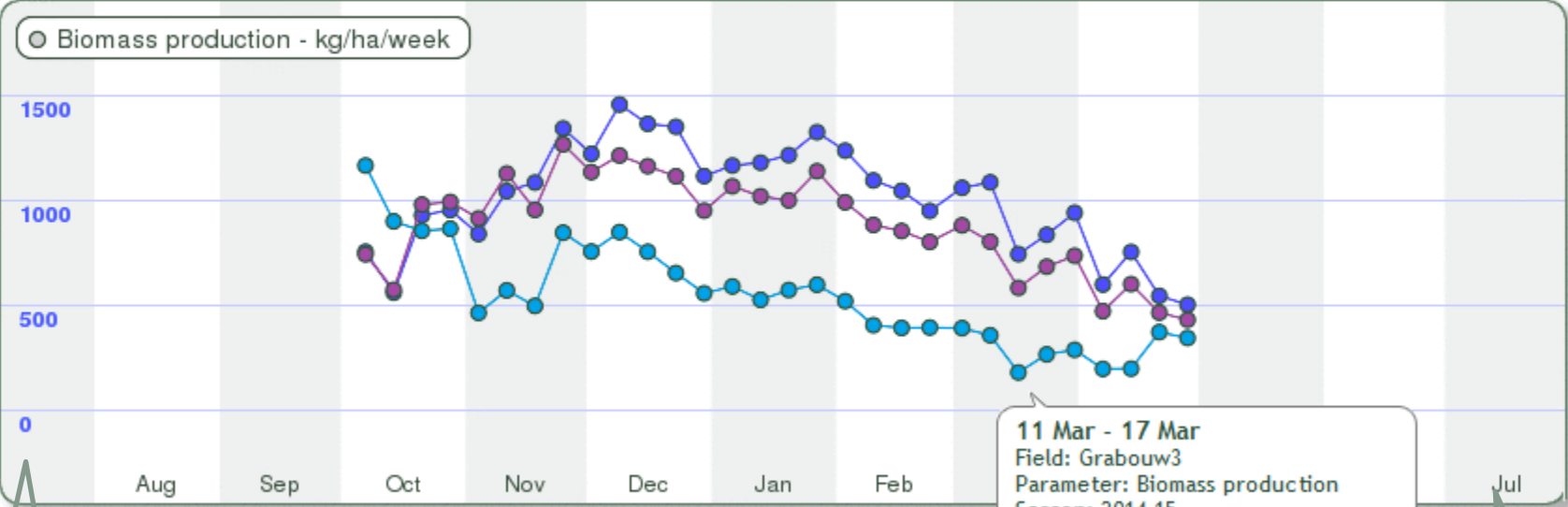
Step 3: Analyse your fields

C. MyField Analysis – Graph comparison

In this example three fields from the Grabouw area are compared for the 2014-15 season. The deviating trend in field Grabouw3 is clearly visible.

Legend

● Grabouw1 - 2014-15	Biomass production	⊗	■ Grabouw2 - 2014-15	Biomass production	⊗
● Grabouw3 - 2014-15	Biomass production	⊗			



11 Mar - 17 Mar
 Field: Grabouw3
 Parameter: Biomass production
 Season: 2014-15
 Value: 181 kg/ha/week
 View the map for current values.

Vertical axis of first parameter; in this case biomass production

The dots display the value per parameter through time. By moving over the dots field information for that specific period will appear. By clicking the dot the spatial overview of that field at that specific time will open in "MyFields".

Timeframe



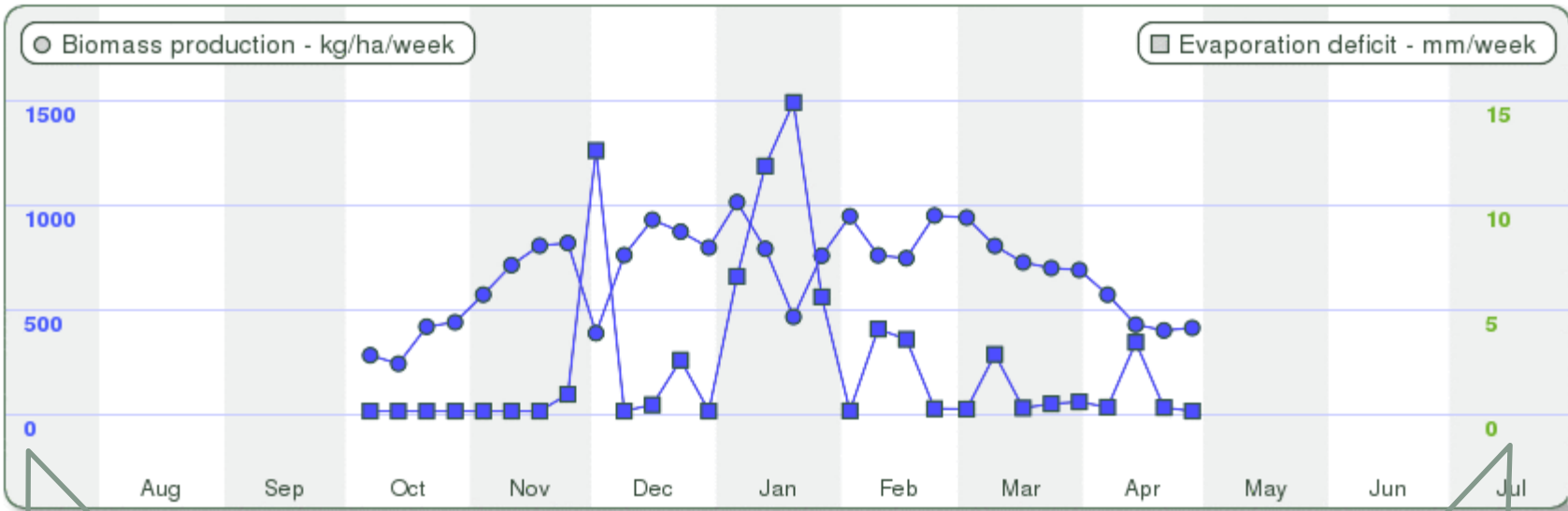
Step 3: Analyse your fields

C. MyField Analysis – Graph comparison

In this example Biomass Production and Evapotranspiration Deficit of a field in Hexriver Valley are compared for the 2014-15 season. The decreases in Biomass Production corresponds clearly with the increases in Evapotranspiration Deficit.

Legend; different parameters of the same field always have the same color. The Biomass Production is displayed with circular icons, the Evapotranspiration Deficit with square icons.

● Hex Valley Field 1 - 2014-15 Biomass production ✕ | ■ Hex Valley Field 1 - 2014-15 Evaporation deficit ✕



Vertical axis of first parameter; in this case Biomass Production in kg/ha/week

Vertical axis of second parameter; in this case Evapotranspiration Deficit in mm/week



Step 3: Analyse your fields

C. MyField Analysis – Field Comparison

Use the “Field comparison” tool in “MyFields Analysis” to view and compare spatial temporal development of various fields in pictures.

Field comparison

The screenshot shows a 'Field comparison' tool interface. It features a grey rounded rectangle containing four dropdown menus and an 'ADD' button. The first dropdown is labeled 'Select season' and has '2015-16' selected. The second is 'Select your field' with '1' selected. The third is 'Select your category' with 'All categories' selected. The fourth is 'Select your parameter' with 'Biomass production' selected. An orange plus sign icon is on the left. A dark green 'ADD' button is on the right. Callout boxes point to each dropdown menu with labels: 'Select season', 'Select field category', 'Select Field', and 'Select parameter'.

Field	Season	Category	Parameter
1	2015-16	All categories	Biomass production

By pressing “Add”, the spatial development of a specific parameter is depicted through time in the “MyField Analysis”-page (next slides).



Step 3: Analyse your fields

C. MyField Analysis – Field Comparison

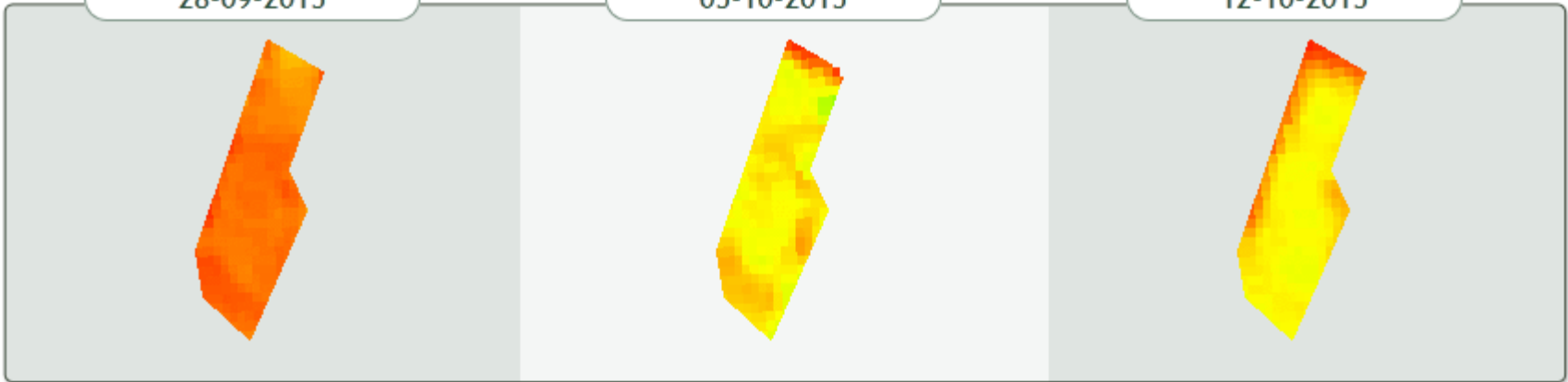
Remove the parameter overview of this field

Grabauw2 - 2015-16 - Biomass production (kg/ha/week) Remove this overview

28-09-2015

05-10-2015

12-10-2015



Reset

Recalculate



Move to the previous week

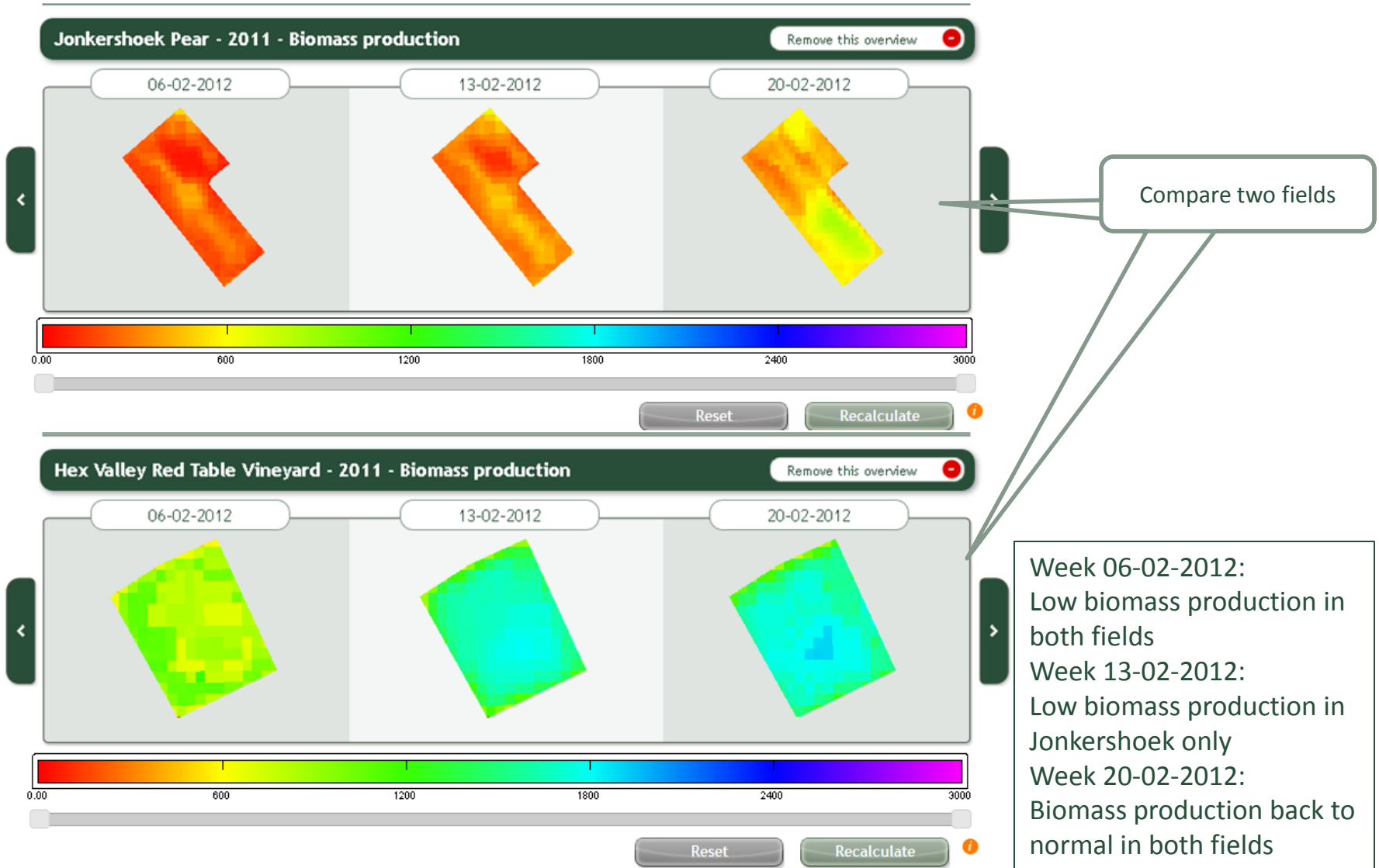
Would like to see variation in your fields more clearly? You can adjust the legend by moving the sliders below the histogram. Press "Recalculate" to alter the legend, press "Reset" to go back to the original one."

Move to the next week



Step 3: Analyse your fields

C. MyField Analysis – Field Comparison



Week 06-02-2012:
Low biomass production in both fields
Week 13-02-2012:
Low biomass production in Jonkershoek only
Week 20-02-2012:
Biomass production back to normal in both fields



Step 3: Analyse your fields

C. MyField Analysis – Field Comparison

Grabauw2 - 2015-16 - Biomass production (kg/ha/week)

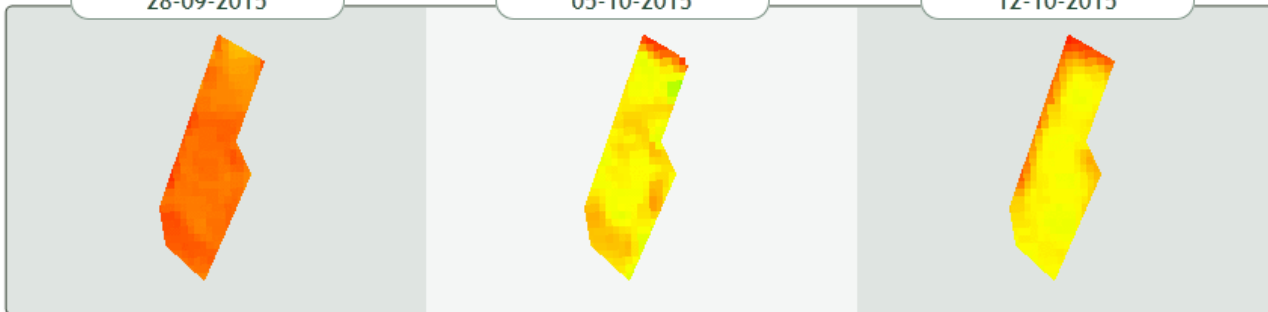
Remove this overview



28-09-2015

05-10-2015

12-10-2015



Reset

Recalculate



Grabauw2 - 2015-16 - Actual evapotranspiration (mm/week)

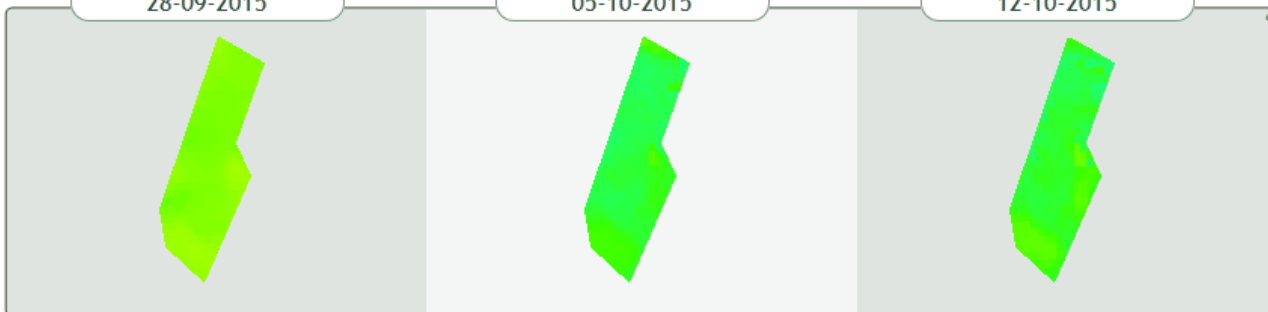
Remove this overview



28-09-2015

05-10-2015

12-10-2015



Reset

Recalculate



Compare two parameters

A strong relationship exists between biomass production and actual evapotranspiration



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STEP 4

Export data to Excel or other software



Step 4: Export data to Excel or other software

You export your field data to Excel in the “MyFields”-overview page. To do so :

1. Go to “MyFields Overview”.
2. Select “Smart export field data”.
3. A pop-up will appear allowing you to select the appropriate season, field(s) and parameters.

The screenshot shows the 'MyFields' overview page. At the top, there are filters for 'Category' (set to 'All categories') and 'Crop' (set to 'All crops'). Below the filters, there are three buttons: 'Modify parameters', 'Smart export field data' (highlighted with an orange hand icon), and 'Delete fields from list'. The main part of the page is a table with the following columns: 'Biomass production [kg/ha/week]', 'Vegetation index', 'Actual evapotranspiration [mm/week]', and 'Biomass water use efficiency [Kilogram per m3 of water]'. The table contains 10 rows of data for various fields.

	Biomass production [kg/ha/week]	Vegetation index	Actual evapotranspiration [mm/week]	Biomass water use efficiency [Kilogram per m3 of water]
1	518	0.37	19.2	2.66
1 Herman Nel	352	0.30	15.0	2.25
Amandelrivier	832	0.51	27.7	2.91
Apple test	743	0.52	24.2	3.06
Boter A2 SH	279	0.27	23.2	1.20
Doorns_Test	615	0.43	23.2	2.65
Grabauw1	677	0.60	22.6	3.00
Grabauw2	550	0.51	21.5	2.59
Grabauw4	542	0.34	23.0	2.39



Step 4: Export data to Excel or other software

1. After selecting “Smart Export field data” a pop-up will appear allowing you to select the appropriate season, field(s) and parameters. You can only export data for one season.
2. After making your selection press “Export data” to export a .csv file of your selected field data. This .csv file provides the average value per timestep for each parameter and field selected.

Select options [X]

Select season: 2015-16 ▼

Category: All categories ▼

Crop: All crops ▼

Select parameters

Select: **All** / **None**

- Biomass production
- Leaf area index (LAI)
- Vegetation index
- Evaporation deficit
- Actual evapotranspiration
- Crop factor
- Biomass water use efficiency
- Present nitrogen in upper leaf layer
- Present nitrogen in total plant

Select fields

Select: **All** / **None**

- 1
- Amandelrivier
- Apple test
- Boter A2 SH
- Doorns_Test
- Grabauw1
- Grabauw2
- Grabouw3
- Grabauw4

Export data





Step 4: Export data to Excel or other software

This describes the use of the .csv file in Microsoft Excel 2010. After opening the .csv in Excel:

1. Select the "Data" tab
2. Press "Text to Columns"
3. Select "Delimited" in the pop-up
4. Press "Next"
5. Select "Comma" as delimiter
6. Press "Finish"

The data is now presented in columns. Subsequently save your data in .xlsx format.

The first screenshot shows the 'Convert Text to Columns Wizard - Step 1 of 3' dialog box. The 'Data' tab is selected in the ribbon. The 'Text to Columns' button is circled with a red circle and the number 2. In the dialog, the 'Delimited' radio button is selected and circled with a red circle and the number 3. The 'Next >' button is circled with a red circle and the number 4. The preview shows the following data:

Breeder id	Farmer surname	Farmer name	Zip farmer	City farmer	Field
1	Advisor	"Breeder id"	"Farmer surname"	"Farmer name"	"Zip farmer"
2	"1292"	"Example"	"Test"	"7600"	"Stellenbosch"
3	"1292"	"Example"	"Test"	"7600"	"Stellenbosch"
4					
5					

The second screenshot shows the 'Convert Text to Columns Wizard - Step 2 of 3' dialog box. The 'Comma' checkbox is selected and circled with a red circle and the number 5. The 'Next >' button is circled with a red circle and the number 6. The preview shows the following data:

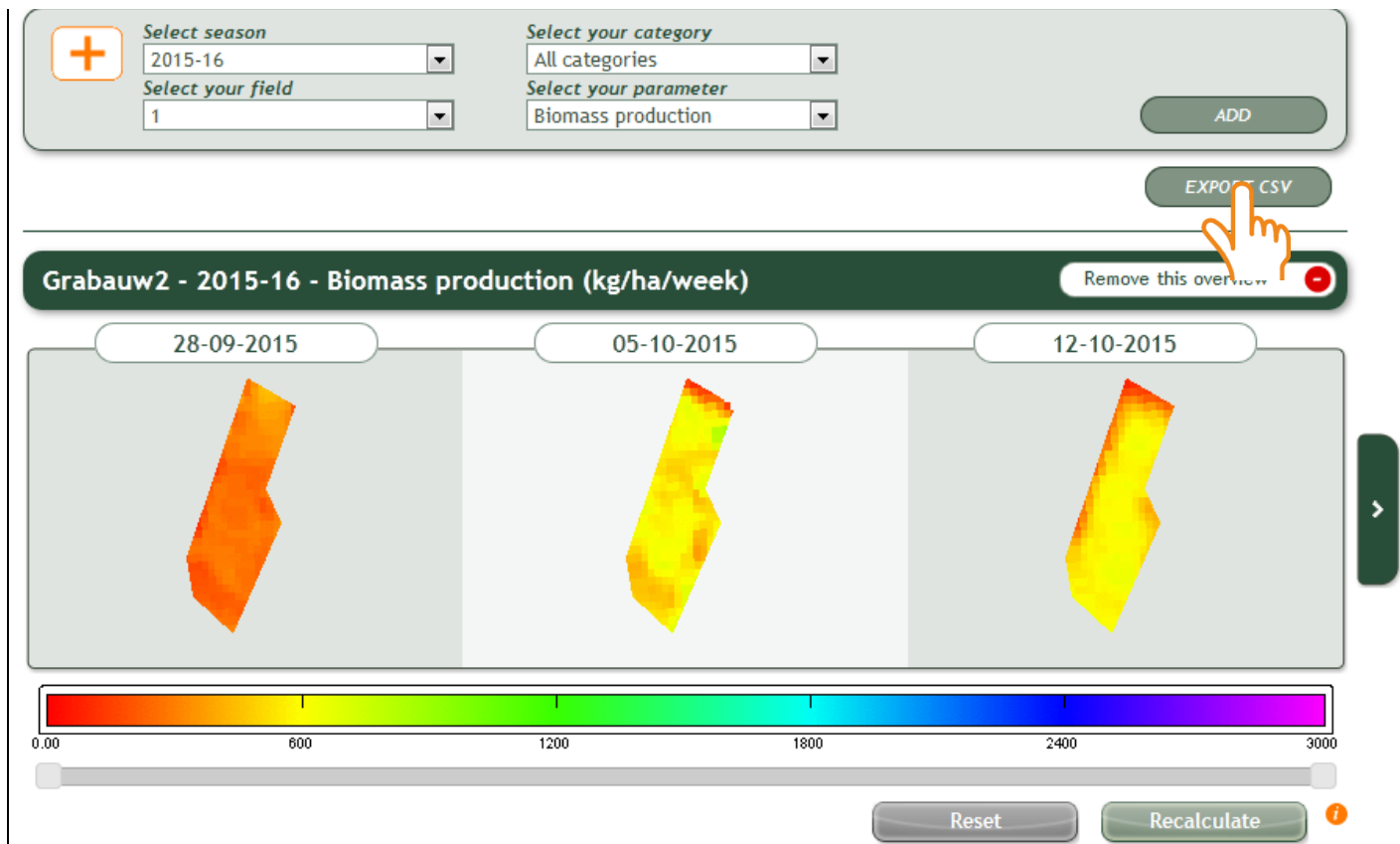
Advisor	Breeder id	Farmer surname	Farmer name	Zip farmer	City farmer
1292	Example	Test	7600	Stellenb	
1292	Example	Test	7600	Stellenb	



Step 4: Export data to Excel or other software

FruitLook data can be exported to Excel in “MyField Analysis” as well. To do so :

1. Go to “MyField Analysis”.
2. Add your field and parameters
3. Press “Export CSV” to export the displayed fields and parameters.
4. Open the produced .csv in Excel.





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STEP 5

Get more information from FruitLook

A. FruitSupport

B. View demonstration fields

C. Parameter explanations

D. Consultants

E. Newsletter + Website news section

F. Contact us!



Step 5: Get more information about FruitLook


A. FruitSupport

- FruitSupport is a complementary service to FruitLook, tracking growth variation in your block.
- A strong increase in variation might indicate growth issues, possibly affecting your yield. FruitSupport sends out a warning email at the start of the week if anomalies are detected.
- You can order FruitSupport per field via the FruitSupport service listed under the [Complementary Services](#)-tab on the homepage.
- FruitSupport is offered as a freely usable test product during the 2015-16 season
- When using FruitSupport we invite you to provide us feedback via info@fruitlook.co.za.

PLEASE NOTE: FruitSupport is a support tool based on satellite information and not a replacement for proper in-field inspections.



General

Description	Price
 <p><u>FruitSupport - TESTING PHASE</u></p> <p>A healthy block generally shows a homogeneous spatial distribution in growth throughout the season. A sudden increase in heterogeneity can be due to disease, pest, water deficit or other crop development issues. Based on statistical analysis of the FruitLook dataset FruitSupport will warn you if a sudden increase in in-field variation is detected enabling you to quickly deal with this possible thread. It is your eye in the sky monitoring the well-being of your crop. Press "More info" below for a detailed description of the FruitSupport service.</p>	R 0,00

More info

Order

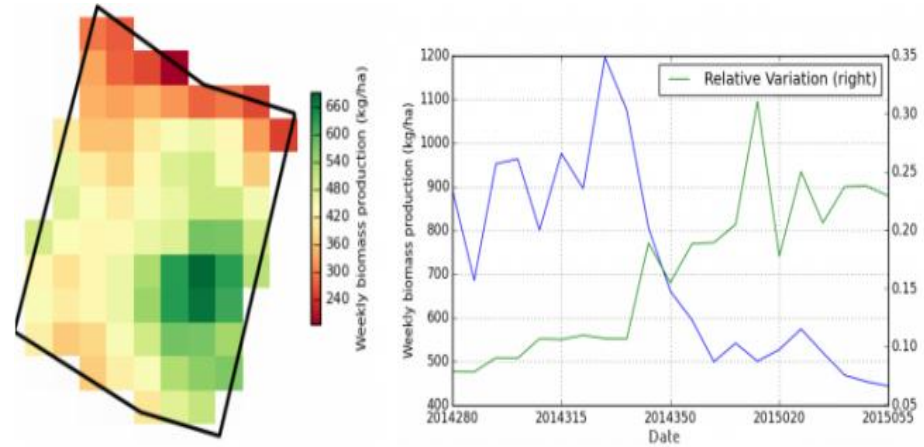




Step 5: Get more information about FruitLook

A. FruitSupport

FruitSupport tracks the variation in growth throughout the growth season, depicted in the graph on the right. The development of variation through time is depicted in green. As can be seen this blocks shows a strong increase in relative variation from the middle of the growth season onwards, which might indicate a growth issue. This is even more likely considering the drop in biomass production, depicted on the left axis, which occurs simultaneously to this increase in variation.





October 1, 2015 - October 7, 2015

Dear User,

Last week FruitSupport has detected crop development anomalies in the following fields:

- 407JT/21-28020	- 407JT/12-28000
- 407JT/9-28049	- 249JT/13-15923
- 221KU/1-13026	- T6
- T1	- 13IT/509

This might indicate sub-optimal growth in (parts of) your field which can lead to yield reductions. Detected anomalies can have various reasons:

- Disease	- Water availability
- Plant nutrition	- Soil variation
- Extensive pruning	- Weeding
- Clearing	- Other factors

We advise you to examine these fields further via FruitLook and/or in the field to take appropriate action if necessary.

Thank you for using FruitSupport!

FruitSupport is in the testing phase. We like to hear from you if the information on above fields was useful and correct. Please provide us feedback by replying to this email (via info@fruitlook.co.za). [Unsubscribe](#) [Disclaimer](#)

eLEAF BV | Hesselink van Suchtelenweg 6 | 6703 CT Wageningen | The Netherlands | info@fruitlook.co.za

If such an increase is detected, a warning email is sent. An example email is depicted on the left. Within this email you can click on the name of the detected blocks opening the FruitLook website for this specific block.

FruitSupport is run on a weekly basis after the weekly data products have become available on the FruitLook website. This means you will receive one email per week from FruitSupport.



Step 5: Get more information about FruitLook

B. View demonstration fields

The demonstration fields demonstrate what information is available at FruitLook.

To see the same kind of information for your own fields/farm, you need to register and draw your fields (Step 1 to 3 of this Manual).

fruitlook.co.za See more.. Consultants Agents Contact

Welcome Annemarie Klaasse

My fields My details Log out

+ Add your field

▶ Register for free

View demoblocks

Newsletter: Subscribe now!

 Send

News
More, more, more...
 FruitLook.co.za
 January 23, 2012 - FruitLook is an innovative service providing over 9 parameters to monitor....
[Read more](#)

FruitLook launched!
 January 20, 2012 - Today the new website FruitLook.co.za was launched. FruitLook, the successor of....
[Read more](#)

Zoom in on your crop

GENERAL GROWTH MOISTURE MINERALS RETURNS

FruitLook: Use less irrigation water and improve your yield
 As a farmer, you are of primary importance. You observe, you decide, and you act. Your decisions are based on your experience and your knowledge. You need accurate and timely information on your crop to take decisions.

With FruitLook you get an innovative, up-to-date service that helps you understand what is happening on your farm on a weekly basis. FruitLook is based on the latest satellite image technologies. The basic package of 9 growth parameters such as the actual evapotranspiration, biomass growth and nitrogen content help you understand where irrigation water and nutrients are required, and how much to apply. FruitLook is available for vineyards and deciduous fruit trees but the technology can be applied at any crop.

FruitLook, a successor of the Grapelook project, is a demonstration project. The objective is to demonstrate how satellite observations can assist you with your daily farm management. The service is currently freely available so you can assess the benefits for your farm (management). The FruitLook service is funded by the **Department of Agriculture: Western Cape** (supported by the **Department of Agriculture, Forestry and Fisheries** and **HortGro**) and the **Integrated Applications Promotion program** of the **European Space Agency (ESA)**. The project is executed by **eLEAF Competence Center** (previously **WaterWatch BV**), the Netherlands, and

+ Contact / Helpdesk

+ Complementary Services

General

Shopping Cart

Manual

Consultants



Step 5: Get more information about FruitLook

C. Parameter Explanations

On the homepage:
Select “Growth”,
“Moisture” or
“Minerals” for a
descriptions of the
FruitLook parameters

Growth

The growth of your crop. FruitLook measures four parameters that visualize the growth status of your crop.

Biomass production [kg / ha]

The amount of dry matter that grows each week. Biomass production is the main indicator for you as a farmer to monitor crop performance. Biomass production refers to the growth of total living plant material above and below the ground (such as stems, leaves, roots, fruits and grains). Biomass production on the FruitLook website does not reflect the total biomass of the crop, but the weekly gain in biomass. The parameter layers of biomass production show where and when your crop is growing as expected, and where growth is vigorous (important in vineyards) or below average (e.g. as a result of diseases).

Leaf Area Index (LAI) [-]

The LAI is the total live canopy leaf surface area of vegetation divided by the surface area of the land on which the vegetation grows. LAI is an indicator of the amount of leaf surface as well as how densely a crop grows or how much foliage there is on the plants.

Vegetation Index (NDVI) [-]

The indicator for the vitality of your crop. A high index means a healthy and strong growing vegetation. This index does not say how much biomass there is created. Therefore you use the biomass production parameter.

Crop Factor $K_c K_s$ [-]

The crop factor is used to calculate the actual evapotranspiration from the reference evapotranspiration. It incorporates the effect of a specific crop (K_c) as well as the effect of water stress (K_s) on the water consumption of the specific crop.

Want to read more about the other interesting groups? Choose: [MOISTURE](#) - [MINERALS](#)



Step 5: Get more information about FruitLook

D. Consultants



-  Contact / Helpdesk
-  Complementary Services
-  General
-  Shopping Cart
-  Manual
-  Consultants 

To make use of the FruitLook data with maximum effect we can help you find specialized, local advice.

Select the [consultants](#) tab on the website to find local advisors who have proven to get the best from FruitLook and provide advice based on the FruitLook data components within their field of specialism.

NOTE: If you have developed your own use of the FruitLook data and are willing to share it with us and our users, do not hesitate to contact us via info@fruitlook.co.za. We'll be happy to hear your story and spread the word!

Agricultural organisations on FruitLook

FruitLook provides information on various components which can help improve your farm management. If you want specialized, local advice on how to interpret the FruitLook data you can consider approaching one of the consultancy firms listed below. These consultancy firms are proven users of FruitLook and provide advice based on the FruitLook data components within their field of specialism.

At FruitLook we are continuously searching for parties which have new developed applications based on the service. If you are willing to share your progress, please contact us at info@fruitlook.co.za.



Propphyta provides consultancy services on deciduous fruits, with a special focus on apples, pears and stone fruit. Their main area of expertise is crop production. Their services include tree nutrition recommendations, soil classification and preparation advice, horticultural/pruning advice and providing general irrigation scheduling guidelines. By taking in account various disciplines, Propphyta developed several uses of the FruitLook data in order to enhance your crop management techniques. These include evaluation of irrigation scheduling and placement of soil moisture probes.

For more information on their services and what they can do for you contact them at info@propphyta.co.za.

Agrimotion is an agricultural consultancy operating in the fruit industry. Agrimotion's service offering is built on 5 pillars, each specializing on a specific area in fruit production and focused on getting results for their clients. The 5 pillars are: Soil, Horticulture, Irrigation, Remote Sensing and Training. The application of new and relevant technology, like FruitLook, is a key part of their business.



Agrimotion is committed to provide an unbiased and scientific consultancy service to clients through practical and scientific recommendations where their work and their clients' needs become a common goal. For more information please visit www.agrimotion.net.

AGRIMOTION
SCIENTIFIC | INDEPENDENT | PRECISE



Step 5: Get more information about FruitLook

E. Newsletter + Website news section

You can remain up-to-date on FruitLook via the FruitLook newsletter and the [FruitLook news section](#).

This newsletter is sent once a month during the growth season and contains information on new developments, upcoming events and examples of FruitLook data use.

The [news section](#) also informs you on the ins and outs of FruitLook.



The screenshot shows the FruitLook website with a navigation bar at the top containing the logo, 'fruitlook.co.za', and links for 'See more..', 'Consultants', 'Agents', and 'Contact'. A user profile box on the right says 'Welcome Annemarie Klaasse' with a 'Log out' button. Below the navigation are buttons for 'My fields', 'My details', and 'Log out'. The main content area features a large banner titled 'Zoom in on your crop' with a background image of a corn plant and a satellite. Below the banner are five category buttons: 'GENERAL', 'GROWTH', 'MOISTURE', 'MINERALS', and 'RETURNS'. To the left of the banner is a sidebar with buttons for 'Add your field', 'Register for free', and 'View demoblocks'. Below these is a 'Newsletter: Subscribe now!' form with an input field for an email address and a 'Send' button. Underneath is a 'News' section with two articles: 'More, more, more...' and 'FruitLook launched!'. To the right of the banner is another sidebar with buttons for 'Contact / Helpdesk', 'Complementary Services', 'Shopping Cart', 'Manual', and 'Consultants'.



Step 5: Get more information about FruitLook
F. Contact us!

Thanks for reading through this Manual.

For more help, suggestions, feedback, comments,
questions, remarks....

contact info@FruitLook.co.za

Have a fruitful season!