



**fruitlook.co.za** *newsletter*



## **FruitLook December 2015: On a Trade Mission with the Dutch**

*Dear Mr. Doe,*

Just before the start of the holiday season we would like to end 2015 with a cheerful newsletter. FruitLook is developing into an established service in the wine and fruit production industries. In recent years the functionality of the website has been expanded, the complementary service FruitSupport has been developed and the use of the service has increased exponentially. To date FruitLook 2015-16 is actively used on 20,000 ha of vineyards and orchards and these numbers are rising. We can proudly state within South Africa FruitLook forms a unique concept with the potential to improve efficiency of agricultural production at an unprecedented scale.

This is underlined by the Western Cape Department of Agriculture (WCDOA) by signing a Declaration of Intent with Dutch service provider eLEAF to continue their support of FruitLook for the coming seasons. We are very grateful for their continued belief and look forward to keep improving FruitLook! This Declaration of Intent was signed at the Garden of the Future in Cape Town as part of the trade mission of Dutch Prime Minister Mark Rutte to South Africa. In this newsletter we would like to show you what was happening there.

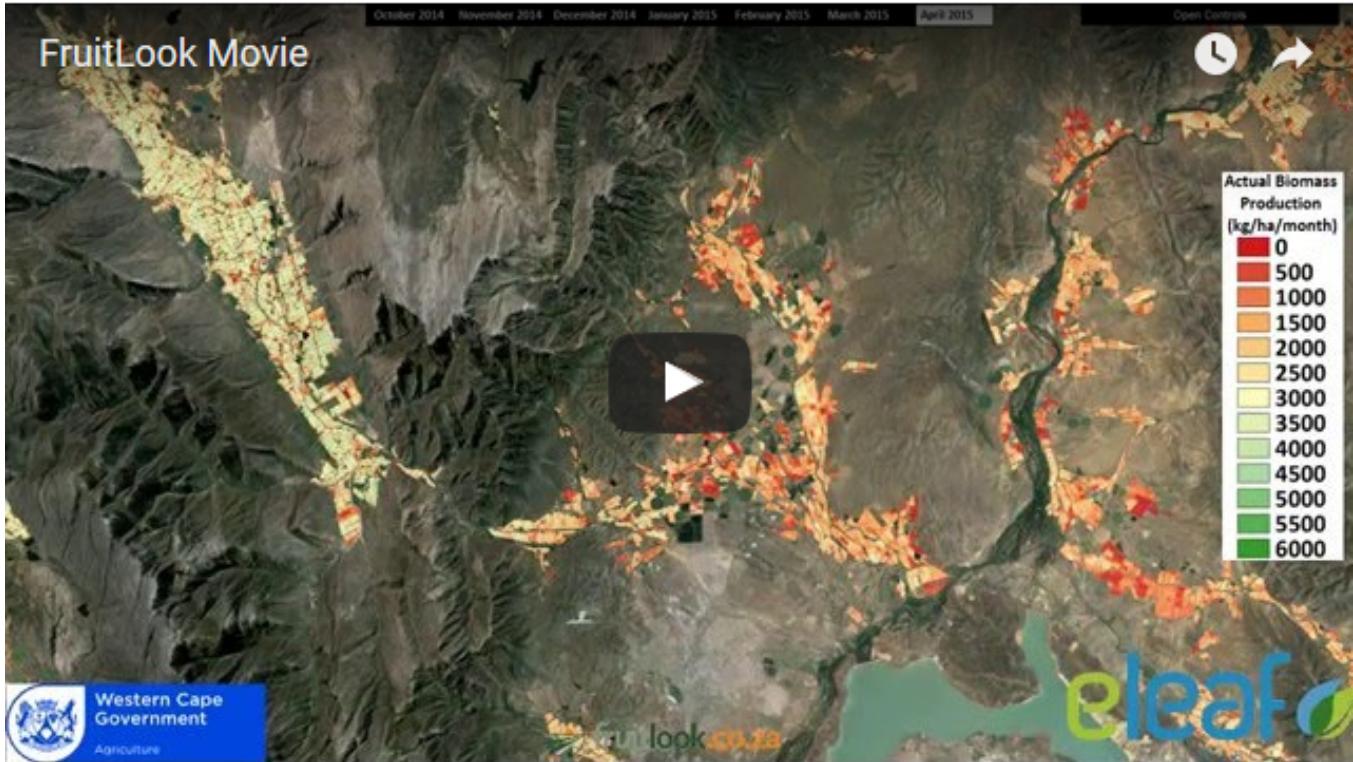
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**FruitLook at Dutch Trade Mission:** On 18 and 19 November a broad delegation of the Dutch agricultural and water sector visited Cape Town as part of a Dutch Trade Mission to South Africa. One of the focal points was "Water for Food", focusing on the need to produce more crop with less water. Increasing the efficiency of agricultural water use is vital for sustainable, healthy food production and with the recent dry winter for the Western Cape more relevant than ever.

FruitLook, being the result of Dutch-South African cooperation, was well represented within the program: on Wednesday 18 November FruitLook was part of the Garden of the Future exhibition in which successful examples of innovative Dutch-South African cooperation were presented. At the Garden of the Future the WCDOA and eLEAF (the Dutch service provider) signed a Declaration of Intent for the coming seasons. Dutch Minister of Agriculture Martijn van Dam witnessed the signing by Andre Roux (Director Sustainable Resource Management at WCDOA) and Ruben Goudriaan (Project Manager FruitLook at eLEAF). On Thursday 19 November Ruben Goudriaan presented at the seminar "Water for Food" on FruitLook. His presentation can be found via this [LINK](#). Overall the Trade Mission formed a great opportunity to meet stakeholders and show FruitLook to a new audience.

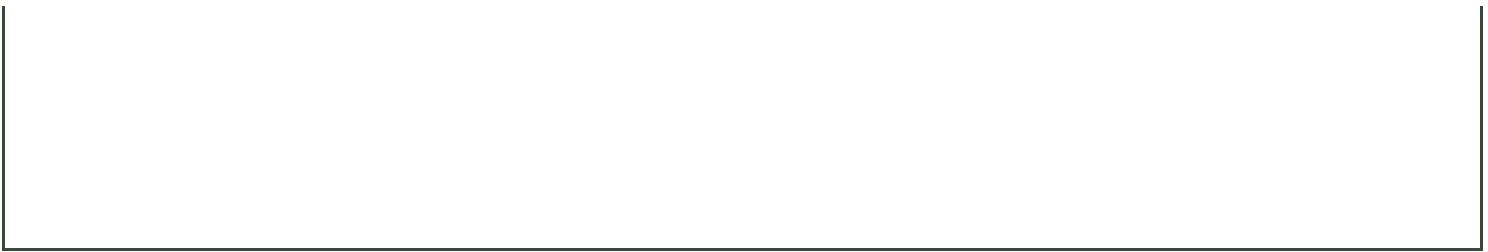
For the Trade Mission a FruitLook movie was made which can be accessed by clicking on the movie image below. The movie resembles a fly-over but the satellite and visualizes the capture of crop production during the growth season. The movie starts with a West-to-East fly-over from the Atlantic Ocean (you can see Cape Town on your bottom right at the beginning of the movie). Via Paarl and Worcester the fly-over stops at De Doorns. Above De Doorns / Worcester a time lapse portrays monthly Biomass Production as captured and provided via FruitLook.



On a last note: we still have room at the FruitLook training session at [Elsenburg](#) on Thursday 7 January 2016. You can access the invite for the session by clicking [HERE](#). We still have some spaces left at the "FruitLook Basics" and the "FruitLook Advanced Questions & Answers" session. These training sessions provide a good introduction to FruitLook and can be very beneficial for both new and existing users who want to get an update on the latest functionalities of the website. We hope to welcome you there!

We hope you have enjoyed your use of FruitLook in 2015 and it was useful for you in farm management. If you have additional suggestions for FruitLook, feedback, questions etc., feel free to contact us via [info@fruitlook.co.za](mailto:info@fruitlook.co.za). We wish you a pleasant festive season and hope to welcome you back soon on [FruitLook.co.za](http://FruitLook.co.za)!

The FruitLook Team



#### ***Disclaimer***

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