



Goal: Cut costs and reduce losses by addressing problems **WHERE** and **WHEN** needed

How? Use FruitLook to pinpoint problems in exact locations **WHERE** and time frames **WHEN**

Something is wrong...

Field A	509
Field B	206
Field C	459

**Step 1:** Check FruitLook data once per week



**Step 2:** Look at growth data in more detail

**Bell Curved?**

**Constant?**

**Constant?**

**Is it different from last week?**

**Is the pattern the same as last week?**

*Could be slope effects / soil variation*

**Did I change anything that could explain this?**

*Likely weather related*

**Does another field (with the same crop) show a similar pattern?**

*Could be due to thinning, crop removal, irrigation changes etc.*



An example of what a spatial picture of a field could look like on fruitlook.co.za

Looks like a pest infection

**Step 3:** Visit field to investigate affected area

**Step 4:**

- Treat only the affected area
- Treat when a problem arises and monitor success of treatment over time

**Happy farmer, healthy crops**

Check FruitLook again next week