FruitLook November 2014: New website features available!

Dear Mr. Doe,

The FruitLook 2014-15 season is one month under way and currently 4 weeks of data are available. These data layers will allow you to assess your crops growth, water and nutrient status. Interested in how your crop is performing? Visit FruitLook and order your block data free of charge to figure it out!

This newsletter provides an update on activities around the FruitLook service. We are happy to present you the new components to the website, including a brand new, easier field order system!

FruitLook present at SASEV Conference

FruitLook will be present on the yearly SASEV conference from November 13 to November 15 at the Lord Charles Hotel in Somserset West. The theme of this year's conference is "Sustainability in Viticulture and Enology". The FruitLook team will be presenting a poster at this conference, which you can already have a look at HERE. This poster gives an overview of FruitLook datasets, a summary of research conducted to prove and improve the accuracy of the data and exemplary uses of FruitLook satellite information to improve resource management on farms. We look forward to meet you there!

New website features available!

New features are available on the website to make your use of FruitLook easier and more enjoyable. This includes a new field order system based on already delineated blocks, the opportunity to directly order 2014-15 data using field boundaries from previous seasons and an option to easily export all your block data to an Excel format. All new features are described in the extensive FruitLook manual, which you can find HERE or on the homepage of the FruitLook website.

The most important new features and their use are described below:

New field data order process "Select a plot"

The new field order process is specifically designed to facilitate the ordering of large quantities of irrigation block data in one go. Although the old system of manually delineating your block still exists on the website, it is now possible to simply select your blocks in the Google maps viewer. As visible below all irrigation blocks are delineated in advance: hence no need for manual drawing of blocks!
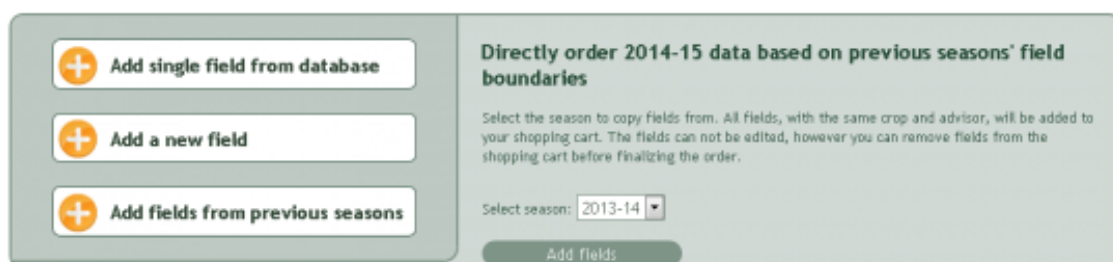
To use this new order process:

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.

Easy re-order of 2014-15 data using field boundaries from previous seasons

If you are an existing user of FruitLook, through this option you can quickly order 2014-15 data using field boundaries from previous seasons.

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 2014-15 data will be ordered!

Easy export to Excel of all your field data for a selected season

You can now easily export all your block data to Excel via the "MyFields Overview"-page.

Modify parameters / Export all field data	Biomass production [kg/ha/week]	Actual evapotranspiration [mm/week]	Biomass water use efficiency [Kilogram per m3 of water]	Present nitrogen in total plant [kg/ha]
1	745	21.6	3.43	5.83
1	745	21.6	3.43	5.83
Amandelrivier	1048	25.5	4.07	10.8
Apple test	988	24.7	4.00	7.63
Doorns_Test	737	21.7	3.40	7.53
Grabouw1	969	29.3	3.30	8.28

1. Select "Export all field data" in the "MyFields Overview" page.

2. A .csv file is produced which lists all the averages per data product per time step of all blocks in your account for the selected season.

You are invited to explore the FruitLook website to learn more about these new features. Don't forget to have a look at the FruitLook poster and the FruitLook manual for more information on website navigation and FruitLook data use. For questions regarding the use of FruitLook or other related matter, you are always welcome to contact us via info@fruitlook.co.za.

We look forward seeing you (again) on FruitLook!

Best regards,

Ruben Goudriaan, Annemarie Klaasse and Caren Jarmain,

The FruitLook Team

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