



**Western Cape
Government**

FRUITLOOK

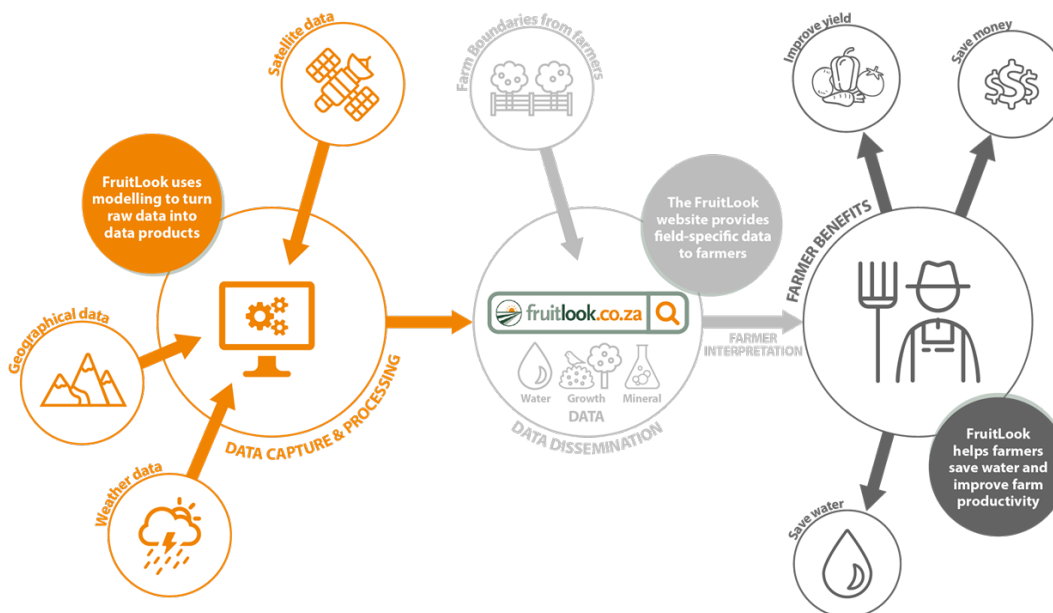
**SATELLITE BASED DATA PRODUCTS IMPROVING WATER USE
EFFICIENCY AND CROP PRODUCTION**

10 November 2020

FRUITLOOK INNOVATION/TECHNOLOGY

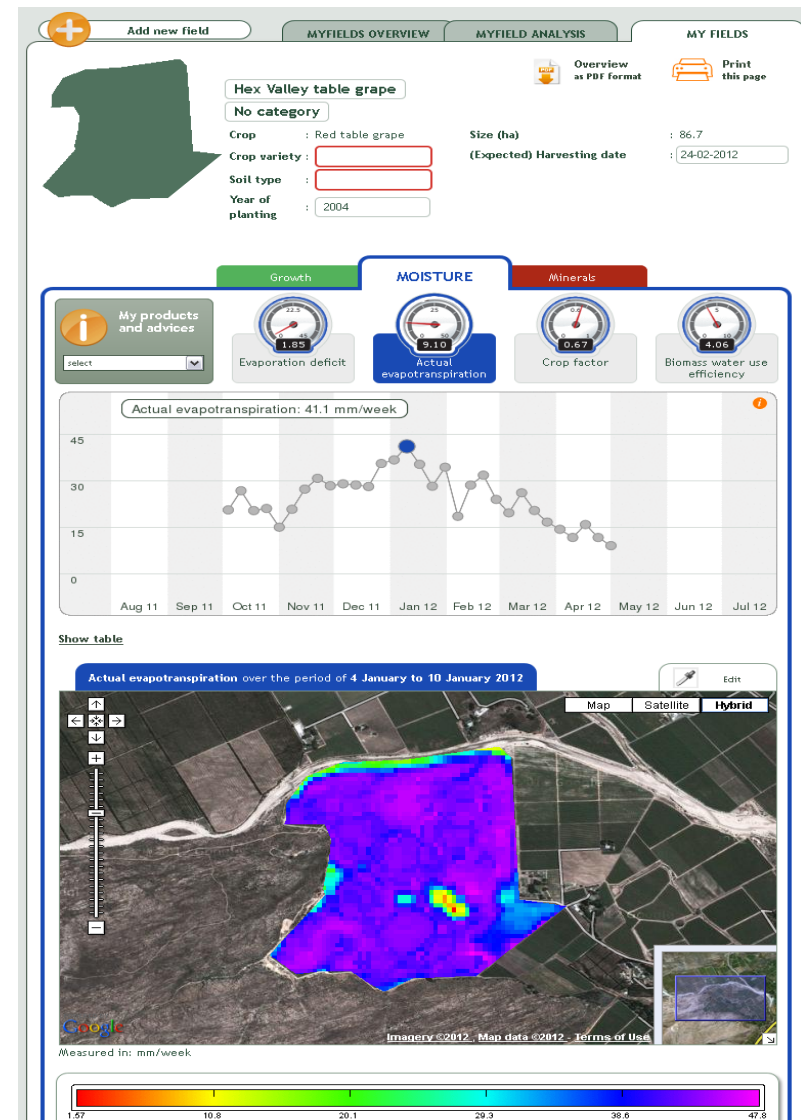
FruitLook is a web-based portal providing satellite-based data every week through the year to help producers make more informed decisions regarding their resource management, especially water use. FruitLook data can be used on all crops for both rain fed and irrigated fields. Since FruitLook has been active since 2010, historical data for your fields is available.

 **fruitlook.co.za** is a tool that helps farmers improve crop productivity and water use by turning raw data into useful information



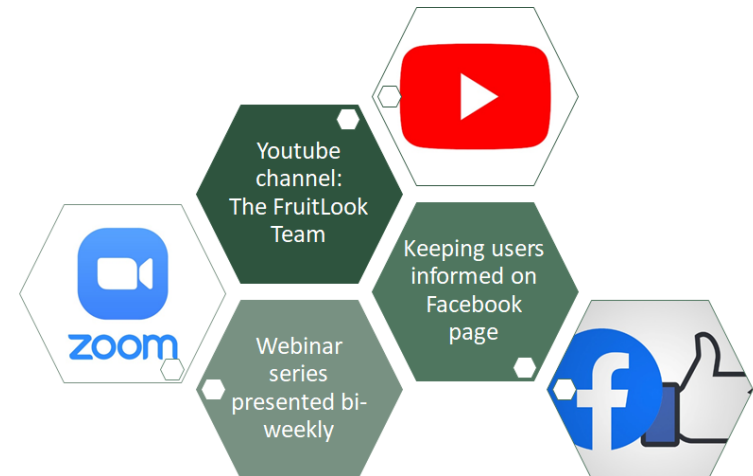
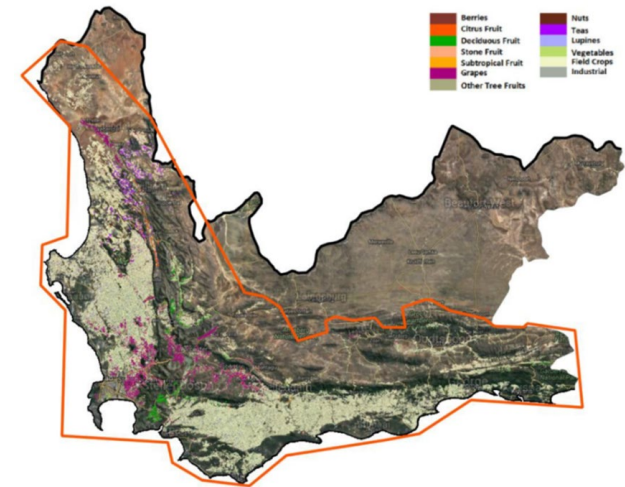
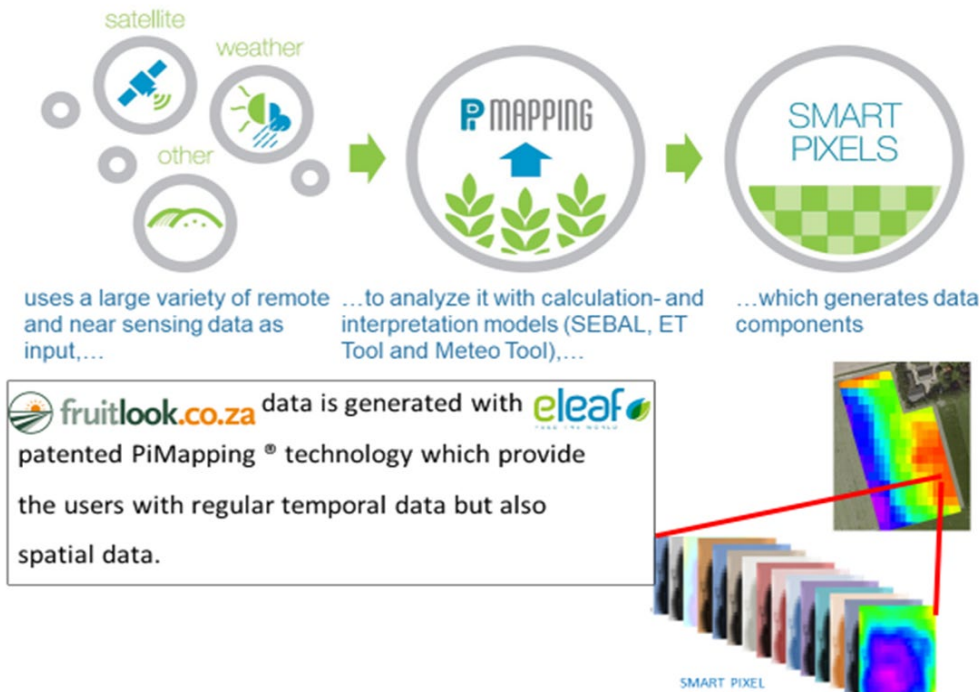
Why was this innovation/technology needed/developed?

- Agriculture is the biggest water user of the very limited available water resources.
- Therefore there was a need to develop a cost effective technology to support irrigation farmers covering all the main irrigation areas in the Western Cape.
- Fruitlook makes use of remote sensing satellite data and other data sources to provide farmers with water and growth data products which are updated on a weekly basis.
- Fruitlook data support farmers to optimize irrigation water use, improve the quality of crops and reduce input costs.
- The Fruitlook service providers provides consultation and train services to prospective users at no cost.



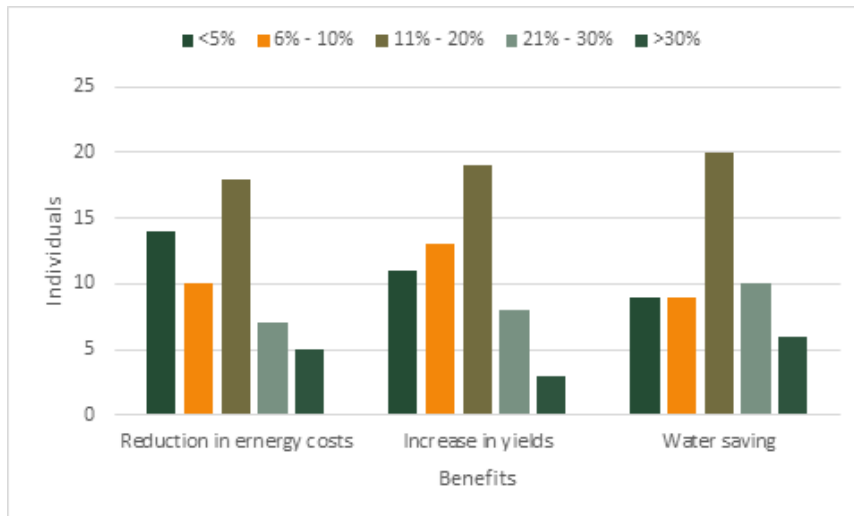
The FRUITLOOK algorithms, data modelling with infield calibration is a world first

FruitLook has never been showcased before.



FARMER BENEFITS: Saving water, saving energy and improving yields

Fruitlook usage show a steady increase since inception in 2011



"It is considerably beneficial to be able to compare the seasons as to plan and confirm the irrigation cycles of each and the expected margin of the current season's condition as opposed to the previous seasons."

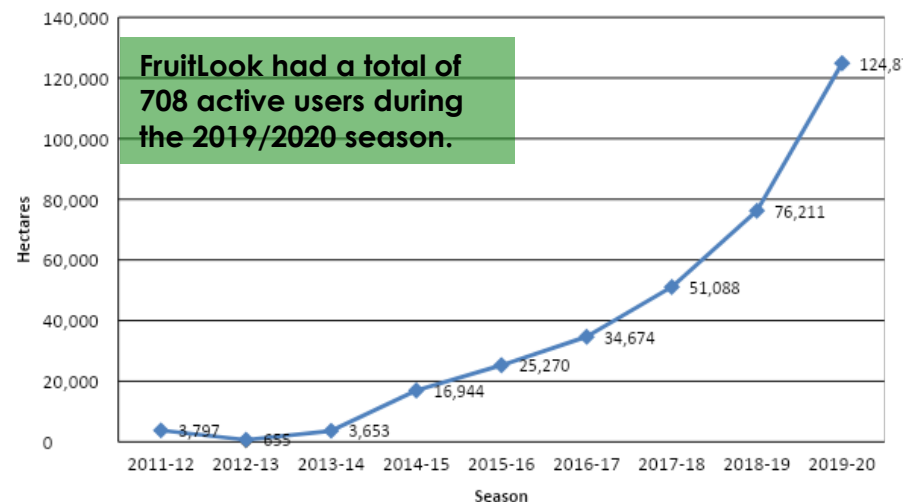
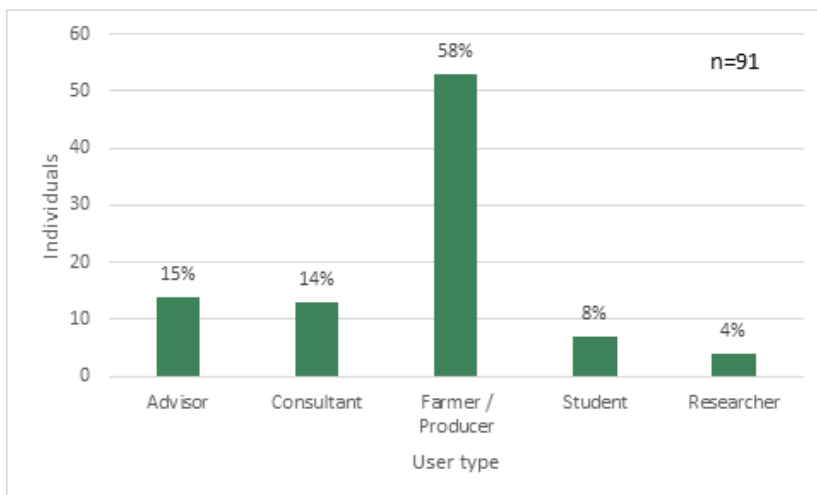
"FL indicated that the crops located along the road is greatly diminished by which we extended our irrigation extent as to allocate more water to the specified area"

"It is extremely interesting to compare the parameters respective to previous seasons. By comparing the relevant seasons, a producer can establish the key trends stimulated in each block as well as use it as a guide for the current season"

"FL clearly distinguished a difference in Biomass Production within a single block which was consequently caused by a compromised pressure rate within the drip-irrigation lines established in the respective block."

"Fruitlook definitely helped me identify the dry-spots on my blocks and when to start the irrigation cycles. The data also is very effective as a hindsight to evaluate my decisions which definitely informs me on which decisions are best in certain situations"

"Fruitlook clearly identifies which blocks are under more stress from which you can easily allocate water to the blocks that require it more in comparison to blocks that are doing fine, especially during times of water shortages"



FruitLook had a total of 708 active users during the 2019/2020 season.

FOR MORE INFORMATION: CONTACT US

Website: www.fruitlook.co.za
Facebook: www.facebook.com/FruitLook/
YouTube: [The FruitLook Team](#)

BLUE NORTH SUSTAINABILITY

Website: www.bluenorth.co.za
LinkedIn: www.linkedin.com/company/blue-north-sustainability
Twitter: [@BlueNorthSA](https://twitter.com/BlueNorthSA)



eLEAF

Website: www.eleaf.com
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Thank you

Contact Us



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BETTER TOGETHER.

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