

## Fruition Hawke's Bay Christmas Newsletter 2018

On behalf of the Fruition Team, I'd like to thank all our clients and associates for their support throughout the year.

We are working hard to improve our services to you. We understand that the accuracy and integrity of the data we provide is crucial. Equally important is getting decision support information to you quickly and in formats that make it clear and easy to interpret. We are getting a buzz out of reinvesting in our service delivery and, as always, encourage any feedback.

Wishing you all good fun and family time over the Festive Season and profitable crops over the Harvest Season.

Kind regards,

Jack Hughes



### Introducing Fruition Calibration Services

Fruition is pleased to announce that we now offer our clients a full sprayer calibration service. This compliments our P&D monitoring services to provide a more complete package.

Our approach to sprayer calibration is to focus on better matching of sprayers, canopy and chemistry, and then to confirm that spray coverage is optimized with sensitive paper tests. Some basic sprayer calibrations simply produce water rate options without much consideration of crop canopy size or the requirements of different spraying jobs. Fruition services now include:

- Full sprayer calibration

- In season calibration check
- Job specific setups (ie: chemical thinning)
- Sprayer coverage assessments
- Tree Row Volume measurements
- Supply of nozzles

If you would like to learn more about what we can offer, contact Jason Bennett on 021 221 7225 or [jason@fruition.net.nz](mailto:jason@fruition.net.nz)

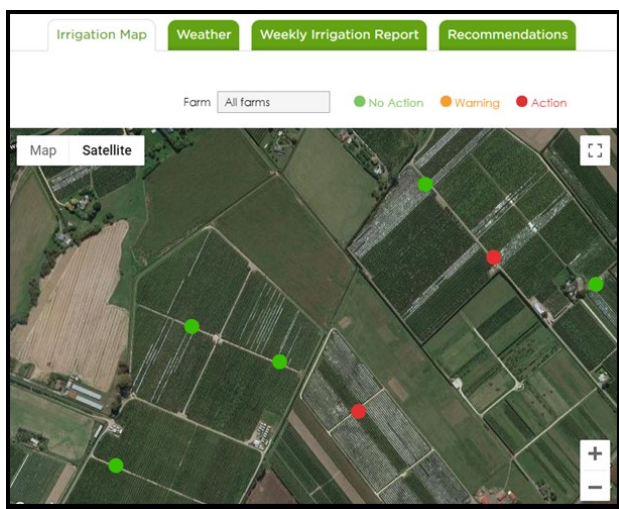
## Website Innovations

We are excited to announce a new mapping feature for our clients.

The map feature will initially roll out for the weekly soil moisture monitoring service. It has been created based on your feedback and designed to give an introductory brief visual overview of your sites with the ability to easily delve deeper into the information.

**Watch this space as further features will be added soon - think codling moth production areas!**

**We will let you know when a new feature becomes available.**

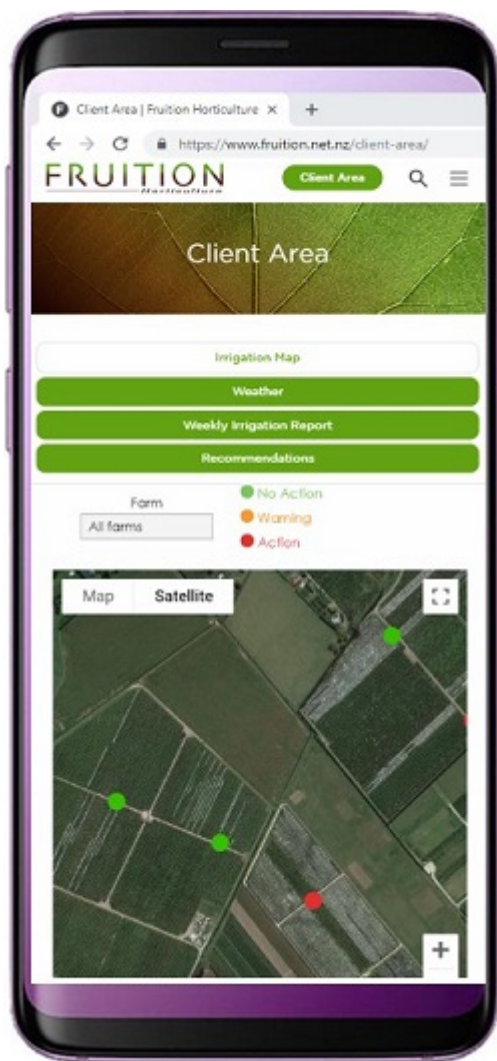


## Irrigation Map

Log in to the '**Clients area**' of the Fruition webpage. You will be greeted by a new '**Irrigation map**' tab showing the positions of your soil moisture monitoring sites shown as colour coded dots. The dots are colour-coded to give a quick visual indication of the soil moisture levels and actions required at each site.

The map is interactive. Click the sites and pop-up will open with a fuel gauge indicating where the soil water level currently sits.

The '**view graph**' link will take you to a PDF graph, which can be easily downloaded, saved or printed.



Importantly, the map and a PDF graph is mobile friendly. It is allowing 'pinch to zoom' functionality and simple downloading when you are in the field.

## Season 2018-19 Irrigation Services

The season so far has been one of soil becoming dry in the upper portion of the rootzone as a prolonged period without significant rainfall meant that many sites began irrigating earlier than normal. The dry warm period earlier in the season also put pressure on newly planted trees and vines as the upper portion of the soil began to dry.

The beginning of November saw the lower portions of the rootzone becoming more active as canopy volume increases and evapotranspiration continues to climb. The recent rainfall will be welcomed by many, and at this stage the soil profile is heading back towards field capacity for the majority of sites.

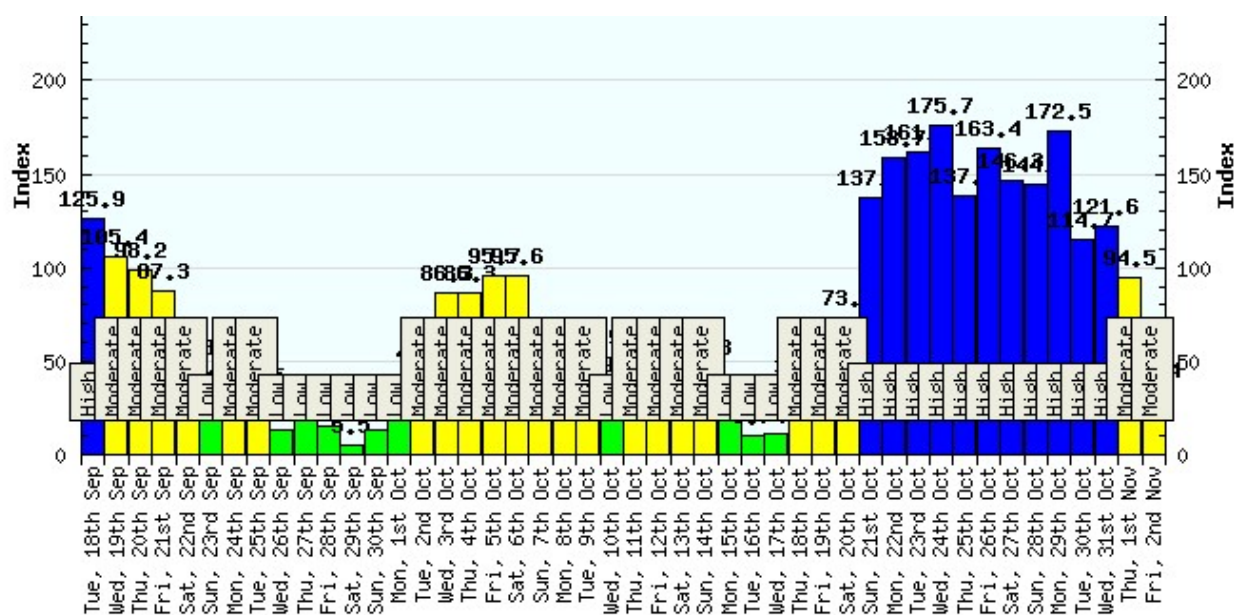
*Due to Christmas/Boxing day falling mid-week this year soil moisture monitoring will not take place during Christmas week (24-28th Dec) this season. Monitoring will resume on the 31st Dec.*





## Fireblight

Fruition has been working alongside New Zealand Apples and Pears and Plant and Food Research on the new Fireblight Sustainable Farming Fund (SFF) Project. We have been actively assessing bloom timing and strikes on 12 different case study blocks. While it wasn't a notoriously 'severe' Fireblight season, pressure was still high enough to cause areas of hot spots around Hawke's Bay. The SFF project is looking at ways to mitigate risk in the future and, hopefully, improve education around this difficult to manage bacterial disease.





## Christmas Wishes

Fruition Team would like to take this opportunity to wish you all a joyous Holiday Season and a happy and peaceful New Year!



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*Horticulture*

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