
Supporting the Website and Other Outreach Activities of UC Fruit & Nut Research and Information Center

Project No.: 10-HORT12-Ferguson

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Objectives:

To support of the University of California's Fruit & Nut Research and Information Center (FNRIC) updates and expansion of the commodity information on the Center's website, with emphasis on its coverage of and support for the state's almond industry.

Interpretive Summary:

Since it was established in 1995, the University of California's Fruit & Nut Research and Information Center (FNRIC) has taken an active role in supporting California's agricultural sector, with emphasis on fruit and nut crops.

Currently, the FNRIC maintains a dedicated website (<http://fruitsandnuts.ucdavis.edu/>) that includes major coverage of information about the almond industry.

This content includes a downloadable database of production- and research-related files, with links to other key websites, including those of the Almond Board of California, the University of California Cooperative Extension, and the state's agriculture-related county offices.

In addition, the FNRIC's website includes interactive weather-related models and summary reports on a range of agricultural research projects sponsored by the University of California. The website usage is regularly monitored and collected statistics prove the site is widely used. In 2010 the site was receiving about 39,000 views per month on average. As of June 2011, that average jumped to about 42,000 per month.

For this project, the FNRIC updated and expanded its Website, including revamping it to provide California almond producers with up-to-date, research-based information and interactive content on a complete range of almond-related topics. Please see this updated

information, reviewed by at least 4 UC Cooperative Extension (UCCE) Farm Advisors or Specialists, at: <http://fruitsandnuts.ucdavis.edu/pages/almond/>.

The FNRIC also continued to provide public information services through various other means, including surface mail, email, and telephone, as it maintained ties with the state's farming community and culture during difficult times.

Materials and Methods:

To begin the process of updating almond information on the FNRIC Web site, we contacted University of California Cooperative Extension (UCCE) Farm Advisors, Specialists and UC Davis faculty to request help with editing and proofreading new content about almond production gathered and written by FNRIC staff. Information was collected from existing publications and research projects (Asai et al. 1996, Beede et al., Brown et al. 2004, Connell et al. 1996, Edstrom and Viveros 1996, Hendricks 1996, Krueger et al. 1996) and updated by David Doll, UCCE Farm Advisor, Merced County and Carolyn DeBuse, UCCE Farm Advisor, Yolo/Solano counties by editing and proofreading. We also created and delivered a survey to all UCCE Farm Advisors asking for their input on what they'd like to see in a new Almond Web page (**Table 1**).

While FNRIC staff was collecting new content, we created a new format for displaying the updated information. See sample page below and actual Web site pages: <http://fruitsandnuts.ucdavis.edu/pages/almond/>.

A poster was also developed to display at the 2010 Alomnd Conference. It included the new and old Web page designs.

FNRIC staff also found existing almond pruning videos, adequate for our purposes, and added their links: <http://www.youtube.com/watch?v=ACRZRdx3J0o&feature=related> and http://www.youtube.com/watch?v=NTeDjiU2Jbc&feature=mfu_in_order&list=UL.

We also collated existing photos filed in the UC Agriculture and Natural Resources Portal Repository into a new comprehensive online photo gallery (see "Launch Image Gallery: Almond Reproductive Growth" and "Almond Deficiencies & Toxicities") <http://fruitsandnuts.ucdavis.edu/pages/almond/>).

Results and Discussion:

As the FNRIC staff proceeded to add text and images to the new Web pages, we tested the new content and links by asking various Farm Advisors and Specialists to be our Beta testers. We adjusted our design per their comments. We also studied our survey results and incorporated a number of suggestions from this method.

We began posting content at the end of May 2011 and the last of the new almond Web pages at the end of July 2011. We plan to update the pages with any new information as we are made aware or receive it.

The new “Growing Almonds in California” Web pages provide content that is timely, engaging, and easy to search while reflecting current knowledge and UC research.

From July 1-20, 2011, the pages that were “live” (some production pages, reports, and resource links) had 1,576 page views.

Research Effort Recent Publications:

Website pages: <http://fruitsandnuts.ucdavis.edu/pages/almond/>

References Cited:

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Table 1
2010 FNRIC Web site survey for UCCE Farm Advisors and Specialists

County Office	Do you use the FNRIC Web site?	Do you link to the FNRIC Web site? How?	Do you refer people outside the UC system to the FNRIC Web site?	How can we make the Web site more useful to you?
Ventura	Sometimes	Personal site	Regularly	Maybe adding links to industry sites, like nurseries, magazines, and other pomology programs like Cornell?
Stanislaus	Sometimes	UCCE County site	Sometimes	Great website. Continue to update and add new information for each crop listed.
Contra Costa	Sometimes	UCCE County site	Regularly	You have a good selection of crop information. I often refer new growers to get an overview of a new crop or use it myself to review and provide growers an overview. I would like it if it focused more on UC based info (although I realize this is sometimes limited). Sometimes the info seems not research based or not appropriate for CA... but it is a judgment call. I can sort it out but a new grower may not be able to. The Weather Information is great! The Backyard Orchard link is good also.
Santa Barbara/San Luis Obispo	Sometimes	UCCE County site	Sometimes	Keep updating as new fruit nut info or link sites come up. Consider additional discussion of high tunnels for fruit production. Possibly develop wholesale price summaries using USDA Market News website and update periodically. Link to specific cost studies (maybe you already have this)
Kern	Regularly	UCCE County site	Regularly	You are doing a great service to the fruit and nut industry. YOU ARE ALSO HELPING the farm advisors with their educational program.
Mendocino and Lake	Sometimes	UCCE County site	Sometimes	I think you have a great web site. Since my primary focus is viticulture, and I occasionally field a back yard garden question, my need for FNRIC is limited. When I need good info, I go to the site. Good work!

Butte County	Sometimes	UCCE County site	Sometimes	Posting information on specialty fruit and nut crops that is not readily available elsewhere. Don't waste time duplicating major crop information. Also, making the site a great place to send homeowners for backyard orchard information is a great time saver allowing advisors more time to assist commercial growers.
	Sometimes		Sometimes	Someone use(d) to send information out when updates were posted. Relevent updates. There are several other web vehicles that some farm advisors are using to get there information out (eg. Facebook, twitter, etc.).
Placer/Nevada	Regularly	I don't have a link to the FNRIC website	Regularly	There is a lot of good information available, but more regular updates may make it more useful. I understand that it is difficult to keep websites up to date, especially with this amount of information and large number of contributors. But, maybe once a year, collectively, if a survey could be sent out to advisors, specialists, and other contributors, we could systematically update links and new information. I just looked at the citrus pages and noticed a number of things missing and some out of date. I would imagine it is true for other crops as well.
Merced	Sometimes	I don't have a link to the FNRIC website	Sometimes	Keep up the weather-related contentI will add a link on my site
San Benito	Regularly	Personal site	Regularly	Get more people to provide updated materials for site and to use calendar for meetings. I regularly use walnut research reports, weather and to refer people to information on crops I don't usually handle regularly.
County?	Regularly	UCCE County site	Regularly	We need to keep info updated

New almond information included in the 2011 Web upgrade.

University of California
Fruit and Nut Research & Information Center

ENABLE EDITING SKIP TO CONTENT SITE MAP Enter Search Terms

Linked pages include:

- Tables for bloom times, pollen compatibility, yield, etc.
- How-to text and videos
- Design & management
- Application schedules, leaf sampling, critical values tables
- UC and Board events can be added/deleted
- UCCE Farm Advisors, production economics, organizations
- From dormant bud to dried nut
- Samples of foliage, nut, tree damage
- Potential for database and/or link

Almonds

Growing Almonds in California

Production Information	Research Reports & Proposals (pdf)	Events	Resources
Climate, Cultivars & Rootstocks Pruning Orchard Establishment Nutrient Deficiencies, Toxicities & Fertilization	Research Reports Database: Almond Board of California	Links & pdf files Photos: Almonds Photos: Nutrient Deficiencies & Toxicities N & K Fertilization Models	

Agriculture and Natural Resources, University of California

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