

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

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PROJECT SUMMARY

Objectives:

To support of the University of California's Fruit & Nut Research and Information Center (FNRIC), update and expand the content of the center's website, with emphasis on its coverage of and support for the state's almond industry.

Background:

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 center maintains a dedicated website (<http://fruitsandnuts.ucdavis.edu>) that includes major coverage of the almond industry.

The 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 center'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 proves the site is widely used. In 2008 the site was receiving about 39,000 views per month on average. In 2009, that average jumped to about 40,000 per month.

The current project calls for updating and expanding the center's 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.

The center also expects to continue providing services through various other means, including surface mail, email, and telephone, as it tries to stay close to the state's farming community and culture during difficult times.

Project Cooperators and Personnel: Judy Sams and Janet Zalom, Fruit & Nut Research and Information Center

For More Details, Visit

- Poster location 4, Exhibit Hall, Session 3; or on the web (after January 2011) at AlmondBoard.com/AICposters