

CALIFORNIA DRIED PLUM RESEARCH REPORTS DATABASE

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Abstract A complete database of California Dried Plum Board Annual Research Reports from 1961 to 2013 have been displayed as a unique website, <http://ucanr.edu/sites/driedplum>, linked to the Fruit & Nut Research and Information Center (FNRIC) website:

<http://fruitsandnuts.ucdavis.edu>. These reports organized by topic “category” and “year” can be electronic and easily accessed. The FNRIC used Google Analytics to assess website visits. From January 2 through November 30, 2014, the Dried Plum Research Reports database website received 3,895 page views. Regarding geographical distribution of the visits, 62% of the visits originated with the United States and 73% of those originated in California. Chile (5.1%), Australia (3.9%) and China (2.6%) led the foreign visits.

Objective

The California Dried Plum Research Reports Database is a database of Annual Research Reports submitted to the California Dried Plum Board from 1961 to the present. Reports encompass research in various aspects of dried plum/prune production. The reports, in pdf format, are housed in the Repository of the University of California Division of Agricultural & Natural Resources. Files may be viewed and downloaded individually. The database is updated and website visit statistics are summarized annually.

The database is displayed as a unique website: <http://ucanr.edu/sites/driedplum/> linked to the Fruit & Nut Research and Information Center website: <http://fruitsandnuts.ucdavis.edu/>

Procedure

- Reports for 2013 were prepared and added to the Repository in January, integrating these reports into the “category” and “year” page displays for the Dried Plum Research Reports Database.
- The Center used Google Analytics to assess Total Monthly Page Views and Unique Visits as a measure of webpage visits. In addition, domestic and international page views are summarized and presented here for January 1 through November 30, 2014 (Tables 2 and 3).
- An issue that arose and was addressed during 2014 involved download format: occasionally, pdf files which are stored in the UC ANR Repository were downloaded in a webpage format, not pdf. After consultation with ANR programmers, we believe this was due to the tightening of server security, and the issue was addressed when it arose.

Results and Conclusions

From January 2 through November 30, 2014, the Dried Plum Research Reports database received 3895 page views in 534 unique visits. The highest months were January and October.

Regarding geographical distribution of the visits, 62% of the visits originated with the United States and 73% of those originated in California (Tables 1 – 4).

The contact person for the Dried Plum Research Reports database is the FNRIC webmaster. The website has been “live” for the entire year 2014, and we anticipate future maintenance of this stability.

During 2014 the Fruit & Nut Research and Information Center website and all associated websites, including this database website, were converted to a mobile-friendly format. Google Statistics indicates that 9.0% of the visits were viewed on a mobile device in 2014.

Table 1. Monthly page view summary for Jan. – Nov. 2014

Month	Page Views 2014	Unique Visits 2014
Jan	835	93
Feb	540	51
Mar	310	52
Apr	233	52
May	179	31
Jun	365	49
Jul	350	44
Aug	180	43
Sep	164	33
Oct	614	48
Nov	125	38
TOTAL	3895	534

Table 2. Global distribution of database visitors for Jan. – Nov. 2014

Country	% Visits 2014
United States	62.36
Chile	5.06
Australia	3.93
China	2.62
Canada	1.69
Argentina	1.50
India	1.50
Spain	1.31
Greece	1.31
Iran	1.31

Table 3. Distribution of database visitors within the United States for Jan. – Nov. 2014

State	% Visits 2014
California	80.48
Colorado	2.4
Washington	1.8
Missouri	1.5
New York	1.5
Ohio	1.5
Oregon	1.5
Illinois	1.2
Virginia	1.2
New Jersey	0.9

Table 4. Distribution of database visitors within California for Jan. – Nov. 2014

City	% Visits 2014
Davis	25.8
Modesto	9.3
Yuba City	8.2
Chico	6.3
Oroville	4.8
Sacramento	4.5
Visalia	3.7
Red Bluff	3.4
Woodland	2.6
Redding	2.2