

## CALIFORNIA DRIED PLUM RESEARCH REPORTS DATABASE

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<http://fruitsandnuts.ucdavis.edu>.

**Abstract:** A complete database of California Dried Plum Board Annual Research Reports from 1961 to 2014 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,” are available electronically and easily accessed. The FNRIC used Google Analytics to assess website visits. From January 1 through November 30, 2015, the Dried Plum Research Reports database website received 4,198 page views which is an increase of 8% from 2014. Regarding geographical distribution of the visits, 57% of the visits originated with the United States and 83% of those originated in California. Chile (7.8%), Germany (5.6%) and Turkey (3.8%) 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 2014 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.
- FNRIC 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, 2015 (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 1 through November 30, 2015, the Dried Plum Research Reports database received 4,198 page views in 1,237 visits, 886 of those were from new visitors. The highest usage months were May and July. Regarding geographical distribution of the visits, 57% of the visits originated with the United States and 83% of those originated in California (Tables 1 – 4). The website has been “live” for the entire year 2014, and we anticipate future maintenance to maintain this stability.

Last year the Fruit & Nut Research and Information Center website and all associated websites, including this database website, were converted to a mobile-friendly format. During 2015 FNRIC maintained the mobile-friendly version of the Dried Plum Database. Google Statistics indicates that 5% of the sessions were viewed on a mobile device in 2015.

Table 1. Monthly page view summary for Jan. – Nov. 2015

Month	Pageviews 2015	Users 2015
Jan	342	42
Feb	418	50
Mar	558	171
Apr	288	79
May	573	225
Jun	269	77
Jul	619	88
Aug	287	75
Sep	333	71
Oct	181	46
Nov	330	55
<b>TOTAL</b>	<b>4,198</b>	<b>1,237</b>

Table 2. Global distribution of database visitors for Jan. – Nov. 2015

Country	% Visits 2015
United States	56.7
Chile	7.8
Germany	5.6
Turkey	3.8
Argentina	3.1
Australia	2.1
Russia	2.1
Japan	1.9
India	1.2
China	1.1

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

State	% Visits 2015
California	83.1
Virginia	2.1
New York	1.2
New Jersey	1.0
Massachusetts	0.9
Texas	0.8
Colorado	0.6
Illinois	0.6
Washington	0.6
South Carolina	0.5

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

City	% Visits 2014
Davis	25.5
Chico	8.7
Yuba City	8.1
Sacramento	7.2
Woodland	4.5
San Francisco	3.8
Red Bluff	3.8
Corning	3.5
Visalia	2.5
Porterville	2.4

**Budget Summary:** The \$1,500 allocated for this project was toward salaries & benefits of FNRIC staff.