

## CALIFORNIA DRIED PLUM RESEARCH REPORTS DATABASE

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### SUMMARY

- All Dried Plum Research Reports up to 2011 have been uploaded in the Dried Plum Research Reports Database (<http://ucanr.org/sites/driedplum>). We have been unable to locate research reports from 1963, 1966, and 1971.
- Searches of the Database can be carried out by report year or category.
- An average of 2,120 “honest” monthly page views were recorded within a 10 month period. 58% of these page views originated from the USA (mainly CA).

The mission of the Fruit and Nut Research and Information Center (FNRIC) is to aid in the coordination and dissemination of University of California (UC) accomplishments and statewide research and extension activities related to fruit and nut crops. The FNRIC has been serving as a bridge between UC researchers and the fruit and nut industry since 1995. Our main website, [fruitsandnuts.ucdavis.edu](http://fruitsandnuts.ucdavis.edu), contains a wealth of information about production of over 44 fruit and nut crops and receives over 800,000 hits per year.

The existing FNRIC website and extension services provide a valuable portal for the public to access research on tree fruit and nut agriculture conducted by UC faculty, extension specialists, and farm advisors. Much of this valuable information would be unavailable to the public, or very difficult to access, without the FNRIC serving as a central reference for new and up-to-date information. During 2010, the Center developed the Dried Plum Research Reports Database (<http://ucanr.org/sites/driedplum>), which consists of 700+ annual research reports submitted to the California Dried Plum Board from 1961 to present. Center staff are available to update and maintain this substantial database along with two additional research report databases hosted by the FNRIC.

In 2012 Center personnel accomplished the following tasks related to the maintenance and monitoring of the database and visitation activity:

- Upload 2011 reports
- Collect site visitation statistics
- Refine the search function
- Follow up on inquiries
- Review content and resolve any discrepancies

## RESULTS

Reports for 2011 were prepared by adding unique page numbers and headers acknowledging the Dried Plum Board. All reports were added to the Repository in pdf format and integrated into the “category” and “year” page displays for the Dried Plum Research Reports Database. Monthly visitation statistics were collected as follows:

The Center uses monthly page views as a measure of webpage visitation in the ANR “smarter stats” calculation and tracking tool. FNRIC staff modifies this number by identifying and subtracting page views by “spiders” (dispatched by search engines to aid in indexing a website). Spider visits to this website comprised approximately 90% of total visits. The research report database received an average of 2,120 monthly page views in 2012, almost double the average monthly visitation recorded in 2011.

Domestic and international page views are summarized and presented here for January 1 through October 31, 2012 (Table 1). Due to limitations in the “smarter stats” website tracking tool the location of 31% of the website visitors could not be tracked. Despite this problem it is clear that the majority of website visits are domestic. In addition to tracking visitation to the entire database, FNRIC staff also tracked the twenty most popular search categories within the database (Table 2). Based on this set of statistics it is clear that visitors frequently use both the report category and year to search for, and download, reports.

On January 1<sup>st</sup>, 2013 FNRIC staff will be transitioning from the ANR supported “smarter stats” tracking software to “google stats”. Although “google stats” will provide a slightly different set of statistics as has previously been collected with “smarter stats”, it will provide more accurate visitation tracking. “Google stats” are the worldwide industry standard tracking method with improved spider filtering techniques and better global reporting of the location of website visitors.

The contact person for the Dried Plum Research Reports database is the FNRIC webmaster. The website has been “live” for the entire year 2012, and we anticipate future maintenance of this stability.

Table 1. Summary of the global origin of “honest views” (not including spider views) between January 1<sup>st</sup> 2012 and October 31<sup>st</sup>, 2012. “IP address not tracked” indicates site visitations for which the global origin could not be determined. Percentages reflect the proportion of total honest views to the entire database during this time. (SmarterStats Enterprise Edition 3.3.3217).

| <b>Region</b>          | <b>Percentage of total honest views in 2012</b> |
|------------------------|---|
| United States          | 58%   |
| IP address not tracked | 31%   |
| Europe                 | 10%   |
| Asia                   | 0.30%   |
| Canada                 | 0.25%   |
| Oceania                | 0.18%   |
| South America          | 0.15%   |

Table 2. Summary of the top twenty most viewed sections of the Dried Plum Database in 2012. (SmarterStats Enterprise Edition 3.3.3217)

| <b>Database section</b>              | <b>Ranking</b> |
|--------------------------------------|----------------|
| Varietal improvement                 | 1              |
| Year: 2010                           | 2              |
| Nutrition: Potassium                 | 3              |
| Integrated farming practices         | 4              |
| Brown rot                            | 5              |
| Aphids                               | 6              |
| Year: 1997                           | 7              |
| Year: 1992                           | 8              |
| Rootstocks                           | 9              |
| Year: 1988                           | 10             |
| Year: 1990                           | 11             |
| Year: 1989                           | 12             |
| Postharvest: General                 | 13             |
| High density planting                | 14             |
| Year: 1996                           | 15             |
| Cankers                              | 16             |
| Year: 1993                           | 17             |
| Crop control                         | 18             |
| Insect related chemical applications | 19             |
| Orchard management                   | 20             |