

## **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 2016 has 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 “category” and “year”, are available electronically and can be easily accessed. The FNRIC used Google Analytics to assess website 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/>. The UC ANR Communications technical staff maintains the database program and the server that houses it. The FNRIC staff maintains, updates, and monitors the database and visitation activity.

### **PROCEDURE**

- Reports for 2016 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 28, 2017 (Tables 2 and 3).

## RESULTS AND CONCLUSIONS

From January 1 through November 28, 2017, the Dried Plum Research Reports database website received a total of 2,056 page views during 425 visits. Regarding geographical distribution of the visits, 51.6% of the visits originated with the United States and 77.6% of those originated in California. Chile (6.7%), India (4.5%) and Brazil (3.5%) led the foreign visits. The highest usage months were February and April. The website has been “live” for the entire year 2017, and we anticipate future maintenance to maintain this stability.

In 2014, the Fruit & Nut Research and Information Center website and all associated websites, including this database website, were converted to a mobile-friendly format. During 2017, the FNRIC maintained the mobile-friendly version of the Dried Plum Database.

Table 1. Monthly page view summary for Jan. – Nov. 2017

Month	Page views 2017	Users 2017
Jan	159	38
Feb	216	38
Mar	177	47
Apr	225	49
May	206	47
Jun	149	26
Jul	198	47
Aug	170	34
Sep	181	33
Oct	187	27
Nov	188	39
Total	2056	425

Table 2. Global distribution of database visitors for Jan. – Nov. 2017

Country	% Visits 2017
United States	51.57
Chile	6.67
India	4.51
Brazil	3.53
Turkey	3.14
Pakistan	2.55
Italy	1.76
Serbia	1.57
Australia	1.37
Canada	1.18

Table 3. Distribution of database visitors within the United States for Jan. – Nov. 2017

State	% Visits 2017
California	77.57
Tennessee	2.28
New York	1.9
Texas	1.52

Table 4. Distribution of database visitors within California for Jan. – Nov. 2017

City	% Visits 2017
Davis	17.65
Sacramento	9.8
Fresno	8.82
Yuba City	6.86
San Luis Obispo	4.41
Chico	3.43
Modesto	3.43
Gridley	2.45
San Francisco	2.45
Vacaville	2.45

**Budget Summary:** The \$1,500 allocated for this project in 2017 were used toward salaries & benefits of FNRIC staff only.