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COMPILING SUCCESSFUL RESEARCH FROM ESO (STEPS 3 AND 4)

Jantus van der Linden

In this, the **second article** of the two-part series (the first article appeared in Edition No 40 - March 2013), we will be looking at Steps 3 & 4.

Step 3: Undertaking the Research and Recording Findings

This step proposes a logical process and procedure towards finding information on ESO by using the list of key words and phrases developed during Step 2. For demonstration purposes (research topic: finding information on diseases found on tomatoes) it is assumed that such a list will typically include the key words and phrases: crops/plants, vegetables, tomatoes; production; diseases; crop health; crop protection; disease control; agrochemicals; fungicides and pesticides; spray programmes, etc. Now proceed via the following actions and using your key words (the underlined words) as pointers:

Action 1: From the *Main Navigation Bar*, select the *Plant Navigation Tab*. Then click on the desired *Main Menu Icon* –

Vegetables. From the *Sidebar*, click *Crop Selection* and select *Tomatoes* from the various vegetable options in the menu.

Action 2: Still in *Tomatoes*, via the *Production Information* option, select the *Crop Health* section and click the *Diseases and Disease Control* option (bringing us to our core research topic). the Content Panel, the most important prominent diseases found on tomatoes appear (approximately 25 diseases listed in alphabetical order). By clicking on any of these a range of information on that specific disease is displayed – from a description of the disease (including a picture), its impact and effect to its prevention and possible treatment. The Content Panel also offers an alternative route to more information related to diseases on tomatoes – see the last entry listed in the panel which provides a shortcut *link* that takes you automatically to the *Problem Solver* section on ESO (which is also obtainable via a selection button on the *Sidebar* and by then selecting the *Plant Health* and *Pests and Diseases* options). This Problem Solver route takes you through a problem identification process to help you identify and select if the disease is encountered the fruit, flowers, leaves, stems, roots or on the whole tomato plant.

Action 3: Further information related to our research topic is obtained via the *Protection* button on the sidebar (offering more generic advice on how to manage and control diseases via chemicals and other means).



Jantus van der Linden

Step 4: Evaluating research results and determining how best to disseminate such to the farmers

Research results must finally be evaluated against the needs, requirements, circumstances and profile of the end user (who for the purposes of our demonstration are literate but inexperienced farmers). Whilst great care was taken to ensure that ESO content is user friendly, it is important to check that the language and sophistication level match the profile of your beneficiary farmers.

Also note that ESO has some very useful functions to facilitate the recording, printing and presentation of research results. These include a printer button; the ability to select and copy any section within ESO to a Word document in text format, and the ability to email documents contained on ESO to your computer.

It is trusted that this example demonstrates the ease with which research can be undertaken on ESO and will stand Extension Officers in good stead.



TIPS FOR EXTENSIONISTS

Matsunke Malefane and Michèle Cloete

Tips for developing a business plan

Developing a business plan is time consuming. To help avoid costly comebacks you may consider:

- Determine the institution's preferred business plan layout/structure, collect and produce all required documents right from the start of the process;
- Spend ample time planning the document;
- Perform a feasibility study; and
- Include the business' budget (use ESO's Gross margin budget).

Alternatively, you can contact Manstrat for Business Plan training.

Previously I discussed a number of keyboard shortcuts to help you speed up your internet browsing. The response was very positive, and we thought that a follow-up would be appropriate. You may use the following to give your web-browsing wings:

- “Esc” (top left of the keyboard) – will close a menu or a dialog box.
- “Ctrl + T” – will open a new tab.
- “Ctrl + N” - will open a new window.
- “Ctrl + D” - will save your current webpage as a bookmark.
- “Clicking your Mouse-wheel on a Tab” will close the Tab.
- “Clicking your Mouse-wheel on a Link” will open the link in a new tab.



- When searching for something on the Web using any search engine, place the phrase or words that must be searched together as a concept, in inverted commas. For example, when searching “harvesting tomatoes” Google won’t waste time finding one set of Web pages containing the word “harvesting” and another set containing the word “tomatoes.” Instead it will search for the exact phrase “harvesting tomatoes, bringing you closer to what you asked for, immediately.

By using the opportunities offered with combinations of different keys and mouse-wheel clicks, you can save yourself time while having fun surfing the Web.

Get to know fellow Extension Suite Online users

This month’s ESO user interview was conducted with the March 2013, **Provincial Top User** from North West Department Agriculture and Rural Development, **Mr Abel Bone Mokomele**.

This month we would like to introduce to you Mr Abel Bone Mokomele, the top Provincial user from the North West Department: Agriculture and Rural Development, for the month of March 2013. Abel is from a small developing town named Bapong village, next to Brits and close to the platinum mines, this area is surrounded with farms that get their irrigation water from the Hartbeespoort dam.



Mr Abel Bone Mokomele

Even though Abel studied Animal Science, he is currently working as a generalist, both with crops and animals in the Bojanala district municipality, specifically the Madibeng area. He has been with the North West department since 1996. His immediate supervisor is Mr Save Motlangang, and his district heads are: Dr Matshego (Deputy Director) and Mr Ben Matiwane (Director).

An overview of his advisory group would include mostly farmers belonging to the Community Property Associations (CPA’s). He is responsible for 7 CPA’s and 13 individual farmers, farming both with crops and intensive livestock. ESO was

first introduced to him by Manstrat personnel around 2008/9. Abel used to only check the Economics section, but lately, after attending a workshop in March 2013, he realised that ESO contains a broad spectrum of information, that he can use to assist his farmers. We asked Abel to describe ESO as an extension tool, and this is what he had to say: “If you have ESO, you have all the Agricultural answers you need. Within 2 minutes you get your answers. Now there is no need to tell a farmer that you will only come back with an answer next week.”

UTILISATION OVERVIEW FOR MARCH 2013

Thapedi Setshedi

One thing about this wonderful country and its people is that no matter what happens to us, we manage to get back to “normal” without fail.

It is also true about Extension Suite Online utilisation. The middle of November annually heralds the start of the energy meltdown as people eagerly settle into the December holiday spirit. This period of lethargic inaction normally comes to an end towards the last few days of January and often continues to the middle of February when the world seems to start turning again. The holiday spirit also affects ESO utilisation in the same manner that it affects everything else, except shopping of course!

It is then during March that things return to normal, and this year was no exception. During March, visits to ESO increased with 29.4%, pages visited increased with 147%, and time spent on the system increased with 38.9%, while the Help Desk assisted 171 users. A milestone was reached early during March when user registrations topped the 3,000 mark.

The top user in the Republic was an old hand Lesego Phakedi from Gauteng.

MONTHLY NATIONAL ESO USER: MARCH 2013

ESO utilisation is determined through monitoring user utilisation in the nine provinces and by attaching values to Visits, Pages Visited and Duration of Visits; a rating is calculated to establish the National ESO USER of the Month. The monthly national ESO user will

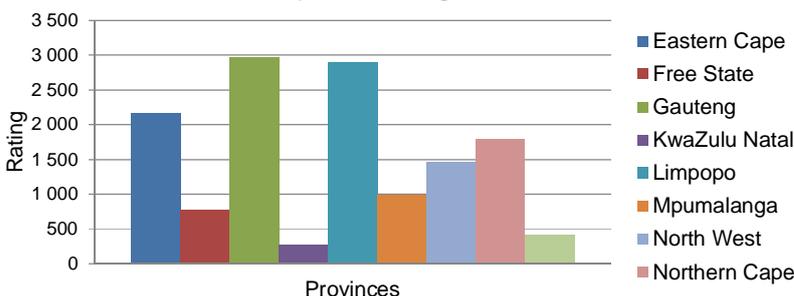
receive the following prizes: First time National ESO User 2013: **4 Gig USB memory stick**, second time National ESO User 2013: **Sony Digital Camera**, third time National ESO User 2013: Blackberry cell phone, National ESO User 2013: **Samsung Galaxy Tab**.



Mr Lesego Phakedi

Congratulations to **Mr Lesego Phakedi (Gauteng Department of Agriculture & Rural Development)**, who is the ESO National User for March 2013.

Provincial top user rating for March 2013



Top users in each province: March 2013

Eastern Cape	Sindile Magoda
Free State	Griffith Hadebe
Gauteng	Lesego Phakedi
KwaZulu Natal	Lingani Marageni
Limpopo	Tebogo Thobakgale
Mpumalanga	Michael Mohuba
North West	Abel Bone Mokomele
Northern Cape	George du Preez
Western Cape	Dudley Adolph