

February 4, 2017

Dear Strawberry Grower,

I am very pleased to announce to growers in the Southeast that I am going to be able to offer SkyBit's E-Weather Strawberry Canopy Forecast for just \$95/grower for a 3-month subscription that will start February 15<sup>th</sup> and run through mid-May. For just a little over \$1 per day, you can subscribe to the best site-specific product in the business for forecasting minimum temperatures right at the strawberry canopy level.

Description. The Strawberry Canopy Forecast Product provides a detailed 24-hour temperature forecast for within the strawberry canopy, and it includes a temperature envelope estimation that provides growers with information on the temperature variation that may be seen within the field. Those hours of the 24-hour forecast that may have temperatures (either heat or frost) that are detrimental to the crop are highlighted on the chart (you can see the product that SkyBit generated for Clayton Central Crops this morning juts below).

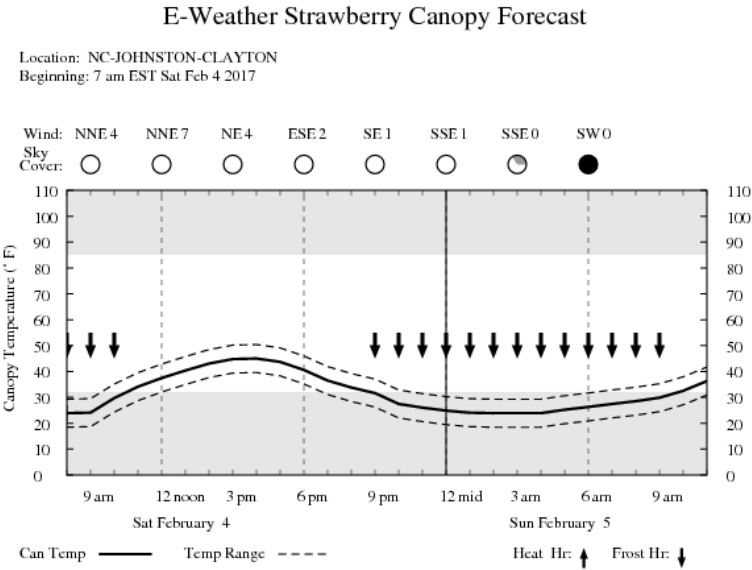


Figure 1. SkyBit generates a graphical 24-hr forecast that shows those hours when frost may be detrimental to your strawberry crop.

In addition to the detailed 24-hour graphical forecast, “7 Day Forecast” for both within strawberry canopy and outside field areas will help you determine just how much colder it may be near ground level (strawberry canopy) vs. the air temperature at 6 ½ ft (weather shelter height). For example, on the morning of February 4<sup>th</sup> the table shows the minimum canopy temperature for Clayton Research Station was 22 F, but the air temperature at 6 ½ ft was 26 F!

SKYBIT IS THE ONLY WEATHER SERVICE PRODUCT THAT WILL TELL YOU HOW COLD IT WILL BE AT THE STRAWBERRY CROP LEVEL! And, what is really concerning is just how many strawberry growers do not

appreciate how much colder it really can be at the canopy level vs. the air temperature at weather shelter height! On the morning of February 4<sup>th</sup> (2/4/17) there was an actual 4 F difference. On days of even lower dewpoints (this morning was 15 F), we can see even wider spreads in air temperatures between the canopy and weather shelter.

Finally, at the very bottom of the forecast note the “Hourly Forecast” of wetbulb temperature, dewpoint temperature, and wind direction and speed – all of this information is critical to making the right decisions for using sprinkler irrigation to frost protect your strawberry crop.

7 Day Forecast							
	Feb 4	Feb 5	Feb 6	Feb 7	Feb 8	Feb 9	Feb 10
	Sat	Sun	Mon	Tue	Wed	Thu	Fri
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	Strawberry Canopy			Inside Field			
Min Can Temp (F)	22	23	33	44	43	28	23
Max Can Temp (F)	45	59	63	72	70	46	53
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	Local Area			Outside Field			
Min Air Temp (F)	26	27	37	45	46	30	26
Max Air Temp (F)	45	56	59	68	64	45	51
Avg Dew Point (F)	15	28	37	49	48	28	26
Avg Rel Hum (%)	45	59	63	72	71	66	58
Avg Wnd Spd (mph)	4	4	2	9	10	8	7
Solar Rad (%)	100	94	100	65	83	85	86
Precip (in)	0.00	0.00	0.00	0.12	0.21	0.00	0.00

#### Hourly Forecast

Date	Feb 4, 2017														Feb 5, 2017										
Loc Time	6a	7a	8a	9a	10a	11a	12p	1p	2p	3p	4p	5p	6p	7p	8p	9p	10p	11p	12a	1a	2a	3a	4a	5a	6a
Temp F	27	26	29	32	36	38	40	42	43	44	45	41	37	34	33	31	30	29	29	29	28	28	27	27	28
Wetbulb F	23	22	23	25	27	28	29	30	30	31	32	30	28	26	26	25	25	25	25	25	25	24	24	24	24
Dew F	16	15	13	12	11	9	8	6	6	6	6	8	11	14	15	17	18	19	19	20	20	21	21	22	22
Wdir	N	NNE	NNE	NNE	NNE	NNE	NE	NE	NE	NNE	E	ESE	ESE	SE	SE	SSE	SSE	SSE	SE	SSE	S	SW	SW	SW	
Wspd mph	4	3	5	6	8	7	6	6	4	3	3	2	1	1	1	1	2	1	1	1	1	0	0	1	1
Dep in																									
Dep type																									

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Phone: (800) 454-2266

**Becoming a SkyBit Subscriber:** My goal is to have *previous* SkyBit customers up and running by February 15<sup>th</sup> – hopefully ahead of pre-bloom and bloom period! If you were a SkyBit customer before, it will be very easy for us to activate your 3-month service (beginning February 15, 2017). For new customers (see instructions below), we will do our best to have you underway by the mid-February, but it could take an additional week for us to get everything working correctly – please be sure to complete the SkyBit Information sheet ASAP.

Instructions for previous customers:

1. Just send me a check for \$95, and as soon as I receive your payment, I will tell SkyBit to re-activate your service. Only checks will be accepted for payment.
2. The \$95 check for 3-month subscription CAN BE MADE PAYABLE TO: **StrawberryDoc LLC**
3. The mailing address: **StrawberryDoc LLC, PO BOX 1515, Williamsburg, VA 23187**
4. I am sorry we cannot activate your subscription any sooner than February 15<sup>th</sup>. If you desire a later turn on time than February 15th, please send me an email ([strawberrydoc@gmail.com](mailto:strawberrydoc@gmail.com)) telling me when you would like to start your 3-month service?
5. SkyBit advisories will then be delivered to your email address 2x each day for a 3-month period ending May 18, 2017. Growers requiring an additional month of service can send a check for \$125 (4-month subscription).
6. Please keep your cashed check as a receipt for tax purposes.

Instructions for new customers:

1. Follow steps 1-6 above
2. Complete the SkyBit Customer Information Sheet (separate document) and email this right back to ([strawberrydoc@gmail.com](mailto:strawberrydoc@gmail.com))

Good luck this season!

E. Barclay Poling, Professor Emeritus NC State