



Dümmen
Orange
OnTarget

OnTarget Guide to mobile app

Overview

- The Dümme Orange OnTarget app is a cultivation tool that supports growers to produce floricultural products in the best possible way.
- It provides growth strategies, information about pests and diseases, a logbook for observations and measurements and a direct chat option with our technical experts.
- This app helps you run your business with lower risks and higher future margins. The app also works offline and colleagues can collaborate in the logbook.
- Everyone can use this app to browse through our complete assortment. Our customers have exclusive access to all features.

Where to download

- The Dümme Orange OnTarget app is available for smartphones and tablets. Open the app store and search for "Dümme Orange" or "OnTarget" to install it on your device.





Dümmen Orange OnTarget app: Grow Cycles

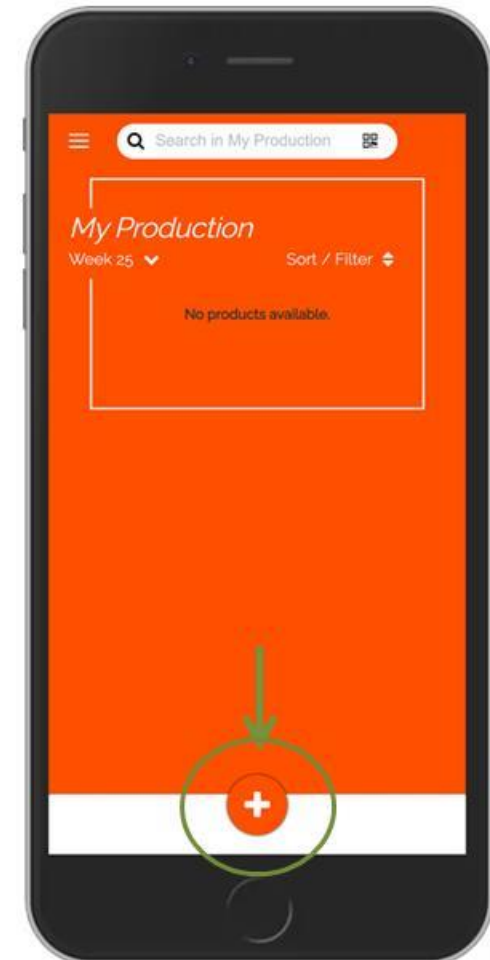
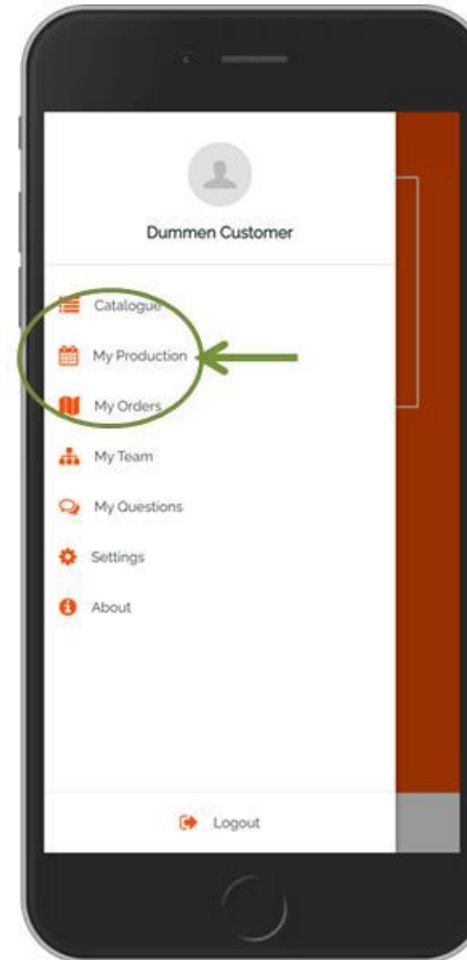


The Dümmen Orange OnTarget app offers a **digital logbook** to track your crops throughout the season.

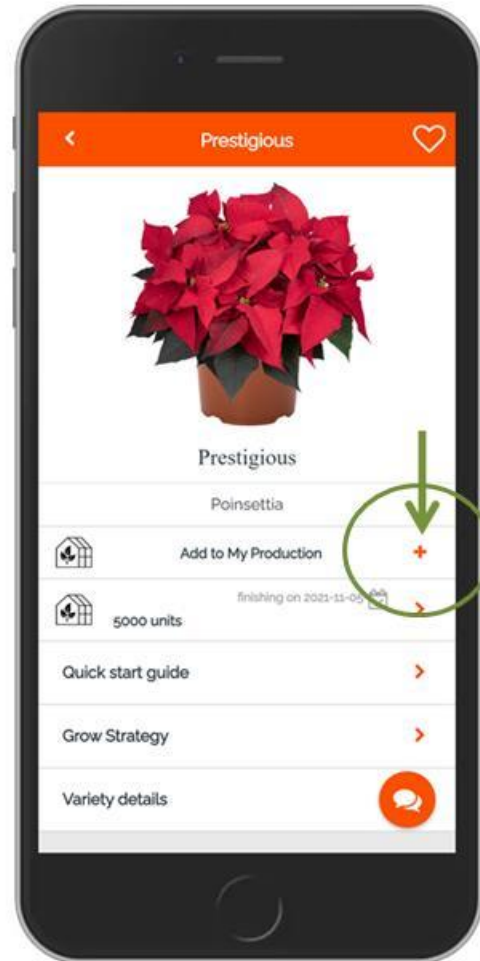
Multiple grow cycles can be entered for any variety to keep track of different greenhouse location or finishing week.

A grow cycle for each variety can be added from multiple locations in the app.

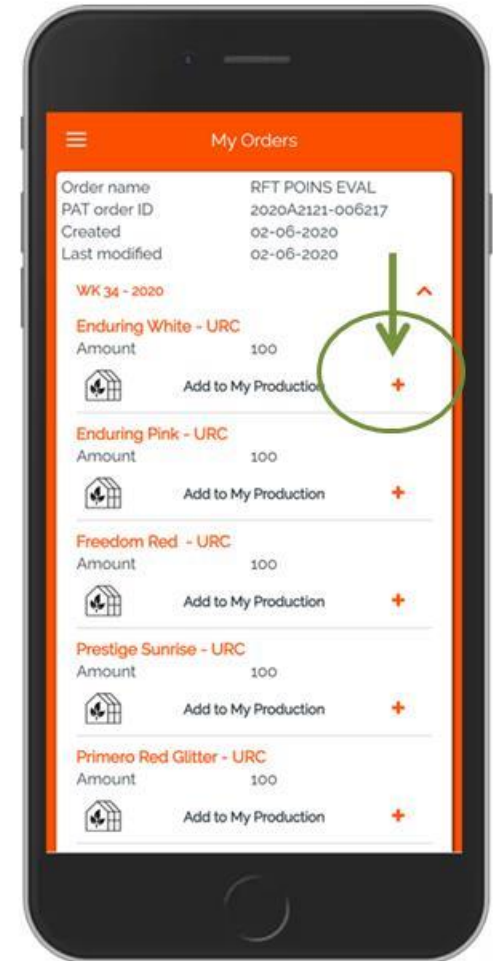
- The easiest way to add a grow cycle is on 'My Production' page. See '**Add Grow Cycles**' section for more detail.



- Selecting a specific variety in the Catalogs page allows user to add a grow cycle of this variety to their Production page as well.



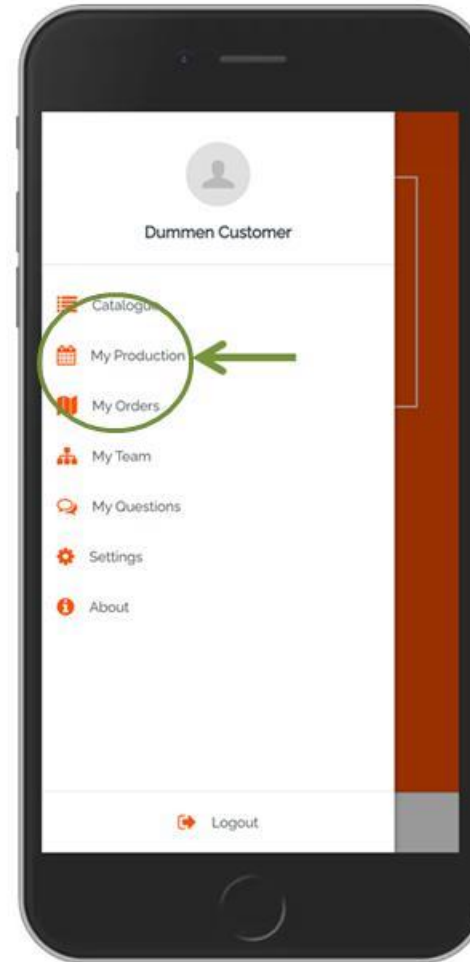
- Grow cycles can also be added from 'My Orders' page. See 'My Orders' section for more details.



Add Grow Cycles

Step 1: Go to 'My Production' page

Step 2: Select + icon on the bottom banner

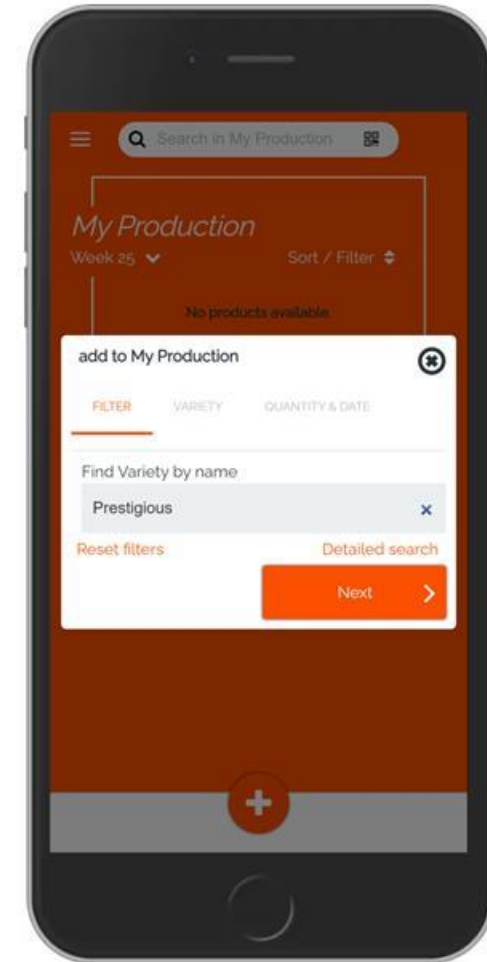
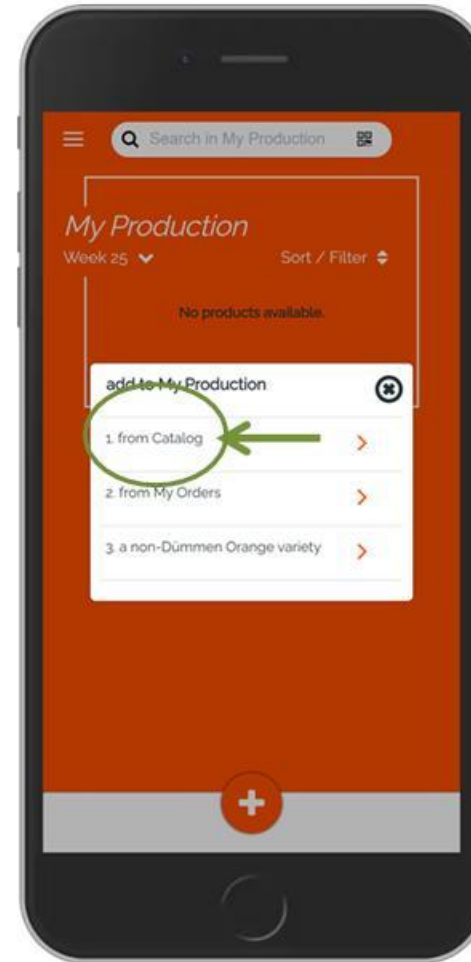


Add Grow Cycles

Step 3: Select "1. from Catalog"

- a. Selecting option "2. from My Orders" will bring you to 'My Orders' page and you can choose a variety from an existing order to add to your production page. You will need to navigate back to 'My Production' page to edit the variety.

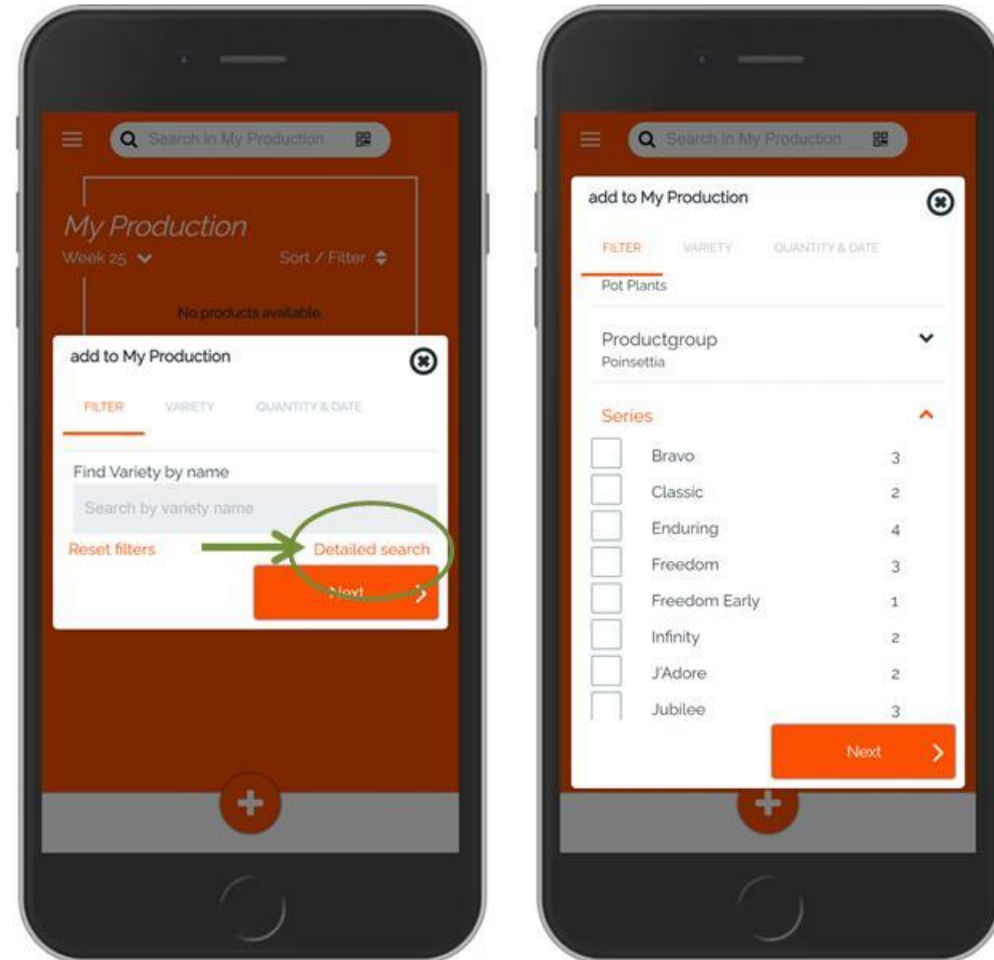
Step 4: Type in variety name or Dümmen Orange code and select Next.



Add Grow Cycles

Step 4

- a. The filter options can be used to find varieties fitting your criteria.

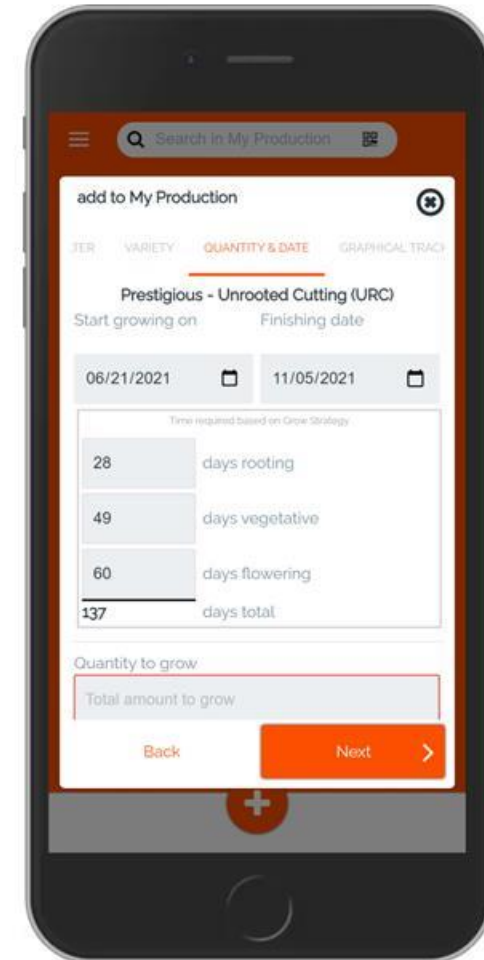
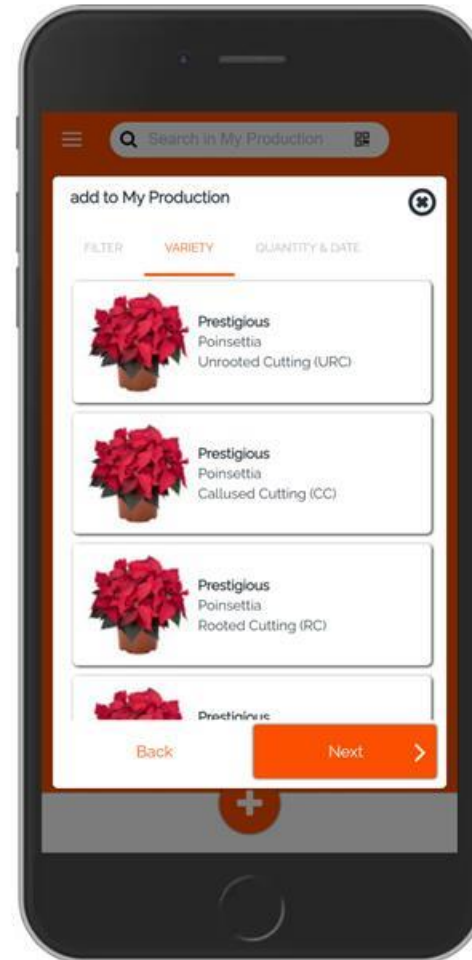


Add Grow Cycles

Step 5: Select desired variety and product form.

- a. There are different product forms of the same variety which will impact the growth strategy and timeline.

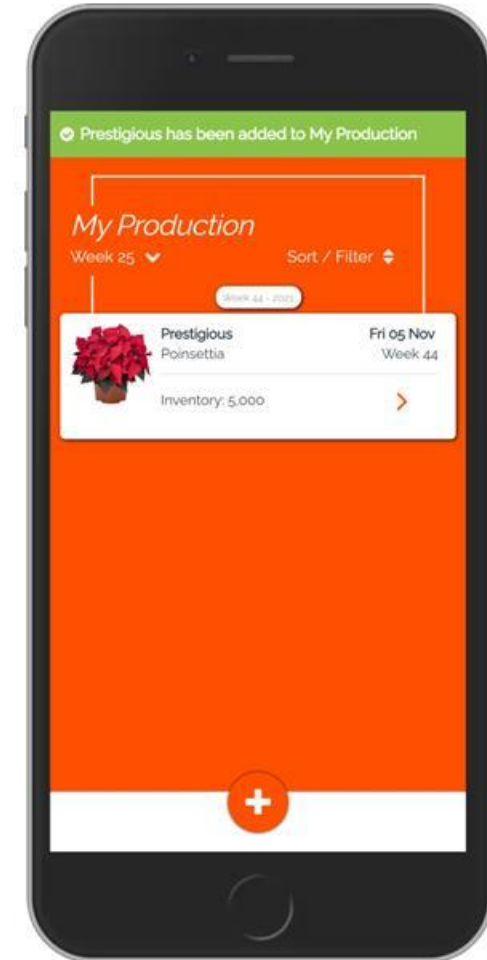
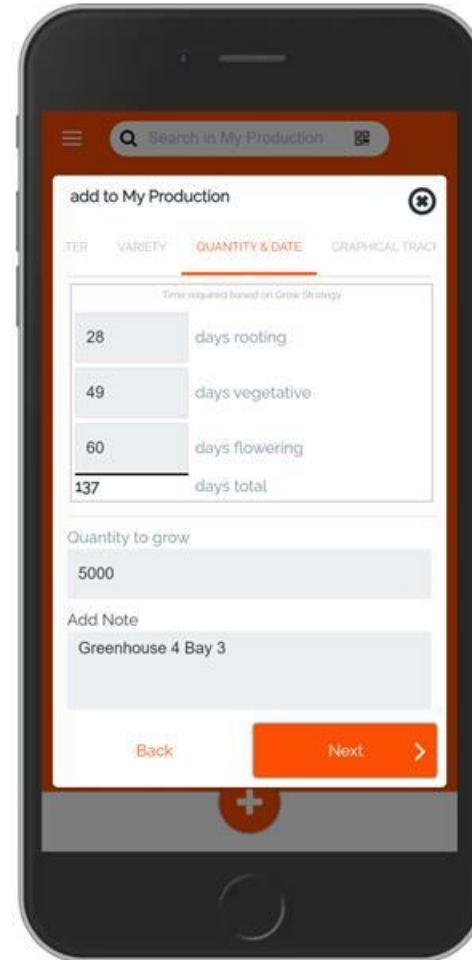
Step 6: The recommended grow strategy will pre-fill the date and timing sections. The dates and timing are editable based on **your production needs**.



Add Grow Cycles

Step 7: Enter the quantity in your inventory for this variety.

Step 8: Optional: add a note about this variety to indicate greenhouse section, grower, etc. to further identify this crop.



Graphical Tracking

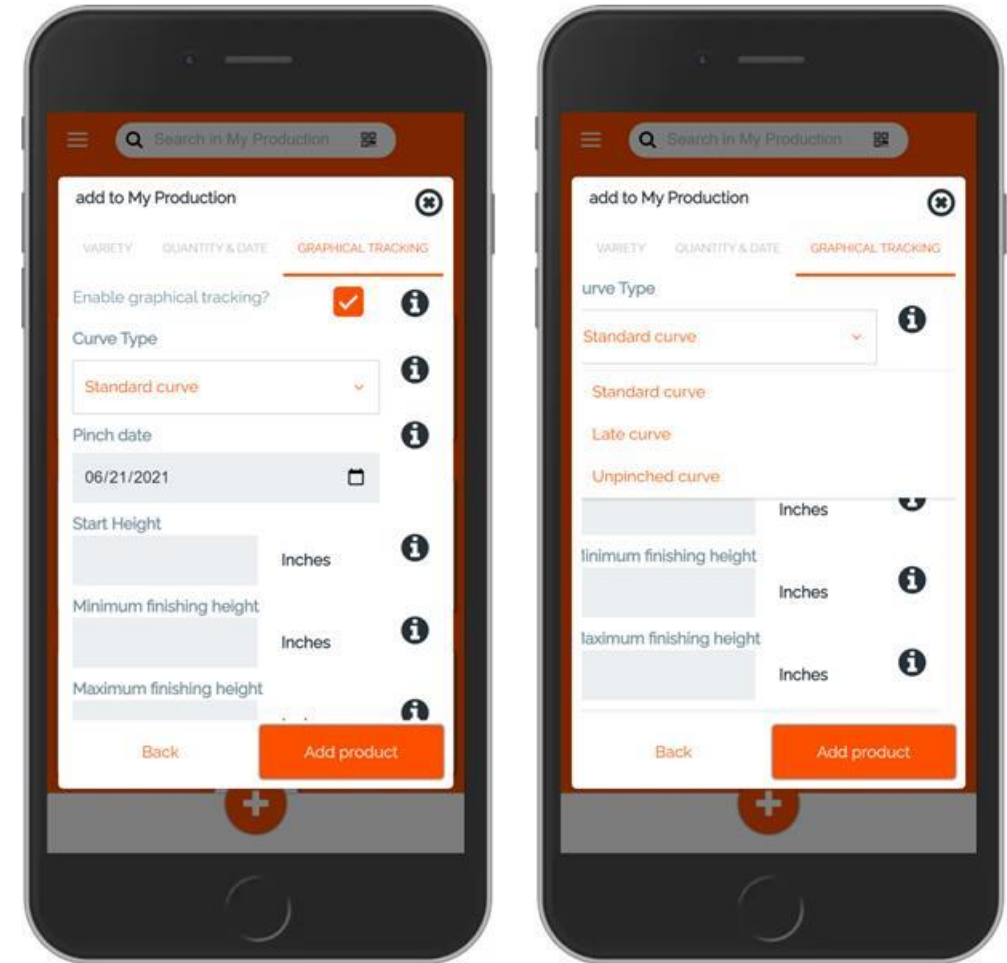
The Dümmen Orange OnTarget app offers graphical tracking for poinsettia crops.

Growers can **visualize plant height growth against target growth**. Graphical tracking can be added when creating a variety via 'My Production' tab or Variety grow cycle settings page.

Step 1: Select the check box to enable graphical tracking tab

Step 2: Select the Curve Type

- a. **Standard curve** — can be used for most poinsettia crops and variety to provide the closest guide for your pinched crop
- b. **Late curve** — used for pinched crops that grow quickly after first color
- c. **Unpinched curve** — for crops grown as single stem



Graphical Tracking

Step 3: Update the pinch/graph date for the crop

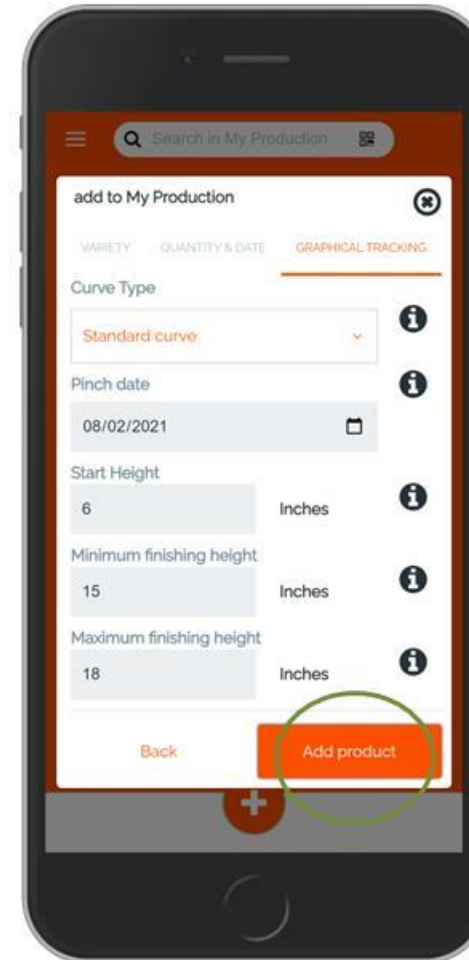
- a. For unpinched crops, the recommended graph start date is when the crop has grown one inch taller than the transplant height. This is before the crop experiences rapid linear growth. Generally, this can occur anywhere from 10-days to a month after transplanting.

Step 4: Enter the starting height measured from the base of the pot to the growing tip of the plant.

Step 5: Enter the acceptable minimum height at finishing.

Step 6: Enter the acceptable maximum height at finishing.

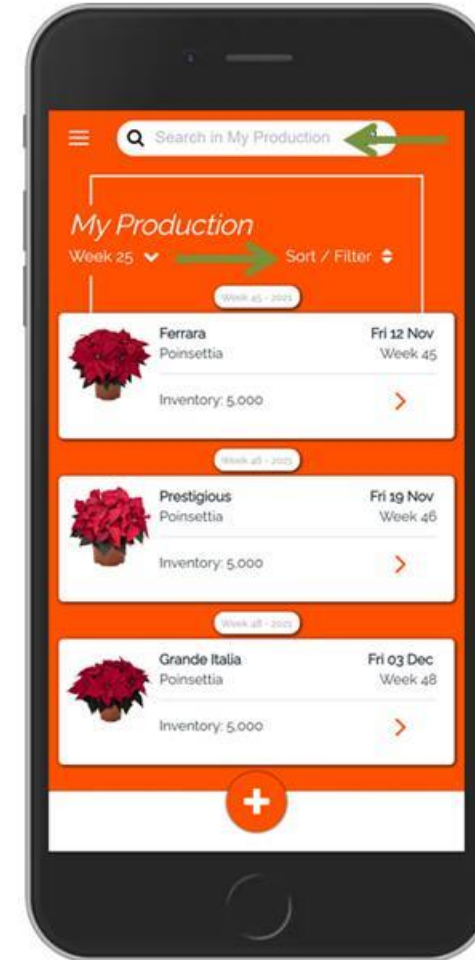
Step 7: Select 'Add Product' or 'Save & Close'.



Edit Grow Cycle

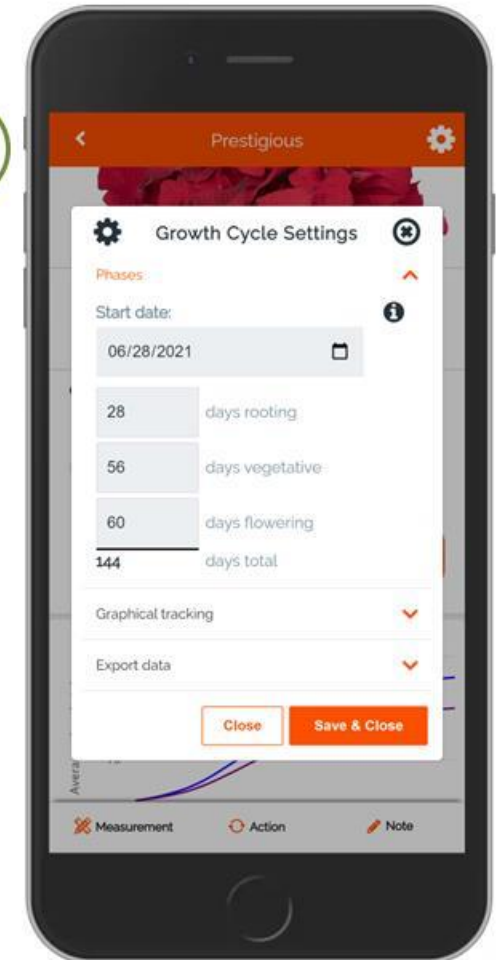
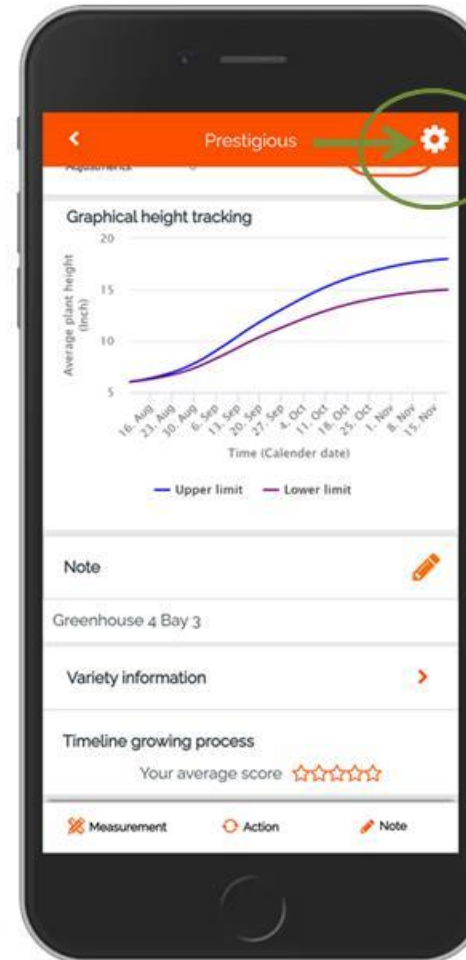
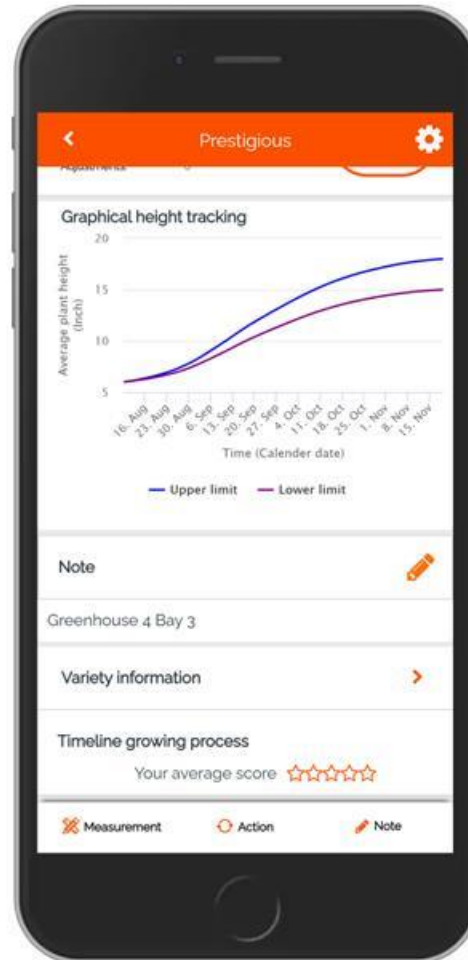
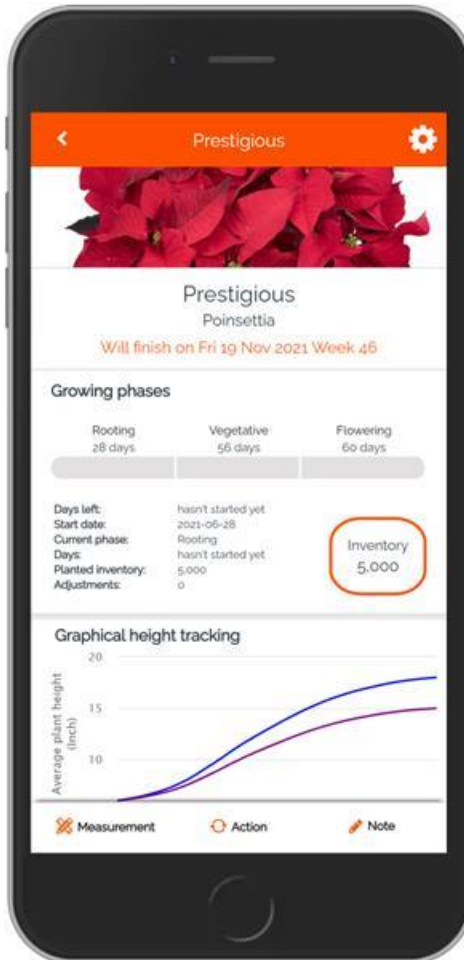
'My Production' page shows a list of your grow cycles.

- The default view on this page shows all active (unfinished) crops. You can search through your list of grow cycles by using the search bar on the top of the page or using the sort/filter feature.



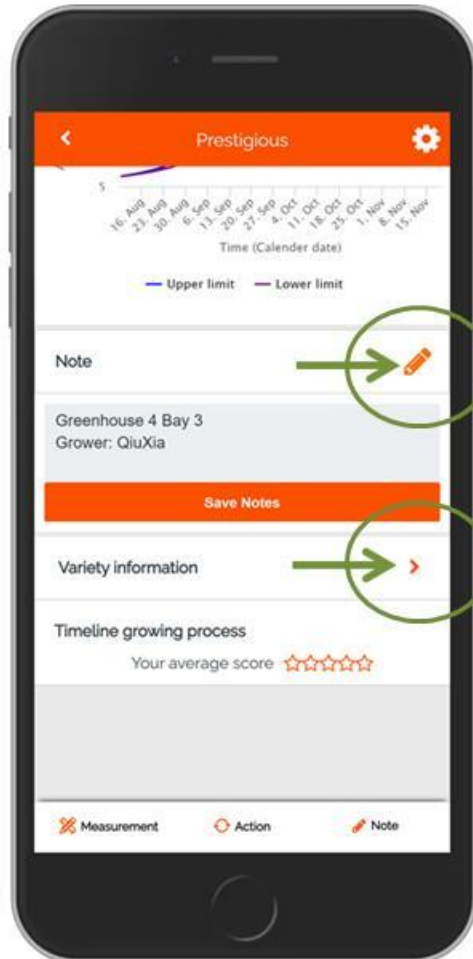
Edit Grow Cycle

- Each grow cycle can be adjusted and add production notes and photos.
- Select a grow cycle to view variety timeline and information.
- The grow cycle settings can be accessed via the gear icon on the top right.

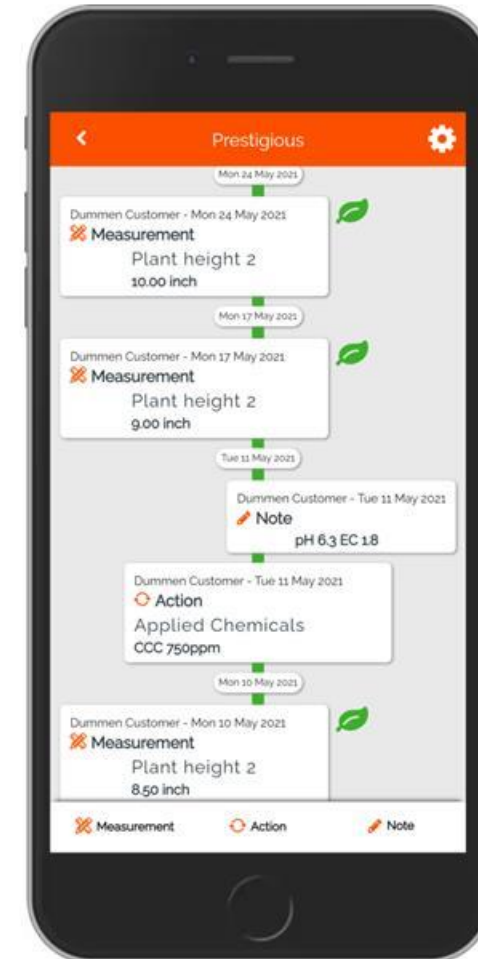


Edit Grow Cycle

- View or edit crop **note section** with desired information like greenhouse section, grower, etc. to identify this crop.
- View **Variety information** for catalog details with relevant quick start guides and variety information.

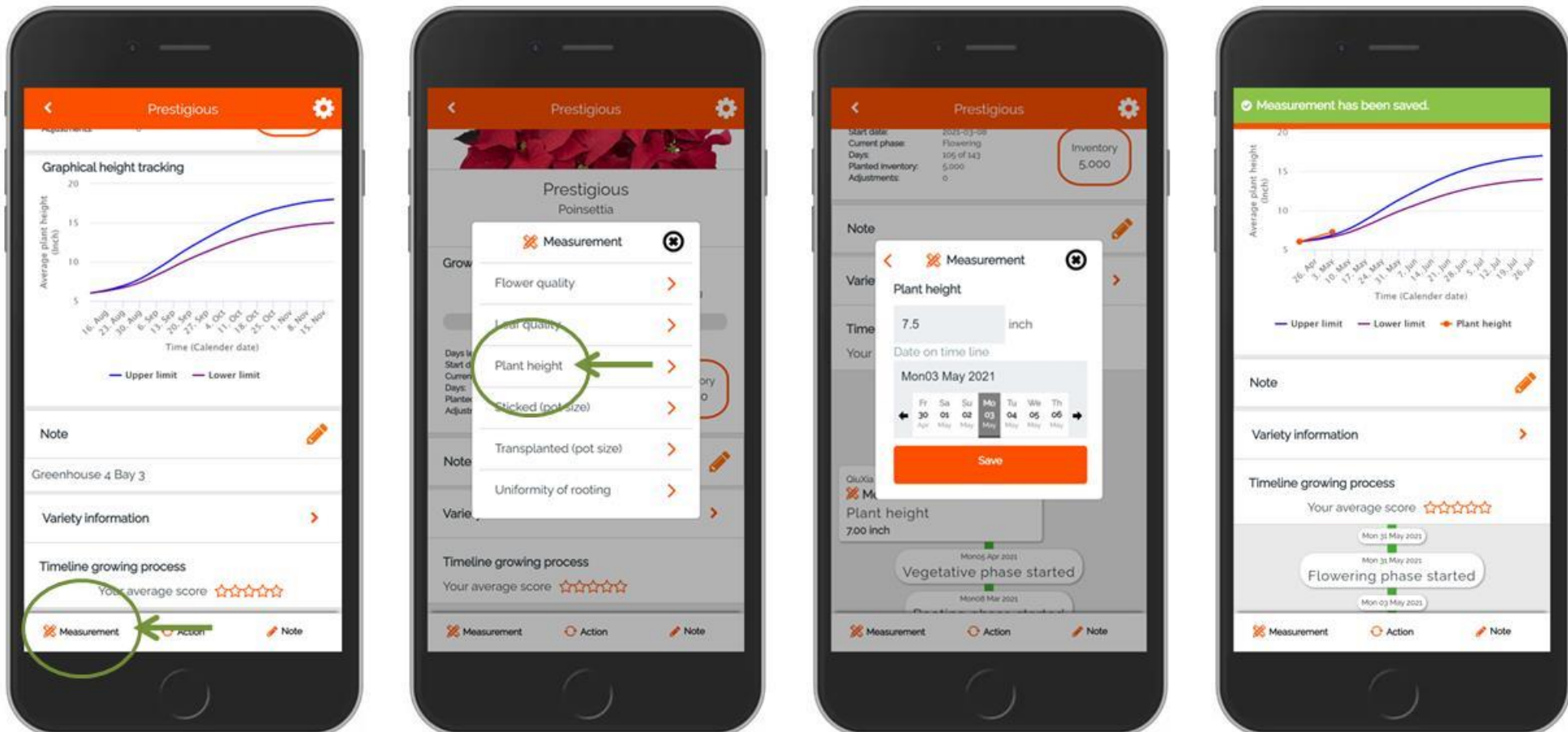


- The **timeline** stores your inputted production measurements, actions, notes and photos for the variety.



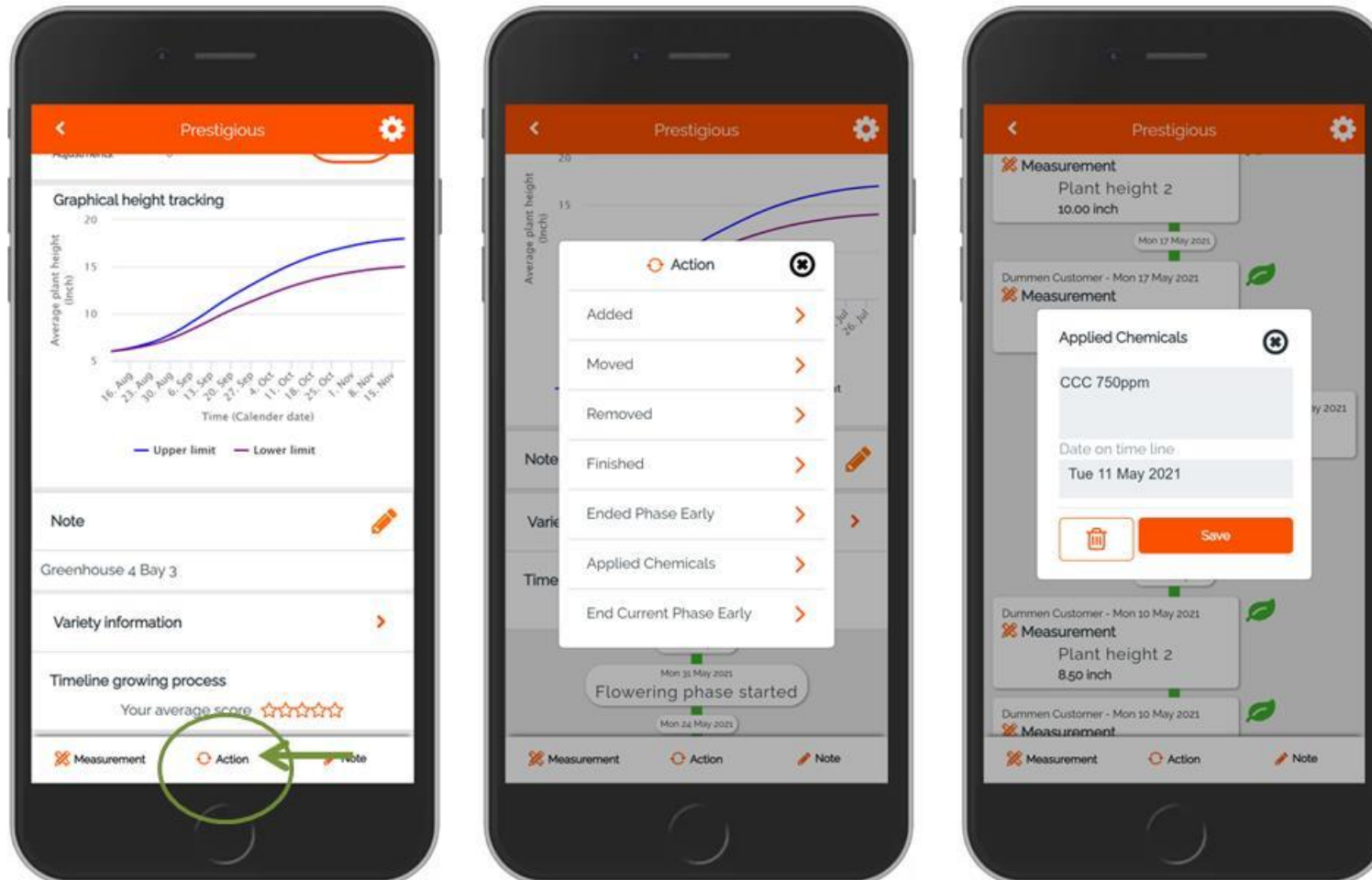
Edit Grow Cycle

- Add a **production measurement** by selecting the Measurement icon on the bottom banner.
 - Plant height measurements will update graphical height tracking section, if option is selected.
 - The average of multiple measurements on the same day will be shown on the graph.



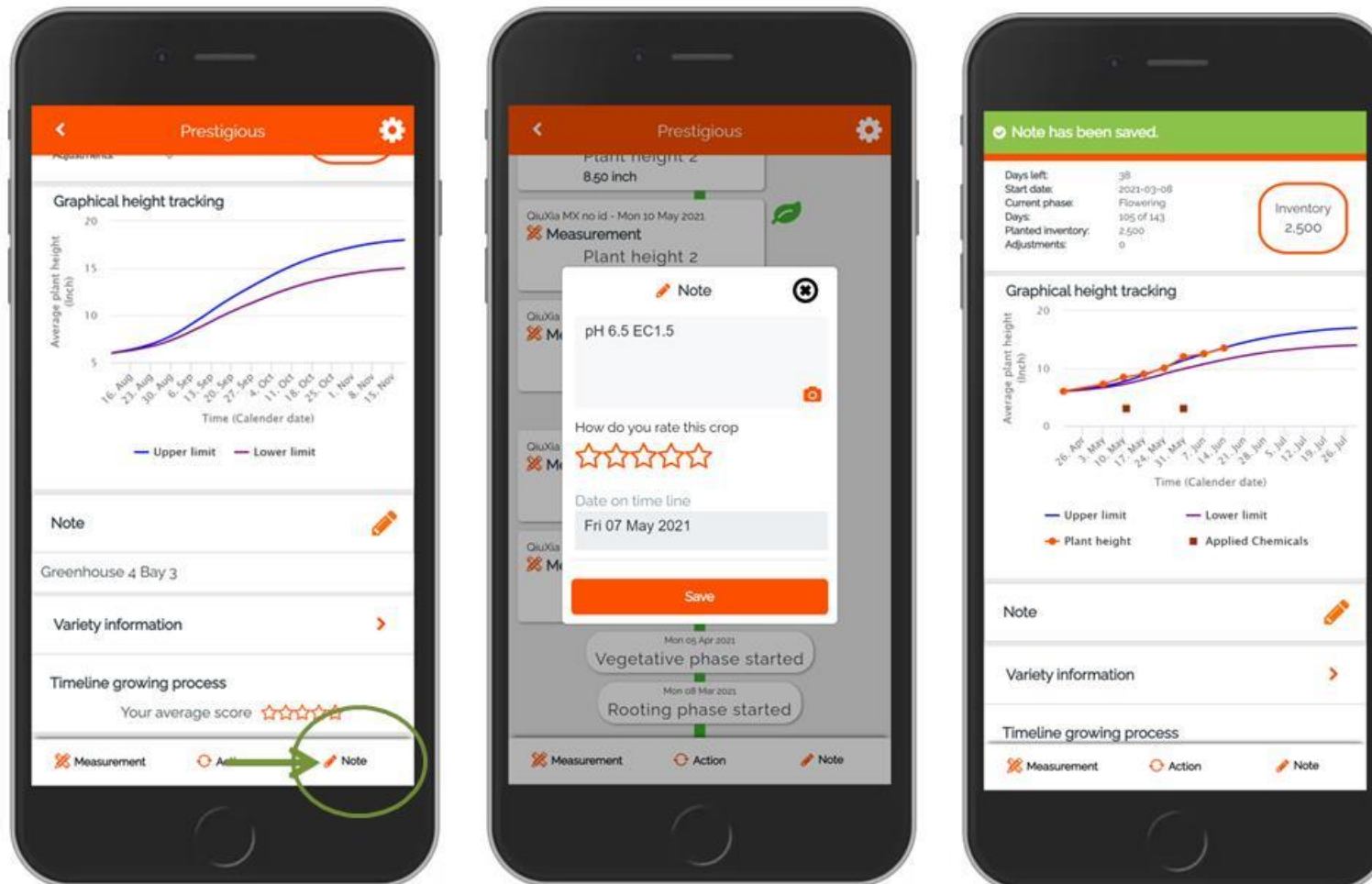
Edit Grow Cycle

- Add a **production action** by selecting the Action icon on the bottom banner.
 - Applied chemicals will update graphical height tracking section, if option is selected.



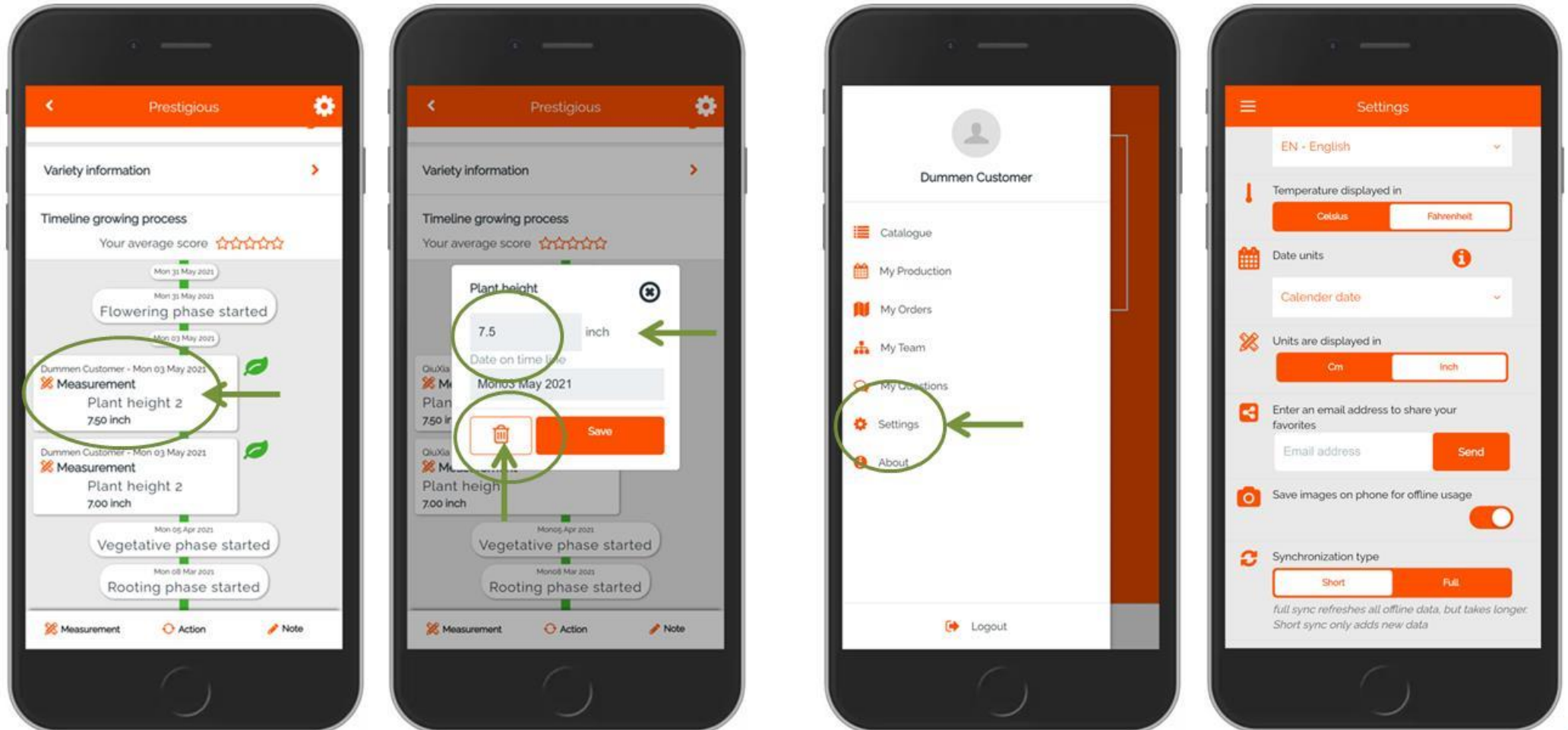
Edit Grow Cycle

- Add a **production note** by selecting the Note icon on the bottom banner.



Edit Grow Cycle

- Information within the timeline can be edited or deleted by selecting the data and updating the pop up screen.
- Users can change display units in the app **Settings** page.

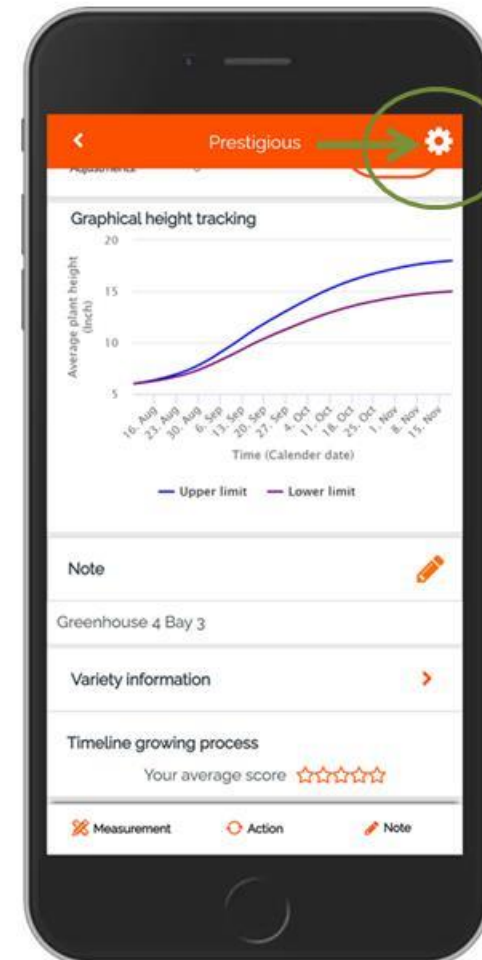


Export Graph and Data

A copy of your data and graph can be saved for your records by exporting to a pdf or excel file.

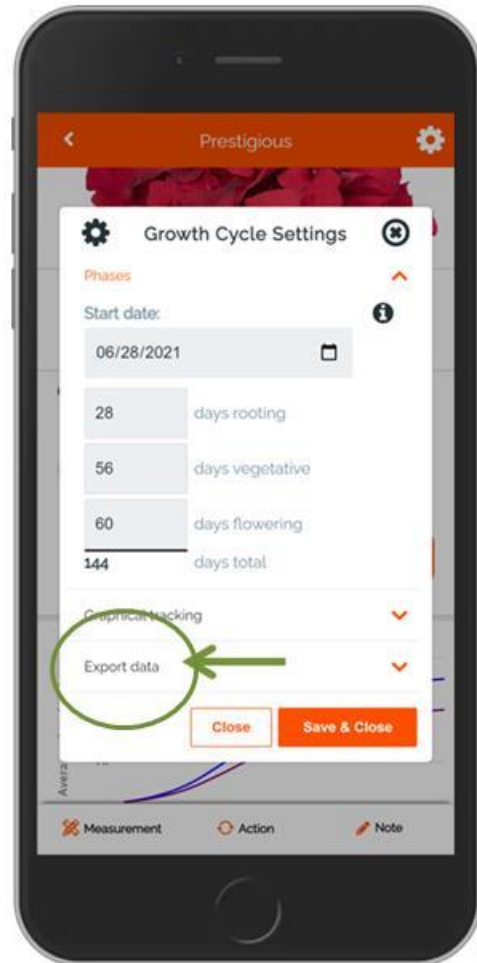
The graph can be printed at the beginning of the poinsettia season to provide a visual reminder to check crop height throughout the growing season.

Step 1: Go to Growth Cycle Settings page

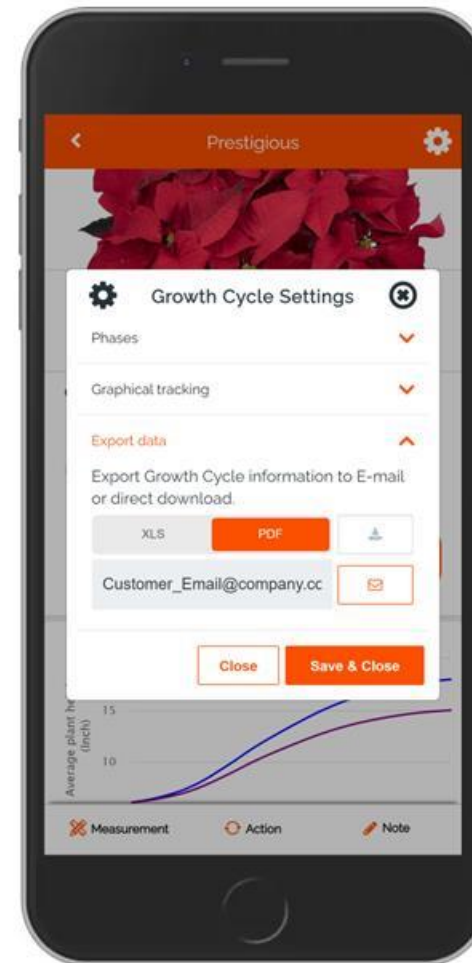


Export Graph and Data

Step 2: Select Export data



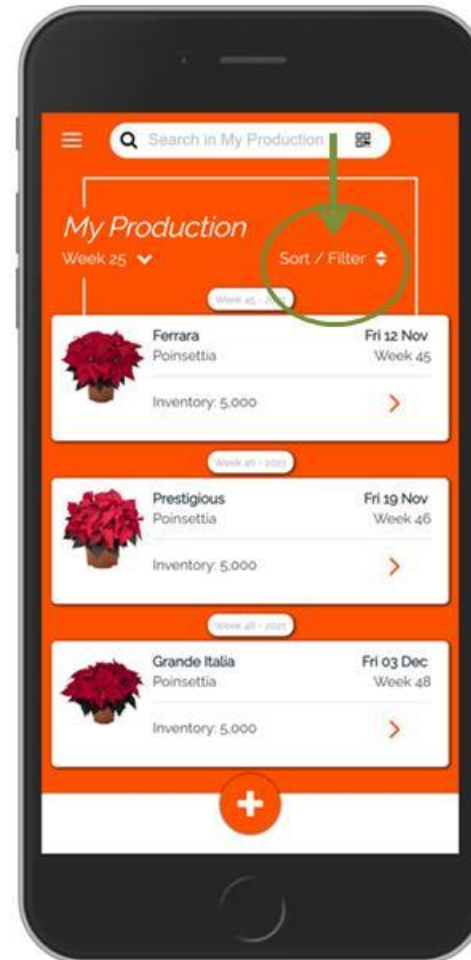
Step 3: Select file type, enter email address and select email icon to send



View Finished Grow Cycle

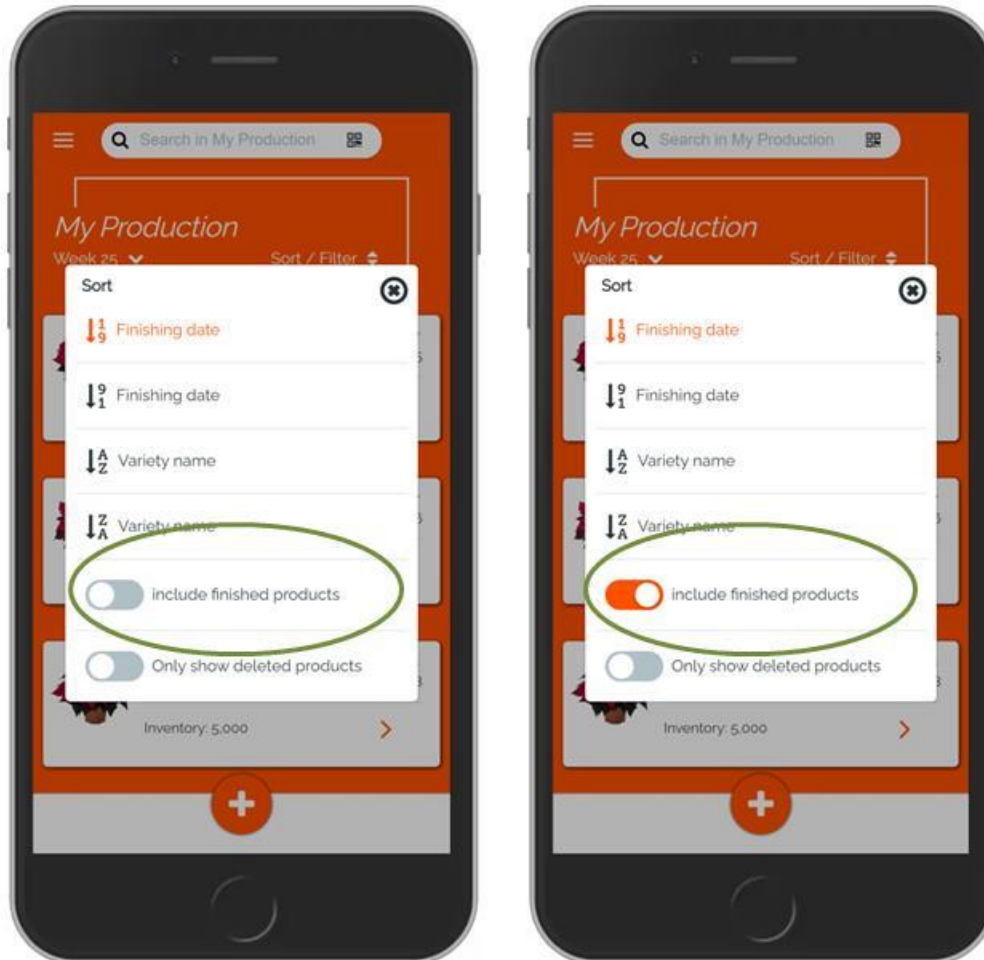
Reviewing previous crop cycle data can provide insights and actions points to manage the upcoming season or crop cycles.

Step 1: Open Sort/Filter tab

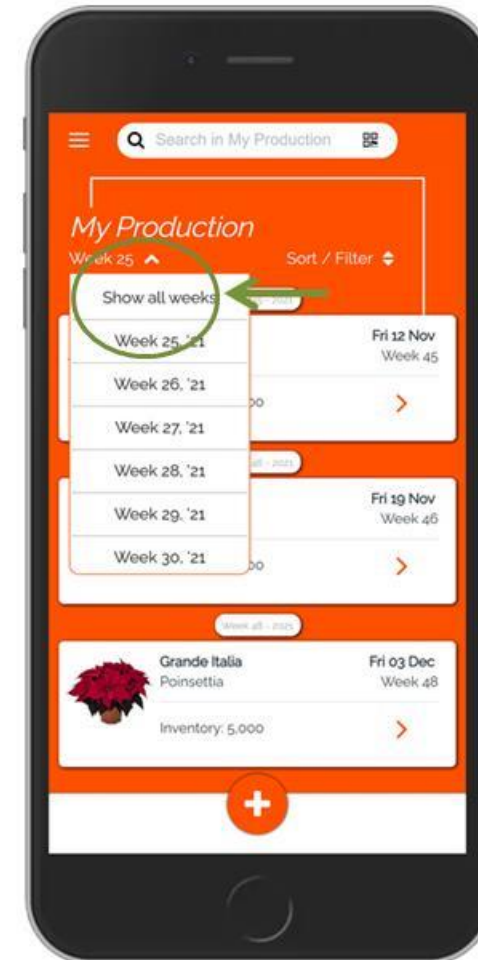


View Finished Grow Cycle

Step 2: Select 'include finished products' to toggle on this option.



Step 3: Open week option tab on the right and select 'show all weeks' to view previous finished grow cycles.





DÜMMEN ORANGE®

for you