Back Pocket Grower
Setting up your account

Paul Fisher, Ph.D., pfisher@ufl.edu

Outline

• Accessing Floriculture Research Alliance information
• Overview of Back Pocket Grower
• Different types of account
• Mechanics of setting up account and adding information to customized account
• Follow up

Accessing Floriculture Research Alliance information

• Don’t forget the floriculturealliance.org website for more detailed reports, copies of handouts, etc.
Accessing Floriculture Research Alliance information

Overview of site

• Provide a mobile solution for delivering floriculture training information out into the greenhouse.

• Customizable accounts with public and private information.

• Crop planning, Tools, Training components

Overview of Back Pocket Grower

• Go to backpocketgrower.com with your browser.

• Looks best on a mobile device.

• Log in (current password FRA123)

Overview of Back Pocket Grower

• Three components: (1) Crop Plans

Demo: Example customer-oriented culture guide

Demo: Published seedling plug guide

Demo: Published cutting propagation guide
Overview of Back Pocket Grower

- Three components: (1) Crop Plans

Overview of Back Pocket Grower

- Three components: (1) Crop Plans

Overview of Back Pocket Grower

- (2) Tools
  - Solutions
  - Substrates
  - Costing
  - [Tell us what you want]...

Overview of Back Pocket Grower

- (2) Tools – example ppm calculator

- Try the tools out and give us feedback.
Overview of Back Pocket Grower

(3) Training

Current topics:
- Greenhouse management
- Tissue culture and unrooted cuttings
- Seedling plug production
- Grower case studies
- Substrates
- Water
- Next: cost accounting, fertilizers & pH management

Options for different kinds of accounts

<table>
<thead>
<tr>
<th>Account type</th>
<th>Description and access</th>
</tr>
</thead>
<tbody>
<tr>
<td>Public</td>
<td>Not password protected, no log in required. Contains published training material.</td>
</tr>
<tr>
<td>Floriculture Research Alliance</td>
<td>Password protected. Resources accessible by FRA research supporters and university contributors. Contains published and unpublished training resources, but no internal company resources.</td>
</tr>
<tr>
<td>Internal Company Training</td>
<td>Password protected. Individual accounts set up for FRA research supporters. Contains confidential internal documents only accessible within that company.</td>
</tr>
<tr>
<td>Marketing</td>
<td>Password to access, or unique URL. Can be linked with QR Code. For customized programming, contract with ThomasBaine Ltd. (Bruce MacKay)</td>
</tr>
<tr>
<td>Extension Workshop</td>
<td>Password protected. Set up by university contributors for running workshops, where a selection of resources are activated for a limited time.</td>
</tr>
</tbody>
</table>

Examples of accounts

Knox Nursery
- Internal crop training account
- Uploading in-house crop plans for young plants (seed and cuttings)

Examples of accounts

Knox Nursery
- Have a unique password, which accesses their info
Examples of accounts

Knox Nursery
• They determine the product lists, search and information fields, and information in each field

Mechanics of customized accounts
1) Contact Paul Fisher (pfisher@ufl.edu) and Bruce MacKay (bruce@thomasbaine.com) to set up an account, and set a date and time to discuss using gotomeeting.

2) We will set up an account with your logo, and give you a unique password.

3) When you log in with that password, you will be inside your account.

Examples of accounts

Pleasant View Gardens
• Marketing account
• Culture guide information for their products
• Goal is customer support
• Will be linked with QR codes in advertising, and to their website

Mechanics of customized accounts
4) Decide what kind of account you want – internal company training or marketing (or both)

5) From the university side, we will help you get started (we want to support you, but our mission is research and outreach). If customized programming is required, that is arranged between you and ThomasBaine Ltd.
Mechanics of customized accounts

6) To upload information, we use Dropbox to share files.

Dropbox is a free password-protected online folder

Mechanics of customized accounts

7) We will need a logo file to show inside your account.

Mechanics of customized accounts

8) There is a standard Excel file for organizing crops or products into rows, and fields into columns.

• These rows and columns correspond to the crop or product list and information fields
Mechanics of customized accounts

9) Image and technical (pdf) files are also uploaded into Dropbox

10) From Dropbox and Excel, information and files are uploaded into a secure online database.

Follow Up

1) Contact Paul Fisher (pfisher@ufl.edu) and Bruce MacKay (bruce@thomasbaine.com) to set up an account, and set a date and time to discuss using gotomeeting.

2) Decide what kind of account(s) you want to set up.

3) Start getting content information organized.