

# YouTube Videos Provide Expansion of Information of Fruit Cultivars

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## INTRODUCTION:

The dissemination of information on new fruit cultivars has gone thru many changes in recent times. For many years, the primary means of sharing information on new cultivars were limited to grower meetings, factsheets, meeting proceedings, nursery catalogs and other print sources of media. As internet resources developed the internet became a primary source of information about new cultivars, their primary traits and recommendations for use. Universities have included internet sources of information also. The University of Arkansas Division of Agriculture has a long history in fruit breeding with the program having begun in 1964. More than 60 cultivars have been released including blackberries, grapes, peaches, nectarines and blueberries. The University first began using the internet to provide new cultivar information in the early 2000s on its Cooperative Extension Service website. The presentation used primarily short written descriptions of cultivars and one or more pictures. In 2013, the University first utilized YouTube videos to provide additional exposure for the fruit cultivar releases by the University.

## MATERIALS AND METHODS:

- Video and audio were recorded during 2013 for five blackberry, three nectarine, four peach and six table grape cultivars in the breeding program's plots at the University of Arkansas Fruit Research Station, Clarksville.
- A Nikon D800 SLR camera mounted on a Cinevate™ 38-inch slider was used for both still photo and video. The narrator/developer of the cultivars provided one to two "takes" of a short, unscripted narrative for each cultivar ranging from approximately 1.5 to 2.5 min in length. Close-up videos and supplemental photos of the fruit both on the plant and in the narrator's hand were made to create emphasis.
- A sound booth was used in the University of Arkansas Union media center to record portions of the songs "Blackberry Freedom", "Table Grape Getalong", and "Peach Blues" played by the senior author. Editing was done in the Division of Agriculture Communications Unit office using an Apple MacBook Pro using Final Cut Pro.
- The videos were posted between 3, July and 15 Oct. 2013 on YouTube and a link was then posted to Division of Agriculture sites, including the home pages, a video archive page and any related horticulture sites. The links were also included in related news releases, magazine and newsletter articles.
- Video views were tabulated 2 July, 2015 by cultivar for each crop to attain viewing data since posting.



**Fig. 1.** J. R. Clark recording "Blackberry Freedom", "Table Grape Getalong" and "Peach Blues" for the YouTube cultivar videos.



**Fig. 2.** A Nikon D800 SLR camera mounted on a Cinevate 38-inch slider mounted atop a pair of tripods for recording in the field.



**Fig. 3.** J. R. Clark providing narration about Prime-Ark® Freedom during video recording at the University of Arkansas Fruit Research Station, Clarksville.



**Fig. 4.** J. R. Clark providing narration about "Joy" Grape during video recording at the University of Arkansas Fruit Research Station, Clarksville.



**Fig. 5.** J. R. Clark providing narration about "White County" Peach during video recording at the University of Arkansas Fruit Research Station, Clarksville.

Cultivar video	Viewings 2 July, 2015	Cultivar video	Viewings 2 July, 2015	Cultivar video	Viewings 2 July, 2015
<b>Blackberries</b>		<b>Grapes</b>		<b>Peaches and Nectarines</b>	
Prime-Ark® Freedom	7,139	Faith	1,143	Bowden Nectarine	435
Natchez	6,686	Gratitude	1,103	Amoore Sweet Nectarine	374
Ouachita	5,360	Jupiter	1,039	Bradley Nectarine	275
Prime-Ark® 45	4,412	Joy	1,004	White County Peach	252
Osage	3,520	Hope	829	White Diamond Peach	182
		Neptune	860	Souvenirs Peach	178
				White Rock Peach	140
Total views	27,117	Total views	5,978	Total views	1,836

**Table 1.** Summary table of the viewing totals as of 2 July, 2015 by YouTube users of videos produced by the Arkansas Agricultural Experiment Station after posting on the web between 3 July and 15 Oct., 2013.

## RESULTS AND DISCUSSION:

- Of all Arkansas Agricultural Experiment Station series videos, the fruit cultivar videos were the most popular of on the AAES YouTube channel from mid-2013 until present. The total views for blackberry, grape and peach and nectarine videos were 27,117, 5,978 and 1,836 respectively.
- Viewings of blackberry videos by 2 July, 2015 were as follows: 'Prime-Ark® Freedom', 7,139; 'Natchez', 6,686; 'Ouachita', 5,360; 'Prime-Ark® 45', 4,412; 'Osage', 3,520 (Table 1).
- Viewings of table grape videos by 2 July, 2015 were as follows: 'Faith', 1,143; 'Gratitude', 1,103; 'Jupiter', 1,039; 'Joy', 1,004; 'Hope', 829; 'Neptune', 860 (Table 1).
- Viewings of peach and nectarine videos by 2 July, 2015 were as follows: 'Bowden' nectarine, 435; 'Amoore Sweet' nectarine, 374; 'Bradley' nectarine, 275; 'White County' peach, 252; 'White Diamond' peach, 182; 'Souvenirs' peach, 178; 'White Rock' peach, 140 (Table 1).

## CONCLUSIONS:

- YouTube videos have provided increased exposure of University of Arkansas fruit cultivars.
- The number of views is greatest for blackberry videos followed by grapes, nectarines and peaches.
- This rather inexpensive method of sharing information has expanded access of the public to these developments.
- Feedback from propagators and growers has been very positive.
- Videos on new fruit cultivars are being developed to expand the exposure of the program's developments.

