

# GROWERTALKS

## GT in Brief

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## Date Week/Fecha Semana—A New Mobile App

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In production and landscape contracting, we're often converting back and forth from production week number to calendar date when scheduling crop management and sales events. The production week number we use in horticulture is based on International Organization for Standardization (ISO) rules. Week 1 is the first calendar week of the year that includes a Thursday, the week runs seven days from Monday to Sunday, and there are 52 to 53 production weeks, depending on the year.

Date Week is a new free mobile app available at [BackPocketGrower.org](http://BackPocketGrower.org) that does these date conversions for you. You can access the tool by clicking on the current production week icon on the home page or by clicking on "Tools" at the top right and then selecting "Date Week/Fecha Semana" from the list of calculator apps. **GT**