



## April 13, 2009

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### News from the Network

#### **Crop Update (as of April 10)**

Thinning in the Wheeler Ridge area of Kern District has now progressed through the mid-season varieties. Spacing and counts were good. Some scarring has occurred on plums due to the winds last weekend. Timing is now thought to be similar to last year.

Thinning and girdling is now underway in the Reedley-Dinuba on early varieties. Thinning was observed in orchards of Zee Fire, Royal Glo, Polar Light, Super Rich, Spring Flame and Snow Angel this past period. One grower reports that he is getting counts of 570 against a historical of 600 in his Spring Bright nectarines. Another grower reports he is getting a 570 count against a historical of 640 on Crimson Lady peaches. Many have remarked that crews are going through orchards fairly fast and feel thinning will continue to be quick, especially in mid to late season plum varieties. Timing is thought to be a day or two behind last year.

On Tuesday evening (April 7) a storm went through the production area. There have been reports of hail just south of Fresno, along North Avenue, and in the area south of Exeter. The area south of Exeter, which is mostly plums, sustained major damage. Some initial reports are describing the damage as very severe.

Orchards in the Island District south of Kingsburg were observed this week. Many early varieties are light. Some of these orchards might yield enough that a one-pick approach could be feasible. Mid and late season varieties in this area came though much better than originally thought. While fruit counts are light on the bottom part of the tree, there appears to be enough fruit in the upper part of the tree to yield a crop. Very little thinning will be needed in many of these orchards. It should be noted the frost has damaged orchards throughout the production area, but in most of these it has contributed to thinning.

## **PPN Advocate: Connect-Share-Empower**

CTFA has launched the new PPN Advocate industry member's only site. With the rising popularity of online blogs, forums and social networks, more people than ever are able to share content, opinions, ideas and resources. Through these channels, consumers are passionate about Peaches, Plums, Nectarines: others are ill informed and confused, while still others are openly opposed to agricultural practices in general.

The PPN Advocate provides information to **connect** the industry to consumers by monitoring consumer, industry, and legislative activities surrounding California PPN beyond typical trade publications to present straightforward facts on such emotionally-charged topics as LBAM, pesticide use, labor, and water. PPN Advocate **shares** all the information through a new industry-only news feed that makes it easy to access, view, and categorize information and public perception. Many special interest groups are connecting with consumers that do not have the best interest of California PPN at heart. The PPN Advocate will monitor these groups and enable the PPN industry to discover what its consumers are talking about. As a result, the industry is **empowered** to respond with highly-targeted messaging to add balance to the story.

The PPN Advocate can be accessed through [www.eatcaliforniafruit.com](http://www.eatcaliforniafruit.com) , scroll to the bottom of the home page and click on PPN Advocate box. The PPN Advocate can only be accessed by industry members with their username and password. If you do not have a username, password or have trouble accessing the site please contact Denise Junqueiro [Djunqueiro@caltreefruit.com](mailto:Djunqueiro@caltreefruit.com) or (559) 638-8260.

## **CTFA Annual Research Report Now Available**

The 2008 CTFA Annual Research Report is now available. The research report contains data for production and nutritional research funded by CTFA for the 2008 season. The research report can be downloaded at on CTFA's website by [clicking here](#). To request a CD or hard copy please call CTFA's office at 559-638-8260 or 1-800-636-8260.

## **2009 Federal and State Bulletins Now Available**

The 2009 Federal and State Bulletins are now available. The bulletins can be downloaded on CTFA's website by [clicking here](#). To request a hard copy of the bulletins please call CTFA's office at 559-638-8260 or 1-800-636-8260.

## **Produce for Better Health Foundation proposes National Promotion Board**

Produce for Better Health Foundation (PBH) has begun a seven month dialog -- from April

through October 2009 -- with the fruit/vegetable industry about the possible development of a national fruit and vegetable research and promotion board.

In 2008, PBH's executive committee appointed an industry task force to look into past barriers of a national fruit and vegetable research and promotion board. After a year-long discussion, the task force presented their best thinking to PBH's executive committee and this in turn was shared with the PBH Board of Trustees at their annual meeting in early April, 2009.

The proposed objective of the promotion board is: To increase consumption in the United States of all forms of fruits and vegetables for better health through implementation of a comprehensive health marketing, communications, and education effort. A total of \$30 million is proposed to be collected from first handlers. This amount would be collected via a 0.046 percent assessment (less than 1/20 of one percent) on Free on Board (FOB) market value of all first handlers and importers of both fresh and processed fruits and vegetables. The passage of such a promotion board would be dependent on the outcome of a referendum, or vote, of first handlers. Voting would likely not occur until 2011; if passed, assessments would likely not begin until 2012.

For details about the proposed promotion board, view <http://www.FVCampaign.org> You can also contact Elizabeth Pivonka, Ph.D., R.D., President and CEO, Produce for Better Health Foundation at [epivonka@pbhfoundation.org](mailto:epivonka@pbhfoundation.org), or 302-235-2329, ext 315, if you have questions about the proposed board. (PBH Newsletter)

### **CTFA Subcommittee Applications Now Available; Due May 1**

Applications for CTFA subcommittees are now available. Applications are due May 1. Open positions exist on all CTFA subcommittees, including Domestic Market Development, International Market Development, Research, Tree Fruit Quality, Strategic Planning, and Harvest and Health Protection. Subcommittees plan the direction of CTFA programs and are instrumental in providing the industry what it wants from its organization. All interested industry members are encouraged to apply for subcommittee service and encourage others they feel could make a positive contribution. For the 2009 Subcommittee Application [click here](#) Contact Corina Tamez at [ctamez@caltreefruit.com](mailto:ctamez@caltreefruit.com) or 559-638-8260 for questions or an application.

### **Where do the estimate numbers come from?**

CTFA staff is beginning the process of estimating the PPN crop for 2009, due out in late April. District estimating meetings will take place in late April. At the Joint Meeting on February 19 CTFA used the number of 50 million boxes, based on the state of the industry at that time. This number did not include any fact based statistical or scientific influence, based on pullouts

other important factors used in determining a true estimate. Crop sets and pullouts were taken into consideration, using thoughts and indicators felt by staff and industry members, not actual reports. The February estimate was not an official estimate; it was an estimate for budgeting purposes only, mandated by the marketing orders for California Tree Fruit.

Factors considered when estimating:

- Abandoned orchards
- Pullouts
- Grafted trees
- Trees coming into production
- Varieties because some produce higher production than others
- Cultural practices
- Crop sets

The above mentioned factors are taken into account when developing the formal estimate set April 30. Estimating the PPN crop is an important task that is taken seriously by the CTFA staff. CTFA spends numerous hours talking with the industry, researching orchards and examining all the factors that contribute to the number of an estimate. District estimating meetings will be scheduled in late April to gain input from all interested parties, prior to the Board Meetings set for April 30, 2009.

## **Meetings of Note**

### **Strategic Planning Subcommittee to meet via teleconference April 14**

The Strategic Planning Subcommittee is to meet via teleconference at 10:00 am on Tuesday April 14. Teleconference call number is 1-800-371-9219 and the ID is 6349526. Please contact Corina Tamez for additional details at [ctamez@caltreefruit.com](mailto:ctamez@caltreefruit.com) or 559-638-8260.

### **Kern Estimating Subcommittee to Meet April 17**

The Kern Estimating Subcommittee will meet Friday, April 17 at 12 p.m. at Las Fuentes (formerly La Mina) at 212 Bear Mountain Road in Arvin. For questions, contact Gary Van Sickle at [gvanickle@caltreefruit.com](mailto:gvanickle@caltreefruit.com) or 559-638-8260.

### **Spring Business Meetings to be held April 30, 2009**

The Business Meeting will take place Thursday April 30, 2009 at 2:00 pm at Kearney Agricultural Center in Parlier. The California Plum Marketing Board, California Tree Fruit Marketing Board, Peach Commodity Committee, and Nectarine Administrative Committee will meet. For additional information, contact Sheri Mierau at [smierau@caltreefruit.com](mailto:smierau@caltreefruit.com) or 559-638-8260.