

Network CONNECTION



..... Updates and market insights from CTFA's PPN Network

July 6, 2009

News from the Network

Crop Update

Packout volume should start picking up again as the next wave of varieties start peak harvest. Peach and nectarine timing has moved up to the same day as last year, while plums are now averaging two days ahead of last year. Temperatures should gradually increase from the low 90's to 100 degrees at the end of the week.

Peaches

July Flame® will be the dominant variety the first part of the week. **Elegant Lady** will then take over the second half of the week. Sizes heavy to 48's. **Sweet Blaze** and **Sweet Dream** will be the major subacid varieties available. Among Summerwhite® varieties, **Summer Sweet** will be the major variety this period. **Snow Blaze** will be the #2 variety this week. **Sugar Giant** is just getting started.

Nectarines

Grand Bright and **Diamond Ray** will vie for the dominant position the first half of the week. Then **Summer Bright** will take the lead later in the week. **Honey Royale** and **Grand Sweet** are some of the subacid yellow nectarines available this period. Among Summerwhite® varieties, **Candy Pearl**™ and **Grand Pearl**™ will vie for the lead position this week. **Kay Pearl**™ will be 22-24% short of estimate.

Plums

Owen T should be the dominant variety the first half of the week. **Fortune** will be the #2 variety. **Friar** should come on and take the dominant position late in the week. **Simka** is just getting started.

Through last Saturday	Season to Date (1,000)	2009 Estimate (1,000)
Yellow peaches	5,757.4	15,394
Summerwhite® peaches	2,158.2	5,046
Peaches Total	7,915.6	20,440
Yellow Nectarines	4,881.2	13,208
Summerwhite® nectarines	1,382.0	4,372
Nectarines Total	6,263.2	17,580
Plums	3,502.5	8,910

Darwin String Thinner Appears to be Successful in Reducing Hand Thinning

Recently Dr. Scott Johnson at UC Kearney Ag Center provided initial data for his Summer Fire nectarine mechanical thinning trial using the Darwin String Thinner. This orchard was set up as Kearney V style trees. The tractor speed for the thinner was set at 2 mph. In the control plot, which was completely hand-thinned, it took 99 man-hours/acre and left a count of approximately 175 fruit per tree. Three plots were established using various patterns for the strings or a variation on the rpm's for the rotation of the strings.

In the first plot, a pattern of 4 strings on and 4 strings off at 200 rpm resulted in about 25% of the flowers being removed. Hand thinning then took 38 man-hours/acre. In the second plot, a pattern of all strings were left on the top half of the thinner and it was 4 strings on and 4 strings off on the bottom half of the thinner. This removed approximately 35% of the flowers. Hand thinning then took 9 man-hours/acre. [During a recent review of the plot it was determined that not enough of the clusters were thinned properly and additional time would be needed at thinning time to do that.] For the third plot, the strings were as in the second plot, but the rpm was increased to 275 rpm. This removed approximately 60% of the flowers. The plot did not receive any hand thinning. It was determined at thinning time that the fruit count was 10% less than the control plot (hand-thinning only). [During a recent review of the plot it was determined that clusters of fruit would require some hand-thinning.]

For those interested in visiting the plot please contact Gary Van Sickle at gvansickle@caltreefruit.com or by phone at 559-638-8260 and a visit will be coordinated with Dr. Johnson. Visits should be conducted by mid July to view the plots prior to harvest.

Varietal Marking and Reporting Clarification

In 2006, mandatory varietal markings on containers were eliminated. Since then we have received several questions about requirements. We have provided the information below to help clarify the marking and reporting requirements.

Commodity is a required container marking and can be used in conjunction with a color descriptor, such as "yellow peaches" or "red plums". Varietal names may be marked on containers at the packer's discretion. A packer may use in place of the varietal name, a trademarked name, such as "June Pearl™"; or a brand or type name, such as "Titan Red Brand". [The "TM" symbol may be used anytime to alert the public to a claim regardless of

whether an application with the USPTO has been filed.] In regards to packout reports and shipment reports, handlers must report the actual varietal name on their reports. If a brand or trademarked name is used on the container, the reporting needs to accurately indicate the appropriate varietal name. Substituting one varietal name for another, either on a container or in reports to CTFA, is not permitted.

If you have any questions, please feel free to contact Gary Van Sickle at gvansickle@caltreefruit.com or Sheri Mierau at Smierau@caltreefruit.com. Both can be reached by phone at 559-638-8260

To stop receiving the PPN Network Connection please contact Denise Junqueiro at Djunqueiro@caltreefruit.com or (559) 638-8260