

Network CONNECTION



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

April 20, 2010

News from the Network:

Crop Update (April 19)

Almost all peaches, plums and nectarines are out of their jackets. Crews are thinning in some of the mid-season varieties and girdling the early varieties and plums is almost complete. Spacing and counts have been good on thinned varieties. Growers report they are obtaining the counts they want/need on the thinned varieties.

There have been several hail events, with Monday, April 12 the most damaging. It caused damage at several isolated areas in the growing areas, Fowler, east of Reedley, south and west of Dinuba, southeast of Cutler and west of Sanger. Hail cannons could be heard booming throughout the growing area that afternoon. Maybe they did their job, as much of the growing acreage seems to be unaffected by the hail damage. There have also been several windy days and the fruit has a lot of wind scars this year. CTFA staff is out daily observing orchards. Most peach sets are adequate with a few late varieties starting to separate and coming up a bit short. Early nectarines have plenty of crop but nectarine set for some of the mid to late season varieties are looking short. Plum sets vary by orchard with many varieties a bit light. Generally, good sets in Red Beaut and Angeleno have been observed.

Yellow flesh peaches from Kettleman City area are expected to start on April 20. The Snow Angel (Summerwhite®) peaches are expected to start harvest April 22 or 23. With rain on its way Tuesday and Wednesday, harvest will be delayed for several Snow Angel blocks until the end of the week. Fruit shipments actually started for both peaches and nectarines in early April in the Coachella Valley. Several nectarine varieties are expected to start in Wheeler Ridge around April 30.

Where do the estimate numbers come from?

CTFA staff has been hard at work determining the final estimate of the 2010 PPN crop, due out in late April. At the February 18 Joint Meetings, CTFA used a crop assumption number of 46 million boxes based on the state of the industry at that time. This number did not include any crop set information or other important factors used in determining a true estimate. The 46 million box number used in February was an assumption for budgeting purposes only, mandated by the marketing orders.

The following factors are all taken into account when tabulating the true official estimate which will be adopted on April 29:

- Abandoned orchards
- Pullouts
- Grafted trees
- Trees coming into production
- Variety specific differences
- Cultural practices
- Crop sets

CTFA staff spends countless hours each spring speaking with growers, examining orchards and reviewing all relevant factors that contribute to the true official estimate. The task of formulating the official PPN crop estimate each year is critical to all key stakeholders from grower to packer to shipper/marketer. The industry relies on these numbers throughout the season so CTFA staff takes this process very seriously. Estimating meetings are scheduled on April 23 in Arvin and April 27 in the Reedley CTFA office. We encourage input from all interested parties, prior to the Joint Meetings set for April 29, 2010. For more information on estimates call Dale Janzen or Gary Van Sickle in the Reedley office at 559-638-8260.

UC Davis 2nd Annual Short Course Fresh Produce Marketing Strategies

UC Davis is hosting its 2nd Annual Short Course Fresh Produce Marketing Strategies seminar, May 5-7, 2010. The three day course will cover the fresh produce value chain, new products, consumer trends, account driven marketing and crafting effective strategies. The event will be at the Grand Hyatt Hotel in San Francisco. For more information or to register contact Penny Stockdale at 530-752-6941 or go to <http://postharvest.ucdavis.edu/Announce/marketing.shtml>.

Taiwan Transit Requirements

Specific transit conditions must be met for Taiwan if transiting through any of the three Mediterranean fruit fly quarantine areas. Taiwan's requirement is for point of exit, as a result of the state's interior quarantine; if shipments are exiting from either LAX or the Long Beach Port the following requirements must be met:

Option 1: Transported In Sealed Containers – Seal must remain intact until arrival in Taiwan:

1. If shipping ocean bound through the Long Beach Port, the ocean container must be sealed at origin (with seal number) identified on either the: Phytosanitary certificate, Bill of Lading (state where seal attached must also be listed), or Other Shipping Documentation (with state where seal attached).
2. If shipping air freight through LAX, all pallets must be wrapped and sealed with an impervious wrap or non-perforated liner over the entire pallet. Taiwan transit tape (same as currently used for Cool Guard) must be placed over the top and down the side of the pallet so it cannot be opened without compromising the tape. The tape must read "US Export to Taiwan, tampering with shipment is prohibited while in transit." The above requirements must be followed in order to avoid screening or pest proofing individual cartons.

Option 2: Fruit packed in pest proof cartons – safeguarding can be achieved by:

1. 1.6 mm screen covering, or equivalent of, the carton or;
2. closed plastic bag liners or;
3. cartons without air holes or vents.

The projected timeframes (without additional detections) indicate the quarantine to extend through mid-July to late August, giving packing facilities and marketers an early opportunity to be aware if transit

requirements will impact their commodities or specific destinations. For questions, contact your County Agricultural Commissioner or Gordon Smith at gsmith@caltreefruit.com or 559-638-8260.

2010 Assessments and Regulatory Bulletins Approved

The 2010 State and Federal assessments and regulatory Bulletins were recently approved by the government, and will be distributed to the industry this month. A copy is available for download on CTFA's website at http://www.eatcaliforniafruit.com/ppn/industry/researchreports_bulletins.asp.

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 Compliance, Domestic Market Development, Harvest and Health Protection, International Market Development, Research, and Strategic Planning. 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. A 2010 Subcommittee Application is attached for your reference; or visit the CTFA Download Center at eatcaliforniafruit.com for an application. For questions or membership information, contact Corina Tamez at 559-638-8260 or ctamez@caltreefruit.com.

Upcoming Meetings:

- **Executive Committee Meeting:** April 21, 2010, 12:00 pm, CTFA office, Reedley. Contact Corina Tamez at ctamez@caltreefruit.com or 559-638-8260 for information.
- **Estimating Meetings:** April 23 and April 27, 2010, see details below. Contact Gary Van Sickle at gvansickle@caltreefruit.com or 559-638-8260 for additional information.
 - Kern Estimating Meeting: April 23, 2010, 12:00 pm, Las Fuentes Restaurant, Arvin.
 - Tulare-Fresno Estimating Meetings: April 27, 2010, 12:00 pm, CTFA office, Reedley.
- **Joint Committee/Board Meeting:** April 29, 2010, 1:00 pm, Kearney Agricultural Center, Parlier. For more information contact Corina Tamez at ctamez@caltreefruit.com or 559-638-8260.

Meeting information is also available on the CTFA website at www.eatcaliforniafruit.com

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