

Network CONNECTION



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

June 14, 2010

News from the Network:

New Zealand Shipping Requirements

For those interested in shipping to New Zealand this season, please be advised there are new import requirements, which includes either an in-transit cold treatment (CT) or methyl bromide treatment. The treatment schedule for CT is as follows:

Cold treatment in- transit Fruit core temp:	
Peaches	0.00°C or below for 10 days
Plums	0.55°C or below for 11 days
Nectarines	1.11°C or below for 12 days

According to the Grape & Tree Fruit League, USDA suggests packing facilities work with shipping lines to receive training on how to initiate treatment within the containers. The treatment must be certified by the supervising county official.

If you have any questions, please contact Gordon Smith at the CTFA office 559.638.8260 or by email at gsmith@caltreefruit.com

Delinquent Assessment Collection / Reports Procedures

We would like to remind handlers CTFA is mandated by the government to issue letters of demand for delinquent assessments and reports. Please see below for further details.

Assessments

Please note that assessment is due upon billing. A letter of demand is issued when assessments are due, as follows:

- When the account is 30 days delinquent, we are mandated to send a letter of demand and provide the handler 15 days to pay.
- At 45 days delinquent, we are required to send a second letter of demand and provide the handler 15 days to pay.

- When the account is 60 days delinquent, we are required to refer the handler to USDA and/or CDFA for legal/collection action. Also at 60 days delinquent, there are interest and late payment/collection penalties (10%) that are charged to the handler. For the state programs, the interest is 5% per month and for the federal programs, it is 1.5% per month.

Reports

Please note CTFA is mandated by the government to send letters of demand for delinquent reports. Destination Reports are due on the 15th of the month following the month in which shipments are made, and are required for handlers who handled 50,000 or more equivalent containers the prior season. Shipment and Grower Reports are due on November 15. CTFA is mandated to send a letter of demand for all reports due, as follows:

- If reports have not been filed by the due date, we are mandated to send a letter of demand and provide the handler 15 days to report.
- If the handler has not reported after 15 days, we are required to send a second letter of demand and provide the handler with 15 days to report.
- If the handler has not reported after the 15 days, we are required to refer the handler to CDFA for legal action for failure to report.

These procedures are fully outlined in CTFA's compliance plan. If you have any questions about these procedures or would like a copy of the compliance plan, please feel free to contact Gary Van Sickle at gvansickle@caltreefruit.com or 559.638.8260.

Orchard Clearing

Opportunities exist this year for a discounted rate on orchard removal via chipping instead of burning. Due to higher prices for wood chips for cogeneration, some companies are offering discounted rates on removal. If you have or know of any abandoned orchards that should be removed, contact a removal company today.

California Agriculture License Plate to Support FFA

A new California Agriculture License Plate which helps promote California Agriculture and also supports the California Future Farmers of America program is now available to order. This is a great way to show your support of agriculture everywhere you or your car go. After the initial sale of the plate, which DMV retains, all renewal proceeds will be allocated by CDFA to improve agricultures education, career awareness and training, and youth leadership development. Applications are available at the CTFA office or more information is available at www.CalAgPlate.com. This is a simple and easy way to support agriculture youth and the members of the California FFA organization.

Organic Handler Exemption

Letters regarding exemption from certain federal marketing order promotional expenses, enacted by the U.S. Department of Agriculture, resulting in a reduced assessment were mailed out last month. If you believe you are eligible for this exemption you will need to fill out and return the Certified Organic Handler Application (FV-649 Form). The exemption requires an annual application and also requires that all commodities you handle are organic. If you have any questions regarding eligibility or the exemption, please contact Gary Van Sickle at gvansickle@caltreefruit.com or 559.638.8260.

Crop Care Residue Project

CTFA is once again conducting a residue project with PrimusLabs in 2010. Primus will be checking random samples each month for crop care residues. This project helps to accumulate data regarding any residues that might be found on California stone fruit. The information collected then provides a basis for making comparisons to the findings of the Pesticide Data Program, which is a post-harvest residue program conducted by USDA. If you do not want to be included in this study and wish to have your fruit excluded from testing, please notify Gary Van

Sickle at gvansickle@caltreefruit.com or 559-638.8260. If contacting PrimusLabs directly regarding this program, please refer to *CTFA Pesticide Residue program*, as not to get confused with other standard testing programs.

Compliance Agreements for European Grapevine Moth Regulated Areas

Fresno County compliance agreements for growers within the regulated area affected by the European Grapevine Moth (EGVM) are now available. Growers can contact the Fresno County Agriculture Commissioner's office to sign up. Compliance agreements are required to become an approved grower, hauler, and receiver/packer from the regulated area and to facilitate movement from the regulated area.

Information is available through the EGVM hotline at (559) 600-EGVM (3486) or If you have any questions please contact either Gary Van Sickle at gvansickle@caltreefruit.com or 559.638.8260 or Marcy Martin with California Grape & Tree Fruit League at MMartin@cgtfll.com or 559.226.6330.

Connecting Growers and Consumers – Opportunities Exist Now

Connecting our growers with consumers is becoming a very important part of the promotion of agriculture, and CTFA has the tools necessary to make this happen. The PPN Advocate has established three consumer blog style sites as a window into the world of California Peaches, Plums and Nectarines. These sites focus on putting a face to the name "grower" in our industry, allowing consumers to see the passion and enthusiasm that goes into each piece of fruit grown here in California. Therefore, we are looking for great content and stories to add to these sites that will resonate with consumers. As the season is on its way, we want to include new stories each week about the activities going on here in your orchards, packing houses and industry, from picking fruit off the trees to new recipes and cooking ideas.

You can visit these sites at www.iheartpeaches.com, www.nectarinescene.com, and www.plumbelievable.com. If you have any thoughts or suggestions that you think would be a great topic to discuss or have anything exciting going on that will help to promote overall California Peaches, Plums and Nectarines, let us know by contacting Cassie Drake at cdrake@caltreefruit.com or 559.638.8260 or Dale Janzen at djanzen@caltreefruit.com

Crop Update (June 14, 2010)

The higher temperatures have brought on maturity at a faster rate and are boosting the sugar levels. Packouts will continue to build as a result. This period temperatures will start in the high 90s, drop to 85° on Wednesday and then bounce back into low 90s for the rest of the week.

Peaches

The top producing traditional peach this period **Brittney Lane** is 75% to its estimate. The next variety **Earlirich** just started harvest and will build in volume this week. Both these high blush peaches peak in the 40-50 sizes. **Ivory Princess** will be the major Summerwhite® producer this period. It sizes heavy to the 50-56 sizes. The large peento or saucer type peach **Galaxy** has just started going.

Nectarine

The top producing traditional nectarine this period is **Diamond Bright**. Harvest of the two low acid traditional nectarines **Honey Fire** and **Honey Blaze** have just started. **Diamond Pearl** will be the major Summerwhite® nectarine this period. All of the nectarines mentioned size heavy to 50-56 sizes.

Plums

Yummy®beaut will be the major plum variety this period with **Black Beaut** being packed in smaller amounts. **Early Queen** has gone over its estimate and will be winding down this period.

Through last Saturday	Season to Date (1,000)	2010 Estimate (1,000)
Yellow peaches	2,792.6	16,290
Summerwhite® peaches	972.3	5,595

Peaches Total	3,764.8	21,885
Yellow Nectarines	2,280.5	12,394
Summerwhite® nectarines	529.9	4,040
Nectarines Total	2,810.3	16,434
Plums	679.4	8,772

Upcoming Meetings:

Executive Committee Meeting: June 16, 2010, 12:00 pm, CTFA office, Reedley. Contact Corina Tamez at ctamez@caltreefruit.com or 559.638.8260 for information.

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

To stop receiving the PPN Network Connection please contact Cassie Drake at cdrake@caltreefruit.com or 559.638.8260