

Network CONNECTION



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

September 14, 2009

News from the Network:

Crop Update

Packout volume will start dropping on nectarines as the last few varieties are packed. Peaches will continue throughout the month of October and plums into early October. Temperatures will be in the mid 80's early in the week moving into the mid 90's at the end of the period.

Peaches

Autumn Flame continues as the dominant variety this week. **Sweet September** is a low acid variety currently available. Among Summerwhite® varieties, **Snow Fall** and **Snow Magic** will be the major varieties this period.

Nectarines

September Red will be the dominant variety this week. **September Bright** will be the number two variety this period as it approaches its estimate. Among Summerwhite® varieties, **Arctic Snow** and **Arctic Mist** will continue to be the dominant varieties this period.

Plums

Angeleno will be the dominant variety early in the week then **Flavor Fall** will take the lead. Both of these varieties are over estimate. **September Yummy®** is also available.

Through last Saturday	Season to Date (1,000)	2009 Estimate (1,000)
Yellow peaches	13,800.2	15,394
Summerwhite® peaches	4,619.3	5,046
Peaches Total	18,419.5	20,440
Yellow Nectarines	12,266.2	13,208
Summerwhite® nectarines	3,631.7	4,372
Nectarines Total	15,897.9	17,580
Plums	8,494.5	8,910

PMA Fresh Summit Oct 2-5, 2009

On October 4, 2009, CTFA will be hosting an International Reception with USA Pears, USA Apples, California Kiwifruit Commission, and California Pears. The reception will be held at Ember Café and starts at 8:00 pm. Invitations will follow to the industry in the near future. For more information, please contact Gordon Smith at gsmith@caltreefruit.com or (559) 638-8260.

New Fruit Book Published

Recently Chip Brantley's book, "The Perfect Fruit: Good Breeding, Bad Seeds, and the Hunt for the Elusive Pluot" was published. Several in the industry were interviewed by Mr. Brantley for the book. The book was published by Bloomsbury. It is available through Amazon.com. On the Amazon website were several positive reviews.

Addressing Misinformation

A couple of weeks ago the Chicago Tribune published an editorial on pesticide residues. The editorial suggests that pesticides pose risk and can be harmful. CTFA is working hard to provide resources for the industry to address the misinformation. We are also working with the Alliance for Food and Farming, PMA and Western Growers to communicate to retailers and the editors of the Chicago Tribune the facts related to the story. A blog entry on the Chicago Tribune's site by the reporter who ran the story, took the first step at correcting the misperceptions her article created. CTFA encourages industry to use the PPN Advocate for updated insight and discuss with other industry members tactics to address misinformation and provide real facts. For more information on how California growers work tirelessly to provide healthy and nutritious PPN to all consumers go to www.eatcaliforniafruit.com or contact CTFA at (559) 638-8260.

Have You Used the Resources on the PPN Advocate?

Do you not have time to gather and explore the latest issues effecting or could that effect industry? Need a fast and trustworthy resource to find information on the spot? The PPN Advocate is that resource that provides intelligence to the industry on hot topics that could influence the industry, research, key messaging and the list goes on. The PPN Advocate also provides links to various resources to increase industry intelligence and awareness.

Meetings of Note:

Domestic Market Development Subcommittee to Meet September 17, 2009

The Domestic Market Development Subcommittee will meet at Noon on Thursday, September 17, 2009 at the California Tree Fruit Agreement, 975 I Street, Reedley, CA. Contact Gordon Smith for additional details at gsmith@caltreefruit.com or (559) 638-8260. For the agenda, please [click here](#).

Research Subcommittee to Meet September 24, 2009

The Research Subcommittee is to meet at Noon on Thursday, September 24, 2009 at the California Tree Fruit Agreement, 975 I Street, Reedley CA. Contact Gary Van Sickle for additional details at gvansickle@caltreefruit.com or (559) 638-8260. For the agenda, please [click here](#).

Save the Date: Educational Symposium to be held February 23, 2010

Mark your calendars for The Educational Symposium to be held on February 23, 2010. Details will follow in up coming PPN Network Connections.

Reminders:

October 1: Brings implementations of Phyto and PCIT user fees from APHIS/USDA

For further information or assistance, please contact the Fresno County Ag Commissioner's office at fresnoag@co.fresno.ca.us or (559) 456-7510.

Ag Off-Road Equipment Funding Forum, Davis, CA September 29

For more information, please contact Grace Cheng, US EPA Air Division at (415) 972-3983 or Gary Van Sickle at gvansickle@caltreefruit.com or (559) 638-8260.

PMA Fresh Summit October 2-5 in Anaheim, CA

For more information, go to www.pma.com or contact Cassie Drake with CTFA at cdrake@caltreefruit.com or (559) 638-8260.

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