

Network CONNECTION



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

January 25, 2010

News from the Network:

Annual Educational Symposium to be held February 23, 2010

CTFA's Annual Educational Symposium will be held February 23, 2010 at the Fresno Convention Center. The day begins with registration at 8:00 am, sessions will follow at 8:30 am going till 11:45 am when the day will transition and end with a provided lunch. Our guest speaker will be Mr. Jim Prevor, the Editor of the Perishable Pundit. To RSVP early please contact Susan Sorensen at CTFA ssorensen@caltreefruit.com or 559-638-8260. For more information or questions, please contact Denise Junqueiro at DJunqueiro@caltreefruit.com or Gary Van Sickle at gvansickle@caltreefruit.com or 559-638-8260.

USDA/APHIS hold a Fumigation Workshop January 27th-28th

USDA/APHIS is to hold a one day Fumigation Workshop at the USDA/ARS facility at 9611 South Riverbend Ave, Parlier, CA. The seminars will be held on January 27-28, 2010 from 9:00 am to 4:30 pm. The seminars are available over a two day period to encourage participation. The workshop will cover commodity export fumigation treatments, cultural practices, safety regulatory requirements, and new equipment. For more information or to register please contact Connie at Connie.A.Pepperr@aphis.usda.gov or 916-930-5500.

Emerging Market Research Reports for Russia and Vietnam now available on the PPN Download Center

Now available on the PPN Download Center are the Emerging Market Research Reports conducted on Russia and Vietnam. To access the research reports go to www.eatcaliforniafruit.com, click download center, International, and choose the specific country. For more information or if you have trouble accessing the reports please contact Denise Junqueiro at DJunqueiro@caltreefruit.com or 559-638-8260.

Nomination Ballots- State Programs

Nomination Ballots for the California Tree Fruit Marketing Board were mailed to all known peach and nectarine growers on January 14, 2010. Ballots must be postmarked and returned to CTFA by January 29, 2010.

The new Boards will be seated at the Spring meeting scheduled April 29, 2010. For more information contact Gary Van Sickle at gvansickle@caltreefruit.com.

Meetings of Note:

Research Subcommittee to meet January 26, 2010

The Research Subcommittee is to meet at Noon on Tuesday, January 26, 2010 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.

Joint Business Meeting to be held February 18, 2010

The Joint Business Meeting will take place Thursday, February 18, 2010 at 1:00 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 Gary Van Sickle gvansickle@caltreefruit.com or 559-638-8260.

Reminders:

16th Annual Fruit Ripening and Ethylene Management Workshop Feb 25th-26th

The UC Davis Postharvest Technology Research and Information center at the Kearney Agricultural Center in Parlier is hosting the 16th Annual Fruit Ripening and Ethylene Management Workshop on February 25, 2010. The workshop is intended for shippers and destination handlers who are involved in ripening fruits and fruit-vegetables. The focus will be on how to increase profits by delivering ready to eat fruits and fruit-vegetables to the consumer. For more information and to enroll contact Pam Devin at bwdevine@ucdavis.edu or 530-752-6941.

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