

Network CONNECTION



Weekly updates and market insights from CTFA's PPN Network

May 7, 2007

News from the Network

Crop Activity Update

Packouts will increase significantly this week as many packers in the Reedley area will begin to harvest. At the close of the week it was cool with light rain on Friday morning. This week the temperature will rise to 90 degrees, bringing on maturity for early varieties. Harvest timing appears to be 6-10 days ahead of last year for early high chill varieties, while some of the low chill varieties are ranging from just a few days ahead of last year to as much as 15 days ahead.

Peaches

The first major peach of the season, **Super Rich**, is now being harvested, with peak sizes at 72 and 64. Among Summerwhite™ varieties, **Snow Angel** is seeing its first season of good production. The flat **May Saturn** has begun as well.

Plums

Harvest of the first plum of the season, the very-early-maturing **Gar Beaut**, is expected to begin Tuesday or Wednesday. **Red Beaut** harvest is expected to begin around mid-May.

Nectarines

April Glo, one of the first nectarines of the season, is now harvesting, with sizes mostly ranging to 80 and 72. **Spring Flare 20** is also harvesting. It is a fairly new variety that will be seen in limited volume in major markets.

Packout Summary

(in thousands of equivalent units)

	Week ending 5/4	Season to Date	Last Year
Peaches	383.3	530.8	98.0
Plums	0	0	0
Nectarines	76.7	83.7	38.8

Estimates, Assessments Set at Spring Board/Committee Meeting

The federal Nectarine Administrative Committee and Peach Commodity Committee, as well as the state California Tree Fruit Marketing Board and California Plum Marketing Board, met on May 1 at Kearney Agricultural Research Center in Parlier.

At the meeting, the committees and boards approved crop estimates by variety for the coming season as well as assessments and budgets. Pre- and post-harvest research projects for 2007 were also approved.

The day marked the first spring meeting with the four groups - two federal committees and two state boards - meeting together. In the past, the organization has had a federal committee each for peaches and nectarines, and one state board for plums.

The federal Peach Commodity Committee and Nectarine Administrative Committee met to approve crop estimates, elect officers, and set assessment rates for production and consumer research programs. The state California Tree Fruit Marketing Board, also covering peaches and nectarines, met to approve assessment rates for domestic and international market development programs. Finally, the California Plum Marketing Board met to elect officers as well as approve assessment rates to cover research and promotion activities.

Overall crop estimates were approved by the committees and boards as follows: Peaches, 20.2 million equivalent units; Nectarines, 19.0 million equivalent units and Plums, 11.3 million equivalent units, for a total crop of 50.5 million equivalent units. More detail on estimates is available in the crop bulletins available on the [Reports and Bulletins](#) page of the CTFA website. (As of press time, the state had not yet approved the 2007 plum bulletin; it will be loaded to the CTFA website as soon as approval is received.)

Because of the addition of the state California Tree Fruit Marketing Board, as well as the elimination of mandatory inspection for the 2007 season, the assessment rates approved are different amounts and arranged differently across the committees and boards than in years past. The assessment rates for the 2007 season are as follows:

Peach Commodity Committee: \$0.06 per equivalent unit

Nectarine Administrative Committee: \$0.06 per equivalent unit

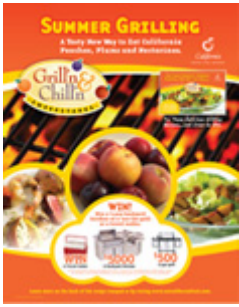
CA Tree Fruit Marketing Board: \$0.0975 per equivalent unit

CA Plum Marketing Board: \$0.1575 per equivalent unit

The effective assessment rate for all three commodities is \$0.1575 per equivalent unit. For plums, the assessment amount is implemented by one board. In the case of peaches and nectarines, the assessment amounts are split between the federal committee for each commodity (\$0.06) and the state Tree Fruit Marketing Board (\$0.0975), which includes both peaches and nectarines. These peach and nectarine assessments combine to \$0.1575 per equivalent unit. Though assessments will now be implemented by four groups, they will continue to be billed on one invoice, with each assessment detailed.

For questions about the meetings, crop estimates or assessments, contact Sheri Mierau at smierau@caltreefruit.com or 559-638-8260.

Extensive POS, Promotion Commitments for Received for 2007 Season



With the 2007 sell-in season coming to a close, the PPN Network is pleased to announce that point-of-sale and promotion material commitments have been received for thousands of stores across the U.S. and Canada.

Nineteen chains, representing more than 4,000 stores, plan to run the Grill'n & Chill'n sweepstakes promotion. Twenty-three chains, representing 2,700 stores, plan to display "Which Peach is Your Peach?" or "Are You a Cruncher, Leaner or In-Between?" materials. The "Fresh off the Grill" consumer brochure has proved popular as well, with at least 14 retailers planning to distribute more than 110,000 copies through more than 1,400 stores.

Requested materials are now being printed and will be shipped to arrive at stores by May 18. Additional small quantities of printed materials will be available on a first-come, first-served basis from CTFA. The POS files will continue to be available from the PPN Network Download Center for retailers or industry members who wish to print their own materials.

Publication Notes

2006 CTFA Annual Report Released

The California Tree Fruit Agreement's 2006 Annual Report is now available. As in years past, the report provides a great deal of information about the 2006 crop by variety, size and harvest date. It also includes a review of the industry's accomplishments in 2006, an overview of the marketing tools now available from CTFA through the PPN Network, and a list of the pre- and post-harvest research projects funded by the organization in 2006.

The printed version of the report will be mailed to all growers and handlers shortly. An electronic version can be downloaded from the Growers/Shippers section of the CTFA website [here](#) (large PDF file). Additional printed copies of the report are available. Additional copies can be picked up at the CTFA office, sent by mail, or delivered by CTFA staff. To request additional printed copies, contact Amy DeMoss at ademoss@caltreefruit.com or 559-638-8260.

Cal State PPN Retail Training Site, Upcoming PPN Handbook Garner Interest



In the single month since its launch, the new [Cal State PPN](#) site has drawn strong interest from retailers, with 23 retailers either already using or interested in using the site for spring retail training. Designed to deliver key category information in a fast, flexible format, the training site is already proving to be a popular product.

While the Cal State PPN site is new, the idea of the industry providing a guide to educate and train retailers is not. The new site is a fresh iteration of the concept behind the long-relied-on Peach, Plum, Nectarine Book published in 1999.

Requests still occasionally arrive for the Peach, Plum, Nectarine Book, and there's good news for those looking for such a reference: the new PPN Handbook will soon be available. The new PPN Handbook, like Cal State PPN, is a completely revised and updated guide to the peach, plum and nectarine category. It will have similar content to the Cal State PPN site, provided in an electronic book layout and available to download as a PDF file.

Look for the new PPN Handbook to be available in June via the PPN Network Download Center.

News for Retailers Begins 2007 Season

The first 2007 issue of the PPN Network's *News for Retailers* was electronically distributed April 30 to more than 340 individuals at 160 retailers across the U.S. and Canada. These retail partners of the industry received a copy of the pre-season look at the California peach, plum and nectarine crop included in the last *Network Connection*, plus information on the new Cal State PPN retail training site.

News for Retailers, historically published on an ad hoc basis, will have its own regular schedule this season. Retailers will receive weekly crop activity updates, like those that open the *Network Connection*, as well as quick, motivating blurbs about PPN Network resources and information available to their organizations, like the photography and POS resources found on the Download Center.

Are there retail partners who you'd like to have receive the PPN Network's *News for Retailers*? Contact Joanna Frith at jfrith@caltreefruit.com or 559-638-8260.

2006 CTFA Research Report Now Available

Full reports on the pre- and post-harvest research projects funded by CTFA in 2006 are now available. The [2006 CTFA Research Report](#) (large PDF file) can be downloaded from the CTFA website, and is also available on a CD. Request a CD copy by contacting Amy DeMoss at ademoss@caltreefruit.com or 559-638-8260.

Industry Events

Don't Miss CA PPN Day at the Diamond June 23 at Chukchansi Park

On June 23, the California peach, plum and nectarine industry goes out to the ballgame with CA PPN Day at the Diamond at Chukchansi Park. California PPN giveaways and entertainment will be on tap for all fans at the stadium that Saturday night as the Fresno Grizzlies take on the Las Vegas 51's.

Industry members are invited to bring their families along to enjoy an evening of baseball and fun. Act by May 31 to request complimentary tickets by contacting Carly Rodgers at croddgers@caltreefruit.com or 559-638-8260. A limited number of tickets is available – request yours now!

Meetings of Note

Domestic Market Development Subcommittee to Meet May 17

The Domestic Market Development Subcommittee will meet at 11:30 a.m. on May 17 at the CTFA office in Reedley. Topics for discussion include the results of the 2007 sell-in season and progress on planning for 2008 programs. For questions, contact Joanna Frith at jfrith@caltreefruit.com or 559-638-8260.

If you experience a problem with this communication, please contact Jocelyn Waite at jwaite@caltreefruit.com