

Network CONNECTION



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

July 20, 2009

News from the Network

Crop Update

Packout volume should drop off for peaches and nectarines as the industry peaked on major varieties last week and will be in a gap this week. Plums will continue to come up short, which will keep their daily volume down from normal levels. Also contributing to lower packouts are daily temperatures that have been in excess of 105 degrees. At this temperature, the trees shut down and the maturation rate slows. On Sunday, the temperature ranged from 108 to 112 degrees in the production area. Temperatures are being predicted in the mid 100's for the next 10 days.

Peaches

Elegant Lady will come in just a little short of estimate. **Sweet Dream** will be the dominant variety this week. **Zee Lady** will be the number two variety this period. Sizes heavy to 48's and 42's. **Sweet Dream** and **Joanna Sweet** will be the major subacid varieties available. **Summer Flame® 26** and **Summer Flame® 29** will be the other varieties available with significant volume. Among Summerwhite® varieties, **Snow Princess** will be the major variety this period. **Glacier White** will be the #2 variety this week. **Snow King** is just getting started.

Nectarines

Summer Bright appears that it will finish 20-25% short of estimate. **Honey Royale** will vie for the dominant position this week with **Fire Sweet** and **Summer Fire**. **Honey Royale** and **Fire Sweet** are some of the subacid yellow nectarines available this period. Among Summerwhite® varieties, **Bright Pearl™** and **Fire Pearl™** will vie for the lead position this week.

Plums

Friar will be the dominant variety again this week. The peak size is 40's. **Fortune** will be the #2 variety for most of the week. **Flavorich** and **Royal Diamond** have started.

Through last Saturday	Season to Date (1,000)	2009 Estimate (1,000)
Yellow peaches	7,979.0	15,394
Summerwhite® peaches	2,747.7	5,046
Peaches Total	10,726.8	20,440
Yellow Nectarines	6,437.7	13,208
Summerwhite® nectarines	1,816.0	4,372
Nectarines Total	8,253.7	17,580
Plums	4,832.8	8,910

Varietal Marking and Reporting Clarification

In 2006, mandatory varietal markings on containers were eliminated. Since then we have received several questions about requirements. We have provided the information below to help clarify the marking and reporting requirements.

Commodity is a required container marking and can be used in conjunction with a color descriptor, such as "yellow peaches" or "red plums". Varietal names may be marked on containers at the packer's discretion. A packer may use in place of the varietal name, a trademarked name, such as "June Pearl™"; or a brand or type name, such as "Titan Red Brand". [The "TM" symbol may be used anytime to alert the public to a claim regardless of whether an application with the USPTO has been filed.] In regards to packout reports and shipment reports, handlers must report the actual varietal name on their reports. If a brand or trademarked name is used on the container, the reporting needs to accurately indicate the appropriate varietal name. Substituting one varietal name for another, either on a container or in reports to CTFA, is not permitted.

If you have any questions, please feel free to contact Gary Van Sickle at gvsickle@caltreefruit.com or Sheri Mierau at Smierau@caltreefruit.com. Both can be reached by phone at 559-638-8260

Save the date: Ag Off-Road Equipment Funding Forum September 29

The US EPA Air and Agriculture Programs will be hosting an Agriculture Off-Road Equipment Funding forum on Tuesday, September 29. The meeting will be in room 229 at the USDA Service Center, 430 G. Street, Davis, California. The Forum begins at 9:30 am and is expected to end by 12:30 pm. For more information, please contact Grace Cheng, US EPA Air Division at (415) 972-3983 or Gary Van Sickle at gvsickle@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