

Network CONNECTION



Weekly updates and market insights from CTFA's PPN Network

May 21, 2007

News from the Network

Crop Activity Update

Packouts continue their increase this week as more packers move to full days and have multiple varieties being harvested.

Peaches

The fairly new variety **Spring Flame 21** will be the major variety the early part of the week and will be heavy to size 56. The very sweet subacid **Sugar Time** will be available in limited volume. Among Summerwhite® varieties, harvest of the flat **May Saturn** continues in limited volume. **Spring Snow** will be the major white variety this week and will be heavy to size 56.

Plums

Early-maturing IS plum **Flavorosa** will see its harvest take off this week. Good flavor is reported for this purplish fruit with red flesh. Harvest of **Red Beaut** will crest this week, with peak size 80.

Nectarines

Zee Fire will be the major variety the first part of the week. Flavor is reported to be especially excellent. **Red Roy**, with peak size 64, will be the #2 variety the first part of the week and could take the lead the second part of the week. The Summerwhite® **Polar Ice** continues, and is now being followed by its close relative **Polar Light**.

Packout Summary

(in thousands of equivalent units)

	Week ending 5/18	Season to Date	Last Year
Peaches	618.3	1724.8	771.5
Plums	78.0	83.0	0
Nectarines	434.7	698.2	180.6

Section 18 Exemption Approved for Post-Harvest Treatment of Peaches and Nectarines

The California Department of Pesticide Regulation has issued a section 18 emergency exemption to permit the post-harvest use of Mentor (propiconazole) on nectarines and peaches to control sour rot. The emergency exemption was issued May 15, 2007 and will be valid until September 30, 2007. It applies to Fresno, Kings, Kern and Tulare counties. The exemption document can be downloaded from the DPR website [here](#). For more information, contact David Haskell of DPR at 916-445-4207.

Light Brown Apple Moth Updates Available on CDFA Website

CDFA and USDA held a three-day meeting May 16-18 to update stakeholders on LBAM issues. The meeting included a tour of infested sites May 16, a survey and detection update and overviews of current state and federal regulations on May 17. A closed session for Technical Working Group (TWG) members was held on the afternoon of the 17th and the morning of the 18th. The TWG includes experts from UC (including Dr. Marshall Johnson from Kearney Ag Center), USDA-ARS, USDA-APHIS, and entomologists from Australia and New Zealand. Updates on LBAM are available on the [CDFA website](#). CTFA staff continue to monitor this issue.

Promotion & PR

Grilling Release Features California Peaches, Plum and Nectarines, Chef Adam Perry Lang's Grilling Tips

Nationally acclaimed chef and [Daisy May's BBQ USA](#) restaurant owner Adam Perry Lang shares fruit-grilling tips in a just-released press kit with the theme "California Peaches, Plums and Nectarines Sizzle on the Grill." The materials, distributed beginning May 18, include an informational release, four grilling recipes with high-quality images, and the (PDF file) "[Fresh Off the Grill](#)" consumer brochure. The materials can be viewed at the [emediawire](#) website.

Publication Notes

2007 Bulletins Available

The 2007 season peach, plum and nectarine bulletins have been distributed to industry members and are available on the [Reports and Bulletins](#) page of the CTFA website. Please note that as mentioned in the bulletin, **packers not taking voluntary inspection must file a Daily Packout Report with CTFA**, specifying the organization's next pack date and start time. For questions, contact Gary VanSickle at gvensickle@caltreefruit.com or 559-638-8260.

2006 CTFA Annual Report Distributed

The California Tree Fruit Agreement's 2006 Annual Report is now being distributed to industry members. 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.

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.

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

Last Chance for Tickets: CA PPN Day at the Diamond June 23 at Chukchansi Park

Over 200 tickets have been requested for CA PPN Day at the Diamond at Chukchansi Park June 23 - and there are still some available. Join your friends and neighbors as the California peach, plum and nectarine industry goes "out to the ballgame" in Fresno. 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.

Meetings of Note

International Market Development Subcommittee to Meet May 24

The International Market Development Subcommittee will meet Thursday, May 24, 2007 from 12:00 p.m. to 2:00 p.m. at the CTFA office in Reedley. The recent Unified Export Strategy submission will be among the items for discussion. For more information contact Gordon Smith at gsmith@caltreefruit.com or 559-638-8260.

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