

# PEACH FUZZ



An exclusive membership newsletter published by California Canning Peach Association the cooperative bargaining association in the canning cling peach industry.

2300 River Plaza Drive / Suite 110 / Sacramento, CA 95833  
 Sacramento: 916/925-9131 – Yuba City: 530/673-8526 – Modesto: 209/537-0715  
 Website: <http://www.calpeach.com> E-mail: [ccpa@calpeach.com](mailto:ccpa@calpeach.com)

Vol. 45, No.3  
 May 15, 2015

## CCPA's 2015 PRETHINNING ESTIMATE TOTALS 342,511 TONS

The Association's 2015 prethinning estimate, which is conducted by our Directors, Delegates and Committeemen in early May each year, amounts to a total of 342,511 tons. The 2015 estimate amounts to a 5.6% increase over last year's 324,458 ton crop. It amounts to an average yield of 18.3 tons/acre which is 12% above last year's 16.3 ton/acre yield. The Yuba/Sutter area is projecting an average yield of 18.8 tons/acre which is up 11% from last year's 17.0 ton/acre yield. Modesto is projecting a yield of 18.3 tons/acre (up 20% from last year) while Kingsburg is projecting a 17.3 ton/acre yield (up 2% from last year). The largest yield increases are projected for Extra Earlies (+10%) and Lates (+18%) while Earlies are showing a 1% yield decrease largely due to lower yields on the Klamath variety this year. In summary, the 2015 prethinning estimate would represent the best statewide average yield since 2010's 18.9 ton/acre crop. While we have a good fruit set in many orchards, this estimate appears to be the best case scenario. Our ability to reach this estimate will depend largely on how fruit continues to size prior to harvest. The 2015 prethinning estimate covers just over 6,800 acres which represents 37% of the industry's total bearing acreage for 2015. Earlier this week, the USDA's National Ag Statistics Service released their initial 2015 California Cling peach crop estimate of 306,000 tons. The next peach crop estimate will be the industry's Block x Block estimate which is expected to be completed during the second week in June.

### 2015 Prethinning Estimate

#### Tonnage by Area

<u>Area</u>	<u>Bearing Acres</u>	<u>Prethinning Estimate</u>	<u>2014 Deliveries</u>	<u>% Change vs Last Year</u>	<u>Yield/Acre</u>
Yuba/Sutter	9,993	187,636	179,608	+4.4%	18.8
Stockton	628	8,491	9,117	-6.9%	13.5
Modesto	6,231	113,874	100,952	+12.8%	18.3
Kingsburg	1,876	32,510	34,781	-6.5%	17.3
<b>TOTALS</b>	<b>18,728</b>	<b>342,511</b>	<b>324,458</b>	<b>+5.6%</b>	<b>18.3</b>

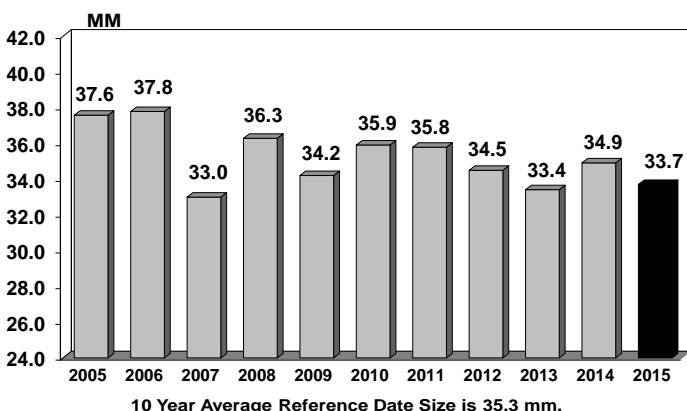
#### Tonnage by Varietal Group

<u>Varietal Group</u>	<u>Bearing Acres</u>	<u>Prethinning Estimate</u>	<u>2014 Deliveries</u>	<u>% Change vs Last Year</u>	<u>Yield/Acre</u>
Extra Early	5,336	84,787	79,299	+6.9%	15.9
Early	2,657	40,800	43,385	-6.0%	15.4
Late	7,687	160,000	146,042	+9.6%	20.8
Extra Late	3,048	56,924	55,731	+2.1%	18.7
<b>TOTALS</b>	<b>18,728</b>	<b>342,511</b>	<b>324,458</b>	<b>+5.6%</b>	<b>18.3</b>

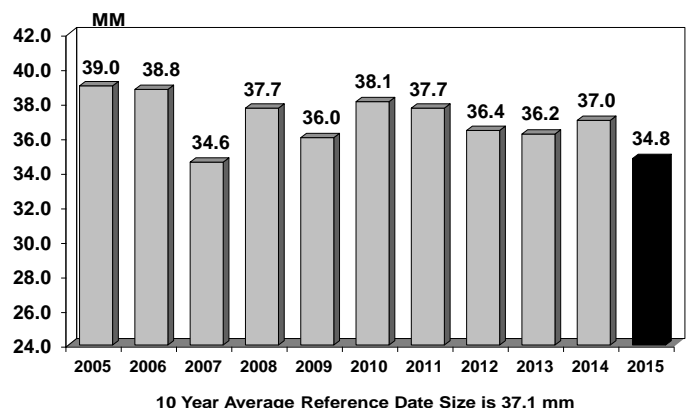
## CURRENT CROP CONDITIONS

Thinning is underway in all parts of the state with many growers reporting limited labor availability and increased costs. The Yuba/Sutter area established May 9<sup>th</sup> as Reference Date this year (three days earlier than 2014), the Modesto area Reference Date was May 8<sup>th</sup> (8 days earlier), and the Kingsburg area Reference Date was May 3 (one day later). The Statewide Reference Date of May 8<sup>th</sup> has surpassed 2004 and 1988 as the earliest date in the past 50 years with just a 62-day interval between full bloom and reference date this year. (The 20-year average interval is 71 days, only other year with a 62-day interval is 2013.) We have also experienced warm weather this year during the first 30 days following full bloom. Janine Hasey, U.C. Farm Advisor for Sutter, Yuba, and Colusa counties, reports a total of 7,955 growing degree hours for the 30 days following bloom this year vs. an average of about 6,000 hours. She notes that the combination of warm temperatures following bloom and a heavy fruit set are likely to result in fruit sizing problems this year. The Reference Date size measurements taken by the Association's fieldstaff confirm that fruit sizes are currently running below normal at this point. While recent May temperatures have been below normal, we are still expecting an early start to harvest this year.

**Reference Date Sizes in Yuba/Sutter  
2005 - 2015**



**Reference Date Sizes in Modesto  
2005 - 2015**



RETURN SERVICE REQUESTED

### **JUICE FRUIT SALES OPPORTUNITIES IN 2015**

The Association will have a sort-out juice fruit sales program available for members and non-members this summer. Any grower interested in participating must submit a copy of your pesticide treatment form and be approved by an Association field representative prior to making a delivery. Remember that juice fruit deliveries must have no mold or brown rot, no worms, no grounders, and no leaking bins. In addition, growers using mechanical harvesters must have blowers in use to prevent an excessive amount of leaves in bins. For more information on juice fruit sales opportunities this summer, please contact your local CCPA field office.

### **NEW STUDY SUGGESTS A “CAN-DO” APPROACH TO HEALTHY EATING**

According to a new research study published in the May issue of Psychology and Marketing, researchers at Cornell University have identified three factors that help people choose healthier foods. The food items must be convenient (C), attractive (A), and normal (N) or CAN. During an interview with HealthDay News regarding these findings, lead researcher Brian Wansink, who serves as the Director of Cornell University’s Food and Brand Lab, noted that “Consumers need to get out of the mindset that only fresh fruits and vegetables are healthy. People have deceived themselves that fruits and vegetables have to be fresh. Canned and frozen have just as much nutrition, if not more.” In addition he notes that canned and frozen can be more convenient for consumers. *(Editor’s Note: From 2007-2009, Brian Wansink served as the Executive Director of the USDA’s Center for Nutrition Policy and Promotion, which was the Federal agency in charge of developing the 2010 Dietary Guidelines for Americans.)*

### **PEACH TREE SALES FALL 12% IN 2015**

According to the Peach Association’s annual survey of nurseries selling cling peach trees to California growers, a total of 206,799 trees were sold for 2015 plantings. This amounts to a 12% decrease over last year’s sales of 235,410 trees, but still represents a 60% increase over 2013 plantings. Plantings for 2015 are projected to be 1,075 acres, down from 1,220 acres planted last year. The six most popular varieties sold are listed as follows:

<u>Variety</u>	<u>2013 Tree Sales</u>	<u>2014 Tree Sales</u>	<u>2015 Tree Sales</u>
Late Ross	21,188	32,418	43,431
Stanislaus	10,159	10,151	43,406
Ross	21,860	42,143	35,817
Klamath	13,146	63,723	18,431
Starn	6,734	22,632	15,897
Lilleland	15,929	21,647	14,952

### **OF INTEREST**

- All CCPA members are reminded to return your ballots regarding the Association’s proposed By-law amendment election currently underway. Ballots must be received in our office prior to Monday, June 22<sup>nd</sup>. The adoption of the proposed amendment requires a majority vote of the CCPA’s membership.  
**BE SURE TO VOTE!**
- The next Cling Peach Advisory Board meeting will take place on Friday, May 29 beginning at 10:00 a.m. at the California Farm Bureau building in Sacramento. The Board will take action to establish their 2015 grower assessment at this meeting.
- YTD canned peach exports for June-March amount to 836,630 cases, down 2% from year-ago levels. Canada continues to post gains (+24%) while shipments to Mexico continue to decline (-32%). YTD canned peach imports total 4,395,205 cases, up 10% from year-ago levels.
- The 2015 cling peach crop in Greece is estimated to be 435,000 MT, up 2% from their 2014 production.