

PEACH FUZZZ



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

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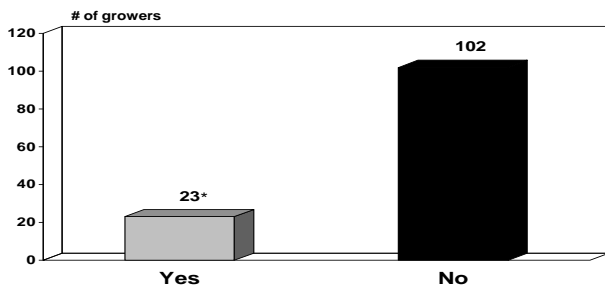
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DISTRICT MEETING HIGHLIGHTS

Many Association members and processor representatives attended a series of 2014 District Meetings held earlier this month. President Hudgins reviewed the 2014 season results, the current marketing outlook, and the industry's projected supply/demand position for 2015. He also reviewed the results of the Association's recently completed grower survey regarding future planting intentions and reasons that growers have for continuing to exit the peach business at an alarming rate despite the price increases during the last two years. He noted that nearly one-third of the Association's total membership had responded to this survey which represented 40% of our total bearing acreage. He added that the very clear message from the survey results was that pricing needs to significantly increase in 2015 in order for the California cling peach industry to be sustainable in future years. The survey also asked about grower's future plans for peach production. A total of 49 growers (38% of responses) indicated they intended to maintain their current acreage levels. Another 39 growers (30%) indicated they intended to continue farming their existing orchards, but would not replant peaches when orchards reached the end of their useful life. Just 14 growers (11%) indicated plans to increase their peach acreage, while 10 growers indicated they were now exiting the business. Walnuts and almonds continue to be the most popular choices for new orchard plantings.

CCPA Member Survey Results September 30, 2014

Do you intend to plant any additional cling peach acreage in the next three years?

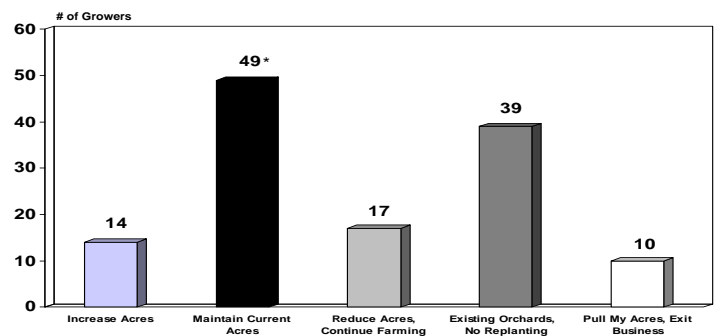


A total of 371 acres of additional plantings for growers answering "yes" to this question.

*One additional grower would consider planting if price expectations are met in 2015.

CCPA Member Survey Results September 30, 2014

What are your future plans for cling peach production?



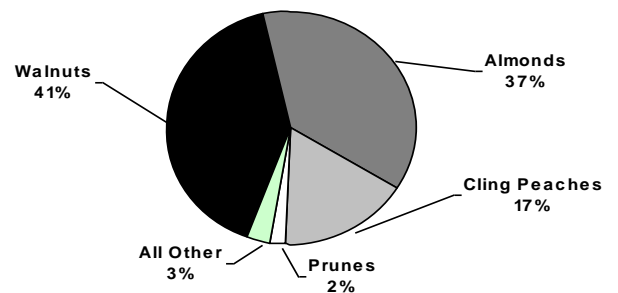
*One grower indicates that his future plans are dependent upon his pricing expectations being met in 2015.

What are your main reasons for not planting additional peach acreage?

- Low peach prices.
- Better returns from walnuts and almonds.
- Labor shortages and labor cost.
- Too much risk.
- No more available ground
- Lack of mechanical harvesting.
- Too much work!

Results of CCPA's Grower Survey September 30, 2014

What Permanent Crops Would You Be Most Interested in Planting?



PULLOUTS TO DATE NOW TOTAL 1,498 ACRES

The Association's fieldstaff reports that pullouts to date now total 1,498 acres, up 254 acres from the total pullouts of 1,244 acres one month ago. The YTD pullout figure represents 7.5% of the industry's bearing acreage in 2014 and will result in fewer than 19,000 bearing acres remaining for 2015. With a small amount of nonbearing acres in the ground today, it is clear that the industry needs additional acres planted in 2015 and 2016 to meet current market demand. All processors are willing to offer growers 20 year contract terms for new plantings, contact your local processor field representative to discuss specific plans for your operation.

YTD Cling Peach Pullouts (As of November 18, 2014)

Area	EE Acres	E Acres	L Acres	EL Acres	Total Acres	% of Bearing
Yuba/Sutter	231	133	281	90	735	7.0%
Modesto	98	88	316	91	593	8.1%
Kingsburg	64	40	47	19	170	8.2%
TOTAL	393	261	644	200	1,498	7.5%

RETURN SERVICE REQUESTED

ADVISORY BOARD NOMINATION MEETINGS SCHEDULED

The California Cling Peach Board will be holding a series of grower nomination meetings in December for Board positions that are currently vacant or expiring in March, 2015. If there is only one nominee for any position, CDFA officials will not conduct a vote. For districts with two or more qualified nominees, ballots will be mailed to growers in the district with a contested race. The Board positions are for three year terms of office. All growers are encouraged to attend the meeting in your area to hear reports on the Board's activity during the past year. (The Yuba/Sutter and Modesto meetings will occur during the Peach Day programs.) If you are unable to attend, nominations may also be submitted in writing to the Cling Peach Board office until January 30, 2015.

<u>AREA</u>	<u>Board Member Terms Expiring</u>
Yuba/Sutter December 17 @ 10:15 a.m. Ag Commissioner's Office Yuba City	Justin Micheli (Zone 2) Bob Jawanda (Zone 3) Rajeev Davit (Zone 4)
Modesto/Stockton December 2 @ 10:40 a.m. Stanislas Co. Ag Center Modesto	Rick Lial (Zone 6) Brian Noeller (Zone 7) Chris Miller (Zone 8)
Kingsburg December 5 @ 9:00 a.m. Cling Peach Board Office Dinuba	None (Bill Hammerstrom's alternate position only)

2014 QUALITY AWARD WINNERS RECOGNIZED

Rajinder and Pam Chohan have once again won the Association's Statewide Quality Award in 2014 for achieving the lowest average offgrade (0.79%) among growers who delivered at least 250 tons over more than two weeks. This marks the second consecutive year that Rajinder & Pam have captured the top quality honor - congratulations on a job well done! The top three quality award winners in each district delivered an average of 962 tons with 11 growers in excess of 1,000 tons delivered. A list of all the quality award winners is shown below:

<u>District</u>	<u>1st Place</u>	<u>Offgrade</u>	<u>2nd Place</u>	<u>Offgrade</u>	<u>3rd Place</u>	<u>Offgrade</u>
1	Vicki Anderson	1.17%	Karmdeep S. Bains	1.30%	Parminder & Rajveer Bains	1.33%
2	Lakhsbir S. Johal	1.05%	Dulai Farms	1.11%	Karmdeep S. Bains	1.21%
3	Rajinder & Paramdeep Chohan	0.79%	Mohan S. & Harinder Bains	0.95%	Balbir S. Bains	1.06%
4	Parmjit S. & Sarbjit S. Johl	1.27%	Tierra Partners V, L.P.	1.30%	Bhatti Farms Partnership	1.44%
5	Heer-Atwal Orchards	1.40%	Jagdeep Bajwa	1.45%	Smith Ranches	1.84%
6/7	DePalma Farms	1.67%	Rodin Ranch	2.10%	Norman & Brenda Kline	2.11%
8	Charles Voss Farming	1.03%	John R. Starn	1.16%	Stackhouse Brothers	1.29%
9	HEK Farms	1.28%	Surinder S. Dhesei	1.62%	Grewal Brothers Farming	1.79%
10/11	Murad Farms, Inc.	1.34%	The Palm Family	1.50%	Sihota Ranch	1.61%

OF INTEREST

- The Sacramento Valley Peach Day will be held on Wednesday, December 17 at the Ag Commissioner's Office in Yuba City. Registration will open at 8:30 a.m. and the program begins at 9:00 a.m. and will conclude with lunch.
- The Association's 2015 Annual Meeting will be held on Tuesday, January 20th at the Hilton Hotel in Sacramento. Watch for further details in the December Peach Fuzz.