



Update

The bimonthly newsletter of Corona-College
Heights Orange & Lemon Association

Serving California's citrus growers and buyers since 1899
with state-of-the-art packing facilities and marketing strategies

Vol. 9, No. 6

November-December 2010

Report from the field

District 1: Kern & Tulare counties (Wyatt)

Navels: We have a very good crop of navels this year, although color and testing is a little behind. Harvesting is likely to start the first week of November. Early on we saw a lot of small fruit, but these last few rains have helped increase our sizes, especially on the early varieties in Kern County. In the Arvin area, sizes are more of a 113-88 peak, but in Maricopa they are 88-72 peak. As we go north, sizing drops off to 113s with a split between 138s and 88s and plenty of 163s. Quality is nice, smooth texture, tight navel ends—very few protruding navels. Hopefully, we can have another good year. Weather will be a key factor, and right now the forecasters are looking at some cold weather and plus-normal rainfall. We can use the rain but not the real cold temperatures.

Lemons: The market is hot at the moment. We are currently harvesting some lemons out of the Maricopa area, but the rains have stopped that operation. Our volume is very similar to last year, and this rain will help considerably in regard to gaining size. The quality looks good and there will be at least two picks—possibly three on a few of the ranches. Our thoughts right now are that this season will be very much like last year—steady picking and a decent market with good demand.

Valencia: We are done. It was not a good year for Valencias. We have not come out with our numbers yet, but I don't think any Valencia grower will be buying new equipment on their Valencia returns.

District 2: Ventura and Santa Barbara counties (Vazquez)

Lemons: Early estimates indicate a similar crop for Ventura and Santa Barbara County growers. We are looking to harvest early in December for some growers with the remaining growers being harvested starting in January. The first harvest forecast shows signs of being a light to moderate harvest for most. The quality and sizing of the fruit overall looks good for all growers in this district, so please continue to apply good agricultural practices.

Valencias: The crop is definitely smaller for the upcoming season. It is still too early to comment on size and quality. The next field report will have more information for Valencia growers. Growers, please continue to apply good agricultural practices.

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Citrus market report

John Demshki, CCH President

Valencias: Conventional fruit sales are almost finished and organic will be finished in mid-November. The fruit was excellent with good returns but competed with late and foreign navels. Juice pricing has been about \$160-\$180 per ton.

Lemons: The lemon year started on Sept. 1. The crop is down 30 percent already due to poor growth in the desert. Sales prices on most sizes is about \$2 over last year. To date, sales of District 3 fruit is half of last year. The desert is 15-20 percent picked. A portion of the fruit will not size up. There is shortage of available lemons in the marketplace; however, CCH is still exporting to its customer base in Japan to satisfy those buyers. There is a chance that prices have already peaked for all lemons.

Desert lemon utilization is down 8 percent for Fancy. Choice and Standard are up 5 percent. Meteorologist Tom Dunklee is predicting a much greater than average chance of a freeze this year, so growers may want to consider purchasing frost insurance. CDFA Secretary AG Kawamura has approved an industry assessment from \$.01 to \$.09 per carton, which will be used to increase funding to aggressively track and control Asian citrus psyllid infestations and prevent, detect and fight the deadly huanglongbing (HLB) disease that, if found, would threaten the state's entire citrus industry. (See story on page 3.)

CCH has established the following pooling schedule for 2010-2011 lemons: District 1 will have an off-bloom pool, followed by two-month pools until the end of the season; District 2 for Riverside and San Diego counties will have two-month pools throughout the season; District 2 pools for Ventura and Santa Barbara counties will be determined at a later date; District 3 pools will be monthly.

Grapefruit: Grapefruit sales are done. There was a large demand at the end of the season from Japan. Ruby grapefruit ended a bit early despite the small fruit size.

Navels: CCH has withdrawn from CCGA due to volume restrictions imposed for the 2010-2011 navel season. Instead, CCH will join the Central California Orange Growers

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Stats from the packinghouse

as of October 25, 2010

NOTE: Stats do not include organic or chem-free totals.

Variety	District	Fancy %	Choice %	Standard %	Juice %	Total %
Fairchild	District 3	89.8%	0.0%	0.0%	10.2%	100.0%
Lemons	District 1	35.4%	32.4%	4.9%	27.3%	100.0%
Lemons	District 2	37.6%	31.2%	0.1%	31.1%	100.0%
Lemons	District 3	31.5%	31.7%	2.9%	33.9%	100.0%
Minneola	District 1	65.1%	13.2%	0.0%	21.7%	100.0%
Minneola	District 2	18.5%	0.4%	0.0%	81.1%	100.0%
Minneola	District 3	70.1%	14.9%	0.0%	15.0%	100.0%
Navels	District 1	71.0%	17.0%	0.7%	11.3%	100.0%
Navels	District 2	33.8%	15.9%	1.6%	48.7%	100.0%
Rios	District 3	26.3%	21.6%	0.0%	52.1%	100.0%
Ruby	District 2	45.0%	18.7%	0.0%	36.3%	100.0%
Ruby	District 3	30.1%	16.0%	0.0%	53.9%	100.0%
Star	District 1	20.6%	18.4%	0.0%	61.0%	100.0%
Star	District 2	46.7%	13.7%	0.0%	39.6%	100.0%
Star	District 3	23.8%	32.3%	0.0%	43.9%	100.0%
Valencias	District 1	32.2%	28.6%	0.9%	38.3%	100.0%
Valencias	District 2	24.0%	26.6%	0.5%	48.9%	100.0%
Valencias	District 3	26.1%	32.3%	0.0%	41.6%	100.0%

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CCH Update is published bimonthly in odd-numbered months by Corona-College Heights Orange & Lemon Association, a nonprofit cooperative association serving California's citrus growers.

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**Lemons in storage:
18,400 cartons**

Estimated pool closing schedule

as of October 18, 2010

NOTE: The projected schedule estimates when the major open pools will be closed and paid. Closing dates listed are estimates only and subject to change based on marketing conditions. An asterisk (*) represents a revised pool closing date.

Year	Pool name	First date received	Last date received	Estimated pool closing date
2010	Le 2-1*	12/16/09	5/28/10	11/15/10
2010	Le 2-2	6/01/10	Picking	Picking
2010	Le 2-7	1/06/10	Picking	Storage
2010	Le 2-8*	1/16/10	5/25/10	10/31/10
2010	Le 2-22	7/02/10	7/26/10	11/30/10
2010	Le 2-23	8/09/10	8/31/10	12/31/10
2010	Mg 3-1	8/09/10	9/29/10	12/31/10
2010	Mg 3-10	8/16/10	8/31/10	12/31/10
2010	Mg 3-11	9/02/10	9/29/10	12/31/10
2010	Mi 2-1*	3/01/10	3/24/10	10/31/10
2010	Na 2-8*	5/03/10	5/18/10	10/31/10
2010	Na 2-9	4/20/10	4/30/10	11/30/10
2010	RR 3-17*	6/07/10	6/19/10	10/31/10
2010	RG 2-1	8/17/10	9/10/10	12/31/10
2010	RG 2-10	9/03/10	8/03/10	11/30/10
2010	SR 1-1	6/14/10	6/28/10	10/31/10
2010	SR 2-1	3/26/10	9/03/10	12/31/10
2010	SR 2-12	7/01/10	7/31/10	11/30/10
2010	SR 2-14	8/04/10	8/25/10	12/15/10
2010	Va 1-1	4/01/10	7/27/10	11/30/10
2010	Va 1-2	8/09/10	Picking	Picking
2010	Va 1-13	7/07/10	7/30/10	10/31/10
2010	Va 1-14	9/19/10	9/30/10	12/31/10
2010	Va 1-15	10/01/10	Picking	Picking
2010	Va 2-1	4/27/10	7/31/10	11/30/10
2010	Va 2-2	8/02/10	Picking	Picking
2010	Va 2-7	5/27/10	Picking	Picking
2010	Va 2-8	9/13/10	9/30/10	1/15/11
2010	Va 2-9	10/01/10	Picking	Picking
2010	Va 2-14	7/03/10	7/31/10	10/31/10
2010	Va 2-15	8/02/10	8/31/10	12/15/10
2010	Va 2-16	9/01/10	9/30/10	1/15/11
2011	Le 1-1	8/28/10	9/04/10	12/15/10
2011	Le 3-2	8/01/10	8/30/10	12/31/10
2011	Le 3-3	9/01/10	9/30/10	Storage
2011	Le 3-4	10/01/10	Picking	Storage
2011	Le 3-10	8/01/10	8/28/10	12/31/10
2011	Le 3-11	9/01/10	9/25/10	12/31/10

Citrus Market Report (continued from page 2)

Cooperative (CCOGC), which is very similar to CCGA, without the volume restrictions, at a cost of less than \$.01 per carton.

CCH has established the following pooling schedule for 2010-2011 navels: District 1 pools will be weekly until general maturity (defined as the end of gassing period), then monthly; Organic and late varieties will be pooled separately; District 2 pools will be monthly. ❖

Secretary Kawamura OKs citrus committee assessment increase

Working with citrus growers and federal and local officials, CDFA Secretary AG Kawamura has approved an industry assessment to significantly increase funding to fight the spread of a disease that threatens to decimate the state's citrus crop and increase consumer prices. The Citrus Pest and Disease Prevention Committee (CPDPC) voted to recommend an increase in the annual assessment on citrus growers from \$.01 to \$.09 per 40-lb. carton (or equivalent) of citrus crops. This new rate is effective as of Oct. 1, 2010.

"The committee's recommendation to set the rate at nine cents clearly reflects just how seriously the growers take this pest-disease complex," said Kawamura. "California's citrus growers have demonstrated both the willingness and the ability to respond to this threat. The additional funds will help track and control the state's ACP infestations and rapidly detect HLB and respond if it arrives in California."

The committee was created to advise Secretary Kawamura and the agricultural industry about efforts to combat serious pests and diseases that threaten the state's citrus crop. The committee was authorized through AB 281, which was signed into law on Oct. 9, 2009. The group's recommendation to increase the assessment rate to 9 cents represents the maximum rate allowed. The new rate is estimated to generate approximately \$15 million per year to prevent, detect and respond to citrus-specific pests and diseases.

California's citrus growers are confronting the arrival of the Asian citrus psyllid (ACP), a tiny pest that can spread the fatal citrus disease, huanglongbing (HLB). Multiple detections of the pest have been confirmed in Southern California, although the disease has yet to be detected in the state.

"Our colleagues in Florida have already lost 200,000 acres of vibrant citrus production to the disease, and neighbors to the south in Brazil have removed four million HLB-

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Citrus assessments *(continued from page 3)*

infected trees and plan to remove two million more,” said CPDPC Chairman Nick Hill, who serves as vice president of Greenleaf Farms, Inc. “We can’t allow that to happen to our industry.”

Hill reports that growers in Florida are spending more than \$500 per acre in cultural costs for scouting, detection, treatment and/or tree removal for this pest and disease. Growers there are also contributing research funds.

CDEA staff who set and check insect traps estimate that more than half of the homes in Southern California, where ACP infestations have been detected, have at least one citrus tree on the property. These trees, in addition to the state’s \$1.8 billion annual citrus crop, would be at risk should HLB arrive in California.

“We have a chance to keep the psyllid isolated and protect our industry and our environment from HLB,” Hill said. “We shouldn’t miss this opportunity.”

All of Imperial, Los Angeles and Orange counties are under quarantine for ACP, as are portions of Riverside, San Bernardino and San Diego counties. For quarantine maps and additional information about ACP and HLB, please visit www.cdffa.ca.gov/phpps/acp/index.html. For details on the CPDPC, visit www.cdffa.ca.gov/citruscommittee/. ❖

Field Report *(continued from page 1)*

District 2: Riverside and San Diego counties (Gutierrez)

Lemons: There will be no harvesting until the first of the year. Growers, please prepare to gib your trees. In addition, before the rains arrive, be sure to apply your copper treatments to help prevent brown rot.

Valencias: We have seven to eight weeks of harvest left. What has been left on the trees has a lot of puff and crease and will be going to byproducts.

District 3: Riverside and Imperial counties (Gutierrez)

Lemons: We are just beginning to harvest. There were some problems with small sizes. The October rains delayed the harvest some, but now there will be steady picking that will continue into 2011. ❖

Save the date!

Friday, Dec. 10, 2010

CCH Annual Meeting
at the packinghouse

Watch for your invitation coming soon in the mail!