



# 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. 11, No. 1

January-February 2012

## Report from the field

*Growers are encouraged to use good agricultural practices and to contact your pest control advisor or CCH field representative if you have any questions.*

### District 1: Kern & Tulare counties

**Navels:** The good news is recent cold weather helped some blocks that were developing puff or crease from additional deterioration. The bad news is that the cold has caused us many sleepless nights for fear that crops would be damaged due to the freezing temperatures. In cutting fruit from Kern to Fresno County, I have detected very minimal damage so far, mainly along borders that are located in low cold spots or near isolated areas such as open fields. However, ice marking has been detected and is another method that will allow us to detect frost damaged fruit. In some instances, fruit that's been hurt by frost and isn't marketable oftentimes eliminates itself out in the field. Fruit quality is reflected in our packouts and what we are able to utilize from each initial pick. So far, packouts are averaging 92%, with size structures currently peaking at 88, 72, 113, and 56.

Fruit maturity has been a struggle throughout the valley, causing us to test each block as many times as necessary to ensure fruit meets county requirements. We have had some close calls, but no issues as of yet. I don't recall testing navels in mid-January unless it was for high brix export markets. Speaking of high brix, that business has kicked into gear, allowing us to increase our harvesting and meet the demand of our exporters. Currently, navel blocks located on or along the foothills have allowed us to fulfill the needs of the high brix demand. Considering the issues we've been experiencing this season with maturity, blocks located against the foothills have had the highest brix readings, ranging from 12.7 to 14.2 brix.

**Lemons:** Rain would be real nice right about now and would assist lemons in gaining a size or two. Due to our dry weather conditions, fruit size is a little smaller than what we were anticipating. Cold nights have enhanced color on lemons which have been gibbed to color faster than normal, forcing us to pick crops sooner than expected. Packouts are averaging about 90% or better with overall decent quality.

*District 1 Field Representative Maribel Nenna can be reached at (559) 907-7560.*

### District 2: Ventura and Santa Barbara counties

**Lemons:** We are starting our first picks of the year. We have begun to use a 138 ring size to harvest along with color for our first pick on groves that can dictate using a large size ring for picking. We are and will be color picking with a 138 ring throughout the season. We are seeing smaller-sized fruit; therefore, we will have to watch the fruit closely to determine when to harvest. First harvests have been out of Goleta (Santa Barbara County), and we are working our way down into Ventura county. Early forecast estimates indicate about 15% lighter crop this year. For those growers participating in the GAP program, please feel free to contact me with any questions regarding any procedures.

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# Citrus market report

*John Demshki, CCH President*

**Navels:** We have shipped 308,000 cartons vs. 279,000 last year. Exports are 16,000 cartons this year vs. 12,000 cartons last year. Markets are different this year. Last year, Korea was the country of export; this year it is Australia. Sunkist had moved Valencias from China to Korea, which were not California produced. We will soon begin shipping to Korea as the supply is exhausted and we will ship through Del Monte. CCH staff has been able to successfully ship the right fruit. Utilization has improved, which is resulting in more cartons packed. We are averaging almost two cases more per bin due to improving the pack. We continue to ship large volumes to Walmart and we have handled all their forecast changes well.

**Lemons:** The lemon harvest is down by 41% due mostly to District 3, which was expected. However, cartons packed are only down 9%. Export and Fancy are about the same, but this year Chile did not buy Choice due to a conflict with a non-registered chemical. Pricing is \$1.50 over last year, but export pricing is lower due to Sunkist. Sales year to date are \$8 million, which is 5% less than last year. The marketplace appears to be getting stronger. We are selling Costco bags. We started bringing in silver fruit in December from the desert and will do same shortly in San Joaquin Valley. We expect to get utilization up to 75%.

**Grapefruit:** There is no demand yet, but some fruit has been picked in the desert. Japan expects to have an early demand for California grapefruit due to Florida/Texas seasons being short.

**Other:** Minneola harvest began in District 3 at the end of January. We expect Fancy pricing to be about \$15 and Choice \$12. There is some wind scar. Fruit may be smaller than in the valley. Prices should eventually climb to \$16. The desert Murcotts will go to Australia.

**Organic Report:** Grapefruit is at last year's volume with prices slightly up. Prices are going up, but there is no fruit. Cara Caras from the desert are up in both volume and price. Lemons are down 60% over last year but prices are up. Minneola prices are up 5% but movement is slow and half done. They will be completed by the end of February at about \$18 per carton. ❖

## Stats from the packinghouse

*as of January 23, 2012*

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

Variety	District	Fancy %	Choice %	Standard %	Juice %	Total %
Lemons	District 1	58.6%	23.5%	1.0%	16.9%	100.0%
Lemons	District 2	37.6%	28.1%	0.0%	34.3%	100.0%
Lemons	District 3	43.6%	29.5%	1.7%	25.2%	100.0%
Minneola	District 1	56.5%	16.0%	0.0%	27.5%	100.0%
Navels	District 1	46.9%	29.0%	0.0%	24.1%	100.0%
Navels	District 2	63.0%	25.7%	0.0%	11.3%	100.0%
Rios	District 3	26.1%	26.9%	0.0%	47.0%	100.0%

## CCH Update

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**Lemons in storage:  
232,300 cartons**

# Estimated pool closing schedule

as of January 24, 2012

*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
2011	Le 2-6	11/3/11	12/02/11	3/01/12
2011	Le 2-26	11/01/11	11/28/11	2/26/12
2011	Le 2-27	11/30/11	12/01/11	2/29/12
2011	Le 2-28	12/1/11	12/01/11	2/29/12
2011	Le 2-29	12/23/11	12/30/11	storage
2011	Le 2-71	11/2/11	11/30/11	3/31/12
2011	Le 2-72	12/1/11	12/07/11	storage
2012	Le 1-2	10/13/11	10/31/11	1/29/12
2012	Le 1-3	11/1/11	11/16/11	2/28/12
2012	Le 1-4	12/1/11	12/30/11	storage
2012	Le 1-5	1/3/12	picking	storage
2012	Le 3-3	10/1/11	10/31/11	1/29/12
2012	Le 3-4	11/1/11	11/30/11	2/28/12
2012	Le 3-5	12/1/11	12/31/11	storage
2012	Le 3-6	1/3/12	picking	storage
2012	Le 3-10	10/17/11	10/26/11	1/24/12
2012	Le 3-11	11/23/11	11/28/11	2/26/12
2012	Le 3-12	12/7/11	12/30/11	storage
2012	Mi 3-1	12/19/11	picking	picking
2012	Mi 3-10	12/12/11	12/27/11	3/26/12
2012	Mi 3-11	12/14/11	12/14/11	3/13/12
2012	Mi 3-12	1/3/12	picking	picking
2012	Na 1-1	10/25/11	10/31/11	1/29/12
2012	Na 1-2	11/1/11	11/30/11	2/28/12
2012	Na 1-3	12/1/11	12/27/11	3/26/12
2012	Na 1-4	1/2/12	picking	picking
2012	Na 1-20	12/8/11	12/08/11	3/07/12
2012	Na 1-21	12/9/11	12/31/11	3/30/12
2012	Na 1-23	1/2/12	picking	picking
2012	Na 2-1	12/5/11	12/29/11	3/28/12
2012	Na 2-2	1/3/12	picking	picking

## IMPORTANT NOTICE

**Due to escalating fuel, labor packaging and bin depreciation costs, Corona-College Heights will be raising both the Door charge and Field Overhead charge five cents per field box to 75 cents and 23 cents per field box, respectively. This change will be reflected on all 2012 season grower returns.**

## CCH develops new pool payment policy

Corona-College Heights Orange and Lemon Association is an agricultural cooperative organized under the Food and Agriculture Code of the State of California. The purpose of the Association is to package and market the fruit produced by its members.

Fruit delivered to the Association by its members is graded, packed and marketed. The fruit is accounted for in pools maintained by variety as determined by the Association's board of directors. All proceeds derived from each pool, after deducting retains and other charges, are distributed to members on the basis of the quantity and grade of fruit delivered.

The Association's board of directors has approved the following new policy to ensure payments to growers are made in a timely manner:

### ***For oranges, grapefruit, and miscellaneous varieties, except lemons:***

- Pool dates are set prior to the start of each period and communicated to growers through the field department.
- Distributions from each pool are in the form of advances and final payments.
- A Preliminary Projected Return will be provided to CCH field personnel following the run of the grower's fruit and will be made available to the grower.
- An advance of 50 percent due to growers will be distributed 45 days from the close of the pool.
- The final payment will be made 45 days from the advance.

### ***For lemons:***

The current CCH lemon year began in October 2011 and runs through September 2012. Lemon pools consist of harvest periods set by the CCH board of directors. Currently, all lemons picked from October through January in District 1 and District 3 are in monthly pools. Beginning Feb. 1, District 1 pools will be two-month pools. District 2 lemons will be two-month pools

*(Continued on page 4)*



**Corona-College Heights  
Orange & Lemon Association**  
8000 Lincoln Avenue  
Riverside, CA 92504

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**CHANGE SERVICE REQUESTED**

**New pool payment policy**

*(continued from page 3)*

effective in January. The pooling dates for Ventura County/Santa Barbara County lemons have not been set.

At the end of a lemon pool harvest date, pools will be advanced as follows:

- 45 days from end of a pool harvest period, each grower will be advanced 25% of the projected pool value.
- 90 days from the end of a pool harvest period, each grower will be advanced an additional 50% of the projected pool value.
- 150 days from the end of the pool harvest period, the pool will close and the remainder will be paid out in full. ❖

**Due to the severity of the Asian Citrus Psyllid (ACP) in California, all growers must follow the treatment recommended by the California Department of Food and Agriculture if a grove is within 400 meters of that find. CCH cannot process fruit which fails to follow the recommended treatment. After the spraying or treatment is completed, the grower should notify Ruben Gutierrez at 951-359-6451.**

**Field Report** *(continued from page 1)*

**Valencias:** Early estimates of the 2012 Valencia season indicate about 20% larger crop than last year. Early indications show fruit is coloring at a faster pace than this time last year. This year, with the lack of rain, we must continue to irrigate as needed. We cannot depend on Mother Nature; therefore, plan your irrigation schedule for the rest of the year. For those growers who have been thinking about going organic, please feel free to contact me with any questions regarding the conversion from conventional to organic for certification.

*District 2 Field Representative Anthony Vazquez can be reached at (805) 479-9398.*

**District 2: Riverside and San Diego counties**

**Navels:** We've barely started our Navel harvest because of small-sized fruit. Sizes are heavy on 113 followed by 138, which are not good movers. We are seeing a small amount of puff and crease, but overall quality is normal and holding well.

**Lemons:** Lemon harvest started the end of January. Quality is looking good, but the fruit is turning color before reaching a good size. We will begin color picking with the 138 ring. This year's crop is about 15-20% smaller than last year, but the quality looks good.

**District 3: Riverside and Imperial counties**

**Lemons:** Harvest was completed the end of January. Quality was good through the final picks.

*District 2 (Southern) and District 3 Field Rep Ruben Gutierrez can be reached at (951) 323-9875. ❖*