

September 7, 2012

CRMB Weekly Update



Raisin Industry News and the work of the California Raisin Marketing Board, by Gary Schulz, President and General Manager

Raisin Industry Statistics

For Industry Statistics, such as Deliveries to Handlers, Shipments, etc. please go to the RAC website: www.raisins.org

Top 20 Destinations for Crop Year 2011-2012

Natural Seedless

Packed Tons

YTD Rank	Destination	YTD Tonnage 8/01/11- 7/31/12	Previous YTD tonnage 8/01/10- 7/31/11
1	United States	174,381	169,126
2	Japan	18,727	17,412
3	United Kingdom	13,282	18,592
4	China*	11,949	12,262
5	Germany	10,788	13,240
6	Canada	9,322	11,219
7	Australia	8,511	7,543

8	Sweden	7,033	5,350
9	Mexico	4,015	5,050
10	Taiwan	4,007	4,611
11	South Korea	3,730	4,020
12	Netherlands	3,608	2,926
13	Malaysia	3,563	3,367
14	Denmark	3,504	4,834
15	Norway	3,305	3,397
16	Philippines	2,311	2,446
17	Thailand	2,123	1,730
18	Finland	1,726	1,708
19	New Zealand	1,652	1,950
20	Hong Kong	1,642	1,679

*Historically a large volume of China exports are transshipped directly to Japan.

Upcoming Meetings

Monday, September 10, 6:30 p.m., Asian Bakery Winners' Study Tour
Dinner, San Joaquin Country Club

Trial to Reconvene

Judge Raymond Cadei in Sacramento County Superior Court began hearing the cases on April 2 brought against the CDFA/CRMB by

plaintiffs Lion Bros., etc., and Boghosian Raisin Packing Company, Inc. et al; and defendant and cross-complainant Raisin Valley Farms, LLC.

Since April 19 the trial has been in recess, but in a case management hearing this week, Judge Cadei ordered the parties to resume trial on Monday, September 10.

Fresno Area Weather Forecast may be found at:

<http://www.weather.com/weather/tenday/93710>

USDA Webinar Series for the Fruit and Vegetable Industry

The Agricultural Marketing Service Fruit and Vegetable Program invites you to take part in a series of free, interactive webinars on our many programs and services. At each webinar, you'll hear a presentation from a USDA expert on a specific topic, be introduced to our staff, and take part in an interactive question and answer session.

These informative webinars are designed for fruit and vegetable growers, packers, shippers, processors, wholesalers and retailers of all sizes. All of the webinars are free and available to anyone with Internet access. Registration is, however, required and space is limited. Log on today to register – it's your first step to gaining a competitive edge and learning how we can work together to meet your unique business needs. If you miss a webinar, just visit our [Webinar Archive](#) to watch it online.

Take a look at all we have to offer. Follow the links next to the webinar titles below for full information on each session and to register. We'll see you online!

Coming Up!

USDA's Good Agricultural Practices & Good Handling Practices (GAP&GHP) Program & the Produce GAPs Harmonized Standard	Sept. 20, 2012, 2:00-3:00pm Eastern Time	http://bit.ly/MZsbbb
IN SPANISH (En español) - An Introduction to the Perishable Agricultural Commodities Act (PACA)	October 31, 2012, 2:00-3:00pm Eastern Time	http://bit.ly/OH74MA
IN SPANISH (En español) - An Introduction to USDA's Fruit and Vegetable Market News	November 15, 2012, 2:00-3:00pm Eastern Time	http://bit.ly/R4eBrm

Vineyards of the Future — Think Automation

Aug. 31, 2012 by Nella Letizia, Washington State University

As provided by Western Farm Press



In orchards and vineyards of the future, one sensor will measure the amount of photosynthetic energy being absorbed by tree and vine canopies at any time of day. Still others will sense moisture levels from leaves and soil. A variable-rate irrigation system can then supply just the right amount of water and fertilizer, depending on what a particular plant needs. And all the information can be collected, processed and seen by growers in real time through their mobile devices so they can make informed decisions quickly.

Washington State University's Center for Precision and Automated Agricultural Systems is working with University of California at Davis and others on a three-year, \$2.6 million U.S. Department of Agriculture project to bring this future to the present.

“This research is aimed at developing and integrating soil- and plant-based sensors to monitor the state and condition of plant canopies for optimizing management within orchards and vineyards,” said Qin Zhang, WSU CPAAS director. “The importance of this research to Washington’s wine grape and tree fruit industries is that the profitability of the industry is strongly dependent on the production of high-quality fruit, which is associated with a proper balance of canopy and crop load.”

Project researchers are developing a farm-based, precision management system to help specialty crop growers improve quality and increase production efficiency while reducing their environmental footprint. The project has seven objectives, of which WSU is participating in five:

Mobile platform for measuring canopy architecture and photosynthetically active radiation (PAR) absorption. PAR is necessary for photosynthesis and plant growth. In orchards, researchers have studied the relationship between the amount of this energy canopies absorb and increasing productivity. The information gathered from the platform—equipped with a GPS receiver, radar and infrared thermometers—can be used to determine the effect of canopy management on yield, quality and more.

WSU researchers took the PAR absorption study a step further when they evaluated sweet cherry trees trained to new, two-dimensional fruiting wall architectures at the WSU Roza Research Orchard near

Prosser. They found that trees trained to a Y trellis absorbed more light over the course of a day than trees trained to an upright fruiting offshoot (UFO) system.

“It could provide the fundamental information needed to improve both fruit yield and quality in a UFO system by carefully planning the pruning of trees,” Zhang said.

Sensor suite for detecting plant and soil water status. Sensors for infrared temperature, PAR, wind speed, relative humidity and ambient air temperature make up the suite. An in-ground probe measures soil moisture, electrical conductivity, organic matter and compaction.

WSU is also investigating modifications to the suite to monitor water stress of grapevines. Additions include infrared thermography to detect temperature distribution patterns of sunlit and shaded canopies, as well as a handheld light bar and multispectral camera to measure PAR absorption under different water stress levels.

Decision support system. WSU has created a prototype software analysis tool so participating growers and university researchers can assimilate and rapidly act on the information they receive from sensing devices in the field. The tool can import and integrate a wide variety of data in different formats, including time, location, temperatures and other readings; process the information and show results specific to a grower’s farming operation; and support a range of Internet-connected mobile devices, such as a smart phone or tablet.

“This is a very challenging task,” Zhang said. “We’re giving growers the basic algorithm, and they can choose the interface. Some want a paper copy of the data analysis; others want it on their iPhone. Some want results in color; others in black and white. Some want to see something in 3-D; others in 2-D. It’s difficult to please everybody. The important thing is to make the information available visually in real time.”

Raisin Theft Advisory

For the last two years our County, your ranches and farms experienced a high number of rolled raisin thefts. The majority of the thefts occurred in the area near Biola and the area West of Selma. In the past years we have received reports of both bin and rolled raisin thefts. Last season the thefts consisted primarily of rolled raisins taken from the fields, usually during the evening and night time hours.

Some prevention tips we can offer would be to place rolled raisin trays deeper in the vineyard so as to limit visibility from the roadway. Placing the rolled trays deeper in the vineyard might cause the thieves to believe the trays have already been picked up. Remove raisins and or bins from fields or unsecured locations as soon as practical. Secure tractors, trailers and most importantly forklifts, so the criminals are not able to use your own equipment to perpetrate the theft.

Report any theft and or sighting of suspicious vehicles/persons with descriptions as soon as possible to Fresno Sheriff’s Department 559-488-3111.

Additionally an AG Detective may be available Monday through Friday at our Selma office 559-898-0667, or by email at agcrimes@fresnosheriff.org. If no answer, please call Sheriff's Dispatch at 488-3111. Of course for in-progress crimes or any emergency, please dial 911.

Sergeant Michael Chapman, Fresno County Sheriff's Department, AG Task Force, 559-898-0667 (Office) 559-351-7769 (Cell)

The Big Fresno Fair, October 3-14

The Baked with Raisins and Raisin Pie Recipe Contest categories of the Big Fresno Fair will once again be sponsored by the CRMB. The deadline to submit recipes is September 8, 2012 (online entries must be submitted by September 10, 2012). To download the entry form [click here](#) or contact the Fresno Fair at (559) 650-FAIR. The Grand Prize is a KitchenAid mixer and a \$200 gift certificate. Prizes will also be awarded to 1st and 2nd places.

Taste of California Trade Show and Conference

November 5-7, Oakland, CA

Join the **California Centers for International Trade Development** for the exciting Taste of California Trade Show & Conference!

- Meet one-on-one with key buyers

- Increase product/brand visibility
- Launch new products
- Gather information about buyer needs and preferences
- Extend your reach into new markets around the world
- Network with industry professionals

For more information, go to <http://www.tasteofcalifornia.org/home>

Baker, Peterson & Franklin Ag Business Award

The 17th annual BP&F Ag Business Award will be announced at a luncheon at Tornino's on Wednesday, November 14 along with the Fresno Chamber of Commerce's Agriculturist of the Year.

Nomination forms for the ag business award are due by Friday, September 14 and may be obtained by emailing this office:
gary@raisins.org

Past winners include Allied Grape Growers, Fresno Equipment Co., Errotaberre Ranches, Harris Farms, Borba Farms, National Raisin Co., Ballantine Produce Co., Woolf Enterprises, Producers Dairy Foods, P-R Farms, J & L Vineyards, Fowler Packing Co., Joseph Gallo Farms, Wawona Frozen Foods, Wilbur-Ellis Western Division and Zacky Farms.

UPCOMING INDUSTRY EVENTS

Ag One Boosters Barbecue, Sunday, September 9

Rancho Vista Del Rio (Borba Ranch) located in Madera at the San Joaquin River and Highway 99.

Grounds will open at 4 p.m. with dinner to follow between 5:30 and 6:30 p.m.

Tickets purchased before 8/31 are \$50 per person; tickets purchased after 9/1 will be \$60 per person. For ticket information, contact Ag One at (559) 278-4266. Tickets may be purchased online at www.agonefoundation.org.

Asian Bakery Winners' Study Tour Dinner

Monday, September 10, 6:30 p.m., San Joaquin Country Club

Ag Roundtable

Friday, September 28, 7 a.m., Marie Callendar's, Cedar and Shaw in Fresno

California Raisins at the Big Fresno Fair 2012

October 3-14, 2012 (Home Arts Building)

Taste of California Trade Show and Conference

November 5-7, Oakland, CA

For more information, go to <http://www.tasteofcalifornia.org/home>

2012 Grape, Raisin and Nut Expo

Wednesday, November 7, Big Fresno Fairgrounds, sponsored by American Vineyard Magazine. For more information, go to www.americanvineyardmagazine.com/cvgrexpo.html

31st Annual Agribusiness Management Conference

Wednesday, November 7, Radisson Hotel Conference Center. Sponsored by the Center for Agricultural Business, CSU-Fresno

Baker, Peterson & Franklin/Fresno Chamber Ag Awards Luncheon

Wednesday, November 14, Tornino's

Fresno Food Expo

Thursday, March 14, Fresno Convention Center. For more information, go to <http://www.fresnofoodexpo.com>

International Nut and Dried Fruit Conference (INC)

May 21-23, Barcelona, Spain

For information, go to www.nutfruit.org

Have a Great Weekend!

Gary Schulz, President and General Manager

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