



# California Fruit & Nut Review

Cooperating with the California Department of Food and Agriculture

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The almond bloom was underway with most farmers getting ready for bloom spray. No significant damage to the trees was reported at this time as a result of cool temperatures late in the month.

### FEBRUARY CROP COMMENTS

Budding in peach and plum trees continued as blooming started in early variety trees. Pruning, spraying, and planting in orchards and vineyards were conducted as conditions allowed. Netting was placed on some stone fruit trees to protect new blossoms from birds. Good bud growth was reported in early season blueberry fields with bees being used for pollination.

The navel orange, mandarin, lemon, pummelo, and grapefruit harvests continued in the San Joaquin Valley, but wet conditions slowed the pace and increased fruit decay. The navel orange growers accelerated harvest in order to limit fruit losses due to rind breakdown. Lemons and grapefruit were also picked in the desert region, with lemons being picked in the coastal regions as well. Freezing temperatures were recorded during February in the desert region.

### FRUIT AND NUT STATISTICS AT A GLANCE

Crop	Bearing Acreage		Yield Per Acre		Estimated Production		Production Percent Change	Next Crop Update
	2009	2010	2009	2010	2009	2010		
<b>NUT CROPS</b>								
	<i>Acres</i>		<i>Pounds</i>		<i>1,000 Pounds</i>			
Almonds (Shelled) 1/	720,000	740,000	1,960	2,230	1,410,000	1,650,000	17	May 5, 2011
Pecans	3,200	3,300	1,230	1,220	3,920	4,030	3	July 7, 2011
Pistachio (In-Shell)								
Marketable In-Shell	---	---	---	---	290,000	378,000	30	
Shelling Stock	---	---	---	---	65,000	144,000	122	
Total	126,000	137,000	2,820	3,810	355,000	522,000	47	July 7, 2011
			<i>Tons</i>		<i>1,000 Tons</i>			
Walnuts (In-Shell) 2/	227,000	227,000	1.93	2.25	437.0	510.0	17	July 7, 2011
<b>FRUIT CROPS</b>								
Apples	19,000	18,000	6.97	8.33	132.5	150.0	13	July 7, 2011
Apricots	11,000	10,800	5.41	5.48	59.5	59.2	-1	July 7, 2011
Cherries 3/	28,000	29,000	3.29	3.34	92.0	97.0	5	June 9, 2011
Grapes, Raisin 3/ 4/	216,000	216,000	8.97	9.03	1,938.0	1,950.0	1	July 7, 2011
Grapes, Table 3/	84,000	84,000	10.43	10.71	876.0	900.0	3	July 7, 2011
Grapes, Wine	489,000	489,000	7.65	6.75	3,743.0	3,300.0	-12	July 7, 2011
Grapes, All 3/	789,000	789,000	8.31	7.79	6,557.0	6,150.0	-6	July 7, 2011
Olives	31,000	33,000	1.49	5.76	46.3	190.0	310	July 7, 2011
Peaches, Clingstone 5/	24,500	23,000	19.10	18.80	469.0	432.0	-8	May 11, 2011
Peaches, Freestone	28,000	27,000	12.50	14.30	350.0	385.0	10	May 11, 2011
Pears, Bartlett	10,000	10,000	20.00	17.00	200.0	170.0	-15	June 9, 2011
Pears, Other	4,000	4,000	13.75	12.50	55.0	50.0	-9	July 7, 2011
Plums, Dried (Prunes) 6/	64,000	63,000	2.59	1.98	166.0	125.0	-25	June 2, 2011
<b>BERRIES</b>								
	2010	2011	2010	2011	2010	2011		
			<i>Cwt.</i>		<i>1,000 Cwt.</i>			
Strawberries 7/	38,600	38,000	669	---	25,829	---		April 1, 2011
<b>CITRUS CROPS 8/</b>								
	2009-10	2010-11	2009-10	2010-11	2009-10	2010-11		
			<i>Cartons</i>		<i>1,000 Cartons</i>			
Grapefruit	9,600	9,400	875	745	8,400	7,000	-17	April 8, 2011
Lemons	46,000	45,000	891	933	41,000	42,000	2	April 8, 2011
Oranges, Navel	140,000	139,000	607	669	85,000	93,000	9	April 8, 2011
Oranges, Valencia	43,000	41,000	651	634	28,000	26,000	-7	April 8, 2011
Mandarins & Mandarin Hybrids 9/	30,000	33,000	660	582	19,800	19,200	-3	April 8, 2011

1/ Almond Subjective Forecast Report will be released May 5, 2011 at 12:00 p.m. PDT. Almond Objective Measurement Report will be released June 30, 2011.

2/ Walnut Objective Measurement Report will be released September 2, 2011 at 12:00 p.m. PDT.

3/ Revised 2009 data.

4/ Raisin Grape Objective Measurement will be released August 11, 2011.

5/ Over-the-scale tonnage and includes culls and cannery diversions

6/ Dried Plum Forecast Report will be released June 2, 2011.

7/ Includes fresh market and processing.

8/ 2010-11 Season: All Citrus Fruit-- 40.0 lbs per carton. 2009-10 Season (and previous years): Grapefruit -- 33.5 lbs per carton; Lemons -- 38 lbs per carton; Oranges -- 37.5 lbs per carton; Mandarins -- 37.5 lbs per carton.

9/ Includes tangelos, tangerines, and tangors.

**STRAWBERRIES FOR FRESH MARKET AND PROCESSING**

Crop and State	Area Planted		Area Harvested		Yield Per Acre		Production		Price Per Cwt.		Total Value	
	2009	2010	2009	2010	2009	2010	2009	2010	2009	2010	2009	2010
	Acres				Cwt.		1,000 Cwt.		Dollars		1,000 Dollars	
California	39,800	38,600	39,800	38,600	625	670	24,856	25,829	69.40	69.60	1,725,232	1,796,574
Florida	8,800	8,800	8,800	8,800	270	220	2,376	1,936	132.00	187.00	313,632	362,032
Michigan	950	950	800	750	58	39	46	29	144.00	141.00	6,615	4,089
New York	1,600	1,600	1,400	1,400	31	25	44	35	205.00	197.00	9,020	6,895
North Carolina	1,600	1,600	1,500	1,500	130	120	195	180	135.00	135.00	26,325	24,300
Ohio	1,100	1,100	710	730	42	48	30	35	191.00	272.00	5,730	9,520
Oregon	2,200	2,100	1,700	1,900	125	125	211	235	65.80	69.10	13,888	16,240
Pennsylvania	1,100	1,100	1,100	1,100	59	51	65	56	208.00	207.00	13,520	11,592
Washington	1,500	1,500	1,500	1,500	95	83	143	125	58.30	61.10	8,338	7,640
Wisconsin	870	820	770	710	61	58	47	41	155.00	157.00	7,285	6,437
U.S. Total	59,520	58,170	58,080	56,990	482	500	28,013	28,501	76.00	78.80	2,129,585	2,245,319

**BERRIES: ACREAGE, YIELD, PRODUCTION, PRICE AND VALUE BY CROP, STATE AND UNITED STATES, 2008-10**

Crop, State, and Year		Area Harvested	Yield Per Acre 1/	Total Production	Price Per Pound	Total Value of Production
		Acres	Pounds	1,000 Lbs.	Dollars	\$1,000
<b>Blueberries</b>						
California	2008	2,500	5,600	14,000	3.47	48,580
	2009	3,000	8,070	24,200	2.94	71,148
	2010	3,900	7,180	28,000	2.71	75,980
Oregon	2008	5,200	8,290	43,100	1.15	49,374
	2009	5,700	8,420	48,500	0.79	37,920
	2010	6,100	8,330	50,800	1.17	59,418
Washington	2008	4,100	7,800	32,000	1.36	43,360
	2009	4,800	8,130	39,000	0.78	30,525
	2010	5,200	8,080	42,000	1.30	54,664
United States	2008	60,180	5,790	348,900	1.54	536,992
	2009	63,770	5,720	367,700	1.33	485,920
	2010	68,410	6,040	414,710	1.43	589,917
<b>Boysenberries</b>						
California 2/	2008	70	7,570	530	0.73	386
	2009	---	---	---	---	---
	2010	---	---	---	---	---
Oregon	2008	700	3,810	2,840	0.73	1,948
	2009	600	5,330	3,400	0.66	2,102
	2010	500	4,400	2,200	0.87	1,920
United States	2008	770	4,160	3,370	0.73	2,334
	2009	600	5,330	3,400	0.66	2,102
	2010	500	4,400	2,200	0.87	1,920
<b>Black Raspberries</b>						
Oregon	2008	1,500	2,080	3,120	1.86	5,815
	2009	1,100	2,850	3,430	0.38	1,181
	2010	1,100	1,680	1,860	1.26	2,323
<b>Red Raspberries</b>						
Oregon	2008	1,500	3,370	5,050	1.60	8,084
	2009	1,400	3,860	5,400	1.29	6,956
	2010	1,500	4,000	6,000	1.21	7,236
Washington	2008	9,600	5,730	55,000	1.67	92,093
	2009	9,700	6,770	65,700	0.87	57,154
	2010	9,600	6,360	61,010	0.82	50,254
United States	2008	11,100	5,410	60,050	1.67	100,177
	2009	11,100	6,410	71,100	0.90	64,110
	2010	11,100	6,040	67,010	0.86	57,490
<b>All Raspberries</b>						
California	2008	5,400	16,000	86,400	3.00	259,200
	2009	5,400	19,000	102,600	2.90	297,315
	2010	5,400	15,000	81,000	2.47	200,288

1/ Yields based on utilized production.

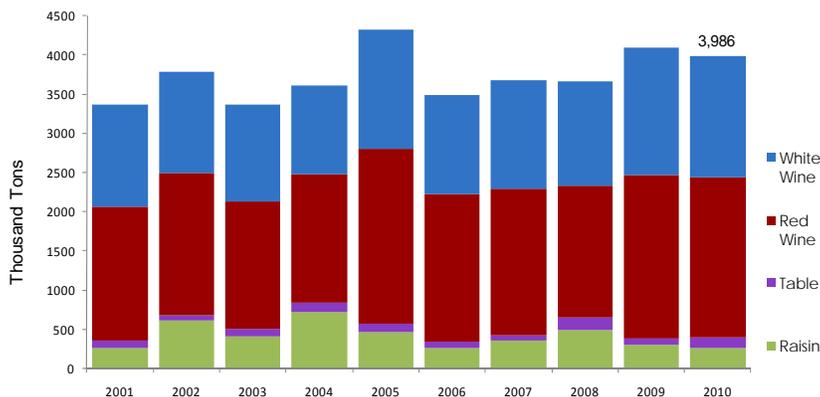
2/ Estimate discontinued in 2009.

### SUMMARY OF GRAPE TONNAGES AND PRICES

California's 2010 crush totaled 3,985,908 tons, down 3 percent from the 2009 crush of 4,095,297 tons. Red wine varieties accounted for the largest share of all grapes crushed, at 2,050,743 tons, down 1 percent from 2009. The 2010 white wine variety crush totaled 1,537,836 tons, down 5 percent from 2009. Tons crushed of raisin type varieties totaled 273,577, down 11 percent from 2009, and tons crushed of table type varieties totaled 123,753, up 46 percent from 2009.

The 2010 average price of all varieties was \$545.09, down 5 percent from 2009. Average prices for the 2010 crop by type were as follows: red wine grapes, \$627.57, down 6 percent from 2009; white wine grapes, \$501.25, down 6 percent from 2009; raisin grapes, \$214.87, up 26 percent; and table grapes, \$173.81, up 21 percent. These price levels have not been adjusted for inflation.

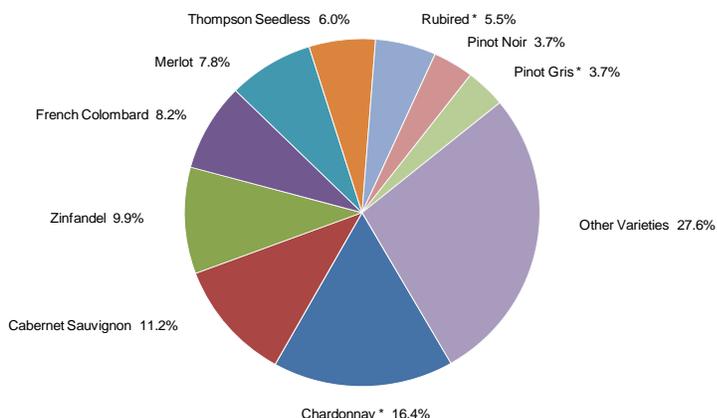
**CALIFORNIA GRAPES**  
Tons Crushed 2001 - 2010



Source: USDA, NASS, California Field Office

### LEADING GRAPE VARIETIES AND DISTRICTS

**Leading Varieties Crushed**  
PERCENT OF TOTAL 2010 CRUSH



Source: USDA, NASS, California Field Office

In 2010, Chardonnay accounted for the largest percentage of the total crush volume with 16.5 percent. Cabernet Sauvignon accounted for the second leading percentage of crush with 11.2 percent of the total crush. The next eight highest percentages of grapes crushed were all wine varieties, with the exception of Thompson Seedless.

District 13, (Madera, Fresno, Alpine, Mono, Inyo Counties; and Kings and Tulare Counties north of Nevada Avenue (Avenue 192)), had the largest share of the state's crush, at 1,362,788 tons. The average price per ton in district 13 was \$263.42.

Grapes produced in District 4 (Napa County) received the highest average price of \$3,237.97 per ton, down 5 percent from 2009. District 3 (Sonoma and Marin counties) received the second highest return of \$2,011.14, down 8 percent from 2009.

For the 2010 crush, the Chardonnay average price of \$716.18 was down 5 percent from 2009, and the average Cabernet Sauvignon price of \$1,028.74 was down 5 percent from 2009. The 2010 average price for Zinfandel was \$442.64, down 5 percent from 2009, while the Merlot average price was down 2 percent from 2009 at \$612.54 per ton.

### CALIFORNIA GRAPE CRUSH TONNAGE AND PRICE, 1989-2010

Crop Year	Red Wine Type		White Wine Type		Total Wine Type		Raisin Type		Table Type		All Types	
	Thousand Tons	\$/Ton	Thousand Tons	\$/Ton	Thousand Tons	\$/Ton	Thousand Tons	\$/Ton	Thousand Tons	\$/Ton	Thousand Tons	\$/Ton
1989	872	410	1,272	297	2,144	342	370	132	211	128	2,725	297
1990	804	355	1,331	277	2,135	306	268	126	170	127	2,573	276
1991	840	383	1,289	319	2,129	344	284	150	157	141	2,570	310
1992	888	438	1,209	364	2,097	395	785	182	217	170	3,099	325
1993	979	430	1,327	316	2,306	365	452	152	137	147	2,895	323
1994	936	462	1,242	317	2,177	379	239	118	123	136	2,540	344
1995	1,052	515	1,175	351	2,277	429	432	164	170	162	2,829	372
1996	1,079	611	1,094	469	2,172	540	618	191	117	188	2,908	452
1997	1,461	656	1,433	546	2,893	603	786	185	212	169	3,891	497
1998	1,333	643	1,194	521	2,527	586	506	164	135	150	3,169	502
1999	1,422	649	1,195	518	2,617	590	419	200	149	187	3,185	525
2000	1,816	628	1,503	500	3,319	571	513	125	120	118	3,951	504
2001	1,706	680	1,300	491	3,006	601	262	86	101	87	3,368	555
2002	1,817	614	1,288	432	3,105	538	622	76	61	80	3,787	462
2003	1,634	609	1,230	429	2,864	534	422	95	84	91	3,370	471
2004	1,639	627	1,136	487	2,775	571	727	200	113	199	3,615	482
2005	2,235	634	1,521	507	3,756	583	467	164	106	121	4,330	533
2006	1,874	637	1,263	503	3,136	583	267	154	86	137	3,489	548
2007	1,875	627	1,372	482	3,248	565	364	155	63	138	3,674	522
2008	1,676	661	1,338	543	3,015	609	494	224	165	180	3,674	547
2009	2,078	671	1,625	536	3,703	612	307	171	85	143	4,095	574
2010	2,051	628	1,538	501	3,589	574	274	215	124	174	3,986	545

Source: USDA, NASS, California Field Office

**VALENCIA ORANGE PRODUCTION FORECAST**

The initial 2010-11 Valencia orange forecast is 26 million cartons. Beginning with the 2010-11 marketing season, NASS has used 40 pound equivalent cartons for all California citrus crops. This forecast was based on the results of the 2010-11 Valencia Orange Objective Measurement (O.M.) Survey, which was conducted from January 13 to February 24, 2011. Estimated fruit set per tree, fruit diameter, trees per acre, bearing acreage, and oranges per carton were used in the statistical models estimating production.

Measurements and weather conditions are indicating a normal crop year. In 2010, cool spring and summer weather led to good fruit growth, while winter temperatures did not negatively impact the crop. Survey data indicated an average fruit set per tree of 631, very close to the five-year average of 626. The average March 1 diameter was 2.546 inches, lower than the five-year average of 2.605.

**CALIFORNIA VALENCIA ORANGE STATEWIDE DATA**

Crop Year	Number of Sampled Groves	Final Utilized Production (Cartons) 1/	Forecast Utilized Production (Cartons) 1/ 2/	Bearing Acres	Average Trees per Acre	Average Set per Tree	Average March 1 Diameter (Inches) 3/
1999-00	343	48,000,000	---	71,000	125	579	2.581
2000-01	782	38,000,000	---	68,000	125	477	2.614
2001-02	804	39,000,000	---	65,000	126	518	2.654
2002-03	780	40,000,000	44,000,000	64,000	126	653	2.584
2003-04	485	22,000,000	30,000,000	57,000	126	392	2.707
2004-05	589	41,000,000	40,000,000	53,000	123	807	2.644
2005-06	650	28,000,000	22,000,000	50,000	123	492	2.640
2006-07 4/	---	23,000,000	---	49,000	---	---	---
2007-08	656	34,000,000	32,000,000	47,000	123	692	2.523
2008-09	655	24,000,000	30,000,000	45,000	124	435	2.587
2009-10	571	28,000,000	34,000,000	43,000	124	704	2.630
2010-11	534	---	26,000,000	41,000	124	631	2.546

1/ Prior to the 2010-11 season, cartons had a standard equivalent weight of 37.5 lbs. Beginning in the 2010-11 season, cartons have a standard equivalent weight of 40 lbs.

2/ No Objective Measurement forecasts were made in the first three years the survey resumed in order to develop suitable forecast models.

3/ Size data for 1999-00 through 2005-06 came from the orange industry, while size data from 2007-08 to the present came from the USDA-NASS, California Field Office Objective Measurement Survey.

4/ An objective measurement survey was not conducted for the 2006-07 season due to the extensive freeze that year.

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