



## Ontario Tender Fruit Producers' Marketing Board

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Items in this newsletter:

- ✓ Meeting with the Honourable Minister Carol Mitchell
- ✓ Nectarines Now Under Tender Fruit Plan
- ✓ Minimum Size Increase Peaches - Reminder
- ✓ Crop & Timing Outlook
- ✓ New Packaging for 2010
- ✓ Tart Cherry Industry Update
- ✓ Cling Peach Outlook
- ✓ 2010 Licence Fees & Service Charges
- ✓ Petro Canada Spray Oil 13E – Emergency Registration

### **MEETING WITH THE HONOURABLE CAROL MITCHELL**

Representatives from the Board and the Ontario Apple Growers met with the Honourable Carol Mitchell, Minister of Agriculture, on May 31, 2010. This was a very productive meeting and the Minister gave us time and listened. We reviewed the outcomes of the recently completed Strategic Plan for the Tree Fruit & Fresh Grape Industries noting that the industry is already implementing the changes that are within our authority and financial abilities. Our requests of government were to partner with the industry to implement the major recommendations which included:

- a) The need for a provincially funded Replant Program similar to the programs offered in Nova Scotia, Quebec and British Columbia.
- b) The very real need for a program which would provide funding for infrastructure improvements such as irrigation, cold storage improvements, packing lines, etc.
- c) Funding for capacity building which would provide funding for the Boards to fully implement the recommendations included in the Strategic Plan.

### **NECTARINES NOW UNDER TENDER FRUIT PLAN**

All indications are that nectarines will be included in the Tender Fruit Plan. Regulation 434 has been filed and is law. Regulation 433 has been approved by the Farm Products Marketing Commission and is proceeding to the Minister for signing. In anticipation of this action, the Board has included nectarines in the 2010 promotion programs and nectarines will be included in the pricing orders and incentive programs this season.

### **MINIMUM PEACH SIZE INCREASED - REMINDER**

In response to recommendations included in the recent "Strategic Plan for the Tree Fruit Industry" as well as minimum size requirements set out by our major retail partners, the Board has passed a regulation increasing the minimum size for peaches as follows:

To August 15 <sup>th</sup>	2 ¼"
August 15 <sup>th</sup> and later	2 ⅜"

**Note that the peaches must be put through the system by these dates therefore, growers will have until August 10<sup>th</sup> to pack 2 ¼" after which the size increases to 2 ⅜" on August 11<sup>th</sup>.**

## **CROP OUTLOOK & TIMING**

Based on historical records for full bloom on Redhaven along the Niagara Parkway, we are two days ahead of 1998 which was the earliest date on record. This is about 11 days ahead of 2009 in Niagara and 14 days ahead in the later areas. There has been some frost damage in isolated pockets but overall, the outlook is very positive. Peach leaf curl has been prevalent this year but trees are growing out of it and there seems to have had no adverse effect on the fruit. The preliminary 2010 crop estimates are included on page 4.

## **PACKAGING FOR 2010 SEASON**

There will be much confusion over packaging for the 2010 crop. A new 3-litre plastic lidded basket will be introduced for peaches and pears and a new 2-litre plastic-lidded basket for grapes and nectarines. In both cases, these are in addition to the traditional 2 and 3-litre paper baskets. These are both retailer specific and are in response to retailer concerns over shrink and food safety issues. Growers are urged to discuss this with their dealer as soon as possible.

## **TART CHERRY UPDATE**

The USDA has made a final decision on Free Market versus Restricted for the 2009 crop at 32% Free and 68% restricted. This means that 68% of the 2009 crop will remain in the various reserves and will not be released until there is a market demand in the future.

The final numbers looked like this:

	Million Pounds
Optimum Supply Formula:	
(1) Average sales of the prior three years	176
(2) Plus desired carryout	0
(3) Optimum supply	176
Final Percentage	
(4) Board reported production	355
(5) Plus carrying July 1, 2009	52
(6) Tonnage available	407
(7) Surplus (item 6 minus item 3)	231

Using this information, it would appear that there will be enough cherries from the 2009 crop to satisfy the average demand even if there was no 2010 crop. But given that the 2010 crop estimate, which appears to be down about 50% from 2009 (while the Ontario crop will likely come in at about the same volume as last year), it appears likely that the entire 2010 crop will be processed. The bigger factor will be the USDA purchase of about 25 million pounds for the domestic feeding programs (timing uncertain).

## **CLINGSTONE PEACH OUTLOOK**

Cherry Lane Frozen Fruits has advised their growers that they will not be purchasing cling peaches this year but may in the future. The Board has assurances from Peterson Farms (Michigan) that they will purchase any additional cling peaches from Ontario growers this season. Returns are at best marginal, but it may buy time to see what happens in future crop years.

## **2010 LICENCE FEES & SERVICE CHARGES**

The 2010 fees have been established and have taken into account the current year's crop estimates, budgeted expenses and the addition of nectarines. The goal was to achieve a balance budget. A summary of the fee schedule is included on page 5. Please note that the fee rates have been set out

by an administration, research and promotion component and an Incentive Fee component which varies year-by-year. Incentive Fees relate exactly to each crop and are accounted for in individual funds. Surpluses and/or deficits are carried forward to subsequent crop years.

### **PETRO CANADA SPRAY OIL 13E**

Emergency registration of Petro Canada Spray Oil 13E has been approved by PMRA for use in Ontario for the suppression of PPV transmission through aphids on peach, apricot, nectarine and plum trees. This product has already been registered in Canada for use as a dormant oil and, with the emergency registration, can be used from May 1st to July 31st of this year on non-bearing trees and bearing trees up to the terminal bud stage. CFIA supports the use of this product and encourages its use in early spring, when trees are most susceptible to PPV infection, in an effort to minimize the spread of PPV from aphids.

Growers who are interested in obtaining a copy of the emergency use label should visit N.M. Bartlett's website at <http://www.bartlett.ca/bartlett/default.htm> or should contact Wendy McFadden-Smith, OMAFRA in Vineland at 905-562-3833 or Hannah Fraser, OMAFRA in Vineland 905-562-1574.

As well, growers are encouraged to contact Wendy McFadden-Smith to discuss any comments they may have regarding their use or results regarding Petro Canada Spray Oil 13E.

Efforts will be devoted this year to obtain a minor use label expansion of the product.

### **Orchard Manager Required**

Knights Appleden is looking for an individual to fill a permanent management role for their growing operations. This person would be responsible for managing employees, ordering chemicals, spray materials and fertilizer regimes. Experience with apple growing is not necessary however it would be an asset. What is required is the enthusiasm to experiment with new growing practices and new cultivars. Contact David Knight at 1-800-268-7780.

Yours truly,



Adrian Huisman  
Manager



Kelly Ciceran  
Assistant



Sarah Marshall  
New Project Coordinator

## Fresh Fruit Sales Through Ontario Dealer-Shippers 2010 Crop Estimate

Crop	2005	2006	2007	2008	2009	Estimate 2010	Change % +/-
	tons	tons	tons	tons	tons	tons	
<b>Peaches</b>	13583	17490	14737	17850	19400	21000	+10%
<b>Pears</b>							
Clapp	84	115	84	77	60	60	0%
Bartlett	1206	1914	1362	2400	1650	1800	+10%
Bosc	1775	2218	1159	1330	1256	1500	+20%
<b>Pears Combined</b>	<b>3065</b>	<b>4247</b>	<b>2605</b>	<b>3807</b>	<b>2966</b>	<b>3360</b>	<b>+13%</b>
<b>Plums &amp; Prunes</b>							
Early Golden	589	1420	65	1500	1420	1400	0%
Shiro	661	644	362	500	600	600	0%
<b>Total Yellow Plums</b>	<b>1250</b>	<b>2064</b>	<b>427</b>	<b>2000</b>	<b>2020</b>	<b>2000</b>	<b>0%</b>
Reds	23	20	15	30	30	30	0%
Blue Plums & Prunes	721	699	494	564	525	550	+5%
<b>Plums &amp; Prunes Combined</b>	<b>1994</b>	<b>2783</b>	<b>936</b>	<b>2594</b>	<b>2575</b>	<b>2580</b>	<b>0%</b>
<b>Grapes</b>							
Coronation - Premium	1295	1920	2015	2025	2100	2300	+ 10%
Other Blue Grapes	790	500	185	110	100	100	+ 0%
<b>Grapes Combined</b>	<b>2085</b>	<b>2420</b>	<b>2200</b>	<b>2135</b>	<b>2200</b>	<b>2400</b>	<b>+3%</b>
<b>Sweet Cherries</b>	525	500	750	420	300	360	+20%
<b>Nectarines</b>	2400	3500	3010	2600	2200	2500	+14%
<b>TOTAL FRESH</b>	<b>23652</b>	<b>30940</b>	<b>24238</b>	<b>29406</b>	<b>29641</b>	<b>32200</b>	<b>+8%</b>
<b>PROCESSING</b>							
Clingstone Peaches	4668	6126	5613	2756	2621	2000	-25%
Bartlett Pears	2340	3677	1529	0	0	0	-
Tart Cherries	7940	3157	7864	6140	6989	7000	+0%
Sweet Cherries	208	421	50	80	60	60	-
<b>TOTAL PROCESSING</b>	<b>15156</b>	<b>13381</b>	<b>15056</b>	<b>8976</b>	<b>9670</b>	<b>9060</b>	<b>-6%</b>
<b>TOTAL COMBINED</b>	<b>38808</b>	<b>44321</b>	<b>39294</b>	<b>38382</b>	<b>39311</b>	<b>41260</b>	<b>+5%</b>

June 7/10

**SCHEDULE OF LICENCE FEES & SERVICE CHARGES - 2010**

<b>Crop</b>	<b>Admin- istration</b>	<b>Promotion</b>	<b>Research &amp; Food Safety</b>	<b>Incentives</b>	<b>2010 Total</b>	<b>2009 Total</b>	<b>2008 Total</b>	<b>2007 Total</b>	<b>2006 Total</b>
<b>Peaches</b>									
4x3	0.11	0.02	0.01	0.26	<b>0.40</b>	0.42	0.32	0.30	0.28
6x3/8x2/10x1.5	0.14	0.03	0.02	0.38	<b>0.57</b>	0.59	0.49	0.45	0.42
25 Lb.	0.14	0.03	0.02	0.38	<b>0.57</b>	0.59	0.49	0.45	0.42
20 Lb.	0.12	0.02	0.02	0.30	<b>0.46</b>	0.48	0.38	0.36	0.34
15 Lb.	0.09	0.02	0.01	0.23	<b>0.35</b>	0.36	0.27	0.24	0.25
10 Lb.	0.06	0.01	0.01	0.15	<b>0.23</b>	0.24	0.19	0.18	0.17
<b>Nectarines</b>									
4x3	0.11	0.02	0.01	0.26	<b>0.40</b>	na	na	na	na
6x3/8x2/10x1.5	0.14	0.03	0.02	0.38	<b>0.57</b>	na	na	na	na
25 Lb.	0.14	0.03	0.02	0.38	<b>0.57</b>	na	na	na	na
<b>Yellow Plums</b>									
6x3	0.14	0.03	0.02	0.40	<b>0.59</b>	<b>0.41</b>	0.45	0.58	0.60
10x1.5	0.14	0.03	0.02	0.40	<b>0.59</b>	<b>0.41</b>	0.45	0.58	0.60
25 Lb.	0.14	0.03	0.02	0.40	<b>0.59</b>	<b>0.41</b>	0.45	0.58	0.60
<b>Blue Plums</b>									
6x3/8x2	0.14	0.03	0.02	0.10	<b>0.29</b>	<b>0.44</b>	0.40	0.33	0.15
10x1.5	0.14	0.03	0.02	0.10	<b>0.29</b>	<b>0.44</b>	0.40	0.33	0.15
25 Lb.	0.14	0.03	0.02	0.10	<b>0.29</b>	<b>0.44</b>	0.40	0.33	0.15
<b>Red Plums</b>									
10x1.5	0.14	0.00	0.02	0.00	<b>0.16</b>	<b>0.13</b>	0.13	0.13	0.15
25 Lb.	0.14	0.00	0.02	0.00	<b>0.16</b>	<b>0.13</b>	0.13	0.13	0.15
<b>Pears (other than Bartlett, Bosc &amp; Harrow Varieties)</b>									
6x3/8x2	0.14	0.03	0.02	0.00	<b>0.19</b>	<b>0.21</b>	0.13	0.13	0.15
Carton - 36 lb.	0.19	0.04	0.02	0.00	<b>0.25</b>	<b>0.27</b>	0.19	0.19	0.22
<b>French &amp; Standard Bartlett Pears &amp; Harrow Varieties</b>									
4x3	0.11	0.02	0.01	0.08	<b>0.22</b>	<b>0.32</b>	0.33	0.24	0.26
6x3/8x2	0.14	0.03	0.02	0.10	<b>0.29</b>	<b>0.45</b>	0.49	0.35	0.42
Carton - 36 lb.	0.19	0.04	0.02	0.14	<b>0.39</b>	<b>0.57</b>	0.65	0.50	0.58
<b>Bosc Pears</b>									
6x3/8x2	0.14	0.03	0.02	0.30	<b>0.49</b>	<b>0.57</b>	0.52	0.40	0.42
Carton - 36 lb.	0.19	0.04	0.02	0.40	<b>0.65</b>	<b>0.75</b>	0.70	0.65	0.68