



Ontario Tender Fruit Producers' Marketing Board

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TRADE NEWSLETTER #6 – 2010 SPECIAL REPORT – PEACH SIZES

Due to the extreme weather conditions, the early varieties of peaches are ripening ahead of schedule but are under extreme stress and size is a concern. On a positive note, the brix is very high and the fruit is ripe, sweet and juicy.

As you will recall, the Board voluntarily increased the minimum size for the early varieties to 2 ¼" from 2 1/8" this season. Unfortunately, given current weather conditions, this may not be possible for the very early varieties which will be harvested over the next two weeks.

Therefore, the Board has reverted back to 2 1/8" minimum for the Group 1 varieties which includes Harrow Diamond, Springcrest and PF-1. To mitigate the impact we have strongly suggested that growers strive to pack a blend of sizes using an 80% 2 ¼" and 20% 2 1/8". This should translate to about four or five peaches that could be under 2 1/4" in any one basket.

Given the high brix readings, this small modification should go almost undetectable and consumers will be very satisfied with the taste. My wife and I have already eaten more peaches than we did all of last year.

For Group 2 (Garnet Beauty, Early Redhaven, Harrow Dawn and Risingstar) and later varieties, the minimum size will remain on schedule for size increases i.e. 2 ¼" before August 15 and 2 3/8" after August 15th.

This will definitely be a banner year for tree ripened Ontario fruit, sweet, juicy and full of flavour.

I remember Faye Clack saying the best way to enjoy a ripe Ontario peach was naked over a sink so that so the juices that ran down to your elbow didn't drip on the floor.

Yours truly,

Adrian Huisman
Manager