



PANOCHE CREEK
PACKING, INC.

IN A NUTSHELL

Predictions and Trends for the California Almond Market

March 2010

Market Update:

There seems to be some skepticism about the 2010 Nonpareil crop while other varieties appear to have persevered over the inclement weather. Ironically, this information isn't having any impact on demand for Nonpareil. Buyers seem to always be asking us for the best looking almonds we have that are NOT Nonpareil. Or they will ask us for the smallest (aka cheapest) Nonpareils we have in inventory.

There is the possibility of marginal production of Nonpareils this fall. I would have thought that prices for their 2010 crop would be on the rise or that the differential between Nonpareil and other varieties would be spreading as it did last year. For now, it sure isn't following that logic.

My gut feeling is that demand will stay strong throughout the spring and summer. If almonds continue to trade at a big discount to other leading nuts this fall, we should once again enjoy market growth during the 2010 campaign.

Grower's Corner: by Frank Roque

April Payment

We are pleased to announce our next seasonal pool progress payment.

	<u>February</u>	<u>April</u>
Nonpareil	\$1.10	\$1.40
Sonora	\$0.70	\$1.25
Carmel	\$0.70	\$1.10
Monterey	\$0.70	\$1.10
California	\$0.70	\$1.00

Payments will be mailed beginning on April 30, 2010.

Dates to Remember

April 30- Annual Grower Appreciation Trap Shoot
May 6 – Subjective Crop Forecast Announced
June 30 – Objective Crop Forecast Announced

“ALMOND MARKETING NONPAREIL”

2009 Crop Estimate Contest

The February Position Report was released last week and the receipts year to date were 1,383,159,937. The following growers are in the running to win the \$1,000 prize:

Lederhos Farms	1,401,001,001
Cosyns Farms	1,395,000,000
Russel Efird	1,392,651,000
Donald Montano	1,389,999,000
Chester Andrew	1,378,000,000

The official winner will be announced in our April newsletter.

Farming News: by Barry Watts

Post-Bloom Diseases

We've had some challenges trying to battle Brown Rot and Shot Hole with all the rain during bloom. As temperatures warm up, we will see how effective our efforts were. If rain persists into the spring, we will begin the fight against the post-bloom diseases. Topping the list of post-bloom diseases are Anthracnose, Rust and Scab.

Anthracnose – symptoms may start to appear about three weeks after petal fall. Symptoms include fruit infections, blossoms that look like Brown Rot Strikes and spur and limb dieback. Ultimately, diseased fruit dies and turns into mummies. Diseased shoots and branches that bear fruit will then die as well.

Rust – appears as small yellow spots on the top of the leaf and rust colored spores on the bottom. Rust thrives on the late spring rains as well as humid summer conditions. The fungus can defoliate an orchard if conditions are ideal.

Scab – looks like grayish black spots on the fruit, leaves and twigs. Symptoms initially appear as small yellow specks, usually visible in late spring to early summer. Scab can also defoliate an orchard if left untreated. Most of us have seen and may have even treated for Rust and Scab. If conditions remain wet and temperatures warm up, orchards that have had problems in the past will likely get worse. Post petal fall fungicide applications may be necessary to fight against these defoliating diseases. Consult with your Pest Control Advisor (PCA) to formulate a plan. Most fungicides that are available today protect healthy plant tissue rather than cure a disease infection. This means that you will want to have your fungicide on your trees before you see signs of disease infection. If frequent rains, fogs or dews persist, you may need to apply multiple fungicide applications. Again, consult your PCA for a recommendation.

Frost Reminder

Moist firm orchard floors conduct and store heat better than a dry, loose floor. When wetting your soils you should concentrate on the first foot. Monitoring soil moisture is recommended after strong winds as this is usually when soil dries out and could possibly be colder. If you must have a groundcover, make sure that it is mowed as close to the ground as possible. Cool air is not able to blow out of an orchard with groundcover as easily as one without.