



PANOCHÉ CREEK  
PACKING, INC.

# IN A NUTSHELL

Predictions and Trends for the California Almond Market

August 2011

## Market Update:

It looks like the popularity for nuts in general is here to stay and will continue to grow. Whoever thought that in these economic times of reduced credit ratings and stock market roller-coaster rides we could grow the almond business by over 13%? The almond industry may have an edge because of the affordability of our product but it was our largest crop ever. Now we are faced with a new challenge: an additional 300 million pounds. A few years ago if anyone would have mentioned a “2” when describing our crop size, the local emergency rooms would be full of almond farmers. It is funny how times change as there seems to be a sense of confidence at the present time brought on purely by the demand that we are experiencing. Keep in mind that this all may change when the warehouses are full and the market goes quiet.

Recent prices paid to farmers:

Nonpareil 23/25	\$2.11
Cal 23/25	\$1.67
Others	\$1.53
Nonpareil Inshell	\$2.17

## Inshell

Ten or so years ago we were a large player in the inshell business but got away from it for logistical and economic reasons. Well, we are back in the inshell business. As we look at the consumption of almonds, inshell markets are growing faster than meat markets. We have and will continue to source Nonpareil inshell for the 2011 crop year.

## Grower's Corner: by Frank Roque

### 2011 Crop Pool Delivery Payment

The pool delivery payment for the 2011 Crop Seasonal Pool will be as follows:

Nonpareil	\$.60
All Others	\$.40

### Pool Payment Deferral Option

Pool growers should have received a letter from us recently regarding deferring pool income until after December 31, 2011. If you wish to defer any or all of your pool payments until January 6, 2012, please complete and return the Contract Addendum form that was enclosed with the letter. We are required to have this form returned to us prior to your delivering almonds to us if you wish to defer any proceeds.

If you have any questions regarding the form or deferral, please call me.

## Farming News: by Barry Watts

### Is this 2010 Again?

Harvest this year is looking very similar to harvest last year, at least so far. I will wait to see what the weather

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“ALMOND MARKETING NONPAREIL”

looks like in late September or early October before I call them identical. The number one thing that comes to mind is wet almonds. Last year the Nonpareils took 9-11 days on the ground to dry properly but many were harvested green with only 7-8 days on the ground. And for the late varieties, Monterey and Fritz, we all know what happened.

I know a lot of growers vowed last year to “not let THIS happen again”. I think the best way to guard against a later-than-needed harvest is to manufacture maturity.

We are all using some form of deficit irrigation on our Hull Rot susceptible varieties and this helps speed maturation. When it comes to non-Hull Rot susceptible varieties, I think most of us go back to business as usual, particularly with the Monterey and Fritz. A strategy of sustained deficit irrigation for non-Hull Rot varieties can speed harvest. I have noticed growers that put a mild to medium stress on all varieties during harvest usually have their almonds up before any major weather happens. Depending on location and soil type, this may vary greatly. Remember, for Hull Rot susceptible varieties, you will want to keep with your regulated deficit irrigation program.