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UK / Europe

Healthy tradition good for apple sales

Eurofruit, www.eurofruitmagazine.com, August 2006, p8

A new study in Italy has found strong growth in consumption of apples among 25-34 year olds and an overall increase between the ages of 14-79. Consumers believe in the old adage that “an apple a day keeps the doctor away”, according to the report by Professor Enrico Finzi, presented at a press conference in Milan. He added that apple sales need to be focused around traditions, such as the real traditions of South Tyrol. [Return to Contents](#)

SmartFresh performs for Cox majority

Eurofruit, www.eurofruitmagazine.com, August 2006, p10

Arrivals of Cox Orange in the UK have had some problems with internal browning and russet browning. Problems were attributed to SmartFresh, but UK marketer AgroFresh says that the claims are inaccurate. Packers have been ‘explicitly warned’ about possible side effects on Cox. SmartFresh is not a cure. To capture fruit quality fruit must be harvested at the correct time. However the vast majority of outturns have been in good shape and SmartFresh has worked well to improve fruit firmness, according to another source. [Return to Contents](#)

Portugal fruit on a role

Eurofruit, www.eurofruitmagazine.com, August 2006, p47

Grower marketer O'Melro in Portugal produces Rocha pears and Royal Gala apples and plums from June to November. They also grow apples, Rocha pears and plums in Brazil. Manager Armando Torres Paulo says the 2006 season has started well with good prices and very good quality. Even Rocha pear prices have increased slightly. [Return to Contents](#)

Eastern Europe good for market spread

Eurofruit, www.eurofruitmagazine.com, August 2006, p48

Grower exporter Granfer in Portugal expects increased market opportunity in Eastern Europe in countries such as Poland and Russia. This will help to relieve pressure on the western European market.

Granfer exports 60% of their annual production of Rocha pears, apples and stone fruit. They are investigating new markets for Royal Gala, reflecting on an oversupply, although their overall apple volumes will be down on 2005. They have invested in 10 new CA rooms and additional packing lines at their central packhouse in Obidos. [Return to Contents](#)

Portugal grower cooperative

Eurofruit, www.eurofruitmagazine.com, August 2006, p49

Coopval is a Cadaval, Portugal based cooperative. They will harvest about 14,000t of Rocha pears and 1,000t of Royal Gala. 40% of the Rocha pears are exported to the UK. They have invested in 10 new CA rooms, two research centres and a ripening centre. The research centres will test post harvest treatments to increase shelf life. [Return to Contents](#)

North America

Growing middle class suggests apple sales

Good Fruit Grower, www.goodfruit.com, August 2006, p11

A growing middle class in Mexico is a measure of an improved economy with a further recovery in Mexico's apple and peach industries. However poverty remains a way of life with revolution, restrictions and land ownership and recession experienced over the last 80 years. [Return to Contents](#)

Mexico apple production

Good Fruit Grower, www.goodfruit.com, August 2006, pp8-11

The Mexican state of Chihuahua is the largest of Mexico's 31 states and has about 30,000ha of orchard and produces about 60% of the Mexican apple crop. The state produces about 16m boxes of which 25-30% will be processed depending on frost and hail damage. The region is described as dry and sandy with rainfall of 8-15ins. Deep wells for irrigation have saved the region from the last 14 years of drought. Most rainfall is in July and August. Frost is a major risk, but under tree irrigation with warm water from the wells has helped to manage the frost risk.

Finding adequate labour is a problem because Mexicans prefer to work in the US and earn US dollars to send back to their families. Guerrero used to be a pear-growing region but the orchards were hit by fire blight. It remains the second largest apple region in Mexico.

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Mexico growers look for colour

Good Fruit Grower, www.goodfruit.com, August 2006, pp13-15

The Casas Grandes region in Chihuahua is changing from apples to more peaches due to chilling hours as low as 500. They are also producing early market Gala. While they started out with Royal and Imperial Gala, they are moving to more highly coloured varieties such as Buckeye and Brookfield.

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Apple trees go in at La Nortenita

Good Fruit Grower, www.goodfruit.com, August 2006, p16

The Mexico grower/packer La Nortenita has 2000ha of apples and is planting at the rate of 250,000 trees p.a. They employ 5,000 people at peak harvest and pack 2m boxes of apples. The company also runs cattle and buys and sells grain. Production is 50bins/acre (50t/ha), 30% of production is Red Delicious, 70% Golden Delicious. 40% of the area is not in production including Gala plantings.

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Compost, mites and CM control

Good Fruit Grower, www.goodfruit.com, August 2006, p17

La Nortenita produces compost that it applies at the rate of 10-20kg/tree or 5 tons/ha. They raise predator mites for release in orchards for mite control and use mating disruption for codling moth control with one trap/ha for monitoring the pest.

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Return to family orchard

Good Fruit Grower, www.goodfruit.com, August 2006, pp20-22

Hector Ordonez has 59ha of apples and 40ha of corn. After a successful career and 53 years in the US, after leaving Mexico with his parents when he was 3, he has returned to farm his grandfather's orchard. Black hail netting covers the orchard. Water wells are 400 feet deep.

Fire blight, mildew and phytophthora are a concern. Alternative sprays of antibiotics streptomycin and tetracycline are used for fire blight control during bloom that lasts for a month. Irrigation is applied carefully in spring due to the fire blight risk. Workers are paid US\$10 per day. Some have housing on the orchard and the remainder are bussed to and from the orchard. Gala and Golden Delicious plantings in a newer block are at 3ft x 14ft spacing on M9 rootstocks. Older apple plantings are on Malling 7.

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Hail netting a 'mile' high

Good Fruit Grower, www.goodfruit.com, August 2006, p22

Original seedling Golden Delicious trees at La Nortenita on an 8m x 8m spacing produce 70-80 bins per acre (t/ha). Most of the orchards in the state are protected by hail netting. The high Golden Delicious trees mean that nets are 8m high. Netting lasts about 8 years and costs US\$11,000-\$15,000/ha. Workers wearing harnesses place netting over the trees in June, working from tall aluminium ladders. After harvest the netting is removed and buried in pits to protect it during the winter.

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US Sales below cost, says Mexico

Good Fruit Grower, www.goodfruit.com, August 2006, p28

Tariffs on imported US apples will hopefully remain if the US continues to export apples below production cost, says Carlos Chavez a grower association board member. Regional growers' association president Johan Wiebe says that the US "sells lower than cost of production and sooner or later the government gives money to the growers. We don't have that here".

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Low vigour needs attention

Good Fruit Grower, www.goodfruit.com, August 2006, p28

International Tree Fruit Association members visited Adams County Nursery in Aspers Pennsylvania and were confronted with a block of young Gala trees that had stopped growing before filling their canopies. They are on a low-vigour rootstock B.9.

Dr Jim Schupp, pomologist at Pennsylvania State University says drastic action is needed. He said to mound the soil around the trees so that the scion takes. If the trees are too vigorous in 5-6 years, then this can be addressed. But "we do not have tools for dealing with low-vigour". Others proposed cropping lightly and applying fertiliser heavily. Schupp responded that the problem cannot be cured with a bag of fertiliser. The trees are planted 4ft x 16ft.

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Quality to the packhouse important

Good Fruit Grower, www.goodfruit.com, August 2006, pp54-55

Its important to provide good quality fruit to the packhouse says West Mathison, president of Stemilt Growers Inc Wenatchee. Low-grade fruit puts the brakes on sales and its packed and sold once it is in the packhouse. See www.oregonstate.edu/dept/mcarec and under 'Extension materials' for a budget software called A Growers Team to compare profitability of various inputs. A cost of production calculator is available on the Washington Growers Clearing House Association website www.waclearinghouse.org.

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Washington Apple crop climbs

Good Fruit Grower, www.goodfruit.com, August 2006, p56

Washington fresh apple crops averaged about 40m packed boxes during the late 1970's. By 1987 production was 68m boxes. Then 1998 came in at 97m boxes. In 2004 the state crop topped 100m boxes for the first time. Between 1997 and 2002 USDA figures show that the apple crop declined from 215,000 to 173,000 acres. However yields continued to increase.

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Preparation for crop load

Good Fruit Grower, www.goodfruit.com, August 2006, p57

Noel Atkins, orchard manager operations with Dovex Fruit Company in Wenatchee, Washington, says growers need to grow only target fruit. Conduct a bud analysis to ascertain production potential, prune to a set number of fruit per tree. Chemically thin, but hand thin to the target number. Summer prune and consider reflective mulch to help with colour. Leave culls in the orchard.

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USApple keeps up momentum

Good Fruit Grower, www.goodfruit.com, August 2006, p68

USApple president Nancy Foster reports on 3 issues involving strong representation to the House of Representatives and the Senate in Washington DC. Immigration laws to effect reform must be considered while understanding the full impact of the issue on the apple industry. The phasing out of azinphos-methyl (Guthion) is being progressed by the EPA while acknowledging that 70% of the apple industry uses it and the loss of it could cost the industry US\$68m. Representations continue to ensure government support for the Market Access Program, the Speciality Crop Block Grant program and the federal Fruit and Vegetable Snack Program.

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Organic market looks good

Eurofruit, www.eurofruitmagazine.com, August 2006, pp64,66

George Smith of the Washington Apple Commission says the season for Washington organic is looking very positive. Increased demand for organic both in the US and Europe has prompted major investment in new plantings and new infrastructure. The organic market is expected to remain under-supplied for the next 2-3 years with Roger Pepperi of Stemilt Growers expecting much higher FOB prices while the industry continues to grow, notably in an under supply situation.

CF Fresh has doubled packing capacity at one of its packhouses and will increase organic sales this season by about 30% to 900,000-1.0m 40lb cartons. Rainer Fruit Company has planned a 275% increase in organic apple production over the next 5 years. This will result from new plantings and transition of conventional production. Organic volume will increase 60% on last year with varieties Fuji, Granny Smith, Gala, Pink Lady and Red Delicious. [Return to Contents](#)

New York looks to similar 2006 apple crop

www.freshplaza.com.au, 21st August 2006

New York ranks second in US apple production. The crop last year was 24.7m bushels. A similar crop is forecast this year although production will vary across the state due to weather impacts. Paula Red apples are being harvested and McIntosh will commence around the 5th September.

Forrence Orchards in the Champlain Valley expect a crop down about 25% on the average. Chazy Orchards of 1,400 acres was hit by a fierce electrical storm, winds and hail, on 7th August, resulting in most of the fruit being blown from the trees. [Return to Contents](#)

Apple maggot outbreak

www.freshplaza.com.au, 21st August 2006

Apple maggots have been found in Abbotsford, British Columbia, about 10km from the border with Washington State. The maggots have not been detected in BC before and were found on several Abbotsford farms. Eggs are laid in the fruit by apple maggot flies and they hatch into larvae that tunnel through the apple. [Return to Contents](#)

New Zealand

Initiative provides health benefit of apples

www.freshplaza.com, 18th August 2006

Mark Christensen had discovered a roadside apple tree in 2000 that tasted so good that he took grafting wood for research. HortResearch tested the apple, paid for by pub charities and perhaps influenced by Mark's past role as chairman of the Central District Tree Crops Association. It was found that the bright red apple had substantially high levels of polyphenolics or anti-cancer compounds.

As an enterprising part time orchardist, Mark Christensen read an article in the local media, where the Wanganui District Health Board said new approaches to health were needed because present trends were unsustainable. Wanganui residents have a higher death rate from cancer than nationally and Christensen saw an opportunity for a new approach to health management.

A Wanganui businessman financed propagation of the first 800 trees and further help was on the way to produce 5,000 trees. Christensen said that 'people have just come on board and wanted to help'. The first trees were recently given away with the eventual aim of having a tree in every third Wanganui backyard.

Meanwhile, the apple has been named 'Monty's Surprise' after a local identity, who owned the land where the tree was found. Christensen is not disclosing the location, so that the tree can continue to provide apples for research.

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T&G raises expectations

Eurofruit, www.eurofruitmagazine.com, August 2006, p10

Turners and Growers chairman Tony Gibbs reported to a shareholders meeting in Auckland in June that he would be “very disappointed” if profit in December 2006 did not exceed last years €6.33m. T&G exports 40% of NZ’s national apple crop.

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NZ prices up in the UK

Eurofruit, www.eurofruitmagazine.com, August 2006, p8

€18-21 per carton is the reported price for NZ Royal Gala in Europe, up 15% on last year. Cox’s Orange Pippin apples on the UK market were up 7%.

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Los Angeles Market Report

Los Angeles wholesale on 06-Sept-2006 provided by: Fruit and Vegetable Market News, USDA.

Source	Variety	Pack	US \$ Min	US\$ Max	AU \$ Min	AU \$ Max
Washington	Red Del	18 kg	25.00	33.00	32.62	43.06
Washington	Golden Del	18 kg	24.00	24.50	31.32	31.97
California	Fuji	18 kg	30.00	36.00	39.14	46.97
California	G Smith	18 kg	24.00	43.50	31.32	56.76
Washington	G Smith	18 kg	26.00	27.00	33.92	35.23
Washington	Gala	18 kg	2.00	33.50	2.61	43.71
Washington	Arkane	18 kg	28.00	28.50	36.53	37.19
Washington	Ginger Gold	18 kg	21.00	25.40	27.40	33.14
California	Bosc	18 kg	26.00	34.00	33.92	44.36
California	Stark Crimson	10 kg		14.00		18.27
California	Bartlett	16.2 kg	15.00	20.00	19.57	26.10
California	Seckel	10 kg		20.00		26.10
California	Comice			28.50		37.19
California	Nectarines	2 lyr tray	12.00	20.00	15.66	26.10
California	Plums	2 lyr tray	16.00	18.00	20.88	23.49
California	Peaches	2 lyr tray	12.00	20.00	15.66	26.10

Details of fruit size and grade available from http://www.ams.usda.gov/mnreports/HC_FV010.txt

Note: the USDA reporting service has ceased differentiating CA and regular store product so this report has done so, too.

UK Market Report

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Fresh Produce Journal, 25th August 2006, pp29/30. UK wholesale apple & pear prices:-

Source	Variety	Pack	Pence Min	Pence Max	AU \$ Min	AU \$ Max
Chile	Braeburn	12.0kg	1200	1265	29.81	31.43
N. Zealand	Braeburn	12.5kg	1050	1350	26.09	33.54
Sth Africa	Cripps Pink	12.5kg		900	0.00	22.36
France	Elstar	13.0kg		1000	0.00	24.84
Chile	Fuji	18.0kg		1085	0.00	26.96
Sth Africa	G.Delicious	12.5kg	975	1200	24.22	29.81
Chile	G.Smith	13.0kg	900	1200	22.36	29.81
Sth Africa	G.Smith	12.5kg	1100	1400	27.33	34.78
Chile	Pink Lady™	13.0kg	900	1200	22.36	29.81
N.Zealand	Pink Lady™	12.5kg	1200	1400	29.81	34.78
USA	R.Delicious	19.0kg		1450	0.00	36.02
France	Royal Gala	13.0kg	800	1075	19.88	26.71
Spain	Royal Gala	13.0kg	650	1000	16.15	24.84
Sth Africa	Sundowner	Ct 70		1000	0.00	24.84
Netherlands	Conference	12.0kg		1000	0.00	24.84
Sth Africa	Packham	12.5kg	800	1190	19.88	29.57
France	Williams	13.0kg	730	870	18.14	21.61
Italy	Williams	7.0kg	525	650	13.04	16.15

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Information About APWN and Disclaimer

This bulletin is prepared weekly to bring you up to date with the latest information about apples and pears with some reference to other commodities. Information is sourced from weekly and monthly publications and the electronic media and is used in the next issue of the bulletin after it is received. All sources are referenced.

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