

From the Orchard

News from the Oregon Sweet Cherry Commission

Fall/Winter 2015

2015 NW Cherry Season by the Numbers

B.J. Thurlby

President, NW Cherry Growers

The 2015 Northwest Cherry season came and went like a whirlwind this year. Shipments started in late May and were all but done by the first week of August. The quick and compressed season constitutes the earliest finish for the Northwest in over 20 years. It appears that the total Northwest fresh crop came in at 19.4 million 20 lb. equivalent boxes. The 2015 crop started early (on May 23) and compressed to 18.5 million boxes being shipped over just 60 days. Likewise, the Round 1 crop estimate that was distributed to the industry on May 4th came in at 19.6 million boxes; meaning that by season's end the industry estimate was accurate within 1.5%. In the preseason the industry saw a clearly defined separation between the end of the Bing crop and the

Continued on pages 2 through 5.

2016 Northwest Cherry Research Review

Dana Branson

OSCC Administrator

The 2016 Northwest Cherry Research Review was held at the Red Lion in Yakima, Washington on November 10 and 11, 2015.

Researchers gave short presentations regarding the findings for each project funded in 2015 on the final and continuing projects. As in the past copies of the more in depth reports are available online if you're interested by going to <http://treefruitresearch.com/searchable-database>. On the screen there's an area that says click here to start your search. *The next screen lists the fruits to search by on the left-hand side of the screen. When you click on Cherry a drop down menu to select Horticulture, Entomology or Pathology appears.*

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Oregon Crop History

	Actual	Actual	Actual
<u>Type</u>	<u>2015</u>	<u>2014</u>	<u>2013</u>
Fresh	21,781	40,276	28,890
Brine	8,460	10,871	9,589
Canned	793	1,404	608
Frozen	<u>1,775</u>	<u>4,297</u>	<u>2,099</u>
TOTAL	32,809	56,848	41,186

Quantities in tons.

beginning of the Skeena and Lapin harvest. The hottest June in history pushed the late crop forward and the gap our industry sales organizations expected to have between Bings and the Canadian varieties never developed ... causing some panic across the industry. Likewise, it is important to note that during the week of June 26th the estimate lagged behind actual shipments by over 1 million boxes (and incoming receipts were much, much higher). Why? In a word ... heat.

The month of June was a record setting month. The industry shipped an all time record of 11.8 million boxes in June and 14 million by July 4th. As every cherry grower knows ... we also saw the hottest June on record. In the words of Nic Lloyd at WSU's AgWeatherNet, ***"June 2015 here in the Northwest is in a class of its own in terms of temperatures. Two major heat waves punctuated a sweltering and dry month of June. Nonetheless, the real weather story of June is not the daily extreme temperatures but rather the monthly average temperatures. Overall, last month shattered the previous June warmth record (1992) by 2.7 degrees, at 8.1 degrees, or 3.1 standard deviations, above normal. 99.7% of all normally distributed events should fall within 3 standard deviations of the mean, such that this June was, statistically speaking, at least a 1 in 400 year event. June was even warmer than a typical July, and was by far the hottest calendar month (relative to normal) on record. The***

previous record was +6.1 degrees in January 1990."

The 2015 season was challenging in the orchard and in the market. We saw unprecedented demand for our fruit from the beginning of the season through the 4th of July. The two weeks following the 4th of July holiday saw the industry struggle to move fruit as quickly as the compressed harvest demanded. For the first time, we saw Bings, Rainiers, Lapins, Skeena, Regina and Sweethearts being harvested at the same elevations all at the same time. Here is a quick look at the 2015 season by the numbers:

- May fresh shipments were just over 400,000 boxes ... a Northwest record.
- The industry shipped for 77 days in 2015 as compared to 84 days in 2014 vs. 81 days in 2013 and 92 days in 2012
- The industry shipped just over 11.8 million 20 lb. boxes in June (all time record)
- The industry averaged 266,000 boxes per day for the duration of the 77 day season
- The industry shipped over 400,000 boxes per day for 23 days in 2015
- The industry shipped over 500,000 boxes per day for 11 days in 2015
- Largest shipment day was June 25th - 594,744 boxes
- Second largest shipment day was June 26th - 583,403
- The Rainier Cherry pack was 1.7 million 15 lb. equivalent boxes vs. 2.1 million 15 lb. equivalent boxes in 2014
- The crop shipped delivered 70% domestic and 30% export
- California finished shipping on June 8th and shipped 5.9 million 18 lb. equivalent boxes

I know that this information does not offer any silver bullets ... but I hope it at least gives our growers some further insight. I want to reiterate that I do not think the late season is doomed over the long haul ... it has been on the short end of unstable market dynamics the past two years ... we shipped 19 million boxes in 60 days this year ... when we get 80 to 90 days ... the market is completely different. The growers say that weather trends are cyclic ... and the current cycle has been harder on the late growers and on our late varieties. While I believe the entire industry is better off with an early start (so we can fill the domestic market with cherries prior to the 4th of July holiday) the sustained heat of over 100 degrees changes the playing field for growers, sales organizations and domestic and export markets.

MEETING CALENDAR

REGULAR OSCC MEETING
TUESDAY, FEBRUARY 16, 2016

COLUMBIA GORGE COMMUNITY
COLLEGE BOARDROOM
BUILDING 1, ROOM 1.162
400 E SCENIC DR.
THE DALLES, OR 97058
10:00 A.M.

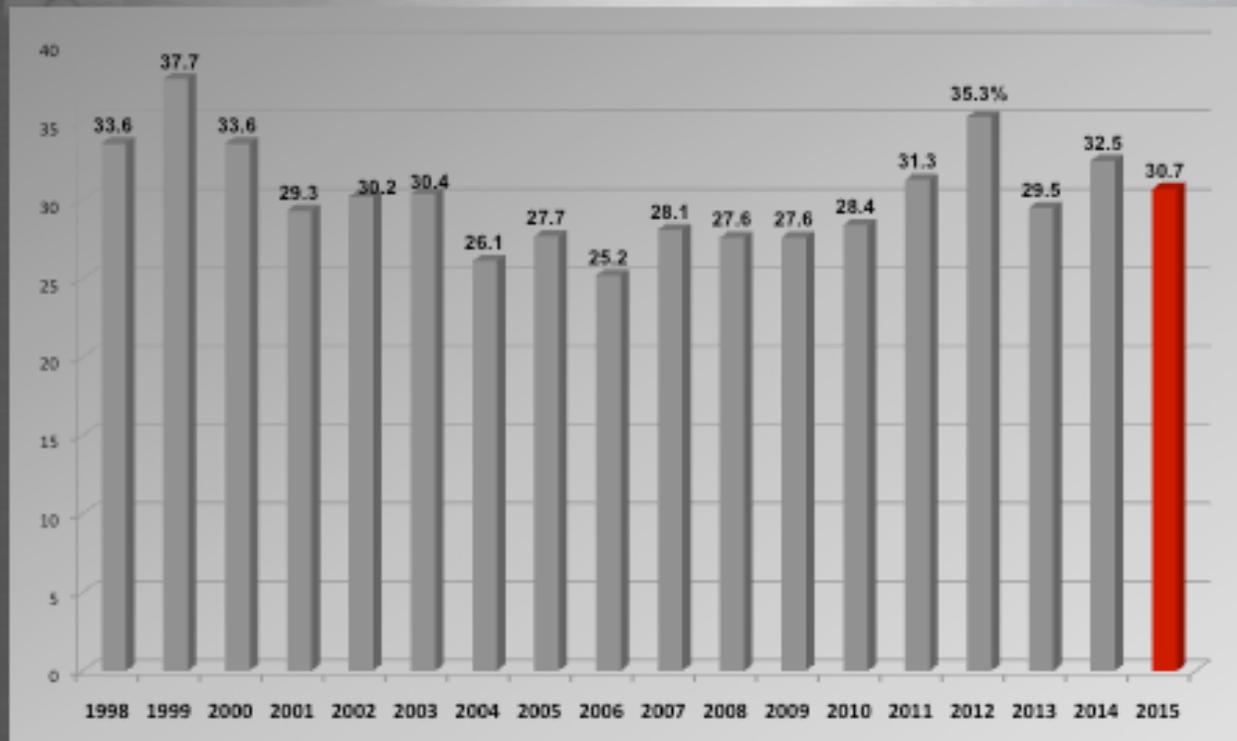
OSU EXTENSION CHERRY DAY

SCHEDULED FOR
THURSDAY, FEBRUARY 4, 2016
AGENDA BEING DEVELOPED





Historical Export Totals (As Percentage of Shipped Crop)



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If you know of anyone who wants to receive this newsletter, meeting notices or ODA Administrative Rules, or if you have an address change please contact us at the one of the addresses above. This publication will be made available in alternate formats upon request. This newsletter, previous issues and meeting minutes are available on the OSCC website. www.osweetcherry.org.

Commission meetings are held bi-monthly in August, October, December, February, April and June. The date for the next meeting is set at the conclusion of each meeting to coordinate individual schedules.

Commissioners serve voluntary three-year terms. The Director of the Oregon Department of Agriculture makes the appointments. If you're interested you can contact the OSCC office or go to <http://www.oregon.gov/ODA/programs/MarketAccess/Pages/OregonCommodityCommission.s.aspx> online to print a form.

When you make that choice another drop down menu appears with a further categorization of topics. When you click on your choice the reports pertaining to that topic are shown in a list and you can bring up the report you want to read.

Copies of continuing reports and the currently proposed new projects are available electronically from the OSCC office.

There were 14 pre-proposals submitted for consideration in September. The Oregon and Washington Research committees prioritized that list down to 10 new proposals that were given a more thorough hearing at the Research Review. The new proposals this year included three to improve or prolong post harvest quality, an IPM strategy and a genetic-based strategy for SWD control, two projects related to powdery mildew – revisiting the sources of PM inoculums and the adaptation, behavior and control of PM, identifying leafhopper vectors of Western X in Washington and a project to conduct a cherry virus diagnostic survey in Oregon.

The total amount of funding requested for both new and continuing projects adds up to \$946,077. This amount includes two additional requests for project funding from MCAREC and Columbia Gorge Fruit Growers totaling \$43,855 that were proposed prior to the Research Review meeting. They are under consideration by the OSCC. It also includes a small project (\$1,250) for residue remediation to reduce MRL trade barriers that was approved last year. Funding from additional sources to complete the work was not obtained so the request was put forward again this year. The OSCC met December 17 to consider which projects they will fund. Washington meets January 7 to finalize their funding and final decisions will be reached as soon as possible so the researchers can be notified.

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CHANGE SERVICE REQUESTED