

From the Orchard

News from the Oregon Sweet Cherry Commission

Spring 2016

2016 Cherry Season

B.J. Thurlby

WSFC - NW Cherries, President

The 5-State Cherry Meeting is scheduled for Wednesday, May 25, 2016 in Richland, WA. This is the annual meeting of grower representatives from Oregon, Washington, Idaho, Utah and Montana where crop estimates are made and the NW Cherries promotional plan is presented. B.J. Thurlby, Washington State Fruit Commission and NW Cherries, sent the following information describing his view of the 2016 season as it looks in mid-to-late April. As we know, everything is subject to change...

It's mid April and we are well into bloom (past in some districts) for the 2016 Northwest Cherry Crop. Degree days are running ahead of "normal" and with the weather in the 80's the past week ... some districts are now ahead of last year's record GDD's - which indicates more fruit in June again this year.

Continued on pages 2 & 3.

OSU Extension Report

Lynn Long

OSU Extension Horticulturist

Cherry Fruit Fly

If we look at the degree-day progression of the western cherry fruit fly, one of our earliest stations, OVF Dallesport, shows that as of April 20 there is an accumulation of 647 degree-days. First emergence in The Dalles is predicted at 990 degree-days. If we assume that we will accumulate an average of 20 degree-days per day (which is a reasonable assumption) first emergence in Dallesport will occur on or around May 7. This is three days before last year's first emergence. With the warm weather that we've had since bloom it would seem that we are continuing to advance in our season, but please remember that this is only an estimate. As always, I will let you know as soon as we have an exact date.

Spotted Wing Drosophila

Continued on pages 4 & 5

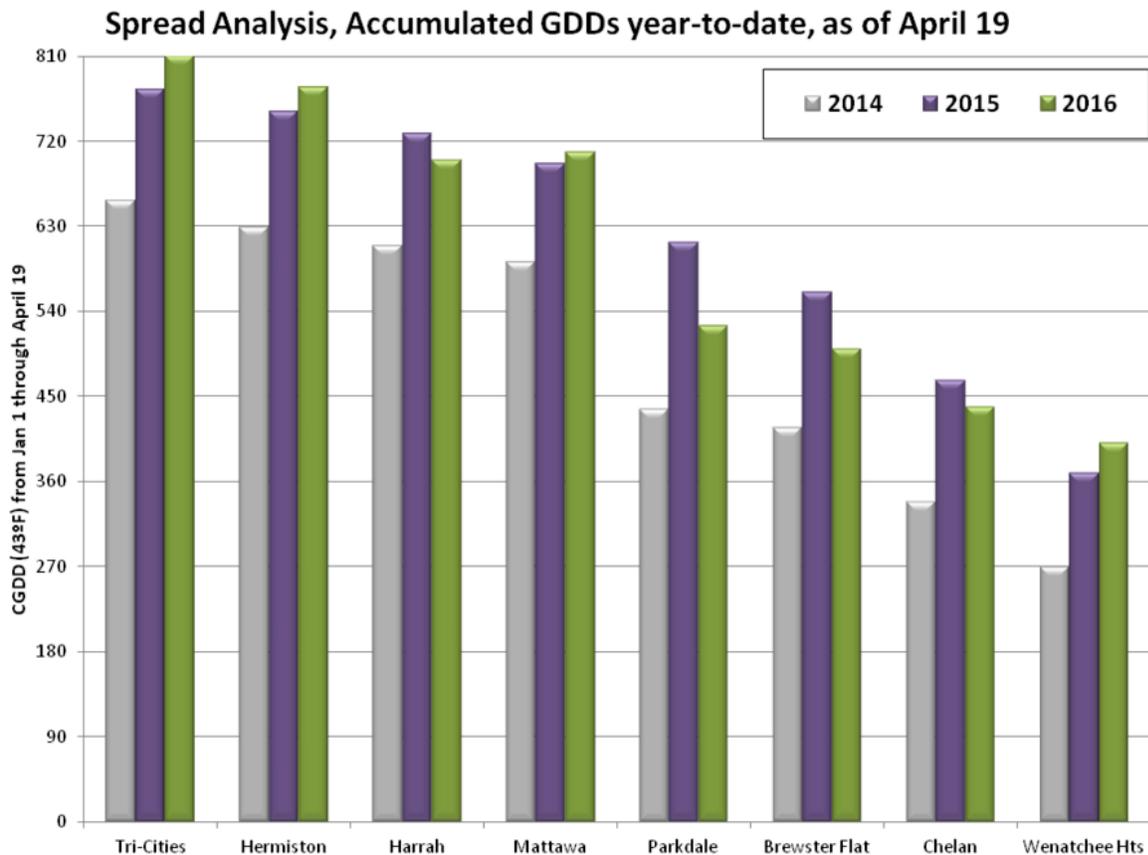
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Oregon Crop History

| | Actual | Actual | Actual |
|--------------|---------------|---------------|---------------|
| Type | <u>2015</u> | <u>2014</u> | <u>2013</u> |
| Fresh | 21,784 | 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 | 32,812 | 56,848 | 41,186 |

This reflects the number of tons reported & assessments were collected on, not total production.



So far, our bloom has been perfect and the orchards I've been in have had bees working tirelessly as they spread pollen from flower to flower. We have all seen warm pollination windows set large, average and small crops ... so there is no guarantee how big the 2016 crop will be ... but so far so good! Certainly, another Northwest Cherry season is around the corner and at this point your industry promotion arm the Northwest Cherry growers have set their promotion budgets at 20 million 20 lb. equivalent boxes. Our cherry growing cohorts in California are reporting the best chilling hours and best southern district bloom and set that they have seen in the past 5 years. The California crop is running ahead of normal by 4 or 5 days and experts suggest that a crop of 7 to 8 million 18 lb. equivalent boxes – most of which will be harvested by May 25th. The Californians are predicting enough cherries for Mother's Day and Memorial Day promotions and very limited crossover into June. So far, they have been picking for about 10 days in the southern districts and have only packed 2000 boxes ... yes you read that right ... only 2000 boxes. Growers down there report a lack of labor as the construction business is in an upswing and extra labor has been scarce.

The team here at the Northwest Cherry Growers has been traveling since February and as always there are good and bad scenarios that could come into play this year. A couple key storylines coming into the season:

The Good

1. Despite an overall strengthening of the U.S. dollar on a global basis our key Asian markets are very positive on Northwest Cherries this year. Despite challenges with volume and quality in 2015 our Asian trading partners had a strong Chilean cherry season and are excited for the Northwest crop. The economic climate in China, Korea, Taiwan and in SE Asia is reasonably strong right now.
2. The Northwest is planning for large 4th of July promotions and hoping that the entire country has “summer weather” during that holiday weekend. As an industry, we are always better off in loading up the shelves with our cherries and holding shelf space in July than when we miss the holiday. It appears that we will have plenty of early cherries to cover 4th of July promotions.
3. Key retailers like Wal-Mart and Kroger have committed to “priority” focus to Northwest Cherries in June and July; which should lead to a strong baseline for domestic shelf space and promotions.

The Not So Good

1. So far it appears that heat will play a major role in our season. The hope is that we will be able to avoid the plus 100-degree days and stretch the season out to 80 days or so. Last year we shipped 95% of the crop in under 50 days – which puts a great deal of pressure on the markets as well as the industry production capacity.
2. Europe is in an economic tailspin. Likewise, the all product embargo of Turkey by Russia has potential to have broad negative affects on the world cherry market. Russia is the largest export market for Turkey and losing that market has the Turks looking anywhere and everywhere to sell excess product. The Turks have also gained access to China this year; as China is our largest off shore market there could be implications should the Turks get backed up.
3. A strong U.S. dollar makes for fewer export opportunities. Right now key export markets in Europe, Canada and Australia are worried about the current strength of the U.S. dollar. We need to export between 25% and 30% of our fruit to ease pressure in the domestic markets.

As of today ... things look great for the Northwest Cherry industry. Being in the sweet cherry business we all know that no season ever seems to play out the same. Every season is about high hopes for a truly unique and outstanding product. But every season seems to have different nuances and issues that come into play. From the orchard to the market we work hard to cultivate opportunity for success. Likewise, all of us here in the Northwest hope that 2016 will be the season where everything goes right from start to finish.

This week we set out the first SWD traps of the season. This year we are using a new trap with a more powerful lure. In the past we have used a simple, homemade trap with apple cider vinegar as the only attractant. This year, the traps are Pherocon SWD traps manufactured by Trece. They have two large meshed holes on the side that will be more effective to keep other insects out, but provide greater access to SWD flies. In addition, each trap is not only filled with apple cider vinegar, but has a lure that has a greater drawing potential. For this reason I expect that we will be more effective at attracting a larger number of SWD flies to the traps. We should have our first SWD report the week of April 25. Dr. Vaughn Walton from OSU, Corvallis, will be talking about SWD control at the last Orchard Manager's meeting of the season, which is scheduled for April 29.

Future SWD Research

Last week Brian Tuck, Steve Castagnoli, Vaughn Walton and Nik Wiman (our new tree fruit specialist) and I met at MCAREC to discuss the future of SWD research in the Mid-Columbia. As most of you know, Peter Shearer has recently left his position as entomologist at the station. In his absence we wanted to make sure that the SWD research does not lag. Currently there are plans to bring on a post-doc to work on SWD and another post-doc to work on brown marmorated stink bug. These two individuals along with Vaughn and Nik will continue some work on these insects at MCAREC this year. A trial block of cherries has been set aside at MCAREC for this work. We would also like to have some SWD on-farm trials in Wasco or Hood River counties established by next year. It is likely that I will be involved in this study but will need cooperation from a local grower in order to establish a trial. In the meantime the entomology position will need to go through the vetting process. It's not unusual for it to take one or two years from the time the vacancy first occurs until someone is hired.

Bloom Date

I thought it would be interesting to compare dates of full bloom from the Cemetery Block variety trial to determine how advanced our season is compared to last year. I have listed the cultivars in order of bloom dates with the earliest blooming cultivars listed first. If you remember, as bloom progressed this year temperatures became warmer. This is reflected in the reduced spread that we see in most later blooming cultivars. It would appear that by the end of bloom the 2016 season is only a few days behind the 2015 season.

| Cultivar | 2016 | 2015 | Difference |
|----------------|--------|--------|------------|
| Royal Hazel | 28-Mar | 17-Mar | 11 |
| Bing/Gi6 | 2-Apr | 26-Mar | 7 |
| Black Pearl | 2-Apr | 27-Mar | 6 |
| Burgundy Pearl | 2-Apr | 27-Mar | 6 |
| Santina | 2-Apr | 28-Mar | 5 |
| Tieton/Gi6 | 3-Apr | 2-Apr | 1 |
| Early Robin | 4-Apr | 27-Mar | 8 |
| Rainier | 4-Apr | 27-Mar | 8 |
| Van | 4-Apr | 28-Mar | 7 |
| Benton/Gi5 | 5-Apr | 31-Mar | 5 |

Continued on page 5

| | | | |
|-------------|--------|-------|---|
| Skeena | 7-Apr | 7-Apr | 0 |
| Attika | 7-Apr | 1-Apr | 6 |
| Suite Note | 7-Apr | 7-Apr | 0 |
| 0900 Ziraat | 7-Apr | 2-Apr | 5 |
| Regina | 10-Apr | 8-Apr | 2 |
| Schneider | 10-Apr | 8-Apr | 2 |

Harvest Date

What does that mean for harvest this year? It certainly means that we are looking at another early harvest. However, there is a lot of weather between now and then. Most people that I have talked to about first harvest believe that we will be several days behind last year, with some of the earliest fruit coming off the first few days of June. With that in mind I have set the date of the Pre-Harvest tour for May 31. This will be only the second time that we have ever held the tour in May.

Crop Size

After nearly perfect bloom weather it looks like we have a very large crop on the trees. Chelan, Bing, Lapins, Sweetheart all look to have a solid fruit set. The main exception to that so far is Early Robin. It's too early, as of this writing, to estimate the Regina fruit set, but my main concern as we went through bloom was that cultivars such as Regina that are plagued with an ovule that dies quickly (and dies even faster in warm weather) may not set well due to the heat. Regina always seems to set larger crops when the bloom weather is cool. Although we don't know if poor fruit set in Early Robin is caused by the same factors as Regina, it's certainly possible and it might explain the relatively poor fruit set that we are now experiencing with Early Robin. For all of your other cultivars out there that have a heavy fruit set, be sure to do everything possible to encourage vegetative growth. Cell division is completed by now, but cell expansion is ongoing. The amount of cell expansion that you obtain is dependent on your leaf to fruit ratio. Make sure that you have as many leaves as possible in order to size your fruit. In a heavy crop year it is always difficult to keep the trees growing. However, it is critical that new leaves continue to form throughout the growing season to assure good fruit size.

Commissioners, **Tom Brateng** (position P1) and **Jeff Heater** (Fresh Handler position), will have completed their second 3-year terms at the end of June. They are not eligible for re-appointment at this time because OSCC set up term limits. **OSCC thanks them for their dedication in serving on the Sweet Cherry Commission.**

There is an applicant for the open position to represent a Fresh Handler but two are still needed from the Willamette Valley region (positions P1 and P3). Contact the OSCC office on how to get an application form. They are available online at this address: <http://www.oregon.gov/ODA/shared/Documents/Publications/MarketAccess/CommodityCommissionApplication.pdf>.

MEETING CALENDAR

5 STATE CHERRY MEETING
WEDNESDAY, MAY 25, 2016
10:00 A.M.
HANFORD HOUSE HOTEL
RICHLAND, WA

RSVP TO KATHY KEETH BY 5/9/16

KATHY@WASTATEFRUIT.COM
509-459-4880(FAX)

PRE-HARVEST CHERRY TOUR

TUESDAY, MAY 31, 2016
8:00 A.M. TO NOON

FOR DETAILS GO TO:

[HTTP://EXTENSION.OREGONSTATE.EDU/WASCO/HORTICULTURE](http://extension.oregonstate.edu/wasco/horticulture)

**BUDGET HEARING AND REGULAR
SWEET CHERRY COMMISSION
MEETING**

TUESDAY, MAY 31, 2016
COLUMBIA GORGE COMMUNITY
COLLEGE
ROOM 1.162 OFF THE CAFETERIA
BUILDING 1, 400 E SCENIC DR.
THE DALLES, OR 97058
2:00 P.M. MEETING STARTS
FOLLOWING THE PRE-HARVEST
ORCHARD TOUR.

MEETING LOCATION IS ACCESSIBLE
TO PERSONS WITH DISABILITIES. IF
YOU NEED SPECIAL
ACCOMMODATIONS PLEASE
CONTACT THE OSCC OFFICE AT
LEAST 48 HOURS BEFORE THE
MEETING.

Commissioners thru June 30, 2016

Dan Crouse, Chairperson

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Stacey Cooper, Vice-Chairman

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coopercherryorchards@gmail.com

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Jared Gidley

Producer, The Dalles, OR
541-806-0141, jargi@ovfarms.com

Willamette Valley Commission Position 3 open

OSCC Officers

At the last meeting of the fiscal year, which coincides with the Budget Hearing, the Sweet Cherry Commission elects officers for the next fiscal year. Being an officer requires more commitment and so volunteers are solicited to stand for election rather than being appointed or nominated. The commissioners don't want to put anyone in a position they haven't agreed to. Officers need to know what will be expected and agree to the responsibility.

The following slate of officers have agreed to stand for election at the next OSCC meeting on May 31st:

Dan Crouse, Chairman
Stacey Cooper, Vice Chairwoman
Jared Gidley, Secretary / Treasurer

OSCC Administrator

Dana Branson

Tel: 541-386-5761

Fax: 541-386-3191

2667 Reed Rd.

Hood River, OR. 97031

Email: osweetcherry@gmail.com

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.

Oregon Sweet Cherry Commission meetings are open to the public. In general they are held bi-monthly in August, October, December, February, April and June. There is not a set schedule because meeting dates are set around the Commissioners time frames.

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/OregonCommodityCommissions.aspx> online to print a form.

Agendas are posted two weeks before the meeting date on the OSCC web site <http://www.osweetcherry.org>. You can also call or email the OSCC office if you'd like to know when and where the next meeting is.

DENIM & Diamonds

The Commissioners approved a sponsorship for this event in 2016. It includes a table for 10 people at the Denim & Diamonds dinner/auction on **Friday, November 18, 2016**. It will be held at the Oregon Convention Center, 777 NE Martin Luther King Blvd., Portland, OR.

One Commissioner that attended last year and their guest will be there to act as hosts. Two tickets were won in a drawing at a Friday Orchard Manager's meeting in The Dalles to Megan Thompson. Commissioner Les Stephens will distribute two tickets to a Willamette Valley grower. And four tickets (in sets of two) will be made available through a drawing.

If you would like to have your name in the hat please cut your mailing label off this newsletter and send it to the OSCC office. Or you can email your information to the office if you prefer. (Both addresses are on the newsletter.) Two names for two tickets each will be randomly selected from entries. The drawing is open to Oregon cherry producers that are paying assessments and will be done on June 15, 2016.

In 2015 OSCC sponsored a table at the Oregon Aglink fund-raising event 'Denim & Diamonds'. Oregon Aglink used to be called the Agri-Business Council of Oregon. As described on their website money raised through this dinner and auction is used for the Cultivating Common Ground initiative and all the programs promoting agriculture's story. It's also an opportunity to recognize people that go the extra mile to advocate for the importance of agriculture to the economic, environmental and social well being of the state. If you know of an individual deserving of this kind of recognition email your nomination to info@aglink.org.

The dress code is just as it says – everything from jeans, boots and flannel to diamonds and lace or a little of both. It's an opportunity to meet some new people, have a nice dinner and celebrate Oregon agriculture.

Oregon Sweet Cherry Commission
July 1, 2016 - June 30, 2017

| | ACTUAL 2014-2015 | APPROVED 2015-2016 | ESTIMATED 2015-2016 | PROPOSED 2016-2017 |
|---|---------------------|-----------------------|------------------------|-----------------------|
| Beginning Cash Balance | 886,895 | 923,226 | 884,805 | 797,674 |
| REVENUE | | | | |
| Producer Assessments | 1,259,120 | 1,255,250 | 708,795 | 1,255,250 |
| Other Income | 4,867 | 20,000 | 5 | 20,000 |
| Interest Income | 4,469 | 15,000 | 1,406 | 10,000 |
| TOTAL REVENUE | 1,268,456 | 1,290,250 | 710,207 | 1,285,250 |
| Available for Fiscal Year | 2,155,351 | 2,213,476 | 1,595,012 | 2,082,924 |
| Expenditures | 2,155,351 | 2,213,476 | 1,595,012 | 2,082,924 |
| Ending Cash Balance | 0 | 0 | (0) | 0 |
| SUMMARY OF EXPENDITURES | | | | |
| Personnel Services | 0 | 0 | 0 | 0 |
| Materials and Services | 63,972 | 91,525 | 70,840 | 93,675 |
| Special Payments | 1,981,896 | 2,008,951 | 1,423,619 | 1,876,249 |
| Capital Outlay | 0 | 0 | 0 | 0 |
| Commission Program/ODA | 34,483 | 38,000 | 25,553 | 38,000 |
| Emergency Fund | 75,000 | 75,000 | 75,000 | 75,000 |
| TOTAL BUDGETED EXPENSES | 2,155,351 | 2,213,476 | 1,595,012 | 2,082,924 |
| Expenditure Detail | | | | |
| Personnel Services | | | | |
| Wages and Salaries | 0 | 0 | 0 | 0 |
| Commission Per Diem | 0 | 0 | 0 | 0 |
| Total Personnel Services | 0 | 0 | 0 | 0 |
| Materials and Services | | | | |
| Public Relations | 10,999 | 12,000 | 9,100 | 12,000 |
| Memberships | 500 | 500 | 500 | 500 |
| Materials & Supplies | 0 | 250 | 0 | 250 |
| Grower Communications | 1,394 | 3,000 | 1,110 | 3,000 |
| In-State Travel, Meals & Lodging | 8,461 | 8,000 | 3,900 | 8,000 |
| Out-State Travel, Meals & Lodging | 3,353 | 10,000 | 9,200 | 12,000 |
| Insurance and Fidelity Bonds | 491 | 500 | 609 | 650 |
| Office Supplies & Expenses | 1,233 | 3,000 | 1,146 | 3,000 |
| Audit and Legal | 645 | 10,000 | 1,000 | 10,000 |
| Administrative Service Contract | 36,896 | 44,275 | 44,275 | 44,275 |
| Total Materials and Services | 63,972 | 91,525 | 70,840 | 93,675 |
| Special Payments | | | | |
| Fresh Fruit Promotion | 724,973 | 720,000 | 392,109 | 720,000 |
| Processed Fruit Promotion | 59,789 | 60,500 | 46,513 | 60,500 |
| Production Research | 291,655 | 400,000 | 360,037 | 400,000 |
| Reserve Fund | 905,478 | 813,451 | 624,960 | 680,749 |
| Other | 0 | 15,000 | 0 | 15,000 |
| Total Special Payments | 1,981,896 | 2,008,951 | 1,423,619 | 1,876,249 |
| Capital Outlay | 0 | 0 | 0 | 0 |
| Commission Program/ODA | 34,483 | 38,000 | 25,553 | 38,000 |
| Emergency Fund | 75,000 | 75,000 | 75,000 | 75,000 |
| Budget Note on Producer Assessments | | | | |
| Fresh 40,000 @ \$27.00/ton | | | | 1,080,000 |
| Brined 11,000 @ \$12.25/ton | | | | 134,750 |
| Frozen 4,000 @ \$6.75/ton | | | | 27,000 |
| Canned 2,000 @ \$6.75/ton | | | | 13,500 |
| Total Assessments | | | | 1,255,250 |

Oregon Sweet Cherry Commission
2667 Reed Road
Hood River, OR 97031
CHANGE SERVICE REQUESTED