



Pacific Coast Producers 2021 CROP REPORT

August 9, 2021 | Issue No. 12

Tomatoes

Conventionals - Harvest continues however, we are not as far along in tonnage as we typically would be for this time of year. It is taking fields a little longer to ripen despite high day time temperatures. We anticipate harvest to pick up in the coming weeks as more fields ripen and are ready for harvest.

San Marzano Style - Harvest completed last Friday in a somewhat disappointing fashion. Although our quality of plum tomatoes was quite good and yield per tons delivered was exceptional, our crop came in at 55% of desired. Products that use this tomato will be limited on availability due to this unforeseen outcome.

Organics - Harvest and production completed at the Woodland canning facility at 6am on Monday, June 26th. In review, our organic tomato crop picked out at 73% of expectations with a disappointing yield that affected our peeling percentage and total cases produced this summer.



Peaches

Organics - Harvest continues and is going well. All normal cultural practices continue in all orchards.

Conventionals - Harvest continues and we are approaching the peak of season. Late varieties are experiencing sporadic ripening; some fruit is very green and other blocks are ripe and ready for harvest. Fruit quality continues to look good. Fruit size and labor continue to be an issue for growers in the North. Weather temperatures remain below average due to the overcast of smoke from the Dixie Fire which will hinder fruit growth and overall sizing.



Our Growers | JOE RUBINO



Joe Rubino loves California apricots: a true heirloom fruit. A third-generation apricot grower, he comes from a long line of Rubinos, committed to safeguarding this flavorful, delicate, specialty crop. His grandfather began growing apricots in the late 1920's in San Jose, CA. In 1965 amid development pressure in San Jose, the Rubinos sold their land and moved the farm to Vernailis. Here the Rubinos went to work preparing the land for to create the optimal growing conditions.

Visit our website for their full story and more .. 

Pears

River and Linden District growers are wrapping up harvest. Mendocino and Lake District growers received letters from the State Water Resources Control Board ordering them to cease use of water from the Russian River Watershed. Most growers have already used enough water in their orchards to get them through harvest. However, many are worried about the long term loss of water and how it will affect their other crops. Harvest in these districts will begin next week.



Grapes

Harvest has begun. There is some crop loss due to the rot and raisining in the vineyards from the high heat this season. Growers continue normal cultural practices including irrigation as needed.



Cherries

Growers are nearly finished with harvest. Next week will be the last week of receiving cherries.














Apricots

Harvest has finished. Fruit quality was clean throughout harvest. Sizing issues were apparent but growers helped to sort out small fruit. Based on trends next season will be a smaller crop however growers will do what they can to mitigate if possible.



Projected Harvest Dates

 Cherry	6/7	 Tomatoes (Organic)	7/5	 Tomatoes (Conventional)	7/26
 Peaches (Organic)	6/7	 Pears (Conventional)	7/8	 Tomatoes ("San Marz Style" Plum/Pear)	7/26
 Apricot	6/11	 Pears (Organic)	7/20	 Pears (WA)	8/17
 Peaches (Conventional)	6/30	 Grapes	7/30		

Imports

Mango

[THAILAND]

Harvest was late but overall quality is good and ample. Plants continue to face impacts from COVID as they struggled with labor. We continue to face increased costs due to labor and raw material cost increases.



Pineapple

[THAILAND]
[INDONESIA]

COVID continues to hinder the workforce as labor typically comes into these countries from other Southeast Asian countries. Because of this, plants are operating at 65% capacity and are not running as efficient. Crop looks ample & positive for this summer's pack as well as the winter crop.



Oysters

[KOREA]

This year's crop was good. Overall size was slightly smaller than average. We continue to face increased costs due to supply chain and COVID regulations.



Peaches

[GREECE]
[CHINA]

Peaches in Greece were effected by a large frost event that occurred during bloom this spring. This has effected the overall volume for this harvest. Pricing is still not determined. Chinese peaches suffered fruit loss as well due to weather. Fruit cost has gone up over 20%.



Overseas Freight Update

The effects of the global pandemic continue to reverberate through many aspects of our world, and we have all experienced drastic changes in our lives over the past year and a half. We are writing to you today to address a specific effect we are encountering - volatility and uncertainty in ocean freight.

Ocean freight costs are escalating at rates not seen before. Costs have tripled in the past four months and are subject to change with very little notice.

[READ THE FULL LETTER](#)