



# Pacific Coast Producers 2019 CROP REPORT

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## Tomatoes

**Pear Shapes** – The crop continues to mature as expected and fruit size is nice. Crop continues to stay on target with an anticipated harvest date of July 25th just after the organic harvest is complete.

**Conventionals** – Early, mid and late season plantings are maturing and progressing nicely. The overall plant health and fruit quality is progressing. Anticipated harvest date on track for July 25th.

**Organics** – The crop is growing very nice and looking good. Anticipated harvest date is July 11th.



## Peaches

Calaveras harvest began July 1st. Uneven or inconsistent ripening remain in extra early varieties making it hard to pinpoint harvest start dates. We anticipate a few loads this week with volume increasing by the end of next week. Stanislaus harvest has begun for both conventional and transitional fruit with Loadels soon to follow. Labor is an issue for some growers however, it is anticipated to improve once apricot harvest is complete. Growers continue to irrigate as needed for size and quality as well as conduct normal cultural practices.



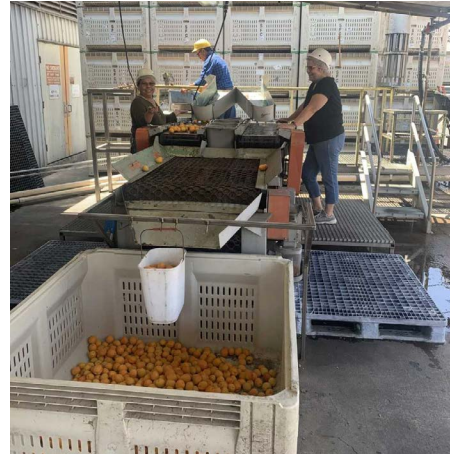
### Did You Know?

The canning process not only increases certain antioxidants, it also makes it easier for the body to absorb certain nutrients.



## *Apricots*

Harvest is nearly finished with the last day anticipated for July 10th. Although growers have struggled with fruit size in the field, they have been able to monitor and pick accordingly to avoid harvesting until sized properly. Fruit quality has also been very clean this year. Overripe fruit percentages tend to become an issue towards the end of harvest however, that is not the case this year. There is still plenty of fruit making us confident we will be able to reach our tonnage goal this season.



## *Grapes*

Grape crop continues to grow as the anticipated harvest date of August 1st approaches. Growers are irrigating as needed for quality and size.



## *Pears*

Crop continues to size with average size measurements between 2.3"-2.4". Crop continues to look clean with growers irrigating as necessary. Harvest is still a few weeks away with anticipated harvest date of July 22nd.



## *Cherries*

We are now well into the middle of cherry harvest. We are beginning to pick late varieties in early districts. Both quality and quantity continue to remain good with cherries big, sweet, and crunchy.



### **Our Growers**



### **JUSTIN MICHELI**

If you ask why he decided to enter into the farming business, the thirty-something California cling peach grower, Justin Micheli will tell you, "It was in my blood." The Micheli family business got its start many years ago, dating back to the 1900's when his great-uncle, Dan Pasquini, purchased the first piece of land of the Micheli farms, which he originally used as a gas station, market, and bar. After graduating from the University of California Davis with an Agricultural Economics ..

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