



Pacific Coast Producers 2020 CROP REPORT

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Tomatoes

Conventionals – Transplanting currently in process. Some growers experienced delays in transplanting this week due to mild rain but continued as the weather passed with no issues.

Organics – Transplants have been completed and plantings continue to grow nicely. Received some light rainfall with the weather system that passed this week.



Peaches

Organics – All fields have blossomed and are in petal fall. Leaves are continuing to show. Irrigation has begun for frost protection. All normal cultural practices and crop protection continue.

Conventionals – Orchards are transitioning through various stages of harvest based on their geographical locations. Leaves are present in all fields areas showing signs of bud, bud break, and jacket loss occurring as buds push into flowers. This week's weather system left fields with minimal to significant rainfall; the Madera and Kingsburg area received as much as 1.1"-1.8". A hail storm in the Hughson area Tuesday night only effected one grower with minimal to no damage. Pruning continues due to lack of labor. All normal cultural practices and crop protection continue.



COVID-19 UPDATE

We would like you to know that amidst our current pandemic we are diligently working to maintain our readiness in support of your business as well as follow in accordance with the CDC, state, and federal recommendations to safeguard the health and safety of our employees and their families. To read our latest full statement outlining these details, [click here](#).

Pears

Full bloom is estimated to begin next week through the month of March across all orchards. Warmer weather is needed in the coming weeks to progress the crop and achieve higher bloom coverage. Timing is still one week ahead of average. Normal cultural practices and crop protection continue.



Grapes

Vineyards received 1.1"-1.8" of rainfall from this week's weather system. This was nice to see rainfall moisture on the ground as we are behind the average rainfall for this winter. Cultural practices including irrigation continue as needed.



Cherries

Over the past weekend some cherry growing regions experienced frost due to a weekend weather storm. In low areas there was limited damage however, it was minimal enough that it will not effect the overall estimated crop size.



Apricots

Orchards received over an inch of rain last week. The additional moisture was welcomed and no damage has been reported. More leaves continue to push blocking the small cots. Normal cultural practices and crop protection continue.



Our Growers



CHRIS FRIEDERS

Confucius said, "Choose a job you love, and you will never have to work a day in your life." Fortunately for Chris Frieders, this is not just an old proverb, but a reflection of his life. "For me, farming isn't work," Chris says, "It's my life. It's my family's life. It's what I love." Chris, a fifth-generation farmer, grew up on a pear ranch and knew at a young age that he wanted to pursue the family lifestyle as a farmer. As a boy, his first summer job was hoeing weeds in a newly planted pear orchard.

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