



Pacific Coast Producers 2020 CROP REPORT

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Tomatoes

Conventionals – Harvest began July 28th and was finished on October 7th. This year’s harvest faced many new challenges including poor air quality due to wildfires, extreme heat spikes, as well as COVID-19 responses and new protocols. Despite these challenges fruit quality and field yields remained steady throughout the season and we were able to meet our annual projected harvest volumes.

San Marzano Style– Harvest began July 28th and was finished on August 20th. Quality and yields was positive throughout the season.

Organics – Harvest began July 10th and was completed July 30th. We feel fortunate to have completed our 2020 organic tomato commodity with a budget pack. This organic harvest started out very rough with extremely low yield per acre, however our second week of harvest brought better news and an adequate recovery of remaining field tonnage. Demand this fiscal year for organic tomatoes is higher than ever with 20% to 30% growth expectations from all customers and items. We are pleased with our results as customer needs in this next 52 week period will again make for very tight supply of our organic crop.



Peaches

Organics – Harvest began June 3rd and was completed August 17th. Overall quality and volume was as expected to meet needs.

Conventionals – Peach harvest began June 24th and was completed August 29th. Overall harvest was 92% of anticipated volume projections. Estimates for all fruit types were down slightly from early season estimates. Fruit quality was very nice throughout the entire season. Split pits were the main hurdle in harvest. Other season challenges included tight labor due to usual dwindling labor pressures as well as COVID-19.



Click the link to watch a video update on this year’s harvest from our Vice President of Field Operations, Steve Freeman.

[WATCH VIDEO](#)

Pears

Pear harvest began in July 15th and was completed September 4th. Orchards had extended bloom and harvest timing was average. However the crop set was much lower than anticipated volumes. The majority of this was in the Sacramento Delta region where 80% of our overall volume is sourced from. We were able to still meet our goal by bringing in additional fruit from additional orchards. Despite the lower yields, fruit quality was extremely good with record highs in fruit size.



Grapes

Grape harvest began in July 27th and was completed September 15th. Grape final volumes were slightly less than anticipated harvest volumes. Fruit sizing needs were met to maintain expected quality.



Cherries

Cherry harvest began June 6th and was completed on August 13th. This was the lowest volume of crop in the Pacific Northwest in the past 5 years. Crop loss occurred early in harvest due to spring frost and rain. As harvest advanced, the crop volume and quality improved. This allowed us to be just shy of meeting our anticipated goal despite the region's overall low tonnage year.



Apricots

Apricot harvest began June 5th and was completed on June 25th. Actual tonnage received was significantly less. Stress from the full tonnage harvest and premium quality of 2019, unfortunately led to a lighter yield in this year's crop. Apricots (like avocados) tend to yield excellent quantities every other year. Other contributing factors include lack of adequate winter rainfall and less than ideal chilling hours by 40%.



2020 Harvest Summary



This year's harvest season was full of challenges to say the least. From the emergence and ever-evolving status of the COVID-19 pandemic, to extreme heat waves, to the numerous wildfires across the West Coast that affected not only air quality, but threatened our Oroville plant and took the homes of numerous employees. Despite these challenges, our employees worked diligently and were able to successfully pack our grower-owners fruits and tomatoes into canned goods to meet the demands of our customers that feed families across the nation and world for the upcoming year.

In response to the devastating Oroville fires, our company set up a fundraiser to raise money. All donations were company matched to help those employees who lost their homes.