



# Pacific Coast Producers 2021 CROP REPORT

April 5, 2021 | Issue No. 3

## Tomatoes

**Conventionals** – Transplanting continues and is progressing as expected. We have currently transplanted 15% of our crop. Conditions continue to be favorable for planting.

**San Marzano Style** – Transplanting has completed. Plants look good and continue to grow nicely.

**Organics** – Plants continue to grow in the fields. All plants are looking good and maturing as expected.



## Peaches

**Organics** – Jackets have split and fruit is beginning to show on the trees. All normal cultural practices and crop protection continue.

**Conventionals** – Almost all varieties have begun to split their jackets exposing the emerging fruit. Some early varieties are completely out of their jackets. Strong winds in the last week have growers monitoring the moisture levels of the soil and irrigating as needed. Thinning will begin in the next few weeks. All normal cultural practices & crop protection continue.



### Our Growers | RAJEEV DAVIT

Rajeev Davit has been a Peach grower for Pacific Coast Producers for over 20 years. His ranch is located in Yuba County, where he also grows prunes, rice, walnuts and almonds. Rajeev's father started their business in the early 1950's. He worked in the orchards to earn his way through college. Once he graduated from college, he leased his first ranch and has been farming ever since. Rajeev believes a grower's role in CA agriculture is to produce products that are safe and nutritious for the consumer.

Visit our website for their full story and more... 

## Pears

Full bloom was called on March 27th in the River District and April 1st in the Mendocino District. Bloom is in line with normal timing. Blooms are uniform throughout the orchards. Lake District is expected to reach full bloom this week. All normal cultural practices and crop protections continue.



## Grapes

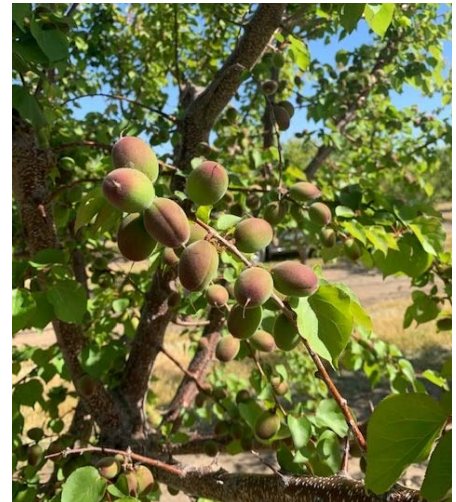
Vineyards are beginning to fill in with leaves. First bunch counts will start this week to gauge this harvest's estimated tonnage. All normal cultural practices and crop protections continue.

## Cherries

Cherry crop potential continues to look good. Crop development is slightly behind last year's timing. Harvest is projected to begin June 7-10. All cultural practices and crop protection continue as needed.

## Apricots

Growers are beginning to thin orchards this week. Thinning is the process of removing some fruit for an overall larger, improved quality of crop. Leaves continue to push and trees look healthy. Fruit continues to mature at a uniform rate. All cultural practices and crop protection continue as needed.



### LIVE Crop Report Updates

Want to get a glimpse in the field to see what growers are working on to prepare for the upcoming harvest? This year we will be reporting from the field all season long to give you a behind the scenes look. Follow us on social media to catch the LIVE video updates so you don't miss a beat this harvest!

[WATCH THE LATEST](#)

