



Pacific Coast Producers 2025 CROP REPORT

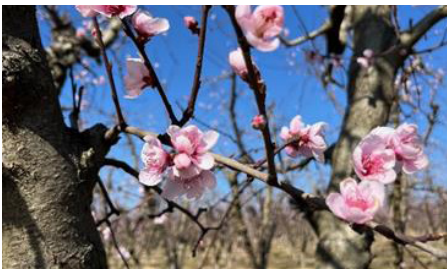
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Peaches

Northern Peaches

Peach orchards in the North are starting to bloom with the help of warm weather. Growers are about 85% done with winter pruning, which promotes growth and enhances airflow. Peach orchards are currently being sprayed before windy and wet weather arrives in the Sacramento Valley. Bloom spray, which is used to control pests and disease that can hamper the efficiency of the tree is being applied. The field department, as always, will keep observing the progress of the bloom and watching weather trends as the weather can be unforgiving.



Southern Conventional Peaches

The Calaveras and American are almost at 100% bloom. Ross and Late Ross are beginning to bloom on the bottoms of the trees. Early varieties are starting to show some pink bud. Full bloom is anticipated in the Kingsburg area next week. Bud sets appear to be adequate. Some growers continue to prune their orchards while others are preparing for bloom sprays.

Organic Peaches

Kingsburg, American, and Calaveras varieties are at about 90% bloom. The early varieties are at about 5% bloom. Bloom sprays are being applied. Irrigating as needed.



Tomatoes

Organic Tomatoes

Transplanting has begun for the 2025 season. 350 acres are planned to be planted by the end of the week. Weather forecast possible chances of rain on Sunday and Wednesday of next week. Anywhere from 45% to 60% chance of rain on those days.

Pear Tomatoes

Have not started transplanting yet.

Conventional Tomatoes

Have not started transplanting yet.



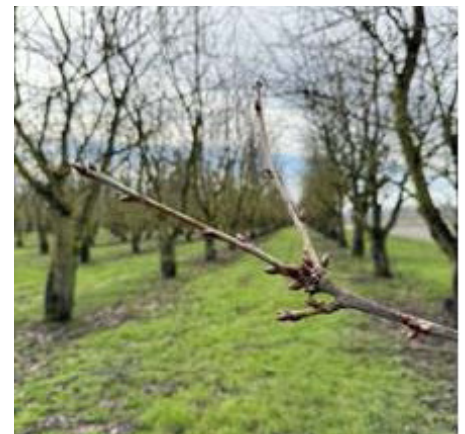
Grapes

All vineyards have been pruned and tied. Starting to see vineyards move out of dormancy.



Cherries

Cherry buds remain dormant while we are still seeing wintery days in the Pacific Northwest (PNW). The days have had more springtime weather, with temperatures dropping to or below freezing.



— Imports —



Apples

The orchards are still dormant and have not started the first swell stages of development. With ample chilling hours and plenty of buds on the trees, we are hoping for good spring weather and a full crop.



Apricots

Weather has been optimal for bloom with plenty of chilling hours. While bloom is still in its' early stages it looks very uniform. There are still 3 months of growth to go, and we are anticipating an adequate crop with this great start. Orchards will continue to be monitored, and crop protection materials will be applied as needed.



Pears

River/Linden Pears

Chilling hours have increased from 804 in 2024 to 993 hours in 2025! Pruning was completed over winter and growers are seeing plentiful buds on the trees. Many of the buds are still tight, but there are signs of cracking and swollen buds throughout the orchards.

Mendocino/Lake Pears

Lake County growers are applying their delayed dormant spray. Bud counts look good.

Pacific Northwest Pears

A month away from bloom. Ample number of buds. Hoping a full crop will set.



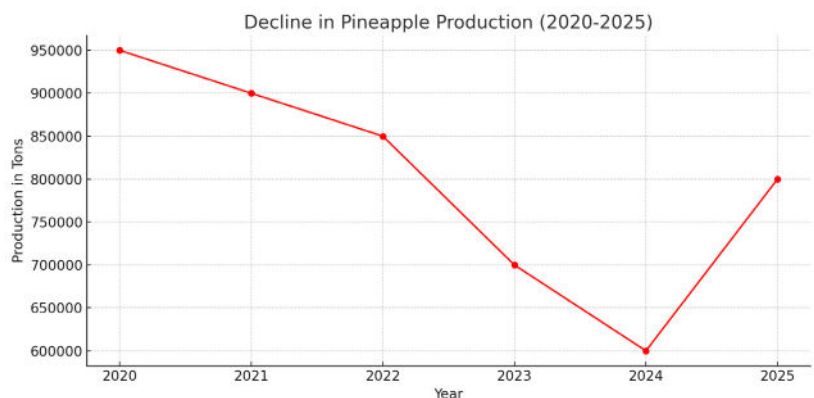
Pineapple

Recent years have seen the lingering effects of El Niño. These conditions have led to widespread heat across major pineapple-growing areas, severely affecting crop yields. Additionally, water scarcity has become a pressing issue, with national reservoir levels dropping 20% below average. This combination of factors is taking a toll on the agriculture sector at large, with a pronounced impact on pineapple farming.

Thailand, a major supplier in the global market, has reported a significant decline in pineapple production. Efforts are currently underway to replant and recover crop yields with the expectation of rising prices. Projections suggest that production could reach between 800,000 to 1 million tons by 2025, depending on the stabilization of growing conditions and effective recovery strategies.

The pineapple market is experiencing a dramatic increase in fruit prices, with some varieties reaching as high as THB 16 per kilogram (Thai Baht). Larger corporations are reportedly paying premium prices to secure dwindling supplies, which further drives up market prices. Despite the high costs, obtaining sufficient volumes remains a challenge for many buyers.

The first four months of the year marked significant shipment delays, with only 25% of contracted quantities being fulfilled. Many processing factories have indicated that they may not accept new orders until the third quarter of the year. The industry has struggled to recover from the supply shortages that began in January 2024, and although there was hope for relief with the new growing season, ongoing adverse weather conditions continue to hinder recovery efforts.





Mandarin Oranges

Reduction in Crops

The 2023 crop season was good, but the decreased fruit cost has demotivated farmers from planting more mandarin oranges. A cold spell during the blossom season and extreme hot and dry weather in July and August have caused a 40% reduction in output nationwide. Provincial reductions are as follows:

Hubei/Hunan: 30-40%

Zhejiang: 40%

Fruit Quality:

Hunan: Severe sunburn with thick skin and larger fruit size; a 50-60% decrease compared to last year.

Hubei: 10% of fruits are sunburned, with a 40% overall decrease compared to last year. The fruit membranes are thicker than usual. (see image below)

Zhejiang: Many farmers have switched to more profitable citrus fruits due to low fruit costs and/or Chinese government incentives for grain crops. This has significantly decreased the cultivated area of satsuma mandarin oranges. The reduction in well-managed orchards is small, but poorly managed orchards have seen significant declines. Heavy rains have also led to more dehiscent fruits, further decreasing yields.

Processing Challenges:

The dry fruits have made automatic peeling machines less effective, requiring more labor for peeling and segmenting. Normally, 5-6 laborers are needed to process 1 metric ton of fresh fruits; now, it has doubled. The waste rate is high, with 1.5-1.6 kg of fresh fruits needed to produce 1 kg of finished products, compared to 1.2 kg in a normal year.

Fruit Cost:

Last year, the average fruit cost in Hubei and Zhejiang was around RMB (Renminbi) 1.2-1.4/kg. Due to the smaller crop this year, the cost has increased by at least 50%, with an estimated average cost of RMB 2.50-2.70/kg for the 2024 season.

Labor, Sugar & Packaging Materials Cost:

Labor costs and the costs of tinplate, glass jars, cartons, and white sugar are similar to last year. However, the cost of pear juice is slightly higher.

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