



Pacific Coast Producers 2025 CROP REPORT

September 2025 | Issue No. 5



Apricots

The apricot harvest began on June 13 and concluded on July 4. With a final yield of 6,266 tons, the harvest delivered a strong volume and a valuable product for the season.



Peaches

Northern Peaches

Peach harvest was successfully completed on August 28.

Growers have begun topping their peach trees, a mechanical pruning method that encourages healthy new growth for the upcoming season. In addition, older orchards are being removed and replanted with varieties that better align with the operational needs of the Lodi and Oroville plants, helping to maintain long-term efficiency.

All other maintenance activities and operational schedules are progressing smoothly and remain on track.

Southern Conventional Peaches

The late varieties continue to come in steadily, with a few remaining blocks of Lillilands still to be picked. This year's harvest is progressing ahead of schedule—

running approximately one week earlier than the same time last year. Harvest completion is set for August 30. Fruit is ripening in an unusual pattern, with multiple varieties reaching maturity simultaneously.

We anticipate the final harvest day for the southern region to occur early next week. In preparation for winter storage, we are actively coordinating with growers to ensure the timely return of PCP fruit bins to our receiving stations.

Organic Peaches

Harvesting the final organic peach block began last week and is expected to be completed by the end of August. Early observations show that both quality and size are looking strong, marking a promising close to the organic peach season.



Tomatoes

Organic Tomatoes

Harvest has officially concluded, we were able to stretch our season and hit our budgeted packs. This marks a successful end to the season and reflects the strong performance across growing regions.

San Marzano Style (Pear) Tomatoes

Harvest has begun. Fruit quality also looks promising, with decent sizing and condition expected as the season gets underway.

Conventional Tomatoes

Harvest continues smoothly into conventional tomatoes. Mid-season plantings are on track, and late-season plantings are showing healthy development. Fruit quality has been consistently good, and growers are optimistic of the remaining season. Conventional start-up at the Woodland plant is getting dialed in as we installed two new lines in the off-season.





Pears

River/Linden Pears

Harvest has been successfully completed in both the River and Linden districts, with growers delivering their full contracted tonnage. The crop was notably clean, and fruit sizing improved toward the end of the season. Growers expressed satisfaction with the quality of their deliveries, marking a strong finish to the harvest in these regions.



Mendocino/Lake Pears

Harvest is steadily winding down, with Mendocino growers successfully completing their full deliveries. Fruit from Lake County is slightly smaller in size compared to Mendocino, but harvest activities are progressing well. Lake County growers are expected to finish by the end of next week, marking the close of another productive season.

Pacific Northwest Pears

Pear harvest began on August 7 and has progressed smoothly. The fruit has been clean with average sizing, and growers are selectively picking by size, leaving smaller pears in the orchard to optimize quality. Rainfall on August 16 and 17 temporarily slowed or halted picking operations in both Oregon and Washington, but overall progress remains steady. Harvest for PCP is nearing completion, with final wrap-up expected next week.



Apples

Apple harvest is ramping up, with fruit showing clean quality and good sizing across the board. Growers are actively continuing their cultural practices, including measures to protect apples from sunburn, ensuring optimal fruit condition as the season progresses.



Grapes

In the Bakersfield area, both growers have successfully finished their harvests, delivering their full contracted tonnage. Additionally, they've generously offered to provide extra tonnage beyond their agreements if needed. In Madera, growers are expected to fall slightly short of their contracted tonnage; however, fruit quality has remained consistently clean throughout the season. We anticipate wrapping up the harvest this week.



Cherries

The cherry harvest is now complete, with crop quality rated as good. Yields appear to be adequate, marking a successful start to our Maraschino production process.



— Imports — *Pineapple* 🍍

Indonesia

While crop and packing conditions in Indonesia are expected to begin improving in August, this will not translate to improved shipments arriving in the United States until approximately January 1, 2026.

Thailand

Due to steadily rising prices since 2023, farmers have been incentivized to plant new crops. These newly planted crops, combined with increased rainfall in late 2024, posed challenges to pineapple cultivation. However, crop development has been strong, with a high level of completeness. In early 2025, rainfall has continued, and temperatures have remained near normal levels.

This has motivated farmers to improve yields and mitigate the risk of drought-related damage. Similar to last year, yield per rai has increased year-over-year, supported by favorable rainfall. The combination of higher prices and improved weather has encouraged farmers to invest more in crop care and fertilization—resulting in more complete and larger pineapples compared to the previous season.

From January to May 2025, Thailand's total pineapple supply reached approximately 430,000 MT (metric tons), up from 340,000 MT during the same period in 2024. Last year's full-year supply totaled around 690,000 MT, and the current forecast for 2025 estimates a total of approximately 800,000 MT.

While the upcoming winter crop is expected to benefit from adequate rainfall, many factories are still carrying backlog orders that may not be fulfilled during the summer crop.

Standing Up for Our Growers: PCP Leaders Support the CANS Act

Pacific Coast Producers is proud to stand alongside our grower-owners in advocating for fairness and transparency in the food industry.

This month, PCP CEO Matt Strong and VP of Sales & Marketing Andy Russick joined Congressman Josh Harder to highlight the challenges Central Valley farmers face from rising imports and unclear food labeling.

The bipartisan CANS Act—introduced by Rep. Harder—would require clear country-of-origin labeling on canned goods, ensuring that shoppers can easily identify where their food is grown and packed.

— News —

“Shoppers deserve transparency, and our growers deserve fair competition,” said Strong. “The CANS Act is a step in the right direction to protect family farms and strengthen trust in our food system.”

As a grower-owned cooperative, Pacific Coast Producers is committed not only to delivering the highest-quality canned fruits and tomatoes, but also to ensuring that our farmers have the tools and support they need to thrive for generations to come.

Together, we can preserve family farming, strengthen transparency, and keep wholesome, American-grown produce on tables across the nation.

