



CROP REPORT

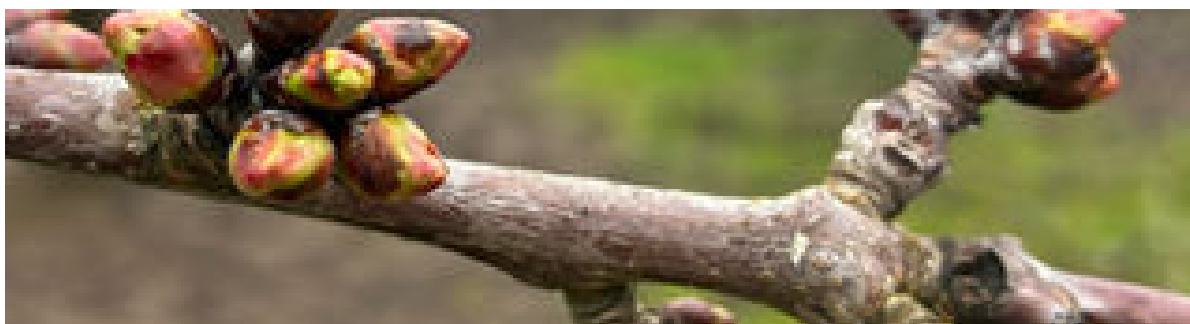


APRICOTS

The moderate chilling hours, combined with favorable weather conditions, have contributed to a strong and uniform bloom. Full bloom began on February 28, approximately one week earlier than last year. While more than three months remain in the growing season, the apricot crop is off to a promising start. Orchards will continue to be closely monitored to support healthy development.

CHERRIES

Overall, the cherry bud set is solid. Buds are progressing as expected. There has been no detrimental weather that would affect the crop. Based on indicators around Salem, bloom is looking to be around 8 days ahead of last year and 6 days ahead of the historical average. This means that the first cherry bloom in the Willamette Valley should occur the first few days of April.





PEACHES



Southern Conventional Peaches - Full bloom in the Kingsburg area was called February 27th, this is 9 days earlier than last year. Modesto area was called March 3rd, which is 11 days earlier than last year. We have excellent weather for peach bloom. With warmer than average days we had the fastest bloom in over 5 years. Bloom was uniform and consistent across most varieties. Some growers noticed a lighter bloom in the Stanislaus and Kingsburg Kling varieties. Crop potential looks good. Early stages of petal fall are visible in the early blooming varieties with leaves already pushed out. Some growers are bloom pruning their orchards. General orchard maintenance continues in all orchards.

Organic Peaches - Due to warmer than usual temperatures we had a very uniform and compact bloom, not stretched out over weeks like the last couple of years. Bloom was more than a week earlier than last year. Crop potential looks good. The American and Calaveras varieties are past petal fall and have leaved out. The Kader's variety are in early stages of petal fall and leaves are starting to push. The rest of the varieties are at or around full bloom. Growers are busy tying ropes, repairing irrigation, and mowing. Normal growing practices continue in all orchards.

Northern Peaches - The full bloom date in the North was announced on March 3rd, which makes it four days earlier than last year. Last year's bloom date was March 7th, 2025. The bloom is more consistent from top to bottom compared to prior years of bloom. Most growers are finished or nearly finished pruning their peach orchards. Growers are also preparing their irrigation systems for the growing season. Weather has been favorable and all operations and maintenances are on schedule.



PEARS

River and Linden Pears - The River District experienced a long winter, with persistent fog, which hasn't been seen in years. Chilling hours were down this winter compared to last, but the dense fog helped keep temperatures low. Bloom timing is ahead of last year. Buds are swollen and few are starting to finger out. The upcoming forecast of high 70's-80's will push the bloom quickly.



Mendocino and Lake Pears - Similar to the River District, chilling hours were slightly down this winter. Bloom timing is ahead of last year. Buds are starting to swell.

Pacific Northwest Pears - After last year's record crop, this season's more moderate bud set positions the crop well for producing larger-sized pears. Buds are beginning to swell, with observable scale separation. There has been no detrimental weather that would affect the crop. Orchards are being pruned to enhance fruit size and quality.



APPLES

The apple buds are ranging from moderate to good. Buds are mostly still in a dormant stage. There has been no detrimental weather that would affect the crop. Orchards are being pruned to enhance fruit size and quality.



GRAPES

All vineyards have been pruned and tied. We are starting to see vineyards move out of dormancy.



TOMATOES

Organic Tomatoes – Tomato transplanting began the last week of February. Field conditions were marginal due to the three-quarter inches of rain. As transplanting has progressed, field conditions have improved nicely. The extended weather forecast is predicting daytime highs mid 70’s to 80’s with the lows being in the mid 40’s to mid 50’s- favorable conditions for optimal growth!

San Marzano (Pear) Tomatoes – Tomato planting has not begun.

Conventional Tomatoes – Tomato planting has not begun.



WHAT WE’VE BEEN UP TO

Pacific Coast Producers’ Retail and Foodservice teams have been on the road this month, connecting with industry partners at two major events: Natural Products Expo West and the 2026 International Pizza Expo. At Expo West, our team explored the latest trends in better-for-you products, sustainability, and clean-label innovation. Key areas that continue to shape retail shopper demand.



EXPO WEST 2026 BOOTH



PIZZA EXPO 2026 BOOTH

Meanwhile at the Pizza Expo, our Foodservice team engaged directly with operators, showcasing how our tomato products support menu creativity, consistency, and flavor. These events offered valuable opportunities to strengthen customer relationships, gather market insights, and highlight PCP’s commitment to delivering quality, USA-grown fruit and tomato products across retail and foodservice channels.