

# Sunkist NEWSLINK

Keeping Growers Informed

August 1, 2014

## Oranges:

The 2013-14 **Navel** orange season is winding down. All fruit is now in house, processed and expected to move out in final orders this week and next. And, as Navel supplies dwindle, and back-to-school demand begins, the **Valencia** orange market has picked up. The stronger demand has been on 88s and smaller choice. Overall sizing peaks on 88/113/72/138s or 88/72/113s. Pricing is steady and firm. **Organic Valencia** sales have been temporarily interrupted for summer packinghouse maintenance, but will resume again in mid-August.

## Lemons:

In general, the demand for both domestic and export **Lemons** exceeds supplies, except for size 235s. Based on the smaller size structure being shipped into the U.S. from Mexico and Chile, demand will continue to exceed supplies of our large size lemons.

We continue to have good quality and supplies of **Organic** lemons, and **Zebra™** (pink variegated) lemons are available in good volume for the next two months. **Meyer** lemons are available in modest supplies, while **Seedless** lemons are being harvested at a sporadic pace.

## Grapefruit:

California **Star Ruby** grapefruit sales are beginning to decrease as the season winds down. Quality continues to be very good overall, with excellent flavor and great color. The **Summer Ruby** grapefruit crop is underway, with early shipments at 70% Sunkist grade vs. 30% choice, sizes are running larger peaking 32/27/23's. Fruit quality and flavor are very good. Shipment of **White grapefruit** will wind up this week.

## *Promotions Increase Indonesian Demand for Sunkist Citrus*



Indonesia, an emerging market for Sunkist, experienced a notable increase in Navel orange and lemon shipments in 2014. Results were attributed to aggressive sampling efforts that targeted women and families, emphasizing the health and wellness benefits of citrus and the quality of the Sunkist brand.

As a result of marketing efforts, Sunkist Navel orange shipments increased in 2014 by 56%, and Sunkist lemon shipments increased by over 1,000% - indicating that this market has opportunities for more Sunkist citrus sales in the years to come.

## *Sunkist Navel Orange Promotions in Peru Bring Success in Emerging Market*

This season, Sunkist ran a retail promotion in Peru offering consumers a free peeler with the purchase of Sunkist Navel oranges.

Sunkist created eye-catching, Spanish language point-of-sale signage to entice consumers to try Sunkist citrus, emphasizing the incentive of the peelers. Navel shipments increased in 2014 by 118% over the year prior.



## ***Sunkist Growers and Chefs from Johnson & Wales University Release New S'alternative® Research***

***Results Show Sunkist® Lemons Allow for 75 Percent Reduction in Sodium without Sacrificing Taste***



Sunkist recently released the findings of their [S'alternative®](#) study conducted by Master Chefs from [Johnson & Wales University](#) revealing that the use of Sunkist® lemons may allow for significant salt reduction in recipes while boosting flavor. The study concluded that lemons can be used to reduce salt by as much as 75 percent.

With the average American consuming twice the recommended amount of sodium, and high sodium intake linked to high blood pressure, cancer and osteoporosis, increased use of lemons could play a major role in reducing Americans' dependence on the salt shaker. For many years, Sunkist has been encouraging consumers to choose all-natural lemons over salt to flavor their food as part of the [Sunkist S'alternative](#) program, which provides low-sodium tips and S'alternative recipes using Sunkist lemons.

To promote the results to consumers, Sunkist is employing several outreach methods including an [infographic](#) (pictured left) to share the information visually on social media channels, a blogger outreach program and traditional media outreach leveraging registered dietician [Michelle Dudash](#), Cordon Bleu-certified Chef and best-selling author of "Clean Eating for Busy Families", who has created two new recipes incorporating the optimal blends of Sunkist lemon juice, zest and salt discovered in the study.

## ***FRB threatens export shipments; treatments suggested early August, October***

As we've reported in previous *Newslink* editions, Korea doesn't have Fuller rose beetle and doesn't want it. Beginning this October, Korea will no longer fumigate each orange shipment with methyl bromide when it arrives in Korean ports. [FRB must now be controlled in California](#). That means California county inspectors will inspect for FRB before issuing phytosanitary certificates. If viable FRB eggs are detected during inspection, the consignment will be rejected.

To better understand control of this difficult pest, **Drs. Beth Grafton-Cardwell** and **Joseph Morse** performed extensive research in the San Joaquin Valley and Southern California, and compiled detailed recommendations for FRB management. Grafton-Cardwell reported on the research at the recent Citrus Research Board's grower education seminar in Exeter and wrote about it in her Citrus Bugs blog (posted 7/21/14). Bottom line, the entomologists learned that two insecticide treatments per season were better than one. The treatments can be either ground application or foliar; the ground treatment helps to keep emerging beetles from climbing the trunks, and the foliar treatment kills them if they do reach the foliage. If two treatments are planned, early August and early October are the best time periods for the San Joaquin Valley (slightly different for Southern California). Choice of insecticide depends on application target and concerns about MRLs. Treating blocks several years in a row will help to bring the populations down to very low levels. Read more at <http://www.ipm.ucdavis.edu/PMG/r107300311.html> or at the California Citrus Quality Council website <http://calcitrusquality.org/>.

Other essential elements of the FRB control program include skirt pruning and weed control to prevent bridges from the ground, where the beetles emerge, into the trees where they thrive on the leaves and lay their eggs under the fruit calyx.

### **Tulare County growers gear up for area-wide ACP control**

Do you know what treatment district you're in? Do you know your neighbors? Growers in the citrus production region of Tulare County (and slightly into Fresno and Kern Counties) attended meetings last week to learn about the Psyllid Management Areas (PMAs) to operate when the psyllid invasion begins. The region has been divided into 103 treatment areas of 25-30 growers each. These small units are designed for faster communications and coordinated action. Growers were asked to locate their properties on maps, choose captains and meet their neighbors. They also provided team leaders with more detailed contact information and further refined their property maps into varietal blocks, etc.

It was explained that this is the "get ready for it" stage. While Tulare County and the San Joaquin Valley are currently in eradication mode with dispersed finds and quarantine zones. The fear is there may be an explosion of ACP when trees are putting on their fall flush and the larger, more coordinated areas of treatment will be more effective than the limited areas around finds.

**Tulare County PMA Map** – <http://www.citrusinsider.org/wp-content/uploads/2014/07/All-Tulare-County-PMAs-Grower-Access.pdf>.

### **Another SJV "heads up"**

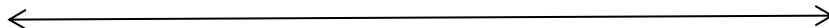
A "save the date" announcement was made at the PMA meetings. A road trip south from the Valley into areas of Redlands/San Bernardino counties with heavy psyllids populations is planned for **September 11, 2014**. Watch for additional information and registration information.

### **Grower Liaisons are just a phone call away:**

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Imperial (volunteer)	<b>Mark McBroom</b>	<a href="mailto:desertcitrus@aol.com">desertcitrus@aol.com</a>	760-497-3966
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Ventura	<b>Bryce Belgum</b>	<a href="mailto:bbelgum1@gmail.com">bbelgum1@gmail.com</a>	805-256-0024

### **Are you a Citrus Insider?**

Be sure you're signed in to receive notices of news from the CPDPP) at [www.citrusinsider.org](http://www.citrusinsider.org).



### ***UC introduces new Citrus Production Manual***

Twenty years in the making, the highly anticipated Citrus Production Manual is now available from the University of California, Division of Agriculture and Natural Resources. Listed as principal authors are **Louise Ferguson** and **Elizabeth E. Grafton-Cardwell**. The all-encompassing book covers citrus from beginning (establishing a citrus orchard) to end (postharvest handling) with detailed sections on orchard and pest management. Order online at <http://anrcatalog.ucanr.edu> or call 1-800-994-8849. Price is \$75.00.