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# **Okanagan Soft Fruit Venture 2006 Cherry Season**

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## **Important Dates for the 2006 Cherry Season**

March 1	Cherry Grower Meeting, OSC Packinghouse: 2005 Season Review, 2006 Cherry Programs
April 28 <sup>th</sup>	Non-binding estimate deadline for the Gold Program Registration deadline for the Gold Program
May 26 <sup>th</sup>	Estimate deadline for Osoyoos, Oliver and Similkameen
June 2 <sup>nd</sup>	Estimate deadline for Okanagan Falls and North

*See 2006 South Okanagan Soft Fruit Venture Cherry Circular for details*

## **2006 Cherry Grower Meeting**

**Date:** March 1, 2006

**Place:** OSC Packinghouse, Oliver

**Time:** **1:30 p.m.**

**Agenda:**

- 2005 Season Review
- 2006 Cherry Programs.
- Gold Program market returns and premiums achieved over Select program.
- Spray requirements for various markets for 2006.
- Questions and issues about the 2006 Cherry Circular.

## 2006 SOUTH OKANAGAN SOFT FRUIT VENTURE CHERRY CIRCULAR

For the 2006 season, individual Packinghouses will distribute forms and information to their own growers, collect cherry estimates, issue bins, receive deliveries of fruit and forward full bins to designated packing locations.

The Soft Fruit Venture (SFV) Committee is charged with the responsibility of drafting Cherry Pooling regulations.

The Pooling Committee reserves the right to review and modify all pools and regulations pertaining to the pools prior to the final closing.

Pool periods for 2006 will be twice weekly (Saturday – Tuesday; and Wednesday – Friday).

### PROGRAMS FOR 2006

There will be 3 distinct Cherry programs operating in 2006

- a) GOLD - the program that focuses on the highest paying markets – See pages 2–3
- b) SELECT - restricted to the specific varieties of cherries – See pages 4-5
- c) REGULAR - all other cherries not in the Gold or Select Programs - See page 6

**Estimates are required for all programs. Details on Page 7.**

**An Estimate form is enclosed; additional copies will be available at your packinghouse.**

### CULL CHARGES

Cull charges for the 2006 crop will be graduated to reflect the increased costs associated with packing fruit with high cullage levels. **In the event of rain, these can be substantial. Diligence is advised.**

0-10%	No cull charge
11-30%	\$0.11 – 0.30/lb on all lbs. of culls increasing by \$.01/lb for every 1% increase in culls up to a maximum of 30% culls. (e.g. 11% culls = \$0.11/lb charge, 20% culls = \$0.20/lb charge, 30% culls = \$0.30/lb charge)
Above 25%	<b><u>Individual Grower lots at 25% or higher culls may be rejected and returned to the grower.</u></b>

The cull charge is calculated based on the **average** cull % achieved, i.e. total pounds of culls divided by total pounds of all cherries delivered by the grower, for all varieties and over all pool periods.

# MARKETING PROGRAMS

## GOLD Program

Growers of premium cherries may choose to participate in the “Gold” program aimed at maximizing grower returns from high priced, discriminating markets. These markets demand large, firm, quality fruit, the result of excellent horticultural practices. In addition, this program will require improved handling, packing and marketing practices to present fruit acceptable to these markets.

### Registration:

Growers interested in the Gold Program must contact their packinghouse as **PRE-REGISTRATION IS REQUIRED** for participation. Rita Yastremski manages registration. It is the responsibility of each packinghouse to forward the names of the registered Gold growers to Rita Yastremski before April 28th. With the registration the SFV will require an initial “market estimate” by April 28<sup>th</sup>. This is a NON-BINDING estimate. The SFV will use this early estimate to assist BC Tree Fruits in determining a market plan for the fruit.

Cherry blocks registered in the Gold Program will be reviewed, monitored and recorded by SFV/ Rita Yastremski, throughout the growing season.

### Estimates and Crop management:

Gold Growers are required to estimate cherry deliveries to their house. SFV will use these estimates to coordinate marketing and packing programs. See Page 7 for details.

Export markets often pay a premium. To meet export requirements, all **Gold growers must maintain written spray records on the provided form**. A copy of these spray records, signed by the grower, must be provided to Rita Yastremski prior to harvest, for possible audit by Agriculture Canada.

Gold growers are required to work with Rita Yastremski and provide her with complete data on volumes and harvest timings.

### Varieties approved for the Gold Program are:

- Lapins
- Sandra Rose
- Skeena
- Sonata
- SPC 103
- Staccato
- Sweetheart
- **Other premium new varieties as designated by management.**

### **Horticultural and Handling Practices for Gold Program:**

- Approved blocks must be sprayed for cherry fruit fly using **ONLY GOLD PROGRAM APPROVED SPRAYS (Restrictions by market will be discussed at the March 1 meeting)**.
- GA must be applied at the proper stage for maximum effect.
- Picking times will be restricted to ensure cool temperature harvesting. Cherries must **NOT** be picked when daytime temperatures are above 29°C (85°F).
- Single varieties to be picked into each bin.
- Fruit must be protected while in the orchard with Mylar covers over the bins.
- Fruit must be delivered to the packinghouse within 2 hrs after picking.
- Gold Program fruit must be clearly tagged with Gold tags, including grower and variety information.
- Bin liners must be used. They will be available at your Packinghouse. These liners are slotted and are essential with the use of the hydro-cooler.
- Bins must not be filled above the liner.

### **Quality parameters:**

- Green, fresh stems
- Within designated colour range based on Ctifl chart
- No decay
- No pitted fruit
- No Cherry Fruit Fly
- No Leafroller

All lots are subject to rejection or downgrading to the **REGULAR** program at the packing facility for failing to meet any of the above listed quality parameters.

### **Sizes and Culls (see size chart at end of document):**

**Lots with more than 80%** 10 ½ Row & larger will be eligible to be run for the Gold Program.  
**Lots with less than 80% but more than 50%** 10 ½ row will qualify for the Select Program.  
**Lots with more than 15% culls will be downgraded to the Select program. (Pending approval).**

**All bins must be tagged accordingly.**

For pooling purposes, fruit will be categorized by the following sizes:

- 8 ½ row and larger
- 9 ½ row
- 10 ½
- 11 ½ row

### **Harvest Timing:**

- All cherries deteriorate after picking; therefore it is essential that growers work with Rita to co-ordinate harvest timing with production line time and sales.

## **SELECT Program**

Growers may choose to participate in the “Select” program to increase grower returns for these varieties. These returns are achieved by growing large, firm, quality fruit, the result of good horticultural practices.

### **Registration:**

There is no need to pre-register for this program.

GA must be sprayed at the correct time to maintain quality standards.

Export markets often pay a premium. To meet export requirements, all Select growers must maintain spray records for audit by Agriculture Canada, if applicable.

Growers who were targeting to be in the **Select** program will have the option of shipping the fruit in as **Regular Program** fruit if lots do not reach their desired size potential at time of harvest.

### **Estimates:**

Select Growers are required to estimate cherry deliveries to their house. SFV will use these estimates to coordinate marketing and packing programs. See Page 7 for details.

### **Varieties approved for the Select Program are:**

- Bing
- Lapins
- Sandra Rose
- Skeena
- Sylvia
- Other premium new varieties as designated by management.
- Sonata
- SPC-103
- Staccato
- Sweetheart
- Tieton

### **Horticultural and Handling Practices for Select Program:**

- All blocks must be sprayed for cherry fruit fly.
- GA must be applied at the proper stage for maximum effect.
- Picking times will be restricted to ensure cool temperature harvesting; cherries must **NOT** be picked when daytime temperatures are above 29°C (85°F).
- Single varieties to be picked into each bin.
- Fruit **MUST** be protected while in the orchard with **Mylar** covers over the bins.
- Fruit must be delivered to the packinghouse within 2 hrs of picking.
- Select Program fruit must be clearly tagged with “Select” tags, including grower and variety information.
- Bin liners must be used. They will be available at your Packinghouse. These liners are slotted and are essential with the use of the hydro-cooler.
- Bins must not be filled above the liner.

### **Quality parameters:**

- Green, fresh stems
- Within designated colour range based on Ctifl chart
- No decay
- No pitted fruit
- No Cherry Fruit Fly
- No Leafroller

All lots are subject to rejection at the packing facility for failing to meet any of the above listed quality parameters.

### **Sizes (see size chart at end of document):**

Reassignment to Regular Program **may occur as a result of small fruit size.**

**Lots with less than 50%** 10 ½ Row & larger will be downgraded to the Regular pool and the grower will be notified that this delivery and all future deliveries from the block will be categorized as Regular pool.

***Lots with more than 25% culls will be downgraded to the Regular program or may be rejected and returned to the grower. (Pending approval).***

For pooling purposes, fruit will be categorized by the following sizes:

- 8 ½ row and larger
- 9 ½ row
- 10 ½ row
- 11 ½ row

### **Harvest Timing:**

Because cherries deteriorate after picking it is in the grower's best interest to communicate with the packinghouse to optimize harvesting with production line time and sales.

### **BLUSH Varieties**

Blush varieties will be orchard packed and delivered to the packinghouse in clam shells. Clam shells are available from the Packinghouse

## **REGULAR Program**

This program is designed to handle the balance of the Cherries not shipped in either the Gold or Select programs.

Fruit received under this program will be targeted to the highest paying segments within the Domestic and North American markets. Much of this fruit will be packed into bags and clamshells.

Estimates are required under this Program. For details see pages 7.

These estimates are used to ensure production line time and to find markets for the fruit.

### **Pooling for Regular Program**

- Cherries will be pooled by size with the general focus being 10 ½ row and 11 ½ row.
- 10 ½ row cherries will earn market returns, but no less than 10 % above 11 ½ row.
- All Sams, Stellas and Lamberts will be credited as 11 ½ row only.
- Lamberts will be pooled separately.
- Minimum #2.5 colour based on the Ctifl chart.

### **Horticultural and Handling Practices:**

- **Cherries harvested and delivered from July 1st on must be GA treated. GROWERS PLAN YOUR GA APPLICATION ACCORDINGLY**
- All lots must be sprayed for Cherry Fruit fly.
- Avoid picking in extreme heat i.e. above 29°C (85°F).
- No mixed varieties in bins.
- Protect fruit immediately after picking – Mylar covers recommended for 2006.
- Deliver fruit to the packinghouse as soon as possible after picking (within 3 hrs).
- Bin liners must be used. They will be available at your Packinghouse. These liners are slotted and are essential with the use of the hydro-cooler.
- Bins must not be filled above the liner.

### **Quality:**

- Green, fresh stems
- No decay
- No pitted fruit
- No Cherry Fruit Fly
- No Leafroller

### **Sizes (see size chart at end of document):**

For pooling purposes, fruit will be categorized by the following sizes

- 10 ½ row
- 11 ½ row

### **Harvest Timing:**

Because cherries deteriorate after picking it is in the grower's best interest to communicate with the packinghouse to optimize harvesting with line time and sales.

## **GROWER ESTIMATES**

### **Planning:**

We have reviewed all of the issues regarding production planning and ensuring equity between the various groups asking for their cherries to be packed by the Soft Fruit Venture.

As a result, we have concluded that we can only pack fruit for growers from whom we have received an estimate, prior to the start of the season.

Also, upon receipt, estimates will be summarized by the SFV into Early and Late Varieties for better planning purposes.

### **Accuracy of Estimates:**

There is a 20% plus or minus allowance without penalty.

The volume that we will commit to pack for growers will be up to 120% of their estimates.

This estimate and overage will be calculated by early varieties and late varieties. Growers may not vary by more than 20% within each Early/Late category. See Estimate Sheet for Early and Late varieties.

A penalty of \$0.075 per pound will be charged on undelivered shortfalls.

**In 2006 there will be NO deliveries accepted above 120% of estimate.**

### **Amendments to Estimates:**

Growers may amend their previously submitted estimate prior to shipping their first early variety or late variety, where estimates have been affected by unexpected circumstances. These circumstances can include weather-related incidents on the down side or improved sizing or crop load on newer plantings.

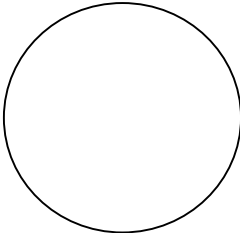
Growers may request an amendment to their "Original Estimate" by contacting their packinghouse Field Service for a review of their circumstances.

### **Estimate Deadlines:**

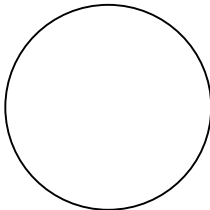
Estimates must be submitted by the following dates:

- |   |                               |          |
|---|-------------------------------|----------|
| 1 | Osoyoos                       | May 26th |
| 2 | Oliver & Similkameen          | May 26th |
| 3 | OK Falls, Kaleden, Penticton, | June 2nd |
| 4 | Naramata and Summerland       | June 2nd |

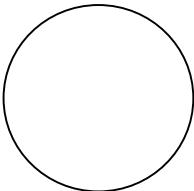
**Standard Cherry Sizes**



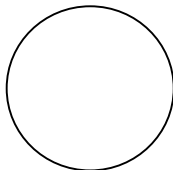
**8 1/2 Row**



**9 1/2 Row**



**10 1/2 Row**



**11 1/2 Row**

