



# Newsletter

ISSUE No. 3

OCTOBER 2007

## COMMISSION PARTICIPATES IN INTERNATIONAL KIWIFRUIT CONFERENCE



Representatives from several countries participated in the 26<sup>th</sup> Annual International Kiwifruit Organization Conference. Next year's conference will be held in Spain.

On September 21 – 25, 2007, the Commission participated in the 26<sup>th</sup> Annual International Kiwifruit Organization (IKO) Conference held in Santa Cruz, Chile. The Conference provided an opportunity for countries to meet and discuss world kiwifruit production, issues that impact kiwifruit production and trade and international standards. Countries participating in the conference included: Chile, France, Italy, Korea, New Zealand, Portugal, Spain and the United States. Representatives for the Commission included Wade Shepherd and Alex Ott.

The meeting began with each country providing a national report on production. Italy is reporting a nine percent decrease this year in production with the consumption level being consistent. France noted that prices are decreasing in the world market. Chile stated that it has opened nine new markets and has estimated that production over the next couple of years will increase. Specifically, Chile in 2006 reported total Hayward acreage at 10.5 hectares. However, it is expected to rise to 11.7 in 2007 and 12.9 in 2008. Meanwhile, Spain is reporting less production this year as well. Lastly, New Zealand is reporting an increase in its production for this year.

After the crop reports, discussions focused on international standards and the need for additional information on crop protection tools in order to ensure that Maximum Residue Levels (MRLs) are established for export countries.

The Commission and the other countries will continue to maintain dialogue throughout the year in order to ensure that these issues are discussed and that information between the countries are shared.

Should you like a copy of the IKO packet, please contact Janette Ramos at the Commission office.

## INDUSTRY UPDATED ON DRY MATTER TESTS

On October 19, 2007, the Commission hosted a dry matter seminar with Dr. Carlos Crisosto. The purpose of the seminar was to update the industry on the latest developments of the industry's dry matter study. During the seminar, Dr. Crisosto said that he is accepting kiwifruit to be used for Dry Weight Maturity testing.

Earlier this year, the Commission funded the second year of a dry matter study for \$16,400. The purpose of the study is to evaluate the dry matter and determine a possible minimum dry weight standard. During the first year of trials Crisosto found that there was a significant linear relationship between kiwifruit dry weight and ripe soluble solids concentration (RSSC). Crisosto also suggests that the relationship between dry weight, RSSC, ripe titratable acidity, and consumer acceptance should be studied further before any final conclusions are made.

If you have fruit that you would like to donate to Dr. Crisosto, please contact Dr. Crisosto at (559) 646-6596 or by e-mail at: [carlos@uckac.edu](mailto:carlos@uckac.edu).

## CALIFORNIA KIWIFRUIT COMMISSION LAUNCHES NEW WEB PAGE

The California Kiwifruit Commission launched its new web site this month and is ready for viewing. With a whole new look and structure to the web site we are sure you will enjoy it. Several categories were added such as the Commission Business section which provides valuable information for growers and handlers, and the Education section which will feature fun activities and coloring pages for kids and teachers. There is also a Guide to Kiwifruit, which serves as a how to, for growing kiwifruit. Please let us know what you think of the new web site and if you have any comments or concerns. The new web site can be located at [www.kiwifruit.org](http://www.kiwifruit.org).

## MEDFLY FOUND IN SOLANO & SANTA CLARA COUNTY

On October 16, 2007, the California Department of Food and Agriculture established a 75-square mile quarantine zone in Santa Clara County after the discovery of a Mediterranean Fruit Fly (Medfly) infestation. This makes the second county that has detected Medfly in California.

Currently, eradication efforts are underway in both areas to dispose of the infestations. Specifically, the eradication program consists of increased releases of sterile

male flies in the areas and ground treatments within a 200-meter radius of the finds. For additional information on the Medfly eradication program, please go to <http://www.cdfa.ca.gov> and click on Mediterranean Fruit Fly link.

### **LBAM STILL ON THE MOVE**

On October 17, 2007, the California Department of Food and Agriculture (CDFA) announced Light Brown Apple Moth (LBAM) detection in San Luis Obispo County. The moth was found in a nursery trap has been the only find in this county. However, San Luis Obispo is now the 12<sup>th</sup> county in the golden state that has detected LBAM.

Currently, CDFA has resumed its eradication program after a Monterey County Superior Court Judge removed a temporary restraining order. The restraining order was issued when several residents were concerned about the pheromone that was being used to eradicate the pest.

To date, Napa, Solano, Marin, San Francisco, Alameda, Contra Costa, San Mateo, Santa Clara, Santa Cruz, Monterey and Los Angeles are the only counties that have found LBAM. For additional information regarding LBAM, please go to: <http://www.cdfa.ca.gov/> and click on the LBAM link located on the CDFA website.

### **COMMISSION MEETS WITH HONDURAS AMBASSADOR**

On October 29, 2007, the Commission met with Honduras Ambassador Roberto Flores Bermudez. The purpose of the meeting was to discuss commodity production, the California agricultural labor situation and trade issues that impact agriculture.

Representatives of the Commission were able to discuss the several challenges that growers face when producing a crop for export. Additionally, dialogue discussed the current market situation with Honduras and the possibility of seeing the country as a possible emerging importer.

Special thanks to the Nisei Farmer's League and the California Cotton Ginners & Growers Association for hosting the meeting and providing the opportunity for the Commission to meet with the Ambassador.

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### **DON'T FORGET YOUR KISS REPORTS**

Don't forget to submit your KISS reports to the Kiwifruit Administrative Committee (KAC) office by November 5, 2007. In an effort to reduce duplication, the KAC will be receiving all numbers from the industry. Once collected both the CKC and the KAC will review the numbers and coordinate invoices. In addition, the KAC will publish its numbers on behalf of both organizations, thus creating a "one-stop" system for reporting.

### **KIWIFRUIT GREEN GOBLIN PUDDING**

Highlight your Halloween with this popular kid's favorite!

- 5-6 California kiwifruit, peeled and sliced
- 1 package sugar-free instant vanilla pudding
- Green food coloring
- 1 cup raisins (you could substitute chocolate chips)

Slice California Kiwifruit, leaving skin intact. Cut slices of kiwifruit in half and set aside. Prepare instant pudding. Add 2-3 drops green food coloring to pudding and mix until color is consistent. Add drops of food coloring until desired shade is reached. Pour pudding into dessert bowls. Place kiwifruit slices along top edge of bowls with skin side up (for goblin hair). Place two half or quarter kiwifruit slices onto pudding (for eyes). Place raisins on pudding in the shape of a mouth. Serve as a healthy snack around Halloween.

### **COMMITTEE POSITIONS STILL AVAILABLE**

Those wanting to participate in Commission Committees still have the opportunity to sign up. If you are interested, please contact the Commission office.

### **CALENDAR OF EVENTS**

- **CKC BOARD OF DIRECTORS MEETING**  
Date: January - TBA  
Location: TBA

For additional information please call (559) 226-4780