



# Newsletter

ISSUE No. 6

MARCH - MAY 2008



Todd Sanders with the Commission meets with Mexico representatives to discuss the CA/Mexico market.

## MEXICO/ANTAD

On March 3-7, 2008, the California Kiwifruit Commission (CKC) attended ANTAD, the annual trade show in Guadalajara, Mexico. During the visit, the Commission visited retail locations and distribution centers throughout Guadalajara. The purpose of the ANTAD trade show, one of the largest trade shows in North America, was to expand market access and inform future customers about the availability of California kiwifruit. The CKC would like to thank the USDA for the use of MAP funding which allowed for this opportunity. Additionally, this trip was made possible with the help of Townsend Management, Grupo PM, and the California Apple Commission.

## FREEZE DAMAGE STILL BEING ASSESSED

On April 18 - 21, 2008 California experienced a severe freeze. Several crops have been impacted due to the cold. Temperatures measured as low as 23 and 24 degrees Fahrenheit in some of the most severely damaged areas of the state.

In an effort to obtain the latest information regarding the statewide damage for the state, the Commission held a statewide district meeting. Originally, the crop was estimated to be between 7.5 and 8 million trays. However, due to the damage, industry believes that this will be lower. An exact number of the crop has yet to be determined because of the timing of the crop. Damage cannot be assessed until the crop begins to mature later in the year.

Recently, the Commission contacted the Farm Service Agency in an effort to obtain the latest information regarding crop loss. Enclosed, please find an information sheet that outlines the latest FSA rules relating to crop loss.

As additional information becomes available, the Commission will update the industry.

## FARM BILL MOVES AHEAD...FATE STILL PENDING

The House and Senate have reached a tentative agreement on the new Farm Bill (HR 2419) entitled the Food, Conservation and Energy Act of 2008. The House and Senate Conference Report will be considered by the full House and Senate by the middle to late May.

Funding in the bill for the Market Access Program (MAP) and the Foreign Market Development (FMD) is scheduled to remain at the current \$200 million and \$34.5 million annually. This is not a reduction but continues the funding of these programs at current levels.

Currently, President Bush has threatened a veto of the Farm Bill. Should a veto occur, a one or two year extension of the existing Farm Bill would be likely, keeping the current programs in place. However, should this happen, the baseline used for the funding levels of these important programs will be adjusted, placing more pressure on Congress to maintain current funding.

The Commission will continue to update the industry as this issue makes its way through Congress.

## ELECTION FOR BOARD OF DIRECTORS

Ballots for the California Kiwifruit Commission 2008-2009 Board of Directors election will be mailed out soon for Districts two, three, four, five, Grower at Large and Handler at Large. When you receive your election ballot, please mark your choice and return the ballot in the enclosed ballot envelope by mail, to the California Department of Food and Agriculture Marketing Branch in Sacramento. To be valid ballots must be postmarked by midnight June 15<sup>th</sup>, 2008.

The commission will notify all producers and handlers of the final election results after CDFA has tabulated the votes.

## RESEARCH PROJECTS

On April 22, 2008, the Board of Directors was updated on the current research being done by Carlos Crisosto. The purpose of Carlos Crisosto's study was to determine the minimum quality index that would consistently provide high quality kiwifruit to the industry's consumers. Crisosto's informed the Board of some proposed changes that he would like to implement to his current research, specifically the changes focused on how the kiwifruit is cut in order to obtain a consistent dry matter result. For additional information

regarding the study please contact Todd Sanders at the Commission office.

**FRESNO COUNTY FARM BUREAU  
FARM AND NUTRITION DAY 2008**

On April 4, 2008 the California Kiwifruit Commission participated in the Fresno County Farm Bureau Farm and Nutrition Day. Over 2,500 third graders from Fresno County schools attended the event; the purpose of the event was to inform young members of the community about the different areas of the agriculture industry. Jean Terry represented the California Kiwifruit Commission and taught students fun facts about the California kiwifruit industry. Kiwifruit is a popular snack with children and many students expressed how much they enjoyed eating California kiwifruit.

**COMMISSION ATTENDS PRODUCE CONVENTION IN  
LAS VEGAS**

On May 5 – 9, the California Kiwifruit Commission attended the United Fresh Fruit & Vegetable Association's produce trade show in Las Vegas. The event is combined with four other organizations including: the Food Marketing Institute, All Things Organic, the Fancy Food Show and the U.S. Food Export Showcase.

During the show, several seminars were held to update the agricultural, retail and consumer community on several issues that are impacting their industries. Hot topics included food safety, consumer preferences and the latest government policy developments in Washington D.C.

The event also provided an opportunity for other states to meet and discuss several issues that the industry will be facing this year. Additionally, the industry was able to begin communicating several of the weather conditions that have been challenging the Kiwifruit producing regions of the State.

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California Kiwifruit Commission  
770 E. Shaw Ave., Suite 220  
Fresno, CA 93710  
(559) 226-4780 telephone  
(559) 226-6721 fax  
Email: kiwifruit@kiwifruit.org

**RECIPE OF THE MONTH.....**

**KIWIFRUIT PARFAIT**

- 2 California Kiwifruit, 1 sliced and 1 finely diced
- 1 pint whipping cream, whipped to light peaks
- 1 small angel food cake, cut into small circles or squares
- ½ cup cashews, toasted

In a champagne glass, begin layering the sliced kiwifruit, cake and whipped cream until you reach the top of the glass. Finish with a spoon of cream, diced kiwifruit and cashews. Serve chilled.

**CALENDAR OF EVENTS**

- **OFFICE CLOSED**  
Date: May 26, 2008  
In observance of Memorial Day
- **UNITED FRESH – 2008 WASHINGTON PUBLIC POLICY CONFERENCE**  
Date: September 10-12, 2008  
Location: Renaissance Mayflower Hotel, Washington, D.C.
- **IKO ANNUAL CONFERENCE**  
Date: TBA – September, 2008  
Location: Spain
- **PRODUCE MARKETING ASSOCIATION- FRESH SUMMIT INTERNATIONAL CONVENTION & EXPOSITION**  
Date: October 24-27, 2008  
Location: Orlando, Florida

For additional information please call (559) 226-4780

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