



# Newsletter

ISSUE No. 2

SEPTEMBER 2007

## 6.2 MILLION TRAYS PROJECTED FOR 2007 – 2008

On September 6, 2007, the California Kiwifruit Commission set its official projection for the California kiwifruit crop. According to the Commission Board, the California industry is projecting 6.2 million tray equivalents for the 2007 – 2008 year. Quality for the crop this year is excellent. However, reports are coming in stating that size and quantity is down compared to last year. Reports also are showing that some areas experienced frost damage, thus impacting the total number of kiwifruit available.

Next week, the California kiwifruit industry will be attending the International Kiwifruit Organization's annual meeting. During the meeting, it is expected that all members of the kiwifruit organization will report on the latest "global" crop numbers. The Commission will update the industry as more information becomes available.

## NEW BOARD AND OFFICERS ELECTED

On September 6, 2007, the newly elected board members were certified for their two-year term. Congratulations to:

### District 1

Commissioner - David Brandt  
Alternate - Vacant

### District 6

Commissioner - Bruce Myers  
Alternate - Vacant

### District 7

Commissioner - Etienne Rabe  
Alternate - Keith Mohrhussen

### District 8

Commissioner - Vacant  
Alternate - Gary Suthers

After the certification and seating of the new Board members, the CKC elected its new officers for the 2007 – 2008 year. Congratulations to the following Board members:

Chairman - Doug Phillips  
Vice-Chairman - Jim Sanderson  
Treasurer - T.A. Heckel  
Secretary - Etienne Rabe

The new Chairman will be appointing new committees for the 2007-2008 year. If you are interested in serving on a Committee, please contact the Commission office, so your name may be forward to the Chairman for consideration. The following is a list of the Commission Committees that are available:

Cultural Processing and Research Committee  
Elections Committee  
Finance Committee  
Education Committee  
Oversight Committee  
Pest, Disease and Standardization Committee

Should you have any questions, please do not hesitate to contact the Commission office at (559) 226-4780.

## REPORTING FOR KIWIFRUIT BEING STREAMLINED

In an effort to utilize limited resources and decrease duplication of efforts, management of the Kiwifruit Administrative Committee (KAC) and the California Kiwifruit Commission (CKC) has decided to streamline the KISS reporting system. Beginning October 1, 2007, all industry information regarding KISS reports will be sent to the KAC. 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.

Under federal rules, the KAC must report its own report to the industry. Additionally, the Commission would report its numbers received by the industry. The result would be two different reports, sometimes containing two different numbers. Under the new system, the industry will have one report with one set of numbers.

As for the electronic reporting system, the kiwifruit industry will not be reporting their numbers this year via electronic posting. This system may be implemented at a later date, but will not be required for the 2007 – 2008 year.

## INTERNATIONAL KIWIFRUIT ORGANIZATION SET FOR ANNUAL MEETING

On September 21, 2007, the International Kiwifruit Organization (IKO) will host its annual meeting in Chile. At the meeting, the Organization will discuss if the international kiwifruit industries would like to develop an international program to educate and promote kiwis in global markets.

Ideas range from moving forward with another year of Weight Watchers to developing a comprehensive international kiwifruit education program. In any event, the Commission has the possibility to receive Market Access program (MAP) dollars to work together on developing an international program. In addition, it would assist the California kiwifruit industry in showing the necessary officials that we are willing to work with other regions, and countries to promote kiwifruit.

After the IKO meeting, proposals will be floated and reported back to the country industries and refined. The Commission will continue to update the industry as these issues begin to take shape.

### **SECOND YEAR OF DRY MATTER STUDY CONTINUES**

Researcher Carlos Crisosto recently submitted a progress report regarding the evaluation of dry weight sensors to segregate kiwifruit according to consumer acceptance. 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 would like a copy of either report, please contact the Commission office.

The Board of Directors approved to move forward with a second year study regarding the dry matter issue. It is anticipated that the cost of the second year study will total \$16,400. Once the second year study is completed, the Commission will update the industry of the findings.

### **CALENDAR OF EVENTS**

- **INTERNATIONAL KIWIFRUIT ORGANIZATION**

Date: September 21-24, 2007

Place: Chile

- **PMA**

Date: October 12 – 15, 2007

Place: Houston, Texas

For additional information please call (559) 226-4780

### **EDUCATION ACTIVITIES AND STRATEGIES APPROVED FOR 2007 – 2008**

During the September 6, 2007 Board of Director's meeting, the following education strategies were approved for the 2007 – 2008 season:

- Solidify international markets;
  - Mexico
  - Korea
- Look into expanding into new markets;
  - Central America
  - Canada
  - Other Asian countries
- Work with the IKO to develop an international kiwifruit education program for consumers;
- Additional Reverse Trade Missions;
- Attend international trade functions and begin developing relationships with buyers and marketers;
- Educate consumers about the availability;
- Continue to participate in the "Buy California" program;
- Suggest of changing the Marketing Development Committee to the "Education Committee";
- Use the 2007 – 2008 year to "fact find year" to examine all health magazines, newspapers ect...that could best provide an out reach program for the distribution of education articles for the kiwifruit industry; and
- Look into the possibility of MAP dollars for international programs that educate consumers on the benefits of kiwifruit;

In addition to these activities, the Board set-aside dollars that may be used for public relations. Specifically, the Commission would use these monies, if necessary, to place articles into trade and industry media. The Commission will be working with members of the industry and other organizations to see how these activities may work together to further its dollars.

---

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