

USA Stone Fruit Profitability

- **Introduction**
 - **Scope of Discussion**
 - **Focus on California Stone Fruit**

USA Stone Fruit Profitability

- Drought, what is happening ?
 - Snow Pack
 - Rivers
 - Irrigation Districts
 - Recharge basins
 - Storage: dams and water banks
 - Aquifers and Deep Wells





A close-up photograph of a metal valve assembly. The valve has a large, dark brown handwheel on top. A silver metal chain is attached to the top of the valve and hangs down. The chain is connected to a horizontal metal bar that has the words "STROUD POND" stamped in large, bold, black letters. The bar is supported by two vertical metal legs. Below the bar, a metal grate is visible. The entire assembly is mounted on a concrete surface. The background shows a sandy area with some sparse green vegetation.

STROUD POND





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- Production
 - 60,000,000 to 35,000,000 in 12 years. What is filling that shelf space? More about that later.
 - **Lack of Information**
 - Picture of 10 years
 - In 2004 there were 1,112 stone fruit growers farming 125,000 acres. This was the base for 60,000,000 boxes per year. Approximately 300 of these growers grew for industry (freezer, cannery, and dehydrator)
 - Changing Crops



















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Fowler Packing Company

Sam, Son, S









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- Consolidation of Farming Companies and Retail Companies
 - Pooling of management & equipment use
 - More efficient use of packing and cold storage
- Greatly reduced successorship
- Farming options reduced by drought, years of low prices with less reserve capital for growth
- Uncertainty caused by drought

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- Other Adaptive Changes that Influence Profitability
 - Previous specialty items have become year-round
 - Organics have grown very quickly
 - Regional and locally grown has really changed the distribution patterns.
 - The most adaptive change has been to improve the consumer's eating experience with new flavorful varieties, new pre and post-harvest practices, and use of new technologies to measure desired quality characteristics.

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- The role of Infrastructure
 - Production choices are highly governed by infrastructure.
 - Labor as infrastructure.
 - Relocation back to Mexico
 - Labor in CA is not well cross trained.





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Plum Pie
Recipe
on Label!***