

# ZeaNews

**Z e a f r u i t C o m p a n y L i m i t e d**

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## Devastating Freeze in USA

### Sunkist: Official communication about weather disaster

*We're sorry to share news that the agricultural regions of California have recently experienced a severe winter freeze that has caused considerable damage to our citrus crop. Mother Nature is once again reminding us all that agriculture is a precarious business.*

### Citrus growers cite \$800 million in losses

*Citrus growers said Tuesday they lost at least \$800 million during a recent five-day freeze, the most devastating blow to the industry in more than a decade.*

24/01/07—Associated Press



**Read more on pages 4/5**

## The Technical Side

Keith Pyle

### How much does it cost to apply a spray?

It is important to keep in mind the cost of spraying especially when you have a choice of products which can be applied. The cost of a mix should be calculated per 1,000 litres of spray and this figure multiplied by your application rate required to achieve good coverage for the application you have in mind. (see NZCGI IPM handbook page 114 to 116) These costs per 1,000 litres are given in the attached Table which is an update of the previous table sent out with the Zeafruit pest management handbook. For example if you are applying Dithane fungicide it will cost you \$21.85 per 1,000 litres – so if you are applying 3,000 l per ha it will cost you 3 x \$21.85= \$65.55 per hectare.

This can be compared against alternative products, but remember efficacy and potential for crop damage if the wrong compound is used must be taken into account. The potential downstream effects must be considered eg, with Orthene the potential effect of a repercussion in red mite and scale should be taken into account. When choosing products, please also consider your market and the withholding period of the products for specific markets.

Costs of application should also be considered and here the following needs to be calculated:

1. Operating costs per hour of sprayer and tractor- dependent on many factors
2. Hectares sprayed per hour including refill times
3. Drivers cost per hour

There is a spreadsheet programme available from me on email for those who want to do this.



Make sure you do these calculations – orchard good practice depends on having good numbers available. Remember to use canopy hectares as the unit.

Canopy ha of a block= Tree numbers in block divided by trees per ha.  
Trees per ha = 10,000 divided by (Row width in m x tree spacing in m)

Keith  
kpyle@xtra.co.nz

## Export Travels

Zeafruit are currently engaging a number of export clients including Japan, UK and USA. Travel and preliminary meetings, particularly in the US, should be concluded by the end of February.

It is important that these relationships are developed and maintained on a personal level for the long term benefit.

We expect to report back our general plans in early March, as the dynamic of the US frosts may provide some interesting twists to how the opportunities are managed this year for all varieties. All in all prospects are looking good.

**Standby for developments.**

## UPDATE TO ZEAFRUIT PEST AND DISEASE MANAGEMENT HANDBOOK - 2006/2007

**ALWAYS READ THE LABEL**

### COSTS EXCLUDE GST - FRUITFED LIST PRICES NOVEMBER 2006

WHP = WITHHOLDING PERIOD IN NEW ZEALAND

refer to IPM handbook/wallchart for more details on products

See December 2006 newsletter for provisional Japan export WHPs

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REGISTERED PRODUCTS		CONC.	PRODUCT	COST	NZ **	SPECIAL	PRODUCT
TYPE	TOXICITY	PER 100 L	\$ COST	/1000 L	WHP	PRECAUTIONS	COST 2006 inc GST
		g/ml	/ KG/LITER	MIX	DAYS	OR NOTES	/ KG/LITER
<b>FUNGICIDES</b>							
COPPER HYDROXIDE	WDG low	125	\$7.57	\$10.65	0	There are different formulations and strengths. Check label	\$20.11
COPPER OXIDE	WG low	85	\$17.54	\$16.77	0	See precautions	\$16.47
PHALTAN	WP low	250	\$42.84	\$120.50	3	NO OIL WITHIN 6 WEEKS EACH SIDE	\$120.50
ROURAL Gold	FW poison	200	\$182.60	\$410.84	14	Apply once per year only (Tangelos)	\$387.00
MANCOZEB (DITHANE WDG)	WDG low	210	\$9.25	\$21.85	14		\$42.98
MUSTAR	WDG low	15	\$273.89	\$46.22	14	Ideally apply once per year only	\$43.44
<b>INSECTICIDES</b>							
SUCCESS	SC low	40	\$156.25	\$70.31	21	KC THRIPS (ADD 0.3% OILor Latron B at 40 ml/100l)	\$175.78
Latron B (used with Success)	wetter low	40	\$25.50	\$11.48			\$28.69
DIAZINON (BASUDIUM)	WP harmful	100	\$63.81	\$71.79	14		\$63.00
MINERAL OIL 1%	EC v low	1000	\$5.28	\$9.35	0	SEE NOTES Also a miticide	\$68.63
MINERAL OIL 0.5%	EC v low	500	\$5.28	\$29.67	0	SEE NOTES Also a miticide	\$20.59
ORTHERNE	WP poison	80	\$128.38	\$115.54	14	BEWARE RED MITE REPERCUSSIONS	\$140.80
ASCEND	SC harmful	10	\$573.91	\$64.57	42	BEWARE REPERCUSSIONS - DON'T USE IF BEES VISITING CROF	\$645.65
OVATION	WP low	25	\$247.11	\$69.50	14		\$96.49
APPLAUD 40SC	SC low	30	\$200.20	\$67.57	14		\$67.57
MALATHION	EC Poison	300	\$19.88	\$67.09	3	Greenhouse thrip-BEWARE REPERCUSSIONS	\$51.75
BACILLUS THURINGENSIS	WDG low	50	\$50.86	\$28.61	0		\$35.16
KEY PYGNIC	EC Harmful	100	\$96.00	\$108.00	1	FOR GREENHOUSE THRIP. Add Nuffim at 30ml/100 litres.	\$108.00
Nuffim 17 (used with Pygnic)	sticker Low	25	\$0.00	\$0.00			
<b>MITICIDES</b>							
KELTHANE	WP harmful	100	\$73.87	\$83.10	7	No longer very effective	\$83.10
OMITE	WP harmful	200	\$59.87	\$134.72	2	NO OIL WITHIN 6 WEEKS EACH SIDE	\$120.00
PEROPAL	WP poison	75	\$126.67	\$106.88	14		\$104.66
APOLLO	SC low	40	\$304.36	\$136.96	21	EGGS ONLY. Combine with oil at 0.5% TO 1% to kill adults	\$135.14
<b>OTHER/UNREGISTERED PRODUCTS</b>							
see OFF LABEL POLICY in NZCGI IPM handbook or Zeafruit pest management handbook							
FOLI R FOS	SC low	300	\$16.89	\$7.00	1	BROWN ROT CONTROL MAINTENANCE	\$19.00
FOLI R FOS	SC low	600	\$16.89	\$114.00	1	BROWN ROT CONTROL REMEDIAL	\$19.00
FLINT	WDG low	10	\$418.04	\$47.03	?	SCAB - use once per year only. TO BE REGISTERED 2007	\$470.29
BRAVO	SC low	300	\$32.50	\$109.68	?	MAY BE EFFECTIVE AGAINST BOTRYTIS	\$36.56
TELDOR	SC low	75	\$258.84	\$218.40	?	BOTRYTIS FUNGICIDE TO BE REGISTERED 2007	\$291.20
FENAMITE	EC low	50	\$250.00	\$140.63	?	Mites	\$281.25
DEW	EC POISON	100	\$29.96	\$33.70	See Diazinon	DO NOT MIX WITH FOLIAR SPRAYS	\$34.35
THIODAN	EC POISON	150	\$35.89	\$60.56	?	Useful for whitefly, aphid and leafroller	\$40.37
AVID	EC low	25	\$263.50	\$74.11	?	THRIPS, RED MITE Add Mineral oil at 0.3%	\$146.31
Mineral oil 0.3%	spreader v low	300	\$5.28	\$17.80	?	or alternatively Latron at 25 ml/100l	\$20.59
SURROUND	WP Low	1000	\$4.65	\$52.30	1	Late season KCT control	\$5.93
PROTECTOR	SOAP Low	1000	\$4.29	\$48.30	1	BOTRYTIS FUNGICIDE TO BE REGISTERED 2007	\$4.83
MITEMEC	EC POISON	75	\$222.22	\$187.50	?	Mites	\$177.20
CHES	WG low	40	\$340.48	\$153.22	?	Adult whitefly	\$183.52

NOTE WP= WETTABLE POWDER; EC = EMULSIFIABLE LIQUID; FW = FLOWABLE LIQUID; WDG= Wettable Dispersible \*\*\*consult advisor on export withholding periods

## Export Update Mandarin 2007

As the export season is approaching growers who are interested in looking at the export option have a number of new options this season.

With access to the USA and UK finally available, there is scope for programs into these markets in addition to the Japanese market.

Both these markets have their challenges, the UK has a four week sea freight time, expensive air freight and high quality requirements. The USA is a competitive market and our fruit will face stringent inspections on arrival for Phytosanitary requirements.

Both markets do offer the opportunity for an additional outlet to Japan and this is going to be important long term.

We are currently putting together a program with excellent potential into the UK for a major supermarket chain. There is a small window for high quality NZ Mandarins from late June early July for those growers whose fruit can meet the cosmetic and phytosanitary requirements.

There are also a number of opportunities into the USA and we will shortly be finalizing programs with two companies. Our aim is to manage a small but high quality program into the USA concentrating on presenting the best possible quality to the U.S. market. We feel this is an important objective if we are to build a long term market presence there.

We will be building on the momentum of our highly successful Outspan branded program into Japan. The high standard of product we have shipped under this brand has helped us develop contacts in the UK and USA as Outspan is one of the largest and most respected citrus brands internationally.

If you have any questions about export, please contact your local Zeafruit rep directly.

Phelan Pirrie  
Turners and Growers

## Importer seeks new

## US: Salvaging oranges as juice

*Valley growers race to process damaged fruit as industry awaits reports on losses from devastating freeze. (24/01/07)*

Citrus growers in the central San Joaquin Valley last month continued to look for a home for freeze-damaged fruit still prized for the sweet juice inside. Meanwhile, the citrus industry was tallying figures to be released on the millions of dollars in fruit lost to the freeze.

At least 50% of what is left in the navel orange groves has been damaged with much of the fruit, which is normally sold fresh, now going to three juicing plants in the central San Joaquin Valley. There are so many oranges streaming into those plants that some growers and packers are being squeezed out. Some have had to sell their oranges for cattle feed.

Normally, about 20% of California's navel orange crop is juiced. This year, that figure is expected to reach 50%. Only 3% of the nation's orange juice normally comes out of California.

It is expected that there will not be any impact on the price of juice in stores. Prices did rise, however, after Hurricane Wilma caused damage in Florida's citrus growing regions in 2005. Some good news came for California's citrus growers Monday, as Wal-Mart stores in Bentonville, Ark., announced what it is calling "Operation Orange Aid." The huge retailer pledged to stock its supercenters and neighborhood markets with California-grown citrus when possible.

As the state's growers ease out of the devastating freeze, it was expected temperatures would be up by a degree, and growers should see a four—to five—day reprieve from the cold air.

[Source: fresnobee.com](http://fresnobee.com)

# sources of citrus

Last month's California citrus freeze has South Jersey's Dandrea Produce Co. Inc. scrambling to find other supplies. As a major importer of clementines from Spain, Dandrea Produce has an inside track on landing some of that country's naval oranges and lemons, which normally stay in Europe or go to other markets worldwide.

"Dandrea said the Atlantic County company, which he owns with his brothers, Steven and Ronald, began planning for an expansion of Spanish imports as soon as they heard the forecast of freezing temperatures in California's citrus belt, where \$800 million worth of fruit was damaged. Dandrea Produce imports from 13 countries, and it supplies most major supermarket chains in the eastern half of the United States. After the last major California citrus freeze, in 1998, the value of fresh oranges imported from Spain jumped from \$10,000 in 1998 to \$17.6 million in 1999 and then fell to \$714,000 in 2000, according to the U.S. Department of Agriculture's Foreign Agricultural Service.

Overall U.S. imports of fruits and vegetables jumped from \$6.5 billion in 1995 to \$14 billion in 2005, with shipping facilities along the Delaware River playing an important role in the rise of Spanish clementines and Chilean grapes, peaches and nectarines. While Spain is an important alternative source of citrus, it is not the only country distributors are eyeing to make up for the loss of up to 75 percent of this season's California harvest.

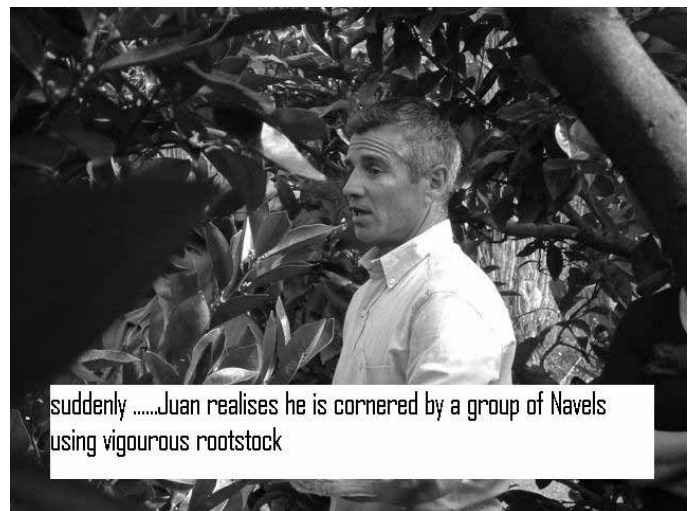
While most of the attention has been on citrus because it is such a high-value crop, the freeze damaged a wide range of items, including lettuce, celery, broccoli and strawberries. The berries are up to \$4 a pint from about \$3, Keyser said. "We haven't heard too much yet" in the way of complaints from consumers, Keyser said. "Everybody's accepted the fact that this was going to happen."

Source: [atcitrus.com](http://atcitrus.com)

## Those moments you just need to catch on camera



the three finalists in this years "Spot the Blonde" field day; share a nervous moment; just before final judging commenced.



suddenly .....Juan realises he is cornered by a group of Navels using vigorous rootstock



KeriKeri visitors Nigel & Carolyn begin to realize the grim reality of being alone & a long way from home at a "Gisborne" Satsuma fieldday.

Check out the Zeafruit website for back issues of Zeanews

[www.zeafruit.co.nz](http://www.zeafruit.co.nz)

## Northland Report

The weather gods have been shining on Northland these last few weeks. The temperatures have been in the high 20's and the humidity well into the 80's.

Irrigation systems have been well and truly tested with no significant rainfall since the 17<sup>th</sup> Jan. At least the wind has eased although some crops are showing wind damage from the gusts that persisted from all corners of the compass at the beginning of the year.

Pest monitoring this year has seen **Zeafruit** expand its grower base and regions to include the Far North. Unfortunately the pests have remained the same regardless of the area. A few orchardists have had to spray for Kelly's and greenhouse thrip. Also those growers without the benefit of the beneficials have had a battle with Red Mite due to the hot weather conditions.

All growers should be through the thinning of their mandarin crops and fruit size is looking promising. Don't forget if you are not on the pest monitor programme to keep an eye out for the problem thrips and also the last of the scale crawlers emerging. Their first sign of settling is on the midrib of the leaf. If you are unsure, give me a call, I am happy to have a look for you. After thinning, remember to apply a fungicide to help with the control of Glomerella, especially with the high humidity we are experiencing at the moment.

Since **Alcom** have moved their processing facilities to **Kapiro Rd** to service their expanding grower base and their need for increased capacity, Zeafruit have needed to do the same. **Zeafruit** will be re-locating to the new Alcom premises prior to the Satsuma season. In the interim, Zeafruit will be based at **85 Cobham Rd, Kerikeri**. All correspondence can be mailed to this address and to save you a cellphone call, the landline phone number is **09 407 8690**.

Harvest of the 2007 crop is just around the corner.

Good luck and good growing.

Carolyn Price  
Northland Manager




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## Gisborne Report

Season greetings to all and here we go for another big year.

As this goes to print we will be starting to see the impact of the US frost causing short-ages.

This will not only have a positive price affect on Valencia, Encores and Lemons but has introduced a new dynamic to our Export planning for Satsuma's to both Japan and the US. It is expected that this will also have a roll-on effect into the Navel season.

We are receiving numerous enquiries from the US for all manner of varieties but must balance our reaction against the domestic market needs which remains the largest customer for the widest range of grades and sizes. I guess the best price for the least risk will be the winner.

We will endeavor to keep growers informed with appropriate updates as the scene unravels.



Overall the market conditions have been stronger over the last few months for all varieties but returns to growers have been tempered by generally lower packouts of 1<sup>st</sup> grade due to the poor weather of the previous 2005 spring. Conditions have been kinder this season and numbers are up, so expect increased packouts and volume. In this sense the US frost has been timely to help offset the increased supply.

Thanks to all for supporting the cause to return unused bins to Kaiaponi. The Apple season puts increased demand on bin stocks and as a low point in the Citrus calendar is a good time for roundup and repair. Bins are an expensive and never ending challenge to provide and maintain; so your assistance is very important to keep costs down.

Best Wishes

Pete, Mo, Sharon & Juan

Or contact us on:

Telephone: 06 863 2157

Fax: 06 863 2155

Cells: 027 437 1044 - Mo

027 448 4433 - Pete

021 222 0275 - Juan

027 230 2247 - Sharon



## BOP Report

Top of the New Year to all.

Hope you all have had a chance to take some holidays and/or spend some time with family and friends.

I was fortunate enough to get a weeks holiday with my family over the New Year period which was spent camping at Port Jackson [top of Coromandel ], the weather was fantastic and our camping spot superb so as you can imagine a week was far too short, better planning to be done next year I think.



Lemons have continued to come in for packing over the Xmas/New Year period and a big thank you to growers who supplied over this period as demand always outstrips supply.

Lemon prices are rising rapidly due to a number of reasons and is looking promising for the next year at least.

Some Satsuma crops in BOP have been damaged by hail [ 3 hail storms over a short period] but luckily the worst of it can be thinned out now thus allowing good clean fruit to size.

I look forward to catching up with you all as the year progresses.

Thanks & regards,

Smithy.

innofresh



**Fruitfed Supplies**



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