



WASHINGTON STATE
HORTICULTURAL ASSOCIATION

Hort Headline Update

Keeping the Washington Tree Fruit Industry Informed Since 1904

May 14, 2004

- **Chemical Exposure Of Farm Workers Studied** - According to preliminary results released by the Washington State Department of Health, farm workers who handle cholinesterase pesticides may have been overexposed while spraying this spring. It is important to stress that these are early findings from the study and that it is in by no way complete. For more on early findings from the study, link to this [Yakima Herald-Republic](#) story.
- **Free Workshop On Cholinesterase Monitoring And Record Keeping** - The WSDA Farm Worker Education Program in partnership with L&I will offer a free workshop in both English and Spanish on cholinesterase monitoring and record keeping. Both the English and Spanish sessions will be held at the Washington Apple Commission in Wenatchee on Monday, May 24. The English session will be held from 1:00-3:45 p.m. and the Spanish session will be held from 6:00-8:45 p.m. For more information or to register call Flor Tovar with WSDA at 509-662-0590.
- **Wenatchee Group To Provide Cherry Harvest Housing Help** - The Wenatchee Planning Team, a group of growers, state and local agencies, and Wenatchee area community action agencies, has announced plans to help cherry harvest workers who may be displaced by the closure of DNR land above Stemilt Hill to overnight camping, according to a press release by the group. The Planning Team will provide information to farm workers found camping in closed areas on where alternative housing is available.

The group has also opened a hotline to provide information about available housing for interested parties. The hotline number for local calls is 509-667-1761 and toll free number is 888-790-8595.

- **Rainier Fruit Introduces Sliced Apples** - According to a recent brief in the *Packer*, Rainier Fruit of Yakima has introduced a line of fresh-cut apple slices under its Yo Bites label. The company is offering the product to retail in a 16-ounce clamshell and a package of 10 2-ounce bags. The slices are also available to food service in boxes of 100 and 200 2-ounce bags, as well as a carton of six 3-pound bags.
 - **Hort Memorial Scholarship Golf Tournament Set** - It is once again time for tree fruit industry members to hit the links during the Washington State Horticultural Association's 11th Annual Memorial Scholarship Golf Tournament. The tournament will be held on Tuesday, August 10 at the Lake Chelan Municipal Golf Course. The day's events will include a BBQ, awards ceremony, raffle and of course, lots of golf and good times. All proceeds from the tournament support scholarships that are awarded to students in honor of past tree fruit industry leaders. We are now accepting registrations and sponsorship opportunities are available. For more information, contact Darby Zahn at 509-665-9641 or e-mail darby@wahort.org.
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Cherry Promotional Push For South Eastern U.S. - The Washington State Fruit Commission (WSFC) will be pushing cherry promotional efforts this season in the South Eastern region of the U.S. The commission decided to focus additional attention on the region after discovering it had lower than average cherry consumption rates compared to other U.S. regions. David Severn, promotion director for the commission, said promotional efforts in the region will include specialized in-store radio broadcasts, a bus billboard campaign, and a PR blitz that targets magazines, newspapers and local television and radio programs.

Cherries: The Diamond of Fruit - They may not be a girl's best friend, but in the eyes of consumers' cherries truly are the diamond of fruit because of their dessert eating quality and appeal as a luxury food item. Therefore, the WSFC has decided to use the slogan, "The Diamond of Fruit" on cherry marketing materials worldwide this season. The new slogan will be used on in-store point-of-sale materials, media and public relations releases, and as part of larger campaign to build the image of Northwest cherries as a premier fruit.

More Cherries To Come - A recent study funded by the WSFC found that the number of sweet cherry trees planted in Washington and California has increased each of the past five years. Based on this information, the commission believes that about 25% of all the sweet cherry acreage in these two states has not yet reached the production phase. To read the complete study, link to [Sweet Cherry Tree Sales Study](#).

Headline Links

Experts Warn To Prepare For Dry Year - Connect to the [Tri-City Herald](#) to read how fruit growers in the state are preparing for a low water year.

Fuel Prices Skyrocket At The Pump - Link to this article in the [Capital Press](#) to read about how the dramatic increase in fuel prices is negatively impacting freight rates and how economist Dr. Desmond O'Rourke estimates that the era of low interest rates, low food prices and cheap fuel is about to end.

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