



Hort Headlines

July 10, 2009

Resending due to Technical Difficulties on Friday

- **GRAS²P = Audit Readiness** – GRAS²P is an audit readiness program developed by WSHA on behalf of you the growers. GRAS²P stands for Grower Response to Agricultural, Safe, and Sustainable Practices. GRAS²P is not another audit program; GRAS²P is intended to provide the tools and templates to prepare you for an independent third party audit. GRAS²P offers both a domestic as well as an export option depending on the target market for your fruit. If you are a grower interested in learning more about GRAS²P and/or participating in the GRAS²P pilot program, please contact your warehouse or the WSHA office to enroll in GRAS²P, 509.665.9641 x811 or email gras2p@wahort.org.
- **Record Cherry Crop Predicted In Washington State** – Cherry shipments reached the 5 million carton level in just 17 shipping days breaking the previous record of 23 shipping days. Early season harvest has been compressed with large volumes being shipped during the early season peak. The last 7 days of June saw daily shipments average 471K. cartons. The large volume of cherries – many orchards picking 10-20% over estimate – have resulted in packers either putting up 11R and larger only. Some overset orchards are not being picked or selectively picked for only the 11R and larger fruit. Fruit quality is excellent!
- **Yakima Valley Normal Water Level** – As of July 1, reservoirs in the Yakima River basin were nearly full at 98 percent of capacity. According to The Bureau of Reclamation irrigators in central Washington's Yakima Valley should expect a

near normal water supply this summer based on the July 2009 stream flows, snowpack and precipitation. Both and senior water rights holders are projected to receive their full water supply said the Bureau.

- **Sunrise Research Orchard Field Day** – The first annual field day for the WSU Sunrise Research Orchard will be held July 22, from 2 p.m. – 4 p.m. The orchard was established as a joint effort involving WSU and the tree fruit industry in 2007. The Field Day will focus on the development of the research orchard since it was started in 2007 and on research programs that are happening on the site or in the future. Also highlighted will be the challenges to keep development of the new research orchard moving forward and how the industry can help to ensure it stays a valued asset for years to come. Contact Darla Ewald at (509) 663-8181 or e-mail dewald@wsu.edu for more information. You can also [download the brochure](#) to learn more.
- **Nominations For Apple Person Of The Year** – The 2009 Apple Person of the Year Award is presented by the Packer. The deadline for nominations is June 24. The award will be presented in Chicago at the Annual 2009 Apple Crop Outlook and Marketing Conference August 20-21, 2009. The award recognizes an apple industry leader who has gone above and beyond the call of duty to positively promote the apple industry and apple consumption. To learn more about the award contact Greg Johnson at gjohnson@thepacker.com.



- **Golf For A Great Cause** – We only have a few spots left! Teams have filled up fast this year for our 16th Annual WSHA Memorial Scholarship Golf Tournament that will be held on **Tuesday, August 4, 2009** at the Lake Chelan Municipal Golf Course. **Sign up today to guarantee your spot!** Link to the [WSHA web-site](#) and download a WSHA Golf Tournament Registration form today. This year's event is sure to be another big success with tree fruit industry golfers playing to benefit student scholarships in the name (and memory) of past tree fruit industry leaders. Golfers will also have an opportunity for a shot at our **\$10,000 Hole-In-One shoot out prize** and some other great prizes on the par 3 holes!
- **Put Your Company In The Spotlight** – We have **ONE** hole sponsor opportunity left for our 16th Annual WSHA Memorial Scholarship Golf Tournament Tuesday, August 4. Hole sponsors will have the opportunity to set up a table at your specific tee box with treats, promotional items or a contest for the golfers. It's direct, highly visible and will allow you to place your promotional materials at your sponsored area to supplement your signage! This year we have a new addition to our tournament, an award for "**Best Hole Sponsor**" that will be voted on by the golfers. Put your company name in the spotlight today, by becoming a tournament sponsor. Contact Lynette at lynette@wahort.org to learn more.

- **Have You Renewed Your WSHA Membership** – WSHA membership invoices have been mailed out to all members. If you have not yet received your invoice please contact WSHA membership director Nicole Bruner at 509-665-9641 or email nicole@wahort.org . Remember, it is important to renew your WSHA membership promptly. Membership is required in order to register and attend the [WSHA 105th Annual Meeting and Trade Show](#) that will take place this December 7, 8 & 9 in Wenatchee, Washington. Thank you in advance for your membership investment.
 - **NW Hort Expo/Trade Show** – The 105th WSHA NW Hort Expo/Trade Show will be held at the Wenatchee Convention Center, December 7, 8 & 9th. Participating as an exhibitor is one of the best ways to share with visitors about up-and-coming technologies and new products. If you have not received information about the upcoming NW Hort Expo or booked space for your booth please contact Dawn Milne at (509) 784-0357 or email dmilnetime2ride@verizon.net. The NW Hort Show is held in conjunction with the 105th WSHA Annual Meeting.
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Headline Links

Online Exclusive: Ag In Uncertain Times: Operating In The Face Of Uncertain Credit – The first Webinar in the Ag In Uncertain Times series focused on what led to the current economic crisis and credit crunch, and what the future holds for the agriculture. Read another story at www.growingproduce.com.

UPDATED: Administration May Ditch No-Match Rule – In a move hailed by produce industry groups, the Department of Homeland Security is dropping the no-match rule, which would have made employers liable for hiring workers whose Social Security Numbers are suspect. Learn more on this story from [the Packer](#).

Rainiers Jump On Bumper Washington Cherry Crop Parade – What may be a record crop for Washington cherries translates to promotable supplies of the fruit into early August — and beyond, grower-shippers said. Learn more on this story from [the Packer](#).

New Inspection Rules Help Western Cherry Exporters – Cherry growers in three West Coast states will be able to ship sweet cherries to Japan more cheaply because of a change in the country's pest control requirements for imports of the fruit. Read more at [the Seattle Times](#).

Deal With Japan A Boon To Washington Cherry Growers – There's been a change in protocol when it comes to shipping cherries to Japan. Now the cherries can be shipped sooner, meaning fresher cherries and better sales over seas, NBC

station KNDO reports. Read more at www.growingproduce.com.

Hearing On New California Pest Draws Hundreds – A new, potentially serious pest of sweet cherries, berries and potentially other thin-skinned fruit crops has California growers worried. Read more at www.growingproduce.com.

More Housing, Yes — But Demand Still Outstrips Supply – Washington's record cherry crop has brought a record number of people looking for jobs — and places to stay while they work. Read more at [the Wenatchee World](http://the.Wenatchee.World).

Stone Fruit: Peaches In Greenhouses - What's This? – China has approximately 30,000 acres of peaches being commercially produced in protected cultivation. Read more at www.growingproduce.com.

Washington State Horticultural Association
PO Box 136 Wenatchee, WA 98807
Phone (509) 665-9641 Fax (509) 665-8541
Web-site www.wahort.org