

GOOD STUFF

A selection of the latest products and services for tree fruit and grape growers

The Lady and the gang

Would you rather buy a Pink Lady or a Cripps Pink?

Despite the fact that they're the same apple, most consumers surveyed say they would prefer a Pink Lady. Some associated the name Cripps Pink with a gang. A female gang, perhaps?

Pink Lady is the brand name for the Australian cultivar Cripps Pink. The apple can be packed and sold under either name, but only licensed growers can use the Pink Lady name, and the fruit must meet specified standards.

Pink Lady America conducted a digital survey of hundreds of "millennials" (those born around 1980 to 2000) and found that more than 80 percent believe that Pink Lady brand apples are higher quality than Cripps Pink and 68 percent had never heard of Cripps Pink.

Consumers associated Pink Lady with terms like "fancy, fresh, tart, elegant, juicy, classy, and fun," while Cripps Pink conjured up images such as "crippled, disease, crypt, and bloods."

In fact, Cripps Pink was named after John Cripps, who bred the apple in Western Australia.

John Reeves, general manager of Pink Lady America, is sharing results of the survey with retailers.

"Now that we have tangible results that consumers are specifically looking for Pink Lady branded apples in grocery stores, it will be confusing to see Cripps Pink sold in its place," he said.



COURTESY JANNY MT

Module extends shelf life

The Janny MT controlled-atmosphere module is a bin-size container designed to extend the shelf life of fruits and vegetables. Through a combination of the respiration of the produce and the lid's patented membrane, the atmosphere inside the module can be modified to reach 3 percent oxygen and 3 percent carbon dioxide at almost 100 percent relative humidity.

The atmosphere can be monitored with a hand-held gas analyzer to ensure the levels remain within the optimal range for the produce. The modules are stackable and require no electricity or additional equipment.

According to the manufacturer, the potential shelf life of apples held in a Janny MT module is increased to 330 days, compared with 90 days in regular cold storage. Shelf life is increased from 7 to 25 days for cherries, from 12 to 50 days for plums, and from 90 to 240 days for pears.

The module was launched in France in 2009 and was recently introduced to the North American market. It is distributed by JMT UDS LLC, a subsidiary of Janny MT.

For more information, check the website www.jmt-us.com or phone (707) 496-0937 in California or (517) 215-5970 in Michigan.



Crunch Pack sells Pink Lady slices

Crunch Pack of Cashmere, Washington, began producing branded Pink Lady fresh apple slices this summer. The slices are sold in a convenient peel-and-reseal container in sizes up to two pounds. Crunch Pak, which was founded in 2000 and is a leading supplier, produces two million apple slices per day.

Long line

The new commit-to-pack apple line at Stemilt Growers' Olds Station plant in Wenatchee features one of the longest sizers in the world. Stemilt produces about 8 percent of the Washington apple crop, which this season totaled close to 150 million boxes.

The Greefa line is the length of a football field and has ten lanes and 79 drop points. It features optical sizing and electronic internal and external defect sorting and is designed to accurately color sort new bi-colored apple varieties such as Cripps Pink, Gala, and Fuji, which will continue to be a big focus at Stemilt, according to communications manager Brianna Shales.

The cost of the new Greefa line was not disclosed.

Most of Stemilt's apples are packed on this line, though Douglas Fruit Company in Pasco also packs some of the company's apples. Stemilt has dedicated pear, cherry, and organic packing lines in Wenatchee, also.



COURTESY STEMILT

Pay by weight, not volume

FairPick is an automated weighing system available from 2nd Sight Bioscience, based in Spokane, Washington, that enables growers to pay pickers by weight versus volume.

To use the system, employees place their harvesting containers on the scale and scan their pre-assigned RFID tags. The employee name, weight of the fruit, time, date, GPS coordinates, and other information entered by the grower, transfer automatically and wirelessly to the FairPick base station. The base station, which features a touch-screen, acts as a time clock and prints end-of-day receipts for employees' records. At the end of the day, weight data can be uploaded to the 2nd Sight server for automated payroll reports that can be imported into any software that accepts .csv or Excel files.

Check the website www.2ndSightbio.com for more information.



COURTESY 2ND SIGHT BIOSCIENCE

GOOD TO GO

For a complete listing of upcoming events, check the Calendar at www.goodfruit.com

AUGUST

August 8: Summer Cider Day presented by the Northwest Cider Association, Port Townsend, Washington, www.brownpapertickets.com/event/874059.

August 15-16: Pioneer Power Show & Swap Meet sponsored by Central Washington Antique Farm Equipment Club, Fullbright Park, Union Gap, Washington, 8 a.m.-4 p.m. For details, call (509) 949-2100 or email cherylhall@gmail.com.

SEPTEMBER

September 13-18: International Conference on Fresh-cut Produce, University of California Davis, fresh-cut2015.ucdavis.edu/.

September 23-25: Macfrut: Italian Fruit & Vegetable Trade Fair, Rimini, Italy, www.macfrut.com.

OCTOBER

October 5-9: Irrigation course for orchard managers, Lleida, Spain, presented by University of California, Davis, and the Institute of Agriculture and Food Research Technology. For information, go to www.irta.eu or email international@irta.eu.

Learn about irrigation

The University of California, Davis, has teamed up with the Institute of Agriculture and Food Research and Technology (IRTA) in Catalan to present a one-week international course on irrigation, October 5-9, in Lleida, Spain.

The course is designed to help orchard irrigation managers make strategic decisions with an understanding of the implications for crop production. Topics include soil physical properties, soil hydraulic properties, use of water meters, evaluation of plant water status, irrigation scheduling techniques, measurement of tree water stress, carbon acquisition and inter-organ competition, productive responses to withholding or applying water, and irrigation strategies. Specific information will be given about irrigation in pome fruits, nuts, grapes, olives, citrus, and annual crops. The course includes field lab exercises and a field trip.

Speakers will include Ted DeJong, plant physiologist at UC Davis, and Dr. Ken Shackel, who conducts research at UC Davis on tree and vine responses to water stress and Regulated Deficit Irrigation.

For more information, check the website www.irta.eu or email international@irta.eu.

Pear fair to debut in Italy

The first European fair dedicated to the pear, FuturPera, will be held in Italy November 18-20 in conjunction with the Interpera world pear forum.

The event will be held in Ferrara, in Emilia Romagna, one of Italy's main pear producing regions, which is renowned for its Abate Fetel pears.

The Interpera agenda will include technical and economic topics such as: reports and forecasts of pear production around the world; innovative systems for cultivating pears; trade barriers and phytosanitary requirements; new varieties; pest control; and health benefits of eating pears.

For more information, go to interpera.weebly.com.