

Market News

Researchers at Oregon State University found that feeding dairy cows 6-lbs. of flax seed a day resulted in an 18% drop in saturated fatty acids in whole milk fat, poly-unsaturated fatty acids increased 82%, and the level of beneficial omega-3 fatty acids rose 70% compared to feeding no flax seed. Similar improvements were observed in butter and cheese. The amount of milk produced did not change, reported *OregonLive.com*. [Full Story](#)

Global orange production for 2012/13 is forecast to drop over 4% from the previous year to 51.3 million metric tons as declines in Brazil and the EU drive global fresh consumption down, fruit available for processing remains constant, and trade is virtually unchanged. For 2012/13 global orange juice production is forecast at 2.2 million metric tons, up 2% from the previous year. Global consumption, driven mostly by the EU and U.S., is forecast to rise nearly 4%, breaking a four year downward trend. [USDA Report](#)

The almond bloom in California will be late this year. The cold weather has held buds back to the point where bloom will be at least a week later than in recent years. Once it starts, though, it will come in a hurry, likely giving a flash bloom. Full bloom on the hard shells is expected around Mar. 1. A significant potential advantage of this late bloom will be less chance for frost damage during and after bloom, reported *Western Farm Press*. [Full Story](#)

Turbulence that has shaken the dairy industry the past few years could subside in the second half of this year if feed prices fall or at least stabilize, according to a Purdue Extension dairy specialist. Although the first part of 2013 likely will be stressful for producers, the specialist stated that those who hold on should benefit from a relatively neutral economic outlook for the remainder of the year, reported *Western Farm Press*. [Full Story](#)

With 82 million of the world's richest customers, Germany is the largest market for dried fruits and nuts in Europe and a very important destination for U.S. almonds, walnuts, prunes, and other products. Even though Germany does not produce significant amounts of dried fruits or nuts, it has the second largest overall

consumption. [USDA Report](#)

Coffee growing nations in Central America will need \$300 million to fight a disease spreading in the region and reducing crops, claimed the president of Guatemala's National Coffee Association. Guatemala, Central America's second-biggest coffee grower, may lose a third of its crop because of leaf rust, reported *Bloomberg.com*. [Full Story](#)

Soaring asparagus prices should come down as Mexican volumes increase. Prices for Peruvian asparagus topped \$50 a box in January, which is not what marketers wanted to see, reported *The Packer Online*. [Full Story](#)

Florida's commercial citrus acreage shrunk to 531,493 acres in 2012, a 28% decline from 748,555 acres in 2004, largely due to citrus greening in the state. First detected in the U.S. in Homestead, FL in August 2005, greening has driven production costs up about 40% in many cases, mostly due to the cost of spraying for psyllids and to nutritional programs to keep trees healthy. A grower-funded tax on each box of fruit provided \$66 million in 129 research projects to reduce the disease, reported *Palm Beach Post*. [Full Story](#)

California dairy farmers will earn a higher price for their milk starting next month as a result of a hearing decision made by the California Department of Food and Agriculture, but producers stated the new prices are still not high enough to overcome soaring feed costs and other financial woes. Announced last week, the CDFA decision raises the minimum price the state sets for all five classes of milk for four months - from February to May. The department stated the temporary adjustments would amount to an increase of about 25 cents per hundredweight in producers' average monthly pool price for those four months, reported *Ag Alert*. [Full Story](#)

Lettuce prices have shot up fivefold for some pack sizes and varieties since Christmas as another round of freezes and rainstorms hit desert production regions. Cartons of 24 romaine heads out of Yuma, AZ, shipped for \$33.25 to \$36.35 Jan. 28, according to USDA. They were just \$6.95 to \$7.65 Dec. 17, 2012, reported *The Packer Online*. [Full Story](#)

The EU, the world's largest sugar importer, will need to take steps to supply the bloc with more sugar until 2020 if the current system of quotas that limit domestic sales is not changed, sugar users claimed. Measures to provide at least 500,000 metric tons of extra sugar a year will be needed if the quota system is maintained, reported *Bloomberg.com*. [Full Story](#)

Trucks carrying beehives across California in preparation for the spring bloom will have a lighter cargo load. Beekeepers state their colonies are smaller, in part due to a poor winter last year that did not produce enough food to keep the bees healthy, reported *California Farm Bureau Federation*. [Full Story](#)

Nearly all fruits saw a dismal production year in 2012 in New York, with only blueberries seeing a production increase from 2011 to 2012. The value of New York's 2012 fruit production, including tree fruit, berries, and grapes, totaled \$323 million, down from \$345 million in 2011. The 2012 apple crop in New York was down 41% to 720 million-lbs., mostly due to the warmup in March followed by a freeze and frost in April. But the value of utilized apple production was up 2% from 2011 at \$250 million. New York in the country's second largest apple producer after Washington state, reported *Syracuse.com*. [Full Story](#)

Frost and drought plagued Wisconsin growers in 2012, but the number of fresh vegetable market farms keep sprouting up around the state. Wisconsin remains, for the 18th consecutive year, the top-producing cranberry state, with 4.5 million barrels. However, water is becoming a concern, and in the next decade or so resource optimization will be as important a focus as economic optimization, reported *Eau Claire Country Today*. [Full Story](#)

Chilean blueberry importers expect more normal supplies, better quality and strong demand as production shifts to southern growing regions. After a period in which volumes and quality were affected by rains, the Chilean blueberry deal was returning to normal by late January, stated the director of blueberry operations for Wish Farms, reported *The Packer Online*. [Full Story](#)

New England fisherman claim they may face an industry collapse after the New England Fishery Management Council

collapse after the New England Fishery Management Council approved a year-to-year cut of 77% on the Gulf of Maine cod limit and 61% for Georges Bank cod. The cuts were made in addition to other reductions ranging from 10% to 71% on the catch of other bottom-dwelling groundfish species, such as haddock and flounder. The cuts will take effect May 1, and are projected by the council to reduce overall groundfish revenues by 33% to about \$60 million in 2013, from about \$90 million in 2011, reported *The Associated Press*. [Full Story](#)

Florida-based blueberry grower Five Star Family Growers began construction of a packinghouse and cold storage facility that will process more than 1 million-lbs. of fresh blueberries beginning this spring. The facility on 260 acres is expected to open in March in time for the 2013 blueberry harvest, reported *The Lakeland Ledger*. [Full Story](#) (Free Registration Required)

Bloomberg Businessweek profiles Coca-Cola's Simply Orange juice, and how it is anything but pick, squeeze, and pour. The orange juice is the product of a sophisticated industrial juice complex, featuring satellite imagery, complicated data algorithms and even a juice pipeline are all part of the recipe. At the core of Coke's plan in the U.S. is 100% not-from-concentrate OJ, for which consumers are willing to pay as much as a 25% premium. [Full Story](#)

Food safety guidelines for the production, harvest and processing of fresh culinary herbs were released by Western Growers. The food safety document was developed with the help of industry members, regulatory agencies and the academic community, reported *The Packer Online*. [Full Story](#)