



BURCHELL NURSERY ROOT MATTERS

NOVEMBER 2009

VOLUME 5, ISSUE 1

New Energy, New Ideas Enhance the Tried and True

Burchell Nursery Welcomes New Experts, Launches New Retail Division

After more than 60 years of serving growers, we've learned we need our own "growers" here at Burchell Nursery — smart, hardworking pros to help us serve our customers better and help our business grow. That's why we've recently brought on several key people to give us new ideas and insights. We're welcoming two new field representatives to serve you, a production project leader and an expert in the retail garden center business to help us start a whole new division.

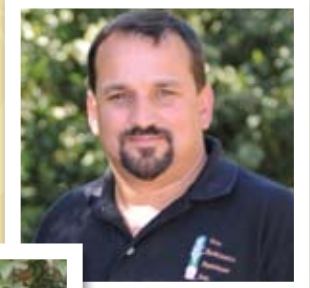
The go-to guys for growers in the field are Manny Sousa and Dave Morgan. Manny takes the reins in the Central Region from Ladd Hackler, who retired after 23 years of outstanding service. Now, you just can't replace someone like Ladd, but we think you'll be really impressed with Manny's knowledge and dedication.

Manny Sousa brings more than two decades of experience to the job. He's a horticulture expert, with the degrees from Modesto Junior College and California Polytechnic State University. He's a Central Valley native with know-how. Manny can be reached via cell phone at **209-485-4552** or email **mannys@burchellnursery.com**.

Dave Morgan will be serving our customers in the South Valley, and he offers twenty years of experience that include farm management and fertilizer systems, as well as expertise in orchard trees and compost. He's a Certified Crop Advisor, a designation from the American Society of Agronomy. So he knows the ways of nutrient, soil, water, pest and crop management. Plus, Dave has an amazing work ethic. Dave can be reached either by cell phone at **559-786-5730** or his email at **davidm@burchellnursery.com**.

Richard Roberts, the head of another family dynasty in the nursery business has brought his knowledge to Burchell. Richard Roberts, owner of the fifth-generation family business of Stuart's Nursery, is now our production project leader. And he's really raising the stakes on our projects, especially cherry production. Richard can be reached either by cell phone at **209-993-7281** or his email at **richardr@burchellnursery.com**.

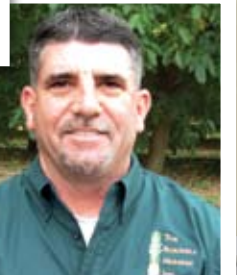
Richard Kline joined us to start an exciting new venture — a retail division. We were finding that demand for great-tasting fruit grown locally is so high, that we wanted to start a division to provide trees to local garden centers. Richard's just the man to help us. *(See bio and photo on back page.*



Manny Sousa



Dave Morgan



Richard Roberts



www.burchellnursery.com

Tom TOM BURCHELL



Growers Encouraged by Rebound in Sales

By Kate Campbell (Article text reprinted with permission from the September 16, 2009 Issue of *Ag Alert*)

With more than 2 billion pounds of nuts ripening in California orchards, growers of almonds, walnuts and pistachios say they're cautiously optimistic about the market outlook. A pickup in sales, after the market screeched to a halt last fall, could result in a strong finish for 2009 sales that will carry into next year.

Although nuts are sold year-round, fall traditionally brings the height of the selling season because nuts are used heavily in holiday cooking. Nuts are an internationally traded commodity, sensitive to currency exchange rates and global production capabilities.

"The market has been down from its highs of a couple of years ago," said Kern County almond grower Mike Young. "But this year's crop seems to be smaller than forecast by 10 to 20 percent. A smaller almond crop should mean better prices in coming months, but we haven't seen a kick in the market yet."

The U.S. Department of Agriculture forecasts that the state's almond crop for 2009 will be 1.35 billion meat pounds, down 7 percent from last year. But Young and other farmers say that prediction is larger than they expect as harvest begins in the state's 710,000 acres of bearing almond trees.

Young said areas of freeze during bloom and early spring rains reduced the crop size, along with lower yields in western San Joaquin Valley orchards due to lack of water. Young, who is president of the Kern County Farm Bureau, said a firming of almond prices will depend on how buyers view the sector's uncommitted inventory, which was up more than 400 percent in July, compared to the same month last year.

Like almond yields, California walnut production is expected to be lower this year, forecast at 415,000 tons, down 5 percent from the 2008 record of 436,000 tons. Field inspections show the 2009 walnut crop is generally in good condition and quality is expected to be high.

But many walnut growers say the official forecast may still be on the high side by 10 percent to 15 percent.

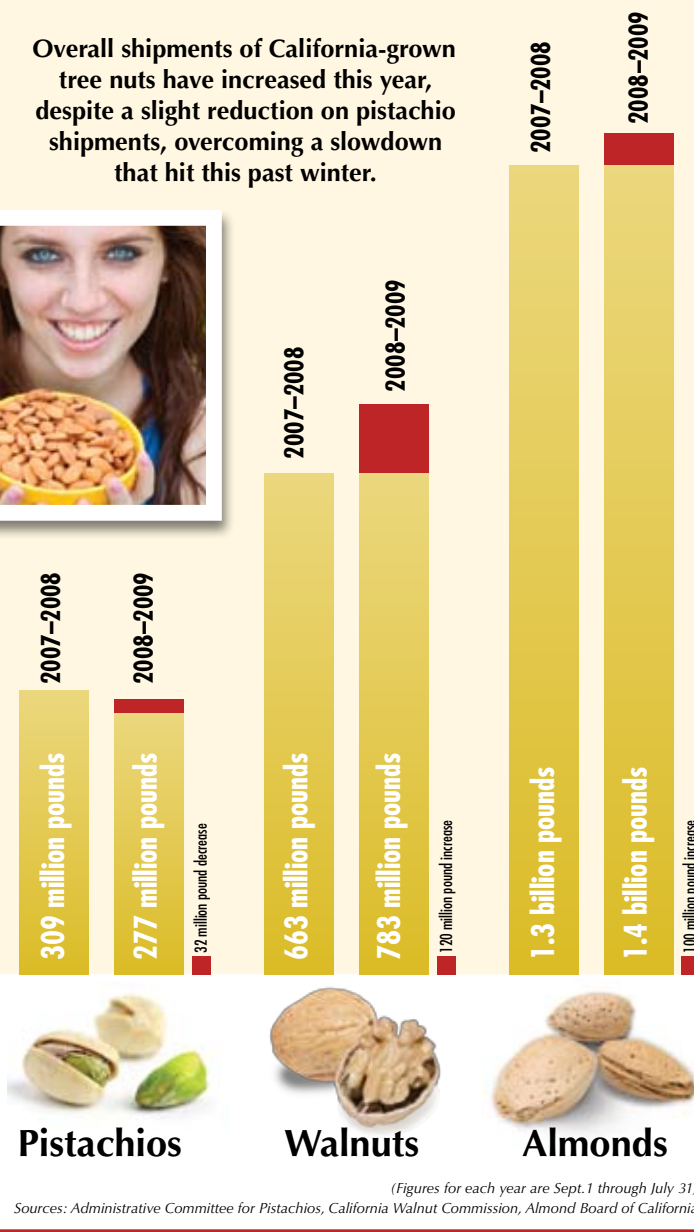
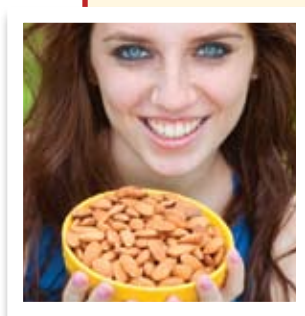
Stanislaus County walnut farmer Paul Wenger said carrying of nuts from last year's record walnut crop shouldn't be a big factor in grower prices for this year's crop. The current ending walnut inventory is about 64,000 tons. That compares to about 35,000 tons last year, which commodity experts say was too low for comfort.

Although this year's ending inventory is higher, Dennis Balint, executive director of the California Walnut Commission, said this year's ending inventory is "nothing." "Last year we had the world economic meltdown and



Nut Sales Improve

Overall shipments of California-grown tree nuts have increased this year, despite a slight reduction on pistachio shipments, overcoming a slowdown that hit this past winter.



Pistachios

Walnuts

Almonds

the Europeans lost about 20 percent of their buying power against the U.S. dollar in just 10 or 12 weeks," Balint said. "That happened smack in the middle of our selling season. The third thing was that some handlers started dropping price as the market stalled and buyers waited to find the bottom."

Wenger, who is first vice president of the California Farm Bureau, said by last spring market conditions had turned around, with Turkey and China among those nations dramatically boosting purchases of California walnuts.

"We're hoping to see prices strengthen a bit," Wenger said. "We're very optimistic about the market for walnuts."



This is an “on” year for alternate-bearing pistachio trees and Richard Matoian, executive director of the Fresno-based Western Pistachio Association, said growers anticipate a big crop.

Last year pistachio production reached about 278 million pounds, he said, but this year growers expect a crop totaling about 425 million to 450 million pounds.

He said one area of concern for this year’s large crop is that this also is an “on” year for the world’s largest pistachio producer, Iran. The United States closely matches Iran’s production level. Collectively, California, Arizona and New Mexico represent the nation’s total pistachio production, though 96 percent of the U.S. crop comes from California orchards.

“We won’t know for another few weeks which country will have the largest crop,” Matoian said. “As the story goes, what’s on the trees and what ends up in the bins many times are two different tales. We can have heavier blanks, insect damage, blemished product that affects the total production number in the end.”

As with almonds and walnuts, pistachio farmers say their crop appears lighter than the original forecast, Matoian said. “The price offered to growers from processors is lower than last year, but returns may be offset by a bigger crop,” he said.

Earlier this year, the pistachio sector was affected by its first precautionary recall due to potential salmonella contamination. However, the U.S. Food and Drug Administration did not report any cases of illness and the processor involved in the recall worked closely with state and federal agencies to ensure food safety. The scare may have had some negative effect on consumer sales.

Another future challenge for pistachio growers is that there currently are 118,000 bearing acres but total acreage, including non-bearing, is about 198,000, which means about 40 percent of total production has yet to come online.

Matoian said this increased production capability, coupled with water shortages, will challenge the pistachio sector in coming seasons.

The future for California nut crops is hard to predict, Wenger said. Continued dry conditions will make it more difficult to sustain production of almonds and pistachios, which are heavily planted in the San Joaquin Valley.

“Until we come up with some political solutions to what is essentially a political situation (with water), agricultural production south of the delta, including nuts, will be uncertain,” he said. “One thing we can be sure of: Until there’s a fix for the state’s water delivery system, folks south of the delta face very precarious days.”



Bareroot Inventory

Available January 2010

ALMONDS

Nonpareil, Supareil, Monterey and more on

Lovell

Nemaguard

Marianna 26-24



CHERRIES

Bing, Rainier and more on

Mahaleb

Gisela 6

Gisela 12

Mazzard

FREESTONE PEACHES

Patented and Non-patented varieties available

Lovell

Nemaguard

NECTARINES

Patented and Non-patented varieties available

Lovell

Nemaguard



SEEDLINGS

Lovell

Black

Paradox Hybrid



WALNUTS

Chandler, Howard, Tulare and more on

Black

Paradox Hybrid

Self-root Chandler

Potted Inventory

ALMONDS (Available now)

Nonpareil, Monterey and more on

Hansen 536

Nemaguard

CITRUS (Available June 2010)

Tango on C-35

Clementine de Nules on Carrizo

Tango on Rich 16-6

OLIVES (Available now)

IRTA® i-18 Arbequina

IRTA® i-43 Arbosana

IRTA® i-38 Koroneiki

Arbequina Nurstech Select



POMEGRANATES (Available now)

Wonderful

(Kate Campbell is an assistant editor of Ag Alert. She may be contacted at kcampbell@cibf.com)

All Stars



Robert Gray
He's Our "Mr. Clean"

Sales administrator Robert Gray is sometimes chided for his tidy work style. "I get guff for how clean my desk is," he admits. But his neat ways are exactly what the job calls for.

Robert is our keeper of details. He tracks inventory, invoices orders, sets up deliveries, follows up on contracts and can almost always answer a customer's question of, "When can I get my trees?" with a promise of 24 hours.

Burchell is in the business of helping things grow. We like to think we've helped Robert grow, too. He started with us fresh out of high school, his first job. But this California native is a quick study. He soon moved from loading and driving the delivery trucks to tracking exactly what each needs to be loaded with, where it needs to go and when. He mastered our proprietary inventory management system with ease, and seems to have found his real calling with the computer and technical aspects of the job. He keeps our data clean and helps our business shine.

Robert's been with us for five years now, and we hope this married father of two little boys is with us for his whole career.



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THE BURCHELL NURSERY, INC.

Retailing Trees of Distinction



Richard Kline
Retail Sales & Marketing Manager

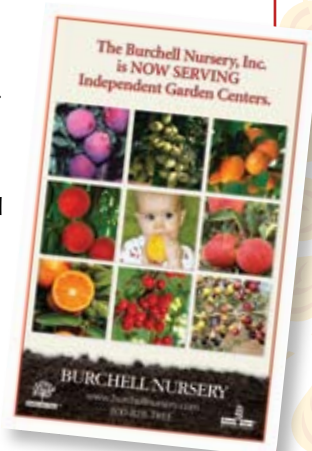
Richard Kline, formerly of Master Nursery Garden Centers, has joined Burchell Nursery as Retail Sales & Marketing Manager. He will be responsible for launching our new retail fruit tree division, working with independent retail garden centers. Richard has worked

with the retail garden center industry for over 30 years and has worked in many different facets of the business.

"I am happy to be part of an exciting time at Burchell Nursery right now. Starting the retail division will be a big challenge, but it will be worth the effort. Part of the challenge is to identify varieties that we grow now that will also fit in the home orchard as well. We are also looking to our breeding program, managed by John Slaughter in Fresno, to identify new varieties that will have a use in the home orchard. In the past, we might have just discarded a tree because a poorly shaped fruit or growth habit that may not work in the field. Now we are looking for those things that might be a perfect match for garden centers."

We plan to deliver the same quality trees and service that Burchell Nursery has provided to the agricultural community for over 65 years to independent garden centers.

Richard can be reached either by cell phone at **209-765-9325** or his email at richardkline@burchellnursery.com.



See You Soon!

NW Hort. Expo

Dec. 7 – 9, 2009

Wenatchee Convention Center.
Wenatchee, WA

Almond Industry Conference

Dec. 9 – 10, 2009

Modesto Centre Plaza, Booth #7
Modesto, CA

SE Regional Fruit & Vegetable Conference

Jan. 8 – 10, 2010

Savannah International Trade & Convention Center
Savannah, GA

Nor Cal Trade Show

Feb. 4, 2010

San Mateo Event Center, Booth #242
San Mateo, CA

2010 World Ag Expo

Feb. 9 – 11, 2010

International Agri-Center, Booth #1219, Pavillion A
Tulare, CA

California Grown Show

Jun. 2, 2010

OC Fair & Show Center, Booth #207
Costa Mesa, CA