



COOPERATIVE EXTENSION ... UNIVERSITY OF CALIFORNIA

# FRUIT AND NUT NOTES

TEHAMA COUNTY  
1754 Walnut Street, Red Bluff, CA 96080 Phone (530) 527-3101 Email: [rbbuchner@ucdavis.edu](mailto:rbbuchner@ucdavis.edu)

JANUARY 2012 Vol. 2



*Richard*

Richard P. Buchner, UC Farm Advisor, Orchard Crops - Tehama County

Prepared by Cindy McClain

Office Manager / Ag Secretary

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## MEETING ANNOUNCEMENT

# 9<sup>TH</sup> ANNUAL TEHAMA COUNTY PRUNE DAY

CO-SPONSORED BY

UC COOPERATIVE EXTENSION, TEHAMA COUNTY AG COMMISSIONER'S OFFICE,  
CALIFORNIA DRIED PLUM BOARD & SUNSWEET GROWERS INC.



**FRIDAY - FEBRUARY 3, 2012**

8:00 AM - 1:30 PM



Red Bluff Elks Lodge, 355 Gilmore Road, Red Bluff, CA

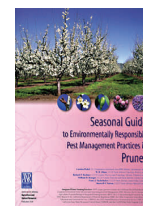
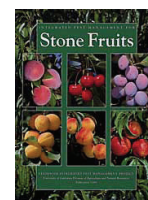
--- Registration Form Enclosed **or** Register On-Line at: [cetehama.ucdavis.edu](http://cetehama.ucdavis.edu) go to 'Orchard Crops' - "Upcoming Meetings"

Prune Day is a University of California Cooperative Extension Program designed to provide orchard information to growers, PCA's and related agri-business people. Anyone interested in prune production is encouraged to attend. Handicapped facilities are available. .5 hours of PCA credit has been requested. For more information, please call Richard Buchner or Cindy McClain at the Farm Advisors Office 527-3101.

The \$15 registration covers lunch and meeting costs on a break-even basis.

## PUBLICATIONS AVAILABLE for PURCHASE

Cost Study for Prunes in Sacramento Valley	-Free-
IPM Prune Binder	\$ 30.00
Integrated Pest Management - Stone Fruits	\$ 35.00
Tree Fruit Pest I.D. & Monitoring Cards Set	\$ 15.00
Prune Seasonal Guide	\$ 7.00
Private Applicators Guide	\$ 7.00
Weeds of the West	\$ 35.00
Weeds of California (2 book set)	\$ 80.00



# PRUNE DAY SCHEDULE



**Friday - February 3, 2012**



**8:00 AM - REGISTRATION**

- *PCA and Private Applicator sign-ups*
- *Pick up Lunch Tickets*
- *Coffee and Doughnuts*

**8:30 AM --- MARKETING VALUE of GROWING LARGE HIGH QUALITY PRUNES**

*by Brad Schuler-Vice President, Global Sales & Business Development,  
Sunsweet Growers Inc.*

**9:00 AM --- IRRIGATING to PRODUCE LARGE HIGH QUALITY PRUNES**

*by Allan Fulton—UCCE Farm Advisor, Tehama County*

**9:30 AM --- CROP LOAD EFFECT ON PRUNE SIZE AND QUALITY**

*by Richard Buchner—UCCE Farm Advisor, Tehama County*

**10:00 AM --- TEHAMA COUNTY AG COMMISSIONER REGULATORY UPDATE**

*by Doug Compton - Assistant Ag Commissioner*

**10:30 - 10:40 AM -- BREAK --**

**10:40 AM --- ZINC NUTRITION for PRUNE PRODCUTION**

*by Scott Johnson— Cooperative Extension Pomologist, Kearney Ag Center*

**11:10 AM --- MAXIMIZING GROWER PROFIT in TOUGH TIMES**

*by Franz Niederholzer—UCCE Farm Advisor—Sutter/Yuba Counties*

**11:40 AM --- PRUNE MARKETING UPDATE**

*by Donn Zea—Director of the California Dried Plum Board*

**12:15 PM --- BUFFET LUNCH - Only by Prepaid Reservation  
QUESTION & DISCUSSION PERIOD**



REGISTRATION FORM

2012

**TEHAMA PRUNE DAY**

FRIDAY - FEBRUARY 3, 2012

\*\*\* Registrations must be received by Friday—January 27, 2011\*\*\*

Cost **\$15.00** per person to cover lunch and meeting expenses.

Register ON-LINE at <http://cetehama.ucdavis.edu>

***Credit Card Capable***

*Go to 'Orchard Crops' - "Upcoming Meetings"*

\*\*\*\*\* OR \*\*\*\*\*

Detach and mail this form with a **check made payable to "UC Regents"**.

Mail to: UC Cooperative Extension  
Prune Day  
1754 Walnut Street  
Red Bluff, CA 96080

Name: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Day Phone: \_\_\_\_\_ Amount Enclosed: \$ \_\_\_\_\_

Email Address: \_\_\_\_\_

If Reservation is for more than one person, please list names of others attending:

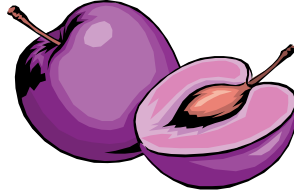
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For Questions or more information, contact:  
Richard Buchner or Cindy McClain  
(530) 527-3101

*Save the Date*

# Tehama Prune Day

Friday- February 3, 2012



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