

2012 Prune Field Price Announced

YUBA CITY, CA, July 31, 2012 – The Board of Directors of the Prune Bargaining Association have announced the recommended field price for the 2012 prune crop. The Association recommends that grower prices, which have been depressed by excess production until recently, be adjusted upwards to reflect decreasing supply and increased costs. The Board recommends that growers receive about \$150 more per ton or a 13% increase this year, and a similar increase next year in order to restore profitability to prune production in California.

Prune acreage has been replaced with other crops as global competition heats up for good land and water to grow high value specialty crops to supply emerging markets in Asia, Eastern Europe, and Russia. While California prunes are beginning to enjoy increased demand from these regions, nut crops have seen spectacular growth and the resulting demand has caused large shifts in crop production. Since 2008, prune acreage in California has decreased by more than 10,000 acres. “Increasing demand for land to grow almonds, walnuts, pecans, and pistachios has resulted in many acres of prune orchards being replaced with other crops,” says Ranvir Singh, PBA Board President and Chairman of the California Dried Plum Board.

Industry members are concerned that current acreage trends could cause a shortfall in production if grower prices remain at current levels and growers continue to opt for other crops. “The industry must find a way to be profitable in the next few years or more prune growers will simply turn to other crops and better opportunities.” explains Greg Thompson, General Manager of the Association.

The Prune Bargaining Association was formed in 1968 as a grower-owned cooperative to improve the economy of the California prune industry, encourage the production of a quality product and provide a forum for growers to exchange ideas regarding the industry. The PBA establishes the industry’s raw product price for prunes. Price schedules may be found on the website www.PruneBargaining.com