



2010-11 California Valencia Orange Objective Measurement Report

Cooperating with the California Department of Food and Agriculture

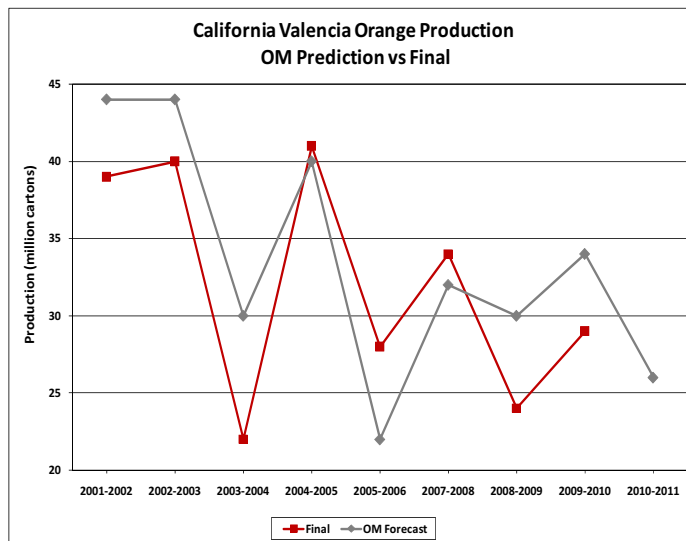
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VALENCIA ORANGE PRODUCTION FORECAST DOWN

The initial 2010-11 Valencia orange forecast is 26 million cartons. Beginning with the 2010-11 marketing season, NASS has used 40 pound equivalent cartons for all California citrus crops. This forecast was based on the results of the 2010-11 Valencia Orange Objective Measurement (O.M.) Survey, which was conducted from January 13 to February 24, 2011. Estimated fruit set per tree, fruit diameter, trees per acre, bearing acreage, and oranges per carton were used in the statistical models estimating production.

Measurements and weather conditions are indicating a normal crop year. In 2010, cool spring and summer weather led to good fruit growth, while winter temperatures did not negatively impact the crop. Survey data indicated an average fruit set per tree of 631, very close to the five-year average of 626. The average March 1 diameter was 2.546 inches, lower than the five-year average of 2.605.

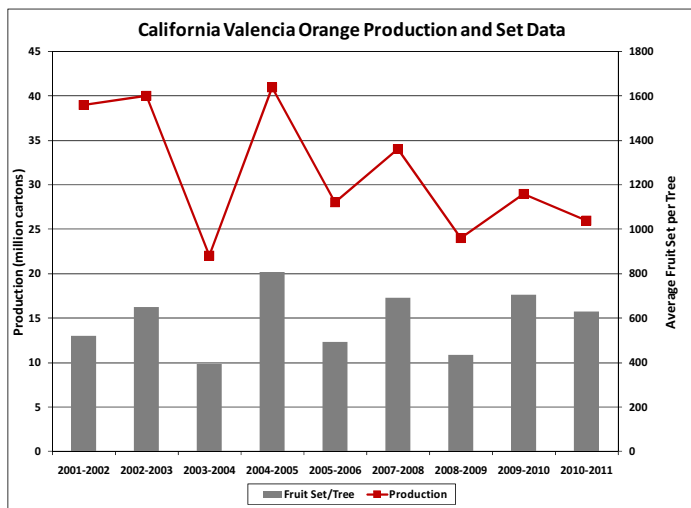


SURVEY SAMPLE

A sample of 565 Valencia orange groves was randomly selected proportional to acreage, county, and variety representation for the State, with 534 of these groves being utilized in this survey. Once a grove was randomly chosen and grower permission was granted, two trees were randomly selected for each grove. For each randomly selected tree, its trunk was measured along with all connected branches. A random number table was then used to select a branch, and then all connected branches from the randomly-selected branch were measured.

This process was repeated until a branch was reached with no significant limbs beyond it. This randomly-selected branch, called the terminal branch, was then closely inspected to count all fruit connected to it, as well as all of the fruit along the path from the trunk to the terminal branch. Since each selected path has a probability of selection associated with it, a probability-based method was then applied to estimate a fruit count for the entire tree.

In the last week of the survey period, fruit diameter measurements were made on the right quadrant of four trees surrounding the two trees of every third sampled grove. These measurements were used to estimate an average fruit diameter per tree.



SURVEY HISTORY

A Valencia Orange Objective Measurement Survey was conducted from the 1985-86 to 1993-94 seasons before being suspended due to a lack of funding. The survey has been conducted since it was reinstated for the 1999-00 season, with the exception of the 2006-07 season, due to a substantial freeze. The data from the first three years after the survey was reinstated were used for research purposes in developing crop-estimating models.

CALIFORNIA VALENCIA ORANGE STATEWIDE DATA

Crop Year	Number of Sampled Groves	Final Utilized Production (Cartons) 1/	Forecast Utilized Production (Cartons) 1/ 2/	Bearing Acres	Average Trees per Acre	Average Set per Tree	Average March 1 Diameter (Inches) 3/
1999-00	343	48,000,000	---	71,000	125	579	2.581
2000-01	782	38,000,000	---	68,000	125	477	2.614
2001-02	804	39,000,000	---	65,000	126	518	2.654
2002-03	780	40,000,000	44,000,000	64,000	126	653	2.584
2003-04	485	22,000,000	30,000,000	57,000	126	392	2.707
2004-05	589	41,000,000	40,000,000	53,000	123	807	2.644
2005-06	650	28,000,000	22,000,000	50,000	123	492	2.640
2006-07 4/	---	23,000,000	---	49,000	---	---	---
2007-08	656	34,000,000	32,000,000	47,000	123	692	2.523
2008-09	655	24,000,000	30,000,000	45,000	124	435	2.587
2009-10	571	28,000,000	34,000,000	43,000	124	704	2.630
2010-11	534	---	26,000,000	41,000	124	631	2.546

1/ Prior to the 2010-11 season, cartons had a standard equivalent weight of 37.5 lbs. Beginning in the 2010-11 season, cartons have a standard equivalent weight of 40 lbs.

2/ No Objective Measurement forecasts were made in the first three years the survey resumed in order to develop suitable forecast models.

3/ Size data for 1999-00 through 2005-06 came from the orange industry, while size data from 2007-08 to the present came from the USDA-NASS, California Field Office Objective Measurement Survey.

4/ An objective measurement survey was not conducted for the 2006-07 season due to the extensive freeze that year.

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