

THE NUTCAST

Valley Harvest
Nut Co., Inc.



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May 2017

*“April Showers brings
May Flowers”*

How well do you know
your flowers?

1



2



3



4



5



6



**Next payment:
June 30**

ANSWERS:
1. California Poppy
2. Gerbera
3. Morning Glory
4. Primrose
5. Frangipani
6. Lily

MARKET REPORT

USDA National Agricultural Statistics Service (NASS) announced the Subjective Estimate on May 10th. NASS stated that almond trees will produce 2.2 billion pounds when the 2017 crop is completely harvested. This is about 3% higher than the amount produced during the 2016 crop (the current product being sold to consumers.) According to NASS, there will be 1,000,000 bearing acres and the average acre will create 2,280 pounds of almonds. As you can see, throughout our state, almond trees continue to be planted, so the total number of bearing acres will increase each year. The next estimate will be announced July 6. We will wait to see if the Objective Estimate remains the same, decreases or increases. The talk is that the number will increase.



What does that mean for now? Well... the current market has slightly softened because of the high Subjective

Estimate as well as the low April Shipping Report. Handlers didn't ship as much product in April as they did in March. The industry shipped 15% less than last month totaling 26 million pounds less. When the Subject Estimate is high, customers tend to hold off ordering because they are confi-

dent almonds will be available when they need them. When shipping numbers are down, prices decrease in order to entice customers to purchase. When the two issues happen at the same

time, orders slow and prices can decline. BUT, there is good news...the majority of the pounds still available for purchase from VHN will most likely be used to create manufactured product which should help us sell what we have left at a higher price due to value added. Thank you for trusting VHN with your product. We will continue to do our absolute best to get you the greatest return possible for your hard work.

Almond Board Update...

The Almond Board spends countless hours closely studying statistics. They are dedicated to marketing, research, development, nutrition and even tracking the amount of acres planted. Last year they increased our handler assessment fee by 33% in order to prepare a stronger marketing plan to promote the increased crop size. The fact that the shipping numbers have been up most of the months is an indication of their rigorous marketing plan.

One of their strengths is researching almond nutrition. Per the Almond Board newsletter, "The ABC has decided to fund additional international research with universities in Korea, Taiwan, India, Australia, and several countries in Europe which will provide important insights into almond health benefits with in specific population." The Almond Board continues to work diligently to promote consumption of your almonds around the world.