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**For more information, call:
Pat Bagley
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Plant or Pull: The Economic Outlook for Tree Crops.

Thursday
May 6th, 2004

Veterans Memorial Hall
1425 Circle Drive
Yuba City CA

- Is the future of your treecrop threatened?
- Are there opportunities in planting other tree crops?
- Discover options specific to your area that are best for your future.



- Prunes
- Cling Peaches



- Walnuts
- Almonds



Registration

**Pre-registration is required.
Deadline Monday, May 3rd.**

COST: \$15.00 (includes lunch).

Make checks payable to: UC Regents.
Mail form & check/credit card number to:

Pat Bagley
UC Cooperative Extension
Sutter/Yuba Counties
142A Garden Highway
Yuba City, CA 95991

or

fax to (530) 673-5368
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Plant or Pull? The Economic Outlook for Tree Crops

Program

- 8:00 am Registration, Coffee**
- 8:30 am Introductions**
Welcome and today's program.
- Mike Murray, Director, UC Cooperative Extension Colusa and Sutter-Yuba Counties
- Janine Hasey, Farm Advisor, UC Cooperative Extension Sutter-Yuba Counties
- 8:45 am Plant or pull - the decision framework**
How to consider the planting decision in your portfolio.
What is needed to make the long term "plant or pull" decision.
Comparing benefits and costs for long term decisions.
Making decisions when "no-one has all the answers".
- Daniel Sumner, Director, Agricultural Issues Center, University of California
- 9:20 am Agronomic and local issues for major fruit and nut crops and alternatives**
The technical feasibility of growing specific crops in the local area.
Local agronomic and climate considerations - soils, water, diseases etc.
Technologies on the horizon: chemical, genetic, mechanical, and more.
- Janine Hasey, Farm Advisor, UC Cooperative Extension Sutter-Yuba Counties
- Franz Niederholzer, Farm Advisor, UC Cooperative Extension Sutter-Yuba Counties
- 10:30 am Break**
- 10:45 am Comparison of costs and returns across crops**
Identifying and comparing key costs.
Comparing costs and returns and projections.
Applying margins for each crop to your decision.
- Karen Klonsky, Farm Management CE Specialist, University of California, Davis
- 11:45 am Lunch**
- 12:45 pm Market prospects for almonds, walnuts, cling peaches and prunes**
Industry experts project market trends and forces on the horizon.
- Richard Waycott, President and CEO, Almond Board of California
- Dennis Balint, CEO and Executive Director California Walnut Commission/Walnut Marketing Board
- Ron Schuler, CEO Emeritus, Canning Peach Bargaining Association
- John Weaver, Managing Director, CropSource International, LLC
- 2:00 pm Break**
- 2:15 pm International competition and opportunity**
Analysis of global competitors and customers.
Prospects and effects of foreign trade policies and trade disputes.
Effects of trade agreements such as NAFTA and the WTO and trade agreements on the horizon.
- Daniel Sumner, Director, Agricultural Issues Center, University of California
- 2:45 pm China: attractive market or competitive monster?**
The current and future effects of the entry of this major producer and consumer into world markets.
- Scott Rozelle, Professor, Agricultural and Resource Economics, University of California, Davis
- 3:45 pm Wrap up and Final Questions**