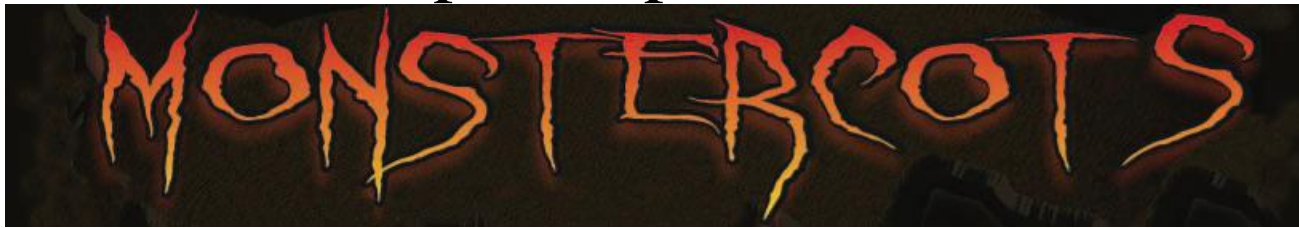




California Apricot Update #7 4/26/2011



Our first picking of Monster Cots is scheduled for Tuesday May 3rd. We will be able to ship on May 4th. The Monster Cots for the first week of May are booking up quickly as is the rest of the month. Let's get the promotions for the rest of the month taken care of this week.

The weather looks to finally be cooperating with us. Temperatures are forecasted to be slightly below normal through the weekend and then slightly above normal next week.

- ◆ PROJECTED START LOOKS TO BE May 3rd AND SHIPPING ON THE 4TH OF MAY.
- ◆ SIZING AND QUALITY LOOKS GREAT FOR THE MONSTER COT SEASON.
- ◆ BY THE WEEK OF MAY 8TH WE WILL BE ABLE TO LOAD YOUR FIRST BIG MONSTERCOT AD.
- ◆ LOADING THE WEEK OF MAY 15TH IS PERFECT TIMING TO SHIP MONSTERCOTS FOR YOUR MEMORIAL DAY PROMOTIONS.
- ◆ CONTINUE PROMOTING THRU THE END OF THE MONTH.
- ◆ CONTACT YOUR GROWER DIRECT SALES REP TO SET UP YOUR 2011 MONSTER COT PROGRAM!



Variety	Production Area	Projected First Harvest	Projected PEAK Harvest	Projected Last Harvest	Best AD Pull Period
Dream Cot	Arvin	May 3	May 08 – 14	May 18	May 08 Loading-Early Ads
Sol Cot	Arvin	May 12	May 13–17	May 20	May 15 Loading-First Big Ads
Monster Cot	Arvin	May 17	May 18 - 25	May 28	May 22 Loading-Second Big Ads

CENTRAL CALIFORNIA SHIPPING LOCATION: SUN VALLEY DINUBA CA (559) 591 1717	SOUTH VALLEY SHIPPING LOCATION: KIRSCHENMAN ARVIN, CA (661) 845 9678
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