

# *An insight into the Californian soft fruit industry*

*Dr. Eamonn Kehoe, Teagasc, Kinsealy Research Centre, Malahide  
Road, Dublin 17.*

Untitled map

Add layer Saved

Untitled layer

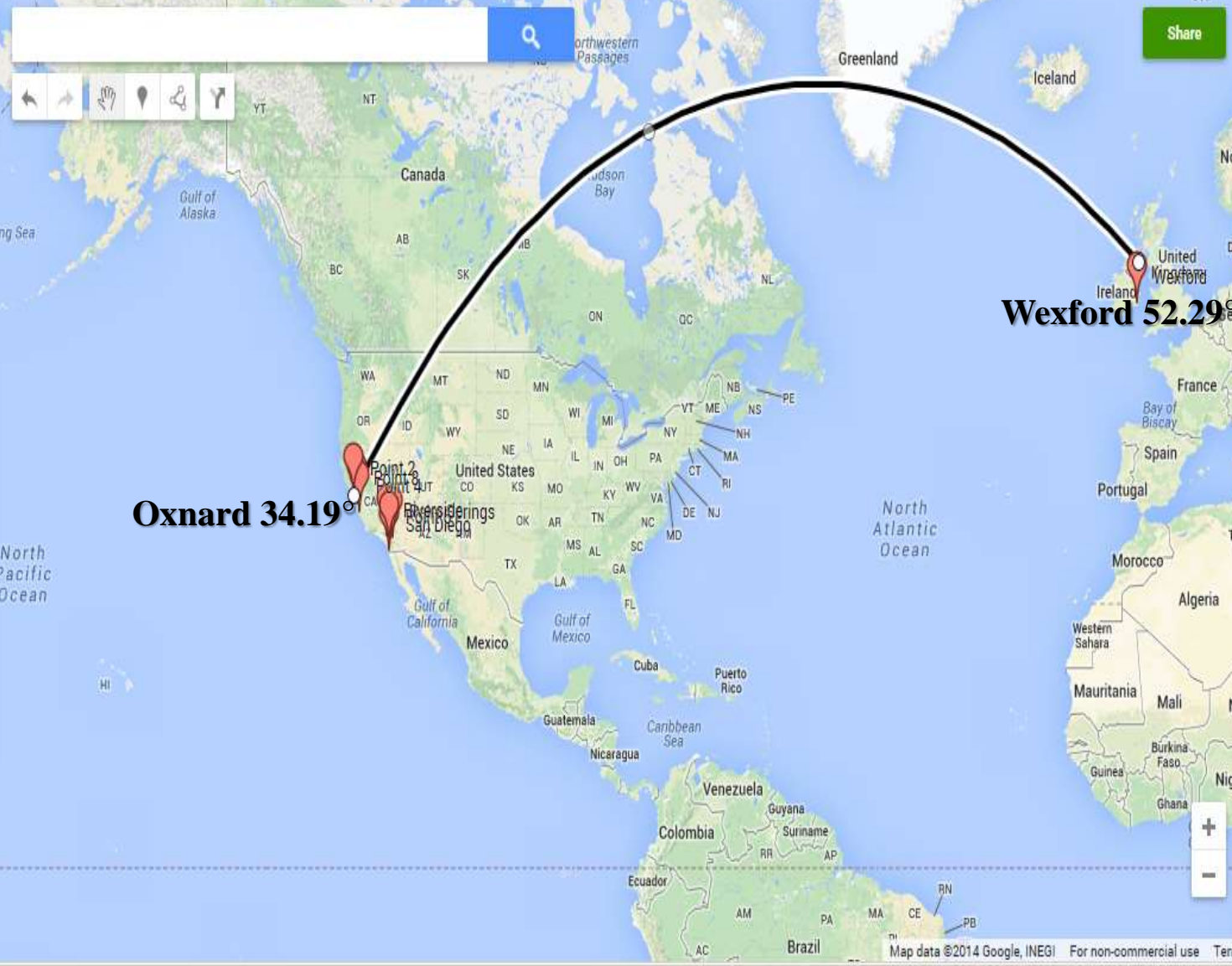
- Wexford
- Point 2
- San Diego
- Point 4
- Palm Springs
- Point 6
- Riverside
- Point 8

Untitled layer

Style Data Labels

Line 1

Base map



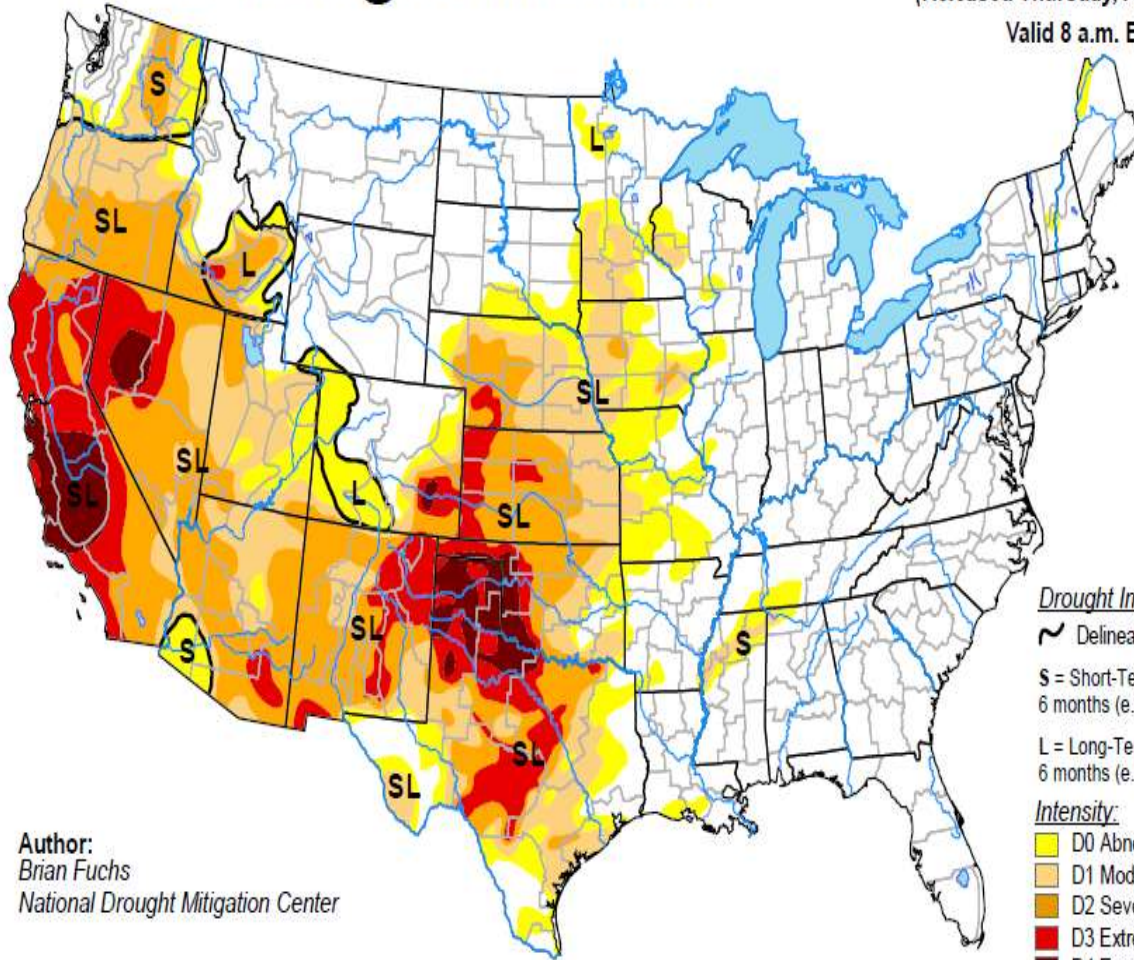


# U.S. Drought Monitor

April 15, 2014

(Released Thursday, Apr. 17, 2014)

Valid 8 a.m. EDT



Author:  
Brian Fuchs  
National Drought Mitigation Center

### Drought Impact Types:

~ Delineates dominant impacts

S = Short-Term, typically less than 6 months (e.g. agriculture, grasslands)

L = Long-Term, typically greater than 6 months (e.g. hydrology, ecology)

### Intensity:

Yellow D0 Abnormally Dry

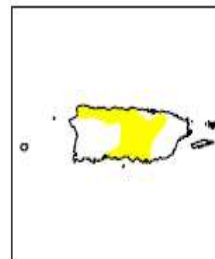
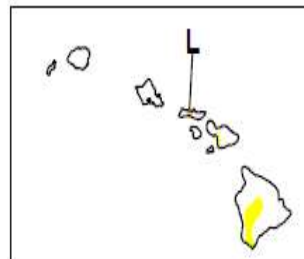
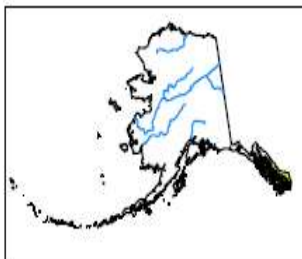
Light Orange D1 Moderate Drought

Dark Orange D2 Severe Drought

Red D3 Extreme Drought

Dark Red D4 Exceptional Drought

The Drought Monitor focuses on broad-scale conditions. Local conditions may vary. See accompanying text summary for forecast statements.



<http://droughtmonitor.unl.edu/>

## POLITICS

# Obama Announces Aid for Drought-Stricken California

By NORIMITSU ONISHI and CORAL DAVENPORT FEB. 14, 2014

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FRESNO, Calif. — President Obama arrived in the heart of California’s parched farmland on Friday afternoon to offer tens of millions of dollars in federal assistance to the state, where the lack of rain and snow this winter has led to the severest drought in its modern history.

Meeting with farmers and ranchers around Fresno — where electronic signs along highways flash entreatingly to drivers, “[Serious drought. Help save water.](#)” — Mr. Obama pledged \$183 million from existing federal funds for drought relief programs in California. Though the announcement won cautious support in this region, Mr. Obama also pressed ahead with the more difficult task of enlisting rural America in his campaign on climate change by linking it to the drought.

The president was accompanied on his tour by the state’s top Democrats, a show of solidarity that underscored the emerging partisan battle over the management of the drought in the nation’s most populous state and the source of half of the country’s fruits and vegetables.



Gov. Jerry Brown, left, joined President Obama on Friday in Fresno, where they met with farmers who are affected by severe drought conditions in the Central Valley region of California. Brendan Smialowski/Agence France-Presse — Getty Images

Stick a Tile to anything and track it with your iOS device.



Welcome to Plant Sciences, Inc.



About Plant Sciences

From humble beginnings in a home office and lab facility in 1985, Plant Sciences, Inc. has emerged as a [Read More](#)



PSI + Solar

In the spirit of commitment to innovation, PSI initiated its first two solar projects in late 2012 with the goal of [Read More](#)

Lifesong for Orphans Partnership

Plant Sciences has partnered with Lifesong For Orphans, an arm of Free of Life Ministries, to assist in the development of sustainable farm businesses to benefit orphans in Honduras, Ukraine, and Zambia. PSI is proud to donate our time, resources, and technologies. [Read More](#)



Announcements

We are proud to announce our 2012 Variety Catalog! [Read More](#)

PSI International - A snapshot of PSI's International Alliances & Brands [Read More](#)

Brilliance Press Release: A strategic new development for PSI's raspberry variety Brilliance. [Read More](#)

NEW



Plant Sciences Variety Catalog 

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Plant Sciences, Inc. A nice summary of the Global Berry Congress event recently held in Amsterdam. Note PSI's CEO Steve Nelson is quoted toward the end of the article.

Berry sales growth is "treacher of faith" [www.tribnet.com](#)

Global Berry Congress: Sustaining category growth for fresh berries will depend on consistent availability of new

 Facebook share page

# NEWEST STRAWBERRY VARIETIES

## PE-3.221: *Triumph*



The newest everbearer release is ideal for substrate production systems, though very adaptable to soil production. Triumph is setting new records of commercial production and meeting very specific consumer preferences in the European markets the variety is adapted to.

## BG-4316: *Victory*



One of two new selections recently released by the Berry Genetics strawberry breeding program. This cultivar is selected specifically to meet consumer preferences in Northern Europe and will provide PSI's partners with the competitive advantage they require in today's marketplace; a very important ongoing goal of the PSI breeding programs.

PE-3.221: *Next Coming Soon*



**cv. Commitment**







**Raspberry prop. house**





**cv. 'Radiance'**



cv. 'Radiance'



cv. 'Grandeur'

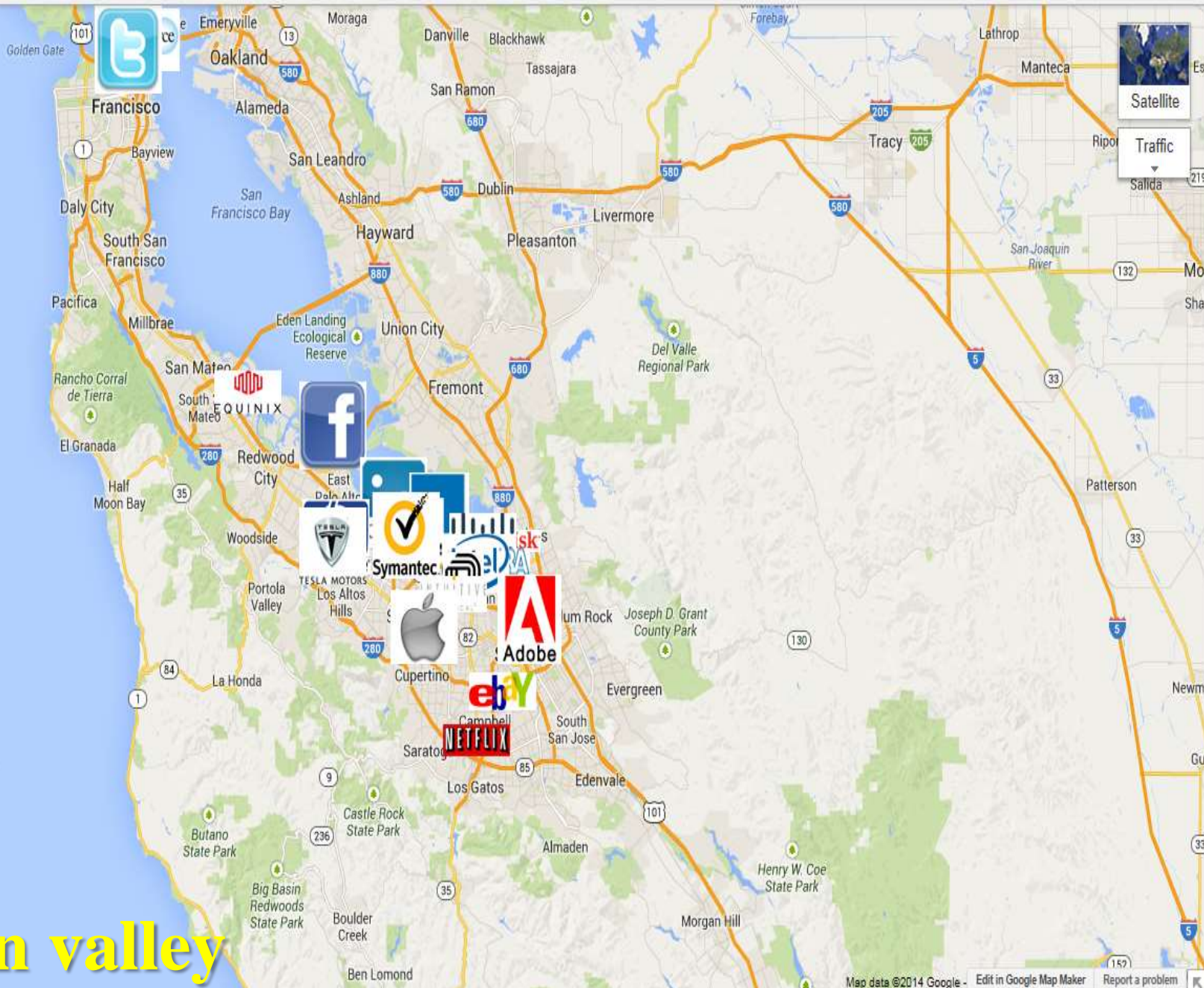




cv. 'Grandeur'







5 mi  
10 km **Silicon valley**



# Robert Noyce A life Celebrated



## Growing Up

Robert was born in 1927 in a small town in California. He grew up in a family that valued education and hard work.



Robert attended a private school and then went to Stanford University. He was a member of the Phi Kappa Phi Honor Society.



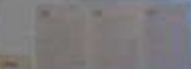
## Optimism

Optimism is the essential ingredient for innovation. How else can the individual welcome change over security, adventure over staying in safe places?

Robert Noyce

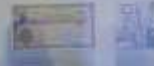
### Early Career

After working for General Electric, Noyce joined the Semiconductor Research Corporation in 1956.



### Intel Years

After working for General Electric, Noyce joined Intel in 1968. He was instrumental in the development of the microprocessor.



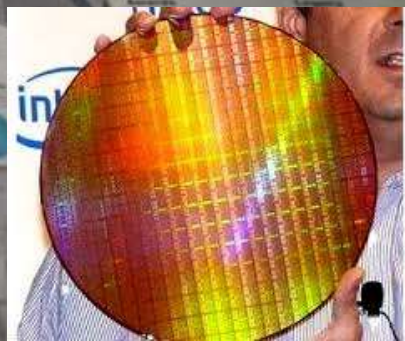
## Just Bob

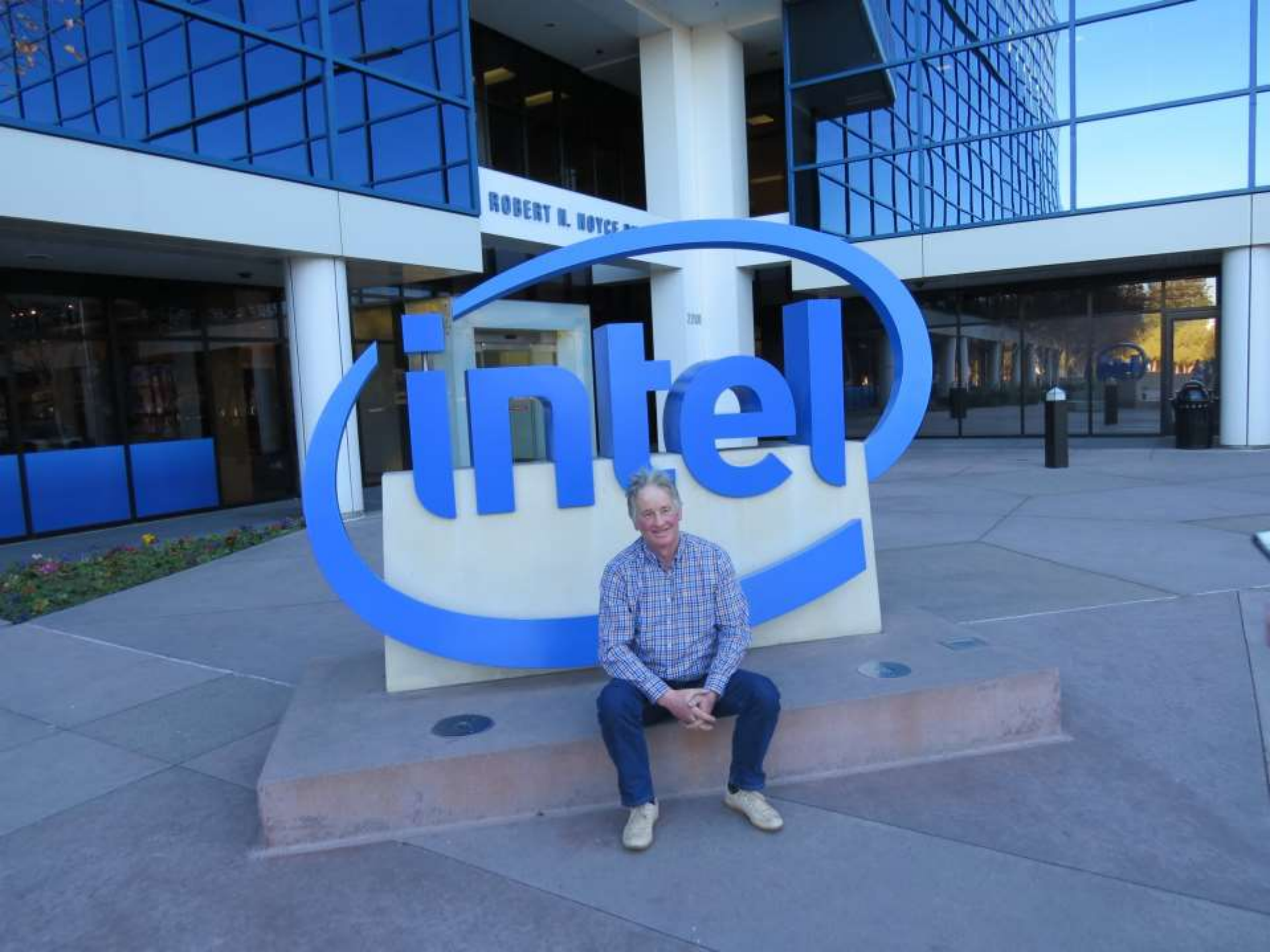
When not working, Noyce was an avid golfer and tennis player. He was also a member of the Stanford University Athletic Association.



## Statesman

Noyce was instrumental in the development of the microprocessor. He was also a member of the Stanford University Athletic Association.





ROBERT N. NOYCE

2200



**BIRTHPLACE OF "SILICON VALLEY"**

THE NAME OF THE BIRTHPLACE OF THE WORLD'S FIRST  
 HIGH-TECHNOLOGY REGION, "SILICON VALLEY," WAS  
 FIRST COINED BY A REGION ASSOCIATED WITH DR. FREDERICK  
 Terman, a Stanford University professor who en-  
 couraged his students to start up their own busi-  
 nesses in the area. In 1951, the name of "SILICON  
 VALLEY" was first used in the context of Hewlett-  
 Packard's early work in the region. DEVELOPERS FROM  
 THE AREA PRODUCED AN EARLY GENERATION OF THE  
 FIRST PRODUCTS IN MICROELECTRONICS IN THE SAN JOSE  
 CALIFORNIA REGISTERED NATIONAL LANDMARK SITE.

THIS PROPERTY WAS DESIGNATED AS A  
 NATIONAL REGISTER OF HISTORIC PLACES  
 BY THE UNITED STATES DEPARTMENT OF THE INTERIOR  
 AND BUREAU OF LAND MANAGEMENT IN 1983.



**Camarillo-Ventura county**



THE DRISCOLL'S WAY  
**ABOUT DRISCOLL'S**

Driscoll's is committed to growing Only the Finest Berries™. Family-owned and operated for over 100 years, berries are all that we do.

ONLY THE FINEST™  
**BERRIES**

**A CENTURY OF GROWING  
OUR HERITAGE**



Driscoll's has over 100 years of berry farming heritage.

[READ OUR HISTORY](#)

**COMMITTED TO QUALITY  
ONLY THE FINEST BERRIES™**



Driscoll's is passionate about growing premium berries.

[LEARN MORE](#)

**THE SCIENCE OF NATURE  
THE ART OF GROWING**



As the berry experts, growing the highest quality berries requires care and dedication.

[SEE OUR GROWING METHODS](#)



**CAREERS**

Driscoll's company culture is rooted in our mission and values and our commitment to creating a supportive work environment.

[LEARN MORE](#)



**COMMUNITY INVOLVEMENT**

Driscoll's encourages and supports our employees and farmers in activities that make a difference in our communities.

[LEARN MORE](#)

Family owned for over 100 years, Driscoll's is passionate about growing premium fresh berries. Our strawberries, raspberries, blackberries, blueberries and organic berries are sweet, juicy and naturally wholesome. Packed with antioxidants, fiber and vitamins, they're a healthy treat for any time of the day. Driscoll's offers exclusive berry recipes, including healthy berry recipes, for all your menu needs. Trust Driscoll's to provide the highest quality and best-tasting fresh berries.

**CONNECT WITH US**

**JOIN THE BERRY COMMUNITY**



ENTER EMAIL ADDRESS

**SIGN UP**







**Blueberries**







 REITER BROS. INC.  
Ranch/Rancho: *Probita*  
Variety/Varietad: *Snow Chaser*  
Block/Bloque: *7*  
Row/Surco: *46*  
Acre/Acres: *3.21*  
Plant Date/Fecha: *01/20/2011*







# All raspberries under tunnels







cv. 'Maravilla'









**Strawberry production: HUGE farms!!**



**Water/Labour/clean land**



cv. 'San Juan'









1 lb clamshells







AGRICULTURAL OPERATIONS  
UNIVERSITY OF  
CALIFORNIA  
RIVERSIDE















