

News from the California Prune Orchards

Sponsored by California Prunes

TUESDAY, NOVEMBER 17, 2020

- CET 3:30pm-4:00pm
- US West PST (UTC -8) 6:30am - 7:00am
- India IST (UTC+5:30) 8:00pm -8:30pm
- Asia (HKT) (UTC+8) 10:30pm - 11:00pm

California is the largest producer of prunes, providing about 40% of the world's supply. The California Prune Board represents about 800 prune growers and 28 prune, juice, and ingredient handlers bringing quality prunes to market since 1952. With the ideal growing conditions of lush valleys and endless sun, California Prune growers have perfected the growing and harvesting techniques to produce the ultimate premium prune. California Prune Board Executive Director Donn Zea moderates a candid discussion with California Prune growers about what makes California uniquely positioned as the leader in the global prune industry. Join California Prune growers Joe Turkovich, Nick Micheli, and John Taylor to hear more about this year's quality crop and what makes California Prunes so special.



Prunes. For life.





Nick Micheli is a 3rd generation farmer in Yuba City, California, 30 miles north of Sacramento, where he grows peaches, sugar plums, prunes and walnuts. He has been managing the family farm since 2001. He is also the Vice President of Lomo Receiving Company which receives and processes canned peaches for local canneries in the area. Nick has served as a member on both the California Dried Plum Board and Prune Marketing Committee and is also actively involved in his community, serving on the Board of Directors of the Yuba Sutter Farm Bureau and as a regional ambassador of the Sacramento Shriners Children's Hospital for Yuba, Sutter, Butte and Colusa Counties.



John Taylor is a third generation California farmer and has been farming for more than 37 years. He graduated from California State University Fresno, receiving his B.S. in Agricultural Science, and is an alumnus of the California AG Leadership Program Class 15. After college, John and his brother Richard started Taylor Brothers Farms, Inc. They have grown a wide variety of fruits and nuts over the years, but always with a focus on prunes. In 1990 they started converting their farm to organic growing and by 1996 became a 100% organic operation. In 1993, John and Richard worked together to develop a prune processing company. After their processing and marketing success, they turned towards developing operations to support the overseas markets. They developed a processing plant in Poland and a strong partnership in Korea for bottling and re-bagging of California Prunes. To fulfill this demand, they purchase the highest quality prunes from 20 independent growers. As an international supplier, Taylor Brothers Farms is proud to use 100% California Prunes and prune products and has exported their products to more than 38 countries since beginning in 1993.



Joe Turkovich is a sole proprietor fruit and nut farmer in Winters, California, growing prunes, walnuts, and field crops. Joe has a B.S. in Agricultural Business Management from California Polytechnic State University, San Luis Obispo. He currently serves as the Chairman of the California Prune Board and as a member of the Board's Executive Committee and Prune Marketing Committee. In addition, he is a long-time member of the Board of Directors of Sunsweet Growers, Inc., a 100-year-old farmer-owned prune and dried fruit cooperative. Joe's past business and leadership posts include:

- Chairman, California Prune Board's Production Research Subcommittee
- California Ag Leadership Fellow (Class 26)
- Chairman, Sunsweet Dryers Cooperative
- President, Kiwifruit Growers of California
- Board Member, Yolo County Farm Bureau