Q1 Please select your role in the industry.
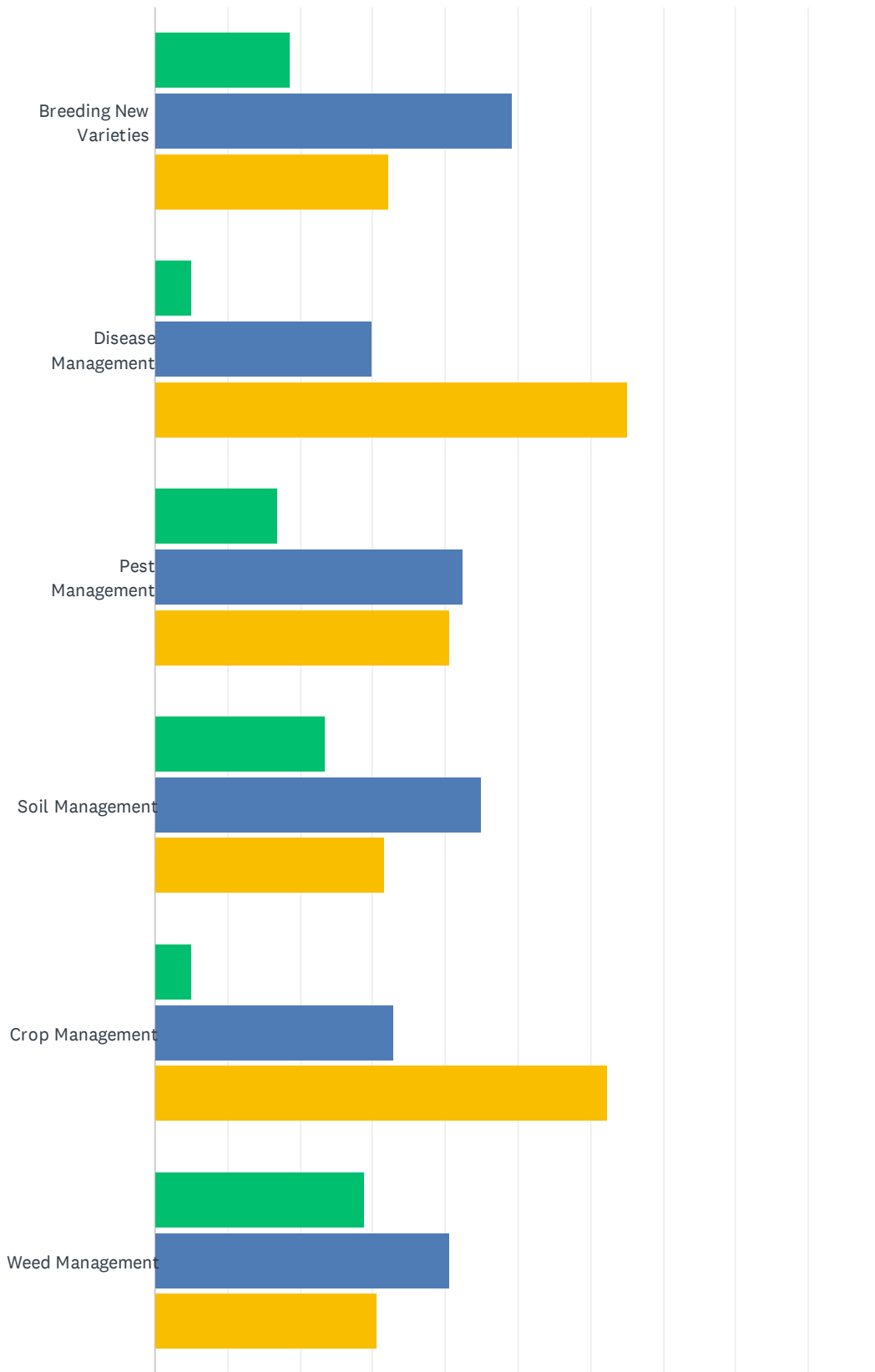
Answered: 62   Skipped: 0
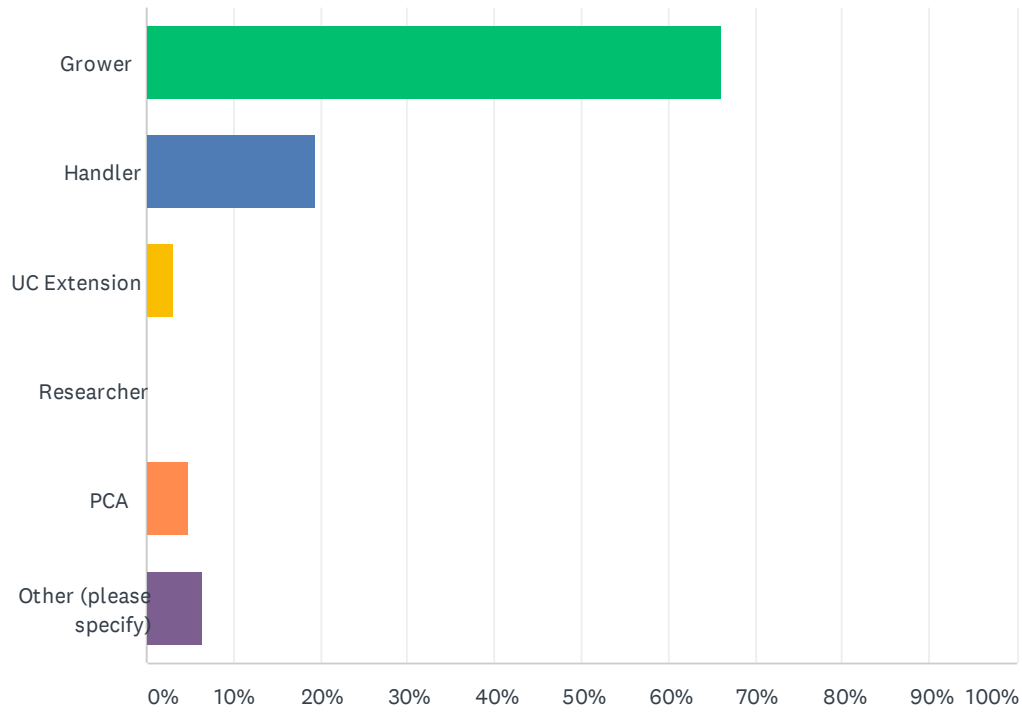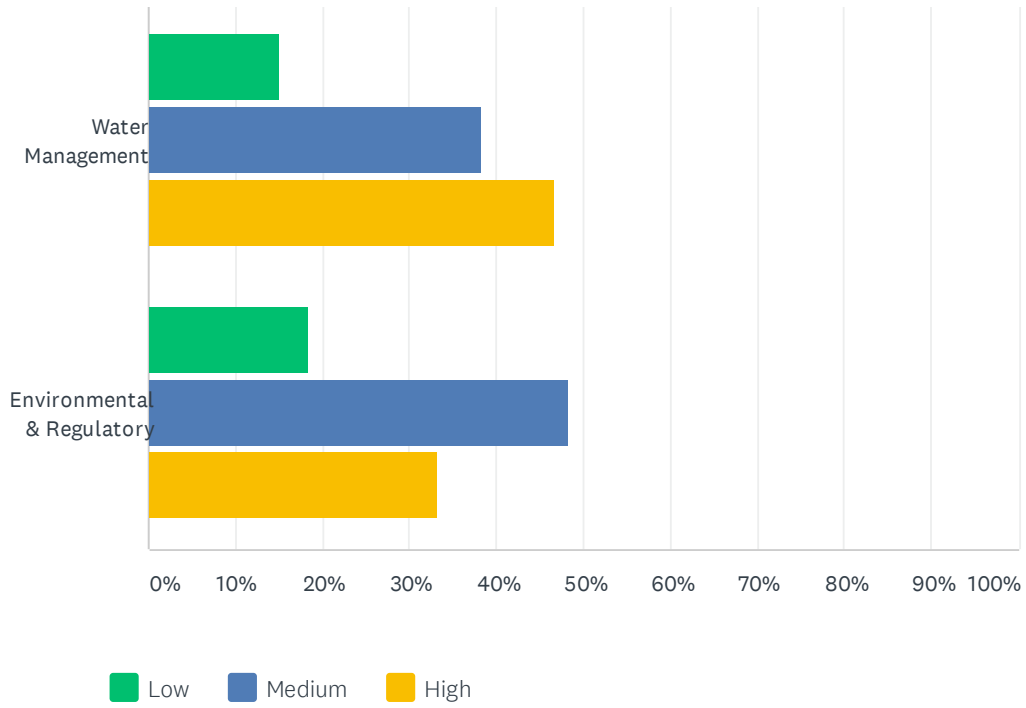

ANSWER CHOICES	RESPONSES	
Grower	66.13%	41
Handler	19.35%	12
UC Extension	3.23%	2
Researcher	0.00%	0
PCA	4.84%	3
Other (please specify)	6.45%	4
TOTAL		62

Q2 Please rate these categories of CPB production research based on importance to your operations/employer:

Answered: 61   Skipped: 1

Low   Medium   High

	LOW	MEDIUM	HIGH	TOTAL
Breeding New Varieties	18.64% 11	49.15% 29	32.20% 19	59
Disease Management	5.00% 3	30.00% 18	65.00% 39	60
Pest Management	16.95% 10	42.37% 25	40.68% 24	59
Soil Management	23.33% 14	45.00% 27	31.67% 19	60
Crop Management	4.92% 3	32.79% 20	62.30% 38	61
Weed Management	28.81% 17	40.68% 24	30.51% 18	59
Water Management	15.00% 9	38.33% 23	46.67% 28	60
Environmental & Regulatory	18.33% 11	48.33% 29	33.33% 20	60

## Q3 Please rank the following categories of research in order of priority (from 1-most to 8-least important):

Answered: 61   Skipped: 1
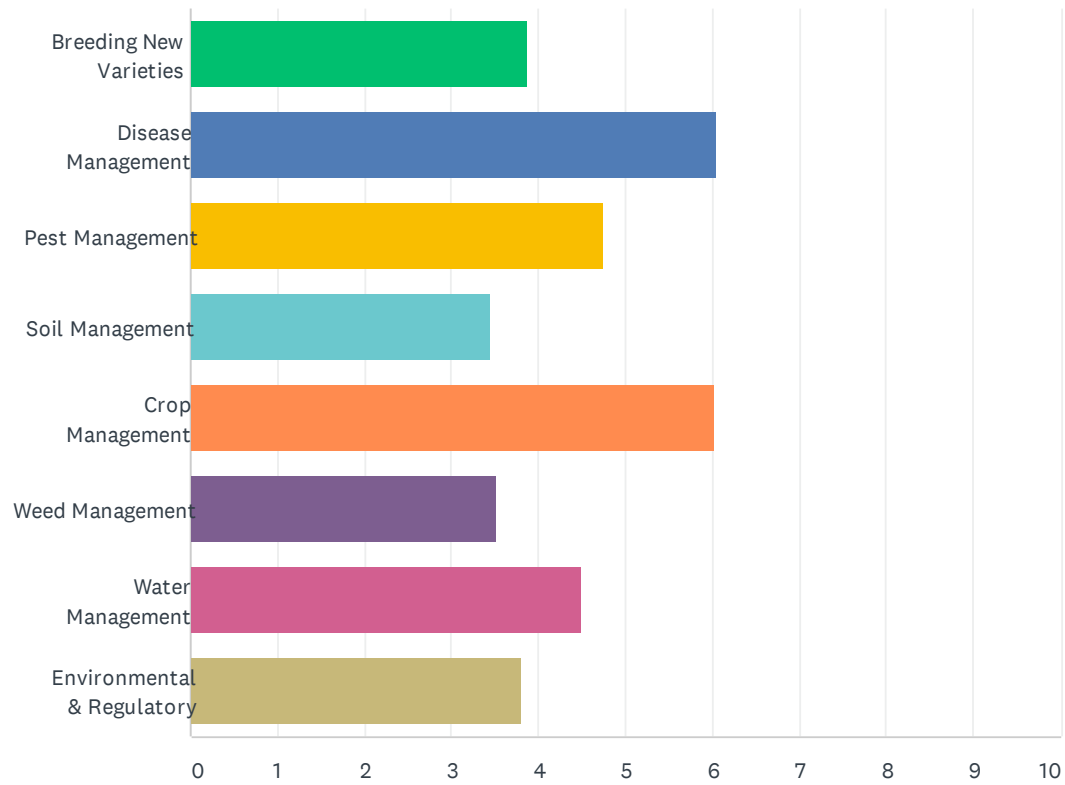
	1	2	3	4	5	6	7	8	TOTAL	SCORE
Breeding New Varieties	15.25% 9	5.08% 3	10.17% 6	6.78% 4	13.56% 8	8.47% 5	15.25% 9	25.42% 15	59	3.88
Disease Management	29.31% 17	18.97% 11	17.24% 10	10.34% 6	13.79% 8	6.90% 4	3.45% 2	0.00% 0	58	6.05
Pest Management	5.26% 3	15.79% 9	19.30% 11	17.54% 10	12.28% 7	14.04% 8	10.53% 6	5.26% 3	57	4.74
Soil Management	5.08% 3	5.08% 3	6.78% 4	6.78% 4	18.64% 11	22.03% 13	18.64% 11	16.95% 10	59	3.46
Crop Management	27.59% 16	27.59% 16	13.79% 8	8.62% 5	8.62% 5	3.45% 2	8.62% 5	1.72% 1	58	6.03
Weed Management	5.17% 3	8.62% 5	6.90% 4	10.34% 6	12.07% 7	17.24% 10	17.24% 10	22.41% 13	58	3.52
Water Management	5.17% 3	13.79% 8	12.07% 7	18.97% 11	13.79% 8	20.69% 12	12.07% 7	3.45% 2	58	4.50
Environmental & Regulatory	5.08% 3	5.08% 3	13.56% 8	22.03% 13	10.17% 6	6.78% 4	13.56% 8	23.73% 14	59	3.80

Q4 Please rank the following areas of research within the breeding new varieties category, as it relates to improved varieties, in order of priority (from 1-most to 4-least important):

Answered: 62   Skipped: 0
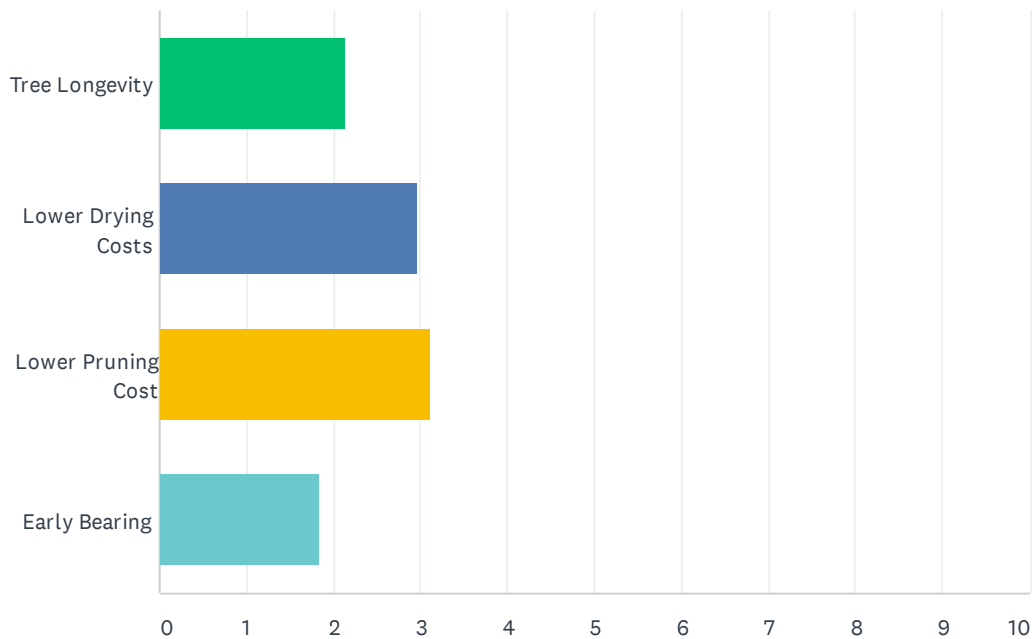
	1	2	3	4	TOTAL	SCORE
Tree Longevity	10.00% 6	30.00% 18	23.33% 14	36.67% 22	60	2.13
Lower Drying Costs	38.33% 23	30.00% 18	23.33% 14	8.33% 5	60	2.98
Lower Pruning Cost	43.33% 26	35.00% 21	11.67% 7	10.00% 6	60	3.12
Early Bearing	10.17% 6	6.78% 4	40.68% 24	42.37% 25	59	1.85

Q5 Please rank the following areas of research within the breeding new varieties category, as it relates to rootstocks, in order of priority (from 1-most to 5-least important):

Answered: 62   Skipped: 0
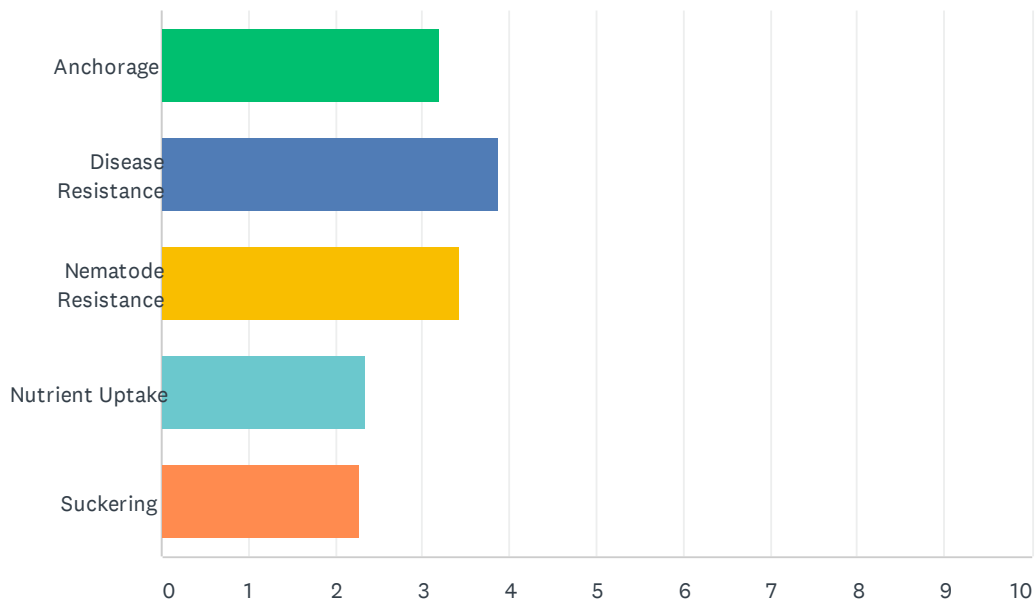
	1	2	3	4	5	TOTAL	SCORE
Anchorage	23.73% 14	16.95% 10	27.12% 16	20.34% 12	11.86% 7	59	3.20
Disease Resistance	35.59% 21	32.20% 19	18.64% 11	10.17% 6	3.39% 2	59	3.86
Nematode Resistance	24.14% 14	34.48% 20	13.79% 8	15.52% 9	12.07% 7	58	3.43
Nutrient Uptake	8.62% 5	6.90% 4	24.14% 14	31.03% 18	29.31% 17	58	2.34
Suckering	8.47% 5	11.86% 7	16.95% 10	23.73% 14	38.98% 23	59	2.27

Q6 Please rank the following areas of research within the disease management category in order of priority (from 1-most to 9-least important):

Answered: 61   Skipped: 1
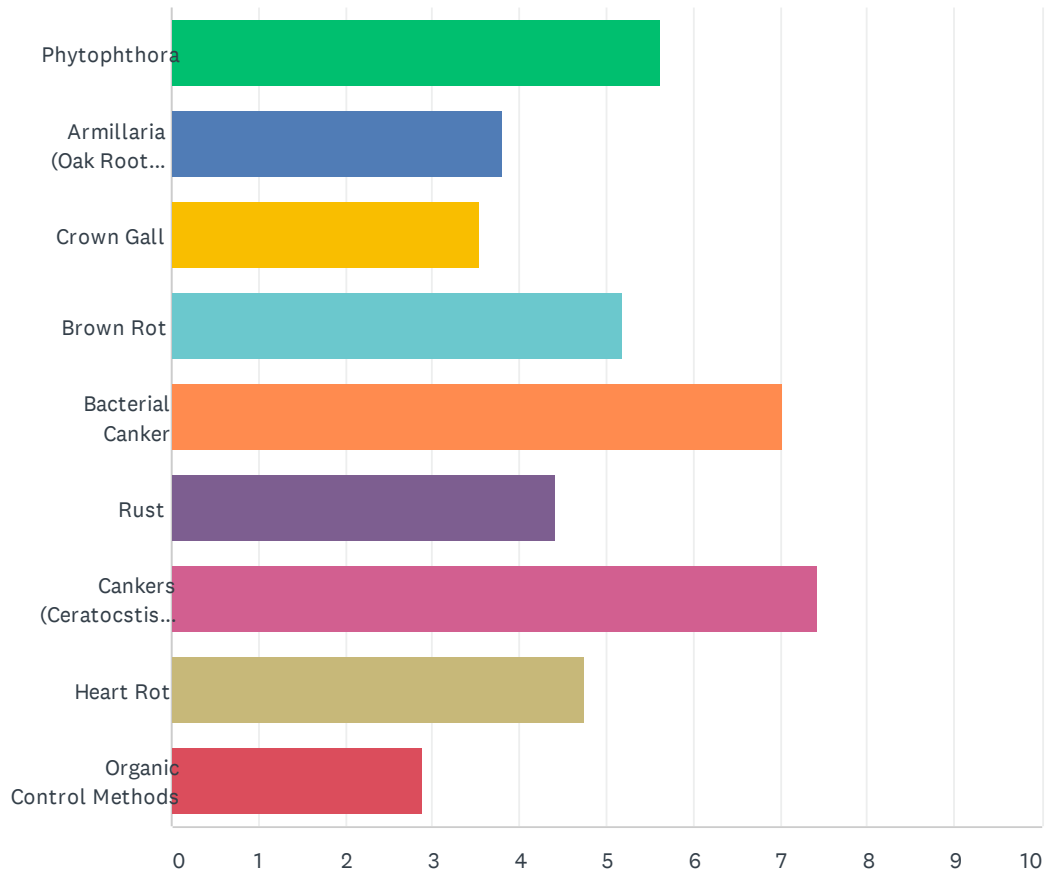
	1	2	3	4	5	6	7	8	9	TOTAL	SCORE
Phytophthora	3.39% 2	20.34% 12	18.64% 11	16.95% 10	10.17% 6	10.17% 6	8.47% 5	8.47% 5	3.39% 2	59	5.63
Armillaria (Oak Root Fungus)	3.39% 2	5.08% 3	5.08% 3	11.86% 7	13.56% 8	6.78% 4	15.25% 9	23.73% 14	15.25% 9	59	3.81
Crown Gall	0.00% 0	5.26% 3	3.51% 2	14.04% 8	5.26% 3	12.28% 7	26.32% 15	15.79% 9	17.54% 10	57	3.54
Brown Rot	7.02% 4	7.02% 4	12.28% 7	10.53% 6	21.05% 12	26.32% 15	10.53% 6	3.51% 2	1.75% 1	57	5.19
Bacterial Canker	31.03% 18	17.24% 10	20.69% 12	10.34% 6	8.62% 5	5.17% 3	3.45% 2	1.72% 1	1.72% 1	58	7.03
Rust	5.17% 3	10.34% 6	6.90% 4	3.45% 2	13.79% 8	17.24% 10	22.41% 13	17.24% 10	3.45% 2	58	4.41
Cankers (Ceratocstis, Cytospora, etc.)	37.93% 22	25.86% 15	12.07% 7	8.62% 5	6.90% 4	3.45% 2	0.00% 0	5.17% 3	0.00% 0	58	7.43
Heart Rot	3.33% 2	5.00% 3	13.33% 8	16.67% 10	20.00% 12	13.33% 8	8.33% 5	13.33% 8	6.67% 4	60	4.75
Organic Control Methods	7.02% 4	0.00% 0	7.02% 4	8.77% 5	3.51% 2	1.75% 1	8.77% 5	10.53% 6	52.63% 30	57	2.89

Q7 Please rank the following areas of research within the pest management category in order of priority (from 1-most to 7-least important):

Answered: 61   Skipped: 1
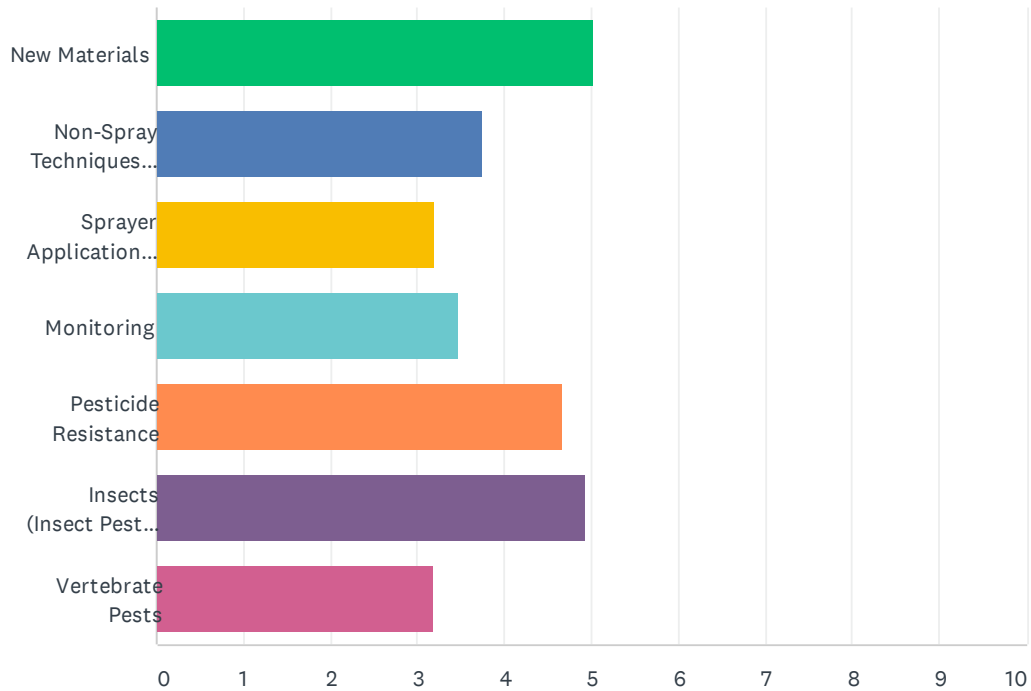
	1	2	3	4	5	6	7	TOTAL	SCORE
New Materials	32.20% 19	13.56% 8	20.34% 12	11.86% 7	10.17% 6	5.08% 3	6.78% 4	59	5.03
Non-Spray Techniques (pheromone, insect trapping, etc.)	13.79% 8	10.34% 6	15.52% 9	10.34% 6	15.52% 9	15.52% 9	18.97% 11	58	3.74
Sprayer Application Efficiency	13.79% 8	3.45% 2	8.62% 5	12.07% 7	12.07% 7	25.86% 15	24.14% 14	58	3.21
Monitoring	1.72% 1	12.07% 7	12.07% 7	22.41% 13	20.69% 12	20.69% 12	10.34% 6	58	3.48
Pesticide Resistance	15.52% 9	22.41% 13	22.41% 13	12.07% 7	13.79% 8	8.62% 5	5.17% 3	58	4.67
Insects (Insect Pests & Beneficial Insects)	18.97% 11	31.03% 18	10.34% 6	15.52% 9	13.79% 8	8.62% 5	1.72% 1	58	4.93
Vertebrate Pests	3.45% 2	10.34% 6	13.79% 8	17.24% 10	12.07% 7	15.52% 9	27.59% 16	58	3.19

Q8 Please rank the following areas of research within the soil management category in order of priority (from 1-most to 5-least important):

Answered: 60   Skipped: 2
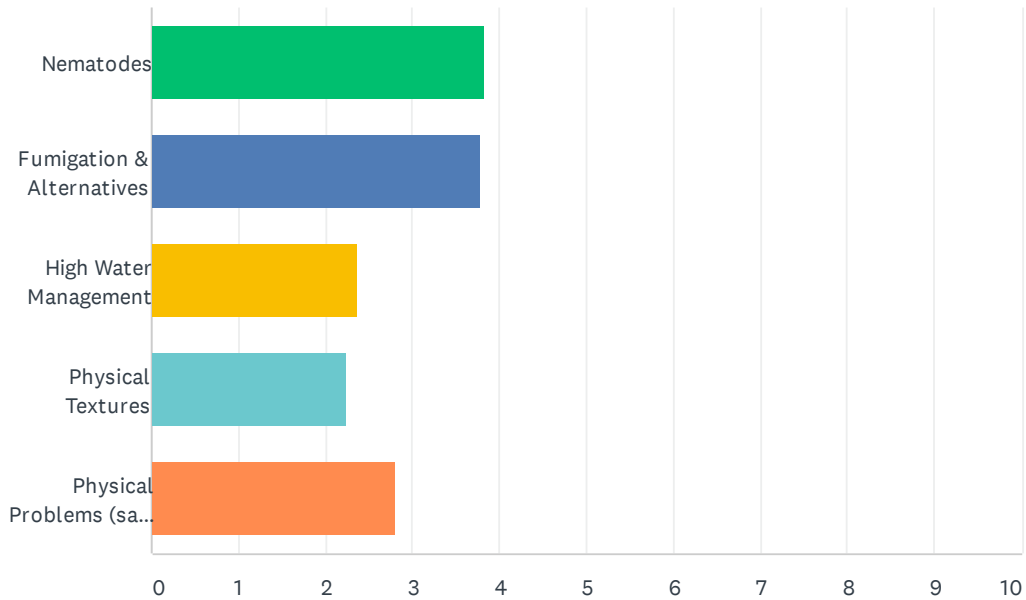
	1	2	3	4	5	TOTAL	SCORE
Nematodes	39.66% 23	27.59% 16	17.24% 10	6.90% 4	8.62% 5	58	3.83
Fumigation & Alternatives	20.69% 12	51.72% 30	15.52% 9	8.62% 5	3.45% 2	58	3.78
High Water Management	12.73% 7	7.27% 4	18.18% 10	27.27% 15	34.55% 19	55	2.36
Physical Textures	7.02% 4	5.26% 3	22.81% 13	33.33% 19	31.58% 18	57	2.23
Physical Problems (sandy strips, clay layers, hard pan, etc.)	16.07% 9	12.50% 7	26.79% 15	25.00% 14	19.64% 11	56	2.80

Q9 Please rank the following areas of research within the crop management category in order of priority (from 1-most to 7-least important):

Answered: 60   Skipped: 2
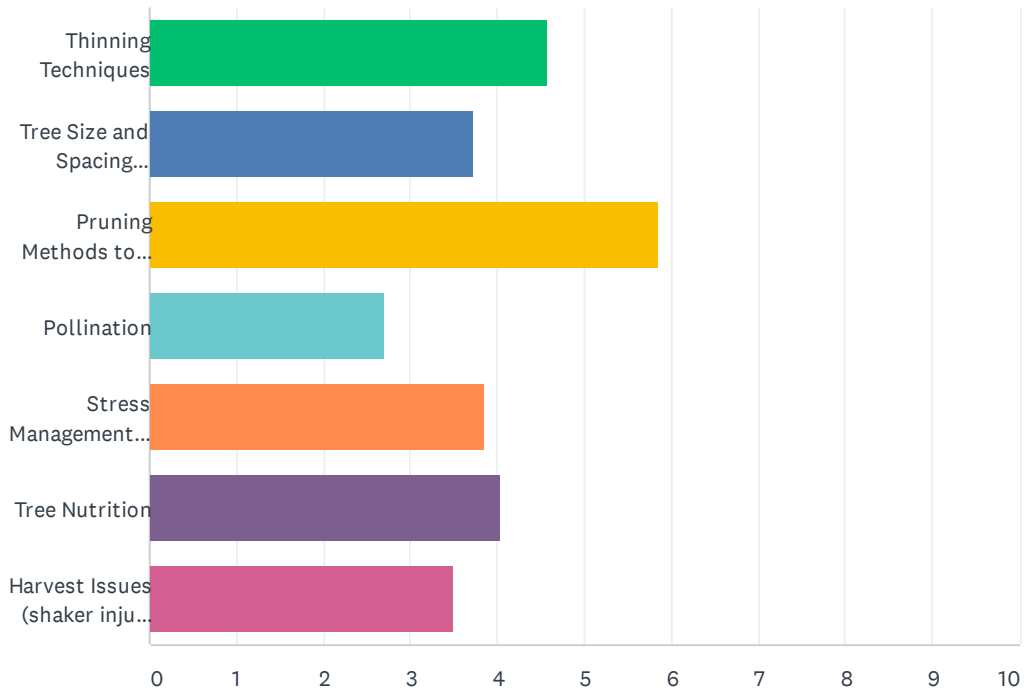
	1	2	3	4	5	6	7	TOTAL	SCORE
Thinning Techniques	6.90% 4	34.48% 20	18.97% 11	13.79% 8	8.62% 5	10.34% 6	6.90% 4	58	4.59
Tree Size and Spacing Optimization	8.77% 5	17.54% 10	14.04% 8	8.77% 5	15.79% 9	17.54% 10	17.54% 10	57	3.72
Pruning Methods to Reduce Costs	50.00% 28	19.64% 11	8.93% 5	14.29% 8	3.57% 2	1.79% 1	1.79% 1	56	5.86
Pollination	5.36% 3	1.79% 1	12.50% 7	12.50% 7	12.50% 7	16.07% 9	39.29% 22	56	2.70
Stress Management (water, sunburn, heat, frost, etc.)	5.26% 3	12.28% 7	15.79% 9	21.05% 12	21.05% 12	22.81% 13	1.75% 1	57	3.84
Tree Nutrition	15.79% 9	10.53% 6	17.54% 10	8.77% 5	22.81% 13	14.04% 8	10.53% 6	57	4.04
Harvest Issues (shaker injury, fruit damage, etc.)	10.53% 6	5.26% 3	14.04% 8	19.30% 11	14.04% 8	17.54% 10	19.30% 11	57	3.49

Q10 Please rank the following areas of research within the weed management category in order of priority (from 1-most to 4-least important):

Answered: 62   Skipped: 0
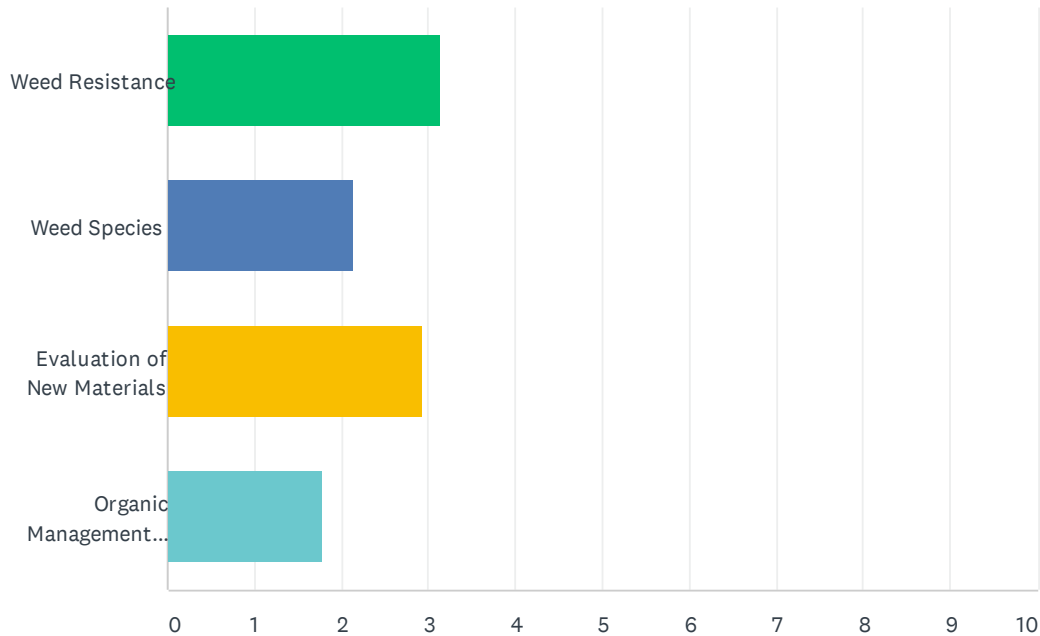
	1	2	3	4	TOTAL	SCORE
Weed Resistance	35.00% 21	46.67% 28	15.00% 9	3.33% 2	60	3.13
Weed Species	8.47% 5	20.34% 12	47.46% 28	23.73% 14	59	2.14
Evaluation of New Materials	38.33% 23	28.33% 17	21.67% 13	11.67% 7	60	2.93
Organic Management Techniques	15.79% 9	7.02% 4	15.79% 9	61.40% 35	57	1.77

Q11 Please rank the following areas of research within the water management category in order of priority (from 1-most to 4-least important):

Answered: 62　　Skipped: 0
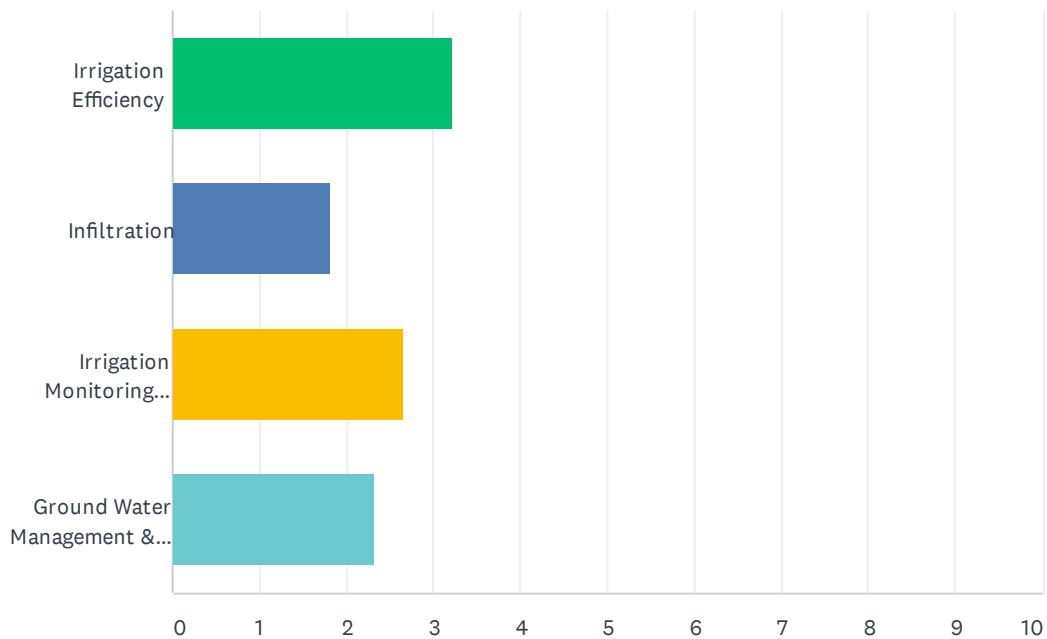
	1	2	3	4	TOTAL	SCORE
Irrigation Efficiency	50.00% 30	31.67% 19	8.33% 5	10.00% 6	60	3.22
Infiltration	6.78% 4	13.56% 8	35.59% 21	44.07% 26	59	1.83
Irrigation Monitoring Techniques	23.73% 14	33.90% 20	27.12% 16	15.25% 9	59	2.66
Ground Water Management & Monitoring	18.33% 11	23.33% 14	30.00% 18	28.33% 17	60	2.32

Q12 Please rank the following areas of research within the environmental & regulatory category in order of priority (from 1-most to 5-least important):

Answered: 61　　Skipped: 1
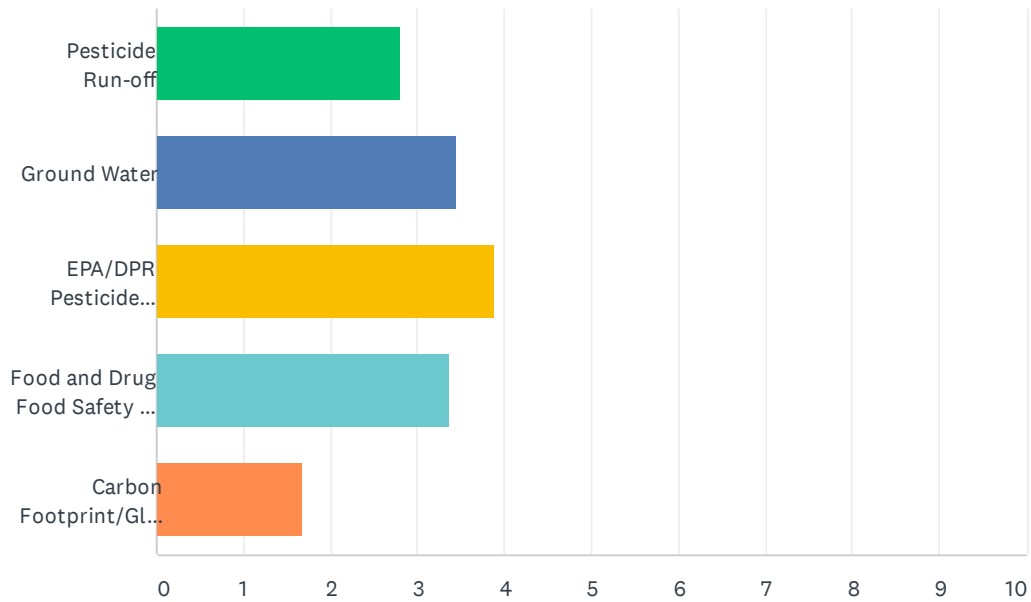
	1	2	3	4	5	TOTAL	SCORE
Pesticide Run-off	5.26% 3	26.32% 15	24.56% 14	31.58% 18	12.28% 7	57	2.81
Ground Water	27.59% 16	20.69% 12	22.41% 13	27.59% 16	1.72% 1	58	3.45
EPA/DPR Pesticide Regulations	44.83% 26	25.86% 15	13.79% 8	5.17% 3	10.34% 6	58	3.90
Food and Drug Food Safety Act	21.05% 12	26.32% 15	28.07% 16	17.54% 10	7.02% 4	57	3.37
Carbon Footprint/Global Warming	3.39% 2	5.08% 3	13.56% 8	11.86% 7	66.10% 39	59	1.68

Q13 What is the number one issue CPB research can address to help improve your profitability?
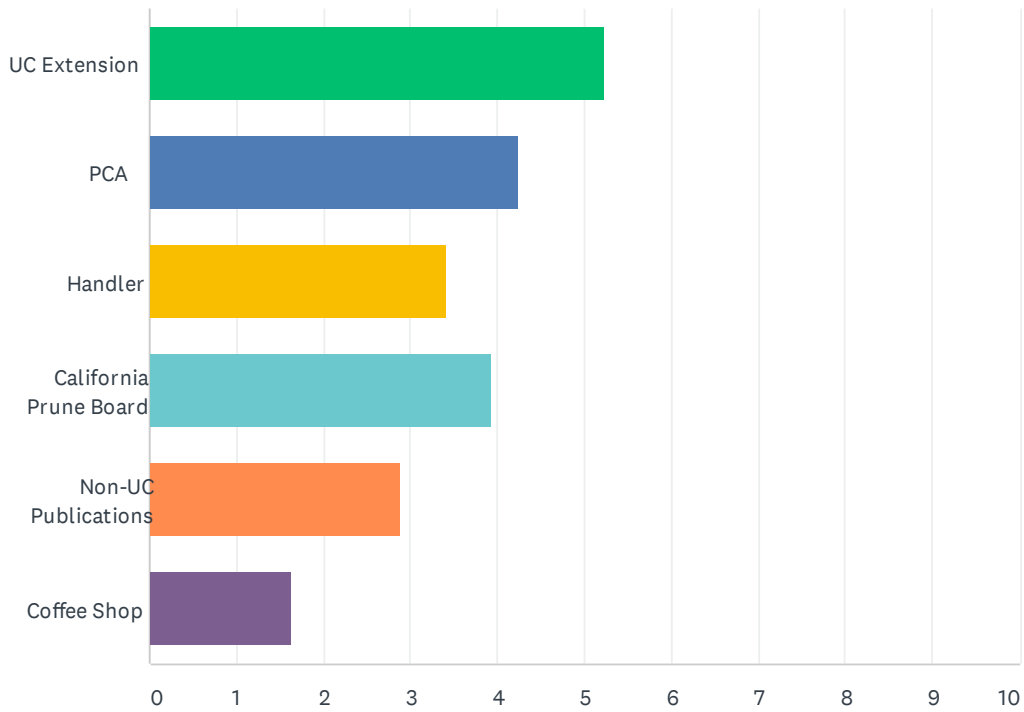
Answered: 62   Skipped: 0
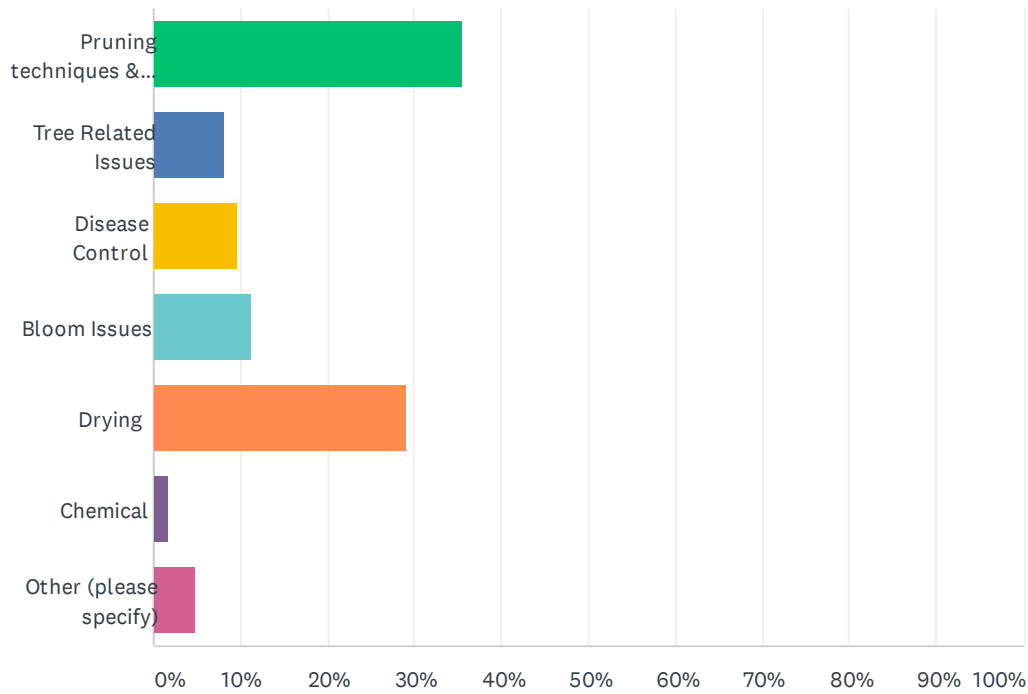
ANSWER CHOICES	RESPONSES	
Pruning techniques & efficiency	35.48%	22
Tree Related Issues	8.06%	5
Disease Control	9.68%	6
Bloom Issues	11.29%	7
Drying	29.03%	18
Chemical	1.61%	1
Other (please specify)	4.84%	3
TOTAL		62

Q14 In order of frequency, please rank where you receive prune production information? (1-most to 6-least)
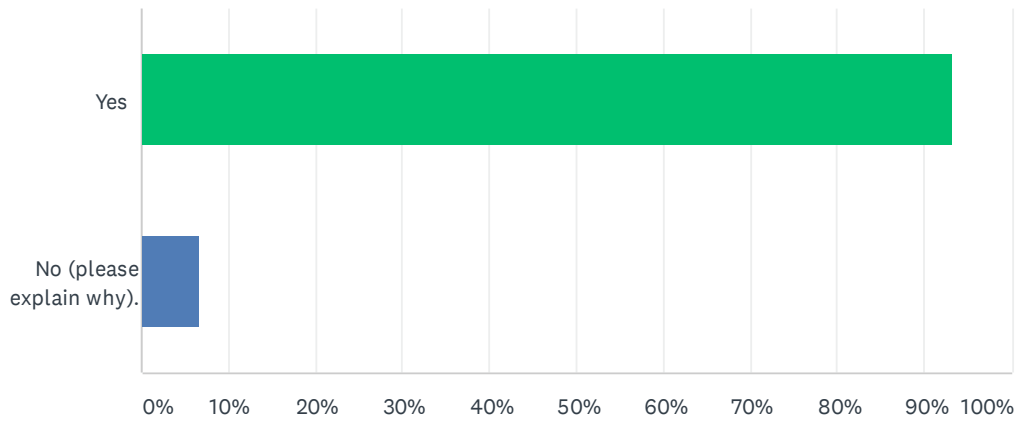
Answered: 61   Skipped: 1

	1	2	3	4	5	6	TOTAL	SCORE
UC Extension	58.62% 34	18.97% 11	12.07% 7	8.62% 5	1.72% 1	0.00% 0	58	5.24
PCA	21.82% 12	29.09% 16	18.18% 10	14.55% 8	16.36% 9	0.00% 0	55	4.25
Handler	6.00% 3	20.00% 10	24.00% 12	16.00% 8	26.00% 13	8.00% 4	50	3.40
California Prune Board	12.07% 7	24.14% 14	32.76% 19	12.07% 7	13.79% 8	5.17% 3	58	3.93
Non-UC Publications	0.00% 0	11.54% 6	13.46% 7	36.54% 19	28.85% 15	9.62% 5	52	2.88
Coffee Shop	5.45% 3	1.82% 1	1.82% 1	7.27% 4	9.09% 5	74.55% 41	55	1.64

Q15 Which area of production research is most valuable to you?

Answered: 50   Skipped: 12

Q16 Are you satisfied with the current direction of the production research program?
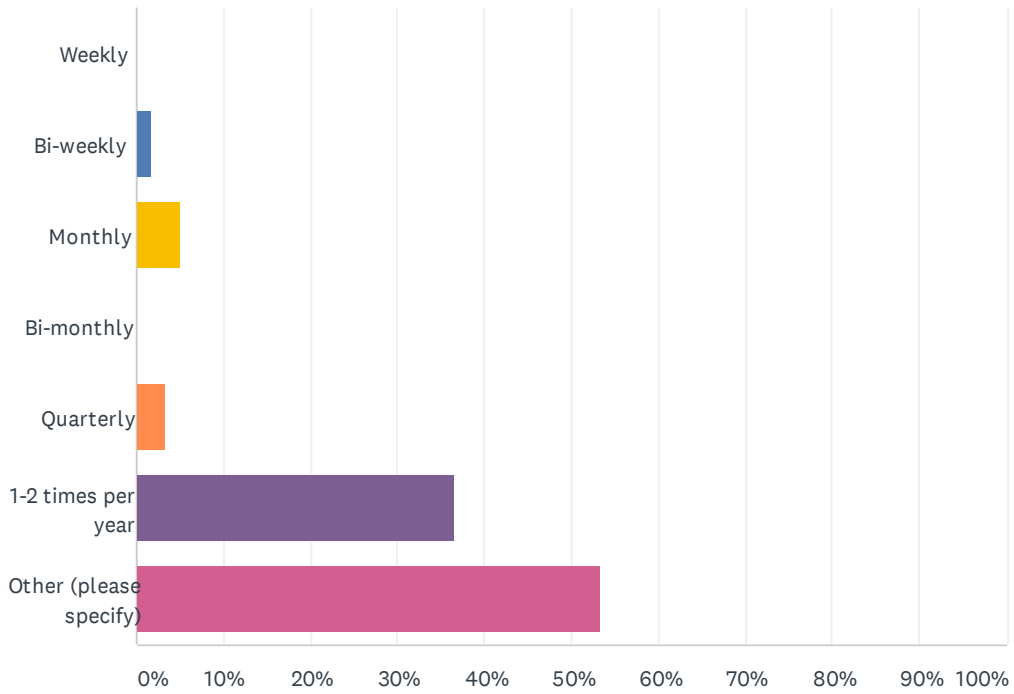
Answered: 59   Skipped: 3

ANSWER CHOICES	RESPONSES	
Yes	93.22%	55
No (please explain why).	6.78%	4
TOTAL		59

Q17 What would you do to improve the program?

Answered: 37   Skipped: 25

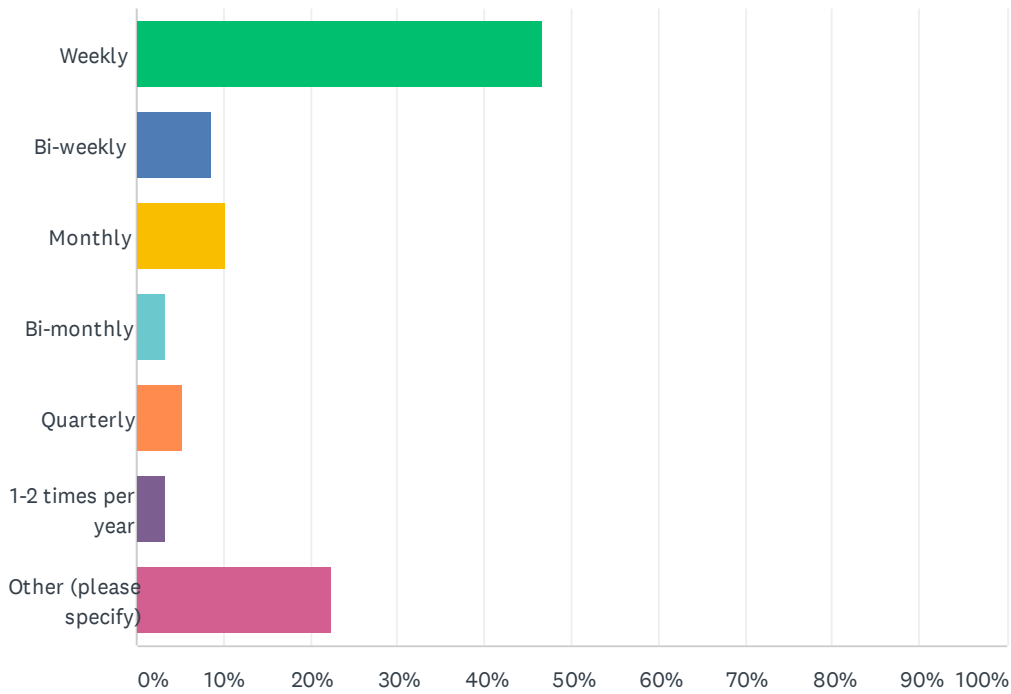## Q18 How often does a UC Farm Advisor visit your prune orchard(s)?

Answered: 60　　　Skipped: 2

ANSWER CHOICES	RESPONSES	
Weekly	0.00%	0
Bi-weekly	1.67%	1
Monthly	5.00%	3
Bi-monthly	0.00%	0
Quarterly	3.33%	2
1-2 times per year	36.67%	22
Other (please specify)	53.33%	32
TOTAL		60

Q19 How often does your private pest control advisor visit your orchard(s)?

Answered: 58   Skipped: 4

ANSWER CHOICES	RESPONSES	
Weekly	46.55%	27
Bi-weekly	8.62%	5
Monthly	10.34%	6
Bi-monthly	3.45%	2
Quarterly	5.17%	3
1-2 times per year	3.45%	2
Other (please specify)	22.41%	13
TOTAL		58