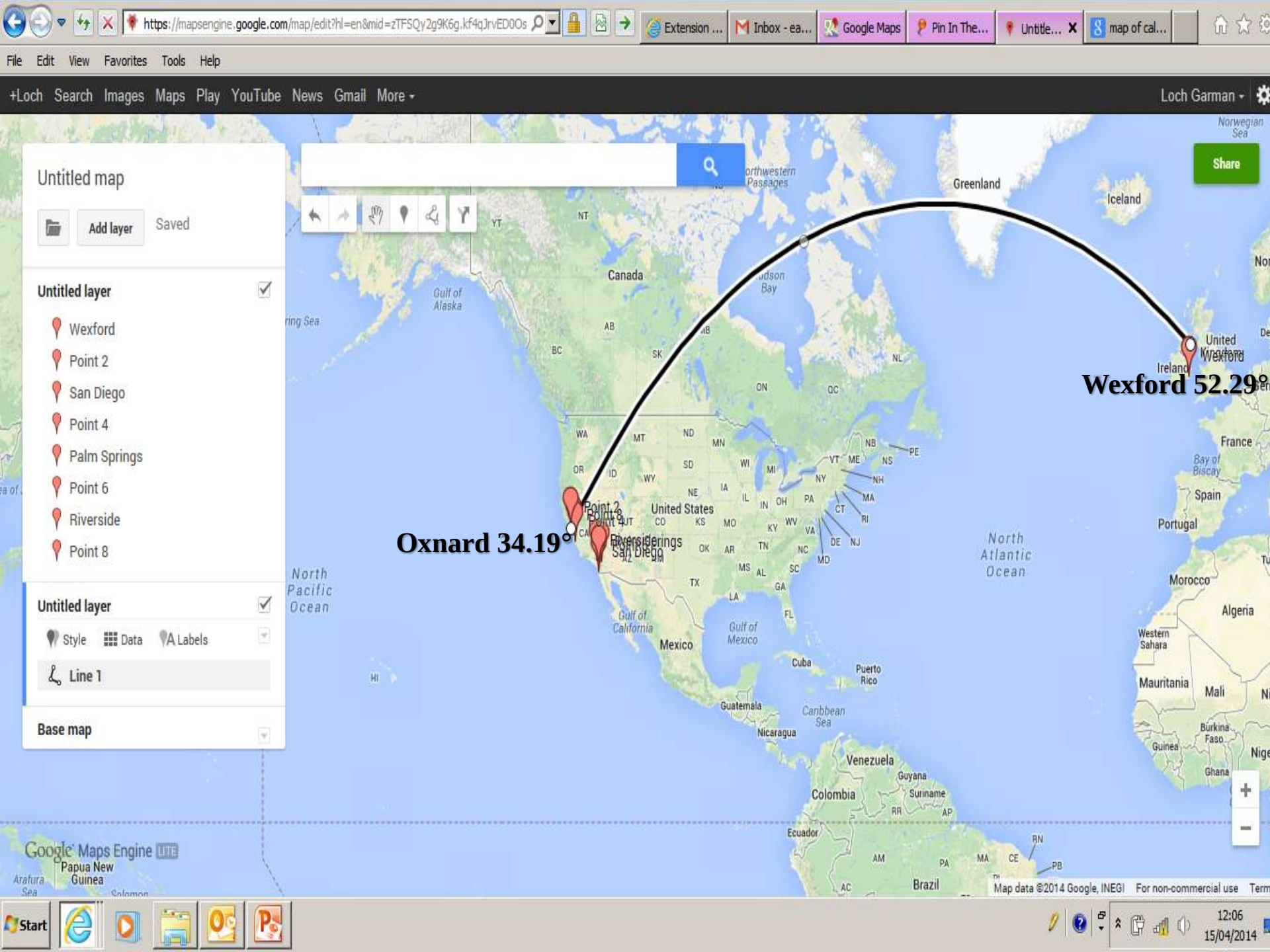


An insight into the Californian soft fruit industry

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



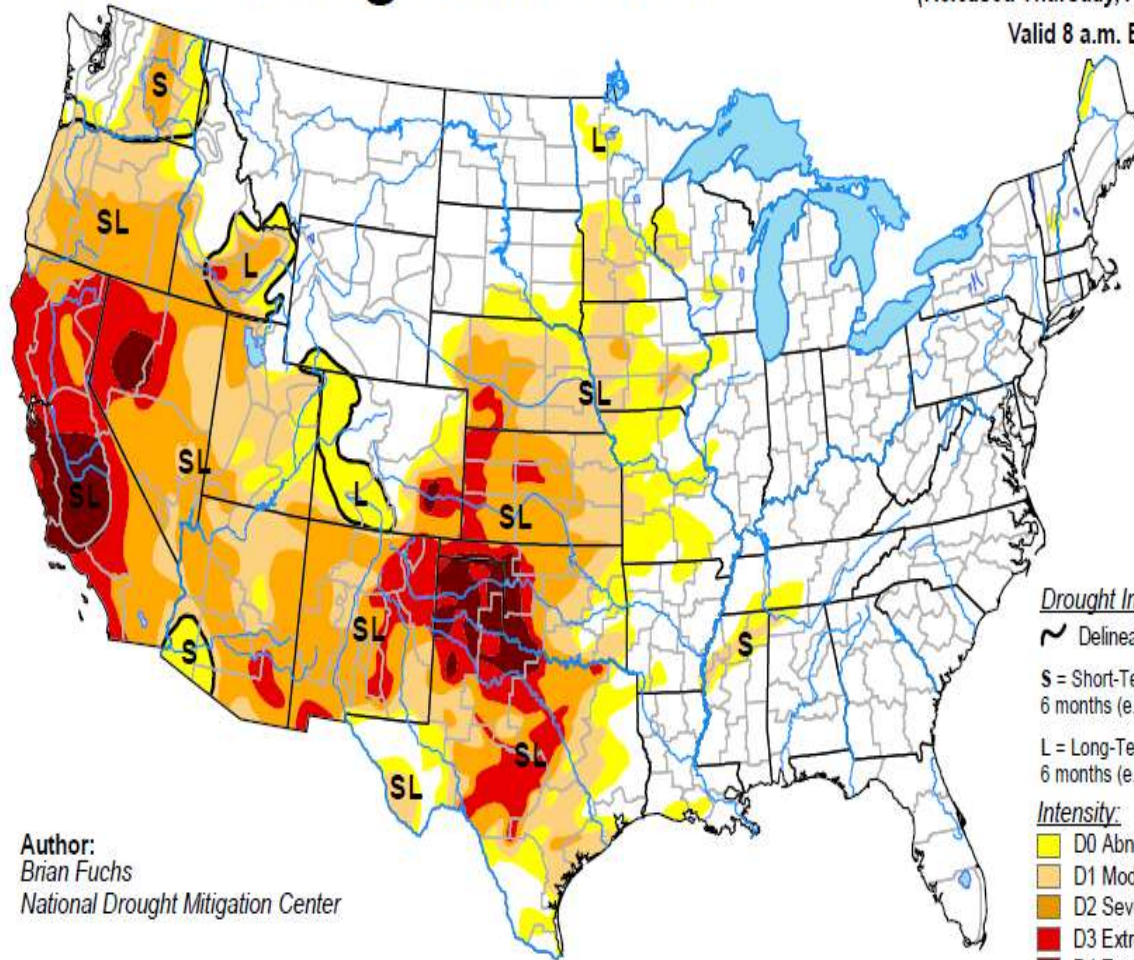


U.S. Drought Monitor

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

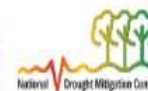
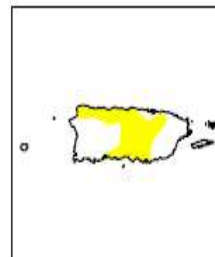
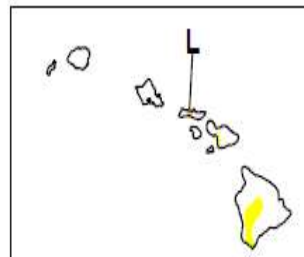
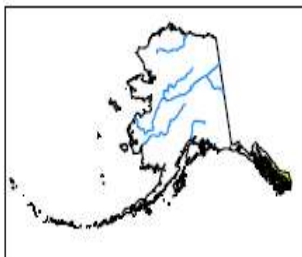
S = Short-Term, typically less than 6 months (e.g. agriculture, grasslands)

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

Intensity:

- Yellow D0 Abnormally Dry
- Light Orange D1 Moderate Drought
- 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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MORE



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](#)

Lifelong for Orphans Partnership

Plant Sciences has partnered with Lifelong For Orphans, an arm of Tree 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 2013 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

Post us on Facebook

Plant Sciences, Inc.

 Like 425

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 "treacherous" - neither of fault!
www.bushnet.com

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

 Facebook social plug

THE 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: *Victory* Coming Soon



cv.Commitment





Raspberry prop. house





cv. 'Radiance'



cv. 'Radiance'



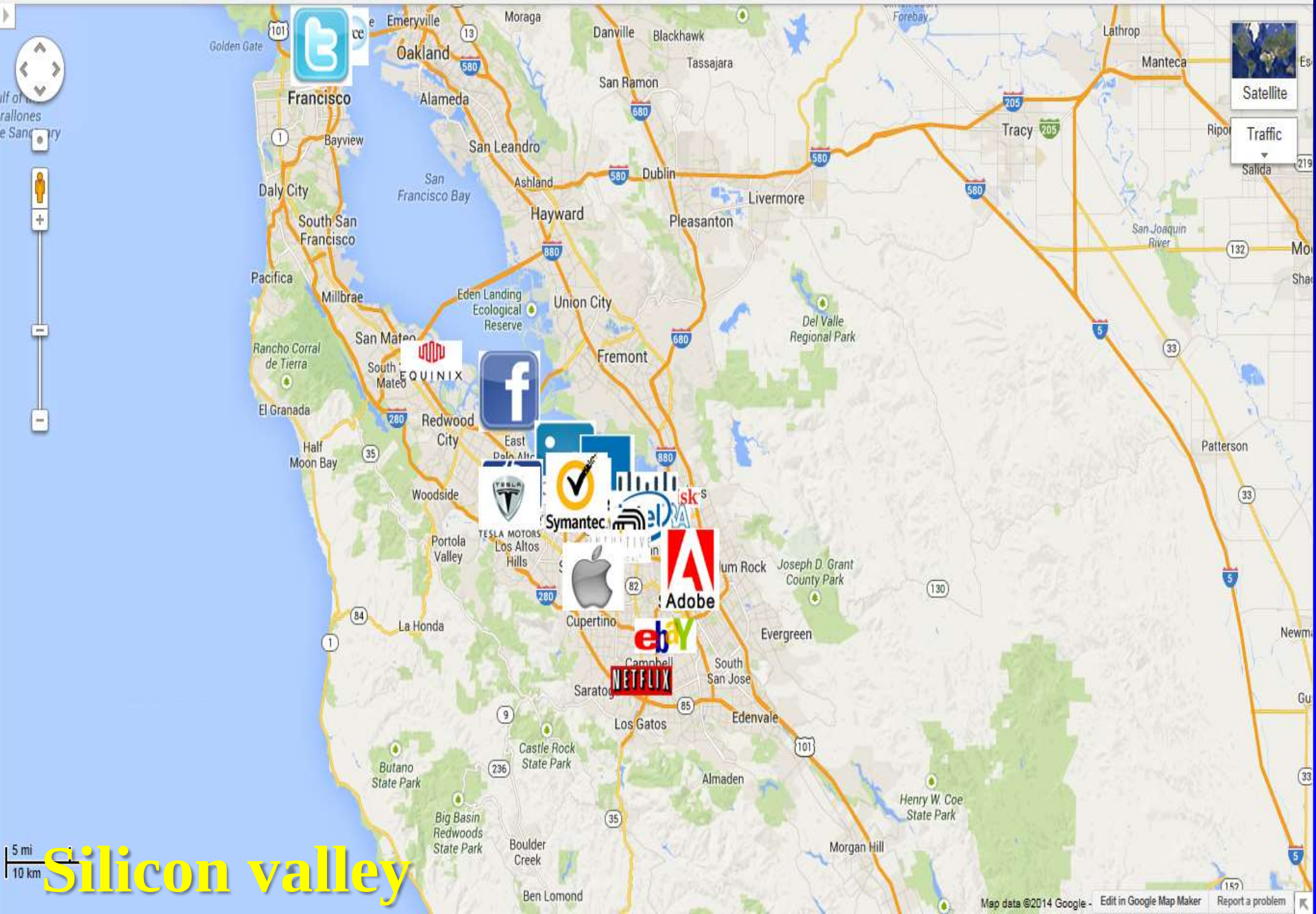
cv. 'Grandeur'





cv. 'Grandeur'





5 mi
10 km **Silicon valley**



Robert Noyce A life Celebrated



Growing Up

Robert Noyce was born in 1927 in the small town of Des Moines, Iowa. He was the youngest of four children.



Robert Noyce was a brilliant student, excelling in mathematics and science. He was a member of the Beta Beta Beta Honor Society and 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

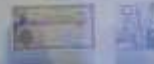
Early Career

After working for General Electric, Noyce joined the newly formed Fairchild Semiconductor in 1958.



Intel Years

After working for Fairchild Semiconductor, Noyce joined Intel in 1968. He was instrumental in the development of the Intel 4004, the first single-chip microprocessor.



Just Bob

Robert Noyce was a man of many talents. He was a brilliant engineer, a successful businessman, and a dedicated statesman. He was also a devoted family man.



Statesman

Robert Noyce was a dedicated statesman. He served on the National Academy of Engineering and the National Academy of Sciences. He was also a member of the President's Council on Competitiveness.



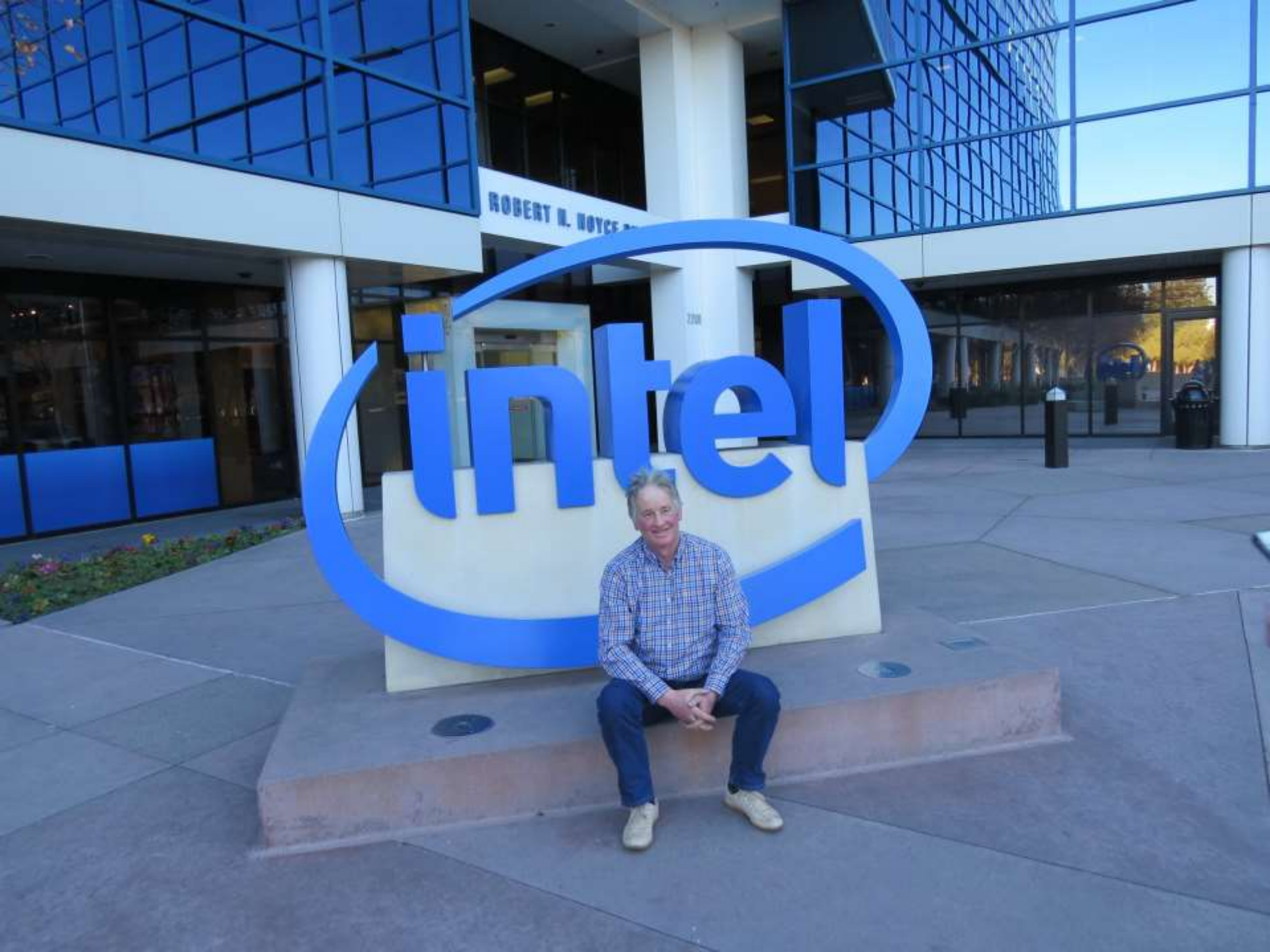
Achievements

The Invention of the Integrated Circuit



The integrated circuit is a revolutionary technology that has transformed the electronics industry. It allows for the integration of thousands of transistors onto a single chip, making it possible to create complex electronic systems in a small, compact package.









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: *Proville*
Variety/Variedad: *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

















