



P.I. News



PISTACHIO INDUSTRY

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PGAI Up-date

Achieving the highest quality from your nuts

The information printed in the December Newsletter has been updated and modified

Many years of post harvest research work has shown that we should be careful not to let the nuts heat up. The following points are worth repeating:-

- ◆ Do not allow the nuts to contact the soil to avoid contamination with foreign material or soil fungi.
- ◆ Minimise the amount of trash (leaves and twigs etc) in the sample.
- ◆ Try to schedule harvest before too many nuts have split hulls because kernel mould development and shell staining are more likely the later harvest is left.
- ◆ Make provision for bins to be held in the shade with air flow through them.
- ◆ Bins should allow airflow through their sides..
- ◆ Get the nuts to the processor, into a cool room or at the very least into the shade as quickly as possible.
- ◆ While the length of time nuts can be held in the bin without damage largely depends on the harvest temperature.

The maximum time nuts should be held in a bin after harvest is 24 hours.

- ◆ The nuts actually heat themselves up as they are still actively metabolizing which is different from other nuts like almonds,

Trevor M Ranford
Executive Officer



Know-how for Horticulture™



Pistachio Growers Association Inc.



Cooperative Extension



WATERING PISTACHIOS DURING THE HOT WEATHER

Between 60 and 95% of living plant biomass is water. Although plants need water primarily for transpiration, it also requires water for other processes including photosynthesis, transport of minerals, structural support and growth.

The Pistachio nut tree is one of the crops which have drought tolerance. But, it does not mean that pistachio trees require less water for optimal performance. The drought tolerance of the pistachio refers to its ability to survive under severe water stress conditions. Indeed, studies conducted in this area showed that proper irrigation especially during summer months increased productivity of the pistachio nut tree.

A proper irrigation or irrigation scheduling must be based on quantitative knowledge of tree water requirement and relationships among soil, weather and plant characteristics. While planning an irrigation scheduling, we should consider growth stages and age of the tree. For example, irrigation requirement during full bloom is normally minimal. As spring advances, faster shoot and fruit growth rates lead to full canopy development and thus increasing irrigation requirement. The stage of fruit bud development is very sensitive to water deficit. Furthermore, deficit irrigation techniques should never be applied for young pistachio orchard .

Although pistachio trees tolerate drought, commercial nut production requires adequate soil moisture, particularly late winter, spring and early summer. Pistachio trees do not tolerate ponding water originated from over-irrigation or high water table..

On the other hand, tree water stress should be avoided during the time close the harvesting because it would reduce shell splitting and ease of nut removal at the harvest. Growers should be avoided stressing an immature tree and the trees at leaf development stage.

With the hot conditions covering much of the growing regions the best advice is to

Keep up the water, as required whilst not overwatering.

Mid January is nut filling time.

Lack of water under very hot conditions will lead to retarded kernel development, i.e., more non-splits and lower total nut weight.

Provided that they have the water, pistachios will be little troubled by the heat

OVERSEAS NEWS

USA: Pistachio Chewy Bites Partners with renowned nutritionist & author

Setton Pistachio of Terra Bella, Inc. is excited to announce a new partnership with America's Nutrition Expert®, Mitzi Dulan, RD. Dulan is a nationally recognized nutrition and wellness expert, author, and Pinterest Influencer who has a massive 3.7 million Pinterest followers. In her brand new book, *The Pinterest Diet: How to Pin Your Way Thin*, Mitzi shares her innovative weight loss program using the social media giant, Pinterest.

"Mitzi's commitment to long-term health and wellness and her proven ability to inspire thousands to be fit and stay healthy makes her an excellent partner for Setton," said COO Mia Cohen. "Pistachio Chewy Bites provide our customers with a real food snack that offers energy with each delicious bite. To have Mitzi serve as a nutrition spokesperson on behalf of this aim is very exciting and a huge honour."

Dulan will serve as an ambassador for the Setton Farms brand. "Mitzi's extensive social audiences are a testament to her ability to engage those who are looking to make healthy living a priority," continued Cohen. "It's exciting that Mitzi and Setton Farms both share the same values and goals of making healthy eating easier for everyone."

For more information please visit www.settonfarms.com.

PAKISTAN: Price of pistachios down

KARACHI: The price of pistachios has declined by Rs200 per kilogram in the wholesale market during the last couple of days to Rs2,400 per kilogram after the import of the dry fruit was made in excess of the local demand, a market source said.

"The price of pistachios went down due to excessive import of the dry fruit in Pakistan," Abdul Qadir Noorani, general secretary of Jodia Bazaar Traders Association, said.

Keeping in view the ongoing winter season, traders had recently made excessive import of pistachio. Consumers; however, did not raise their appetizer for the dry fruit in line with the traders' expectations.

Other reasons for fall in price of the dry fruit included recovery in the value of the rupee against dollar and an increase in the production from the countries from where Pakistan is importing it, he said.

Pistachio is an imported and / or smuggled item from Iran, as farmers in Pakistan hardly grow the dry fruit. "The appreciation in the rupee value against the dollar has made imports of pistachios cheaper," he added.

MICE numbers are building up again in northern Australia but a plague appears a long way off in Victoria.

Sorghum crops in southern Queensland have been damaged by a doubling of mice numbers in September.

Farmers there have been warned to monitor numbers in their crops.

A Department of Environment and Primary Industries spokeswoman said the National Mouse Management Working Group late last year reported no mice issues of concern in Victoria.

"Generally, if mice numbers are not at worrying levels late in the year, they are unlikely to cause problems early in the new year," the spokeswoman said.

A December update by the CSIRO, which is undertaking a three-year mouse monitoring project, shows the chances of an outbreak in late 2013 were low and that if mice numbers were to increase substantially, there was little prospect of them doing so until autumn. The CSIRO modelling has indicated limited potential for mice to become a concern in Victoria which is supported by current observations from DEPI field staff.

"DEPI together with the National Mouse Management Working Group will continue to monitor the situation in case mice numbers begin to increase," the spokeswoman said

Stephen Colbert Makes Super Bowl Debut With Wonderful Pistachios

Wonderful Pistachios Returns to the Super Bowl with Two New Spots, New Campaign Theme

Wonderful Pistachios announced today that Stephen Colbert, Emmy-award winning host and executive producer of [Comedy Central's](#) "The Colbert Report," will star in two Super Bowl spots for the nation's leading pistachio grower. This will be Wonderful Pistachios' second consecutive Super Bowl appearance and will kick-off a new, full-year agreement with Mr. Colbert under the campaign theme, "Get Crackin', America."

"Since I was a child, I've dreamed of working with America's premier nut company," said Mr. Colbert. "The fact that it turns out to be the good folks at Wonderful Pistachios is just the pistachio on top of the ice cream sundae."

As part of the full-year agreement, Mr. Colbert and Wonderful Pistachios' in-house creative agency FireStation will team up to create a series of several spots throughout 2014 highlighting the "Get Crackin', America" rallying cry. Directed by Emmy-award winning director Tom Kuntz, the commercial spots will be supported by in-store POS, public relations, digital and social media.

"Last year's Super Bowl spot featuring PSY drove significant [brand awareness](#) and incredible buzz among consumers," said Marc Seguin, vice president of marketing, Paramount Farms, maker of Wonderful Pistachios. "This year, we wanted to extend and deepen that enthusiasm

Iran, largest exporter of pistachio to India

Iran was the largest exporter of pistachio to India during the last 9 months, according to figures released by India's Customs Office.

India has imported a volume of 8,470 tonnes of pistachio with a total value of \$25.3 million from Iran in a period of 9 months from April to December 2013, the figures by India's Customs Office showed.

The figure shows that Iran has supplied 65.7% of the imported pistachio by India in the said period.

The United States has also exported \$11 million worth of pistachio to India during the same period, ranking second after Iran, and Turkey with \$1.1 million was the 3rd exporting country.

The total value of India's pistachio imports in the said nine months was 11,500 tons, the figure showed.

Source: *tasnimnews.com*

Pistachio seedlings

Available for Spring 2014 planting

***P terebinthus*, PG1, UCB1**



Anthony Carpenter

02 4567 1192

Snack like the Stars: Celebrity Trainer Valerie Waters Cracks into the New Year Offering Smart Snacking Tips with Pistachios

With the New Year upon us, millions of Americans are resolving to better manage their weight and maintain healthier eating habits in 2014. That's why the Pistachio Health Institute has partnered with leading celebrity fitness trainer, Valerie Waters, the secret behind the toned bodies of celebrity moms such as Jennifer Garner, Elizabeth Berkeley and Sasha Alexander to share her mindful eating tips to help anyone get red-carpet ready in the New Year.

As a premier fitness trainer with 17 years of experience helping stars and celebrity moms get ready for movie roles, magazine layouts and award ceremonies, Valerie knows a thing or two about helping people reach their health and wellness goals. Valerie works with celebrity clients to not only look hot, but feel hot too, and this includes choosing the right snacks. Valerie's secret for getting her celebrity moms "Hot in a Hurry" includes a strategic snack plan that includes choosing satiating, on-to-go foods and selecting foods that give you more for your nutritional buck, such as pistachios.

Valerie Waters' Smart Snack Tips

- **Baby got *Snack***

"Choose a healthy snack that tastes good and makes you feel good. I love pistachios because they're delicious, nutritious and completely satisfying. In fact, with pistachios you get more nuts per serving 49 kernels per ounce, compared to 23 almonds, 14 walnut halves and 18 cashews. Plus, a reduced serving of 30 pistachios makes a satisfying, deliciously healthy snack for only around 100 calories!"
- **Fuel up with Fiber**

"Besides the health benefits, fiber may help you feel full longer, and makes it easier to follow a healthy eating plan. Pistachios are good source of fiber, providing 12 percent of the daily value per 30 gram serving."
- **Know the "The Pistachio Principle"**

"A mindful snack is a smart snack and when I heard about the Pistachio Principle I really connected with the concept of calorie reduction without restriction. You see, when you snack on in-shell pistachios, just seeing the empty shells may provide the visual cue necessary to curb consumption. Plus, the act of cracking open each pistachio (versus snacking on shelled nuts) may slow you down making it more difficult for overconsumption in one sitting."