

THE PRODUCE NEWS

Vol. 112, No. 35

COVERING FRESH PRODUCE AROUND THE GLOBE SINCE 1897 Week of August 31, 2009

Sundale Sales to see significant growth in three fall varieties

BY RAND GREEN

Sundale Sales Inc. in Tulare, CA, has been increasing its table grape volume significantly over the past couple of years, and that growth will continue in coming seasons as young vineyards come into fuller production.

Most of that growth is directed at three varieties: Scarlet Royal, Autumn King and "our patented variety," the Sundale Red, said Sean Stockton, president of Sundale Sales and a partner in the company along with Aram Kinoshian and his son, Todd Kinoshian, who are the primary growers of the company's grapes.

The Kinoshians have added a substantial amount of acreage over the last few years, including a 180-block of "new plantings and graftings" that are just "coming into play," Mr. Stockton said. In all, "we've got probably 600 acres" of vineyards that are currently in "their first three years of production," with more young acreage yet to come into production and new vineyards continuing to be planted.

"We are well on our way to being a little more than 3 million boxes" this year, with

more growth ahead, he said.

The three varieties that are currently receiving most of the focus in Sundale's expansion are all fall varieties.

Scarlet Royal is considered a mid-season variety, but it had "just started" when *The Produce News* talked to Mr. Stockton Aug. 13. "We will be packing those through the month of September," he said.

Sundale Red "is our late-seasons premium red," he noted. It will begin in late September and be harvested

primarily in October and November.

Those two red seedless varieties "along with the mainstay of Crimson ... will be our red program from September on," he continued.

In green seedless varieties, Sundale's Princess harvest had "just started this week," and the grapes look "fantastic," Mr. Stockton said. "The size and consistency are as good as they have ever been."

Princess will be followed by Autumn Kings, which "will

probably start somewhere between the 14th and 21st of September," he said. "We will be packing those all the way into October." That will enable Sundale to market a fresh green seedless grape "all the way through Thanksgiving" and beyond. "I think we will definitely have Autumn Kings," as well as Crimsons and Sundale Reds, "well into the month of December," he said.

Sundale is "the largest producer of Autumn King," Mr. Stockton told *The Produce*

News in a previous interview. "We have a lot invested in that variety, and we are a strong believer" that not only because of its large size but because of its flavor as well, "it is going to be very successful in the marketplace for the late season."

As for the Sundale Red, it has "jumbo size" and is "the best-eating grape that I have ever had," Mr. Stockton said, adding that its storage ability and its eating quality together "make it just a super grape at the end of the season."



Sean Stockton is president of Sundale Sales.