

Newsletter Date
September 12, 2017

Fruit Ridge Notes

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from Ron Reister
C.C.A.

Fruit Ridge Notes - Tuesday - September 12 - 2017

Greetings to All ... A Wonderful Stretch of Weather as of Late !!!

Blessings just Keep Piling On All of Us Here in the Ridge ...As We fervently continue our Prayers for Those Dis-Placed where the Weather has Brutally Kicked Their BackSides

******The last Time we Ordered** some more **Ladders**, the Holiday Weekend kinda messed with us...??? ButIt still takes about 7 business days to get more in....from Strathmore California. We allow 10 Days....

Here---Now---We Have Left.... 9 - 7 Ft.... 9 - 9 Ft and 2 - 10 Ft. All Strathmores..... Our 8 Ft. are all sold-gone....

And...We have 8 of those really Super-Advanced-Hi-Tech "Yield-Max" Pickn-Buckets left....They go for apprx \$135-\$140.... And we have about 50 of the NeoNylon LightWeight Apple-Barrel-Pickn-Buckets.... which go for over \$90.... But ask Deanna for a Deal on those..... I'll bet she will go for a 10% Discount...??Like \$85 ...?? We Deliver.

******Phil--MSU---In the "Gibberellin--Gala--Frost--Trial"**

Prelim-Results offered back in July ...??? What I found was really quite brief... He will have a much more detailed Summary sometime in the near future I'm sure.... ??? Or it could be a Report for at the December Expo...???

ButHis "bottom-line" was

---All Gibbs Increased Fruit Set after the Cold

---The GA 4+7 products increase the number of severely 'frosted' fruit

******Some Very Huge Encouraging Results** with using **Blush**

2x ...Pretty amazing really Looks like quite probably....Based on the Market \$\$\$\$ here and in N.Y. in the last 20 Days.... Some Guys that spent the \$65-Blush-\$\$\$---*Twice* = \$130 Total-Blush 2x-\$\$\$ Are getting an additional \$6000 on up to \$9000-\$10,000 [or More] Per - Acre Revenue.... Just Due to the ridiculous Great Pack-Outs they're getting compared to the *UnTreated Rows*... where from those Apples are not making the 40%-Minimum-Red-Color-Requirements...???

That's a 7600% Increase.... a 7600% R.O.I..... "It's All About the Pack-Outs."

And of course Ya gotta remember they were "First-Out-There" with these Pack-Outs...on that Early-Dollar-Market, which is always a huge deal-advantage as well.

14050 Fruit Ridge Ave
Kent City, MI 49330

PHONE:

Office-(616) 678-7706
(616) 887-9933
Ron's Mobile-(616) 437-0073
Matt's Mobile- (616) 808-9774

FAX:

(616) 678-5320

E-MAIL:

Ronaldgreister@gmail.com
Deanna.reister@gmail.com
Nancy.reisters@gmail.com
Alicia.reisters@gmail.com
Reisterm31@gmail.com

We're on the Web!

See us at:

www.reisters.net

Also ...We are seeing that the "Tighter" Days-Before-Harvest-Treatments are performing way better than any of the Experts ever expected...??? But I think that can depend a whole bunch on the given year....the Weather we get during the Coloring Season.... I think that can play a little bit different in another year....??? But what we're seeing right now is some stellar performances with the 10 - 15 - 20 Da.PreHarvest Applications....

....Again...Like on the Zestar in N.Y.....Pretty Incredible R.O.I.
.....Compared to the UnTreated Rows.... Insane.

.....And..... These Results even in this Season that is really pretty doggone good for Natural Coloring Both Here *and* in N.Y. Lots and lots of Trial-Variations being Watched as Well....the Blush Tank-Mixes with Parkaand also with OxiDate.... and with all 3 Products... Pretty remarkable results.

See attached Photos of some **Blush 2x** Treated Honeys and some Gala here--Ridgejust Down the Street.

We can certainly see why more and more Guys every year are telling me they plan to stay on an Annual Blush-Program....They're saying....

.... *"Year In--Year Out...8 out of 10 Years, It just makes me serious Money. It's all About the Pack-Outs."*

Warmest Regardsr

