The Feasibility of Producing Cider Apples in Sonoma - Marin Counties – and the North Coast of California

February 17, 2015
SRJC Shone Farm
University of California
Cooperative Extension
Sonoma County
Paul Vossen Specialty Crops Advisor – UCCE (Sonoma-Marin)

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Specialty Crops

Paul Vossen, Farm Advisor

Paul Vossen has been a Farm Advisor in Sonoma County for over 25 years. He works with the county’s 800 small-scale commercial farmers who grow olives, tree fruits, nuts, berries, vegetables, herbs, cut flowers, and other specialty crops on about 8,000 acres. His goal is to help farmers, processors, and marketers make a profit in local agriculture while promoting sustainable practices. His research and educational program emphasizes crop diversity. He also manages the 200 volunteers in the Master Gardener Program who help educate home gardeners about pest management and good cultural practices.
Sonoma Organic Growers

• 18,503 acres – 3rd in the state
• 191 growers – 3rd in the state
• $44 million in sales – 4th in the state
• Small-scale – 65% < $100,000 gross
Cider Goes Trendy

SJ Mercury News 2-2015
Lets start a “Name Trend”

Apple Juice

Apple Cider

NOT Cidre
$ 500 million in USA

ALSO:

Huge industry in England, France, & Spain

Craft Beer “categories” (Chicago Cider Summit)

#1 – IPA
#2 – Cider
#3 - ????

Samuel Smith's ORGANIC CIDER
PRODUCED FROM ORGANICALLY GROWN APPLES
PRODUCT OF UNITED KINGDOM
Hard apple cider seeing welcome revival

By Kimberley Lovato

If an apple a day keeps the doctor away, then some might just become healthier than ever. Hard apple cider is having a moment right now here in the U.S., or really, a revival. Once the most popular drink during colonial times (settlers imported apple trees from England), and still pervasive throughout the United Kingdom, hard cider fell on hard times when beer became the tipple of choice during the 19th century. But hard apple cider is back — hardcore.

Maybe it’s the recent attention to gluten, or maybe it’s our love affair with nostalgia, but hard cider sales have reportedly tripled over the last three years, raking in approximately $1.3 billion in 2013. A U.S. Association of Cider Makers formed in February 2013 to advance cider in the market. Big brewer MillerCoors released its Smith & Forge Hard Cider in March. In May, Anheuser-Busch InBev presented its first new product in eight years when it introduced Johnny Appleseed Hard Cider, whose namesake (Johnny Chapman) grew apples for making hard cider during the late 1700s to early 1800s.

Not to be confused with non-alcoholic juice sometimes sold as cider, hard apple cider is a fermented beverage usually made with an assorted variety of apples that can alter the taste of the finished product, from bitter to sweet and even bitter-sharp.

In San Francisco, the trend is in full bloom with companies like Golden State Cider (www.drinkgoldenstate.com) leading the charge. The brand is part of the portfolio of family-run Devoto Orchards (www.devotoorchards.com) and the company has been growing for over 50 years. Golden State Cider has a large presence in the area with four locations.
Local Cideries

1. Ace Cider
2. Sonoma Cider
3. Devoto Cider
4. Tilted Shed Cider
5. Boonville Cider
6. Drew Winery
7. Troy Cider
8. CA Cider House
9. Specific Gravity
10. Murray’s
11. Apple Garden
Information on making Cider

Tickets on Sale for San Francisco February 16th!


Brought to you by SBS Imports, and the Seattle Beer Collective.
Wine and Brewing Courses

TRY OUR WINEMAKING CERTIFICATE PROGRAM FOR FREE!

Learn the Science Behind the Art of Winemaking

UC Davis Extension’s internationally acclaimed online Winemaking Certificate program gives you the knowledge, confidence and practical skills to pursue your passion for winemaking. Fill out this form and we'll
The 2015 Sonoma County Beer, Cider and Spirits Conference promises to be a stimulating afternoon of insight, education, and networking that will conclude with tasting opportunities provided by all of Sonoma County’s biggest producers! This event will bring together the largest gathering of Sonoma County beer, cider and spirits producers ever, and a broad range of topics will be discussed by leaders from every stage of the industry, from retail to finance to distribution to regulations.

A series of notable speakers will include a Keynote Discussion with Fritz Maytag and Keith Greggor of Anchor Brewing Company.

The conference will conclude with a reception of beverage tasting and sponsor booths.

Take this opportunity to network with other members of this growing industry, receive new information and learn more about effective business practices!
Welcome to your New CCPA website

Blog posts

- **Association named Cider Summit SF Beneficiary**
  29 Jan 2015 10:30 AM • Anonymous member

- **Sonoma State University offer Wine Business Seminars**
  29 Jan 2015 3:50 AM • Anonymous member

- **First Ever California Cider Association Annual Meeting**
  29 Jan 2015 2:44 AM • Anonymous member

- **Enter the California Cider Competition**
  03 Aug 2014 9:20 PM • Anonymous member

- **Berkeley Cider Summer**
  26 Apr 2014 10:37 PM • Anonymous member

Upcoming events

- **Cider Summit SF**
  26 Apr 2015 12:00 PM • ThePresidio - Civil War Parade Ground, San Francisco

- **Craft Beverage Expo**
  05 May 2015 9:00 AM • Santa Clara Convention Center, 5001 Great America Parkway Santa Clara, CA 95054

- **Award Winning California Cider Tasting at the Mendocino County Fair and Apple Show**
  18 Sep 2015 12:00 AM • 14400 Highway 128 Boonville, CA 95415

Become a member

Now is a great time to join. Our industry is growing rapidly and together we can have a dramatic impact on our future success.

About us

The California Cider & Perry Association is in the process of forming a statewide association of cider makers, cider orchards, supporting business supply the cider industry.

What’s the California Cider & Perry Association?

We hope to gather and share information to advance the cider industry as a whole, enhance individual operations, and connect with consumers with the cider they love.
You may have heard of the Northwest Cider Association they’ve accomplished a great deal for our northern cidemaking brethren. And the United States Cider Maker Association is making progress representing us all at the national level.
Juicy Market (PD article 1-11-2015)
## Top 14 US Cider Brands ($)

1. **Angry Orchard** – Boston Beer Co: $208.1 million
2. **Woodchuck** – C&C Group: $38.3 million
3. **Johnny Cider** – Anheuser-Busch: $20.7 million
4. **Smith and Forge** – Miller-Coors: $19.6 million
5. **Strongbow** – Heineken USA: $15.2 million
6. **Stella Artois Cidre** – Anheuser-Busch: $11.9 million
7. **Crispin** – Miller Coors: $8.4 million
8. **Michelob Cider** - Anheuser-Busch: $7.5 million
9. **Hornsby’s** – C&C Group: $6.3 million
10. **Bold Rock** – Bold Rock: $2.5 million
11. **Magners** – C&C Group: $2.4 million
12. **Wyders** – C&C Group: $2.2 million
13. **Ciderboys** – Ciderboys: $2.2 million
14. **Ace** – California Cider Co: $2.2 million
The 50+ Most Recently Reviewed and Rated Hard Ciders


Below are the most recent 50+ ciders reviewed here at The Cider Journal since our founding in May of this year. Listed by region and in alphabetical order and with their Star Rating. Eight of these hard ciders have earned 4.5 stars or more. **Standout Cideries according to our reviews include Eric Bordelet and Le Pere Jules from France, Tilted Shed Ciderworks from Sonoma County, California and West County Cider from Massachusetts.**
Not-So-Top Rated Hard Ciders

July 7 – 2014 ciderjournal.com

[Bar chart showing the number of ciders rated at different star levels]
Top Rated Hard Ciders at The Cider Journal

Posted February 9, 2015.

Top Rated!

Below are the highest rated hard ciders reviewed here at The Cider Journal over the past few months. Each are outstanding examples of today’s renaissance in craft cider from across the globe. We urge you to not simply look at the ratings, but to click through and read the reviews.

Carlton Cyderworks Citizen Cider - 4.5 STARS

2013 Tilted Shed Ciderworks Lost Orchard Cider – 4.5 STARS

2013 Tilted Shed Ciderworks Barred Rock Barrel Aged Cider – 4.5 STARS

South Hill Cider Company Soundpost Cider – 4.5 STARS

Eden Sparkling Dry Cider – 4 STARS

Bereziartua Sagardoak Basque Cider – 4 STARS

2012 Wandering Aengus “Wanderlust” Cider – 4 STARS

Blue Mountain Cider Company Oregonian – 4 STARS
Top Rated Hard Ciders

Posted February 9, 2015 - - http://ciderjournal.com

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2012 Wandering Aengus “Wanderlust” Cider – 4 STARS
Blue Mountain Cider Company Oregonian - 4 STARS
Westcott Bay Traditional Dry Cider - 4 STARS
Westcott Bay Semi Dry Cider – 4 STARS
Albemarle Ciderworks Red Hill – 4 STARS
Albemarle Ciderworks Jupiter’s Legacy – 4 STARS
Sea Cider Kings and Spies Hard Cider – 4 STARS
Cider Reviews

Wine-like (made from cider apples)

- **Color**: light amber/orange, clear
- **Bubbles**: short bust of short-lived bubbles
- **Aroma**: pure and direct and fresh - ripe, bright apple - great intensity + orange peel, cinnamon and a hint of yeastiness
- **Body**: medium - great deal of texture from tannin and acidity + little or no weight is derived from sugar and the sparkle is apparent, but minimal
- **Flavor**: intense and deep - fresh apple – slightly cooked + a hint of bitter like shaven apple peels + citrus + woody note with the tannin
- **Finish**: long, lingering.
- **Alcohol**: 8.6%
Not-So-Top Rated Hard Ciders

July 7 – 2014 ciderjournal.com

- Angry Orchard Crisp Apple Hard Cider 1.5 STARS
- Appeltreow Winery Sparkling Perry 2.5 STARS
- Argus Cidery 2012 Idalou Brut Sparkling Cider 3 STARS
- Crispin “The Saint” Artisanal Reserve Cider 3 STARS
- Foggy Ridge First Fruit Hard Cider 3.5 STARS
- Foggy Ridge Sweet Stayman Hard Cider 4 STARS
- J K’s Scrumpy Cider — Orchard Gate Gate Gold 2.5 STARS
- Newton’s Folly Authentic Cider 1.5 STARS
- Woodchuck Farmhouse Select Original 91 Hard Cider 1.5 STARS
Cider Reviews

**Beer-like Product (Angry Orchard)**

- **Color**: Golden colored
- **Bubbles**: noticeable carbonation that hits like a brick.
- **Aroma**: ripe apple, Mott’s apple juice one-dimensional
- **Body**: somewhat light bodied
- **Flavor**: dominated by heavy amounts of residual sugar, citrus and a prominent stewy/apple sauce component + nothing bitter or sharp + spitting image of Jolly Rancher Green Apple candy liquified
- **Alcohol**: 5.0%

Angry Orchard will be responsible for introducing many people to cider in the United States.
Retail Prices of Ciders

**Beer-like**
- $6-10 - six pack
- $10 - $14.00 - 22 oz. bottle

**Wine-like**
- $15 - $30 - 22 oz. bottle
- $15 - 375 ml bottle
Price for apples & juice

125-150 gallons of juice/ton fruit

**Beer-like – dessert apples**
- $150-450/ton
- $1-3/gallon for juice

**Wine-like – cider apples**
- $700 – 1,200/ton
- $6 to 8/gallon for juice
## Table 2: Season-Average Apple Prices Received by U.S. Growers, 2010-2013 Crop Years

<table>
<thead>
<tr>
<th></th>
<th>2010</th>
<th>2011</th>
<th>2012</th>
<th>2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>All sales (cents per pound)</td>
<td>25.10</td>
<td>30.30</td>
<td>37.10</td>
<td>31.10</td>
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<tr>
<td>Fresh consumption (cents per pound)</td>
<td>32.60</td>
<td>39.40</td>
<td>45.30</td>
<td>40.90</td>
</tr>
<tr>
<td>All processing (dollars per ton)</td>
<td>187.00</td>
<td>226.00</td>
<td>281.00</td>
<td>200.00</td>
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<tr>
<td>Canned (dollars per ton)</td>
<td>207.00</td>
<td>230.00</td>
<td>395.00</td>
<td>226.00</td>
</tr>
<tr>
<td>Juice and cider (dollars per ton)</td>
<td>149.00</td>
<td>198.00</td>
<td>221.00</td>
<td>151.00</td>
</tr>
<tr>
<td>Frozen (dollars per ton)</td>
<td>198.00</td>
<td>246.00</td>
<td>328.00</td>
<td>240.00</td>
</tr>
<tr>
<td>Dried (dollars per ton)</td>
<td>143.00</td>
<td>214.00</td>
<td>176.00</td>
<td>200.00</td>
</tr>
<tr>
<td>Fresh slices (dollars per ton)</td>
<td>377.00</td>
<td>357.00</td>
<td>302.00</td>
<td>319.00</td>
</tr>
<tr>
<td>Other (dollars per ton)</td>
<td>241.00</td>
<td>201.00</td>
<td>249.00</td>
<td>308.00</td>
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### Value of Fresh Production (000)

<table>
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<th>2010</th>
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<th>2012</th>
<th>2013</th>
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<tbody>
<tr>
<td>Value of Fresh Production (000)</td>
<td>$2,037,047</td>
<td>$2,482,031</td>
<td>$2,980,250</td>
<td>$2,781,058</td>
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### Value of Processing Production (000)

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<th>2010</th>
<th>2011</th>
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<th>2013</th>
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<tbody>
<tr>
<td>Value of Processing Production (000)</td>
<td>$276,541</td>
<td>$341,370</td>
<td>$327,385</td>
<td>$316,902</td>
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### Total Farm-Gate Value of Production (000)

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<th>2010</th>
<th>2011</th>
<th>2012</th>
<th>2013</th>
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<tbody>
<tr>
<td>Total Farm-Gate Value of Production (000)</td>
<td>$2,313,588</td>
<td>$2,823,401</td>
<td>$3,307,635</td>
<td>$3,097,960</td>
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</tbody>
</table>


1 Total revenue to growers from fresh and processing sales.
The Specialness of Sonoma

- Natural beauty - diversity
- Climate
- Good soils
- Water
- Clean air
- High quality wine
- Diversity of products
What makes wine so good

- Warm days – cool nights
- Matching variety with growing region
- Vigor management (rootstock, training system, water management, etc.)
California
Cold Ocean Current
Sonoma County influenced by fog pattern
Great reputation for quality

Sonoma County Wines are Special
Wine grapes are profitable because we do it right

- The perfect blend of fog and sunshine
- Cultivar- clone – rootstock
- Spacing – training system - trellis
- Water management – weed control
- Pruning - leaf removal
- Cluster thinning - shoot positioning
- Disease prevention - insect control
- Fertilization - mulching - cover crop
- Bird control - harvest timing –
- Fruit handling – fermentation – winemaking
Excellent Milk

CLOVER STORNETTA

This milk is from cows NOT treated with the growth hormone rBST.

FAT FREE Milk

GOOD SOURCE OF PROTEIN
VITAMIN A & D

ONE GALLON (3.78 L)
Specialty Cheeses
Great Tasting Tomatoes
Spicy Olive Oil
Vibrant Cut Flowers
Crops Lost since 1940-50

- **Prunes**: 20,000 acres worth $6 million
- **Hops**: 2,800 acres worth $2 million
- **Walnuts**: 1,100 acres worth $800,000
- **Pears**: 3,000 acres worth $630,000
- **Cherries**: 1,000 acres worth $624,000
- **Berries**: 670 acres worth $178,000
- **Peaches**: 200 acres
- **Kiwi**: 44 acres
- **Figs**: 13 acres
Sonoma County Prunes
Marichino Cherries
1000 HOP PICKERS WANTED

245 ACRES OF HOPS TO PICK IN THE YARDS OF

WOHLER RANCH ON THE RUSSIAN RIVER

Butcher Shop, Grocery Store, Ice Cream Stand, Lunch Room at the Camp FREE TENTS, WOOD AND WATER

CHISHOLM FARMS CO.

Phones: Santa Rosa 2F15 Windsor 6F24

ROUTE 1, BOX 109
Healdsburg, California
Can beer labeled with “Locally Grown Hops” sell at a high enough price to make a profit?

OR . . . .

If beer tastes better made from Sonoma County hops
Small Grains *(locally grown)*
Declining Apple Industry

- **1940**: 13,875 acres - $574,643
- $0.60-0.70/box fresh - - - $10/ton processed
- Could raise a family of 4 on 10 acres
- **1980**: 8,306 acres - $55,061,600
- $400/ton fresh packed = $3,120/acre
- $135/ton @ 7.8 tons/acre = $1,053/acre

- **2013**: 2,155 acres
  - $5,828,600
  - 8.5 tons/acre
  - $317/ton
  - $2,704/acre
Non Harvested Fruit
Apples to Grapes 2004
### Sonoma County Ag Commissioners 2013 Crop Report Data

<table>
<thead>
<tr>
<th>Crop</th>
<th>Year</th>
<th>Bearing Acres</th>
<th>Tons/Acre</th>
<th>Total Tons</th>
<th>$/Ton</th>
<th>Dollar Value</th>
<th>Total</th>
</tr>
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<tbody>
<tr>
<td><strong>Apples (all)</strong></td>
<td>2013</td>
<td>2,155</td>
<td>8.53</td>
<td>18,382</td>
<td>$317</td>
<td>$5,828,700</td>
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<tr>
<td></td>
<td>2012</td>
<td>2,195</td>
<td>8.29</td>
<td>18,188</td>
<td>$297</td>
<td>$5,394,800*</td>
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<tr>
<td><strong>Fresh</strong></td>
<td>2013</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>$1,382,100</td>
<td></td>
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<tr>
<td></td>
<td>2012</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>$1,346,900*</td>
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<tr>
<td><strong>Processed (a)</strong></td>
<td>2013</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>$4,439,600</td>
<td></td>
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<tr>
<td></td>
<td>2012</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>$4,048,500*</td>
<td></td>
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<tr>
<td><strong>Grapes (wine)</strong></td>
<td>2013</td>
<td>59,772</td>
<td>4.53</td>
<td>270,609</td>
<td>$2,236</td>
<td>$605,068,400</td>
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<tr>
<td></td>
<td>2012</td>
<td>58,890</td>
<td>4.53</td>
<td>267,062</td>
<td>$2,183</td>
<td>$582,942,100</td>
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<tr>
<td><strong>Olives</strong></td>
<td>2013</td>
<td>731</td>
<td></td>
<td></td>
<td></td>
<td>$268,000</td>
<td></td>
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<tr>
<td></td>
<td>2012</td>
<td>705</td>
<td></td>
<td></td>
<td></td>
<td>$165,700</td>
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<tr>
<td>**Miscellaneous (b)</td>
<td>2013</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>$575,000</td>
<td></td>
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<tr>
<td></td>
<td>2012</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>$565,100</td>
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<tr>
<td><strong>TOTAL</strong></td>
<td>2013</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>$611,740,100</td>
<td></td>
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<tr>
<td></td>
<td>2012</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>$589,067,700*</td>
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3.5 x $ value
History: Redwoods to Apples
Dried Apples
Fresh Apple Industry

25 packers to 1
Dry farmed apples
Water – Amount & Quality
Production Comparison

Irrigated Apples
- 3 x 12 spacing 1,000/A
- Bearing starts 2nd yr.
- Cover crop row middles
- Use 20 to 42 inches
- Yields of 35-50 Tons/A
- Specialty varieties @ $2,000 to $4,000/Ton
- $70,000 - $200,000/acre

Dry Farmed Apples
- 12 x 24 spacing 150/A
- Bearing starts 6th yr.
- Tilled to save water
- Use soil stored rain
- Yields 8-15 Tons/A
- Existing varieties @ $300 to $2,000/Ton
- $2,400 - $30,000/acre
Irrigated semi-dwarf yields 40-60 tons/acre

Irrigated standard yields 50-63 tons/acre
No doubt – **flavor** is better with dry farmed – deficit irrigated fruit