

APRIL 10, 2026

# ANNOUNCING: 2025 Field Prices

## NOTE FROM SHAUN AND LARRY:

We are thrilled to announce the field price for the 2025 hazelnut crop!

When we updated the 2025 “Floor Price” in February, we promised you that the actual field prices would be millions more.

True to our word, **we are very pleased to announce over \$18 MILLION MORE for George Packing Company (GPC), Northwest Hazelnut Company (NWH), and Hazelnut Growers of Oregon (HGO) growers!**

### What an amazing year for hazelnut farmers!

Thank you for your support! With a Turkish freeze in April 2025, global buyers were seeking a stable, high-quality hazelnut supply, and we were ready. For over 30 years, our business model has been to take a fixed fee and return the increases to you. Every year, we work to build markets, invest capital into the newest technologies, expand hazelnut consumption, create stability, and maximize long-term prices.

## KEY POINTS 2025 Crop:

- 1. Specialty markets**, not commodities, have been significantly higher-priced markets this crop year. Crop year 2025 saw a return to a more normal market; commodity pricing was strong, but high-value products, small-lot orders, and specialty orders drove field prices to record levels. These orders take longer to prepare and ship and carry a much greater risk, but they allow us to secure the highest hazelnut prices for our growers.
- 2. Quality was incredible!** Thank you to our growers and receiving stations for delivering the highest quality hazelnuts in the world. While many in the market struggled with mold, rancidity, and insect damage, we were able to deliver near-perfect-quality hazelnuts. The long-term investments in our Oregon supply chain paid off with higher prices and exceptional demand.
- 3. Our long-term reputation** for quality and stability continues to deliver real value! We have spent over 30 years building a reputation for the highest quality and long-term stability for buyers, while delivering the highest field prices and the most transparency to growers. Over the years, we have faced many so-called “Two-Cents-More-Than-George’s” competitors that attempt to gain quick volume by offering a couple of cents more on just two or three varieties, and varieties for which they have little volume. But hazelnuts are a long-term business built on credibility. Numerous “\$0.02’s More” companies have now come and gone, while our companies have provided the industry with consistent stability by paying the highest field prices and delivering consistent quality to buyers. Growers have depended on us to consistently pay the highest field prices across all varieties and mixed-prices that are directly tied to actual market returns and crack-out yields from your crop. We’re proud that historically (**and specifically over the past three years**) our field prices are the highest average price in the industry. Your loyalty makes this grower-focused model possible, and it continues to strengthen the Oregon hazelnut industry.

Thank you, and we truly value your partnership in this great industry.



Shaun George



Larry George



# \$18 MILLION MORE THAN THE FEBRUARY FLOOR!

Due to our emphasis on achieving the highest price possible through specialty and value-added markets, this year the 2025 field price announcement was delayed until April. In February 2026, we entered into a new "Floor Price" agreement with the HGBA to provide growers with an indication of the strength of our efforts. As of April 10<sup>th</sup>, we have established 2025 field prices on over 50 different varieties and mixes – with many new record highs. Your patience has paid off... and we thank you for your partnership!

## Mixed Varieties Get Big Win!

We have been trying to find the fairest ways to pay growers who temporarily have two different varieties in their young orchards. We tried simply paying the average of the two varieties, and growers asked us to pay on yield, so we tried that. In both systems, some growers win, some lose. Not anymore! **FOR THE 2025 CROP: Growers with mixed orchards will get the HIGHER of the average price of the two varieties, or the actual "yield-test".**

That's like "heads-you-win" and "tails-you-win" for hazelnut growers. Below are some of the mixed varieties that we are paying more than the average of the two primary varieties.

## Congratulations and Thank You for Your Partnership and Support of Our Great Industry!

HIGH-YIELD			UPDATED PRICE!
VARIETY	GPC 2025 Floor Prices	INCREASE (Per Pound) Field Prices	GPC (AS OF 4.10.26) Field Prices
McDonald	\$2.30	+ \$0.21	<b>\$2.51</b>
Casina	\$2.30	+ \$0.20	<b>\$2.50</b>
Sacajawea	\$2.30	+ \$0.20	<b>\$2.50</b>
MID-LEVEL SHELLING			UPDATED PRICE!
PollyO	\$2.15	+ \$0.23	<b>\$2.38</b>
Wepster	\$2.15	+ \$0.21	<b>\$2.36</b>
Yamhill	\$2.15	+ \$0.19	<b>\$2.34</b>
Santiam	\$2.15	+ \$0.10	<b>\$2.25</b>
054	\$2.15	+ \$0.09	<b>\$2.24</b>
Willamette	\$2.15	+ \$0.08	<b>\$2.23</b>
Clark	\$2.15	+ \$0.05	<b>\$2.20</b>
Lewis	\$2.15	+ \$0.01	<b>\$2.16</b>
Dorris	\$2.15	+ \$0.01	<b>\$2.16</b>
Jefferson	\$2.00	+ \$0.05	<b>\$2.05</b>
Barcelona	\$2.00	+ \$0.04	<b>\$2.04</b>
MIXED VARIETIES (HIGHER THAN AVERAGE PRICE)			
	UPDATED PRICE!		UPDATED PRICE!
McDonald   Wepster	<b>\$2.47</b>	Jefferson   PollyO	<b>\$2.28</b>
Sacajawea   Yamhill	<b>\$2.45</b>	Jefferson   Wepster	<b>\$2.26</b>
PollyO   Wepster	<b>\$2.38</b>	Jefferson   Yamhill	<b>\$2.23</b>
Wepster   Yamhill	<b>\$2.36</b>	Jefferson   Lewis	<b>\$2.14</b>

April "2025 Field Prices" represents GPC, NWH, and HGO's minimum as of April 10, 2026, and is not necessarily the final 2025 hazelnut field prices. All payments will be completed no later than September 15, 2026.

