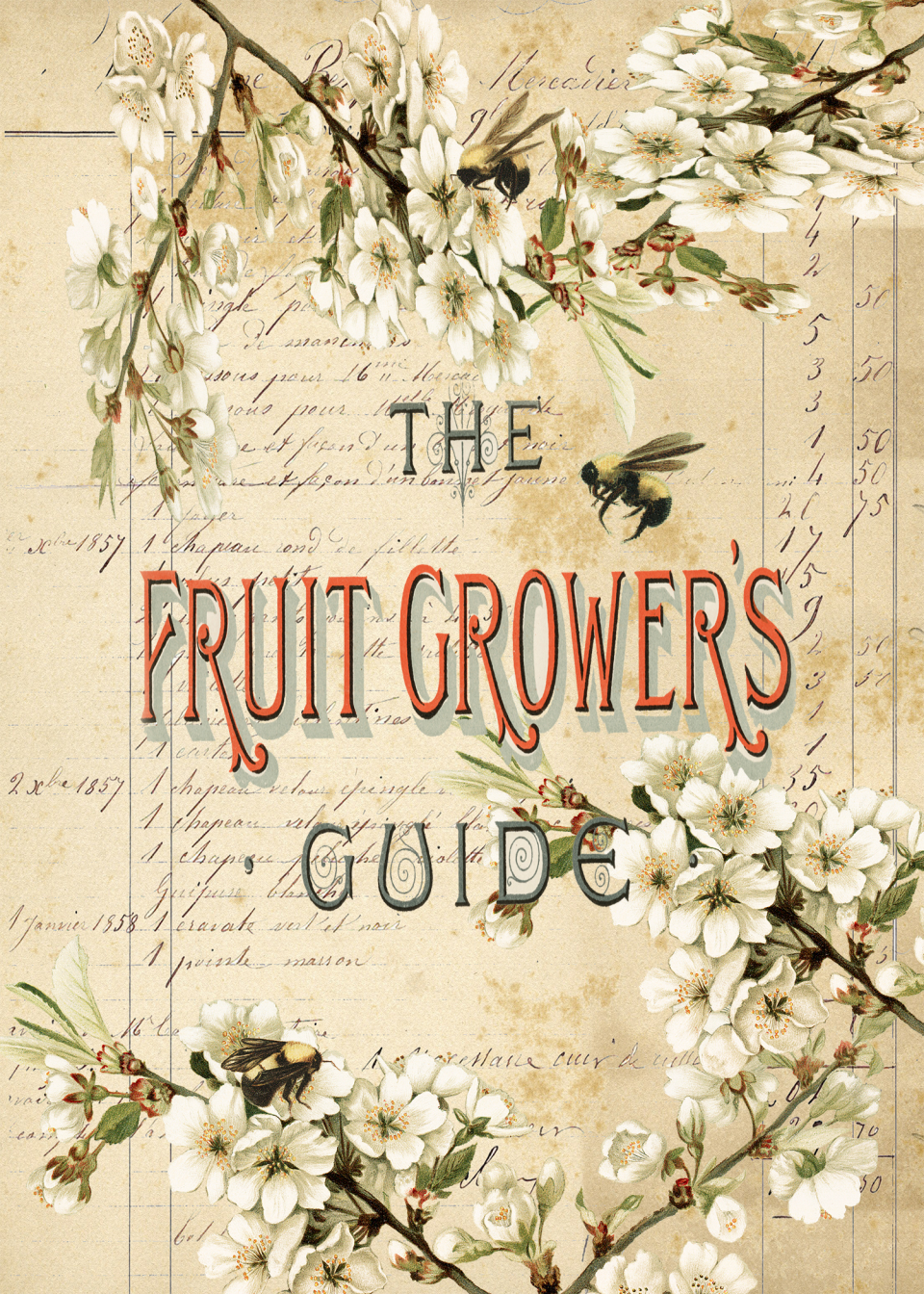THE FRUIT GROWER'S GUIDE