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SIERRA'S VIEW

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Water update

The water situation has gotten bleaker with rainfall and snowfall pack for Northern California, the Sacramento delta upward is off as much as 50% down from last year which was a dry year. The snow pack and rainfall for Southern California, is roughly about 80% of a normal year, still a bit behind last year. We still are expecting some rain in February, which is our rainiest month of the year for our areas. However, this puts M.W.D., our big water producer, in an interesting situation. They have not called for a residential cutback as of yet, but the pressure is definitely on. As tough as our situation is here in the southern part of the state, the area of Sonoma, a great wine growing area in Northern California, has issued a 50 % usage cut as of this date. Their water comes from runoff from the snow pack and goes into storage facilities, and they have had a terrible start to the season. Let's keep our fingers crossed that weather changes are coming and we get back to our normal pattern.



Meanwhile, the trees are doing quite well and the bloom is starting to show itself with early bloom coming out especially since we have had weeks of 70 & 80 degree weather. Right now we are getting to the end of the frost season so I am feeling very good about next year.

Marketwise

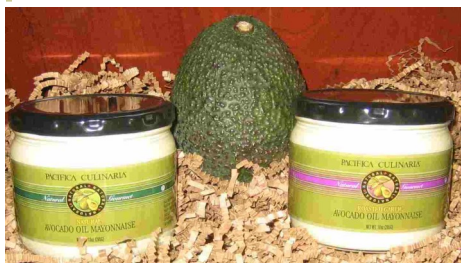
As of the date of this letter the avocado market is flirting with \$1.00 on 48's & \$1-\$1.20 on 40's. Chile is basically done with very small shipments for the rest of the year. Mexico, which had an incredible Super Bowl, had shipments of roughly 40 million pounds in two weeks. They are backing off and allowing the market to adjust itself after the Super Bowl consumption. We are going out in the field and checking crop size and looking for the market to turn with maybe an upward tick in March. Larry Weaver will be contacting you when he thinks it's a good time to pick for this season.

C.A.C.

I attended the annual Avocado Commission meeting for southern growers and frankly I was very disappointed. There were some very angry growers who got up and chastised the commission. First and foremost, I feel it necessary to remind and point out that these commissioners are there as volunteers to represent our grower community. When they finally realized there was wrongdoing, they corrected it immediately and have spent the last year changing policies and doing exactly what was asked of them to do. I feel it is very unfortunate that the only story being told is what I believe to be a distortion of the truth. There is, in my opinion, one person to blame and that is Mark Affleck. The staff of the Commission, has worked hard, did their jobs and followed their leader, and because of that they are being raked over the coals. Over the last 15 years CAC has done a great job of increasing the value of our crop and I am extremely disappointed that this upheaval with regards to the ex-President of the CAC, is taking away the focus that should be had on our business. I for one am very angry at what took place, but it is time to begin to look toward the future. We have many issues that are crucial to the survival and success for our industry that we need to focus on now. I look forward to changing the way we do business at the commission and am hopeful that we can switch the focus to the future, since our advertising is going to be extremely important to us in the future especially in 2010 when our groves come into top production.

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