



P.O. Box 1537

Temecula, CA 92593

800-899-FARM

# SIERRA'S VIEW

Volume 2, issue 13

January 2009

## HAPPY NEW YEAR!!!



Hoping you had a very happy new year, looking forward to a prosperous 2009. With all the turmoil that happened in 2008 it's nice to get a fresh start. We here at Sierra Pacific Farms are looking forward to the new year.

## OUT IN THE FIELD...

In some areas we've been dealing with light frost conditions with 2 nights in Ventura and San Diego County where we had to go out and fire up the machines for durations of more than an hour but we've yet to see any damage. So far we've had a normal December and going into a little drier January than normal. December's rainfall was a blessing in all areas with over 2 inches and some cases of 4 inches of rain pushing all the salts out of the soils so our trees are ready for spring and for blooming and setting the fruit. Currently we see no pests out in the groves. Our entomologists are checking for snails and watching for thrip.

We should be starting in the next month with irrigation improvements to all groves while trying to get those all done before spring. We're also looking at our topping program starting again in late February and going through April or May.

Lemons are about ready to receive their first pick, if they have not already started. Size has been increased by the rains in December. On the other hand we're waiting for the market to establish itself where avocados are concerned. At this time Chile and Mexico are battling it out for market share with really no concern for price. Once Chile is gone in late March and Mexico totally gone in May that will really establish the California Market.

## MARKET NEWS...

An interesting note is organic avocado sales are super slow with



really no premium at this point in time for organic over commercial only because the market hasn't established itself yet. I'm sure you've all heard, but as of December 12th hass 48's were released for picking which basically means they've met the maturity standards for the year. As I'm writing this newsletter all sizes are probably going to be released and we'll then get into the full swing of harvesting, probably in February or March when the market shows itself.

## **DROUGHT UPDATE...**

As you know most growers in the south have opted out of the MWD Ag refund program and no longer are constricted by the 30% allocation. The snow pack in Northern California is slightly below normal but those readings are over a month old and given the amount of rain and snow they received in the last 2-3 weeks such as Tahoe receiving up to 100 inches of snow we think we will see a turn around. Keep your fingers crossed, with the lower water usage in Southern California, snow received in Northern California and the Southern Sierras it should hopefully help to alleviate any rationing for the 2009 year.

## **MORE GOOD NEWS!!!**

As of the date of this newsletter we are still seeing fertilizer prices fall with the main culprit being the lack of consumption in China. They have stopped buying foreign fertilizers leaving a glut now on the market and believe it or not a lot of this fertilizer has been seen on a boat to an undisclosed location.

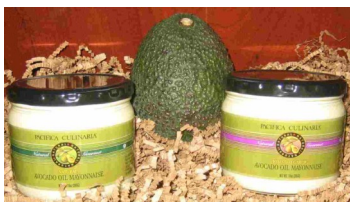
## **WEATHER...**

Forecasters are predicting a rainy period for the end of January going into February and we are looking forward to that. So far, as of today we have not irrigated since December 2, 2008 and hope to keep that string going even further.

**UNTIL NEXT MONTH.....**

*To Find Delicious Recipes*

*Visit Our Website !!!!!*



[www.thinkavocado.com](http://www.thinkavocado.com)

