



June 2009

Sierra News

OUT IN THE FIELD

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Everyone cross your fingers and knock on wood, as of the date of this letter our avocado set for the 2009/10 season looks very promising and is sizing up very well. The weather has been a large factor with June like conditions through the first week in July. The long range forecasters are also calling for a cooler than nor-



mal first part of July which should contribute to our new large size bee bees hanging on. The majority of the fruit setting on the tree is of almost a

nickel to a quarter in size.

The thrip situation out there is under control with very few groves needing to be sprayed this year. If you are one of the unlucky ones it's only because we are trying to protect a very good crop which is now setting on the trees as we speak.

CULTURAL CARE

We finished our second application of calcium nitrate fertilizer and going after our third immediately. We want to size our fruit as fast as possible, with nitrogen being the most important thing for that. Sizing our fruit and being ahead of the curve next year will give us a big advantage in getting more money for our total crop.

Next year you will not want to be picking when the industry is heavy and on a size. We are predicting that size 60 will be the dominant size next year mainly due to the water cutbacks, stumping and the poorer quality groves.

I also want to forewarn you that soon you'll be receiving a letter for the purchase of 2x4's. I haven't been in a grove yet that isn't going to need more, once again this is good news for avocado growers, however predicting how many 2x4's needed is going to be tough. We will do the best we can but would like to prop up as many of these big limbs holding a large amount of fruit as possible. We promise that we will not go too crazy on it but if it makes economic sense we'd like to purchase them. I believe we will be starting the 2x4's by the end of July or beginning of August but will use any left in the groves before purchasing more.

THE AVOCADO MARKET

Wow, what a ride! Mexico finishing up has caused an incredible surge in avocado prices. Prices as of the date of this letter are \$1.50 on Hass 48's, the only reason they are at this price is we had weekly shipments from 24 million pounds going

down to 12—13 million pounds. It's a short period of time that we will be able to take advantage of this. Chilean fruit is due in at the beginning of August which will increase supplies and drop prices accordingly.

For those of you who were able to hold onto your fruit this long which the majority of us couldn't, congratulations!!

THANK YOU

I would like to thank everyone who participated in our 20th anniversary barbeque. At times we thought it was going to pour but the weather held out for us making for a very successful and enjoyable day. For those of you unable to attend but would like to receive some of our Sierra Pacific gifts please contact Keri and she would be happy to send it out to you.

UNTIL NEXT MONTH