



May 2009

Sierra News

Market News

As of the date of this newsletter avocado prices are soaring. Current quotes for 48's are at \$1.40, 60's at \$1.20 and 40's are \$1.35. Large fruit is prevalent because of a short crop for the year, California is picking approximately 7-8 million pounds a week and that is really all we can produce. Mexico's production



slowing as they finish up their crop is a substantial factor in this market. Quality in Mexican fruit is very suspect at this time of year, once it reaches

the United States retailers only have about a week to sell it and they've learned from the past that they need to get this done. They're moving to California fruit when they can find it so for those of you holding your crop until June and July as recommended, congratulations!

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LEMON MARKET



The lemon market started very slow this year mainly due to the economy and the total volume of lemons. It has been a long wait and big disappointment with Sunkist, our marketer, in creating new demand for lemons. When the volume of lemons goes over

20 million cartons the market appears to struggle. It has been this way for a long period of time.

It is encouraging that there is talk again that lemon growers need to get together to start working on long term advertising and promotion to create new demand for their product.

There is light at the end of the tunnel for this year. Most growers have a very large crop on the grove, quality is good, sizes are excellent. As there are no real problems manifesting, it looks like it will be a normal year on the cultural aspect.

Out In The Field

For the lemon trees we're starting to prune and spray for bud mite. The first stage of the fertilizer program has been completed and we're looking to put on another half pound of nitrogen sometime in July.

On the avocado side we'll be fertilizing again in June. We are looking at a very excellent crop setting right now but still have some time to go before we know it's really permanent although signs are very, very good. We're

already seeing nickel size fruit in some groves and with the weather conditions the last 3 weeks and forecasts for the next 3 weeks it looks to be ideal for completing our bloom period.

We're watching every grove closely for thrip (keep your fingers crossed) some groves will need to be sprayed this year and others will not.

I'm very happy with the condition of both lemons and avocados out in the field, it is

very positive for this time of year.

I'd also like to take the time to congratulate our field staff for getting the trees to this stage. They've done an excellent job and it's only going to benefit our growers.

UNTIL NEXT MONTH