

SIERRA News

News, notes and tips from your friends at Sierra Pacific Farms

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Weather

Lo and behold; in this last series of storms that we've had from Valley Center to Temecula we are reporting an inch and three quarters to over two inches of rain! This has left our groves perfectly saturated for this time of year and we continue to see small amounts of rain in our forecast for the near future. Water meters



have been off since the middle of October and for the first time that I can remember in October, the bills may be a very pleasant surprise.

These rains have helped to size up fruit for the up-coming avocado season and also for sizing up lemons nicely.



Out in the Field

Because of the late set we've had, estimating has just now started in earnest. All estimates should be completed hopefully by the end of November and you should receive those from Larry in the mail. The industry over-all next year looks to be quite different from this year. This year the global industry did a little over 1.3 billion pounds with California being 500 million of that and a little more. Next year however is a totally different story. With Chile still having problems with frost from last year and this year have announced that they are going to be putting their smallest crop to the United States market - a total of 120 million pounds. The California crop is coming in now at an estimated 250 to 260 million pounds and the Mexican crop somewhere in the neighborhood of 600 million pounds and up. The unique thing about the Mexican crop is that it will be quite heavily front-loaded, meaning the fruit

will be coming in from now until April with projections of a lot less than previous years in May and June. This will bode well for a very good value for our fruit from Cinco de Mayo until September of next year. We have heard from at least four or five very optimistic salespeople in the industry that we could have some very good prices for next year! So stay tuned.



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Sierra Pacific News Cont...

Political Front

For most of us in the Upper Santa Margarita Irrigated Lands Group, we finally completed all of our paperwork. Once again, this group is quite disorganized, much like our current government. If you receive anything late, please get it over to us as soon as possible. We have the ear of the head administrator and may be able to sneak you in if you are late (past the October 31st deadline.)

Did You Know?

Do you know why we pay such attention to weed control, is it all for looks? Nope, weeds feed off of the same water and nutrients that our trees use, so it is important to not have the competition. Weed control appears to be a mundane job out in the field but the last 5 or so years things have changed drastically. Where we used to spray gallons of Roundup per acre at a very high cost, we now spray in the neighborhood of quarts per acre. We also have several new chemicals to choose from which gives us more choices.

We also have better equipment to choose from these days, such as solo backpack micro sprayers and solo backpack touch up sprayers. It gives us the ability to travel through the groves more quickly. After taking a look at the weed control bills for my own ranch, I have noticed an overall decrease over the years. Of course, the decrease depends on how wet our year is. Last year, we had several weeds pop up during the spring and summer due to late rain fall. We have also seen a new weed called "Mare's Tail ." This weed is very resistant to the Roundup-type chemicals and we have had to develop a different method of attacking this one singular weed. You will start to notice this weed in the center dividers along the freeways as the counties are having a big problem controlling it because it has morphed into this chemical resistant weed. Weed control is ever evolving and we will try to keep you up to date in the future.

Holiday Shopping

Holidays are fast approaching!! So if you are considering sending a gift to friends, relatives or business associates, check out our website at www.spfarminc.com for some ideas! We will be updating it shortly with some holiday gift ideas. To get an early start I have a coupon code you can use for your purchases now. At checkout use coupon code "news_nov10". The coupon code box is located in the upper right hand corner. This coupon requires you to spend at least \$20.00 then you will get a 15% discount. We currently have Meyer Lemons available and avocados will be shipping on December 18th.

Also some of you already are aware that the McIntyre family is a farming family! While our family is farming avocados and citrus, Scott's brother, Steve and his family, farm wine grapes as well as producing some beautiful wines. Please visit his website at www.mcintyrevineyards.com and give some of his wines a try, you won't be sorry!



UNTIL NEXT TIME...

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