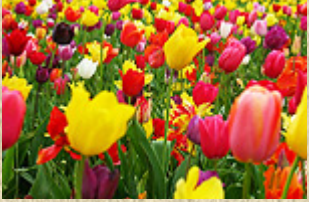


SIERRA *News*

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

800-899-3276, www.spfarminc.com

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Avocado Market

Well, I have been in the industry 35 years now and I have never seen the price of fruit in March at these levels before. Some of you who have been here as long as I have know that we did attain \$1.75 - \$2.00 per pound status in certain years when a catastrophe happened to our Northern brothers like frost or wind, but in the global market with Mexico finishing up, Chile out and California with a lighter-than-normal crop, prices have firmed up to a new record level. The rumors in the industry are that Mexico is finishing up its normal harvest with one more push for Cinco de Mayo and that there will be sporadic deliveries due to the



four days they take off during the Easter Holiday, when there will be no harvesting. Here at Sierra Pacific we are slowly going into our groves looking for size to pick.

The strategy this year will be one size pick and then going back for the strip pick. The market and our crystal ball seem to get a little foggy around the August period so we'll be looking to maximize profits with our picking strategies from now until the end of July. If we can take our fruit longer and get a higher price per pound we will certainly do so. Chile

seems to have a good-sized crop for next year and will want to get into our market as soon as possible especially at these prices.

Lemon Market

Things have firmed up even though prices per box are lagging slightly behind last year, utilization is up dramatically. I am now hoping that we can relieve last year's market returns especially now since I firmly believe that Sunkist has its juice situation in order. We are just now getting ready to accomplish our second go-through in the groves and this

will be the big pick for most of our growers. Size will be important and these late March rains have made that job easy.



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Sierra Pacific News Cont...

Pest Control

Everything is quiet in the lemons and snails have been taken care of. We have all hands on deck checking for thrip. As of the date of this letter we have not seen any signs; although given the conditions of late rains and warm temperatures, this is perfect timing for their appearance, so we will continue our diligence.



Weather



Long-range weather forecasters keep telling us we are not out of winter just yet – a few more storms, with any luck, may come out of Alaska. These storms are called cut-off lows, they sit off the coast of California and come in and benefit Central and Southern California more than Northern. Given the entire water outlook which is 140% of normal snow pack and reservoirs full with the Colorado River at 123% of normal, the water situation should be fantastic.

Out in the Field

We are waiting until the last minute to fire up your irrigation. Once we go through all of the groves making sure everything is working correctly we will be quickly onto fertilizer for this year.

Until Next Time...