

SIERRA *News*

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

800-899-3276, www.spfarminc.com

February 2011



Inside this issue:

- ▶ Market
- ▶ Lemons
- ▶ Cultural
- ▶ Political
- ▶ Water
- ▶ On-line Shopping

Market

We have seen a tremendous amount of fruit out of Mexico coming into the US market for the Super Bowl. As of the date of this letter, shipments are going well even though Mother Nature is throwing up a few road blocks with ice and snow. Chile is finishing up and should be completely out of the market by mid February. California growers are picking very few bins of avocados and are looking for the markets to improve slowly as we go through February and March. It's our intention that unless we are topping trees or taking out older groves we will probably make our first go-through picking for size somewhere late March or early April, with the market hopefully being somewhere at \$1.25 and up.



Lemons

Picking down south is coming to a conclusion. We have gone through and completed our first 10-ring and up pick and are now concentrating on our northern groves.

Cultural

By Our lack of rainfall in the month of January has caused us to turn our meters back on. We have conflicting reports for the remainder of the year, one being normal rainfall with a La Nina influence and the other being below-normal rainfall. We are still having some cold mornings where temperatures are getting down to the mid 30's and as we all know that should be ending by the end of February. The industry did receive some frost damage from past cold nights. At Sierra Pacific we had very few groves that were touched by these events. You should have already been contacted by Larry or me if you were. Of course, if you were not contacted, you had no damage.

The trees are getting ready to bloom. We are seeing clusters of blooms and what we call

“knuckles” are starting to be produced on the trees and with highs in the afternoons of 65-70 degrees this bodes well for a good, heavy bloom for this year. We are dealing with a few problems that our record rainfall in December has presented us. A few driveways and terrace roads have lost their culverts and we are fixing those as we can get to them.



PO Box 1537
Temecula, CA 92591
951-699-9980
Fax: 951-695-7593
Email: info@spfarminc.com
Web: www.spfarminc.com

Sierra Pacific News Cont...

Political

You should be getting your ballots to continue or be in favor of the referendum to keep the California Avocado Commission in place. It has been a very worthwhile and profitable commission for growers. They have done advertising and proved that with advertising you can increase the value of fruit on behalf of the growers. I very highly recommend voting in favor of the referendum if you want to be in this business in the future.



Water



The water outlook still tends to be rosey with snowpack being at 174% in the northern Sierras. Allocation out of the delta is up to 60% only to go higher given the current snow pack status. We are also seeing a benefit in the Colorado region which is even more important for longer-term water availability. We are seeing quite a few growers in the San Diego county area taking another hard look at their grove specifically Valley Center having an increase of 11% on their water rates. Water zones in Valley Center are now above \$1,400 plus pumping charges. If you are a marginal avocado grower you are going to be getting out of the business this year; if you are good avocado growers, you can withstand these increases.

On-Line Shopping

Please visit our store at www.spfarminc.com and click on the "Shop Online" button to browse our products and place an order. We are selling Avocado Oils, Fresh Avocados and Meyer Lemons. Check it out today!

www.spfarminc.com



UNTIL NEXT TIME...

Sierra Pacific Farms, Inc.
PO Box 1537 Temecula, CA 92591
Phone: 951-699-9980, Fax: 951-695-7593, Email: info@spfarms.com, Web: www.spfarminc.com