

SIERRA *News*

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

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Market

Once again, it's an unbelievable market. If you look back to last year at this point in time, an average of 24 million pounds was moved during the Cinco de Mayo period at prices of .85 to .90 cents for 48's for growers. This year at 22 million pounds average per week, we have returns of \$1.60 to \$1.70 per pound for 48's for growers. What a difference a year makes! This is due to Mexico

dropping off in volume, a lighter-than-normal Chilean crop and a very light crop for the California industry. At the last California Avocado Commission meeting, the board decided not to increase or decrease the estimate for this year which is roughly 240 million pounds of California Hass avocados. Coming up in the season, we have Peru - they're going through our USDA asking for new decision on bringing fruit into the United States. The California Avocado Commission is following this closely and keeping us updated. Even if they are introduced into the market, it looks like roughly 5 to 10 million pounds of fruit which our market can easily absorb right now. Looking down the road a bit, we are already getting indications from Chile that next year, even though they should be alternating to a very big crop that is not the case. In Chile they are battling in two growing areas another year of drought and with that comes unique situations, Chile's electrical grid is being overworked and they are limited to certain times they can pump water



which is costing them out in the fields. With a lack of water, like us, they have to allocate their resources to the best part of their groves

and limit the water to others. Also, they are very bullish on the European markets that they have opened plus their new Argentina and Brazil markets. I found it very interesting that Argentina and Brazil may become very large avocado users given their

cultural backgrounds - they are not as of now. Mexico still holds the record for most consumption per customer although there seems to be a lot of hope particularly in Brazil, an up-and-coming country with a positive economic outlook. Our California avocados could be heading to Brazil! Stay tuned...



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Sierra Pacific News Cont...

Out in the Field



Spring has finally hit in all of the lemon and avocado growing areas. May was definitely cooler than normal with a few showers which wreaks havoc on weed control. Just when we think we have everything clean these late rains germinate new weed seeds! We are on top of it and completing weed control as needed. On the thrip outlook, as we anticipated, we are starting to see a few signs of it showing its ugly head. It isn't very much at this point in time and there is an outside chance that as our young fruit grows to over a dime-size a few growers may escape a thrip spray this year. Given the long-range weather forecast of a continued cooler first part of June, this becomes more likely as time goes along. Red leaves are out all over our groves, which is a great sign and the fruit set looks to be very good. A lot of beebee-sized fruit buds are showing meaning that the

fruit is progressing nicely. We are seeing a small amount of our exposed fruit from last year's crop at the top of the trees turn black and Larry will be contacting you on an exposed pick. Development is in full swing and we took our first load from the nurseries and are putting those trees into the ground now.

Recipe

Meyer Lemon Herb Vinagrette

1 Shallot, minced
1 tblsp Dijon Mustard
1 tblsp Honey
1/4 cup Meyer lemon juice zest from 1-2 Meyer lemons
1 tblsp finely chopped, each of Basil, Rosemary, Oregano, and Flat Leaf Italian Parsely (any combo of those would work)
1/2 -1 cup oil, I prefer avocado oil but canola or Olive oil will work too
Salt & Pepper



In a bowl, whisk together the shallot, mustard, honey and lemon juice. Let stand for about 5 minutes. I do this to allow the shallots to mellow out. Now add in the zest and finely chopped herbs, blend well. Begin to whisk and slowly add in 1/2 cup of oil till blended and emulsified. Check for taste and consistency. Everyone likes their salad dressings a bit different, I am usually fine right here since it makes for a lighter calorie choice, but at this point you can also adjust your sweet/sour levels. Sometimes your Meyers will be sweeter than others so this is the time to check, adjust, salt and pepper, a pinch of each and serve or store in a jar in the fridge. The obvious use is for salad, but try this, roast potatoes in the oven and when they are nice and crispy and ready to take out, pour some of the vinagrette over them, about 1/4 cup and toss well, put back in the oven for about 5 minutes to heat thru, and serve. DELICIOUS!

UNTIL NEXT TIME...

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