

# SIERRA *News*

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

800-899-3276, [www.spfarminc.com](http://www.spfarminc.com)

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## *Inside this issue:*

- ▶ Out in the Field
- ▶ The Market
- ▶ Lemon Market
- ▶ A Note on Returns
- ▶ Avocado Gifts

## *Out in the Field*

Temperatures have begun to increase and irrigation is at full-bore. We have just finished putting on our first application of fertilizer and I must say that the trees look fantastic. Not only did the wet March help promote growth, being right on-time with our first dose of fertilizer has created a ton of red growth on our groves. The bloom is looking very good all over at this point in time and we have no signs of thrip, although we are looking for any signs at least twice a week

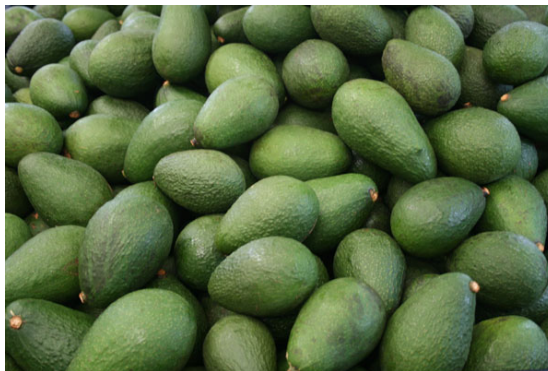


basis. If you do need a thrip spray you will be contacted by either Ryan or I or in the North by Doug or Debbie Larmon (nee Morgan). In the North it looks like more of a sure-thing for thrip spraying – in the South with some higher temperatures (upper 90's) this past week we may be able to get a few groves through without an application. We are finishing up our topping program for the year and are getting ready to go through and do the first size pick if we haven't already done it on your grove.

## *The Market*

This is the most critical part of the transition for the year for the avocado industry. Mexico who has been averaging 14 to 15 million pounds a week prior to Cinco de Mayo should now be decreasing their volume. We will be watching that over the next two to three weeks. If this is the case it bodes very well for the market changing and actually rising in price. Today, prices are stable at \$1.68 on 48's and \$1.60 on 60's which as you all know will

make for a very good dollar-per-pound year. We are going through all of the groves making sure that they are at the right place for harvesting. At this point, I feel very good about the overall condition of this year's fruit and hopefully we will finish up in late in July or the first part of August.



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## Sierra Pacific News Cont...

### *Lemon Market*

We are in the midst of our second harvesting effort; this is the heaviest pick we will be making off the grove for the year. Quality looks excellent and the market seems to have a few quirks in it, one is the fact that Japan is not taking as much fruit as it was mainly due to the earthquake situation and we hope to make that up later on next year. This means that Chile is now bringing fruit into the US and Canada, competing in our market. Their fruit is of poor quality and there is no need for Sunkist or other packers to lower the price. There seems to be a bit of optimism out there with the price for this year, although most packers are still saying \$6.50 and \$7.00 a box.



### *A Note on Returns*



*The First Name in Avocados®*

On a side-note we'd like to congratulate Calavo for their returns for the month of March. Not only did they pay higher than their quotes off their fact sheets, but they are definitely being aggressive in the overall market for the global industry. We look forward to them keeping and stepping the pace up for April and May which should benefit us all.

### *Avocado Gifts*

If any of you are thinking of sending avocados to relatives or friends, this is what I consider the start of the peak of the season for shipping avocados. Most of the boxes we have sent out recently have received a tremendous positive response for the quality and taste of the avocados. Avocados coming off your grove right now are superior to anything else in the market. If you'd like to ship some, visit our website and we will take care of that for you.



## Until Next Time...

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