

SIERRA *News*

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

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Out in the Field

One word: HOT. We have been fortunate this year having been on the rather cool side for our weather, but summer has finally peeked its head out. Temperatures this week have ranged from 95



to 100 degrees in most growing areas and as the date of this letter I am happy to report we have received no damage. I take my hat off to our irrigators and foremen – every grove I have been into has been wet and ready for the heat to come. At this point, the trees look fantastic with a lot of red flush coming out. This red flush is going to be our bloom for next year so it is very important that we keep our trees

growing during this period. We will be putting on the last of our fertilizer applications for the year and at present we see no pests although we are hearing rumors of perseia mite and brown mite popping up through the industry.



Lemons

We are finishing up our pruning program and a lot of mowing is going on. We are accomplishing minor pest control here and there having some small outbreaks of silver mite which we are on top of and dealing with. If you have not heard from Debbie Larmon, or Ryan Rochefort about pests then you are safe for the year.



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Sierra Pacific News Cont...

In the Marketplace



Avocados are completely harvested here at Sierra Pacific Farms and it couldn't be a moment too soon. With Peru, Chile and Mexico mixing things up in the market, prices are already coming down and inventories have already climbed. Even I must admit, under all of this weakness, the price of 48's still are at \$1.75 to \$1.80 which is very positive. I believe that this bodes very well for next year. The first walk-through to look at next year's crop makes me very happy – almost all of our groves are up over last year although we will not do the estimating process in earnest until the end of October when we get out in the field and Larry Weaver will begin to send out your estimates. Overall, it looks like the California

crop will be over 400 million pounds with the overall global crop of roughly 1.4 billion. On a quick market note and fun fact, I kept a pricing fax from 1999 that was the last time the Industry averaged \$1.90 to \$2.00 per pound (it was September 22 to be exact) and the amount of inventory at that point in time was 6.5 million pounds in the market. Looking back at this year, in August we had prices of \$1.90 per pound with an inventory of 22 to 23 million pounds. Avocados are definitely something special in the marketplace. In the Lemon market we are winding down our last picks of the season and quality is very good. We are getting hints that next year may be a tad bit better because of frost that hit the Coachella Valley District 1 area and Yuma. We are seeing a lot lighter crops out of these districts with sporadic sizes. This will give the market a breather through the wintertime and will put pressure on both District 2 and District 3 to pick earlier into better markets. Let's keep our fingers crossed on the Lemon year and hope we get through winter unscathed.

Until Next Time...