

THE NUTCAST

Valley Harvest
Nut Co., Inc.



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December 2017



Thank you to all of you that were able to attend Toni's Nativity Open House this year. The four day affair saw just over 1,000 guests pass through the house, separate showroom and garage to view 800+ different Nativity sets – all to tell the one precious story that Jesus is the true meaning of Christmas. The attendance increased because Toni's sister sent out a "Press Release" which attracted Channel 40, Channel 10, an article in the Modesto Bee, Fresno Bee, Ceres Courier and not sure where else! Toni received a Facebook video from her niece in West Virginia and also from a friend in Pennsylvania of the announcement on their local television stations – it said "California woman has 800 Nativity sets on display"!!!! Now, it is time to think about putting away 800 Jesus babies!



MARKET REPORT

Almonds are selling, trucks arrive daily to pick up as more orders are received, AND, prices firmed – not necessarily increased, but firmed. Rather than buyers trying to cut the price and price shop, they are accepting pricing as quoted. Last week we tried to increase prices for manufactured almonds but that didn't go over well at all but, the current pricing is moving product well. From the start of the season in September, we are only 10 cents less at this time. With the dry season, no measurable

rain in sight and the 2018 bloom not that far away, buyers are concerned for the future and are willing to pay current prices.

Shipments are up from this same time last year, leaving less inventory, creating another reason for firm pricing. We have a stable market and that is a comfortable place to be.



TAX REFORM

As this letter is written, it appears we are just a few days from Congress passing a huge income tax overhaul. Sometimes it sounds like it will help the small business farmer and sometimes it doesn't sound so good! The goal of the bill was to help us as growers and small business operators. It remains to be seen what will actually happen. Our accountant just published a comparison list of the current law to the new bill. Our recommendation is that you talk to your accountant before year end to see how it will affect you and if you need to adjust income and/or expenses.

CHRISTMAS GIFTS

Bob and Wayne visited with almost all of you when they delivered Santa treats. We trust you are enjoying the delicious almond toffee made by Wayne's daughter, as well as the blanched roasted and salted almonds from your grower fields and the Hickory Farms variety pack. The guys enjoy meeting with each of you and encourage you to always feel free to call with any questions. **MERRY CHRISTMAS.**

