



AL's Family Farms

P.O. Box 650808 • Vero Beach FL 32965



2011-12 Crop Report & Update


Dear Friend,

Welcome back for our **34th citrus season**, and thanks again for choosing Al's Family Farms.

My favorite job at Al's is riding the groves, checking the internal and external condition of each citrus variety. One thing's for sure, our Indian River Grapefruit crop has better size and is ripening more quickly than last year. Plump, sweet grapefruit will be the rule this holiday season. Superb growing conditions have yielded us a great crop of sweet, juicy Navel Oranges. Navels, Ruby Reds and Sunshine Tangerines are all available for Thanksgiving and Christmas shipping. The Navel harvest should continue beyond Christmas, right on through the month of January. Ruby Reds should be available from November thru May and even into June. By the way, our Royal Honeybells set a beautiful crop too, but of course, we have to wait until January to tie on our bibs and let that glorious Honeybell juice flow.

Gift fruit shipping at Al's is a 34 year, family tradition. We take great pride in sending you and your gift recipients a box of our freshly-picked citrus each year. Nothing brightens up an otherwise dreary winter day better. You can depend on me to make absolutely sure that each gift box is filled with the sweetest, juiciest citrus fruit available anywhere at any price. You have my word on that.

If you're ever on I-95, in the Ft. Pierce/Vero Beach area, please stop in, we're easy to find. I'd love to meet you and share a **free glass of the best orange juice you've ever tasted**. We can go on a little tour if you like. I can show you how our team packs the pretty fruit for you as well as your gift recipients, and how we squeeze the not so pretty into perfect juice. You can browse the gift shop or enjoy lunch at the restaurant. **Guided Tours** are given at 10:30 a.m. Tues, Weds. & Thurs., January thru Easter. (Subject to change - please call ahead at 1-800-544-3366 and ask for Tours).

Directions – Take I-95 to Ft. Pierce, Exit #131B, Orange Ave. W (SR 68). Proceed to first light turning right/north onto Kings Hwy (SR 713). Keep going past Flying J's, one mile to next light (Angle Rd.). Proceed thru light and turn left into our driveway! 2001 N. Kings Hwy, Ft. Pierce FL 34951. *Closed Sundays 

After 34 Years, we still do things the old fashioned way –

Did you know that these days, 9 out of 10 so-called gift fruit companies don't even own a packinghouse? They're mostly website order takers who forward your precious gift list to wholesale fulfillment centers for shipment.

Don't you deserve the Al's Family Farms difference? Rest assured you can still trust Al's to pick, pack and ship your citrus ourselves. You deserve the best and we deliver! Our fruit is typically twice as good as anything you've ever tasted. If you demand consistently good fruit and unequalled service, you've found it. When you entrust your gift list to Al's you know each gift will arrive in excellence. Our job is to make you look good. Here's our simple, family pledge–

Let everything we do be a blessing to our customers–

I too, feel like you're a part of the family. While Dad was alive we worked together everyday. I'm 2nd generation. My sons represent the 3rd, with Brad and Matt helping Sharon and I after school. Although Al passed away in 1987, I still practice what he and the Lord have taught me. That's why our guarantee is the strongest in the business! Dad wouldn't have wanted it any other way.

Yours truly,

The Schorner Family

P.S. If we can't share a hand shake or a smile at our packinghouse and gift shop, you can always visit us online at www.AlsFamilyFarms.com or simply call us Toll Free: **1-800-544-3366**.