

Avohill Farms



Lizzie, Fred, and Freddie Jackson

@avohillfarms



www.avohillfarms.com



Farm Location: Fallbrook

Farm Size: 7 acres

Main crop: Avocados

MY FARM STORY

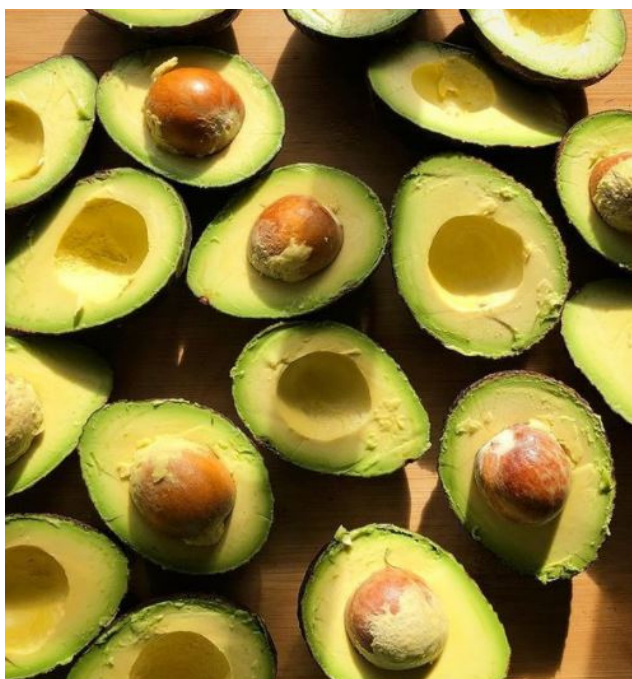
Meet the family behind Avohill Farms! Lizzie, Fred, and son Freddie are nestled in the hills of North County San Diego where they farm avocados and select citrus. Lizzie grew up on 5 acres of avocados not too far from their current home in Fallbrook, and while Fred has a lot of family that owns ranches and avocados in the area and has a lot of historical ties to Fallbrook. You could say that this family has avocados in their blood!

Lizzie and Fred were previously living in gorgeous Santa Barbara, but desired more space so they moved back to San Diego and purchased their land during the drought in 2016. Fortunately for the farm and family, they received rain two months after owning the land.



Avohill Farms is located on the 150-acre Wild Acres Hill, which was purchased by Katie Ron Wild back in early 1960's before the 15 Freeway and Gopher Canyon Road was paved. Their plot of land was the first spot planted with trees in 1969. During this time, Mrs. Wild had her pilot license, and would fly with Ron to transport avocados and its concept into being widely. Lizzie describes her connection with Katie. "I've known her my whole life, and she really took us under her wing and helped us understand the numbers in order to make this our home."

The Jackson Family grows Hass Avocados, which are in season from December until June. The farms' citrus trees are for the family, but are so prolific that they incorporate oranges and limes when they can. The citrus grows from early December until March. Lizzie and Fred hand select the fruit that gets sold in order for them to ripen at the appropriate time for customers. Avohill Farms is certified organic, which means they do not use any chemicals or pesticides on their property. Lizzie describes one benefit of having this certification, "What really makes the difference is the environment we are able to have on the farm. My toddler and dog can go out and run, and we don't have to worry about them getting into contact with something they shouldn't be getting into."



The philosophy Lizzie and Fred follow on the farm is "high-touch, high-care, but also high-tech", which results in doing things smart, sensible, and by the numbers with a tech-forward focus. This paired with looking at each tree like an individual, with its own set of needs has helped fast-track their farms production.

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