

**International Ag Labs**  
**Nutrient Dense Peaches**

**Mr. Jon Frank:** My name is Jon Frank and I'm with International Ag Labs and I'm happy to have Jennifer Ochs sharing about her peach trees and also about their fans.



So, Jennifer, I really want to thank you for sharing. Could you just give a little background about yourself?

**Ms. Jennifer Ochs:** Okay.

I live in Olathe, Colorado. I have a nine year old block of peaches, thanks to John. My background includes having a bachelor's degree in agricultural business from Colorado State

University and a master's degree from Colorado State University in environmental health.

I've worked in the power plant industry doing their hazardous waste and wastewater permits and solid waste and such. I've raised apples. I've produced juice. I was one of the main forces that started the sweet corn here in Olathe. And I was raised in a sour cherry orchard.

**Mr. Jon Frank:** Wow, you've got a lot of experience.

**Ms. Jennifer Ochs:** It seems like it.

**Mr. Jon Frank:** Interesting.

As I recall, you first came to International Ag Labs when your trees were about a year old. Is that right?

**Ms. Jennifer Ochs:** Yes.

**Mr. Jon Frank:** You had just planted them out. And what was the condition you had at that time of your trees?

**Ms. Jennifer Ochs:** They were dying. I lost half of them the first year. The soil I have would be considered on the bad side of the railroad tracks. It's a heavy clay adobe soil with lots of salt and very little bacteria.

**Mr. Jon Frank:** That's tough. I'm looking at some of your soil reports, and on your first soil test you sent to us, you had 92 parts per million on your sodium, so that was an issue there.

**Ms. Jennifer Ochs:** Yes. Most people would not consider planting an orchard in this soil.

**Mr. Jon Frank:** So, do you have a lot of peach orchards in your locality in Olathe?

**Ms. Jennifer Ochs:** Yes, it was a major fruit growing area quite a few years ago, but there's quite a bit of fruit grown now, too. But, any other fruit orchards are, like I said, on the other side of the highway, which is better drained soil and more of a loam soil. And I'm like in the sea bed bottom around here.

**Mr. Jon Frank:** Well, I think if we can get some of that working right, it's obviously got some fertility if you can just get past the difficulty and tap into it.

**Ms. Jennifer Ochs:** I think that's been proven when you look at my trees.

**Mr. Jon Frank:** So, tell us--just take us down a little bit of time now as you started working with us. What did you notice or what was your impression when you first started working with our program?

**Ms. Jennifer Ochs:** Well, it was amazing, just like the product. It was so noticeable. It was just a gift. And it's almost like my soil was so alkaline that when I use Amaze and your program, there's some unique reaction going on.

**Mr. Jon Frank:** Okay.

And I'm just going to go ahead and let people know, Amaze is something we use on larger orchards. It's calcium and phosphorus, NPK as well as trace minerals in a clear liquid, and it's one of the things that you've used from the very beginning and we use it to get calcium into the trees and into the fruit.

**Ms. Jennifer Ochs:** And, yes, that name fits it very well - Amaze.

**Mr. Jon Frank:** Amaze, okay.

So, you now have eight year old, nine year old trees?

**Ms. Jennifer Ochs:** Half are eight years old and half are going on nine years old. And there's about 353 trees in a four acre block.

**Mr. Jon Frank:** And what varieties of peaches do you grow?

**Ms. Jennifer Ochs:** I planted all red globe peaches.

**Mr. Jon Frank:** Red globe?

**Ms. Jennifer Ochs:** Uh-huh, and I got them on a 20 by 20 diamond pattern. So, I put quite a bit of space between them.

**Mr. Jon Frank:** When you started working with us, you had a real high PH. I'm just looking at your 2001 soil test. It was 8.0 on the PH. And you had some that were dying. And you started with a broadcast. And I'm just looking here. We had some gypsum and a few things like that, and then we went into the foliar program.

Then, there was a big important notice that we made to not put any composted chicken manure around each tree. And that's something that goes against a lot of what people do, but we find that the extra sodium in this situation was pretty bad.

**Ms. Jennifer Ochs:** And I've followed what you said, and it's worked.

**Mr. Jon Frank:** After you started with the program, how long was it till you started seeing your trees come into fruit production?

**Ms. Jennifer Ochs:** I'm on kind of a crest and I get a cold breeze every spring that was taking out my first blossoms. And about the fourth or fifth year--I can't recall--I called and talked to you, and you said, you've got to re-bloom them, and I started in on that. And then, I started having peaches.

**Mr. Jon Frank:** I see. So, because of the frost problem, you didn't get peaches right away then.

**Ms. Jennifer Ochs:** No.

**Mr. Jon Frank:** But, how was the tree health? As time went on, what were you observing on the trees and the health of the leaves and whatnot?

**Ms. Jennifer Ochs:** My orchard seems enchanted, but it's not a typical peach orchard, given the heaviness of the soil. I have lots of leaves now. I have trees that are about 20 feet tall. I don't typically prune them.

And they're flexible. They're holding a great crop this year. And we're starting to see some weight on the trees after we've thinned them.

**Mr. Jon Frank:** So, you had weight on it probably before you thinned, but you thinned and the peach tree just put more back on.

**Ms. Jennifer Ochs:** That's exactly right, yes, and the peaches are getting big.

**Mr. Jon Frank:** So, you apparently have a bumper crop as far as the blossoms that stayed on the tree.

**Ms. Jennifer Ochs:** This year, yes, it was just loaded with, oh, about nickel to quarter size peaches. And last week, we finished thinning through. And at the end of this week, we're seeing golf ball size peaches.

**Mr. Jon Frank:** Wow.

**Ms. Jennifer Ochs:** Yes.

**Mr. Jon Frank:** I'd like to just jump in here and say, if anybody has any questions for Jennifer, you can email me at [soilrestorer@gmail.com](mailto:soilrestorer@gmail.com). That's soil restorer, E-R on the end, @gmail.com. And I'll work those questions into this call.

**Ms. Jennifer Ochs:** I would like to add something else. Given what the Amaze program has done for me, I do not use any pesticides or any herbicides in the orchard. I use femiron tags

and I have a few twig bore problems, but not anything worth using the poisons over.

**Mr. Jon Frank:** That kind of ties in with the question we had from Ryan. He wanted to know, do you mow or use herbicide to control ground vegetation in the orchard.

**Ms. Jennifer Ochs:** No, I have a cover crop of basically hairy vetch and it kind of overrides the bindweed and such. But, I have a weed badger that I will use about twice a year. And I don't mow because my soil's so heavy, I've got to loosen it a bit around the trees. And I also hand hoe these trees.

**Mr. Jon Frank:** So, you're hand hoeing just around the trunk or how far out?

**Ms. Jennifer Ochs:** Oh, since I got the weed badger, it's probably like a 10 inch diameter circle. But, before I got that, it was just beyond me to hoe.

**Mr. Jon Frank:** I see. So, has the soil texture changed at all?

**Ms. Jennifer Ochs:** Oh, most certainly. It's turning into particulate instead of the clay. And then, when it gets wet now, I don't see salt crystals form up on the surface.

**Mr. Jon Frank:** Well, that's excellent. That's a real good improvement.

So apparently, you had that beforehand then.

**Ms. Jennifer Ochs:** Oh, yeah. And if you go off the orchard or anything, you will come back--say you ride the four-wheeler off on the ditch road since it rained or something, you'll come back and it will carry mud. And you'll have just white crystals--they're really quite pretty--that start forming off of that dirt that you bring with you. And the orchard has developed enough life in it that that's real minimal now.

**Mr. Jon Frank:** Amazing.

**Ms. Jennifer Ochs:** It is amazing.

**Mr. Jon Frank:** Well, let me just go ahead and describe typically what do with the Amaze just so people know what to do. The Amaze is sprayed usually at about two quarts per acre. In some situations, it would be one quart per acre.

And we also put in a quart of PGR, which is a plant growth regulator, which just helps to bulk up the fruit. Sometimes, it's used. Sometimes, it's not. But, Amaze is the primary.

Then, we add some dextrose into that, about two pounds an acre, just to make sure that it sticks to the plant. And Amaze is designed so that the phosphates and the nitrates carry the calcium through the leaf. They actually can get through the leaf. The acidity softens the waxy cuticle, goes across the cell membrane into the leaf. And then, the plant with the phosphates there, we end up with a greater level of calcium in the peach.

And we're spraying, depends how frequent, but anywhere from 10 days to a couple of weeks on peaches. How often are you doing it now, Jennifer?

**Ms. Jennifer Ochs:** I would say more towards the 10 day thing, especially since I've got the crop on them.

**Mr. Jon Frank:** Okay. Yep.

And that's very important because the calcium that goes into those peaches provides for better resistance to bruising. They last longer instead of rotting down. And they taste better. They have a better taste, of course.

So, go back just a little bit now and let's go talk about the broadcast because it's not just the foliar spray, but also the broadcast. You've had to put some nutrients down in the broadcast. What were you using and does it pencil out? I mean, is it paying to follow the program?

**Ms. Jennifer Ochs:** Yes. This pays in more ways than is apparent. I'm now starting to get peaches, which are really cosmic gifts. They're just really wonderful pieces of fruit. When you eat them, they feel good inside.

**Mr. Jon Frank:** When you eat it, it feels good?

**Ms. Jennifer Ochs:** Yeah, you can feel it in your stomach and it's pleasant. It's really something you need to experience.

My soil is so heavy, I furrow irrigate it, and we put gaited pipe in on the top, and then halfway down in the orchard, we put in another row so we can get the water down the rows without getting too much on it so we don't drown the trees.

We've broadcasted soft rock phosphate, and given our hay ground, too, we've been bringing in a load of that every year in totes, and then the gypsum. And then, you recommend some sulfate with the soil analysis every year, and I have followed that.

**Mr. Jon Frank:** And how are you spreading your fertilizers, just curious?

**Ms. Jennifer Ochs:** We pull behind the tractor and it will hold not quite a tote bag of the soft rock, and it's got two little spinners, and someone rides on the back and pokes it out through the spinners. And we put it on, oh, early spring. And that's how we broadcast it.

**Mr. Jon Frank:** Have you--just curiosity--have you estimated what your harvest is now? Like, last year, you had a pretty good harvest, as I understand. Is that correct?

**Ms. Jennifer Ochs:** Yes. Last year was the first year I had a crop really, and that was off of re-bloom. It was so cold last year, which our fans contributed to holding enough buds we could bloom again. And I estimate that I had them--when we pick peaches, we pick them in half bushel boxes, about 20 pounds.

And I estimated last year, I had 270. And I was weak, given I finally got a crop and I didn't thin them, hand thin them. And I should have. I would have had a lot easier time with it.

But, this year, the trees are loaded. And I'm estimated we'll have about 1,400 boxes.

**Mr. Jon Frank:** Fourteen hundred boxes, and those are 20 pound boxes.

**Ms. Jennifer Ochs:** Yes. That's a lot.

**Mr. Jon Frank:** That is amazing.

**Ms. Jennifer Ochs:** Yeah, it is amazing.

**Mr. Jon Frank:** So, we're talking--is that--my math in my head--is that 28,000 pounds or--?

**Ms. Jennifer Ochs:** --Yeah. It might go up to 30, 35,000. I've never ever seen a crop like this.

**Mr. Jon Frank:** And when you say I've never seen a crop like this, have you been in and around a lot of other peach orchards? So--.

**Ms. Jennifer Ochs:** --Yes--.

**Mr. Jon Frank:** --that qualifies--.

**Ms. Jennifer Ochs:** --Yes--.

**Mr. Jon Frank:** --what you're saying?

**Ms. Jennifer Ochs:** Yeah, that's why--I wanted some peaches to--. Given my background, what they taught at the university was a lot of fun, but it didn't work. And I've been reading The

Acres and all that and I followed that. And then, I come across your advice, and it's quite amazing to have peach trees on this soil. And they are healthy and well.

I get a little bit of the gummosis if they things get too dense around them or something, which is that gooey sap that kind of comes out.

But, I watch for that, and I put out femirons for the trunk bores, and I haven't had any problem there. I do have the twig bore problem, but that's all the insects I have. And I have aphid problems in the spring. They seem to blow in. But, you fixed that for me, too.

**Mr. Jon Frank:** And I think you were using the Dagger on that. Is that correct?

**Ms. Jennifer Ochs:** Yes, wonderful stuff.

**Mr. Jon Frank:** Well, that's good.

Let's just go ahead and just talk a little briefly about the taste. I know you mentioned it feels good when you eat it, you just have a real nice feeling. But, what does it taste like as you eat the peaches?

**Ms. Jennifer Ochs:** These peaches are where that peaches and cream thing came from, that magical taste there. I've never found it on any other peaches, and I've ate a lot of peaches. And there's a really good grower across the road from me, and I always thought he grew great peaches, but they're nothing like

these peaches. It's just--yeah, they're cosmic gifts, these peaches.

**Mr. Jon Frank:** Okay. Wow.

And I know we've seen some of your peaches in our lab and we measured not last year, but maybe three years ago--.

**Ms. Jennifer Oaks:** --Yes--.

**Mr. Jon Frank:** --Two years ago, three years ago--.

**Ms. Jennifer Oaks:** --Yes--.

**Mr. Jon Frank:** --And that was like 15, 16 brix was what we were seeing at that time, which--go ahead.

**Ms. Jennifer Ochs:** I would say, given how difficult this soil is and all your advice and all we've put into it, last year we saw the PH shift. And I'll start paying closer attention to the brix now. Before, it was like, just hang on, we're going down the rapids, that this is what we got and you really can't adjust those a lot. But now, I'm starting to feel that we can.

**Mr. Jon Frank:** Yeah. One of the keys to doing that is as the soil gets addressed correctly, the use of foliar sprays allow the plant to actually pick up more nutrients, first of all, from the foliar spray, but also from the air. And it kind of--I don't know if it's the right word, but potentiates the tree to be able to grab nutrients from the air.

And so, foliar spraying, once your soil's right, can be increased in frequency. And there's some other things that we

could do if you wanted to play with a few more different sprays to just push it a little harder. That would be an area to work on in the future.

**Ms. Jennifer Ochs:** Yes, now that I can have peaches.

**Mr. Jon Frank:** Yeah, right.

**Ms. Jennifer Oaks:** I believe with the sand we have, we can have peaches every year.

**Mr. Jon Frank:** Sounds like you had two things going right - first of all was to get your soil so that your trees weren't drying and they were healthy trees. And then, the second thing was, Craig, your husband built a fan. Can you talk a little bit more about that fan? First of all, you were having crop failures almost repeatedly pretty consistently, as I remember. Maybe you got one year that you had some peaches. I don't know.

**Ms. Jennifer Ochs:** Yeah. It was real marginal and it was then about 50 boxes if I had them before. The trees are real sensitive because of the soil we've got that's so difficult.

But, in 2008, Craig built me a fan and cold air will roll. So, if you've got some rolling hills or something, you want to consider where you would put this fan. But, it is basically we take them out and we set it in a spot and we lift the column up, and then we put like a 10 by 10 skirt around it and bolt it to it and we take the drop cord and we plug it into our yard sprinkler.

And I have a frost alarm in the house, and when it hits, I believe it's about 30, I turn it on. I throw the breaker in the house, and it comes on. And it draws air off of the bottom and pushes it out the top. It's about 20 feet tall. And that is having quite a positive effect.

**Mr. Jon Frank:** How did Craig get the idea for this type of a fan? It just kind of came to him or--?

**Ms. Jennifer Ochs:** Frst, we started out the big propeller fans you see in the orchard. And my dad had one of those, and I couldn't ever really see that it worked.

And he started thinking about it. And Craig's the type of guy, he can really fix anything. He's a diesel mechanic by trade.

And he got to asking me what and why. He came rolling in with this thing, and it works. There's something more there going on besides the cold temperature. By the time this thing shoots that air out the top and mashes the other air down, we've seen a real positive thing.

**Mr. Jon Frank:** Okay.

So, just to kind of recap, you've got a 10 foot column that's 20 across--no--how--.

**Ms. Jennifer Oaks:** --No, it's four foot in diameter.

**Mr. Jon Frank:** Okay, four foot across.

**Ms. Jennifer Ochs:** Uh-huh, and it takes up about a 10 by 10 spot. And then, we've got four cables we run down, and we cable it in and we never lose it--.

**Mr. Jon Frank:** --That's to stabilize the column--.

**Ms. Jennifer Ochs:** --Yes--.

**Mr. Jon Frank:** --Just to hold the column up, okay.

**Ms. Jennifer Ochs:** And we never have any problems with the wind blowing it around. And it has got sheet metal in it, so it rattles a little. But, it stands right there till we take them down.

**Mr. Jon Frank:** Okay.

So then, it's sucking air from about four feet off the ground, and then it's blowing it up another 20 feet up. Is that what--?

**Ms. Jennifer Ochs:** --Yeah, it's sucking it off probably about three feet. And it pulls it around off of this skirt thing in the bottom.

**Mr. Jon Frank:** Okay.

And then, what you're seeing is that it's moving the air around and it's getting some warmer air apparently on the trees by doing that.

**Ms. Jennifer Ochs:** Yes, and whatever else might be going on there.

**Mr. Jon Frank:** Do you think that this works primarily on a hilly area, or do you think it would also work more on a flat area?

**Ms. Jennifer Ochs:** Yeah, I think it would work any place, if you're on a hill. My orchard drops seven feet from the top to the bottom and it runs about 700 feet. I ran two this year, but I put it about, oh, 10 rows from the west side and almost in the center. And then, I sent another one down below where it drops a little bit more. And it's spectacular what I got this year.

**Mr. Jon Frank:** So, would you say then you had no frost damage whatsoever?

**Ms. Jennifer Ochs:** Yeah, I'd have to say that. And I ran it 26 and a quarter hours this spring. And I turned it on when it went to 28 degrees.

**Mr. Jon Frank:** Really?

**Ms. Jennifer Ochs:** And I should have had a marking thermometer out away from this. So, I don't really know how cold it got, but it did hold it. It's quite amazing, this fan, like when you compare it to the propeller jobs, which are \$20,000, and then you've got to set an engine on a concrete pad and they stay there all the time and everything.

**Mr. Jon Frank:** I've seen those, yeah.

**Ms. Jennifer Oaks:** Yeah.

But, this guy, you haul it out and you can take it down or you could leave it up. Mine are stored next to the garage right now.

**Mr. Jon Frank:** Excellent.

So you said four acres. Is that right?

**Ms. Jennifer Ochs:** Yes.

**Mr. Jon Frank:** You've got four acres. You've got two fans.

**Ms. Jennifer Ochs:** Right.

I think a fan given whatever the area is to probably do four acres on its own.

**Mr. Jon Frank:** Okay.

So, you think the one fan could cover four acres.

**Ms. Jennifer Ochs:** Yes. We put two up this year. The first year he built them--that was 2008--we started running them on April 2nd and we quit running it on May 10th. We had one fan.

**Mr. Jon Frank:** Wow.

**Ms. Jennifer Ochs:** Out of 38 days, I ran it on 20 of those days. And sometimes, I started it at nine o'clock at night and ran it till morning. And you want to always wait till you see the sun coming up and you can see your thermometers start going up before you shut it off.

**Mr. Jon Frank:** Okay.

**Ms. Jennifer Ochs:** That was an amazing thing. And I saw my electric bill last year--I was calculating and it increased, I think, about \$21. And this year, I think my electric bill went up \$13.50 and I was running two of them and I ran 26 hours. But, this year, we had enough cold, it would have took the crop.

**Mr. Jon Frank:** Wow.

**Ms. Jennifer Ochs:** And this is the first year I have not had to re-bloom the trees to get a crop. And that's kind of sparse when you do that, but yeah. This is amazing what I got.

**Mr. Jon Frank:** So, this is your first year that you've not head to use Bloom It and spray it on. Is that correct?

**Ms. Jennifer Ochs:** Right.

**Mr. Jon Frank:** Okay.

**Ms. Jennifer Oaks:** Right.

**Mr. Jon Frank:** And Bloom It is something that can be used to bring some blossoms back out if there's energy in the soil.

**Ms. Jennifer Ochs:** And I even had energy in mine.

**Mr. Jon Frank:** So, you did get them to come out some of those years quite a bit, from what I understand, but they would keep freezing off. Is that correct?

**Ms. Jennifer Ochs:** That initial bloom was totally gone, and then when I figured that was about it, I'd start spraying Bloom It. And one year, the frosts were so hard, it even got

the secondary buds that are re-blooming. But, that's what I had last year.

It was such a severe spring, but that fan held it where I could get the re-bloom.

**Mr. Jon Frank:** Wow.

So, you got the re-bloom. So, this is your first year then without the re-bloom. And so, you're kind of probably gonna see a higher yield then, you're expecting.

**Ms. Jennifer Ochs:** Yes, I'm expecting that and I'm expecting a better quality because that cold weather damages whether you want to admit it or not.

**Mr. Jon Frank:** Well, that's excellent.

So, I understand that Craig is selling these fans.

**Ms. Jennifer Ochs:** Yes.

**Mr. Jon Frank:** Okay.

And what is the price on the fans?

**Ms. Jennifer Ochs:** We have them priced at \$8,900, and we also have a website if someone would like to look at it.

**Mr. Jon Frank:** Okay.

And what's that website?

**Ms. Jennifer Ochs:** It's themagickfan, and we're spelling it M-A-G-I-C-K, @gmail.com.

**Mr. Jon Frank:** Is that your email address?

**Ms. Jennifer Ochs:** Yeah, that's my email. I mean TheMagickFan.com. I'm not computer savvy.

**Mr. Jon Frank:** Okay, that's fine. That's fine.

**Ms. Jennifer Ochs:** Yeah, TheMagickFan.com.

**Mr. Jon Frank:** TheMagickFan.com.

**Ms. Jennifer Ochs:** There's a picture of one in there, and they're quite simple. You know, and what's so great is you put it on the yard pump. So, I don't even have to go outside. That thermometer goes off, I go to the breaker box and kick that on and wait till the sun comes up.

**Mr. Jon Frank:** So, there's a picture of your peaches, as well, on that, peach trees.

**Ms. Jennifer Ochs:** Yeah, yeah.

**Mr. Jon Frank:** Okay.

**Ms. Jennifer Ochs:** Yeah, they're still dormant there.

**Mr. Jon Frank:** Okay.

I want to go over an email we got here from David Pelly. I'm just going to just kind of recount some of the things we've covered.

Whereas the farm is in Colorado, four acres, and you said about 350 trees.

**Ms. Jennifer Ochs:** Yes.

**Mr. Jon Frank:** And your estimate boxes per tree would be-- oh, you estimated about 1,400--.

**Ms. Jennifer Ochs:** --Pounds. I bet I'll get two bushels a tree pretty easy.

**Mr. Jon Frank:** Ten bushels?

**Ms. Jennifer Ochs:** --Two bushes, two to three bushels, and those are 40 pound bushels, okay? And they're even all over the trees. And I'm going to have quality this year because I was able to thin them to the four to six inches.

**Mr. Jon Frank:** So, you're calculating three bushels perhaps per tree at 40 pounds each.

**Ms. Jennifer Ochs:** Yes.

**Mr. Jon Frank:** Okay.

I'm just trying to get a calculation, that would be maybe 120 pounds. Does that sound right?

**Ms. Jennifer Ochs:** Yes. There aren't two trees alike in my orchard, given the soil texture and all that stuff. But, I would say that they will--on an average, --some of them are going to go heavier and some will not. We'll probably just do the one or two bushels because they're--I mean, the neighbor likes to use herbicide. I have some problems--.

**Mr. Jon Frank:** --Okay--.

**Ms. Jennifer Ochs:** --And it blows over on me.

**Mr. Jon Frank:** Well, that's a sad situation, but--so, maybe anywhere from 80 to 120 pounds--.

**Ms. Jennifer Ochs:** --Yes--.

**Mr. Jon Frank:** --On a tree--.

**Ms. Jennifer Ochs:** --Yes--.

**Mr. Jon Frank:** --Kind of average.

**Ms. Jennifer Ochs:** Yes.

**Mr. Jon Frank:** Okay. Well, that covers those questions.

How have you been marketing your peaches so far?

**Ms. Jennifer Ochs:** Well, it's not really been an issue, but I go to the local farmer's market, and I'm going to have to find me a few more outlets here. When I pick them, they are ripe and they need to be eaten or canned. And I have a lot of return customers, and I've got about a two to three week period in there to move them.

**Mr. Jon Frank:** I see.

And your estimate on when you will be harvesting this year?

**Ms. Jennifer Ochs:** It'll be within the first two weeks of August. We have to get closer. This is just really great. Usually, you don't see the peaches start sizing around here till the pits get hard, which is about July.

We're seeing it.

**Mr. Jon Frank:** Does that mean you think you're gonna get bigger peaches or you think you're gonna just get earlier peaches?

**Ms. Jennifer Ochs:** Maybe some of both. It's exciting.

**Mr. Jon Frank:** Wow, that's very good.

So, I have a number of people that are interested in buying peaches from you. What do you charge for your peaches? And I understand you have the right to change your price or whatever, but so far, what do you anticipate selling this coming crop for?

**Ms. Jennifer Ochs:** I've been able to sell them for \$20 a box, and that's 20 pounds in the box. And then, I get some clamshells, those plastic containers and I will do the farmer's market thing with those and put six peaches in there, and if they're a bit smaller, a few more than that. And those, I'll get \$5 on. But, \$20 a box the last couple of years, I've been able to do that. And people seem to be able to afford that and to can with them, too.

**Mr. Jon Frank:** The last I was looking, we didn't see shipping to be very easy for peaches.

**Ms. Jennifer Ochs:** No. That's not even an option I don't believe. That box I sent to you, I packaged it in a box, and then I packaged it three more times and it cost \$100 to overnight it to you, and they still were mush when you got them.

**Mr. Jon Frank:** About half of them were really, really bad.

**Ms. Jennifer Ochs:** Yeah.

**Mr. Jon Frank:** So, the price is basically at your farm. Are people welcome to come by and pick up?

**Ms. Jennifer Ochs:** Certainly, certainly. We're off of the main Highway 50. We have a diesel shop there. And I'm gonna

set up and sell peaches from the highway there, and then I will go to the local farmer's market and maybe go to the fair on the street in Gunnison. When they get ripe, you've got to do something. So, you pick them and you cool them down and--.

**Mr. Jon Frank:** --Are you interested in taking pre-orders and people would prepay and order, and then as they're getting close to ripe, you could let them know that they're--you know, that this would probably be the window frame and make more arrangements?

**Ms. Jennifer Ochs:** I will be glad to do that, and I don't need prepayment on it.

**Mr. Jon Frank:** Okay, just whenever they come to pick it up, they could just order, but they pay when they come.

**Ms. Jennifer Ochs:** Yes.

**Mr. Jon Frank:** Okay.

Well, what about a phone number for people to contact you or how should they get in touch with you?

**Ms. Jennifer Ochs:** That would be 970-323-8684, which is also the same number on TheMagickFan.com.

Leave a message. I'll return the call.

**Mr. Jon Frank:** Okay.

So, just leave a message and you'll return the call. Again, that's 970-323-8684.

**Ms. Jennifer Ochs:** Yes.

**Mr. Jon Frank:** Okay.

And I'm planning to come there and get some of these peaches, and I'm probably gonna collect a bunch of orders from people around here and try to get a whole bunch at once and pick a bunch up.

**Ms. Jennifer Ochs:** That's great. And then, when you get them, you need to drive back.

**Mr. Jon Frank:** Yes, right away.

**Ms. Jennifer Ochs:** I would like to add something else here.

When I work with you, what you have told me has been right on. I would say it's very honest and it works. And the product that you send me in the containers is what you represent, and I appreciate that.

**Mr. Jon Frank:** Wow. Thank you.

I'm gonna just let people know here, we've got several people who want to order from you, but I'm gonna let them know that they can contact you directly.

Have you done any processing or do you sell anything besides fresh peaches?

**Ms. Jennifer Ochs:** No. No, just fresh peaches. I can a few for myself, they can up very nice. There's a very nice texture to them. And I use anywhere from a light to a medium syrup, and even canned, they're good. These peaches, when

they're fresh, if you take two of them and make you a smoothie with a glob of yogurt and some ice, that is just--that's quite startling. But, you don't get the same thing after you can them.

So, when they're fresh, they're like that. And if they contact me around the first of August, I'm sure I can tell them when they're gonna be coming on.

**Mr. Jon Frank:** Okay.

So, that's the heads up time to call you around the first of August.

**Ms. Jennifer Ochs:** Yes.

**Mr. Jon Frank:** Okay.

Matthew Carol sent some questions in. When you planted your peach trees, did you add anything to the hulls - limestone, pete moss - or did you just backfill with existing soil?

**Ms. Jennifer Ochs:** Well, I initially planted them and I used another guy's recommendations and it wasn't real good. And I overwatered them, and then half of them died.

The second year, I worked with you guys. Yes, I did add to the hull--I would have to look back. I believe it was the RL37 and something else.

**Mr. Jon Frank:** Probably a microbial inoculant, maybe Crescendo or something like that.

**Ms. Jennifer Ochs:** Yes, yes, yes, that was what I put in there.

**Mr. Jon Frank:** We've since, working with Lynn Hoag, been making recommendations to plant trees with our tree planting kit, which is a 30 pound package of minerals and biology and it's got a technique on how to do that. So, our suggested program now if you were starting brand new would be to start with a tree planting kit.

**Ms. Jennifer Ochs:** I think that would be very wonderful.

**Mr. Jon Frank:** Okay, another question from Matthew - what kind of foliar sprays have you found to work best, and have you tried Cagri, they have a product called C-90, which is dried ocean water?

**Ms. Jennifer Ochs:** No, I have not. The second year I started in with you, and this Amaze stuff worked so well that the only other thing maybe I bought boxes of was Miracle Grow. The trees will get yellow and stuff, and that kind of helped that. But, I've got to be real careful not to overwater them. But, the Amaze and the PGR and that works so well, I think that's really why the orchard's still here.

I don't know that they would grow without that.

**Mr. Jon Frank:** And I just want to respond to Matthew's question, as well. The PGR is Plant Growth Regulator and is derived from seaweed extract. It also has cytokenins and auxins

in it, but it has a whole lot of trace minerals because it is seaweed derived. So, we are getting sea minerals there, but we're getting it in the form of seaweed extract rather than just plain sea minerals, sea salts.

Okay, another question - what mistakes have you made with your peach trees that experience has taught you not to make?

**Ms. Jennifer Ochs:** Well, given you've got a narrow package to start growing them, I would use that. Another thing, the soil is so difficult to work with, they're quite sensitive to different things. And the Amaze is just quite forgiving. It helps a lot of that.

The PGR is real sticky stuff, so you want to make sure you get that mixed in good. I would have called you sooner to get the Bloom It. That works well if you haven't really gotten cold.

The Dagger works well when the aphids come in. I think they blow in from Utah. I know you say, when your trees get healthy, they won't draw them in, but hopefully, I've reached that point. But, I really don't think this orchard would be here without your program and the Amaze spray.

**Mr. Jon Frank:** And just for some people who want to ask, the program that Jennifer's talking about is not organic, but it is focused on getting top quality produce. Our goal is to get the greatest health benefit to the consumer. At the same time,

we want to have the greatest selling quality of the produce so that the growers have a superior product to compete in the marketplace. And so, that's what our focus is on these peaches.

**Ms. Jennifer Ochs:** I figure every year that I'll buy probably \$1,000 worth of product from you, and that includes freight, too, and then whatever I spend on the soft rock in those recommendations or outside them, and they're rather minimal. Then, I buy femiron tags, which just confuse the bugs so they don't mate. And other than that, that's my expense.

**Mr. Jon Frank:** So, you're looking at maybe, what, is that maybe total of 1,200 a year maybe, on an average? Kind of varies.

**Ms. Jennifer Ochs:** Yeah, I would say probably about 1,600. Bucket of femirons is \$300, and then the soft rock and that, that's kind of hard to get, you buy a full truckload of that, so. But, from you, like I said, I figure it's gonna take \$1,000, and I don't buy outside of that, and that's four acres.

**Mr. Jon Frank:** So, about \$250 an acre.

**Ms. Jennifer Ochs:** Yeah.

**Mr. Jon Frank:** Well, it may be a little less if you don't have to buy the Bloom It, and so that would be good.

**Ms. Jennifer Ochs:** Yes, but you want to have that on hand, and you want that Dagger on hand, too.

**Mr. Jon Frank:** Okay.

So, there's a key point you just mentioned. Have Bloom It and have Dagger on hand.

**Ms. Jennifer Ochs:** Yes, because the initial mare stem growth is so tender and soft, and by the time I see the aphids, I've got to get it on there in a day or so, and it clears them off. But, my beneficial bugs aren't harmed either. I have a lot of praying mantis, and then I release lacewings later on, too.

**Mr. Jon Frank:** So, an important thing is as soon as you see aphids, you immediately spray with Dagger.

**Ms. Jennifer Ochs:** Yeah.

They'll get in the very initial growth on the tips, you know, and they'll just feed like--they'll defoliate the tree in a day by the time you see it. I think they must over winter, too, sometimes.

**Mr. Jon Frank:** Let me explain what Dagger is. Dagger is a blend of neem and fish oil with an emulsifier added in. And it is used as a repellent for aphids or bugs or whatever, but it is not an insecticide. It is a natural product of just the two oils.

Very important to use it as soon as you see it. In greenhouses and other situations, I'm recommending Dagger, or we have another name for it called Show Time for small containers, to be used automatically just once a month as a healthy

preventative because it actually provides some natural oil content, shines up the leaves.

It does seem to give a little better increase in the photosynthetic capacity of the leaf and the tree there. So, that's just a little blurb on that. But, that's what we're seeing with gardens.

**Ms. Jennifer Ochs:** I dilute mine down. I probably use about a quart in a 55 gallon drum when I spray.

And I get control that way.

**Mr. Jon Frank:** And how much does that cover?

**Ms. Jennifer Ochs:** Probably not quite an acre, and I spray it directly on the tree with a wand.

And they'll just wash them out of there with a lot of that. And another thing that I would recommend is you want to be careful not to spray Amaze till your fruit is set.

**Mr. Jon Frank:** Excellent point. That's a very important point. Amaze has a growth versus fruiting ratio. And Amaze has a tendency to be just on the growth side and could knock off some blossoms. Is that what you're referring to?

**Ms. Jennifer Ochs:** Yes. Very much so.

**Mr. Jon Frank:** Okay.

So, we would like to see Amaze be put on once you've got the blossom or pedal fall. Is that about the time you would begin or a little bit after that?

**Ms. Jennifer Ochs:** I like to see little green peaches forming.

**Mr. Jon Frank:** Okay, little green peaches, okay.

**Ms. Jennifer Ochs:** Yeah, just so you know they're there.

**Mr. Jon Frank:** Okay, great.

**Ms. Jennifer Ochs:** In fact, next year, when I see that, I'm gonna start Amaze sooner so maybe so many don't set on the trees.

**Mr. Jon Frank:** I see what you're saying. You're gonna use Amaze to try to keep some of your blossoms off at that particular time.

**Ms. Jennifer Ochs:** Yeah. When I start seeing peaches.

**Mr. Jon Frank:** You know, just a little something here - if you happen to knock off too many blossoms, you can come back on with some Bloom It.

**Ms. Jennifer Ochs:** Well, yeah, I suppose. It's so exciting to have a crop, and you've done it.

**Mr. Jon Frank:** Oh, no. Actually, you are the one out there working.

**Ms. Jennifer Ochs:** But, you gave me something to work with, yeah. Another thing on the Dagger - don't get lazy and get the very last of it out of the tank because when you mix it -

**Mr. Jon Frank:** --That burns, right--?

**Ms. Jennifer Ochs:** --It'll burn your leaves right off your trees, and they don't want to grow back, either. And when you're done with that stuff, you want to take some Dawn dish soap and run it through your sprayer. That stuff gets really hard.

**Mr. Jon Frank:** Yeah, it is. That's something we've seen. That foam that comes out of the bottom, you for sure don't want to put that on a leaf.

**Ms. Jennifer Ochs:** No, no, that's just--that's terrible.

**Mr. Jon Frank:** So--yeah, don't use the very last bit.

Well, those are some good points you're giving. You know, in summary then, would you say that most growers really do need to work carefully with a consultant?

**Ms. Jennifer Ochs:** Yes, yes. And you're really wonderful. I send you the soil analysis and I buy your product, and you provide me with information probably beyond what I deserve, but I do appreciate it.

**Mr. Jon Frank:** You know what, Jennifer? The really good thing here is the soil test, honestly. If it wasn't for the soil test that we do, this particular soil test, we wouldn't be any different than the average person out there because we really wouldn't know what nutrients the plant can get.

And that's what makes the difference for us is being able to see what nutrients the plant can get. And we fertilize

according to that rather than fertilizing according to what's in the soil. It's a very different question, very different answer.

And it helps us get nutrient dense foods or high brix on the produce. So, I have to give a lot of credit back to the soil test.

**Ms. Jennifer Ochs:** Well, it works.

**Mr. Jon Frank:** Well, anything else in closing that you would like to talk about or cover about your trees?

**Ms. Jennifer Ochs:** I don't believe so. If it wasn't for what you have sold me and the advice and that, I would have given up on this project probably four years ago. But now, with this and the fan I believe I'll have a crop every year. And that's just yahoo. It's amazing.

**Mr. Jon Frank:** You briefly described a little bit, are you trying to grow very rich hay or nutrient, like a high brix hay? Is that what you're doing now?

**Ms. Jennifer Ochs:** Yeah, that's our intention. And this year, I even used the Dagger on it so far. We're at a spot, we're probably needing to re-seed. And the soil is not far from the orchard soil. And we've got a real nice grass field on it. And we followed your recommendations on it.

We had aphid problems there. The Dagger cleared that off where it could get growing.

I know you told me it wasn't feasible to spray Amaze on it, but it was just sitting still, so we sprayed it with Amaze and we saw three inches it told it to grow. And it needs cut, but we're having a lot of rainy weather right now.

**Mr. Jon Frank:** I see. Yeah, that's important.

Well, that's good. I'm excited to hear about that. And I just wanted to let people know that as far as I know and the people that I've worked with and come in contact with, Jennifer's got the best peaches that I'm aware of. And it's my hardy recommendation that if you want the best quality peaches, to go to and contact Jennifer Ochs, and you can reach her at, again, the phone number is 970-323-8684 and their website is [TheMagickFan.com](http://TheMagickFan.com), it's M-A-G-I-C-K, [TheMagickFan.com](http://TheMagickFan.com).

And also, if anybody wants additional tips and things on what's happening with nutrient dense foods and where to find some things, you can go to [JonIsOnTwitter.com](http://JonIsOnTwitter.com), J-O-N, that's J-O-N, [JonIsOnTwitter.com](http://JonIsOnTwitter.com) and follow me there, and I will be giving out more and more of these recommendations for where to buy the best produce as I come across them.

And so, I just want to thank you, Jennifer. That's very nice, sharing your story, and what's happened. And I'm looking forward to getting your peaches this year and getting my year's supply of peaches from you in August.

And I would like to mention that when I get some of these peaches from you, I am going to take these peaches and do a nutrient density analysis in our lab, and I'm going to contrast them to probably some store bought peaches or at least the USDA database and just see the amount of mineral that are actually in here as compared to what's average in the store.

So, that'll be a follow up and I'll be releasing that information and making that public. You can be assured, it's gonna be a whole lot more minerals in there than typical peaches.

So, I guess, with that, I'm done. And I want to thank you, Jennifer.

**Ms. Jennifer Ochs:** Well, thank you.

**Mr. Jon Frank:** And I hope Craig gets really busy making a bunch of fans because, hopefully, some people need to buy some of those and could get the benefit out of that, as well.

**Ms. Jennifer Ochs:** Well, we've got them.

**Mr. Jon Frank:** Okay.

Well, thank you and appreciate it. So, have a good night.  
Bye.

**Ms. Jennifer Oaks:** Thank you, Jon. Bye.

**Mr. Jon Frank:** Bye.

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