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**FOR IMMEDIATE RELEASE**

### **RED DOG RANCH: Investing in Agricultural Automation**

**GUALALA, California - January 2, 2007** – Red Dog Ranch has made numerous capital equipment purchases to aid in the production of vegetable crop cultivation.

“Weeds and water will be my biggest concern.” says Rich Fesler, co-owner of Red Dog Ranch. “The labor pool is very unique and complicated here. I will not be able to rely or afford using outside help.”

A new 4-wheel drive tractor, Plastic Mulch Layer, Drip-Tape Layer, Low Tunnel Layer, and a Water Wheel Planter will help increase production by at least 80%.

The new Kubota tractor will allow access to the muddy fields much early in the year. Plastic Mulch will eliminate weeding around plants, raise soil temperatures by at least 10°F, and retain water by reducing evaporation. Drip-Tape will allow for precise, minimal waste of precious irrigation water. Low Tunnels (or, miniature 14” high greenhouses) will be fabricated directly over the seedlings in real-time; hence, reducing frost damage and allowing production to commence at least 2 weeks early then normal. And, the Water Wheel Planter will allow for precise seedling planting and reduce an 8 hour job into a 10 minute job.

To learn more about Red Dog Ranch visit [www.RedDogRanch.com](http://www.RedDogRanch.com) or call (707) 884-9640.

### **ABOUT Red Dog Ranch**

*Red Dog Ranch, located on the beautiful North Coast of California, supplies its local community with Certified Naturally Grown™ Heirloom Fruits and Vegetables. Just one mile from the Pacific Ocean, this 30 acre ranch sits literally on the San Andreas Fault and borders the Gualala River. Richard and Victoria Fesler own and operate Red Dog Ranch. This Ranch at one point was the only supplier of vegetables on the coast for many years, and after 50 years it still supplies the community.*