FORM 4

UNITED STATES SECURITIES AND EXCHANGE COMMISSION Washington, D.C. 20549

Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES

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OMB APPROVAL

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, Section 17(a) of the Public Utility Holding Company Act of 1935 or Section 30(h) of the Investment Company Act of 1940

Print or Type Respo	nses)													
1. Name and Addres Jones William L	2. Issuer Na Symbol Pacific Eth				ding	5. Relationship of Reporting Person(s) to Issuer (Check all applicable)								
(Last) (5711 N. WEST A	(First) (Middle VENUE	e)	3. Date of Ea (Month/Day) 05/22/2007	/Year)	ınsac	ction			Officer (give title below)	e Other (specify below)				
(Street) FRESNO,, CA 93711			4. If Amenda Filed(Month/E		te Oı	riginal		6. Individual or Joint/Group Filing(Check Applicable Line) _X_ Form filed by One Reporting Person Form filed by More than One Reporting Person						
(City)	(State) (Zip)	1	Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned											
1.Title of Security (Instr. 3)	Date Execution (Month/Day/Year) any		Deemed attion Date, if th/Day/Year)	3. Transaction Code (Instr. 8)		4. Securities Acquired (A) Disposed of ((Instr. 3, 4 an		D)	5. Amount of Securities Beneficially Owned Following Reported Transaction(s)		7. Nature of Indirect Beneficial Ownership (Instr. 4)			
				Code	V	Amount	(A) or (D)	(Instr. 3 and 4) (I)			(
Common Stock	05/22/2007			S		31,750	D	\$ 14.5	1,437,716	D				
Common Stock	05/22/2007			S		1,900	D	\$ 14.51	1,435,816	D				
Common Stock	05/22/2007			S		1,500	D	\$ 14.52	1,434,316	D				
Common Stock	05/22/2007			S		100	D	\$ 14.53	1,434,216	D				
Common Stock	05/23/2007			S		1,316	D	\$ 14.5	1,432,900	D				
Common Stock	05/23/2007			S		1,300	D	\$ 14.52 \$	1,431,600	D				
Common Stock	05/23/2007			S		2,500	D	14.53	1,429,100	D				
Common Stock	05/23/2007			S		4,448	D	\$ 14.54 \$	1,424,652	D				
Common Stock	05/23/2007			S		2,952	D	14.55	1,421,700	D				
Common Stock	05/23/2007			S		2,300	D	\$ 14.56 \$		D				
Common Stock	05/23/2007			S		600	D	\$ 14.57 \$	1,418,800	D				
Common Stock	05/23/2007			S		200	D	14.6 \$	1,418,600	D				
Common Stock	05/23/2007			S		200	D	14.61 \$	1,418,400	D				
Common Stock	05/23/2007			S		1,215	D	\$ 14.67 \$	1,417,185	D				
Common Stock	05/23/2007			S		2,685	D	14.68	1,414,500	D				
Common Stock	05/23/2007			S		3,300	D	\$ 14.7	1,411,200	D				
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							±,			
Reminder: Report on	a separate line for e	ach class of securitie	es benefic	cially	owned					
directly or indirectly.	_									
				Pe	ersons v	vho r	espon	d to the collection	of	SEC 1474
				inf	formatio	n co	ntaine	d in this form are r	not	(9-02)
				re	quired t	o res	spond	unless the form dis	splays a	
				Cι	irrently	valid	OMB	control number.		

(e.g., puts, calls, warrants, options, convertible securities)															
1. Title of	2.	3. Transaction	3A. Deemed	4.	5	5.		6. Date Exer	rcisable	7. Tit	tle and	8. Price of	9. Number of	10.	11. Nature
Derivative	Conversion	Date	Execution Date, if	Transacti	insaction Number		and Expirati	ion Date	Amo	unt of	Derivative	Derivative	Ownership	of Indirect	
Security	or Exercise	(Month/Day/Year)	any	Code	C	of		(Month/Day	/Year)	Unde	erlying	Security	Securities	Form of	Beneficial
(Instr. 3)	Price of		(Month/Day/Year)	(Instr. 8)	I	Deriv	erivative		Secu	rities	(Instr. 5)	Beneficially	Derivative	Ownership	
	Derivative				5	Secur	ities			(Inst	r. 3 and		Owned	Security:	(Instr. 4)
	Security				1	Acqu	ired			4)			Following	Direct (D)	
					((A) o	A) or					Reported	or Indirect		
					I	Dispo	osed						Transaction(s)	(I)	
					(of (D)							(Instr. 4)	(Instr. 4)	
					((Instr. 3,									
					4	4, and 5)									
											Amount				
								Date	Eition		or				
								Exercisable	Expiration Date	Title	Number				
								Excicisable	Date		of				
				Code	V	(A)	(D)				Shares				

Reporting Owners

Reporting Owner Name / Address	Relationships						
Reporting Owner Name / Address		10% Owner	Officer	Other			
Jones William L							
5711 N. WEST AVENUE	X						
FRESNO,, CA 93711							

Signatures

/s/ William L. Jones	05/23/2007
**Signature of Reporting Person	Date

Explanation of Responses:

- * If the form is filed by more than one reporting person, see Instruction 4(b)(v).
- ** Intentional misstatements or omissions of facts constitute Federal Criminal Violations. See 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, see Instruction 6 for procedure.

Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.