

Chairman's Report

SPRING!

I'm writing this about a month before "From The Grove" reaches your mail box. Like many parts of California, we have had a long, cold and very dry winter where I farm in Ventura County. At last count I had spent 33 nights working with my foremen to fight frost, starting two nights before Christmas. We have been busy seven of the past 12 weekends and are looking forward to a change.

Many of our California avocado growing regions had spotty damage during the six night "Yukon Express" that arrived during January. Fortunately most groves were spared from harm but in some cold areas our fellow growers suffered more serious damage. The night before last our area finished a seven night run of running windmachines, sprinklers and general lack of sleep. It is easy to tell who is an avocado grower these days; we are the grumpy ones with the dark rings around our eyes.

Today felt different. Maybe it was having a full night of sleep after a week of working nights to save our crop; maybe spring is finally on the way. Citrus and some of our native trees are starting to push out early buds. Frogs in our ditches are filling the night air with their love songs, birds are building nests and the early pollenizer varieties in our groves are starting to bloom. Like the first rays of sunlight that a tired grower sees moving up from the eastern skyline after a long night of fighting frost, Mother Nature is starting her annual change as we move into the season of bloom and growth. Many not raised in Southern California complain that "we have no seasons" here. California



Ed McFadden

avocado growers know better. Our fall colors may not be as bright and we may not shovel as much snow but we do see the seasons in our groves and feel the changing tides of nature's cycles in our bones.

At CAC, early programs are ramping up too. As you read this, March promotions and the season-long programs that have been in planning since early last year will be coming online. At the recommendation of your Marketing Advisory Committee, your board approved an aggressive plan from Vice President of Marketing Jan DeLyser's team to start promotions in March. This plan was put in place to support early harvesting by California growers. We know that we have a large crop and with other factors including harvest labor, cultural practices and weather, it makes sense for growers to start their harvest earlier than usual this year.

Talk to your handlers, take the time to read their many informative market updates. Check the California Avocado Society's Weekly Newslines for James McCormac's excellent market report. Always read the Market Trends section of The Green-sheet from CAC. Set up an organized picking plan now with your handler and let's get to work! CAC President Tom Bellamore's team has set the table for us, it is up to us to dig in and get this season started. 🥑



Board of Directors

District 1

Member/Carol Steed-**Secretary**
Alternate/Bill Rice

Member/Shane Tucker
Alternate/Jerome Stehly

District 2

Member/Charley Wolk
Alternate/Joanne Robles

Member/Ohannes Karaoghlanian
Alternate/Vacant Seat

District 3

Member/Ed McFadden-**Chairman**
Alternate/Keith Reeder

Member/Doug O'Hara-**Vice Chair**
Alternate/J. Michael Lanni

District 4

Member/John Lamb-**Treasurer**
Alternate/Robert Grether

Member/Art Bliss
Alternate/Larry Rose

District 5

Member/Gabe Filipe
Alternate/Will Carleton

Member/Bradley Miles
Alternate/Jim Swoboda

Handlers

Member/Reuben Hofshi
Alternate/Katy Otis

Member/Steve Taft
Alternate/John Dmytriw

Member/Scott Bauwens
Alternate/Gary Caloroso

Member/Gene Carbone
Alternate/Ron Araiza

Public Member

Andria Pontello

To contact a CAC representative, please visit:
CaliforniaAvocadoGrowers.com/your-representatives