



2024 CAC ANNUAL MEETINGS

ESCONDIDO, VENTURA & SAN LUIS OBISPO, CA

APRIL 15-17, 2024



TODAY'S PROGRAM

Opening Remarks: Jason Cole, Chair

Numbers and Advocacy: Ken Melban, VP Industry Affairs and Operations

Marketing:

- Terry Splane, VP Marketing
- Zachary Benedict, Director of Marketing
- Lori Small, Marketing Manager

Timing and Resources: April Aymami, Industry Affairs/Operations Director

Question and Answer Session

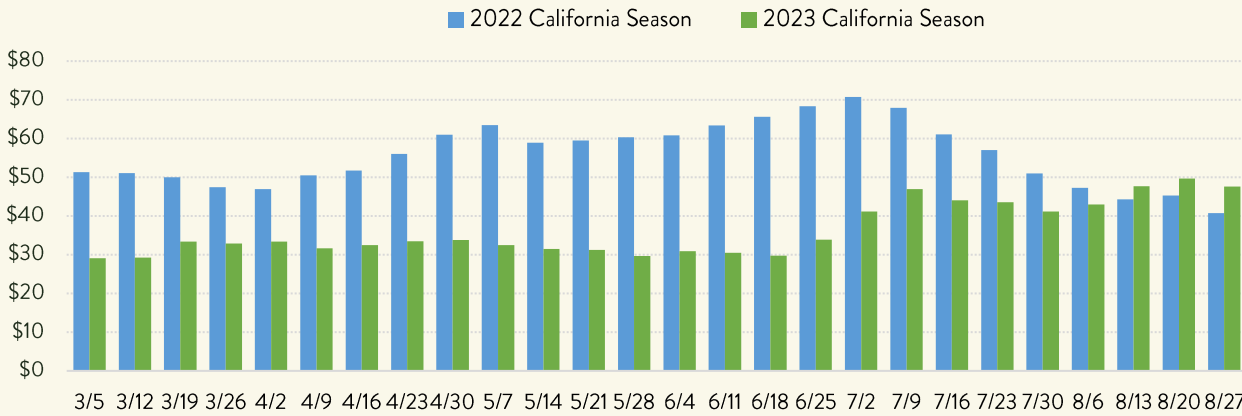
2022-23 PRICING





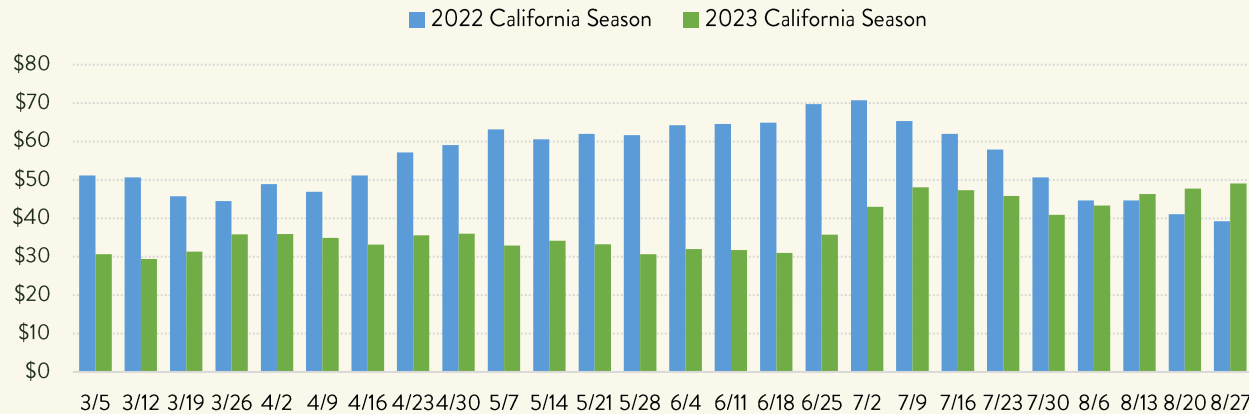
FOB LOWER FOR MOST OF 2023 CALIFORNIA SEASON VS. 2022

FOB Prices of California Avocados shipped **WITHIN CALIFORNIA**



FOB prices of California Avocados shipped within California were lower for the majority of the 2023 California Season vs. the 2022 California Season.

FOB Prices of California Avocados shipped **OUTSIDE CALIFORNIA**



For shipments outside California:

- FOB prices in 2023 were higher than within California
- FOB prices were lower than 2022 for much of the California Season

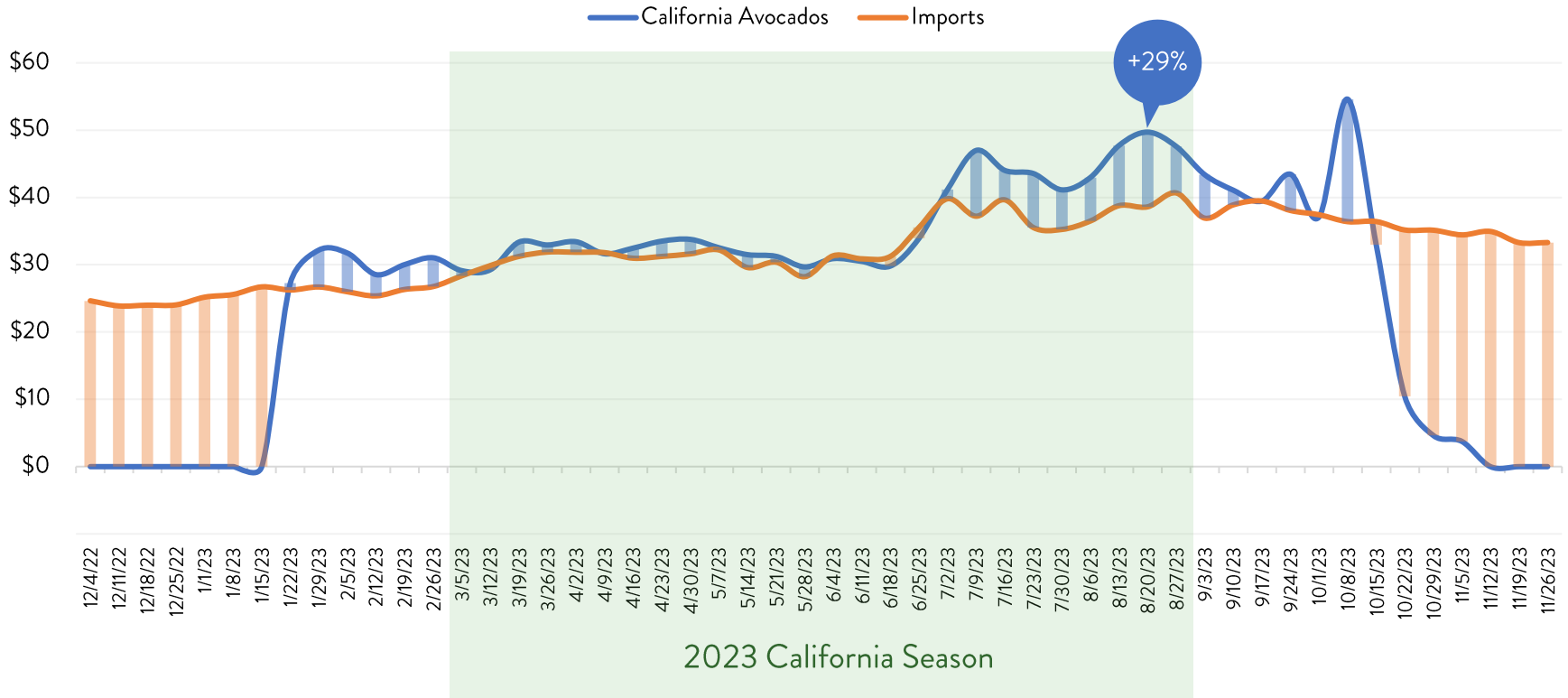
Source: AMRIC Hass #1 Conventional (pounds) Mar-Aug 2023, Mar-Aug 2022



FOB PRICE: CALIFORNIA AVOCADOS DELIVERED A PRICE ADVANTAGE WITHIN CALIFORNIA

The FOB price advantage of California Avocados averaged +8% over imports during the 2023 California Season and reached as high as +29% (w/e 8/20).

FOB of California Avocados shipped **WITHIN CALIFORNIA** by week
(December 2022 – November 2023)



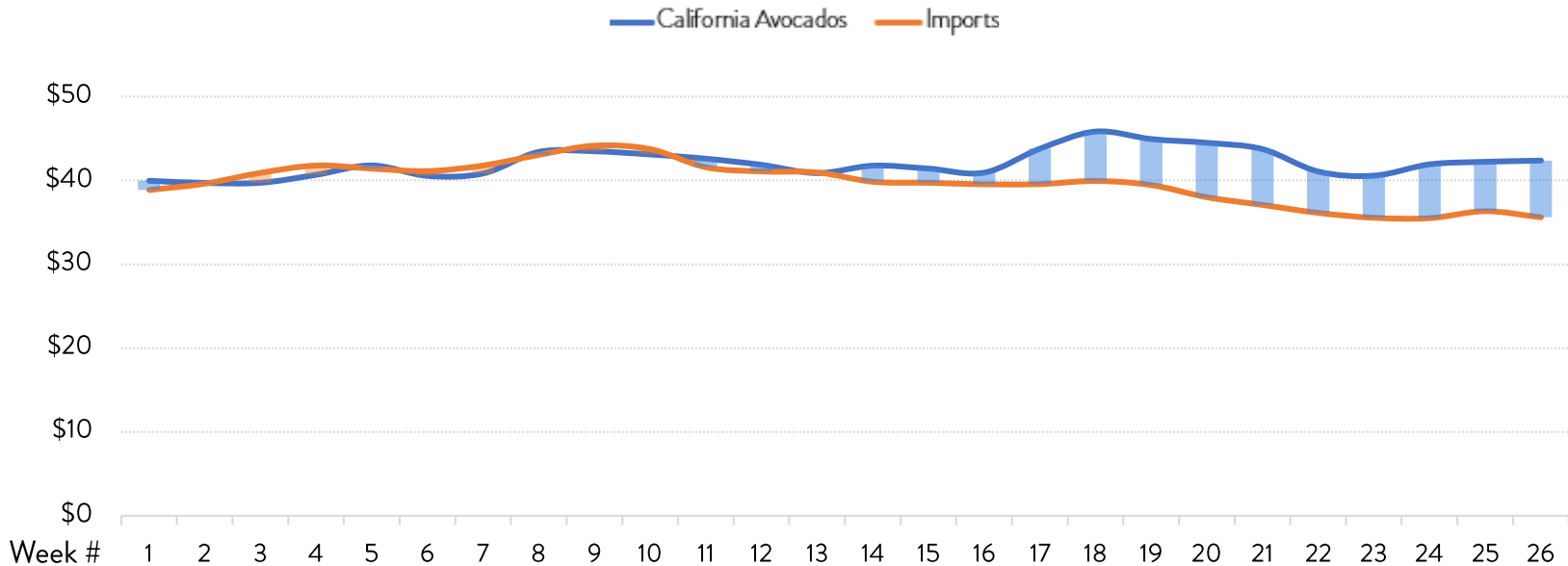
Source: AMRIC Hass #1 Conventional (pounds) 52 weeks ending 11-26-2023; California Season 26 weeks ending 8-27-2023



FOB PRICE ADVANTAGE: 4-YR AVG. OUTSIDE CALIFORNIA

Outside of California, FOB price advantage of California Avocados averaged +7% vs. imports over the past four California Seasons.

4-Year Average FOB of California Avocados Shipped **OUTSIDE CALIFORNIA** 2020-2023 California Seasons



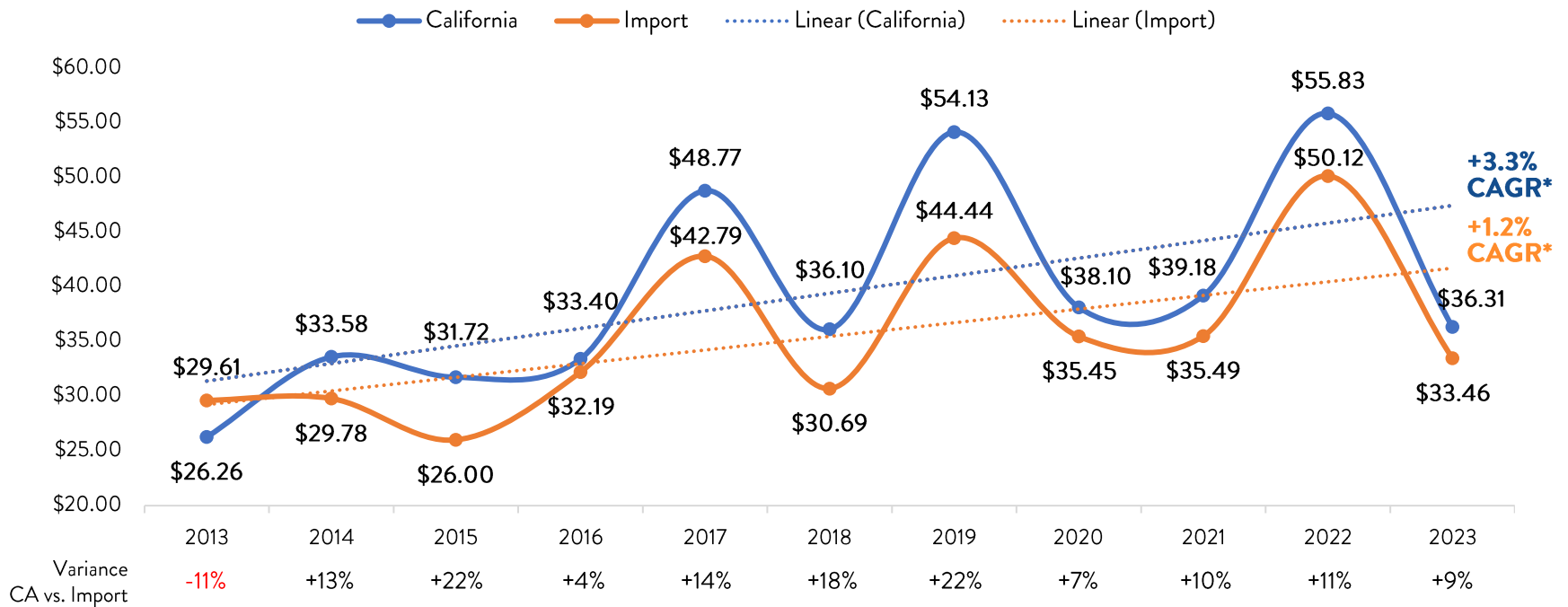
Source: AMRIC Hass #1 Conventional (pounds) Mar–Aug 2020 – 2023



CALIFORNIA AVOCADOS CONTINUE TO SHOW FOB PREMIUM OVER IMPORTS

In the California Region, FOB prices for California Avocados fluctuate yearly, with 2022 showing a CAGR* of +3.3%. This was +2.1 points higher than the rate of imports (+1.2%).

FOB Price **WITHIN CALIFORNIA** (2013–2023 California Season)
California Avocados vs. Imports



Source: AMRIC Hass #1 Conventional (pounds) Mar–Aug 2013 – 2023

*CAGR = Compound Annual Growth Rate. This is the average annual growth rate of FOB price since 2013

2023-24 BUDGET





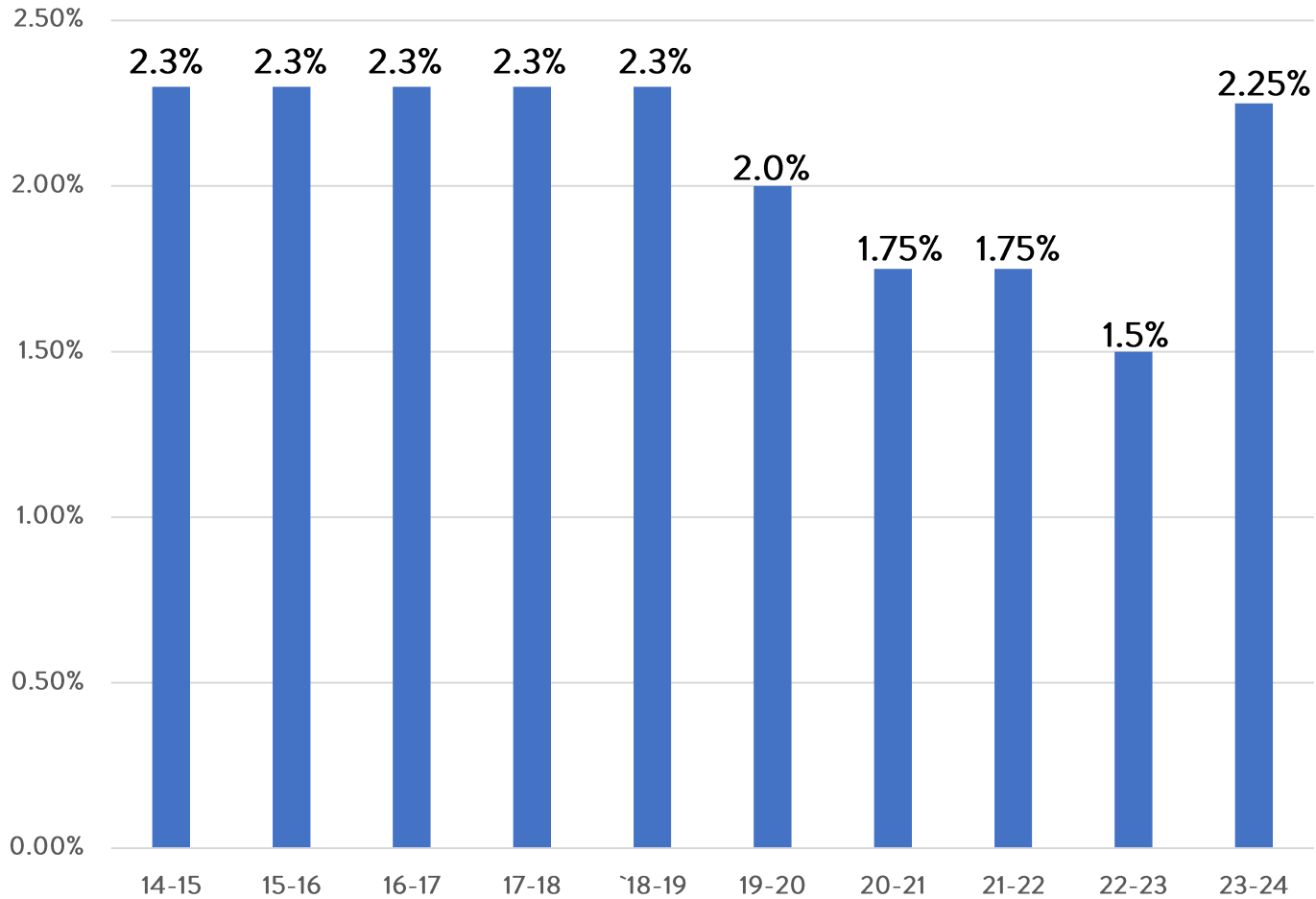
2023-24 BUDGET

2.25% assessment rate
200-million-pound crop
\$1.15 average per pound (budgeting purposes)

Total Revenues	<u>\$9,500,125</u>
Program Expenses	
– Marketing	\$6,136,000
– Operations	\$2,867,339
– Industry Affairs	\$1,211,475
– Production Research	\$233,943
– Grants	\$300,000
Total Expenses	<u>\$10,748,757</u>
Excess Of Revenues Over(Under) Expenditures	(\$1,248,632)

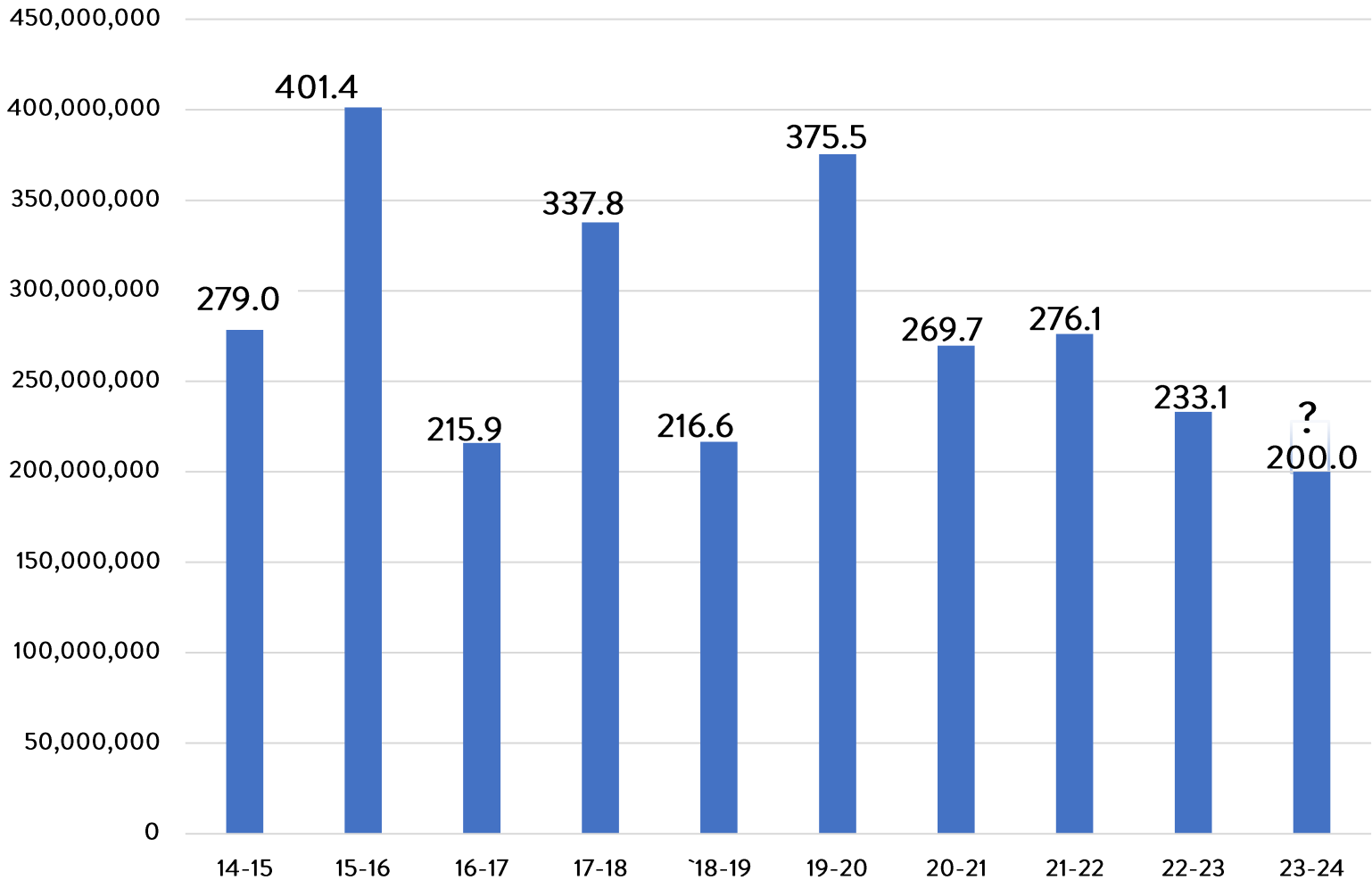


Assessment Rate





Volume (millions)





TEN-YEAR LOOK

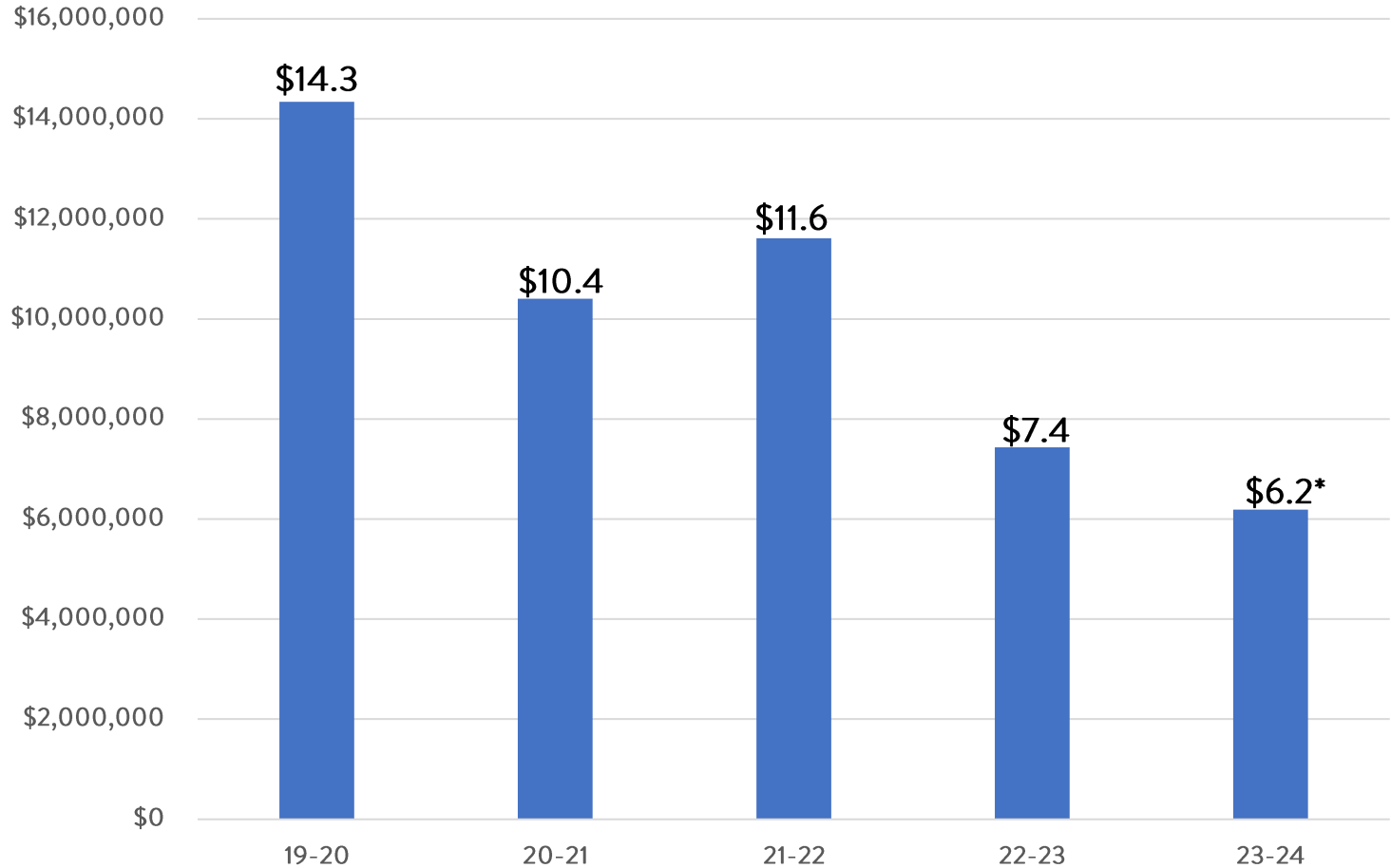
Price Per Pound



10-year average: \$1.28



Reserves (millions)

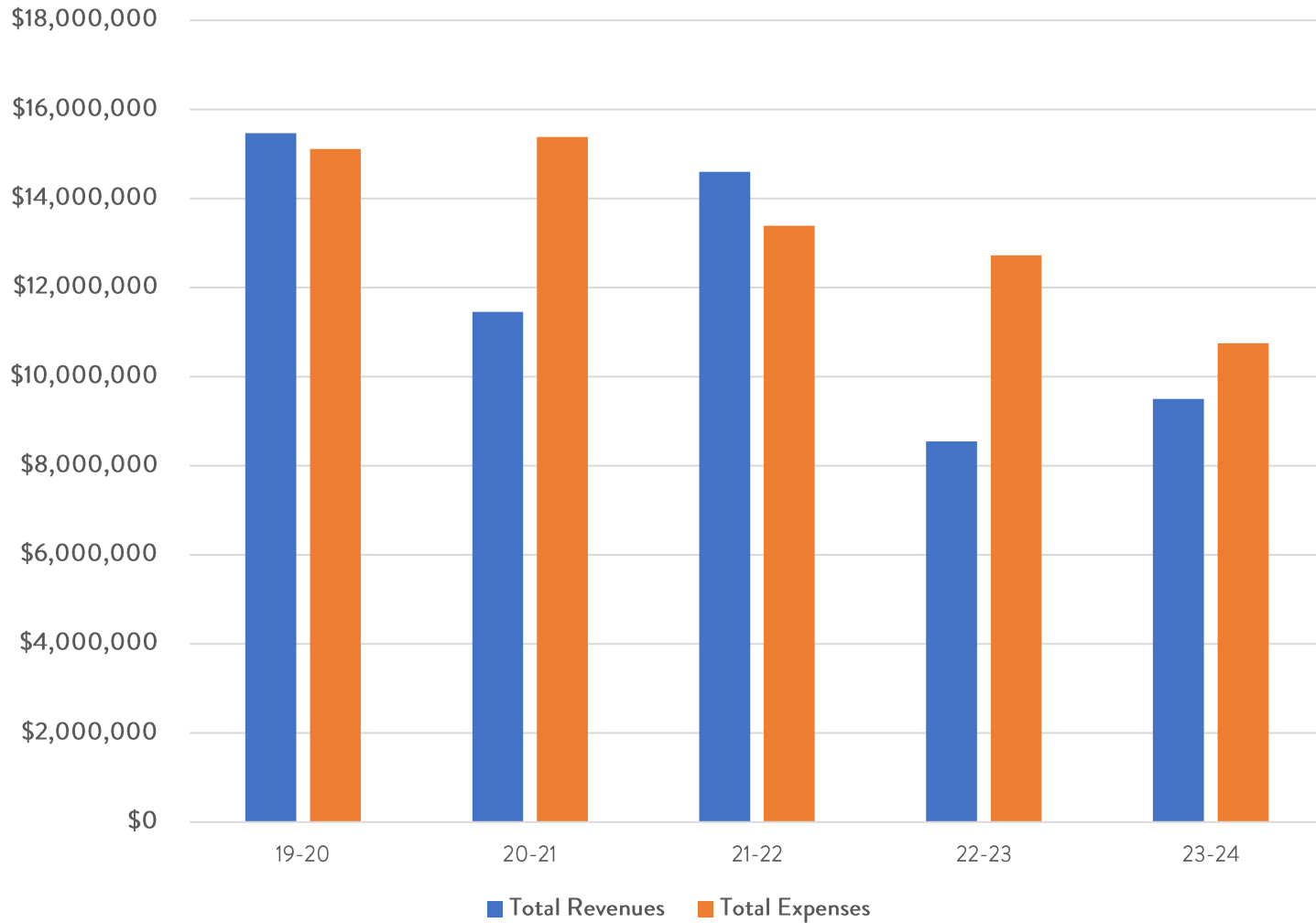


Reserves policy
> \$5MM

*projected

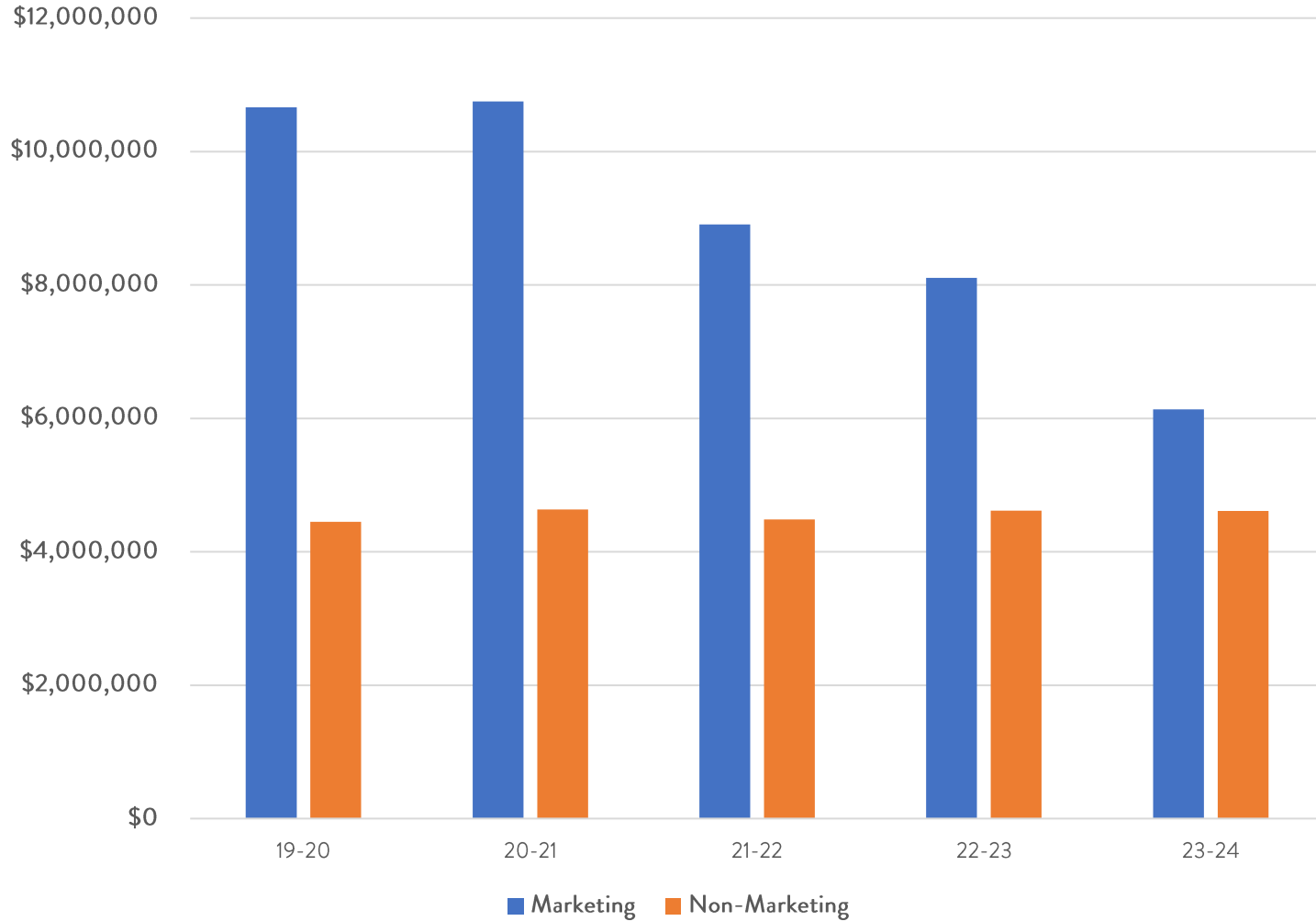


Revenues and Expenses





Marketing and Non-marketing



INDUSTRY OVERVIEW

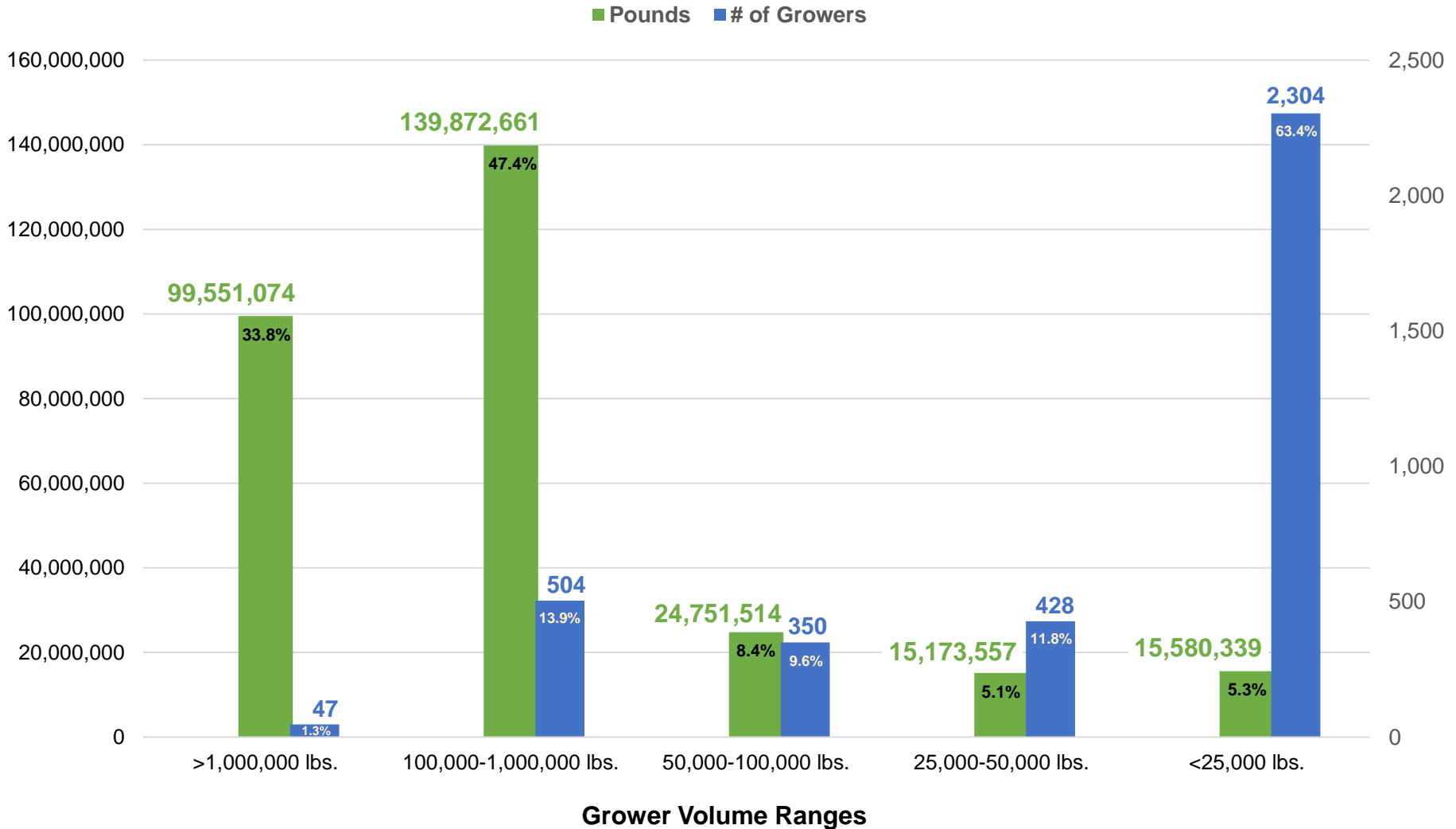




2014 GROWER PRODUCTION NUMBERS

Total Volume **294,929,145**

Total Growers **3,633**



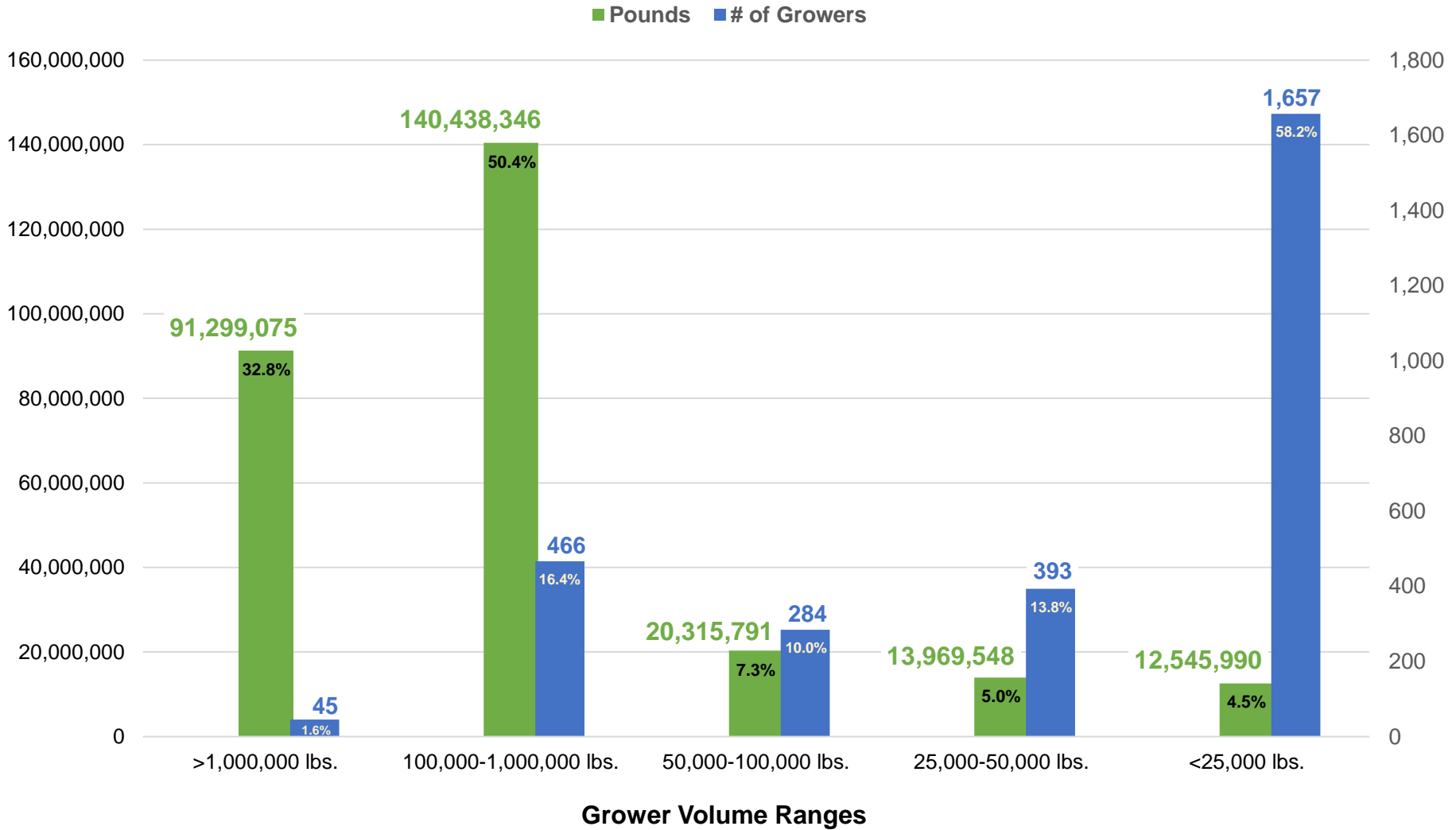
Total Acres **54,308**



2022 GROWER PRODUCTION NUMBERS

Total Volume 278,568,750

Total Growers 2,845



Total Acres 52,204

ADVOCACY



March 2024

Economic Contribution and Ecosystem Service Value of Avocados in the Escondido Area



Avocado Farming Contribution at a Glance

San Diego County

\$70.3 ecosystem benefits

\$180.2M direct output

\$376.0M total output

6,566 jobs

Escondido

\$9.0M ecosystem benefits

\$19.0M direct output

\$39.7M total output

693 jobs

ERA Economics
Environment • Resources • Agriculture

Escondido and the greater San Diego area continues to experience following of prime farmland and conversion to urban development. Conversion places strain on natural ecosystems. Natural ecosystems provide habitat for wildlife and improved air, water, and soil quality, among other intangible benefits. Avocado orchards provide additional ecosystem benefits to society, such as erosion control, fire prevention, pollution reduction, and aesthetic benefits.



Los Angeles Regional Water Board adopted new requirements on irrigated agriculture located in Ventura County (AG Order).

Imposes numeric limits on growers that discharge to certain surface waters.

To comply with the numeric limits, growers will need to conduct onerous edge of field monitoring on agricultural operations to demonstrate compliance with the limits; or, alternatively, working with the Ventura County Agricultural Irrigated Lands Group (VCAILG), implement appropriate management practices, as identified by technical service providers, to control runoff from operations to meet the limits.

CAC financially supported a petition that has been filed with the State Water Resources Control Board.

The petition is being held in abeyance while VCAILG works with the Water Board directly to ensure that implementation is fair and reasonable.

Agricultural entities will then have the option of requesting State Water Board review of the Ag Order and its requirements.



INVASIVE PESTS

Quarantines: Queensland & Oriental

Guatamala Trade Access: Pest Risk Assessment

Legislation



April 3, 2024

The Honorable Esmeralda Soria
Chair, Assembly Agriculture Committee
1020 N Street, Room 362
Sacramento, CA 95814

Re: AB 2827 (Reyes)—Support

Dear Chair Soria:

The undersigned coalition writes in support of Assembly Bill 2827 (Reyes), which declares the state goal to prevent the introduction and stop the spread of invasive species. This cross-section of stakeholders has a shared interest in preserving California’s natural and working landscapes. Proactive prevention measures are essential to safeguarding our environment, agriculture, communities, and economy from the detrimental impacts of invasive species.



WILDFIRE TAX RELIEF

H.R.7024 - Tax Relief for American Families and Workers Act of 2024

118th Congress (2023-2024) | [Get alerts](#)

BILL [Hide Overview](#) ✕

Sponsor: [Rep. Smith, Jason \[R-MO-8\]](#) (Introduced 01/17/2024)

Committees: House - Ways and Means; Rules

Committee Meetings: [01/19/24 9:00AM](#)

Committee Reports: [H. Rept. 118-353](#)

Latest Action: Senate - 03/21/2024 Read the second time. Placed on Senate Legislative Calendar under General Orders. Calendar No. 349. ([All Actions](#))

Roll Call Votes: There have been [2 roll call votes](#)

Tracker: ⓘ





REVERSE TRADE MISSION: SOUTH KOREA/CHINA

APRIL 8-11, 2024





2024 CALIFORNIA AVOCADO COMMISSION

MARKETING UPDATE





2023-24 CAC MARKETING OBJECTIVES & STRATEGIES

Objective: Aspire to an average price per pound that meets or exceeds the target set by the California Avocado Commission Board of Directors

Objective: Retain or increase California Avocado awareness, perceived value and preference with consumer targets

STRATEGIES

Assess and define the most viable consumer targets for California Avocados

Determine relevant “why California Avocado” messaging that elevates premium brand positioning and motivates consumer purchasing behavior

Consistently drive the brand essence and messaging hierarchy, differentiating California Avocados from other origins

Objective: Build loyalty with existing and target new trade customers

STRATEGIES

Assess and refine ongoing and new trade customer focus

Develop trade communications creating anticipation for the California Avocado season and ongoing demand for California Avocados

Collaborate and develop trade customer Marketing programs that build consumer awareness and purchases

Ensure the “California” in California Avocados is prominent in store and on menu



2022-23 VS. 2023-24 BUDGET OVERVIEW

PROGRAM AREAS	2022-23 TOTAL BUDGETS (\$8,600,000)	2023-24 TOTAL BUDGETS (\$6,136,000)	% Reduction
Consumer Marketing	\$ 4,736,549.00	\$ 3,200,000.00	-32%
Consumer:	\$ 3,925,949.00	\$ 2,400,000.00	-39%
Retail:	\$ 810,600.00	\$ 800,000.00	-1%
Consumer Public Relations	\$ 440,500.00	\$ 190,000.00	-57%
Living Well	\$ 88,430.00	\$ -	-100%
Trade Marketing – Retail	\$ 2,416,646.00	\$ 2,061,000.00	-15%
Trade Marketing – Foodservice	\$ 725,000.00	\$ 507,500.00	-30%
Marketing Support	\$ 182,875.00	\$ 177,500.00	-3%
California Avocado Merchandise Shop	\$ 10,000.00	\$ -	-100%
TOTAL MARKETING BUDGET:	\$ 8,600,000.00	\$ 6,136,000.00	-29%
	Consumer: 52%	Consumer: 42%	
	Trade: 48%	Trade: 58%	



STRATEGIC FINANCIAL DECISIONS

No Investment	22/23	23/24	\$ Delta	% Delta
Living Well Program	\$88k	\$0	-\$88k	-100%
California Grown	\$25k	\$0	-\$25k	-100%
Tracking Study	\$39k	\$0	-\$39k	-100%
FS Trade Advertising	\$98k	\$0	-\$98k	-100%

Reduced Investment	22/23	23/24	\$ Delta	% Delta
Consumer PR	\$325k	\$75k	-\$250k	-77%
FS Events & Culinary	\$372k	\$217k	-\$155k	-42%
Retail Trade Advertising	\$338k	\$144k	-\$194k	-57%
Retail Events & Assoc.	\$175k	\$96k	-\$79k	-45%

Increased Investment	22/23	23/24	\$ Delta	% Delta
Support retailer media/social	\$155k	\$200k	+\$45k	+29%
Retail Awareness / POS	\$257k	\$367k	+\$100k	+42%
FS Public Relations	\$63k	\$103k	+\$40k	+63%



TRADE MIX ADJUSTMENT

Trade Customer support defined as:

- Marketing (social/digital/in-store/promotions)
- Content, asset and program development
- Key account coverage

Industry Trade support defined as:

- Trade advertising (publications/LinkedIn)
- Trade PR
- Sponsorships and events

Investment Category	22/23	23/24	\$ Delta	% Delta
Trade Customer	\$2.57M	\$2.53M	-\$40k	-1.6%
Industry Trade	\$990k	\$520k	-\$470k	-48%



WHAT'S INSIDE A **CALIFORNIA** **AVOCADO**



BRAND POSITIONING

Build appreciation for and understanding of the origin of California Avocados by celebrating what makes them special: the **local** growers and their **sustainability** practices.





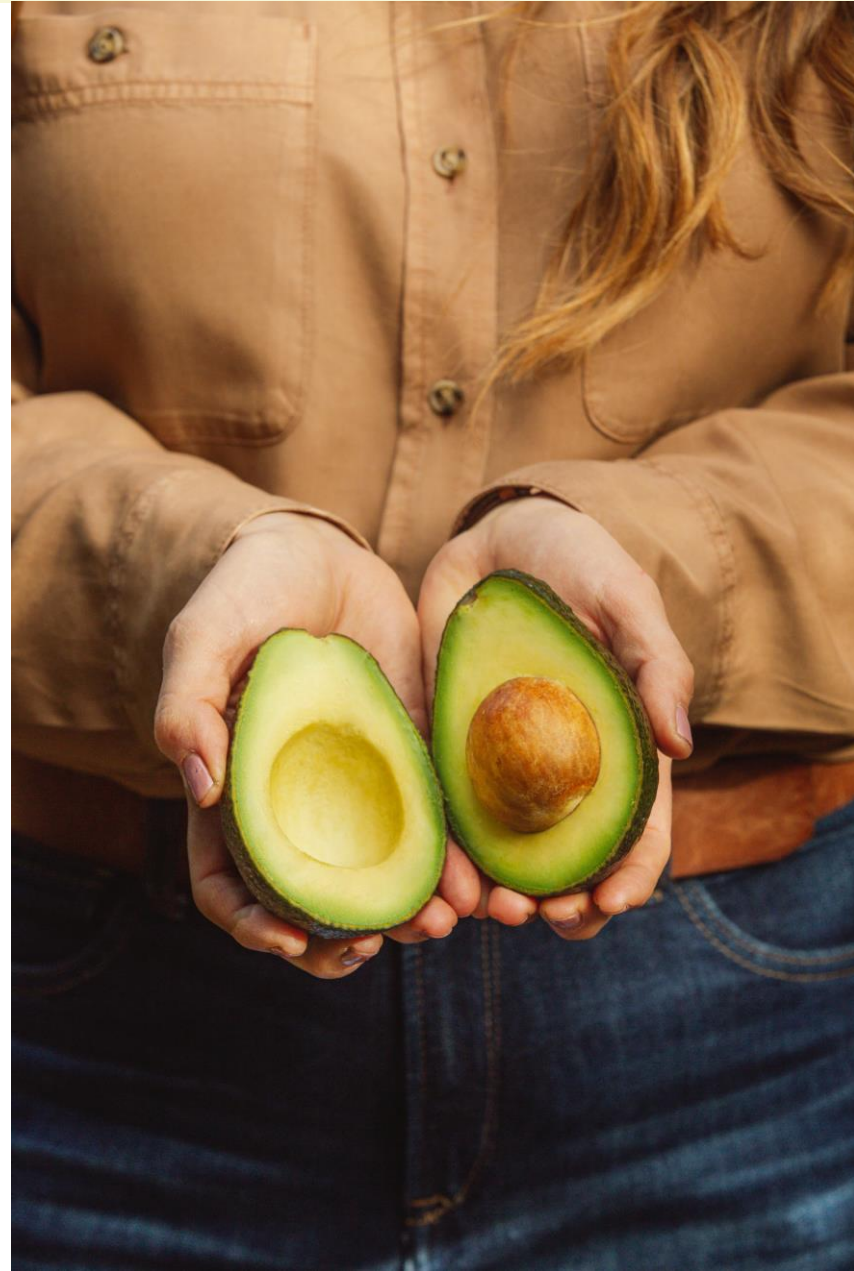
BRAND POSITIONING

Powerful Brand Messaging Must Be:

Ownable

Believable

Relevant





BRAND MESSAGING: OWNABLE

Superiority (Best/Premium/Quality)

- The best avocados have **California** in them
- Fresh from the grove to you
- Top quality California avocados

Availability

- Taste the **Season**
- **Now** in season
- Unlimited flavor, available for a **limited time**

Sustainably Grown

- Locally grown and **sustainably** farmed
- **Environmentally** friendly farming
- **Responsibly** grown by local farmers
- **Ethically** Sourced

Locally Grown in California

- **Locally** grown for exceptional quality
- **Incredibly local**, fantastically fresh
- Grown **locally**, enjoyed universally
- **Locally** grown with care

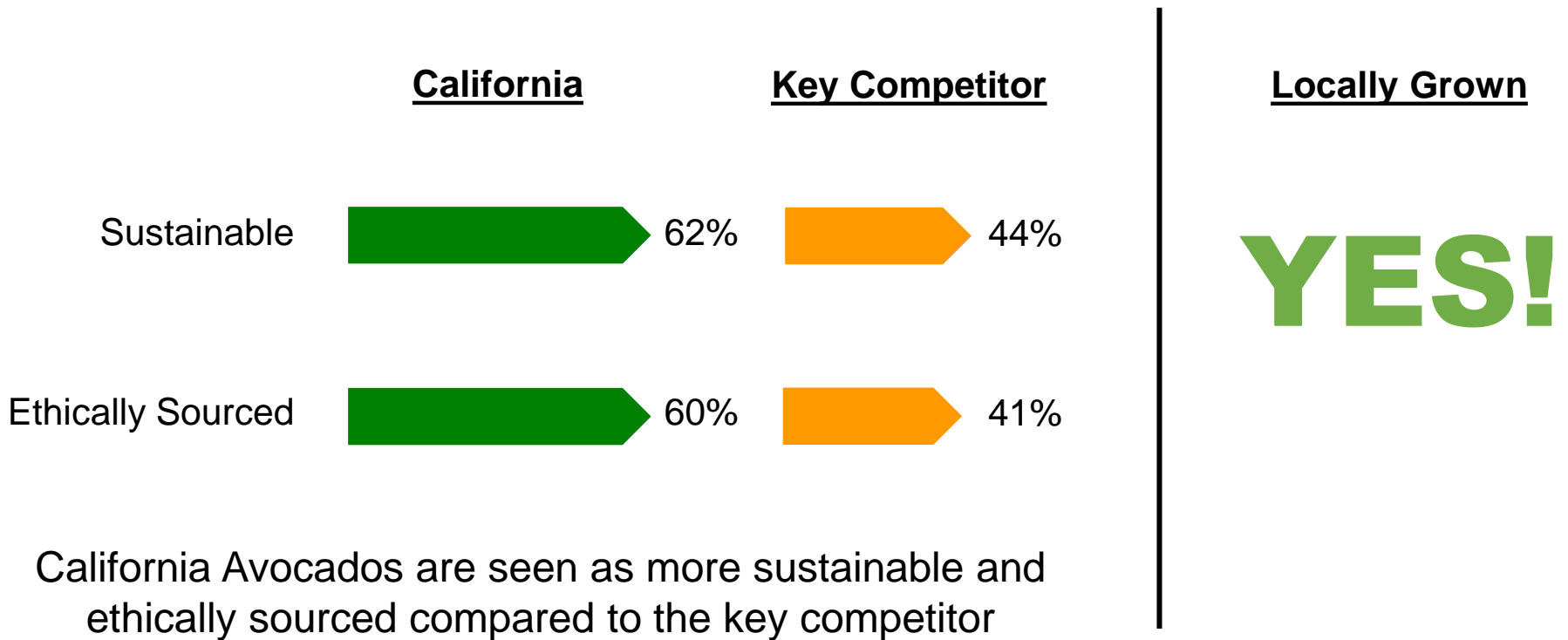
Supporting messages: Healthy, Delicious, Creamy, Craveable...



BRAND MESSAGING: BELIEVABLE

Only California Avocados are:

Sustainable / Locally Grown



Source: 2023 California Avocado Tracking Study, among avocado purchasers in California (n=500+)
 QS6CAL. Thinking specifically about sustainability as it pertains to CALIFORNIA AVOCADOS, Please tell us if each statement is true or false.
 QS6X. Thinking specifically about sustainability as it pertains to [KEY COMPETITOR], Please tell us if each statement is true or false.
 *Q11. How important is it to you that the avocados you buy are grown in the United States?



BRAND MESSAGING: RELEVANT

Only California Avocados are:

Sustainable / Locally Grown

Total Respondents

66%

66% of all respondents say that they consider sustainability when they make a purchase

Millennials

75%

75% of millennial respondents say that they consider sustainability when they make a purchase

Locally Grown

64%

say buying locally grown* avocados is very/somewhat important

72% of respondents reported that they were actively buying more environmentally friendly products than they did five years ago, while **81%** said they **expected to buy even more** over the next five years.



2024 CONSUMER CAMPAIGN

CA PROMINENCE

Leverages the **iconic shape of California** as a vessel to transport into ownable moments and storytelling

Solidifies and delivers a **visually local** message through California framing





2024 CALIFORNIA AVOCADO COMMISSION

Campaign Activation

So, what's this look
like?



CAPTURING CONTENT

HUGE THANKS TO:

CF FARMING INC.

JAIME SERRATO
RICARDO SERRATO
JOSE HERNANDEZ
RENE JIMENEZ

CAMLAM FARMS INC.

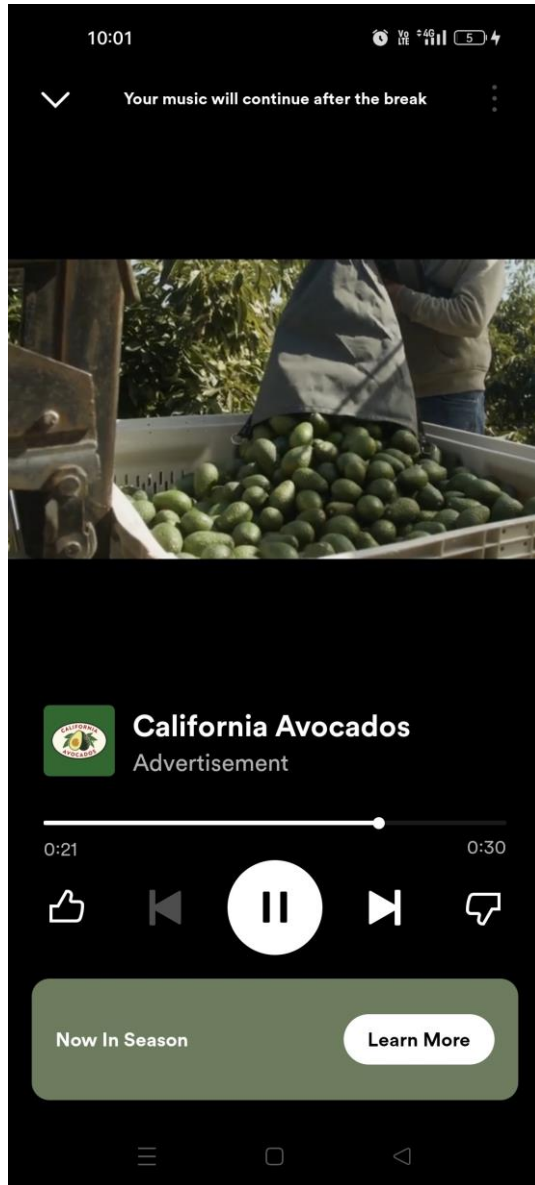
MAUREEN LAMB COTTINGHAM
DAVID LAMB
JOHN LAMB
ROBERT LAMB





2024 CONSUMER CAMPAIGN

Audio





2024 CONSUMER CAMPAIGN

Browser Takeovers

CALIFORNIA AVOCADOS
FRESH from the GROVE to YOU



NOW IN SEASON


CALIFORNIA AVOCADOS
NOW IN SEASON

FOOD & WINE | FOOD | DRINK | RESTAURANTS | NEWS | TRAVEL | WHAT TO BUY | ABOUT US

FOOD > INGREDIENTS > FRUITS > AVOCADO


14 Amazing Avocado Recipes

By [Food & Wine Editors](#) | Updated on February 7, 2023



NOW IN SEASON

CALIFORNIA AVOCADOS
Being **LOCAL** has its **ADVANTAGES**

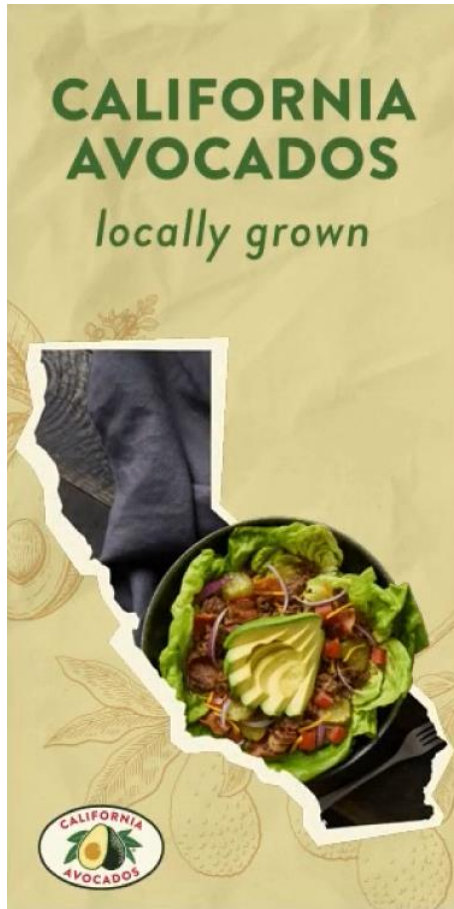


NOW IN SEASON



2024 CONSUMER CAMPAIGN

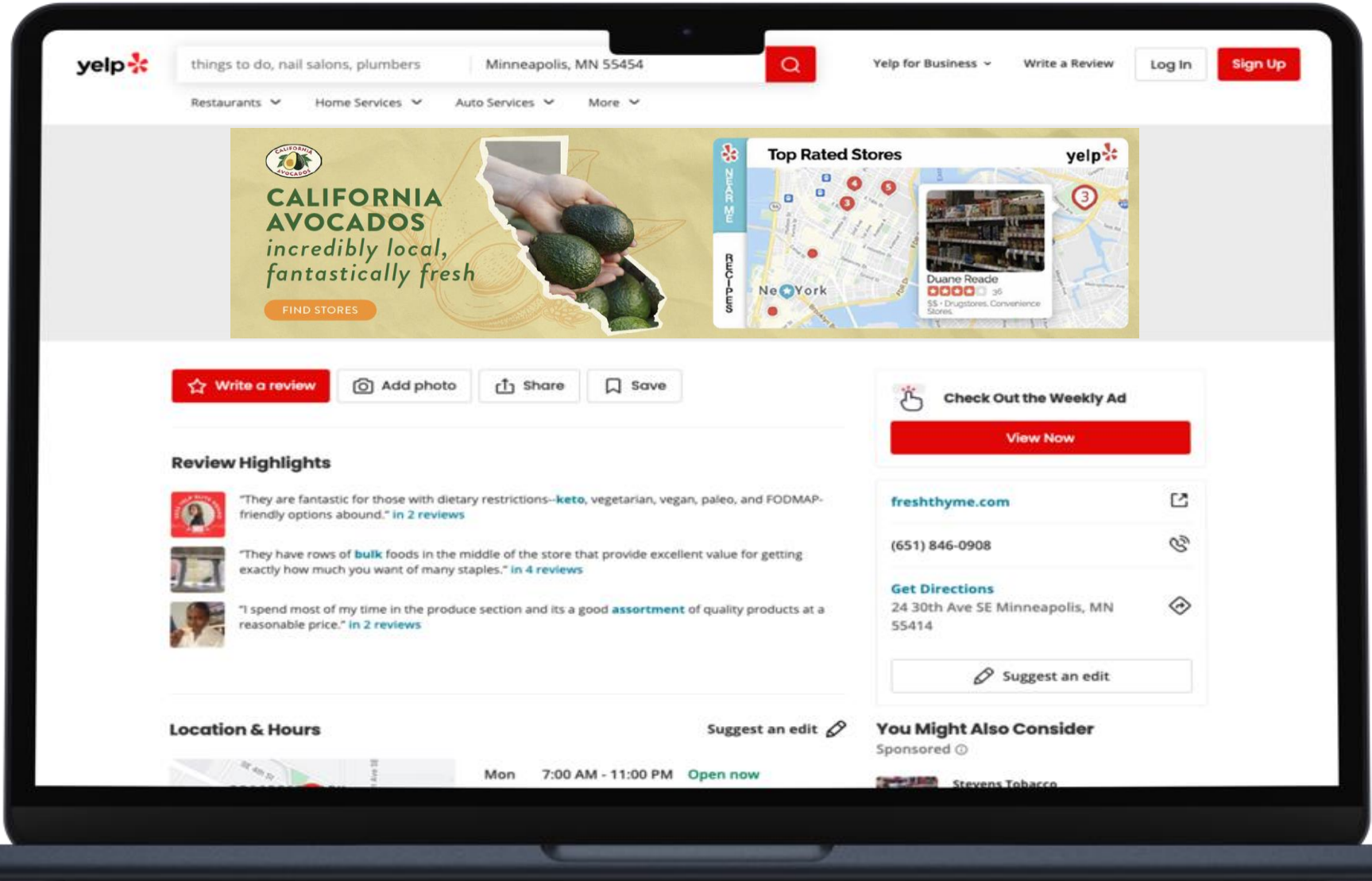
Display Banners





2024 CONSUMER CAMPAIGN

Driving to Retailers





2024 CONSUMER CAMPAIGN

Social Media





2024 CONSUMER CAMPAIGN

Volta Electric Charging Stations





2024 CONSUMER CAMPAIGN

In-Store





2024 CONSUMER CAMPAIGN



Click below to play California Avocado Campaign Video:
<https://vimeo.com/925951007/6962926973?share=copy>



2024 CALIFORNIA AVOCADO COMMISSION

Hyper Local Public Relations and Influencers





IMPORTANCE OF INFLUENCERS AND EARNED MEDIA

- Social influencer and earned media coverage provide brands a way to reach target audiences with credible third-party endorsements
- Research shows this has a significant impact on purchase consideration



72%

Millennials and Gen Z follow influencers on social media

50%

Millennials trust product recommendations from influencers



EARNED MEDIA AND INFLUENCER APPROACH

- CAC pursues a mix of media and influencers to create buzz among our target consumer
- Do MORE with LESS -- national to hyperlocal
- Media and influencer targets located in markets where 70% of California Avocado purchases occur
- Outreach will occur throughout the season, with key timeframes being the season opener and California Avocado Month





SAN DIEGO INFLUENCER RETAIL AND GROVE TOUR

- Formed multi-location in-store retail promotion with Gelson's to promote the start of California Avocado season in March
- Hosted nine San Diego influencers for grove tour and Gelson's in-store sampling event
- Content created by these influencers will promote locally and sustainably grown California Avocados and drive consumers to purchase





SAN DIEGO INFLUENCER RETAIL AND GROVE TOUR





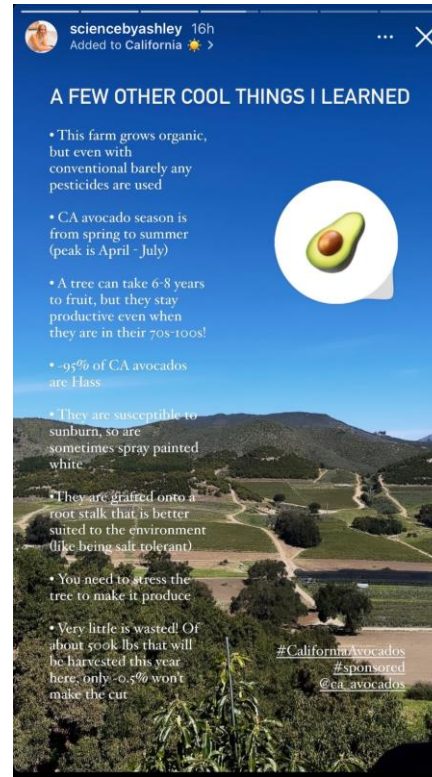
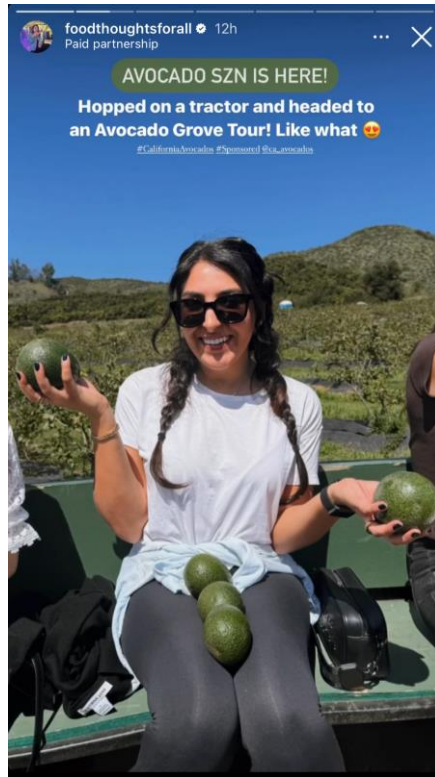
SAN DIEGO INFLUENCER TOUR CONTENT



Each influencer posted between 5-10 Instagram Stories during the California Avocado Grove Tour and Gelson's Sampling. This resulted in **63 Instagram Stories** being shared to their followers.



SAN DIEGO INFLUENCER TOUR CONTENT



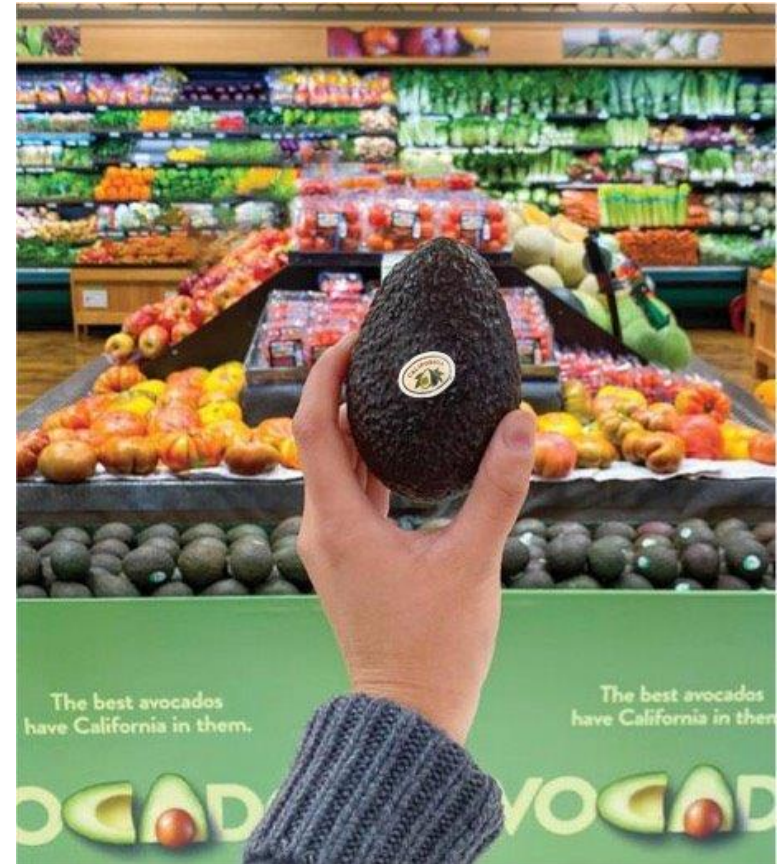
"The 2024 season is off to a great start with the promotion event we just ran. We saw increased sales and are very pleased with the demand for California Avocados at our stores. We are looking forward to another great season!"

-- John Fujii, Supervisor of Produce Purchasing, Gelson's Markets



UPCOMING EARNED MEDIA AND INFLUENCER ACTIVITIES

- Working with media on in-season stories
- Coordinating influencer partnerships to create content throughout the season
- California Avocado Month Retailer Partnership
 - Market: Sacramento
 - Partner with a local retailer to celebrate California Avocado Month with an in-store promotion
 - Host a media and influencer in-store event during the promotion to drive awareness of availability and consumer purchase



PRODUCTION RESEARCH





- **Pest & Disease Projects**

- Phenology and Ecology of Avocado Lace Bug in Southern California, Mark Hoddle, UC Riverside

- **Breeding, Varieties & Genetics Projects**

- Commercial-scale field testing and potential release of five elite advanced rootstocks, Patty Manosalva UC Riverside and Lauren Garner Cal Poly SLO

- **Cultural Management Projects**

- Developing tools and information on crop water use and effective irrigation management for more profitable and sustainable avocado production, Ali Montazar, UC Cooperative Extension Riverside, San Diego & Imperial Counties

- **Foundation For Food & Agriculture Research Fellow Industry Sponsor**

- Mentor FFAR Fellow Jesse Landesman and provide direct industry input on the development of her research proposal focused to understand the impact of salinity on soil health

CROP UPDATES & INDUSTRY RESOURCES





2024 CA MONTHLY HARVEST

2024 Pre-Season California Crop Harvest Projection						Dec 2023 Handler Survey Hass Distribution
Month	Hass	Lamb	Gem	Other	Total	
Jan	987,600	-	-	149,800	1,137,400	0.5%
Feb	2,970,800	-	-	137,400	3,108,200	1.5%
Mar	10,289,900	-	50,900	42,400	10,383,200	5.3%
Apr	29,994,200	200	1,743,200	76,400	31,814,000	15.3%
May	40,733,800	5,900	1,803,200	33,100	42,576,000	20.8%
Jun	45,246,000	151,500	1,207,900	135,100	46,740,500	23.1%
Jul	40,379,800	3,605,100	174,200	236,100	44,395,200	20.6%
Aug	21,327,500	1,572,700	15,000	103,900	23,019,100	10.9%
Sep	4,070,400	623,800	5,600	50,200	4,750,000	2.1%
Oct	-	40,800	-	7,000	47,800	0.0%
Nov	-	-	-	4,900	4,900	0.0%
Dec	-	-	-	23,700	23,700	0.0%
Total	196,000,000	6,000,000	5,000,000	1,000,000	208,000,000	100%

Source: CaliforniaAvocadoGrowers.com/industry/crop-statistics/current-crop-estimates

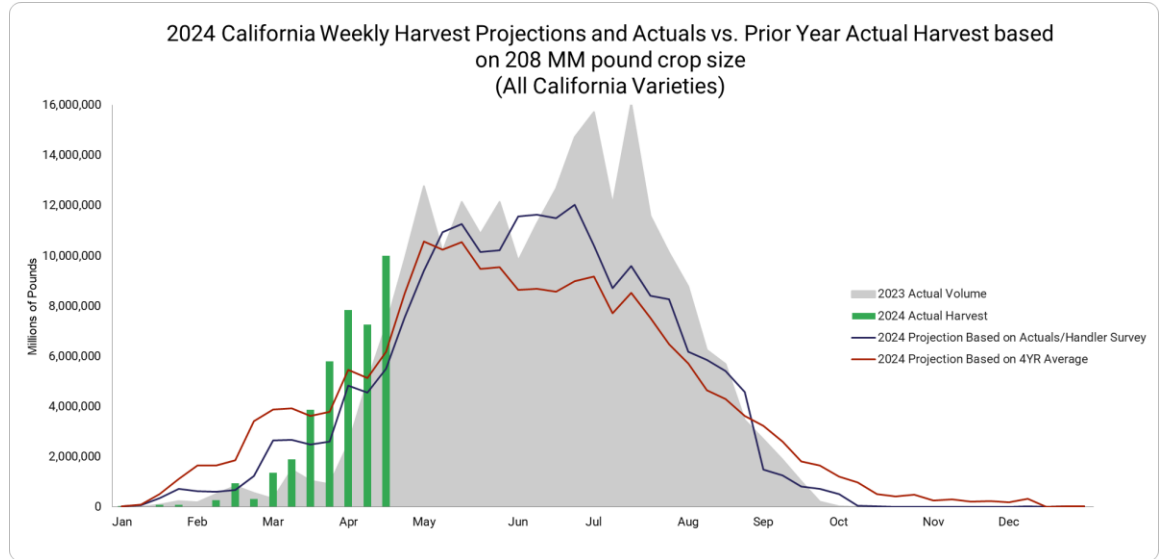




2024 CA WEEKLY HARVEST

2024 California Crop Weekly Harvest Projections vs. Actuals

Week Ending (CAC Week)	4-Year Historical Forecast Dec 2023 Update	AMRIC Handler Forecast Dec 2023 Update*	Industry Adjusted AMRIC Harvest
1st QTR SubTotal	30,936,000	19,457,200	22,401,852
7-Apr	5,123,100	4,544,500	7,247,176
14-Apr	6,185,700	5,492,700	10,000,000
21-Apr	8,500,400	7,543,200	
28-April	10,577,100	9,405,200	
5-May	10,249,200	10,946,800	
12-May	10,542,700	11,272,600	
19-May	9,482,800	10,145,300	
26-May	9,552,600	10,211,300	
2-Jun	8,649,300	11,572,800	
9-Jun	8,694,400	11,630,600	
16-Jun	8,576,200	11,506,300	
23-Jun	8,978,000	12,030,800	
30-Jun	9,179,600	10,405,600	
2nd QTR SubTotal	114,291,100	126,707,700	17,247,176
7-Jul	7,713,900	8,719,000	
14-Jul	8,533,200	9,588,900	
21-Jul	7,516,800	8,408,200	
28-Jul	6,481,600	8,273,600	
4-Aug	5,701,000	6,180,900	
11-Aug	4,641,900	5,860,100	
18-Aug	4,288,700	5,406,300	
25-Aug	3,609,600	4,571,700	
1-Sep	3,223,100	1,485,200	
8-Sep	2,597,800	1,241,700	
15-Sep	1,801,300	797,700	
22-Sep	1,637,300	714,400	
29-Sep	1,192,200	511,000	
3rd QTR SubTotal	58,938,400	61,758,700	
4th QTR SubTotal	3,834,500	76,400	
Season-to-Date	42,244,800	29,494,400	39,649,028
% of Crop	20.31%	14.18%	19.06%
Crop Size	208,000,000	208,000,000	Left to Harvest
Crop Variance	-2,595,772	10,154,628	168,350,972



Source:
CaliforniaAvocadoGrowers.com/industry/crop-statistics/weekly-crop-projections



TOTAL U.S. VOLUME

Week Ending	Status	Total Volume	California	Chile	Mexico	Peru	Colombia	Dominican Republic
YEAR TOTALS		1,782,475,435	212,440,423	300,000	1,339,370,372	220,975,633	7,060,000	2,329,000
APR 14, 2024	Projection	72,434,455	5,486,100	0	66,663,909	284,446	0	0
APR 21, 2024	Projection	72,282,156	7,515,800	0	64,179,238	587,118	0	0
APR 28, 2024	Projection	56,842,606	9,377,800	0	46,770,034	694,772	0	0
MAY 5, 2024	Projection	59,634,718	10,935,000	0	47,222,541	1,477,177	0	0
MAY 12, 2024	Projection	60,678,531	11,268,200	0	47,879,843	1,530,488	0	0
MAY 19, 2024	Projection	57,780,984	10,137,900	0	45,752,629	1,890,455	0	0
MAY 26, 2024	Projection	51,190,158	10,201,800	0	38,396,531	2,591,827	0	0
JUN 2, 2024	Projection	52,231,922	11,570,400	0	36,418,811	4,242,711	0	0
JUN 9, 2024	Projection	54,816,262	11,584,000	0	37,294,931	5,937,331	0	0
JUN 16, 2024	Projection	55,774,272	11,466,800	0	36,722,104	7,585,368	0	0
JUN 23, 2024	Projection	55,371,478	11,984,200	0	34,319,165	9,068,113	0	0
JUN 30, 2024	Projection	54,178,449	10,337,600	0	31,623,672	12,217,177	0	0
JUL 7, 2024	Projection	24,740,809	8,680,200	0	0	16,060,609	0	0
JUL 14, 2024	Projection	25,874,503	9,551,900	0	0	16,322,603	0	0
JUL 21, 2024	Projection	25,960,229	8,359,000	0	0	17,601,229	0	0
JUL 28, 2024	Projection	26,108,608	8,230,500	0	0	17,878,108	0	0
AUG 4, 2024	Projection	23,973,139	6,161,900	0	0	17,811,239	0	0
AUG 11, 2024	Projection	23,168,803	5,837,500	0	0	17,331,303	0	0
AUG 18, 2024	Projection	22,038,028	5,382,400	0	0	16,655,628	0	0
AUG 25, 2024	Projection	17,528,789	4,533,300	0	0	12,995,489	0	0
SEP 1, 2024	Projection	12,688,662	1,474,900	0	0	11,213,762	0	0
SEP 8, 2024	Projection	10,851,532	1,230,800	0	0	9,620,732	0	0

Source: HassAvocadoBoard.com/volume-data-projections/*

***Requires set-up of a free user account**





GreenSheet

CALIFORNIA AVOCADO INDUSTRY NEWS

CURRENT ISSUE

Volume 40 | Issue 7 | April 3, 2024

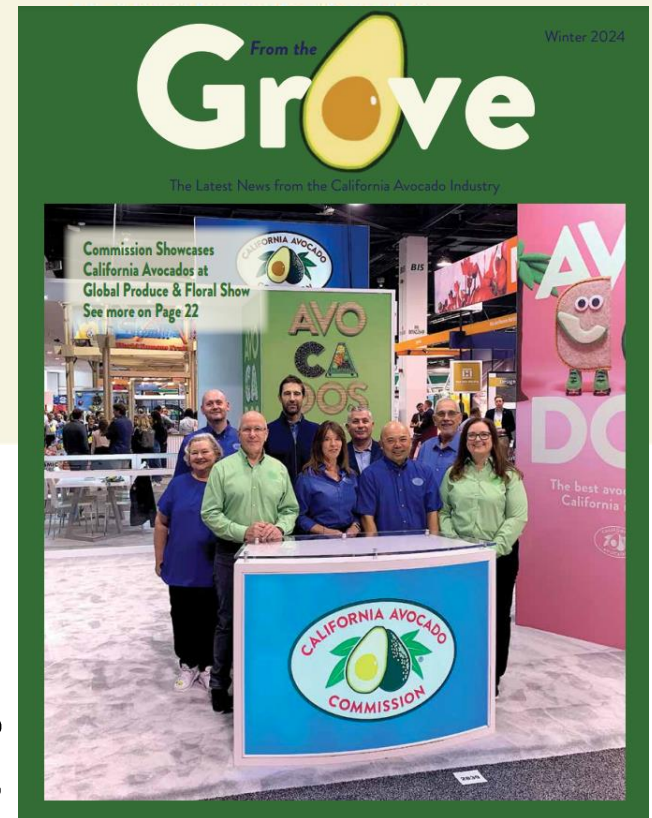
- › CAS/CAC/UCCE Comprehensive Seminar to Address Avocado Grove Fertilization
- › Growers Encouraged to Attend Annual Commission Meeting and Participate in Survey
- › Winter Issue of From the Grove Available Online
- › March 2024 Marketing Digest

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GreenSheet

Semi-monthly email newsletter

From the Grove
Quarterly magazine





California Avocado Grower Website CaliforniaAvocadoGrowers.com



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[Growing](#) [Marketing](#) [Industry](#) [Research](#) [Advocacy](#) [Publications](#) [Commission](#)

RESEARCH TOPICS

Research is a cornerstone of California avocado production and the driving force behind applicable information designed to strengthen avocado production and profitability. Whether the research is conducted domestically or abroad — or the project is focused on avocado breeding, genetics, avocado pests, cultural management or postharvest — a collaboration of beneficial avocado cultural management research can assist in facilitating an optimal avocado grove environment.

> Become a Certified Organic Avocado Grower

- Organic Certification
- CDFA Organic Registration
- Financial Resources for Organic Producers

> PSHB/KSHB

- PSHB/KSHB Fact Sheets

> Food Safety

- Food Safety Manual & Resources

> Cultural Management Library

> How A California Avocado Tree Grows

- Avocado Tree Shoot Growth
- Avocado Fruit Growth
- Avocado Tree Two-Year Growth Cycle
- Growth Cycles and Crop Size
- Alternate Bearing Cycles

> New Growers

- Seminars
- Seminar Archive

> Training

> Avocado Grove Theft Protection

- Request Avocado Theft Protection Sign
- CAC Avocado Theft Hotline
- Anti-Theft Reward Form

> Resource Center

> Financial Resources



DISEASE



FRUIT SIZE/QUALITY



MANAGING ALTERNATE BEARING



NUTRITION MANAGEMENT



PESTS



POLLINATION



POST HARVEST



SALINITY



VARIETIES & BREEDING



YIELDS & PRODUCTIVITY



Government Funding Programs - Escondido

Grower Resources – Government Funding Programs

USDA DISASTER ASSISTANCE DISCOVERY TOOL (<https://www.farmers.gov/protection-recovery/disaster-tool>)

USDA DISASTER ASSISTANCE PROGRAMS AT A GLANCE (<https://www.farmers.gov/sites/default/files/2022-07/farmersgov-disaster-assistance-brochure-07-21-2022.pdf>)

ESCONDIDO

NATURAL DISASTER RECOVERY ASSISTANCE

Noninsured Crop Disaster Assistance Program (NAP)

- Provides financial assistance of non-insurable crops to protect against natural disasters such as drought, freeze, hail, excessive moisture and wind. Producer must have obtained NAP coverage for the crop year in which the losses occurred
- For more information:
 - <https://www.fsa.usda.gov/programs-and-services/disaster-assistance-program/noninsured-crop-disaster-assistance/index>

Tree Assistance Program

- Cost-share assistance to replant or rehabilitate trees lost during a natural disaster. This program provides for crops not covered by NAP or crop insurance.
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 - <https://www.fsa.usda.gov/programs-and-services/disaster-assistance-program/tree-assistance-program/index>

Emergency Conservation Program

- Emergency funding and technical assistance to rehabilitate farmland and conservation structures damaged by natural disasters and implement emergency water conservations measures during severe drought. Includes conservation structures such as waterways, terraces and windbreaks.
- For more information:
 - https://www.fsa.usda.gov/Assets/USDA-FSA-Public/usdafilms/FactSheets/2024/fsa_emergencyconservationprogram_24.pdf

Environmental Quality Incentives Program

- Offers financial and technical assistance to help producers recover from natural disasters and conserve water resources. Includes assistance for initiative that improve water/air quality, conserve water, increase soil health, reduce soil erosion/sedimentation, improve wildlife habitats and mitigate against drought and weather volatility.
- For more information:
 - <https://www.nrcs.usda.gov/programs-initiatives/eqip-environmental-quality-incentives>

Emergency Watershed Protection

- Provides advice and financial assistance to relieve imminent threats caused by floods, fires, windstorms and other natural disasters.
- For more information:
 - <https://www.nrcs.usda.gov/programs-initiatives/ewp-emergency-watershed-protection>

Grower Resources – Government Funding Programs

WATER/CONSERVATION

- State Water Efficiency and Enhancement Program (SWEEP)
 - Provides grants to implement irrigation systems that reduce greenhouse gases and save water (e.g., costs associated with soil moisture monitoring, drip systems, switching to low pressure irrigation, pump retrofits, variable frequency drives and installation of renewable energy systems to reduce on-farm water/energy use)
 - For more information:
 - <https://www.cdfa.ca.gov/oeffi/swEEP/> (informational web page and online application)
 - cdfa.sweep@cdfa.ca.gov
 - SWEEP Informational Workshop (recording): <https://youtu.be/gUpt0ykt0QE?si=vtoXxjYKAPR5mXot>
 - Please note: to maintain the integrity of the grant process, Cdfa does not advise or provide applicants with information regarding specific grant applications.

FSA Offices:

- **Indio Service Center**
81-077 Indio Blvd, Suite A
Indio, CA 92201
(760) 347-3675 Ext 2
Amber Infante: Amber.infante@usda.gov
- **Escondido Service Center**
900 Canterbury Pl Ste 320
Escondido, CA 92025
(760) 745-2061
Celine Morales: Celine.Morales@usda.gov
- **Imperial Service Center**
2407 Marshall Avenue Suite E
Imperial, CA 92251
(760) 355-2208 Ext 4
Maurice Brundidge: Maurice.Brundidge1@usda.gov
- **Moreno Valley**
13800 Heacock Street, #C222
Moreno Valley, CA 92553
(951) 656-6800
Teon Gore: Teon.Gore@usda.gov





Government Funding Programs - Ventura

Grower Resources – Government Funding Programs

USDA DISASTER ASSISTANCE DISCOVERY TOOL (<https://www.farmers.gov/protection-recovery/disaster-tool>)

USDA DISASTER ASSISTANCE PROGRAMS AT A GLANCE

(<https://www.farmers.gov/sites/default/files/2022-07/farmersgov-disaster-assistance-brochure-07-21-2022.pdf>)

VENTURA

NATURAL DISASTER RECOVERY ASSISTANCE

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 - https://www.fsa.usda.gov/Assets/USDA-FSA-Public/usdafiles/FactSheets/2024/fsa_emergencyconservationprogram_24.pdf

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- For more information:
 - <https://www.nrcs.usda.gov/programs-initiatives/eqip-environmental-quality-incentives>

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WATER/CONSERVATION

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- For more information:
 - <https://www.cdfa.ca.gov/oefi/sweep/> (informational web page and online application)
 - cdfa_sweeptech@cdfa.ca.gov
 - SWEEP Informational Workshop (recording): <https://youtu.be/gUpt0ykt0QE?si=vtoXxJYKAPR5mXot>
 - Please note: to maintain the integrity of the grant process, CDFA does not advise or provide applicants with information regarding specific grant applications.

FSA Offices:

- **Santa Maria Service Center**
920 E Stowell Rd
Santa Maria, CA 93454-7008
(805) 928-9269
Brenda Estrada: Brenda.Estrada@ca.usda.gov
- **Oxnard Field Office**
3550 S Harbor Blvd Suite 2-202
Oxnard, CA 93035
(805) 984-2358
Brooks Engelhardt
brooks.engelhardt@usda.gov
- **Bakersfield Service Center**
5080 California Avenue, Suite 150
Bakersfield, CA 93309
(661) 336-0967
John Jebian: john.jebian@usda.gov
- **Visalia Service Center**
3530 W Orchard Ct
Visalia, CA 93277-7055
(559) 734-8732
Stacy Lopez: stacy.lopez@usda.gov





Government Funding Programs - San Luis Obispo

Grower Resources – Government Funding Programs

USDA DISASTER ASSISTANCE DISCOVERY TOOL (<https://www.farmers.gov/protection-recovery/disaster-too/>)

USDA DISASTER ASSISTANCE PROGRAMS AT A GLANCE

(<https://www.farmers.gov/sites/default/files/2022-07/farmersgov-disaster-assistance-brochure-07-21-2022.pdf>)

SAN LUIS OBISPO

NATURAL DISASTER RECOVERY ASSISTANCE

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- For more information:
 - <https://www.nrcs.usda.gov/programs-initiatives/ewp-emergency-watershed-protection>

WATER/CONSERVATION

State Water Efficiency and Enhancement Program (SWEET)

- Provides grants to implement irrigation systems that reduce greenhouse gases and save water (e.g., costs associated with soil moisture monitoring, drip systems, switching to low pressure irrigation, pump retrofits, variable frequency drives and installation of renewable energy systems to reduce on-farm water/energy use)
- For more information:
 - <https://www.cdfa.ca.gov/oe/efi/sweep/> (informational web page and online application)
 - cdfa_sweetech@cdfa.ca.gov
 - SWEET Informational Workshop (recording): <https://youtu.be/gUpt0ykt0QE?si=vtoXxJYKAPR5mXot>
 - Please note: to maintain the integrity of the grant process, CDFA does not advise or provide applicants with information regarding specific grant applications.

FSA Offices:

- **Templeton Service Center**
65 S Main St Ste 106
Templeton, CA 93465-8703
[\(805\) 434-0396](tel:8054340396)
Jeffrey Sledd: jeffrey.sledd@usda.gov
- **Bakersfield Service Center**
5080 California Avenue, Suite 150
Bakersfield, CA 93309
[\(661\) 336-0967](tel:6613360967)
John Jebian: john.jebian@usda.gov
- **Santa Maria Service Center**
920 E Stowell Rd
Santa Maria, CA 93454-7008
[\(805\) 928-9269](tel:8059289269)
Marcos Ramos: marcos.ramos@usda.gov
- **Visalia Service Center**
3530 W Orchard Ct
Visalia, CA 93277-7055
[\(559\) 734-8732](tel:5597348732)
Stacy Lopez: stacy.lopez@usda.gov



QUESTIONS

THANK YOU!

