

2017/18 Mid-Season California Avocado Crop Update

The California Avocado Commission (CAC) would like to thank all of the growers who participated in the recently concluded California Avocado Grower Crop Estimate Survey. Crop survey forms were mailed out in mid-April with an early May return date. Responses represented a wide range of grove sizes from across the growing regions, with more than 21,000 acres reporting (nearly 43 percent of CAC's bearing acreage). While CAC typically prefers an overall survey response rate closer to 50 percent, because the response rate of many of the individual growing regions was near that threshold, we believe the overall survey results capture a fairly accurate snapshot of the industry and the crop currently being harvested.

The mid-season crop update is compiled by applying survey responses to predefined avocado acreage according to growing region to project an estimated total industry volume. For the purposes of the mid-season crop update, CAC typically performs an annual aerial spring survey to update avocado acreage. This year, however, CAC has contracted with a new company to complete the acreage survey, and as part of the project, will be utilizing a more in-depth, boots on the ground approach to verify avocado acreage. As such, the results of this work will not be available until later this summer; therefore, existing acreage figures from 2016 were utilized to calculate the results of the mid-season grower crop estimate survey.

The results of the 2017/18 mid-season crop update, using 2016 bear-



ing acres, have yielded a crop volume of 340.5 million pounds (all varieties), nearly 35 million pounds less than the pre-season estimate of 374.6 million pounds. In addition to the grower survey, CAC recently conducted a round of handler crop estimate surveys — where responses ranged from 322.5 to 380 million pounds — that resulted in a mid-season crop estimate of approximately 360.5 million pounds (results are computed based on average).

While crop estimating can be difficult to perfect, CAC management will continue to review, monitor and evaluate the available datasets to estimate the California crop in an effort to provide the industry with the most accurate and timely statistics possible. Whether the final harvest volume is 340 or 360 million pounds, these mid-season estimates have confirmed for CAC that the industry is on track for a sizeable crop

that provides promotable volumes of premium quality product throughout the California avocado season.

Included on the following page are details of the 2017/18 mid-season California Avocado Grower Crop Estimate Survey, which contain variety breakdowns and production by county. A few important items to note when reviewing county production details — historically, the crop estimate for San Diego County has been overstated, while Ventura and Santa Barbara Counties are typically underestimated. Despite these discrepancies, the mid-season estimate has proven accurate, within 3 percent, during the last three years.

Additional mid-season survey details also can be found on the Commission's grower website at CaliforniaAvocadoGrowers.com/industry/crop-projections-and-estimates/2017-18-mid-season-crop-estimate. 🍷



California Avocado Mid-Season Crop Update 2017/18

Variety	Bearing Acres	Estimated Yield		Response %
		Lbs/Acre	Lbs (MM)	
Hass	48,458	6,829	330.9	43%
Lamb-Hass	1,587	4,984	7.9	37%
Other	811	2,115	1.7	26%
Total	50,856	6,696	340.5	43%

County	Hass Only			All Varieties		
	Bearing Acres	Estimated Yield		Bearing Acres	Estimated Yield	
		Lbs/Acre	Lbs (MM)		Lbs/Acre	Lbs (MM)
San Diego	16,760	7,384	123.76	17,741	7,161	127.05
Riverside	4,974	6,341	31.54	5,058	6,290	31.81
Orange	1,198	5,632	6.75	1,250	5,399	6.75
Ventura	16,074	6,674	107.28	17,104	6,570	112.38
Santa Barbara	4,889	6,954	34.00	4,980	6,871	34.22
San Luis Obispo	3,952	5,833	23.05	4,015	5,842	23.46
Minor Counties	611	7,449	4.55	708	6,906	4.89

Estimated yields are on-tree forecasts and do not attempt to adjust for weather factors or project carry-out. Bearing acres include producing and topped/stumped trees four years or older.

ACE Statistics: 05/15/18