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Calendar

For a listing of industry events and dates for the coming year, please visit:

<http://www.californiaavocadogrowers.com/commission/industry-calendar>

CAC Annual Meetings

Explore — and celebrate — the 40-year history of the California Avocado Commission at one of the 2019 Annual Meetings. No RSVP is required. For more information about the meetings, contact CAC at 949.341.1955 or cac.iaf@avocado.org. No RSVP Required [More information available here](#).

April 2-4

April 2

Time: 10:00 a.m. – 12:30 p.m.

Location: South Coast Winery, 34843 Rancho California Road, Temecula, CA

April 3

Time: 10:00 a.m. – 12:30 p.m.

Location: Museum of Ventura County, 100 E. Main Street, Ventura, CA

April 4

Time: 9:00 a.m. – 11:00 a.m.

Location: SLO Farm Bureau, 4875 Morabito Place, San Luis Obispo, CA

CAS Seminar: Field Day with Pest and Disease

The topics to be covered include pest and disease identification and management, scouting and pruning. [More information available here](#).

April 9-11

April 9

Time: 1:00 p.m. – 3:00 p.m.

Location: Cal Poly/Mission Produce grove. Meet at the Cal Poly Meat Lab Parking lot, Stemner Creek Rd (follow signs from Hwy 1), San Luis Obispo, CA

April 10

Time: 9:00 a.m. – 11:00 a.m.

Location: Pine Tree Ranch, 19455 E. Telegraph Rd, Santa Paula, CA

April 11

Time: 12:30 p.m. – 2:30 p.m.

Location: Nick Stehly Ranch ([More information here](#)), Valley Center , CA

CAC Grievance Committee Meeting

April 10

April 10

Time: 9:30 a.m. – 10:00 a.m.

Location: CAC Office, 12 Mauchly, STE L, Irvine, CA

CAC Governance Committee Meeting

April 10

April 10

Time: 10:00 a.m. – 12:00 p.m.

Location: CAC Office, 12 Mauchly, STE L, Irvine, CA

Reminder: CAC Annual Meetings This Week Will Showcase CAC’s 40-year History

California avocado growers and industry stakeholders are encouraged to attend one of the California Avocado Commission’s (CAC) Annual Meetings where we will showcase CAC’s 40-year history. The Commission also will share important updates and seek input from attendees concerning avocado industry initiatives.

Lunch will be served at 12:00 p.m. for those attending the Temecula and Ventura meetings and breakfast will be served at 8:30 a.m. for those attending the San Luis Obispo meeting. No RSVP is necessary.

The meetings will be held as follows:

Temecula

April 2, 10:00 a.m. – 12:30 p.m.

South Coast Winery

34843 Rancho California Road

Ventura

April 3, 10:00 a.m. – 12:30 p.m.

Museum of Ventura County

100 E. Main Street



San Luis Obispo

9:00 a.m. – 11:00 a.m.

SLO Farm Bureau

4875 Morabito Place

Commission Launches 40-year Interactive Timeline

The California avocado industry has come a long way since 1978, when the California Avocado Commission was established. Back then, advertising was primarily print-based; today, the Commission can interact with California avocado fans in real time on a variety of digital and social media platforms. In 1978, consumers had one choice — American-grown avocados; today, avocados are imported to the U.S. from a variety of countries and make up the majority of the market share. And the Commission itself has evolved — expanding from a singular promotional mission to one that encompasses industry services, advocacy and production research.

To showcase the history of the Commission and the California avocado industry, CAC has launched an [interactive 40-year timeline](#) showcasing the rise of the Commission as a leader in the produce industry and California avocados as a premium product. Growers and members of the California avocado industry are encouraged to take a trip down memory lane and celebrate the Commission's 40-year anniversary.

Revised Weekly Projects for California Avocado Season Are Available

The California Avocado Commission has revised the 2019 season crop projections based on feedback from its February crop, board and committee meetings. The [new weekly projections](#) are now available on the California avocado grower website. The revised weekly harvest projections shift the harvest shortfall from January through March, into the April through June window.

The Commission will conduct the mid-season grower crop survey in April, as well as another AMRIC Handler survey, to further refine the California crop estimate and weekly projections. The result of these surveys will be made available to the industry online, through the *GreenSheet* and in the Summer 2019 issue of *From the Grove*.

Phytophthora Root Rot Information Sought for New Soil Microbe Research Project

Dr. Mike Coffey, Professor of Plant Pathology, UC Riverside, is working on a project to test for which microbes in avocado soils suppress Phytophthora root rot using a model greenhouse system and he needs the help of California avocado growers. If you are a grower in Ventura or Santa Barbara Counties, Dr. Coffey would like to talk with you to better understand what has and has not been working with respect to Phytophthora root rot management.

He would like to understand what your root rot management practices have been on mature trees and replants. Specifically, do you prune root rot trees along with any chemical control programs? If so, how do you time the pruning — prior to or simultaneous with chemical application — and what chemical treatments are you using? How long have you been treating the same trees? Have you observed any loss of treatment efficacy over time? What other practices do you integrate into your Phytophthora management program — irrigation modifications, mulch application, fertilizer/nutritional programs, etc.?

With respect to replant trees, what rootstocks are working well for you? Do you plant replant trees on mounds? What chemical program do you use for replants and is your replant program successful?

In some cases, researchers have noted that avocado trees do well despite the presence of Phytophthora. Traditionally such situations, especially where individual trees are involved (sometimes referred to as escape trees), have been attributed to better drainage at that site, or a more resistant root system. However, Dr. Coffey's research project will

examine whether the soil microbes, in these situations, are more suppressive of Phytophthora. If that were the case, identifying and harnessing those microbes might lead to a more effective treatment, especially where replanting is involved.

Therefore, Dr. Coffey is especially interested in speaking with growers who have observed areas of their grove where trees do well despite the presence of Phytophthora and thus they seldom do any treatments. He also is interested in reports of any trees that appear superior in their tolerance to Phytophthora.

If you would like to help Dr. Coffey with this project, please reach out to him. He can be reached at coffey@ucr.edu.

Phosphorus Can Be Used as a Fertilizer and Stimulant for Avocados

Phosphorus (P) is an element that plays an important role in California avocado groves. The role it plays, however, [depends on its oxidation state](#).

As a phosphate or phosphoric acid (H₃PO₄), phosphorus acts as a fertilizer.

When it is in the H₃PO₃ form, or as a phosphonate, phosphonite, phosphite or phosphorous acid, it acts like a stimulant that can help protect avocado trees from Phytophthora, Pythium or root rot. Phosphite products are commonly used as fungicides and bactericides. Phosphite is easily absorbed by plants through their leaves — sometimes within 15 minutes according to an [article](#) by Arnold W Schumann.

It's important to remember the difference because "[phosphite cannot substitute for phosphate as a plant nutrient](#)." In other words, if you are applying phosphorous acid to your groves, the phosphorus is not acting as a fertilizer — and therefore your trees could be deficient in phosphorus.

Studies have shown that phosphorus-deficient trees are more susceptible to stunted growth if phosphite is applied. Therefore, before applying a phosphite product it's important to determine whether the avocado trees are phosphorus deficient. Also, it's important to note that leaf tissue analyses can mask phosphate deficiencies if phosphites are applied to the leaves of the tree because labs cannot distinguish between nutrient (from phosphates) and non-nutrient (from phosphites) phosphorus. The best method is to apply phosphate and phosphite together in a foliar spray to prevent a negative effect on the tree caused by undetected sub-optimal phosphorus levels. Today, many products include a blend of phosphites and phosphates — in this manner, you can address phosphorus deficiencies and boost the tree's immune system at the same time.

Upcoming Webinar Focuses on Glyphosate-resistant Weeds in Orchards

Dr. Brad Hanson, a UCCE specialist, will discuss herbicide resistance and the identification and lifecycle of glyphosate-resistant weeds in orchards during a [webinar](#) on April 24, from 3:00 – 4:00 p.m.

Other topics that will be covered include:

- Current state of herbicide-resistant weeds in California
- Selection pressure for resistant biotypes and species
- Herbicide modes of action
- Herbicide programs for orchard crops

Online registration for the "[Management of Glyphosate-resistant Weeds in Orchard Crops](#)" webinar is now available.

Commission Showcases California Avocados in Important Northern California Market

The California Avocado Commission (CAC) was a key sponsor of a February 20 industry event in one of the most important markets for California avocados — the northern sector of the Golden State. The Fresh Produce and Floral Council (FPFC) Northern California Luncheon, held in Pleasanton, CA, provided the Commission with the opportunity to showcase the premium fruit to a wide range of Northern California produce retailers and suppliers.

The Commission display at the event included California avocado signage and a display bin full of fresh California avocados; it was popular with attendees. Jan DeLyser, CAC vice president marketing, shared highlights of the California avocado program — including a new grower video — during the CAC luncheon sponsor presentation. She also met informally with key customers and California avocado handlers to discuss the advantages of transitioning to California avocados once critical mass is available in the marketplace. CAC staff met with representatives from Grocery Outlet, Raley's, and Safeway.



Jan DeLyser shared information about the 2019 California avocado crop and marketing program with FPFC luncheon attendees.

Commission's Tiered Account Program Now in its Fourth Year Has Delivered an FOB Price Advantage

The California Avocado Commission's (CAC) Tiered Account Program plays a critical role in aligning supply and marketing activities to identify and target regions where consumers are willing to pay a premium for California avocados. Throughout the California avocado season, the Commission monitors and measures the overall timing and performance of its retail marketing efforts and adjusts them as needed to improve performance. At the end of each season, the Commission reviews data assembled from the Tiered Account Program and utilizes that data as a guide for the next season's retail distribution and marketing efforts. The program has been a success — with data from 2018 indicating that California avocados sold within the state received an 18 percent FOB premium over imports. The four-year average has been a 14 percent FOB premium over imports.



Figure 1. *Creating alignment between supply (retail distribution) and marketing resources.*

The Tiered Account Program is a robust data enterprise. At the end of each season, the Commission assembles IRI Point of Sale data (cash register sales from each retailer) that encompasses volume, dollar sales and average price, as well as AMRIC data including FOB pricing for California and imported fruit. That data is then integrated with information including:

- Dates the retailer had California fruit on the shelf
- Dates and details of in-store sales and marketing activities
- CAC-customized social media assets developed specifically for individual retailers
- Retailer advertising of avocados/California avocados

The data is analyzed and a report is prepared for the Commission’s marketing team that help them determine areas of opportunity to increase retail sales and apply marketing resources for the greatest effectiveness. Data includes:

- Best performing retailers carrying California avocados
- Retailers whose shoppers are willing to pay a premium for the California fruit
- In-store retail price of California avocados in season versus prior non-season and prior season
- California retail price versus the price of imported fruit
- FOB price advantage for California avocados versus imports

With this data in hand, the CAC retail marketing directors identify those retailers with the greatest likelihood of sales success carrying California avocados and opt to add them to the Commission’s list of potential Tiered Account retailers.

TARGET ACCOUNTS sit at the “sweet spot,” where supply, target consumers and marketing activities come together



Figure 2. Aligning supply (retail demand) and marketing activities to geographic areas where customers and consumers are willing to pay a premium for California avocados is the goal of the program. This helps maximize the results of CAC’s marketing activities, which creates value for the grower and all stakeholders.

The Commission also reviews the “report cards” developed for Tiered Account retailers to examine key metrics and identify opportunities and challenges.

The Tiered Account report — which identifies retailers “most likely to succeed” — and report cards for Tiered Accounts are then shared with the Commission’s retail marketing directors and shippers/handlers. Together, they review the list of potential Tiered Account retailers and develop a final list of retailers to be prioritized for the upcoming season. Once the final list is composed, the CAC retail marketing team determines sales and marketing support plans to present to each retail chain, with a clear objective to modify the defined support throughout the season as needed.

The data provides the Commission with a unique opportunity to redefine its list of Tiered Account retailers based on the season at hand. The lists take into consider the season’s California avocado crop size, the location of the retailer’s stores and a variety of other business, sales and marketing attributes.

62% OF THE 2018 CALIFORNIA CROP STAYED IN CALIFORNIA

62% of the 2018 California Crop shipped within California. The highest share of the past 3 years



Source: AMRIC Hass #1 Conventional (pounds) – Apr-Sept 2016, Mar-Aug 2017, Mar-Aug 2018

Figure 3. In 2018, more of the California crop remained in the state than in prior years allowing CAC to focus more marketing resources toward local retailers and consumers.

With the conclusion of each California avocado season, the data review process begins again. Ultimately, the Tiered Account program provides the Commission with valuable information that ensures the Commission can target retailers who can most effectively support California avocados in a given crop year, maximize marketing resources, synchronize the efforts of shippers, growers and retailers, and increase the value of the fruit for all stakeholders.

California Market Trends

To view all market trend graphs, including “Weekly Volume Summary,” “Weekly Avocado Prices” and “U.S. Avocado Supply,” please visit: <http://www.californiaavocadogrowers.com/industry/market-statistics>.

California Avocado Society Weekly Newslines* Avocado Prices – March 26, 2019

	Organic #1	Conventional #1
California Hass	(Field Price Per Lb)	(Field Price Per Lb)
#32's	\$1.31	\$1.08
36's	\$1.31	\$1.08
40's	\$1.31	\$1.11
48's	\$1.35	\$1.18
60's	\$1.31	\$1.10
70's	\$1.12	\$0.94
84's	\$0.76	\$0.68

*To subscribe to the Weekly Newslines, please contact the California Avocado Society at (949) 940-8869 or www.CaliforniaAvocadoSociety.org.

California Avocado Commission Weekly Volume Summary (Pounds)

	Week Ending 3/17/2019	Season-to-Date (since 11/01/2018)	2019 Year to Date
Hass	1,148,631	3,884,800	3,865,864
Lamb	0	0	0
Other (Greens)	1,098	245,918	64,309
California Total	1,149,729	4,130,718	3,930,173
Florida	103,125	5,825,545	958,430
Chile	45,884	27,819,040	5,472,278
Mexico	56,499,607	960,086,409	603,732,645
Peru	0	0	0
Other (Imports)	1,550,000	24,260,000	14,550,000
Import Total	58,095,491	1,012,165,449	623,754,923
USA Total	59,348,345	1,022,121,712	628,643,526

Sources:

California = CAC (AMRIC)

Florida = Florida Avocado Admin Committee

Chile = Comité de Paltas, Chile

Mexico = APEAM

Peru = ProHass

Other Imports = USDA AMS website

Crop Statistics

To help California avocado growers make informed harvesting decisions, below is the California Crop Weekly Harvest Projections versus Actual Harvest/Shipments for the first two quarters of 2019. Throughout the month of February, crop, board and committee meetings were conducted in which the California pre-season estimate and harvest projections were discussed. The result of these discussions was general consensus that the pre-season estimate of 175 million pounds was within range, and that due to winter rains and market conditions, significant California volume would not be harvested until the second quarter of 2019. With this in mind, CAC has revised the weekly harvest projections to shift the harvest shortfall from January through March, into the April through June window. The Commission is poised to support this fruit with targeted marketing programs during the peak California season, but continues to stress the importance of growers communicating with their handlers and grove managers on a regular basis to determine the best harvest strategy.

2019 California Crop Weekly Harvest Projection				
Weekly Crop Movement vs. Distribution Projections				
All Varieties				
	4-Year Historical Forecast	AMRIC Handler Forecast	Industry Adjusted	
Week Ending (CAC Week)	2019 Pre-Season Crop Estimate	Mar 2019 Update	AMRIC Harvest	AMRIC Shipments
YTD Thru Feb 24 (17)	9,050,004	1,970,304	1,483,204	1,143,733
Mar 3 - (18)	2,758,217	785,219	716,519	628,068
Mar 10 - (19)	3,376,290	657,620	580,720	564,093
Mar 17 - (20)	4,280,515	1,211,730	1,149,730	698,237
Mar 24 - (21)	4,232,102	2,571,015	1,620,622	940,416
Mar 31 - (22)	5,271,164	4,047,012	-	-
1st QTR SubTotal	28,968,293	11,242,900	5,550,795	3,974,548
Apr 7 - (23)	5,750,819	7,058,700	-	-
Apr 14 - (24)	6,555,329	8,036,300	-	-
Apr 21 - (25)	7,092,633	8,688,900	-	-
Apr 28 - (26)	8,157,305	9,986,600	-	-
May 5 - (27)	8,386,056	8,411,900	-	-
May 12 - (28)	7,694,000	7,718,200	-	-
May 19- (29)	7,355,372	7,378,100	-	-
May 26 - (30)	8,180,321	8,205,900	-	-
Jun 2 - (31)	7,648,747	7,672,800	-	-
Jun 9 - (32)	6,794,936	8,792,800	-	-
Jun 16 - (33)	7,174,220	9,279,400	-	-
Jun 23 - (34)	7,439,590	9,610,500	-	-
Jun 30 - (35)	7,044,822	9,032,200	-	-
2nd QTR SubTotal	95,274,149	109,872,300	-	-
Season-to-Date	32,747,133	9,166,192	12,584,794	9,092,830
% of Crop	19%	5%	7%	5%
Crop Size	175,000,000	175,000,000	Left to Harvest	Left to Ship
Crop Variance	(20,162,339)	3,418,602	162,415,206	165,907,170

[Click Here to View the Complete 2019 Crop Projection](#)

Weather: 30-Day Outlook For California's Coastal & Valley Areas

(March 28-April 28)

Summary- The *El Niño* pattern reached a point of maximum intensity in February.

El Niño continues at a fairly steady state of development, both in areal extent and with moderate departure from normal (moderate) warm anomaly. This gives continued support for a more active southern storm track than normal.

There is the long SST Anomaly feature that extends from the tropical Pacific near the Dateline (20N/180W) to Southern California.

A colder than normal sea surface upstream from California out to 145W, coupled with warmer than normal sea surface WSW of Baja will contribute support for colder and stronger frontal systems reaching into California.

The active southern storm track will vary between stronger westerlies than normal with a higher than normal number of rainy fronts in April, and cold upper lows in late April and May.

There continues support for above normal rainfall throughout the SierraNV lower elevations and foothills, and showers through the San Joaquin Valley and Delta, and snow in the SierraNV above 5000 ft in April and above 6000 ft in May.

Cooler than normal daytime conditions, due to clouds and rains continue in late April, May, and some very late season or off-season rains in June, for the SierraNV, N California, and NW California coast area.

There is above normal risk for upper lows and troughs to produce showers and thunderstorms (TSTMS) in May and June in Southern, central and northern California mountains (especially Sierras).

High pressure will tend to linger over the northern Gulf of Alaska. This will force a southern branch of the westerlies along 32-40N from the WSW. A cool and wet pattern would be the most likely result for California, from Ventura County north to Humboldt County, and east to the Sierras.

The Madden-Julian Oscillation (MJO) is expected to remain generally more active than normal through the end of May, and possibly early June.

For April, watch for plenty of frosts associated with dry gusty winds, and higher than normal risk of wetbulb freeze events throughout California, especially central and north coastal valleys.

In the Near Term – March 28 - April 12... Salinas Valley-San Luis Obispo Co...Near normal precipitation, including mountain snowfall, continuation of colder than normal conditions coincident with the wet periods, and mostly moist airmasses. Watch for near normal occurrence of frost for the viticultural (winegrape) regions of the coastal valleys (Salinas-King City and San Benito Valleys). Rainy days with snow in the mountains occur on April 1 and the 6-10.

...S Calif Avocado Area, San Luis Obispo Co to San Diego Co...Precipitation continues mostly near normal in San Diego, a little above normal in Santa Barbara-San Luis Obispo Co's where showery periods are possible. We expect cooler than normal through San Diego and Orange/WRiverside Co's and San Bernardino Valley, mixed in with some warm days (into the 80s).

Rainy days with snow in the mountains occurs on April 2 and the 6-10. Frosts and freezes are most likely in Paso Robles, Los Alamos, Sisquoc, Santa Ynez Valley to Lompoc in the first week of April and around April 11-12. There are diminishing chances for frosts after April 8 in Ramona, San Pasqual, Fallbrook Valley, Riverside-March, Corona and Temecula.

Summary – April 12-26... In the southern California avocado growing areas, from San Luis Obispo south, *El Niño* remains moderate during most of this period. It appears to remain showery and cool with recurrent frontal passages through San Luis Obispo Co and S California as mentioned. Even if frosts become less likely, the lack of sunshine, and lower degree day accumulations may become an important issue for growth of crops, and tree fruit. The cool conditions in mid-April, would be forced in part by the cold sea surface temperatures as well as occurrence of the southern storm track.

Seasonal Outlook / *El Niño* Update... April 27 – June 15... As speeds of the westerlies decrease, and the belt of main westerlies begins its seasonal poleward migration, we should see more development of cutoff upper lows near the central California coast. As the wet springtime conditions continue it may seem like “summer will never come.” We will continue to have the risk of showers and TSTMS at times through April and returning in May. As this pattern continues in May, it does not necessarily follow that rain amounts will increase, but at least prepare for an increase in TSTMS, along with gusty wind events. Although the CFSV2 outlook map is showing well above normal rainfall, this may actually be realized as smaller rain cell sizes (which normally occurs in May) but heavier and more convective rains, and higher risk for severe TSTM events. Hot days will become more frequent in May and June (as is normal), but the length of hot periods should tend to be shorter than usual for May and June.

For southern California, recurrently moist conditions also continue through late April and May, as upper low activity, associated with the *El Niño* forcing, is slow to recede.

Seasonable (near or above normal) rainfall and a few periods of frost are still possible in late April and in May, for the colder valleys of SOCAL (Paso Robles, Edna Valley, Lompoc, Santa Ynez, and possibly the Riverside Valley, Corona and San Pasqual).

At this time, we do not expect an early start of the monsoonal TSTM season for SOCAL as we transition through May into June, but more likely a period of cool and unsettled conditions with a few cold overnight periods through May, and the first week or so of June. Even if periods of low clouds and nighttime drizzle occur, nursery and flower growers should be prepared for the cold episodes. These will tend to exert more tests of plant hardiness than normally experienced in SOCAL during the mid to late spring.

Alan Fox...Fox Weather, LLC

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