



IN THIS ISSUE, YOU'LL FIND:

- [Commission Launches COVID-19 Resource Page for California Avocado Industry Members](#)
- [Farming During COVID-19 Webinar Series](#)
- [COVID-19 Updates and What They Mean for the Agricultural Industry](#)
- [Commission Joins Produce Associations in Urging USDA to Prioritize Funding for Fresh Produce Supply Chain](#)
- [Overview of Families First Coronavirus Response Act](#)
- [New Stimulus Bill Expected to Provide Agricultural Industry Relief](#)
- [CIRAD California Avocado Report Now Available](#)
- [New Recommendations for Controlling Laurel Wilt](#)
- [The Commission's Trade Marketing Plan Aligns with Consumer Campaign](#)
- [Commission Celebrates Start of the Season with James Beard Foundation's Taste America® Tour](#)
- [Market Trends](#)
- [Crop Statistics](#)
- [Weather Outlook](#)

Calendar

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

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

Farming During COVID-19: A Webinar Series on Adapting to Crisis

This free three-part webinar series is designed to help farmers learn from one another, as well as subject matter experts. More information available [here](#).

April 1, 8 & 15

April 1, 8 & 15

Time: 4:00 p.m. – 5:30 p.m.

Location: Online webinar

CAC Production Research Committee Teleconference Meeting

April 9

April 9

Time: 9:00 a.m. – 12:00 p.m.

Location: Teleconference Meeting: (888) 537-7715, 43373298#

Commission Launches COVID-19 Resource Page for California Avocado Industry Members

To help members of the California avocado industry manage the challenges presented by the coronavirus (COVID-19) pandemic, the California Avocado Commission has created a [COVID-19 webpage](#). Growers are encouraged to bookmark this page as the Commission will continue to post the latest COVID-19 updates and resources to this page.

Currently, the page includes resources concerning the following:

- General COVID-19 information relevant to residents in the state
- California Department of Food and Agriculture COVID-19 resources for the agricultural industry
- Resources for farm employers
- Templates for letters permitting farm employees to travel
- Resources for farmworkers affected by COVID-19
- Information concerning the Labor Families First Coronavirus Response Act Employee Notice
- COVID-19 support funds

The Commission will continue to monitor the COVID-19 pandemic and share information relevant to the agricultural industry and California avocado growers as it becomes available via the GreenSheet and the new [Commission COVID-19 webpage](#).

Farming During COVID-19 Webinar Series

A new, free three-part webinar series, “Farming During COVID-19: A Webinar Series on Adapting to Crisis” is being offered by the California Farmers Union, California FarmLink, Community Alliance with Family Farmers (CAFF), the Ecological Farming Association and the Farmer Veteran Coalition. The webinars are designed to help farmers learn from one another, as well as subject matter experts. The topics will be determined by the participants, thus farmers are encouraged to complete an [online survey](#) to provide questions and ideas that are relevant to you.

The webinar takes place on Wednesdays (April 1, 8 and 15) from 4:00 – 5:30 pm. The first seminar will discuss the rapidly shifting food marketplace, including restaurant closures, the rise in CSA signups and new tools to assist with online ordering, delivery and e-commerce.

For more information, contact evan@caff.org. Additional COVID-19 resources are available at www.caff.org/covid19.



"Farming During COVID-19: A Webinar Series on Adapting to Crisis" will take place on Wednesdays.

COVID-19 Updates and What They Mean for the Agricultural Industry

In light of the current coronavirus 2019 (COVID-19) situation, California Governor Gavin Newsom has issued an [Executive Order](#) that states everyone is to “stay home except to get food, care for a relative or friend, get necessary health care, or go to an essential (critical) job.” Agriculture has been classified as one of the 16 critical industries. According to Jamie Johansson, president of the California Farm Bureau, those involved in agriculture, food production, distribution of food or agricultural products (ANYONE working in the “Food Supply Chain”) are allowed, and should, continue to show up for work as long as they are not ill or exhibiting symptoms of illness. In addition, the California Department of Food and Agriculture (CDFA) Secretary Karen Ross has reported that “CDFA is also working to ensure that [their] inspectors and other field staff have the credentials and information they need to assure local officials, private companies, consumers and other partners that [they] are conducting critical activities that are integral to the state’s COVID-19 response.”

The Department of Homeland Security also has issued a [notification of temporary travel restrictions](#) between the U.S. and Mexico. As of March 20, travel through ports of entry is limited to “essential travel”. According to the notice, “individuals working in the farming or agriculture industry who must travel between the United States and Mexico” meet the standards for essential travel. Produce imports will continue during this restricted period. The restriction will remain in effect through 11:59 p.m. EDT on April 20, 2020.

For more information, refer to the [California COVID-19 website](#) or the [California Department of Food and Agriculture’s COVID-19 webpage](#).

Commission Joins Produce Associations in Urging USDA to Prioritize Funding for Fresh Produce Supply Chain

On behalf of California avocado growers, the California Avocado Commission joined 70 produce associations in signing a [letter to Sonny Perdue](#), U.S. Secretary of Agriculture, urging the United States Department of Agriculture (USDA) to take swift action in developing a market stabilization plan for the fresh produce industry.

In light of the devastating pressures placed upon the fruit and vegetable sector of the industry caused by COVID-19-related foodservice supply chain shutdowns, the letter urges Secretary Perdue to work with the industry to develop solutions that will help to prevent bankruptcies. The letter specifically requests collaboration on the following:

- USDA compilation of aggregate data on losses by PACA licensees due to the COVID-19 pandemic.
- Development of a USDA disbursement plan to pay grower-shippers, in whole or in part, for debts and contractual obligations that cannot be repaid due to the COVID-19-related collapse of the foodservice sector.
- Creation of a section 32-style purchase plan for the USDA to purchase fresh fruits and vegetables for federal feeding programs.
- Collaboration on a program to assist producers who have been negatively impacted by lost access to international trade markets.
- Utilization of all resources, including carryover funds from the prior fiscal year, at the USDA’s discretion to address the needs of the specialty crop industry.

Click here to view a [copy of the letter](#).

Overview of Families First Coronavirus Response Act

The Families First Coronavirus Response Act (FFCRA or [H.R. 6201](#)) is intended to provide businesses with fewer than 500 employees with the funds necessary to offer employees paid leave so they can tend to their own health or that of their

family members during the COVID-19 pandemic. Under this legislation, small and midsize employers can utilize two new refundable payroll tax credits that will fully reimburse them for the cost of providing COVID-19-related leave to employees. In this manner, employers can keep employees on their payroll and prevent workers from having to choose between a paycheck and public health measures necessary to combat COVID-19. Health insurance costs are included in the credit and employers will face no payroll tax liability.

The legislation goes into effect April 1, 2020 and applies to leave taken between April 1 – December 31, 2020.

Highlights of the legislation are as follows.

- Reimbursement will be easy to obtain with an immediate dollar-for-dollar tax offset provided against payroll taxes
- If a refund is owed, the IRS will send the refund as quickly as possible
- Employees of private sector employers with fewer than 500 employees are eligible to receive up to two weeks (80 hours, or a part-time employee's two-week equivalent) of paid sick leave based on the higher of their regular rate of pay or the applicable state or Federal minimum wage.
- Employees are entitled to take COVID-19-related leave because the employee:
 1. Is subject to a Federal, State or local COVID-19-related quarantine/isolation order
 2. Has been advised by a health care provider to self-quarantine for a reason related to COVID-19
 3. Is experiencing COVID-19 symptoms and seeking a medical diagnosis
 4. Is caring for an individual who is in self-quarantined or has been advised to self-quarantine by a health professional
 5. Is caring for his/her child whose school/child care place is closed due to COVID-19
 6. Is experiencing other similar conditions specified by the U.S. Department of Health and Human Services
- Employees will be paid at 100 percent for reasons 1 – 3 above, up to \$511/daily and \$5,110 total
- Employees will be paid at 2/3 the employee's pay for reasons 4 and 6 above, up to \$200 daily and \$2,000 total
- Employees who have been employed for at least 30 days prior to their leave request may be eligible for an additional 10 weeks of paid sick leave and expanded family and medical leave paid at 2/3 for reason 5, for up to \$200/daily and \$12,000 total
- Employers with less than 50 employees are eligible for an exemption to provide leave to care for a child whose school or childcare is closed (#5 above) if the viability of the business is threatened.

For more information, view the following:

- [FFCRA Fact Sheet for Employees](#)
- [FFCRA Fact Sheet for Employers](#)
- [FFCRA Questions and Answers](#)

New Stimulus Bill Expected to Provide Agricultural Industry Relief

In response to the economic challenges presented by the Coronavirus (COVID-19) pandemic, today Congress passed a \$2 trillion stimulus package that will go to President Trump for his signature.

According to the United Fresh Produce Association, the bill includes provisions that will assist the industry and help alleviate pressures caused by a drop off in food service due to restrictions imposed by the pandemic. Highlights from the bill include:

- Emergency funding of \$9.5 billion to support agricultural industries — including fruit and vegetable producers — affected by COVID-19
- \$350 billion for the Small Business Paycheck Protection Program that will help producers retain employees
- \$562 million for the Small Business Administration Economic Injury Disaster Loan Program
- \$14 billion allotted to the Commodity Credit Corp. that will allow the U.S. Department of Agriculture to use up to \$22.5 billion in Market Facilitation Payments and to direct funds to Section 32 for produce purchases
- \$8.8 billion for Child Nutrition Programs, \$15.5 billion for the Supplemental Nutrition Assistance Program and \$450 million for the Emergency Food Assistance Program to cover increased participation due to unemployment caused by the pandemic

The California Avocado Commission will provide more information to growers as it becomes available.

CIRAD California Avocado Report Now Available

The “World Avocado Production Prospects: California in Transition” report, which California Avocado Commission President [Tom Bellamore referenced](#) in the most recent issue of From the Grove, is now available online. The report is made possible through the Hass Avocado Board’s partnerships with the France-based Centre de Cooperation International En Rechere Agronomique Pour Le Developpement (CIRAD).

The report examines the history of the California avocado industry, summarizes the greatest challenges growers face, showcases the character of the various growing regions, captures the strengths of the industry’s marketing and discusses future prospects. The information in the report will be valuable in helping growers make informed decisions and plan for the future.

The report can be downloaded by [clicking here](#). Similar reports for Peru and Mexico are [available on the HAB website](#).

New Recommendations for Controlling Laurel Wilt

Laurel wilt (LW) disease is caused by the redbay ambrosia beetle and its fungal symbiont *Raffaelea lauricola*. The beetle was first introduced to the U.S. via infested packing materials from Asia that were brought to Georgia in 2002. By 2012, laurel wilt was detected in a commercial avocado grove located in Homestead, Florida. As a result of *R. lauricola* transfer by other native and exotic ambrosia beetles (AB), the disease — which can now be found in 11 states including Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, South Carolina, Tennessee and Texas — poses a threat to California avocado groves.

Dr. Jonathan Crane, professor and associate center director of the University of Florida, Tropical Research and Education Center, Horticultural Sciences Department, and his team of researchers have published a new paper entitled, [Recommendations for Control and Mitigation of Laurel Wilt and Ambrosia Beetle Vectors In Commercial Avocado Groves in](#)

[Florida](#). Their research continues to lead the way in the search for means of controlling this insect-disease complex, and observations from their latest research follow.

General Observations Concerning LW-AB Complex

Controlling the LW-AB complex is difficult. Laurel wilt infestations can be caused by movement of infested wood, ambrosia beetle movement and rapid root-graft transmission. It is highly virulent — just 39 colony forming units of the pathogen can cause the death of a tree — and the pathogen moves quickly within the xylem of the tree to new locations. In addition, the costs associated with current control tactics can be prohibitive.

In a mature grove, LW can spread very quickly by root grafts or ambrosia beetle infestations. Root transmission can advance to three to six new trees per month. As for the ambrosia beetles, they tend to be most active during dusk and generally fly 10 feet or less from the ground.

Testing of various cultivars indicates that those of Guatemalan x Mexican background are less quickly affected by LW inoculation. No cultivars have been found to be tolerant of the pathogen. Research also indicates that larger trees decline more rapidly upon infection than smaller trees.

Assessment of Current Control Strategies

Research indicates that prophylactic systemic propiconazole (Tilt®) fungicide infusion can protect avocado trees from 12 – 18 months, but it is a costly enterprise and repeated applications can damage the trees. Tilt® fungicide injections are less expensive and can prevent LW outbreaks for about 12 – 24 months. Researchers recommend making the injections prior to an LW outbreak. If that is not possible, inject the healthy-appearing trees and quickly remove the LW-infected trees. Neither of these fungicides are available for use on avocados in California at this time.

Contact insecticides are only effective when ambrosia beetles are on the outside of trees, which isn't often. Thus, they should only be used on beetles after removing or chipping infected trees.

The use of entomopathogenic fungi (BotaniGard® and Mycotrol®), which infect ambrosia beetles, also is a costly process thus it is recommended this option only be used in later winter through early spring when the beetles are most active.

Cultural Practices and Mitigation

The researchers did determine that pruning trees to increase light levels does suppress AB activity, and it is a more cost-efficient option. Therefore, the researchers recommend implementing and maintaining a pruning program. In addition, top-working or stumping tall trees can help establish better light conditions within the grove that can limit AB populations.

Healthy trees are less susceptible to the LW-AB complex, thus growers should optimize fertilizer and irrigation practices, carefully monitor and care for trees during stressful conditions (drought, freezes, flooding), and implement strategies to prevent root rot and other diseases.

The researchers also recommend frequent grove scouting with an eye for green-leaf wilting. Early detection of laurel wilt is key due to the speed at which the disease can travel through root grafts.

If growers identify trees infected with laurel wilt or infested by ambrosia beetles, they should uproot the trees as quickly as possible to prevent root graft transmission. The entire tree (roots, trunk, limbs) should be chipped/shredded and removed from the grove. Chipped/shredded wood should be sprayed twice with contact insecticide registered for use on avocado.

To protect healthy trees within a one-acre area of an infected/removed tree, contact insecticides should be directly applied to the trunk and major limbs of healthy trees twice within a 14-day interval. To suppress ambrosia beetles during late winter – early spring, two grove-wide applications of BotanicGard®ES or Mycotrol® should occur.

Once the infected trees are removed, new trees can be safely planted to maintain grove productivity. Young trees are not as susceptible to laurel wilt because ambrosia beetles prefer larger, established trees. Young trees also will have more light exposure surrounding them, which depresses ambrosia beetle activity, and movement of the pathogen by root grafting is not an issue for young trees.

Dr. Crane and his team continue to research the LW-AB complex and are currently examining vaccinations to protect avocado trees from the LW pathogen, looking to develop a faster LW diagnostic tool, determining the effect of plant nutrients on AB-LW development, screening scions and rootstocks for tolerance/resistance, examining AB control tactics and suppression, investigating the barrier and bagging method, trying to gain a molecular understanding of the pathogen and researching the economics of the LW epidemic. The Commission will continue to keep California avocado growers informed of the latest updates concerning this insect-disease complex.

Dr. Crane's research paper can be [downloaded here](#). Additional LW-AB research from the University of Florida can be found [online](#).

The Commission's Trade Marketing Plan Aligns with Consumer Campaign

California Avocado Commission (CAC) trade marketing is directed to retail and foodservice customers as well as others on the business side of California avocado sales. These customers are the gatekeepers; the decision makers who influence or determine when and whether California avocados are merchandised in retail stores and on foodservice menus.

Communication via trade media is important because it tells the California avocado story to retailers, wholesalers, growers, shippers, wholesale clubs, buying brokers, foodservice distributors, foodservice operators, independent retailers, category buyers, merchandisers, store/restaurant managers, industry professionals and industry leaders.

Retail Trade Advertising

California avocado retail trade advertising this year runs from February through October (pre-season, season, post-season). The trade advertising campaign integrates with the Commission's consumer advertising campaign, "The best avocados have California in them." CAC's trade ads have a similar look as the consumer campaign with adjustments to meet the ads' target audience.

The CAC trade advertising launched in the February issue of The Snack magazine. featuring a two-page spread with a die-cut attached to the ad. The die-cut is the shape of an avocado with the same look and feel as an actual avocado. It is textured so that when "peeled" the reader will feel the texture of the avocado. Once the die-cut is removed, the inside of the avocado is revealed. This was the first textured die-cut to be featured in the publication.

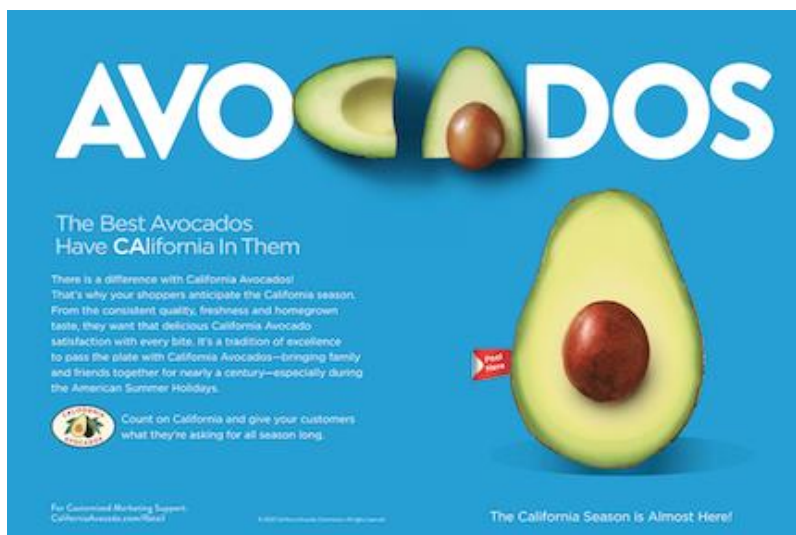
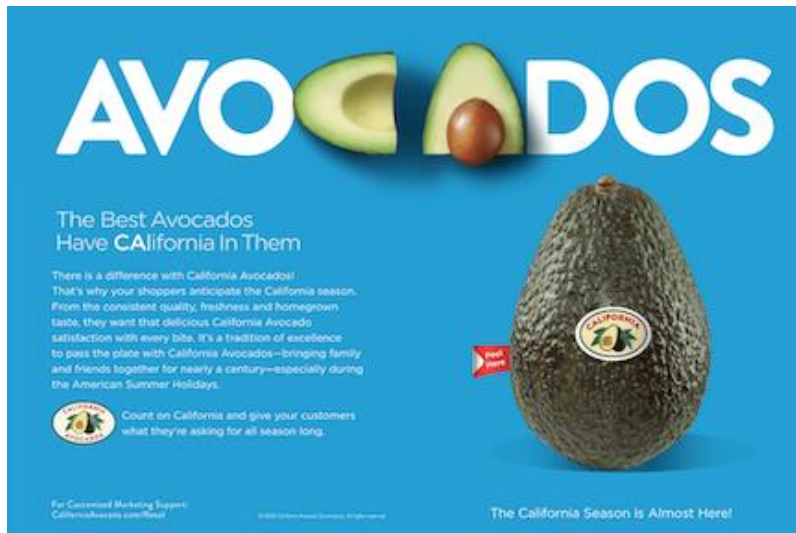
The ad campaign features full-page print ads in The Packer, Produce News, Produce Business, Shelby Report West and The Snack magazine throughout the California avocado season. The digital campaign is a mixture of email ads, trailers, videos, video sponsorships, custom eblasts and a remarketing campaign, which directs a digital California avocado ad to targeted viewers who have previously visited select websites. The digital ads will run in The Packer, Produce News, Progressive Grocer, Fresh Plaza, AndNowUKnow, Perishable News, Winsight Grocery Business and The Shelby Report. One of the videos can be watched here.

The retail media plan includes 546 insertions generating more than 28 million impressions.

Foodservice Advertising

The Commission's foodservice advertising campaign, which began in March and continues through October, encourages foodservice operators to add California avocados to their menus in season. To break through the clutter in foodservice print magazines, CAC is using eye-catching artwork that integrates the consumer ad campaign graphics and tagline "The best avocados have California in them", as well as visually appealing menu ideas featuring California avocados. The ads focus on the ease of adding "California" style with the incorporation of California avocados in any dish.

To reach culinary research and development professionals, menu developers, corporate chefs, foodservice marketers and sourcing/purchasing personnel, the Commission will run 13 print insertions during California avocado peak months (March through October 2020). The ads will appear in four magazines that reach different targets: FSR (chain operators – culinary, marketing and sourcing), culinary-focused Plate (independents and chain operators), Restaurant Business (chain operators – culinary, marketing and sourcing), and FoodService Director (college/university and business/industry operators – culinary, marketing and sourcing). Three creative executions will rotate in each magazine to reach the target audiences in the following foodservice segments: Casual Theme, Fast Casual, White Tablecloth/Hotel/Resort and Colleges/Universities. Twenty-four digital ads also will be used throughout the year to maintain awareness and messaging. The combined print and digital ads are expected to garner more than 2.3 million impressions.



CAC launched the season with a two-page spread in *The Snack* magazine, as seen above. CAC's ad was the first to use a textured die-cut for the look and feel of an actual avocado. The bottom ad is what is visible after the textured die-cut is "peeled" off the avocado. [Click here to see more.](#)

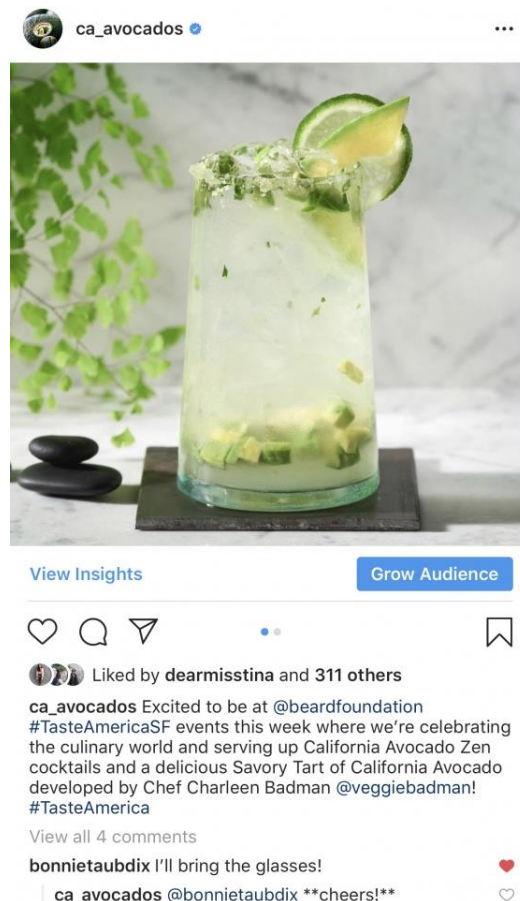
Commission Celebrates Start of the Season with James Beard Foundation’s Taste America® Tour

To help publicize California avocado season, the California Avocado Commission (CAC) was a local San Francisco sponsor of the James Beard Foundation’s Taste America® national tour, presented by Capital One®. Highlights from the sponsorship included a Raising the Bar event on March 5, where California Avocado Zen Cocktails were served and the Taste America gala on March 6, where James Beard Award-winning chef Charleen Badman, a CAC spokesperson, provided samples of her *Savory Avocado Tart* recipe to 450 influential guests. Social media support of the events generated nearly 10,000 impressions and 59 unique engagements.

Chef Charleen Badman of FnB Restaurant, joined CAC in celebrating the season kickoff by developing a one-of-a-kind dish, serving it at the recent 2020 James Beard Foundation Taste America® Gala in San Francisco, and sharing the recipe with at-home chefs everywhere.

After spending childhood summers with her family in San Diego, Chef Badman enjoyed several homemade meals featuring heart-healthy California avocados, grown in her grandparents’ backyard. “At an early age, I learned the importance of eating what you grow,” said Chef Badman. “This has always reinforced my commitment to ingredients like fresh, California avocados, that are grown close to home and harvested at their peak for consistent taste and texture.”

The Commission shared news of its sponsorship activity in a March 10 trade press release, reaching dozens of produce and grocery publications. In addition, CAC showcased Chef Badman’s *Savory Avocado Tart* recipe in its season opener consumer press release. Based on 2019 results, the Commission expects the release may garner about 70 million impressions. By showcasing innovative California avocado usage ideas at the start of the California avocado season, the Commission is able to generate excitement across trade and consumer audiences encouraging them to seek out California avocados.



The California Avocado Zen Cocktail was featured in a CAC Instagram post that was a favorite of California avocado consumers.

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 11, 2020

	Conventional #1	Organic #1
California Hass	(Field Price Per Lb)	(Field Price Per Lb)
#32's	\$1.25 - \$1.76	\$1.70 - \$1.82
36's	\$1.25 - \$1.76	\$1.70 - \$1.82
40's	\$1.25 - \$1.76	\$1.94 - \$2.06
48's	\$1.25 - \$1.68	\$2.02 - \$2.14
60's	\$0.95 - \$1.24	\$1.64 - \$1.78
70's	\$0.75 - \$0.80	\$1.42 - \$1.56
84's	\$0.40 - \$0.50	\$0.88 - \$1.14

*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 3/29/2020	Season-to-Date (since 11/01/2019)	2020 Year to Date
Hass	8,573,371	58,699,406	58,673,164
Lamb	0	0	0
Other (Greens)	0	945,205	812,013
California Total	8,573,371	59,644,611	59,485,177
Florida	201,080	10,225,373	2,727,615
Chile	0	2,525,666	445,506
Mexico	27,901,586	1,018,709,976	608,225,142
Peru	0	50,000	50,000
Other (Imports)	1,710,000	25,960,000	17,520,000
Import Total	29,611,586	1,047,245,642	626,240,648
USA Total	38,386,037	1,117,115,626	688,453,440

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 Projection for the first and second quarters of 2020. As shown in the chart below, as of the end of the first quarter (W/E 3/29/20) nearly 63 million pounds has been harvested, approximately 15-20 million pounds over historical and AMRIC handler forecasts. While the current second quarter projections indicate California should see double-digit harvest volumes within the next week, the Commission has seen the direct impact COVID-19 has had on the retail and foodservice

sectors and is currently in the process of evaluating how market dynamics could effect fruit harvest in the near-term, as well as long-term. Additionally, CAC will send out the annual mid-season crop survey next week to both growers and handlers to have a better understanding of the total 2020 crop volume. The Commission will provide updates on both harvest projections and crop volume in the coming weeks, in the meantime, however, growers should be communicating with their handlers and grove managers on a regular basis to plan their harvest strategy to ensure orderly supply to market, minimizing market volatility.

2020 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)	2020 Crop Estimate	Dec 2019 Update	AMRIC Harvest	AMRIC Shipments
Jan 5 - (10)	83,551	66,800	38,337	52,577
Jan 12 - (11)	563,245	444,600	481,651	50,464
Jan 19 - (12)	849,841	678,700	1,781,044	370,050
Jan 26 - (13)	2,035,214	1,590,000	3,077,607	1,251,352
Feb 2 - (14)	2,396,386	1,863,100	2,989,183	1,792,132
Feb 9- (15)	2,438,378	1,923,400	2,586,327	2,584,285
Feb 16 - (16)	2,254,233	1,778,600	5,428,615	4,859,289
Feb 23 - (17)	3,054,890	2,409,300	6,685,333	4,315,399
Mar 1 - (18)	4,774,531	3,764,900	10,120,017	7,357,643
Mar 8 - (19)	5,783,889	5,900,000	8,528,670	8,566,651
Mar 15 - (20)	6,950,880	7,092,700	4,008,143	8,327,737
Mar 22 - (21)	6,591,990	6,725,900	8,334,593	7,028,250
Mar 29 - (22)	9,193,258	9,381,700	8,573,371	5,829,574
1st QTR SubTotal	46,970,288	43,619,700	62,632,891	52,385,402
Apr 5 - (23)	11,858,607	9,617,600	-	-
Apr 12 - (24)	14,345,012	11,650,800	-	-
Apr 19 - (25)	14,791,298	12,017,000	-	-
Apr 26 - (26)	17,094,936	13,896,900	-	-
May 3 - (27)	16,903,500	13,720,100	-	-
May 10 - (28)	15,823,163	15,964,800	-	-
May 17- (29)	16,312,544	16,457,200	-	-
May 24 - (30)	17,923,706	18,084,600	-	-
May 31 - (31)	17,104,552	17,257,900	-	-
Jun 7 - (32)	15,110,018	15,795,000	-	-
Jun 14 - (33)	16,858,319	17,624,600	-	-
Jun 21 - (34)	17,754,874	18,550,600	-	-
Jun 28 - (35)	17,024,376	17,775,200	-	-
2nd QTR SubTotal	208,904,906	198,412,300	-	-
3rd QTR SubTotal	110,055,710	124,235,800	-	-
4th QTR SubTotal	3,069,096	2,732,200	-	-
Season-to-Date	46,970,288	43,619,700	62,632,891	52,385,402
% of Crop	13%	12%	17%	14%
Crop Size	369,000,000	369,000,000	Left to Harvest	Left to Ship
Crop Variance	15,662,604	19,013,191	306,367,109	316,614,598

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

(March 29 – April 18)

Summary- The highly amplified pattern of a strong high pressure ridge west of California is changing to a more normal pattern of west flow, milder nighttime temperatures, and more typical springtime conditions.

The MJO is currently in approaching an activity minimum. This supports slower speeds in the westerlies, more high pressure ridges developing (and cutoff lows), and support for warmer weather.

There is support for troughing continues north of Hawaii. This will tend to induce some troughing again about April 7-10th and possibly again midmonth.

Both IVTinit products continue to show support for a trough near central and N Baja California. This may occasionally support return of cutoff lows in April to bring us more rain, mainly into central and southcentral California.

In the Near Term – March 29 – April 12... Salinas Valley-San Luis Obispo Co...There will be episodes of troughing in SOCAL still, but will alternate with more westerly flow of fronts into N California and these will affect central California as well. The rain dates currently appear to be about March 31st – April 1st, 7-9 and possibly on the 13-15. Watch for frosts again during April 3-4, and again about the 11-12th.

In the southern California avocado growing areas, from San Luis Obispo to San Diego County, rainy fronts continue to focus into SOCAL occasionally as upper lows develop. There will be some warmer days as high pressure builds at times, during April. Rain days are currently 31-1st, and April 7-9th. Frosts are expected to be mostly completed for the season in the S Deserts, but may be a factor for the Paso Robles area occasionally during early to mid-April, as well as a few cases down in Ramona/San Diego Co valleys, and in Edna Valley-Santa Ynez Valley.

Summary – April 12 – May 10... The general synopsis for Southern California is that showers are possible on about April 12-15. These would be followed by cold mornings. Drier and much warmer during April 20-30, with some possible hot spells, alternating with the usual springtime coastal fog and low clouds developing and spreading into the coastal valleys, with warmer nights. A period of deeper marine layer and cooler/breezy conditions occurs from May 2-9.

Seasonal Outlook May 12 – June 12... Northern and Central California overall pattern....Near normal rainfall (minimal). Above normal temperatures May 15-24th. For central California (Sierras and central coastal valleys): Near normal rainfall. Temperatures...near normal in first half of May, but rapidly turning hot in midmonth. It turns cooler with a chance for colder mornings, and cool days with marine layer extending inland over coastal northern California during May 25-31st and June 1-8th due to recurrent troughing.

Southern California: San Luis Obispo Co to San Diego Co...Our latest guidance is suggesting May 15-24th very warm and without rain, locally cool near the coast. During May 25-31st and first few days of June... cooler with deep low clouds and a chance for drizzle in the SOCAL Bight and near the immediate coast.

Alan Fox...Fox Weather, LLC

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