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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 Marketing Committee Web/Teleconference

April 7

April 7

Time: 10:00am – 11:30am

Location: Web/Teleconference

CAC Production Research Committee Web/Teleconference

April 13

April 13

Time: 1:00pm – 4:00pm

Location: Web/Teleconference

Virtual Avocado Field Day: Zooming to Healthier Trees and Soils

The virtual seminar will be moderated by Ben Faber, UC Cooperative Extension Soils/Water/Subtropical Crops Advisor and Claire Balint, Cal Poly Center for Sustainability Interim Director. Registration required. [More information here.](#)

April 14

April 14

Time: 1:00pm – 3:00pm

Location: Webinar

CAC Board Web/Teleconference

May 20

May 20

Time: TBA

Location: Web/Teleconference

USDA Announces Pandemic Assistance for Producers Program

The U.S. Department of Agriculture announced on March 24 that it [is establishing the USDA Pandemic Assistance for Producers program](#) to help bring financial assistance to a broader set of producers than in previous COVID aid programs. The new program also will address the gaps and disparities in how previous COVID aid was distributed to producers.

The program consists of four parts. Part one will make at least \$6 billion available to broaden assistance to more producers. This will include assistance for:

- Specialty crops, beginning farmers, local, urban and organic farms
- Costs associated with organic certification or to continue or add conservation activities
- Personal protective equipment and other protective measures for food and farm workers, producers, processors and distributors
- Improving the resilience of the food supply chain
- Developing infrastructure to support donation and distribution of perishable commodities
- Reducing food waste

Part two of the program will add \$500 million to existing programs. This includes:

- \$100 million for the Specialty Crop Block Grant Program
- \$75 million for the Farmers Opportunities Training and Outreach program
- \$100 million for the Local Agricultural Marketing Program
- \$75 million for the Gus Schumacher Nutrition Incentive Program
- \$20 million for the Animal and Plant Health Inspection Service
- \$20 million for collaborative research between Texas A&M and the Agricultural Research Service that examines the links between agriculture, food production and human health and nutrition
- \$28 million for National Institute of Food and Agriculture grants to expand or sustain existing farm stress assistance programs

Part three expedites provisions for carrying out formula payments for CFAP programs. This includes finalizing routine decisions and processing payments for Noninsured Crop Disaster Assistance Program and Wildfire Indemnity Program Plus payments. Existing programs, such as the Coronavirus Food Assistance Program will fall under this new program where statutory authority allows and will be refined to better address the needs of producers.

Part four of the program will reopen CFAP 2 sign up for at least 60 days, beginning April 5, 2021.

Overall, the new program seeks to:

- Improve outreach to small and social disadvantaged producers

- Get financial assistance to small and medium sized producers, and producers of less traditional crops including specialty crops and organic producers
- Make eligibility more consistent with the Farm Bill

The Commission will keep the industry updated on the latest information as it becomes available.

Virtual Avocado Field Day to Address Pruning, Rootstocks, Pests, Berms and Cover Crops

A new Virtual Avocado Field Day seminar entitled, “Zooming to Healthier Trees and Soils” will cover a wide range of topics of interest to California avocado growers. The free virtual field day will take place on April 14 from 1:00 p.m. – 3:00 p.m.

The virtual seminar will be moderated by Ben Faber, UC Cooperative Extension Soils/Water/Subtropical Crops Advisor and Claire Balint, Cal Poly Center for Sustainability Interim Director. The seminar topics and speakers are as follows:

- Pruning strategies for optimum yield and quality — Gabriel Filipe, Senior Director of California Sourcing and Farming, Mission Produce
- Trialing new rootstock varieties —Lauren Garner, Professor of Horticulture, Cal Poly San Luis Obispo
- Scouting for pests and updates on biological pest control —David Headrick, Professor of Entomology, Cal Poly San Luis Obispo
- Building berms for hillside orchards —Johnny Rosecrans, Senior Farm Technician, Cal Poly San Luis Obispo
- Cover crops and soil health — Charlotte Decock, Assistant Professor of Soil Science, Cal Poly San Luis Obispo

[Registration for the Virtual Avocado Field Day is now available.](#)

The seminar is offered as part of the California Avocado Growers Seminar Series and California Department of Food and Agriculture Healthy Soils Program in partnership with the California Avocado Society, the California Avocado Commission and the UC Cooperative Extension.

Coping with Defoliated Avocado Trees

Sometimes, a combination of weather factors — or extensive pruning — can lead to defoliated trees. As Dr. Ben Faber discusses in his [“Heat, Wind, Freeze, Wind, Repeat” blog post](#), this can be problematic as the tree then has no way of moving water because the leaves aren’t present to transpire and create water flow. A lack of leaves can quickly lead to sunburned fruit or limbs on warm days (about 80 degrees or warmer). If the sunburn is intense, it can kill the green cambium below the bark and either kill a young tree or cause significant damage to an older one.

Although trees can recover from sunburn, Dr. Faber recommends preventing the sunburn in the first place by whitewashing the tops of branches and the portions of the trunk that face south and west. Interior white latex paint will suffice, but you also can make your own whitewash by combining 0.4 pounds of zinc sulfate with 5 pounds of hydrated lime and mixing with 10 gallons of water. If you choose to use latex paint, dilute it to a 1:1 ratio of water to paint.

If you conduct extensive pruning that leaves portions of the trunk and major limbs exposed, it’s best to apply whitewash immediately on the day of pruning. You also can whitewash the tree prior to pruning in order to avoid coating the pruning wound, which tends to inhibit a tree’s normal wound healing process.

If recent weather conditions or pruning aren't the cause of defoliation, be certain to determine whether the tree is suffering from root rot, crown rot or poor irrigation. And remember that a defoliated tree uses less water, so avoid irrigating until the root zone begins to dry.

Early Season Retail Promotions Build Demand via In-store and Online Campaigns

Early demand for California avocados is high this year among targeted retailers, with both national chains and regional retailers indicating they are anxious for the start of the California avocado season. In past years, the season kicked off with "first of the season" Big Game or Valentine's Day promotions at local specialty retailers. This year, due to market and harvest conditions, the early-season promotions at loyal retailer partners' locations are instead focusing attention on spring and Easter.

Both Gelson's and Mollie Stone's responded positively to the California Avocado Commission's spring and Easter promotional plans, which include a combination of in-store display and sales contests partnered with robust online, social media and digital advertising campaigns. The Commission's integrated promotional plans recognize that due to COVID-19 safety protocols retailers remain cautious about in-store promotions, such as demos, and that online marketing continues to play a primary role in marketing California avocados this season. Display and sales contests, which elevate in-store merchandising to draw attention to the fruit, also are important tactics in CAC customized retail programs.

Gelson's "Spring Into California Avocados" promotion ran from February 15 – 25. The upscale retailer hosted display and sales contests at its 27 Southern California locations, ensuring early season California avocados were front-and-center to announce the start of the long-anticipated season. Mollie Stone's Easter promotion runs from March 22 – April 4, and includes sales and display contests at the retailer's nine locations throughout the San Francisco Bay area. Both retail chains feature Commission display bins and signage.

For both retailers, the in-store contests are complemented by value-added social media promotions created by the Commission. Posts on the retailers' social media platforms showcase California avocado centric recipes, photos and messaging that celebrates the availability of fresh California avocados as we swing into spring. The social posts play a critical role in expanding the reach of the Commission's messaging, promoting the fruit's versatility in meals and snacks, touting California avocados' nutritional qualities and showcasing the premium character of this locally grown fruit.



Easter-themed displays encourage consumers to add California avocados to their celebratory menu this spring.

Commission's Retail Trade Advertising Campaign Targets Industry Decision Makers

The California Avocado Commission's advertising campaign plays a critical role in sharing brand messaging with key industry decision makers. The media plan ensures high-frequency placement throughout the pre-season, height of the season and post-season. It targets a broad cadre of chain and independent retailers, wholesalers, growers, shippers, wholesale clubs, buying brokers, food service distributors and industry professionals. The ads are targeted to key decision makers, including; produce executives, category buyers, merchandisers, retail managers and store managers.

The highly successful "The best avocados have California in them" tagline and artwork will be used across both trade and consumer channels, establishing a synergy with both audiences. This season's trade advertising campaign launched in the February issue of The Snack magazine with a distinctive two-page spread that included a die-cut "CA" wobbler piece that draws attention to the "CA" nestled within the "AVOCADOS" artwork. The season-long print campaign also includes full-page ads in The Packer, The Produce News, Produce Business, Fresh Digest and The Snack.

This year the trade ad campaign will lean heavily on digital channels, including email ads, trailers, videos, video sponsorships, custom eblasts, wraparound ads and podcasts. Twenty different digital ad sizes were created to fit desktop, website and mobile applications. Podcast, videos and custom eblasts are currently under development. Digital ads will run in The Packer, PMG Fresh, The Produce News, Produce Reporter, Supermarket Reporter, Fresh Plaza, AndNowUKnow, Perishable News, Winsight Grocery Business and the Shelby Report.

The broad and frequent reach of the Commission's trade ad campaign helps support the sale of California avocados and encourages retailers to carry the fruit in season. The media plan includes 816 insertions and is expected to generate more than 36 million impressions.



The Commission designed more than 20 digital ad sizes including this square ad.

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 24, 2021

	Conventional #1	Organic #1
California Hass	(Field Price Per Lb)	(Field Price Per Lb)
#32's	\$1.52 - \$1.62	\$1.62 - \$1.70
36's	\$1.52 - \$1.62	\$1.62 - \$1.70
40's	\$1.52 - \$1.64	\$2.22 - \$2.40
48's	\$1.52 - \$1.64	\$2.22 - \$2.40
60's	\$1.16 - \$1.28	\$1.90 - \$2.02
70's	\$0.72 - \$0.88	\$1.56 - \$1.66
84's	\$0.54 - \$0.68	\$0.56 - \$0.66

*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 3/28/2021	Season-to-Date (since 11/01/2020)	2021 Year to Date
Hass	7,923,558	32,291,054	25,704,434
Lamb	0	0	0
Other (Greens)	13,500	186,168	147,370
California Total	7,937,058	32,477,222	25,851,804
Florida	42,955	5,446,815	1,543,575
Chile	0	0	0
Mexico	56,679,635	1,147,250,655	758,405,437
Peru	0	0	0
Other (Imports)	2,380,000	32,940,000	25,240,000
Import Total	59,059,635	1,180,190,655	783,645,437
USA Total	67,039,648	1,218,114,692	811,040,816

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

In our last GreenSheet on March 16 we reported that California avocados were just beginning to make their way to market with 10 million pounds harvested over the prior three week period. Fast forward two weeks and California harvest has ramped up with nearly eight million pounds harvested for week ending 3/28/21 and current daily bin counts on track for another 8+ million pound harvest this week. While the first quarter ended with harvest actuals just over million pounds less than the AMRIC handler projections, the Commission will be watching the month of April's harvest closely, as if current harvest rates continue, we could see an additional eight million pounds of fruit picked versus what is currently projected. Below are the projections for the 2nd quarter of the 2021, which indicates we are officially in California avocado season now, with the majority of California fruit expected to be harvested over the months of April through June. As growers are beginning to pick, the Commission recommends that they continue to communicate with their handlers and grove managers on a regular basis to plan their harvest strategy.

Completed each spring, CAC will be conducting our mid-season grower crop survey in April, along with another AMRIC handler survey to determine harvest timing. Results of these surveys will be available in May. Please keep an eye out for your grower crop survey in the mail next week!

2021 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)	Feb 2021 Update	Feb 2021 Update	AMRIC Harvest	AMRIC Shipments
1st QTR SubTotal	30,812,400	27,127,000	25,915,478	16,367,912
Apr 4 - (22)	6,053,600	5,543,400	-	-
Apr 11 - (23)	8,227,200	7,534,200	-	-
Apr 18 - (24)	10,400,300	9,535,400	-	-
Apr 25 - (25)	10,239,300	9,391,000	-	-
May 2 - (26)	13,899,900	12,744,300	-	-
May 9 - (27)	14,122,800	13,931,900	-	-
May 16 - (28)	13,248,600	13,069,800	-	-
May 23- (29)	13,592,700	13,412,300	-	-
May 30 - (30)	13,440,700	13,258,500	-	-
Jun 6 - (31)	13,560,100	15,606,100	-	-
Jun 13 - (32)	11,110,400	12,778,600	-	-
Jun 20 - (33)	11,569,600	13,329,400	-	-
Jun 27 - (34)	12,497,500	14,352,700	-	-
2nd QTR SubTotal	151,962,700	154,487,600	-	-
3rd QTR SubTotal	96,559,900	104,994,700	-	-
4th QTR SubTotal	12,665,000	5,390,700	-	-
Season-to-Date	30,812,400	27,127,000	25,915,479	16,367,910
% of Crop	11%	9%	9%	6%
Crop Size	292,000,000	292,000,000	Left to Harvest	Left to Ship
Crop Variance	(4,896,922)	(1,211,522)	266,084,522	275,632,090

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

(March 31 – April 28)

Summary- The *La Niña* pattern is weakening, especially in the southern Pacific near Peru and the W coast of South America as some warmer than normal SSTAs are developing. Still not sure if this warming will end the *La Niña* or just weaken it over the next few months. This weakening La Nina pattern teleconnects with a building high pressure near and just off the west coast of North America bringing a deep trough pattern into the Great Basin. Still cooler water temperatures continue off the west coast of the U.S. as a *La Niña* generally continues. *La Niña* continues in place with some variation at times but the general pattern appears to be weakening. *La Niña* should continue, though weaker, late Spring into the summer but changes may be starting to switch the pattern. We will monitor for changes, updating the forecast each week with future outlooks. This high pressure pattern is making most of California dry with even northern California expected to be drier than normal through most of April according to the latest models. Very dry across CenCal and SoCal with an occasional deep trough to the E, backing into S California with some showers occasionally reaching into the region as upper lows are possible at times. Most of the rain from these backdoor systems will only bring light rain to the southern half of the state.

Precipitation Trend – Well below normal precipitation is expected across the state due to a strong ridge and high pressure pattern that appears to be nearly stationary across the coast and just W of California. Very dry with little chance of rain into central and SoCal at the start of Apr. Some rain arrives with a weakening of the high pressure through the middle of Apr but most of the rain will be across NORCAL and most will be light and below normal for this time of year.

Current most likely NORCAL Precipitation Dates (from our CFSDaily products out 30 days): Apr 5-7, 10-12 (light rain), 14-15 (better rain), 18-20 (light rain), 21-22 (wetter), May 7-8, 12-14 (light rain). Most of the rain looks light with some heavier rain on Apr 14 and the 21st. Turning drier in May with only light rain at times with a lot of dry periods also expected. Not much rain reaches south of NorCal though a little light rain at times into S areas of NorCal are possible with some deeper storms. Dry periods from Apr 1-4, 16-17, Apr 23 – May 11.

In S California – Little or no rain is expected due to a strong high pressure that will be locked over the region. Possible light rain reaches SoCal on Apr 6, 14-15 and possible scattered showers on the 22. Little or no chance of rain thru the start of May with a slight chance of light rain reaching into SoCal on May 14. Well below normal precipitation is expected across the region with a lot of dry days and warmer than normal temperatures. This is due to high pressure dominating the weather pattern through most of the period.

SOCAL Warm Spells, and Freezes from our CFSDailyAI - SOCAL frost dates from models GFS and CFSDailyAI: Warm spells: Apr 1-5, Apr 16-18, Apr 24 – May 6, 15-20. May looks very dry and warm with only weak systems bringing light rain and not much rain of consequence into SoCal. SoCal Frost/freeze events: Apr 8-9, 16-17 and 23-24. Possible May frost and freezes on May 9, 15-16. Frost/freezes are usually not as strong for SoCal after the middle of April without a deep trough moving into the region.

Central Sierra Nevada best chance for Precipitation: Apr 5-7, 11-12, 14-16 (wetter), 19-20 (light precipitation) and 21-23 (wetter). May rain into CenCal SierraNV is possible on May 8 and 13-14 (light rain). Late season snow accumulation will be below normal due to high pressure being locked over the region. Some snow at times but due to warmer than normal temperatures, snow accumulation will be higher in the mountains with rain in the lower elevations.

Freezes in north and northcentral California valley cold spots: Apr 8-9 (light freezes), 13 (light freezes), 16-17 (light freezes), 23-25 (hard frost/freezes possible). May frost/freezes on May 9-10 (light freezes), 15-16 (light freezes).

The *La Niña* along with high pressure will keep precipitation well below normal across most of the state but especially across S California.

The listing of dates normally included for hot and cold spells, and precipitation are based on our CFSDaily and CFSDailyAI forecast products, and present generally expected trends in precipitation (both products) and temperature (CFSDailyAI) to 4km. Our system gives some consideration of terrain and coastal influence. We consider the CFSv2 as one of the better ways to represent basic weather down in the sub-monthly time scale beyond the 15 day GFS or monthly maps from CFSv2 or NMME.

..Southern California Deserts Outlook for MAR 31 - APR 28: Highlights: The pattern remains dry through Apr 5 with some isolated showers possible on Apr 6. Slightly wetter and cooler from Apr 10 thru the 22 though most of the showers into the region will be light and not much precipitation of consequence is expected. The best chance of decent rain will be Apr 15th and 22. Turning very dry with a stronger high pressure setting up near the W coast with little storm penetration into S California after Apr 23. May looks dry with storm systems generally staying well N of the desert region. Possible May light rain on the 9 and 15.

***Looking Ahead – Long Range Outlook May 2- May 30 with comments for Jun ***

The storm track remains well north with high pressure ridging over the region. Very dry across most of the state with well below normal precipitation expected. Above normal temperatures across the state are forecast due to the high pressure and ridge that will generally stay locked over the region. Some light rain at times will move through northern California but little is expected south of Mendocino County through the month of May. May rain south of NorCal usually only comes with deep troughs and developing upper lows off the S end of these troughs. This is unlikely this year so a very dry pattern is expected. Summer monsoonal moisture including moisture from Mexico generally starts in mid to late July. The start of June will likely begin dry with some increase in showers later in the month as a little pre-monsoonal moisture arrives. This Jun appears to follow this pattern with likely little or no rain across most of the state before the 23. Temperatures will remain above to well above normal temperatures across most of California with occasional frost/freezes though less than normal due to the high pressure dominating the weather pattern.

...May 2 - May 30 N and Central California...

High pressure is strengthening across the region which will shove the storm track well to the N. Some weaker systems will bring occasional anemic light rain when they do move through the region and into the high pressure. Warm to very warm temperatures with above normal conditions are expected late Apr through most of May. Dry with warmer than normal conditions continuing late May and likely through the middle of Jun. The systems that do move into the high pressure will weaken with most being minor rain events through the area. A chance of light rain is possible May 7-8, 12-14. Dry with little chance of rain on other dates.

For SOCAL: Below normal precipitation will continue with current models showing no rain of consequence in May. Overall, a very dry pattern is expected through most of May with continued dry conditions through at least the first half of Jun. If any light rain occurs in SoCal it will be around May 9 and possibly on the 14 -15. Possible frost at the coldest valleys May 9 and 15th.

Snow accumulation has been good across the northern SierraNv mountains late Winter but moisture is lacking now as high pressure is the dominant weather feature. Occasional warmer than normal systems in May will bring light snow to the higher mountains. The best chance of snow will be May 7-8 and 12-14. Above normal temperatures will keep snow levels higher than normal for this time of year. This extended dry period will bring a lot of drying for the hillside and mountain vegetation with a likely early start to a moderate to potentially severe fire season! Above normal temperatures and very dry conditions will likely increase the fire risk as early as early May with dangerously dry conditions by mid to late May and definitely through most of June.

Late June-July-Aug 2021... are still indicated drier than normal conditions in the current CFSv2 model simulation. Monsoonal moisture could finally bring some decent rain into SoCal this summer but the general monsoon season usually starts in the middle or end of July.

Alan Fox & Zane Stephens...Fox Weather, LLC
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