



## IN THIS ISSUE, YOU'LL FIND:

- [Spring 2022 Issue of From the Grove Available Online](#)
- [2021 California Avocado Commission Annual Report Available Online](#)
- [Commission's Retail Trade Advertising Campaign Expected to Generate 36 Million Impressions](#)
- [Big Game Retail Promotions Build Demand in Advance of Peak Season](#)
- [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>

## CAC Board Meeting

May 19

May 19

Time: TBA

Location: TBA

## Wildfire Virtual Speaker Series

The Ventura County Resource Conservation District is offering a free Wildfire Virtual Speaker Series throughout 2022. Registration required. [More information here.](#)

June 7

June 7

Time: 6:00pm – 7:00pm

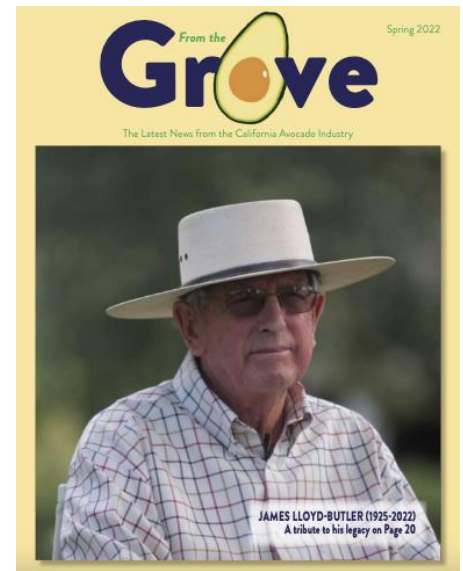
Location: Webinar

## Spring 2022 Issue of From the Grove Available Online

The Spring 2022 edition of the California Avocado Commission's quarterly publication — *From the Grove* — is [now available on the California avocado growers website](#). The publication can be viewed as a [flipbook](#) or as a [downloadable PDF](#).

The most current edition of From the Grove features the following:

- An overview of the Commission's Succession Plan and the latest steps taken to select a new CAC President courtesy of [CAC Chairman Rob Grether](#)
- A preview of the Commission's integrated [spring and summer consumer and trade marketing programs](#)



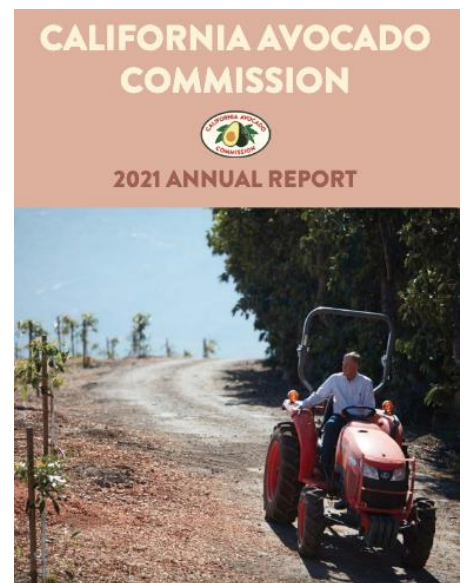
- An inside look at CAC’s year-round work to [develop and promote California avocado recipes](#) to build demand for the fruit
- A summary of the [Commission’s robust retail trade advertising program](#)
- Highlights from CAC’s [2021 California Avocado Tracking Study](#)
- A behind-the-scenes look at the marketing team’s pre-season “sell-in” efforts to [secure promotional support from retailers and foodservice operators](#)
- Best practices for [growing California avocados during a megadrought](#), including recommendations concerning irrigation, mulching, and stumping/tree removal
- The latest insights concerning CAC-funded [micropropagation of avocados research at The Huntington Botanical Gardens](#)
- A tribute to [California avocado grower James Lloyd-Butler](#) who passed earlier this year
- [Handler insights](#) concerning the early sales boost this season and a look ahead at the potential for the peak season

## 2021 California Avocado Commission Annual Report Available Online

The California Avocado Commission’s 2021 Annual report is now available on the California avocado growers’ website. The 2021 Annual Report includes the Commission’s audited financial statements for 2020-21 and ten-year industry statistics.

In addition, the report showcases the Commission’s activities during the past year including:

- The continuation of the Commission’s lighthearted, informative and inspirational advertising campaign, “the best avocados have California in them” that led to more than 1 billion impressions for consumer marketing
- CAC marketing team’s increased use of streaming video and digital channels for advertising, which contributed to 93 million impressions on streaming channels and 16 million views on audio platforms
- Effective and engaging video content, such as CAC’s road-trip recipe videos and the newly-released “California Avocados — History, Growers and Culture” video
- A review of the Commission’s social media strategies and strong returns on engagement, including CAC’s newly launched TikTok channel
- The role blogger advocates and Living Well Brand Advocates played in engaging, informing and entertaining targeted consumers
- The exceptional performance of the CaliforniaAvocado.com website’s redesigned recipe section, including new recipes, photos and videos
- Creative means by which CAC interacted with media members and influencers in-person and virtually
- New merchandise made available on the successful online California avocado merchandise shop



- An overview of how the Commission used data and collaborative creativity to assist retailers and foodservice operators contending with supply chain and labor issues
- A summary of customized retailer and foodservice promotions
- A look at how CAC expanded its brand presence in Korea and China
- A review of the Commission’s State-of-the-Industry survey, which was designed to help CAC collect concrete data on the profitability of the state’s diverse avocado enterprises
- The Commission’s launch of a new Sustainability webpage on the consumer website to grow awareness of growers’ long-standing sustainability initiatives and practices
- A new GEM avocado webpage to address consumer and media interest in the variety
- Advocacy efforts focused on passing the Farm Workforce Modernization Act, advancing immigration reform, and mandating surveys of Ecuadorian production areas impacted by the avocado seed moth
- Training sessions and field days for California avocado growers concerning growers’ most pressing concerns and interests, including GEM avocado trials, heat mitigation, fertilization
- Updates concerning the large avocado seed weevil, GEM avocado grove productivity, avocado branch canker

The [report can be viewed online as a flipbook](#) or viewed as a [downloadable PDF file](#).

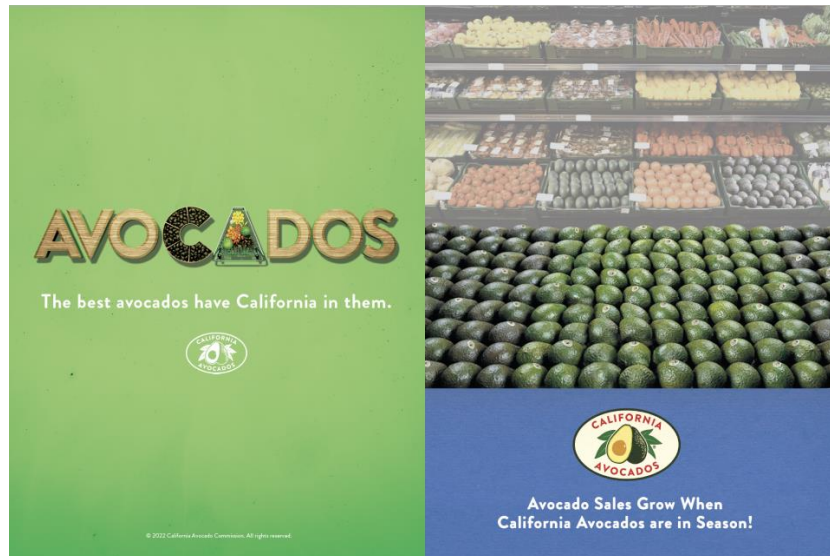
## **Commission’s Retail Trade Advertising Campaign Expected to Generate 36 Million Impressions**

Each season, the California Avocado Commission prepares and executes a trade media plan with broad reach and frequency to keep California avocados top-of-mind with key industry members and buyers prior to and during the season. The 2022 retail advertising campaign runs from February through July, with some advertising support in October to showcase CAC’s activities at the newly named The Global Produce and Floral Show (formerly the PMA Fresh Summit). The ads — which are targeted to the buying and merchandising side of the industry including retailers, wholesalers, growers, shippers, and wholesale clubs — not only support the sale and distribution of California avocados, but provide educational content for buyers and store personnel concerning best practices when merchandising California avocados. The ads feature the compelling creative and tagline from the current “the best avocados have California in them” ad campaign.

As part of the retail trade ad campaign, the Commission has created a compelling, easy-to-understand infographic demonstrating how retailers can grow their sales when California avocados are in season. The infographic provides statistics concerning the increase in weekly dollar sales, consumer preference for California avocados and the increase in sales velocity during California avocado season. This informative asset is being used in both digital and print ads. The Commission’s digital ads link to CAC’s retail website page where the targeted audience can view the infographic, while the full-page print ads feature the infographic and include a QR code that links to the same webpage. To kick off the season, the Commission placed a two-page spread in the *Snack* magazine. A vellum piece was used as an overlay on the right-hand page of the spread. The ad features California avocados in a retail setting with the headline: Avocado Sales Grow When California Avocados are in Season! When the vellum overlay is turned over, readers can view the same statistics featured in the infographic demonstrating how California avocados can positively impact sales. In March, both *The Packer* and *The Produce News* ran California avocado advertising. In addition, the *Produce Business Masters of Merchandising* March issue featured a full-page ad along with a full-page editorial highlighting the Commission’s 2022 marketing programs designed to help increase retail sales and drive consumers to retail stores. In addition to running full-page print ads in the *Snack* magazine during the season, CAC will have ads in *The Produce News*, *The Packer*, *Fresh Digest* and *Produce Business*.

The digital ad campaign consists of a mixture of email ads, trailers, a video sponsorship, wrap-around website ads and a podcast. A variety of digital ad sizes suited for desktop, website and mobile viewing will run in The Packer, PMG Fresh, The Produce News, Blue Book Produce Reporter, Supermarket Perimeter, Fresh Plaza, AndNowUKnow, Winsight Grocery Business and the Shelby Report. In 2021, the Commission tested the use of podcasts with favorable results. Because podcasts remain a popular messaging platform for CAC's targeted audience, Jan DeLyser, CAC vice president marketing, will be featured in an interview with an editor at Winsight Grocery Business in June.

Overall, the trade media plan includes 711 insertions expected to generate more than 36 million impressions, with 34 million secured by digital ads. Because of the Commission's frequency of ad purchases and its long-standing relationships with many of the trade publications, CAC was able to secure \$180,000 in added value free advertising.



*The Snack ad features California avocados in a grocery setting to showcase in-season avocado sales.*

## **Big Game Retail Promotions Build Demand in Advance of Peak Season**

With California avocados harvested and headed to market earlier than usual in January 2022 and this year's Big Game taking place later than usual, some of the California Avocado Commission's most loyal retail partners launched promotions from the end of January to mid-February designed to move the early season fruit prior to and during one of the nation's most popular sporting events. The Big Game promotions helped secure distribution of the higher volume of early season fruit while building demand leading into peak season.

One of CAC's early season retail partners, Mollie Stone's, created a Big Game sales contest for all its stores in the San Francisco Bay area, challenging its retail teams to use California avocado display bins, CAC-designed goal posts and signage to showcase locally grown California avocados. The chain's newest store, for example, crafted produce department displays using multiple California avocado point-of-sale materials and cross merchandising layouts to inspire shoppers with easy-to-prepare Big Game snack ideas. By showcasing large, high-quality creative displays of fresh California avocados in their locations, the top three winning stores saw an increase of more than 20% in sales/unit volume as compared to 2021.

The Big Game promotions were a game-changer in helping these retailers transition from imported to California avocado supplies. Further, when specialty retailers take this step, other regional and chain retailers take note thereby building awareness of the locally sourced fruit's availability. Early season promotions also play a critical role in building demand for the fruit in advance of retail partners transitioning to peak season availability. These customers want to move California fruit in all sizes, in bags and as organic options at the same time and require significant supply in the pipeline to make the transition. The robust spring 2022 outlook for California avocados has fueled strong demand with California regional retailers and chain retail western divisions as the season heads toward March Madness, April holidays and Cinco de Mayo promotional opportunities. These mid-spring promotional events further fuel demand for and sales of California avocados

as the industry continues peak volume during the summer months when American Summer Holidays promotions — Memorial Day, Father’s Day and the 4th of July — are planned.



*This winning Mollie Stone’s display utilized multiple California avocado-branded assets and cross promotions to inspire consumers and build sales for Big Game menu ideas.*

## 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 30, 2022

	Conventional #1	Organic #1
<b>California Hass</b>	<b>(Field Price Per Lb)</b>	<b>(Field Price Per Lb)</b>
#32's	\$2.30 - \$2.50	\$2.44 - \$2.52
36's	\$2.30 - \$2.50	\$2.44 - \$2.52
40's	\$2.16 - \$2.30	\$2.54 - \$2.64
48's	\$2.06 - \$2.15	\$2.58 - \$2.66
60's	\$1.52 - \$1.60	\$2.26 - \$2.34
70's	\$0.98 - \$1.15	\$1.80 - \$1.90
84's	\$0.64 - \$0.75	\$1.02 - \$1.10

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

### California Avocado Commission Weekly Volume Summary (Pounds)

<b>WEEKLY VOLUME SUMMARY</b>				
<b>(Volume in Pounds)</b>				
	<b>Week Ending</b> 03/27/2022		<b>Season-to-Date</b> since 11/01/2021	
	<b>(CA) Harvest / (Import) Arrivals</b>	<b>Shipped by AMRIC Handlers</b>	<b>(CA) Harvest / (Import) Arrivals</b>	<b>Shipped by AMRIC Handlers</b>
<b>California Detail</b>				
HASS	6,791,998	7,084,620	64,051,106	50,914,613
LAMB	0	0	0	0
GEM	160,972	50,525	205,274	50,525
OTHER	8,280	0	258,805	227,975
<b>CALIFORNIA TOTAL</b>	<b>6,961,250</b>	<b>7,135,145</b>	<b>64,515,185</b>	<b>51,193,113</b>
<b>INDUSTRY ADJUSTED</b>	<b>7,097,089</b>	<b>7,276,837</b>	<b>65,796,207</b>	<b>52,234,202</b>
<b>Imported Hass Detail</b>				
MEXICO	32,009,852	22,738,171	951,567,441	590,779,614
PERU	150,000	4,750	150,000	778,937
CHILE	505,784	596,307	11,131,105	10,839,355
COLOMBIA	490,000	112,075	7,380,000	3,376,925
NEW ZEALAND	0	0	0	0
DOMINICAN	0	0	940,000	1,433,200
<b>IMPORT TOTAL</b>	<b>33,155,636</b>	<b>23,451,303</b>	<b>971,168,546</b>	<b>607,208,031</b>
<b>Other Detail</b>				
CA EXPORT	0	157,100	0	596,625
CA ORGANIC	0	633,716	0	3,890,526
IMPORTED (Greens)	2,360,000	0	44,810,000	0
FLORIDA	0	0	6,038,230	0
<b>GRAND TOTAL</b>	<b>42,612,725</b>	<b>30,728,140</b>	<b>1,087,812,983</b>	<b>659,442,233</b>

## Crop Statistics

The California crop continues to follow handler projections from the February 2022 update, with the 1st quarter harvest expected to come in around 70 million pounds. The table below now includes the 2nd quarter weekly harvest projections which indicate similar harvest to our current levels for the through April 10 and then hitting double digit weeks through June. While we all know California avocados have been available for months now, this 2nd quarter, when we see weekly double digit harvest levels, is officially “California Avocado Season.” In order to ensure marketing support for the duration of the season, CAC will be conducting the Annual Grower Crop Survey during the month of April to better assess the total crop volume, and then will use that volume in conjunction with handler surveys to project timing of harvest to market. The next crop update (both volume and weekly harvest projections) will be available in May. Please keep an eye out for your grower crop survey in the mail the second week of April and respond using the self-mailer provided, or online through the grower website at the URL provided on your survey.

<b>2022 California Crop Weekly Harvest Statistics</b>			
<b>4-Year Historical - AMRIC Handler Forecast - Actual Volumes</b>			
<b>All Varieties</b>			
<b>Week Ending</b>	<b>4-Year Historical Forecast</b>	<b>AMRIC Handler Forecast Feb 2022 Update</b>	<b>Industry Adjusted Actual Weekly Volume</b>
9-Jan	22,900	97,845	128,277
16-Jan	338,800	614,010	650,532
23-Jan	773,600	3,066,583	3,085,410
30-Jan	1,551,000	5,235,768	5,306,965
6-Feb	1,751,200	5,677,843	5,690,403
13-Feb	1,541,700	4,077,427	4,143,801
20-Feb	2,249,100	7,572,940	7,746,990
27-Feb	3,968,300	8,090,084	8,229,842
6-Mar	4,892,500	7,551,400	7,772,042
13-Mar	4,717,800	7,325,500	8,169,114
20-Mar	4,975,800	7,695,600	7,728,488
27-Mar	4,747,400	7,363,500	7,097,089
3-Apr	7,514,200	6,650,200	
<b>1st QTR SubTotal</b>	<b>39,044,300</b>	<b>71,018,700</b>	<b>65,748,953</b>
10-Apr	8,529,300	7,557,600	
17-Apr	10,678,900	9,474,000	
24-Apr	13,290,000	11,772,400	
1-May	14,573,700	12,917,600	
8-May	14,451,900	13,414,500	
15-May	13,738,400	12,748,100	
22-May	13,384,700	12,431,900	
29-May	13,769,400	12,772,300	
5-Jun	12,866,500	12,581,800	
12-Jun	12,533,100	12,260,500	
19-Jun	12,168,300	11,897,300	
26-Jun	12,750,900	12,471,000	
3-Jul	12,704,000	10,084,100	
<b>2nd QTR SubTotal</b>	<b>165,439,100</b>	<b>152,383,100</b>	<b>-</b>
<b>3rd QTR SubTotal</b>	<b>94,477,800</b>	<b>81,805,800</b>	<b>-</b>
<b>4th QTR SubTotal</b>	<b>7,038,800</b>	<b>792,400</b>	<b>-</b>
<b>Total</b>	<b>306,000,000</b>	<b>306,000,000</b>	<b>65,748,953</b>

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

(April 1 – April 30)

### BASIC PATTERN:

Large Scale Pattern –

- A. We had heavy rains in SOCAL during 27-28th! However not much rain occurred in central and N California. Despite the SOCAL rains, for the most part, the current dry pattern for California is slow to release its dry grip on N and northcentral California. Sea surface temperature-related influences (IVTinit™) are consistent in focusing the rain developments mostly west of N and Central California. Upper lows, troughs and fronts do come SE and E into California, but lack vigor.
- B. Precipitation trend: Approximate dates of precipitation are: showers Apr 3-4 far N mountains, showers 7,10-11, 17-18, 21.
- C. April: Below normal sea surface temperatures are suggested by the latest guidance from the North American Multi-Model Ensemble (NMME) for Apr – June 2022. This will tend to support risk of frost in Apr on occasion for NW California coastal valleys, including Mendocino and Sonoma Co's, and early April in upper Salinas Valley, and San Luis Obispo Co coastal valleys. However, the combination of colder than normal sea surface along the California coast, and well above normal temperatures in inland valleys of California, including mountains and deserts, contributes stronger onshore flow and persistent or recurrent marine fog. For the north and central California coast, this encourages unusually persistent or recurrent conditions for fog drip in the coastal forests, and a normal end of the frost season in April.
- D. May: Turning much warmer than normal away from the coast, Including the coastal hills above the marine inversion (1200 ft), and valleys (interior Salinas Valley, Central Valley-both Sacramento and San Joaquin portions, and Delta. Again, the Redwood Coast will tend to be cool and drippy with recurrent onshore and marine layer...more fog drip than normal.

### FORECASTS FOR CALIFORNIA

#### Forecast for Northern and Central California:

NORCAL Rains: Apr 3-4 (light), 7 (light), 10-11, 17-18 and 21.

CENTRAL CALIF Rains: Apr 11-12, 18 and 21.

WARM SPELLS: Apr 1-2, 6, 9 and 23-25.

COLD SPELLS: Apr 4, 7, 10-13, 17-19 and 21-22.

FRONTS WITH RAINS: Apr 3, 7, 10, 17 and 21.

FROST RISK: Mar 30-31, Apr 5-6, 13-14 and 19-20.

#### Forecast for S California:

SOCAL RAINS: Apr 13, 19 and 22.

SOCAL WARM SPELLS: Apr 1-2, 5-9, 14-17 and 24-26.

SOCAL COOL OR COLD SPELLS: Mar 29-30, Apr 4, 13-14 and 19-22.



SOCAL FROST PERIODS: Apr 14, 20 and 23.

FRONTS WITH RAINS/DRIZZLE: Apr 13, 19, and 22.

### **Central Sierra Nevada:**

Dates of mountain rains and snows are: Apr 11-12, 18 and 21.

-----

The listing of dates normally included for hot and cold spells, and precipitation are based on our CFSDaily and CFSDailyAI forecast products, and present expected trends in precipitation 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 Apr 1-30, 2022**

Highlights: Turning consistently warmer than normal for most of mid Apr.

#### **Looking Ahead – Long Range Outlook**

May 1-31, 2022... N and Central California: Trend toward warmer conditions. We should see a turn to higher snow levels than normal in the Sierras, and above normal temperatures for mid-Apr and May 2022. Near normal rainfall in the Delta and Northern California. Consistently warmer than normal in mid-May onward with some hot conditions (highs in mid to upper 90s possible around May 15th and onward later in the month).

For SOCAL May 1-31, 2022: Progressive trend towards above normal temperature for May, and below normal rainfall for May. There is potential to turn hot and dry in mid-May, with foothill and coastal valley highs (avocado areas) peaking into u90s on occasion before the persistent marine layer pattern gets well established.

In summary, despite a couple of upticks of rains 4th and 7th and mid-Apr in northcentral and N California, a drier than normal rainy season, overall, is likely, with some seriously low reservoir levels at the beginning of the long dry hot season. Watch for some 100+ hot spells early in the summer season for end of May and in June while cool fogs hang at the immediate coast/beach through most of the days from end of May through June.

[\(Terms and Definitions Used In This Weather Outlook\)](#)

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

Copyright © 2022, Fox Weather, LLC, Used by permission.