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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>

UCCE Advisor Open House: A Face-to-Face Meeting of UCCE San Diego Farm Advisors and Program Representatives

The UCCE San Diego Farm Bureau is hosting a UCCE Advisor Open House event where attendees can meet with UCCE San Diego Farm Advisors and Program Representatives. Registration is not required. [More information here.](#)

April 20

April 20

Time: 3:00pm – 5:00pm

Location: San Diego Farm Bureau, 420 S. Broadway, Escondido, CA

CAS Webinar: How to Coexist with and Manage Wildlife Vertebrate Species

The California Avocado Society, California Avocado Commission and UC Cooperative Extension are hosting a new Avocado Grower Webinar entitled, "How to Coexist with and Manage Wildlife Vertebrate Species". Registration required. [More information here.](#)

April 20

April 20

Time: 9:00am – 11:00am

Location: Webinar

Avocado Cafe Webinar — Avocado Productivity: Plant Nutrition Decision Support Tools

The Avocado Café is hosting a virtual seminar entitled "Avocado Productivity: Plant Nutrition Decision Support Tools" led by Dr. David Crowley, retired UC – Riverside professor. Registration required. [More information here.](#)

April 26

April 26

Time: 8:00am

Location: Webinar

May 19

Time: TBA

Location: TBA

Growers Encouraged to Complete Brief Annual Crop Survey Critical to Predicting Fruit's Flow to Market

Industry indicators have predicted a 306 million pound California avocado crop for 2022. To help the California Avocado Commission fine tune that estimate and better predict the harvest flow to market, California avocado growers are encouraged to complete CAC's annual crop estimate survey. The survey also assists the Commission in assessing the status of the industry's overall productivity and current farming practices such as bearing, non-bearing and high-density planting. Individual data from the survey is for the Commission's use only and will remain confidential.

The brief survey was mailed to all producers on record in early April. The deadline for submissions is April 30, 2022. The survey can be:

- Returned via the postage paid self-mailer
- Faxed to 949.208.3503
- [Completed online](#)

A PDF version of the annual crop survey is available in the right-hand navigation, [here. Step-by-step avocado crop estimation instructions are available online.](#)

If you did not receive a crop estimate survey in the mail, or have questions regarding the process, please contact April Aymami at aaymami@avocado.org or 949.341.1955.

Avocado Café Hosting Nutrition Decision Support Tools Webinar

The Avocado Café is hosting a virtual seminar entitled "Avocado Productivity: Plant Nutrition Decision Support Tools" led by Dr. David Crowley, retired UC – Riverside professor. The webinar will take place on April 26 at 8:00 a.m.

Dr. Crowley developed an online decision tool to help California avocado growers make informed fertility decisions based on leaf sample analysis. Dr. Crowley will discuss how insufficient or excessive nutrient amounts can impact avocado tree productivity and what growers can do to correct these imbalances.

Advanced registration is required and can be completed by emailing cafeavos@gmail.com. Upon completing registration, attendees will receive a link to the virtual event.

Webinar Shares Strategies to Help Growers Cope with Wildlife Vertebrates

On April 20 a new Avocado Grower Webinar entitled, "How to Coexist with and Manage Wildlife Vertebrate Species" will take place from 9:00 a.m. – 11:00 a.m.

The topics include the following:

- Dr. Jim Hartman — IPM techniques to prevent and manage damage from pocket gophers and ground squirrels
- Dr. Rebecca Barboza — Mountain lion ecology, status in California, CDFW policies, and conflict prevention

The webinar is free and [registration is currently available online](#). The webinar is hosted by the California Avocado Society, the California Avocado Commission and the UC Cooperative Extension.

UCCE San Diego Farm Advisors and Program Representatives Open House Event

On April 20, the UCCE San Diego Farm Bureau is hosting a UCCE Advisor Open House event where attendees can meet with UCCE San Diego Farm Advisors and Program Representatives. The event will take place at the San Diego Farm Bureau located at 420 S. Broadway, Escondido, California from 3:00 p.m. to 5:00 p.m. Reservations are not required.

The agenda is as follows.

- 3:00 p.m. The San Diego Farm Bureau – mission and updates
- 3:05 p.m. UCCE San Diego, current programs, upcoming released positions and expectations, Oli Bachie
- 3:10 p.m. Small Farms and Ag Economics, Ramiro Lobo
- 3:20 p.m. Production Horticulture, Gerardo (Gerry) Spinelli
- 3:30 p.m. Agricultural Land Acquisitions, Chandra Richards
- 3:40 p.m. Tropical Horticulture, Sonia Rios, Riverside County office
- 3:50 p.m. Climate Resilient Agriculture / Wildfire / Invasive Species, Jan Gonzales
- 4:00 p.m. Climate Smart Agriculture / SWEEP / HSP, Esther Mosase
- 4:10 p.m. Pollinators, Lea Corkidi
- 4:20 p.m. Viticulture / Pest Management, Carmen Gispert, Indio office
- 4:30 p.m. Irrigation and water Management, Ali Montazar, Imperial County office
- 4:40 p.m. Agronomy & Weed Management, Oli Bachie
- 4:50 p.m. Discussion and Q & A
- 4:55 p.m. Summary and closing

[Complete information, including the biographies of the advisors and representatives, is available online](#). Contact Oli Bachie for additional information at obachie@ucanr.edu.

Have You Seen Black Spots on Avocado Stems?

Dr. Ben Faber recently shared a [blog post](#) noting California avocado growers were reporting “black stuff” on the green stems of their avocado trees. Sooty mold such as this is a result of insect feeding and is considered to be a superficial fungus. However, after reviewing a few samples, Dr. Faber noted that when he rubbed off the black sooty mold, some black discoloration remained. He sent the samples to Dr. Akif Eskalen for further analysis.

Dr. Eskalen’s PCR analysis confirmed the sample had *Capnodium sp*, sooty mold, which is associated with sap-feeding insects. While the fungi do not colonize plant tissues, they can impede a plant’s ability to effectively photosynthesize and transpire (cool the plant). In severe cases, this could lead to defoliation.

Dr. Eskalen also determined that the black discoloration left behind on the stem after rubbing off the sooty mold was sunburn. The researchers determined the sunburn was a result of the black coloration of the mold increasing the heat of

the stem and the fungi clogging the stomata whose job it is to cool the stem. While incidents like this don't normally lead to problems for the tree, it is something for our growers to be aware of as they walk their groves.

Commission's Creative Consumer Media Plan Expected to Garner More Than 257 Million Impressions

To encourage demand for California avocados while building preference and loyalty for the brand, the California Avocado Commission crafts a consumer advertising plan that uses a diverse array of media vehicles to engage with, inform and entertain its targeted Premium Californians and avocado super users, mega users, and ultra users. For the 2022 media plan the Commission selected digital, outdoor, social media, video and audio platforms that mesh with the preferences of targeted avocado shoppers in California and the West who are willing to pay more for premium brands. They are running California avocado ads on multiple channels concurrently throughout the season. The Commission's [2022 Screenshot Deck](#) provides a visual overview of CAC's advertising, with a behind-the-scenes look at the creative that will be used in the various promotions and the timing and placement of the ads.

California avocado social media content and search advertising generally run year-round to maintain brand awareness and consumer engagement. Audio ads are scheduled throughout the California avocado season and outdoor advertising takes place during the peak months of June and July. Distribution of custom content on targeted consumer media platforms, which began in March, will continue through August while customer-specific programs will round out the year with placements as the season winds down.

The Commission is continuing its successful "the best avocados have California in them" advertising campaign with creative placements across a range of media vehicles. Videos are being streamed on popular channels such as Hulu and YouTube as well as networks that are aggregators of multiple sites, such as Tremor video. California avocado audio advertising is on IHeart radio, Spotify and Pandora. GUMGUM, an aggregator network well-suited to reach CAC's targeted consumers, features California avocado digital ads, while digital providers such as The Kitchn and Food52 showcase custom content featuring the Golden State fruit. To help consumers easily locate California avocados, the Commission is using the mobile directions app Waze to direct targeted consumers to retail store locations on their route where California avocados are available.

Outdoor advertising will include billboards and wallboards in Los Angeles, Orange County, San Diego and San Francisco. In addition, 155 Volta charging stations in high-traffic locations, including some in the parking lots of supermarkets merchandising California avocados, will remind shoppers to add the fruit to their shopping carts.

Engaging social media posts will run throughout the year on the Commission's Facebook, Instagram, Pinterest and YouTube channels. To reach younger California avocado shoppers, the Commission has launched a presence on the popular Tik Tok channel as well.

In total, the Commission's creative consumer advertising campaign is expected to garner more than 257 million impressions across the diverse array of digital, outdoor, streaming and social platforms.



The Commission's digital media partners for 2022 were carefully selected based on media preferences and habits of targeted 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 Newsline* Avocado Prices – April 13, 2022

	Conventional #1	Organic #1
California Hass	(Field Price Per Lb)	(Field Price Per Lb)
#32's	\$2.48 - \$2.55	\$2.48 - \$2.54
36's	\$2.48 - \$2.55	\$2.48 - \$2.54
40's	\$2.34 - \$2.40	\$2.66 - \$2.74
48's	\$2.24 - \$2.30	\$2.66 - \$2.78
60's	\$1.76 - \$1.85	\$2.22 - \$2.36
70's	\$1.30 - \$1.36	\$1.78 - \$1.86
84's	\$0.86 - \$0.92	\$0.90 - \$1.08

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

California Avocado Commission Weekly Volume Summary (Pounds)

WEEKLY VOLUME SUMMARY				
(Volume in Pounds)				
	Week Ending 04/10/2022		Season-to-Date since 11/01/2021	
	(CA) Harvest / (Import) Arrivals	Shipped by AMRIC Handlers	(CA) Harvest / (Import) Arrivals	Shipped by AMRIC Handlers
California Detail				
HASS	8,426,865	8,386,356	77,705,120	67,559,723
LAMB	0	0	0	0
GEM	330,301	149,825	780,743	333,825
OTHER	3,600	1,775	269,765	229,750
CALIFORNIA TOTAL	8,760,766	8,537,956	78,755,628	68,123,298
INDUSTRY ADJUSTED	8,929,303	8,705,860	80,309,730	69,497,467
Imported Hass Detail				
MEXICO	42,523,544	22,524,198	1,033,821,061	636,088,020
PERU	190,000	132,250	560,000	986,712
CHILE	180,000	565,590	12,061,105	11,798,134
COLOMBIA	390,000	59,100	8,060,000	3,489,825
NEW ZEALAND	0	0	0	0
DOMINICAN	0	0	940,000	1,433,200
IMPORT TOTAL	43,283,544	23,281,138	1,055,442,166	653,795,891
Other Detail				
CA EXPORT	0	70,800	0	753,425
CA ORGANIC	0	884,317	0	5,625,977
IMPORTED (Greens)	2,320,000	0	49,800,000	0
FLORIDA	0	0	6,038,230	0
GRAND TOTAL	54,532,847	31,986,998	1,191,590,126	723,293,358

Crop Statistics

The California crop met handler projections from the February 2022 update, with the first quarter harvest ending at 71 million pounds. Strong market condition and supply chain issues have kicked second quarter harvest into full gear, with harvest volumes exceeding projections by more than 3 million pounds in the first two weeks of the quarter (week ending 4/17 harvest estimated at 11+ million pounds). At this time, CAC expects California avocado weekly harvest to continue at or near current rates through the duration of the second quarter, however the official mid-season grower and handler crop surveys are currently underway. The next crop update (both volume and weekly harvest projections) will be available in May. [If you have not done so already, please take a moment to complete the grower crop survey today!](#)

2022 California Crop Weekly Harvest Statistics			
4-Year Historical - AMRIC Handler Forecast - Actual Volumes			
All Varieties			
Week Ending	4-Year Historical Forecast	AMRIC Handler Forecast Feb 2022 Update	Industry Adjusted Actual Weekly Volume
1st QTR SubTotal	39,044,300	71,018,700	71,333,172
10-Apr	8,529,300	7,557,600	8,929,303
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	
2nd QTR SubTotal	165,439,100	152,383,100	8,929,303
3rd QTR SubTotal	94,477,800	81,805,800	-
4th QTR SubTotal	7,038,800	792,400	-
Total	306,000,000	306,000,000	80,262,475

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

(April 15 – May 15)

BASIC PATTERN:

Large Scale Pattern –

- A. We had extremely hot conditions on 6-7th through areas of California away from the immediate coast/beaches, with offshore winds.

- B. The large scale pattern of recurrent troughs in the northcentral Pacific encourages additional risk of such hot occurrences in California during the mid to late spring, before the onset of the summertime pattern. This pattern is forced by the current pattern of sea surface temperature anomalies.
- C. Bottom line for growers of avocado and other sensitive orchards and crops in coast, and coastal hills-valleys of central and S California, watch for a higher than usual occurrence of hot days...mid 90s to 100 during these normally cool spring months. Highest probability of near 100 degree temperatures are in the coastal hills and “coastal and intermediate valleys” of S California, and south-facing coastal areas (Santa Cruz, San Luis Obispo Co coast, and Santa Barbara Co. We will also in general see more cold events, possibly frosts, with larger than normal oscillation between abnormally warm and abnormally cold conditions.
- D. Precipitation trend: Approximate dates of precipitation are: Showers or rains Apr 16, 19-20, 22-23, 29-30, and May 6-8.
- E. April: Below normal sea surface temperatures are suggested by the latest guidance from the North American Multi-Model Ensemble (NMME) for Apr – June, inclusive. This will tend to support the 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.
- F. For the N California forests, a key issue is timing of dry-off of seasonal grasses in the Sierras and foothills, and coastal mountains of N California. On satellite imagery, we are already seeing evidence of early onset of seasonal dry-off of grasses bordering the Central Valley on Apr 10. More specifically, we refer to the west side of the Valley: Glenn County south through the Delta and the coastal mountain ranges south of the Delta.
- G. As we head into May, 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, may tend to contribute to 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 beginning in late April and continuing in May, as the spring fog-and-stratus season arrives.
- H. For May: It turns much warmer than normal away from the coast, and in coastal hills above the marine inversion (1500 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 above normally recurrent onshore flow.

FORECASTS FOR CALIFORNIA

Forecast for Northern and Central California:

NORCAL Rains: Apr 16, 19-20, 22-23, 29-30, and May 6-8.

CENTRAL CALIF Rains: Apr 16 (N areas), 20, 23, 30 and May 6-8.

WARM SPELLS: Apr 17-18, 25-27, May 2-3 and 15-17.

COLD SPELLS: Apr 16, 19-23, 29-30 and May 6-8.

FRONTS WITH RAINS: Apr 16, 19, 22 29.

FROST RISK: Apr 15, 17-18, 21, 24-26, May 1-3.

Forecast for S California:

SOCAL RAINS: Apr 16 (Ventura Cnty N), 20 (Ventura Cnty N), 23, 30.

SOCAL WARM SPELLS: Apr 17-18, 25-28.

SOCAL COOL OR COLD SPELLS: Apr 16, 20-23, 30-May 1 and 6-8.

SOCAL FROST PERIODS: Apr 18 21, 24-25, May 1-2.

FRONTS WITH RAINS/DRIZZLE: Apr 16 (drizzle), 20 (drizzle), 23 (drizzle), 30 (drizzle). Light rain possible Ventura Co with these systems.

Central Sierra Nevada:

Dates of mountain rains and snows are: Apr 15, 16-17, 20, 23-24, 30-May 1, and 6-8.

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 15- May 15, 2022

Highlights: Turning consistently warmer than normal for most of mid Apr to 5 May.

Looking Ahead – Long Range Outlook

May 15- June 15, 2022... N and Central California: NORCAL 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 the mid to upper 90s possible around May 15th and also later in the month.

For SOCAL May 15 - June 15, 2022, mountains westward to coast: Progressive trend towards above normal temperature and below normal rainfall for May. There is potential to turn hot and dry again in mid-May, with foothill and coastal valley highs (avocado areas) peaking into the u90s on occasion before a persistent marine layer pattern becomes well established.

In summary, despite a couple of upticks of rains in 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 the end of May through June.

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

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

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