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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>

### CAS Seminar: Fertilizer and Irrigation

The California Avocado Society is hosting a series of Fertilizer and Irrigation seminars in early August. Ben Faber, soils/water/subtropical crops advisor, and Tim Spann, California Avocado Commission research program director, will deliver presentations at the seminars. [More information here.](#)

#### August 6-8

##### August 6

**Time:** 1:00 p.m. – 3:00 p.m.

**Location:** UC Cooperative Extension Office Auditorium, 2156 Sierra Way, San Luis Obispo, CA

##### August 7

**Time:** 9:00 a.m. – 11:00 a.m.

**Location:** UC Cooperative Extension Office Auditorium, 669 County Square Dr., Ventura, CA

##### August 8

**Time:** 12:30 p.m. – 2:30 p.m.

**Location:** Fallbrook Public Utility District Board Rm., 990 East Mission Rd., Fallbrook, CA

### CAC Finance Committee Meeting

#### August 14

##### August 14

**Time:** 3:00 p.m. – 4:30 p.m.

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

#### August 15

**Time:** 9:00 a.m. – 1:15 p.m.

**Location:** CAC Board Room, 12 Mauchly, STE L, Irvine , CA

### **CDFA Mails PSR Questionnaires to Smaller Produce Farms**

As part of the Food Safety Modernization Act (FSMA) Produce Safety Rule process, the California Department of Food and Agriculture (CDFA) has mailed educational letters and questionnaires to small and very small produce farms in the state. Growers who receive these materials are encouraged to review the information and complete the questionnaire, which is designed to determine whether a farm’s annual sales qualify the farm for PSR exemption. The forms must be returned to the CDFA by August 31.

Currently, PSR inspections are underway for large produce farms (those with average annual sales of \$500,000 or greater during the previous three years). Small farms (those with average annual sales of \$250,000 - \$500,000 during the previous three years) are now expected to be in compliance and inspections begin January 2020. Very small farms (those with average annual sales of \$25,000 - \$250,000 during the previous three years) must be in compliance by January 2020, with inspections slated to begin in January 2021.

It is important to note that any farm not in compliance with the PSR may face economic, regulatory and legal consequences.

A variety of PSR education resources are available on the [CFDA website](#) and [Facebook](#) page and in the [CDFA newsletter](#).

### **Researchers Exploring Biocontrols for Lantern Fly**

A new pest — the spotted lantern fly — is the subject of new biocontrol research by Dr. Mark Hoddle, director of the Center for Invasive Species Research at the University of California Riverside. The spotted lantern fly, originally from China, has rapidly made its way along the East Coast of the United States. Its population has reached such high numbers that it is now considered a concern for the East Coast grape industry because its waste product damages a plant’s ability to grow. The fly, which can only fly a few hundred feet, has spread quickly because the females lay eggs on vehicles, and other nonbiological materials, that unwittingly transfer the eggs to new territories.

While the spotted lantern fly has not yet made its way to California, Dr. Hoddle is being proactive and [conducting tests](#) to determine whether a parasitic wasp, from China, could serve as a biocontrol against the fly. The wasp lays its own eggs inside a lantern fly’s eggs and the wasp larvae then devour their host eggs. Dr. Hoddle is using native California lantern flies in a secure quarantine facility at the UC Riverside for testing. He will conduct tests to be certain that the wasp, if released into the wild as a biocontrol, will not harm the “wrong targets.”

In light of the threat the spotted lantern fly could pose to California avocados, the California Avocado Commission has contributed some industry matching funds to the project.

### **Avocado Grove Cover Crop Insights**

The California Avocado Commission recently held an “Avocado Nutrition and Cover Crop Usage” field day at Pine Tree Ranch hosted by Alli Rowe and Ben Faber of the UC Cooperative Extension. Rowe recently summarized insights from the grower panel of cover crop veterans in a [blog post](#). Following are highlights.

## Benefits of cover crops

Cover crops can provide a variety of benefits, depending on the species of the cover crop chosen. Cover crops can:

- Alleviate soil compaction issues
- Improve water infiltration and water retention
- Reduce soil erosion
- Improve soil health and fertility
- Attract beneficial insects

## Choose cover crop species carefully

It's important to note that different cover crops present different benefits, thus growers should select cover crops based on the specific needs of their grove — noting that those needs can vary across the various blocks within a grove. Each of the growers provided examples of cover crops and the benefits they provided.

- Deep rooted crops (sugar beets or daikon radish) help relieve soil compaction
- Grasses (e.g., triticale) help build biomass and increase organic carbon in the soil

Avocado trees can't simply be rotated within a grove, thus it's difficult to spur nutrient cycling in a grove. By planting diverse cover crops and rotating them, growers can improve soil health and cycle nutrients and organic matter back into the soil.

## Challenges

Cover crops may:

- Compete with your trees for water
- Attract rodents, such as gophers
- Give safe harbor to intrusive weeds

Ultimately, the growers emphasized the importance of researching cover crops to determine those best suited for your grove, managing the cover crops to ensure they don't become problematic, being open to experimentation and rotating cover crops to meet the changing needs of the grove.

Rowe will provide more details concerning cover crops in the Fall 2019 issue of From the Grove.

## Bee Keeping Training Sessions Available

The California Master Beekeeper Program is offering two seminars for those interested in beekeeping. The courses are designed for those new to beekeeping, as well as for those with bees who want to learn more about how to keep their hives healthy and productive. Both seminars will take place at the Harry H. Laidlaw Jr. Honey Bee Research Facility located at 1 Bee Biology Road, Davis, CA 95616. The deadline to register for either session is August 1 and participation is limited to 25.

The first seminar entitled, "[Planning Ahead for Your First Hives](#)," will include lectures and hands-on activities. The event will take place on August 3 from 9:00 a.m. – 4:00 p.m. The \$105 registration fee includes course materials, a hive tool, lunch and refreshments. Topics include:

- Bee biology
- Beekeeping equipment overview
- How to install honey bee packages
- How to monitor colonies
- Challenges to maintaining a healthy colony

The second seminar, “[Working Your Colonies](#)” will take place August 4 from 9:00 a.m. – 4:00 p.m. The cost of the seminar is \$175 and includes course materials, lunch and refreshments. The seminar will cover:

- Advanced honey bee biology
- Honey bee integrated pest management
- Hive products
- Queen wrangling
- Honey extraction
- Splitting/combining colonies
- Monitoring for varroa mites

Protective gear will be provided at both sessions for those who do not have a bee suit or veil. Participants should wear closed-toed or closed-heel shoes, long pants and a long-sleeved shirt.

Online registration for [session one](#) and [session two](#) are now available online.

### **CAC Hosts Retailer LOCAL Influencer Grove Tour**

In support of Albertsons-Vons-Pavilions (AVP) LOCAL Campaign, which features locally grown summer fruits and vegetables in 352 Southern California locations, the California Avocado Commission (CAC) hosted an AVP LOCAL Influencer Grove Tour. The tour took place on June 11 at Rancho Santo Tomas in Valley Center, California, providing CAC and AVP with the opportunity to partner on creating content to increase awareness and encourage sales of California avocados at AVP.

As a sponsor of AVP’s LOCAL campaign, CAC worked closely with Brandon Matzek, an AVP influencer, during the tour. Brandon, from [www.KitchenKonfidence.com](http://www.KitchenKonfidence.com), met California avocado growers Mike Sanders and Chris Ambuul and was filmed in the grove by a videographer to generate content for his blog and AVP’s social media accounts. Brandon was joined by Jennifer Lahotski, AVP social media manager, and Jackie Johnson, AVP produce buyer, as well as Connie Stukenberg, CAC retail marketing director, and Zac Benedict, CAC online marketing director.

During the tour, attendees learned about the nutritional value of “Cooking Like a Californian,” the nick-and-peel avocado cutting method, some highlights of CAC’s social media and what it takes to grow fresh, premium California avocados. California avocado growers Mike Sanders and Chris Ambuul were photographed in the groves and filmed discussing how they nurture the Golden State fruit.

The attendees shared what they learned about California avocados on AVP’s social media channels, while AVP influencer Brandon Matzek shared his in-grove video and California avocado insights on his [www.KitchenKonfidence.com](http://www.KitchenKonfidence.com) blog and social channels.



*Kathleen Johnson of PJ/PR demonstrated the nutritional value of “Cooking Like a Californian.”*

### **California Avocado Peak Season Social Media Posts Garner Millions of Impressions**

Throughout May and June the California Avocado Commission (CAC) piqued the interest of California avocado fans with new recipes, engaging content and behind-the-scenes grower videos posted to its social media channels and shared in email newsletters. The integrated social media and digital activities were targeted to CAC’s premium California and avocado super user audiences, encouraging them to seek out and purchase-in season California avocados.

Content focused on key in-season messaging that showcased California avocado growers, the benefits of fresh and local fruit, the versatility and nutrition of avocados and the California avocado difference. CAC’s May and June social content yielded more than 2 million impressions to date with more than 200,000 video views on social channels. Overall, the California avocado grower videos performed well across the Commission’s Facebook, Twitter and Instagram channels. Comfort recipes with a California avocado twist performed especially well on Instagram.

The Commission created a series of California avocado-branded illustrated GIFs (animations) for Instagram, a social platform centered on sharing compelling photography and videos. Because the GIFs were designed around popular social topics — such as California Avocado Month, brunch, avocado toast — Instagram users were eager to add these branded stickers to the photos in their personal Instagram feeds. Instagram users could easily find and use California Avocado Month CAC stickers by searching relevant key phrases (California, avocados, fresh) on Instagram’s GIPHY platform. The Commission’s GIFs have been viewed more than 8 million times to date with California Avocado Month GIFs viewed more than 1.2 million times since their release in late May.

To encourage consumers to expand their usage of California avocados and seek out the in-season fruit, the Commission distributed timely email newsletters highlighting versatile recipes, avocado tips and the CaliforniaAvocado.com website Store Locator tool. A special 4th of July email showcased California-avocado themed recipes perfect for holiday festivities. The email newsletters were distributed to more than 220,000 consumers with the June emails averaging around a 30 percent open rate — significantly higher than the industry average open rate of 15 percent.

The combined social media posts and digital newsletter content, seen by millions of targeted California avocado fans, is a significant means of encouraging peak season brand awareness and inspiring consumers to purchase California avocados when in stores.



California Avocados

Published by Samantha Schaitberger [?] · June 23 at 8:31 PM · 🌐

Did you know June is California Avocado Month? Learn about the care and craftsmanship utilized by California Avocado growers to bring this special fruit from their groves to your plate.

<https://www.californiaavocado.com/.../the-cali.../grower-stories>



264,643  
People Reached

7,957  
Engagements

Boost Post

👍❤️😄 1.1K

80 Comments 164 Shares 123K Views

*California avocado grower videos performed well across CAC's social media channels.*

## California Avocado Summer Retail Promotion Highlights

Throughout the summer, the California Avocado Commission partnered with targeted retail partners to put the premium quality and freshness of California avocados in the spotlight, thereby encouraging sales of the fruit and building awareness of the brand during the peak season.

The Portland, Oregon consumer market is an audience keenly aware of sustainability, quality, agriculture and fruit commodity trends. In light of this, the Commission partnered with Albertsons Portland stores to showcase the California difference in avocados and demonstrate Albertsons' commitment to quality and consumer needs. The Albertsons Portland division supported California growers during the month of June with a full-month Big Book ad for two-pound bags of California avocados. The promotion was extended to a fully integrated campaign that included a sales contest from June 19 – July 4 in conjunction with the ad on bulk and two-pound bagged fruit.

In June, all 28 Gelson's Markets Southern California locations hosted a display and sales contest, promoting the local fruit with California avocado-branded display bins and custom signage with the California avocado brand logo. The in-store promotion was supported with posts on Gelson's social media channels and an ad feature.

All 352 Albertsons-Vons-Pavilions (AVP) locations in Southern California showcased California avocados as part of their LOCAL Campaign featuring locally grown fruits and vegetables. The stores utilized California avocado display bins with custom decals showcasing California avocado growers Mike Sanders and Chris Ambuul to add impulse displays in and around produce departments. California Avocado Grower Scot Van der Kar was highlighted in hanging banners. California avocados were featured in ads during June and July as part of the LOCAL campaign, and influencer Brandon Matzek, from [www.KitchenKonfidence.com](http://www.KitchenKonfidence.com), showcased photos and a blog post from AVPs LOCAL grove tour of Rancho Santo Tomas on his blog. To round out the promotion, California Reed avocados were available in 27 Pavilions stores during the month of June.

To connect with southwestern consumers, the Commission partnered with Albertsons-Safeway in the Phoenix market. From June 10 – 23, Albertsons-Safeway ran a boosted social media campaign showcasing a California avocado recipe on

Facebook. This post had the highest impressions of any post Albertsons-Safeway Southwest has run to date with the same level of funding. For a program covering the entire Southwest division, the customer expected to see a reach of 300,000; this campaign reached nearly 405,000, exceeding expectations by nearly 35 percent. “This campaign proved to drive customer interaction. The clicks, likes and shares for both banners is higher than we’ve ever seen on a campaign with a similar budget and run length,” noted the Albertsons-Safeway marketing team.

As part of the Commission’s partnership with Sam’s Club and Walmart, California avocado demos took place in 51 Sam’s Club locations in California on June 16 and 17. To generate excitement leading up to the 4th of July, 41 Walmart locations in California also hosted California avocado demos with co-partner Tajin® seasoning.

The California Avocado Commission’s support of retailers within California and in nearby markets demonstrates to them the value of California avocado quality and commitment, even in challenging crop years. By partnering with these retailers, showcasing their chains and helping consumers locate the fruit at partner retailers’ stores, the Commission helps encourage premium pricing and sales of the fruit.



*California Reed avocados were displayed in 27 Albertsons-Vons-Pavilions stores to showcase avocado variety.*

### **Commission Networks with Culinary Executives from the Top 200 Restaurant Chains**

From June 22 – 24, R&D/product innovation executives and executive chefs from the top 200 restaurant chains joined members of the California Avocado Commission’s foodservice team at the 17th Annual International Corporate Chefs Association Summit in Denver, Colorado.

During the event, CAC staff met with chain menu developers and R&D decision makers, discussing the benefits of adding fresh California avocados to their 2020 menus. During the one-on-one meetings, foodservice team members elaborated on the nutritional benefits and versatility of the fruit and spoke about menu ideation strategies.

As a sponsor of the event, the Commission had the opportunity to showcase unique California avocado menu concepts at each of the summit’s meal and break sessions. Sample menu items included, Farmshop’s California Avocado Hummus with Pistachio Salsa Verde, California Avocado and Thai Peanut Sauce Noodle Salad, Fresh California Avocado, Coconut and Pineapple Muffins, California Avocado Confetti Slaw, California Avocado Flatbread with Mozzarella and Romano Cheese,

Fingerling Potato Tostones with Smashed California Avocado and Crab Louis Salad and Wild Salmon with Masa Crunchies Breakfast Burrito with Potatoes, Fresh California Avocados.

Besides confirming fresh California avocado menu items with current foodservice partners, members of the CAC foodservice team helped grow the target chain contact list with four new contacts from Applebee’s, Buffalo Wild Wings, Jack-in-the-Box and The Cheesecake Factory. By attending this event, CAC was able to take advantage of opportunities to expand penetration of fresh California avocados on the menus of the top 200 chain restaurants in the U.S.



*Brian Campbell, On The Border, and Keith Brunell, Nordstrom Restaurant Group, enjoying a break with California Avocado Deviled Eggs with Chile de Arbol Salsa.*

## 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 – July 31, 2019

	Conventional #1	Organic #1
<b>California Hass</b>	(Field Price Per Lb)	(Field Price Per Lb)
#32’s	\$1.96 - \$2.02	\$2.10 - \$2.16
36’s	\$1.96 - \$2.02	\$2.10 - \$2.16
40’s	\$1.96 - \$2.02	\$2.15 - \$2.26
48’s	\$2.00 - \$2.06	\$2.34 - \$2.40
60’s	\$1.70 - \$1.74	\$2.30 - \$2.36
70’s	\$1.38 - \$1.44	\$2.20 - \$2.26
84’s	\$0.92 - \$0.98	\$1.20 - \$1.28

\*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)

	Week Ending 7/28/2019	Season-to-Date (since 11/01/2018)	2019 Year to Date
Hass	6,662,388	178,019,839	177,663,432
Lamb	1,108,856	9,341,447	8,972,843
Other (Greens)	4,403	688,141	473,347
<b>California Total</b>	<b>7,775,647</b>	<b>188,049,427</b>	<b>187,109,622</b>
Florida	2,880,900	20,028,910	15,161,795
Chile	0	27,859,040	5,512,278
Mexico	31,327,028	1,579,385,184	1,223,031,420
Peru	14,648,985	146,147,328	146,147,328
Other (Imports)	500,000	37,220,000	27,510,000
<b>Import Total</b>	<b>46,476,013</b>	<b>1,790,611,552</b>	<b>1,402,201,026</b>
<b>USA Total</b>	<b>57,132,560</b>	<b>1,998,689,889</b>	<b>1,604,472,443</b>

Sources:

California = CAC (AMRIC)

Florida = Florida Avocado Admin Committee

Chile = Comite de Paltas, Chile

Mexico = APEAM

Peru = ProHass

Other Imports = USDA AMS website

### Crop Statistics

Below are the California Crop Weekly Harvest Projections versus Actual Harvest/Shipments for 2019. As noted in recent GreenSheet issues, a late-season crop survey was completed indicating a total crop volume of 180 million pounds or more, an increase of 10+ million pounds over the May 2019 update. While CAC had intended to update weekly harvest projections, because of uncertainty regarding the final crop volume, and harvest volumes continuing to outpace all projections, CAC has decided to continue utilizing the May 2019 harvest projections instead of issuing revised weekly numbers. Using the remaining weekly harvest projections from the May 2019 update results in a total crop volume exceeding 200 million pounds, which corresponds to at least two responses of the late-season handler survey. CAC targeted marketing programs, [such as partnerships with Waze](#), continues to support the remaining late-season California fruit to be harvested into August.

**2019 California Crop Weekly Harvest Projection**  
**Weekly Crop Movement vs. Distribution Projections**  
**All Varieties**

Week Ending (CAC Week)	4-Year Historical Forecast	AMRIC Handler Forecast	Industry Adjusted		
	2019 Pre-Season Crop Estimate	May 2019 Update	AMRIC Harvest	AMRIC Shipments	Crop Size Indicator
<b>1st QTR SubTotal</b>	<b>28,968,293</b>	<b>8,570,500</b>	<b>9,088,266</b>	<b>5,722,201</b>	
Jun 2 - (31)	7,648,747	6,656,300	9,725,414	8,380,505	192,361,719
Jun 9 - (32)	6,794,936	8,693,500	10,753,155	11,084,147	193,398,228
Jun 16 - (33)	7,174,220	9,174,700	11,305,158	10,449,531	196,024,662
Jun 23 - (34)	7,439,590	9,502,600	12,949,517	11,875,141	199,072,642
Jun 30 - (35)	7,044,822	8,933,400	14,126,304	12,435,425	204,262,885
<b>2nd QTR SubTotal</b>	<b>95,274,149</b>	<b>111,477,100</b>	<b>135,154,493</b>	<b>118,530,115</b>	
Jul 7 - (36)	7,183,374	7,654,800	13,056,239	13,325,006	209,399,586
Jul 14 - (37)	6,864,306	7,283,300	13,196,924	12,125,979	214,721,313
Jul 21 - (38)	7,056,509	7,483,600	10,199,390	11,270,316	215,612,788
Jul 28 - (39)	5,684,434	6,043,600	7,775,647	10,462,878	215,739,259
Aug 4 - (40)	4,904,787	4,741,000	-	-	
Aug 11 - (41)	4,180,595	4,040,700	-	-	
Aug 18 - (42)	3,655,708	3,531,300	-	-	
Aug 25 - (43)	2,905,312	2,805,900	-	-	
Sep 1 - (44)	2,336,529	2,256,400	-	-	
Sep 8 - (45)	1,527,122	1,245,200	-	-	
Sep 15 - (46)	1,095,437	886,900	-	-	
Sep 22 - (47)	1,071,316	855,200	-	-	
Sep 29 - (48)	868,897	693,500	-	-	
<b>3rd QTR SubTotal</b>	<b>49,334,327</b>	<b>49,521,400</b>	<b>44,228,200</b>	<b>47,184,179</b>	
<b>4th QTR SubTotal</b>	<b>1,423,231</b>	<b>431,000</b>	<b>-</b>	<b>-</b>	
<b>Season-to-Date</b>	<b>151,031,065</b>	<b>148,512,900</b>	<b>188,470,959</b>	<b>171,436,495</b>	
<b>% of Crop</b>	86%	87%	111%	101%	
<b>Crop Size</b>	<b>175,000,000</b>	<b>170,000,000</b>	<b>Left to Harvest</b>	<b>Left to Ship</b>	
<b>Crop Variance</b>	37,439,894	39,958,059	(18,470,959)	(1,436,495)	

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

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

(August 1-30)

Summary- Focus of development of troughs and lows continues in the central Pacific around 40-45N, south of the Aleutians. Weak troughing occurs off the coast of N California and Oregon. It continues hot in the inland valleys and plateaus, but thunderstorms (TSTMS) occur over the central Sierras (Tahoe-Yosemite, and in the Cascades in Oregon).

The monsoon is active over the SW and W U.S., Rockies, Great Basin, and plateaus.

Colder than normal sea surface temperature anomalies will encourage tropical cyclones to remain south of southern Baja, then turn northwestward well off the Baja coast, bringing them over colder water with small effect on S California.

Troughing will continue in the mid-Central Pacific well northwest of Hawaii. The central Pacific trough appears to weaken a bit but may continue to dominate over other longwave troughs that may appear at times.

For western Mexico the Sierra Madre Occidental have well above normal rainfall due to thunderstorms (TSTMS). Despite the increase of rainfall in W Mexico, the overall effect of high pressure aloft will continue to minimize TSTM activity in SOCAL during the midsummer (first half of August), due to lack of a well-defined shift to SE monsoonal flow.

**In the Near Term – Aug. 2-16...** Salinas Valley-San Luis Obispo Co...Precipitation other than coastal drizzle is unlikely for the agricultural valleys. There is another small chance for a shower in the central and S Sierra about mid Aug.

In the southern California avocado growing areas, from San Luis Obispo south, night and morning coastal low clouds and local fog, with mostly sunny afternoons inland. Troughing over N California and off the NORCAL coast will tend to teleconnect with the usual coastal eddies and afternoon onshore flow in southern California. Some of the usual heavy TSTMS are expected in mountains, but will be small in extent.

**Summary – August 17-31...** The general synopsis for Northern, Central and Southern California is that upper low activity continues off the central coast and may drift south off the SOCAL coast. If, or as, SE flow develops we could see some more tropical activity, TSTMS, for southern California. This may begin to provide tropical moisture inputs for thunderstorms (TSTMS) in the SierraNV. Subnormal monsoonal TSTM activity continues to be suggested for August in SOCAL, while dry S flow persists in NORCAL. Due to the dry nature of the TSTMS for the most part, this appears to be an especially bad season, in terms of potential for fire severity, and difficult-to control fire events. TSTMS and dry lightning are most likely in the central Sierra near Yosemite NP, northward to Lake Tahoe.

**Seasonal Outlook / El Niño Update... September 1 – October 31...**Input guidance for this forecast (mainly October), was taken from the North-American Multi-Model Ensemble (NMME) which appears to do a better job forecasting for the 3-6 month range.

For northern and central California, above normal temperatures, and near or a little below normal rainfall are indicated for September and October. We should see more of the usual upper low events, and south winds with a beginning of tropical moisture entrainment into SOCAL and the Sierras in September as upper lows develop and produce locally heavy rains into central California mountains (Sierras).

The Fox Outlook Map and IVT Analysis suggest lack of support for development of cyclones in general off Mexico. Therefore, we see no reason to change the forecast to a wetter scenario at this time. Tropical cyclones tend to become more active and numerous in late August to mid-September. Currently, CFSv2 thinks that September will be mostly dry and hot, as we head into the dry and fall warm season without the benefit of late summer rains from monsoonal rains.

Watch for beginning of winter type rains (probably atmospheric rivers) about mid-October. These will focus up in Oregon, but may drift into NW California/Humboldt Co northward. Currently, there is a strong warm SST anomaly off the coast of N California, so this should encourage development of high pressure, keeping N California unusually dry and warm. Atmospheric River activity, and early season subtropical rains may be limited to Oregon for most of Oct.

For SOCAL, there is much variability in the upper wind pattern, but predominance of dry west flow aloft over central and N California. By mid-October, the westerlies have usually migrated far enough south to return SOCAL to an alternation between NE flow aloft (hot Santa Anas), and westerly flow or cutoff lows near the SOCAL coast, or Pt Conception to Monterey.

This currently does not appear to be a season of active tropical cyclones, mostly due to the depressed sea surface temperatures near Baja into early-to-mid-Sept.

It appears to be a hot period for early-to-mid-fall, tropical cyclones moving westward from south of Baja. Therefore, heat risk is a risk factor for water supply and use (more water needed for irrigation). At this time, the CFSv2 model suggests that the best chance for rains in the fall months appears to be sometime within Oct. 20-30 Oct. September appears to be a dry and hot month.

Alan Fox...Fox Weather, LLC

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