



## IN THIS ISSUE, YOU'LL FIND:

- [Webinar to Discuss Produce Safety Rule Water Regulations](#)
- [Growers Encouraged to Complete 2020 USDA Farm Survey](#)
- [Federal Funds Available to Receive and Maintain Organic Certification](#)
- [Recording of Laurel Wilt and Ambrosia Beetles Research Updates Webinar Available Online](#)
- [Ike's Love & Sandwiches Celebrated California Avocado Month with Two New Sandwiches](#)
- [Commission Participates in Kitchen Collaborative Project to Fuel Flavor Innovation Among Chefs](#)
- [California Avocado Month Public Relations and Outreach Campaign Generates 106 Million Impressions](#)
- [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>

## VCFSA Produce Safety Rule — Regulatory Update Regarding Water Meeting

The Ventura County Food Safety Association (VCFSA) is hosting an online meeting entitled, "Produce Safety Rule — Regulatory Update Regarding Water." Registration required. [More information here.](#)

### August 20

#### August 20

**Time:** 10:00 a.m. – 11:30 a.m.

**Location:** Online Webinar

## Webinar to Discuss Produce Safety Rule Water Regulations

The [Ventura County Food Safety Association](#) (VCFSA) is hosting an online meeting entitled, "Produce Safety Rule — Regulatory Update Regarding Water." The virtual meeting will take place on August 20 from 10:00 a.m. – 11:30 a.m. and is free to VCFSA members. Non-members will be charged a \$40 fee.

The guest speaker is Dr. Trevor Suslow, vice president of food safety for the Produce Marketing Association. Dr. Suslow has served as an extension research specialist at the University of California, Davis.

## Growers Encouraged to Complete 2020 USDA Farm Survey

The U.S. Department of Agriculture (USDA) has released a 2020 USDA Farm Survey and is asking farmers, ranchers and private forestland owners to complete the survey in order to help the USDA evaluate customer service and identify what works well and what is in need of improvement.

The [online survey](#) consists of 20 questions and should take about 10 minutes to complete. The survey asks producers questions about their overall relationship with USDA and how well their last transaction with USDA went. Optional questions seeking demographic information are included at the end of the survey. The survey is available in English and Spanish.

Survey responses will be kept confidential. Results and planned actions will be [posted online](#) in the fall.

## **Federal Funds Available to Receive and Maintain Organic Certification**

The [Organic Certification Cost Share Program](#) (OCCSP) provides federal funds to assist growers and handlers with the costs associated with applying for and maintaining organic certification under the U.S. Department of Agriculture's National Organic Program. OCCSP is currently accepting applications for eligible certification expenses paid between October 1, 2019 – September 20, 2020. Applications are due October 31, 2020.

Eligible producers include any certified producers or handlers who have paid organic certification fees to a USDA-accredited certifying agent. Eligible expenses for the cost-share reimbursement include:

- Application fees
- Inspection costs
- Fees related to equivalency agreement/arrangement requirements
- Travel expenses for inspectors
- User fees
- Sales assessments
- Postage

At this time, eligible applicants may receive reimbursement for up to 50 percent of the certified organic operation's eligible expenses, with a maximum of \$500 per scope. If additional funding is authorized by Congress, FSA may be able to provide certified operations that have applied for OCCSP up to 75 percent of their eligible costs, with a \$750 per scope maximum.

- Applicants must typically submit:
- A one-page application form
- W-9 tax form (to participating state agencies)
- Proof of certification
- Itemized invoice of certification expenses

For more information, visit the [OCCSP website](#) or view the [OCCSP Fact Feet](#). To apply for OCCSP funds, you may apply via your [local FSA office](#) or [access the form online](#). If you use the online portal, you can locate the form by typing OCCSP in the "title or keywords" field on the search page.

## **Recording of Laurel Wilt and Ambrosia Beetles Research Updates Webinar Available Online**

As part of its research concerning laurel wilt and ambrosia beetles, the University of Florida's Institute of Food and Agricultural Sciences (IFAS) created an advisory panel composed of local commercial avocado growers, handlers and scientists. In late July, researchers hosted a meeting for the advisory panel in which they provided updates concerning their research projects.

The recording of this update is [now available online](#). The webinar discusses:

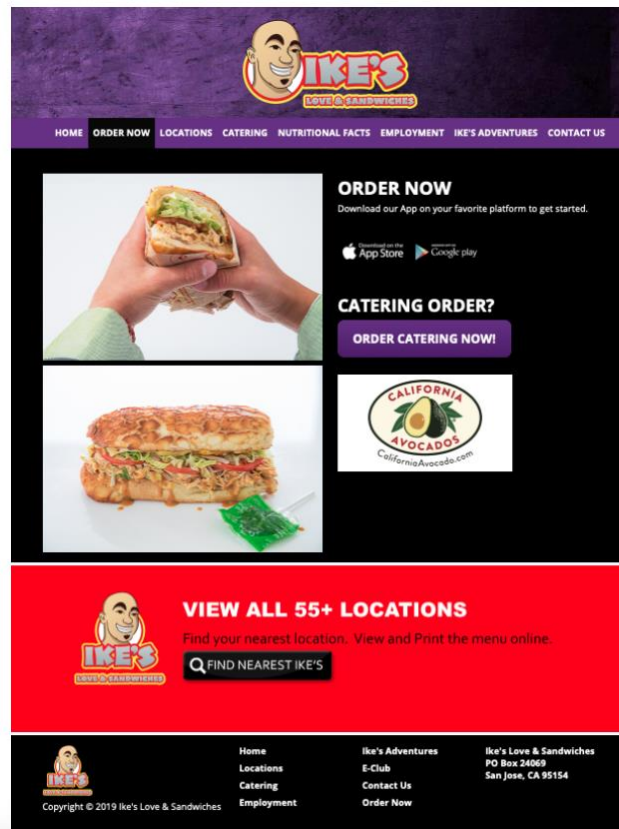
- Laurel wilt susceptibility of avocado scions and rootstocks in relation to physiology and stem anatomy

- Updates concerning laurel wilt research, current work and future direction
- Updates concerning ambrosia beetle research, current work and future plans

## Ike's Love & Sandwiches Celebrated California Avocado Month with Two New Sandwiches

Throughout the month of June, Ike's Love & Sandwiches, a sandwich chain based in Northern California, featured California avocados at 70 locations in Arizona, California, Hawaii, Nevada and Texas. The Golden State fruit was the inspiration for two new sandwiches: Name of the Girl and Reading Rainbow. Each of the sandwiches was promoted on the chain's social media channels, an e-newsletter blast, the website's ordering page and in-store signage.

The Commission's new partnership with Ike's Love & Sandwiches provided additional exposure for the California Avocados brand and encouraged patrons to think of adding California avocados to sandwiches they prepare at home. The Commission hopes to continue its partnership with Ike's, providing support for chain promotions featuring California avocados in the 2021 season.



*The California Avocados brand logo was featured on Ike's online ordering page throughout June.*

## Commission Participates in Kitchen Collaborative Project to Fuel Flavor Innovation Among Chefs

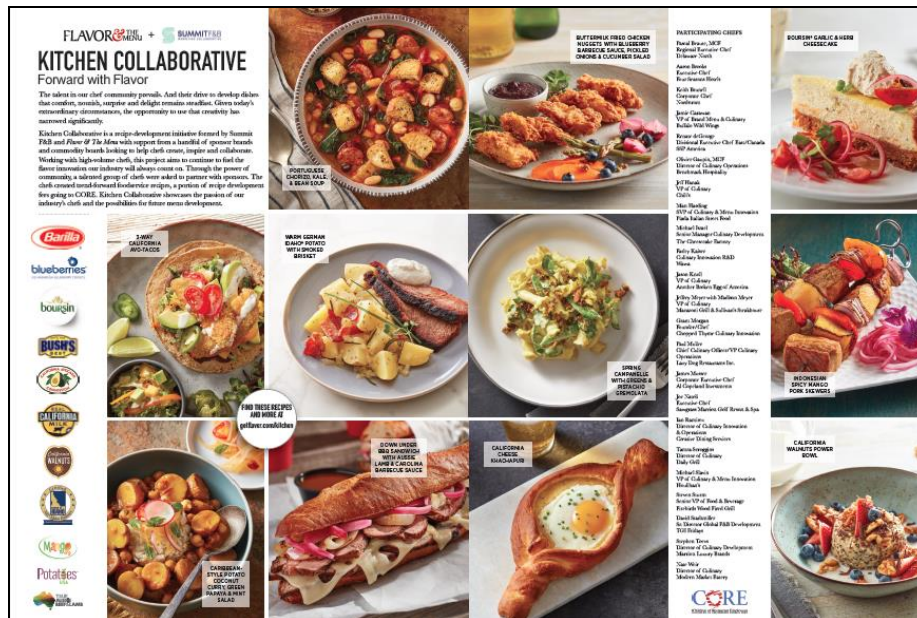
To help celebrate the passion and potential of the restaurant industry, which has been impacted by COVID-19-related furloughs, the California Avocado Commission (CAC) participated in Flavor & The Menu magazine's Kitchen Collaborative. The recipe development initiative generated support for restaurant workers and their families while providing the Commission with an opportunity to increase awareness of the fruit among a core foodservice target audience.

The Commission partnered with five chefs who developed original California avocado recipes based on strategic direction from CAC. Jeffrey Meyer, vice president of culinary at Macaroni Grill and Sullivan's Steakhouse, created 3-way California Avo-Tacos. Paul Muller, vice president culinary operations at the Lazy Dog Café, developed Flash-fried California Avocados with Denver Poppers. The Grilled Avocado, Tomato and Cucumber Salad with Minted Mojo Vinaigrette recipe produced by

Jeff Hanak, vice president of culinary at Chili's, offered a refreshing take on a summer salad. Keith Brunell, corporate chef at Nordstrom Restaurants shared a new California Avocado and Miso Ginger Soba Noodles recipe. And Senior Culinary Manager for The Cheesecake Factory, Michael Israel, crafted Grilled California Avocado Ssam.

The chefs and their California avocado recipes were featured alongside the California avocado logo in a print ad in the May/June issue of Flavor & The Menu. Each of the chefs and their recipes, also were individually featured in separate Flavor Flash e-newsletters.

By participating in an effort designed to support the hard-hit restaurant industry, the Commission generated goodwill, strengthened relationships with chefs and raised awareness of California avocados' versatility among a core target of the foodservice industry.



The 3-way California Avo-Tacos were showcased in a May/June issue print ad.

## California Avocado Month Public Relations and Outreach Campaign Generates 106 Million Impressions

California Avocado Month celebrates the versatility and freshness of premium California avocados at the height of the season. To generate excitement about the availability of the fruit, the California Avocado Commission (CAC) leveraged the creativity of celebrated chefs and top-tier bloggers to showcase California avocados in a variety of dishes and recipes that incorporate unique preparation techniques and culinary trends.

The Commission planned to kick-start the month-long celebration with an in-person media and influencer preview event on May 18. When the event was cancelled due to COVID-19, the Commission specially delivered a stunning eight-course California avocado-centric meal — created by Vespertine Chef Jordan Kahn — to 18 top Los Angeles media and influencers, including those at Eater LA, Parade, Sunset Magazine and POPSUGAR.

Chef Kahn, Chef Brad Cecchi (Canon in Sacramento, CA), Chef Caroline Glover (Annette in Aurora, CO) and Chef Charleen Badman (FnB in Scottsdale, AZ) partnered with the Commission to predict unique culinary trends and incorporate those trends into custom recipes. The up-and-coming West Coast chefs featured these one-of-a-kind culinary creations in limited time offer menus at each of their renowned restaurants throughout the month of June.

The Commission also recruited 13 influential bloggers to develop recipes, starring California avocados, utilizing unique preparation and cooking techniques. The recipes, accompanied by high-quality photography and detailed personal storytelling, were published throughout California Avocado Month.

By conducting media/influencer outreach, developing content by respected bloggers and sharing creative California avocado recipes that encouraged consumers to prepare the fruit in new ways, CAC generated excitement around the fruit during peak season. Through traditional and social media coverage, as well as the distribution of a press release and mat release, California Avocado Month resulted in 93 million impressions, and an additional 13 million impressions from CAC’s blogger partnerships.



*Deviled California Avocados, created by Chef Brad Cecchi, highlighted the unique trend of inside-out avocado toast.*

## 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 – August 12, 2020

	Conventional #1	Organic #1
<b>California Hass</b>	(Field Price Per Lb)	(Field Price Per Lb)
#32’s	\$1.12 - \$1.26	\$1.42 - \$1.58
36’s	\$1.12 - \$1.26	\$1.42 - \$1.58
40’s	\$1.12 - \$1.20	\$1.42 - \$1.58
48’s	\$1.12 - \$1.20	\$1.94 - \$2.10
60’s	\$0.96 - \$1.04	\$1.68 - \$1.74
70’s	\$0.58 - \$0.74	\$1.20 - \$1.38
84’s	\$0.44 - \$0.52	\$0.52 - \$0.68

\*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 8/09/2020	Season-to-Date (since 11/01/2019)	2020 Year to Date
Hass	8,688,622	296,719,035	296,692,793
Lamb	1,156,637	7,089,749	7,089,749
Other (Greens)	20,467	1,539,470	1,351,977
<b>California Total</b>	<b>9,865,726</b>	<b>305,348,254</b>	<b>305,134,519</b>
Florida	1,825,945	22,996,703	15,498,945
Chile	0	2,525,666	445,506
Mexico	32,108,991	1,694,265,125	1,283,780,291
Peru	10,666,737	151,161,624	151,161,624
Other (Imports)	1,080,000	39,420,000	30,980,000
<b>Import Total</b>	<b>43,855,728</b>	<b>1,887,372,415</b>	<b>1,466,367,421</b>
<b>USA Total</b>	<b>55,547,399</b>	<b>2,215,717,372</b>	<b>1,787,000,885</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 weekly harvest projections and actuals through week ending 8/9/2020, where year-to-date harvest volumes were approximately 310 million pounds, less than one million pounds variance from the mid-July 2020 handler projections. It is estimated that another 9 million pounds was harvested through week ending 8/16/20, bringing total year-to-date harvest around 319 million pounds and 85-percent complete. While CAC just recently published updated projections, it seems the remaining crop was on the industry's minds this morning and many discussions were had about what remains and whether the 373-million-pound crop will come to fruition. With only 54 million pounds left to hit that estimate, and no signs of significant slow down in harvesting over the next few weeks, there is still support for hitting the 373 million pound estimate. Discussions now really focus on whether the crop will exceed the 373 million pound estimate, which seems probable with some suggesting a potential for 5-12 million more pounds of fruit. Whether the crop is 373 or 385 million pounds, CAC is poised to continue to engage in conversations with industry members through the end of the season to help ensure marketing programs are supporting California growers and their fruit while product is in season.

**2020 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		
	2020 Crop Estimate	July 2020 Update	AMRIC Harvest	AMRIC Shipments	Crop Size Indicator
<b>1st QTR SubTotal</b>	<b>46,970,300</b>	<b>62,797,900</b>	<b>62,632,891</b>	<b>52,385,402</b>	
<b>2nd QTR SubTotal</b>	<b>208,904,900</b>	<b>180,168,200</b>	<b>183,472,758</b>	<b>181,250,607</b>	
Jul 5 - (36)	17,578,200	14,163,600	12,177,567	11,574,500	374,673,325
Jul 12 - (37)	16,410,700	13,601,000	11,798,416	13,322,977	372,105,745
Jul 19 - (38)	15,887,500	10,485,100	10,492,982	15,018,629	372,149,541
Jul 26 - (39)	12,604,900	9,917,300	9,778,341	12,642,478	372,000,478
Aug 2 - (40)	10,048,300	9,504,100	9,606,655	9,872,224	372,159,315
Aug 9 - (41)	8,464,600	9,925,700	9,865,726	9,555,162	372,114,152
Aug 16 - (42)	7,533,300	9,558,200	-	-	
Aug 23 - (43)	6,154,000	9,476,700	-	-	
Aug 30 - (44)	5,176,500	8,960,900	-	-	
Sep 6 - (45)	3,233,000	7,779,100	-	-	
Sep 13 - (46)	2,491,000	6,776,200	-	-	
Sep 20 - (47)	2,436,000	6,790,200	-	-	
Sep 27 - (48)	2,037,600	5,674,000	-	-	
Oct 4 - (49)	1,089,700	3,120,200	-	-	
Oct 11 - (50)	640,000	1,864,400	-	-	
Oct 18 - (51)	270,900	845,300	-	-	
Oct 25 - (52)	266,400	831,300	-	-	
Nov 1 - (1)	155,900	479,700	-	-	
Nov 8 - (2)	7,700	8,900	-	-	
Nov 15 - (3)	3,800	4,500	-	-	
Nov 22 - (4)	40,600	47,800	-	-	
Nov 29 - (5)	24,100	28,400	-	-	
Dec 6 - (6)	23,600	1,600	-	-	
Dec 13 - (7)	52,800	72,200	-	-	
Dec 20 - (8)	263,300	65,200	-	-	
Dec 27 - (9)	230,300	52,300	-	-	
<b>2nd Half SubTotal</b>	<b>113,124,700</b>	<b>130,033,900</b>			
<b>Season-to-Date</b>	<b>336,869,400</b>	<b>310,562,900</b>	<b>309,825,336</b>	<b>305,621,980</b>	
<b>% of Crop</b>	90%	83%	83%	82%	
<b>Crop Size</b>	<b>373,000,000</b>	<b>373,000,000</b>	<b>Left to Harvest</b>	<b>Left to Ship</b>	
<b>Crop Variance</b>	<b>(27,044,064)</b>	<b>(737,564)</b>	63,174,664	67,378,020	

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

(August 8 - 31)

Summary- A ridge of high pressure is support near 130W off the N California coast. Main support for troughing will be returning to the central North Pacific. Current sea surface temperature (SSTA) based influences maintain this pattern well west of California. This configuration of the longwave pattern has contributed to the dry conditions in California, and lack of monsoonal rains from thunderstorms (TSTMS) in Arizona, starting last week, and expected to continue. Alternation of high pressure aloft, and weak lows or fronts continue in California during the first half of August.

High pressure aloft and hot conditions are indicated for SOCAL and central-S Sierras and interior central coast of California intermittently during 8-15th. This means the chance for more hot weather in SOCAL August 8-15th after a period of cool troughing during 4-7th. Trough periods will produce deep marine layer in SOCAL and gusty winds in the mountains and E or NE Plateau areas of northcentral and N-Northcentral California, and Sierras.

Tropical cyclones from the eastern N Pacific continue to head westward as Hurricane Douglas did on 25-27 July. Moisture from both monsoonal and tropical cyclone influences will continue below normal for SOCAL and Sierras.

Our latest CFSv2 daily guidance is suggesting a good shot of thunderstorms (TSTMS) through N and E Arizona again intermittently on August 19th and 24-26. On the 19-21st there are some showers suggested for the north coast (Humboldt-Del Norte Co's), and again about 31st. Some showers and thunderstorms (TSTMS) develop central Sierra and East-central Nevada 9/4-6th.

#### **Potential Dates of Precipitation (from Fox Weather's CFSDailyAI system):**

The listing of dates for warm and cool spells, and for precipitation are based on our CFSDailyAI system, which presents basic trends in precipitation and temperature 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.

#### **Salinas Valley-San Luis Obispo Co, Aug 8-22:**

Salinas Valley - Precipitation: Central Coast: None of consequence, otherwise usual periods of coastal morning drizzle. Hot/cool spells: Mild 8/11-14, warm 8/15-17, cooler 8/18-21, hot inland valleys 22-29. Cooler 8/30-31. Hot 9/1-6. Warm 8/5-10, Hot 8/15-19 warm Salinas Valley, Mild 21-25, Hot inland-San Benito Co 8/26-27, mild most areas 8/28-31. Warm to hot 9/2-5.

San Luis Obispo/Edna - Precipitation: None of significance outside of marine drizzle. Hot/Cool spells: mild-deep coastal marine layer Cool or mild coast, Hot 8/15th, cooler 8/16-20th. Hot 8/22-29th, Hot again 9/1-3, less hot 9/4-8th. Otherwise seasonably warm or hot Paso Robles and San Benito Co. inland valleys. Hot 8/15th, cooler 8/16-20th. Hot 8/22-29th, Hot again 9/1-3, less hot 9/4-8th.

#### **Southern California Citrus/Avocado Area, San Luis Obispo Co to San Diego Co, Aug 8- 22:**

Santa Barbara, Ventura to San Diego Co: Precipitation: None of significance outside of marine drizzle or infrequent mountain thunderstorm (TSTM). Hot/Cool spells: mild-deep coastal marine layer before 11th, otherwise seasonably hot inland valleys. Warm 8/11-14,8/18-19, mild or cool 8/21-29, mild 8/30, hot 8/31-9/5.

Orange/San Diego Co's: San Diego/Orange Rainfall: Light drizzle or none. Hot/Cool spells: mild-deep coastal marine layer before 11th. Otherwise mostly seasonable warm or hot inland valleys. Warm 8/11-14, Hot inland 8/15-19, mild or cool 8/21-22, Hot with shallow marine layer 8/23-9/7. Hot 8/31-9/73. A few hot days peaking in the 110-115 Inland Empire region, and 105-109 Escondido this period.

**Summary – August 23 – September 15...** San Luis Obispo Co.... Usual pattern of marine low clouds and drizzle, warm to hot inland: Hot/cool spells: mild or cool 8/21-26,mild 8/28-30, hot 8/31-9/3.

Southern California: Santa Barbara, Ventura Co's to San Diego Co: Rain unlikely. Hot/cool periods: mild or cool 8/21-22, warm or Hot 23-28, 6, mild 8/30th, hot 8/31-9/4...possibly 98-105 inland Ventura Co. this period.

**Seasonal Outlook September 15 – November 15...** Northern and Central California overall pattern... Near normal rainfall. But warmer than normal. As upper lows start to develop again during September, there is risk of tropical cyclone-



associated moisture and rains reaching into N and Central California and the Sierras. Further north there is greater chance for hot weather events associated with dry easterly flow.

Southern California: San Luis Obispo Co, Santa Barbara Co, Ventura to San Diego Counties east through Los Angeles to San Bernardino, Riverside and Imperial Counties:

Weak troughs and upper lows will intermittently develop and deepen the marine layer as is normal for late summer. Tropical cyclones off central or S Baja may induce hot interruptions to the normal marine layer, and local showers/TSTMs to the mountains and deserts.

For SOCAL: Looking further ahead into late Sept – Nov: Dry and recurrently warmer than normal conditions develop during Sept, and in the frequently windy Santa Ana periods of both the first few days and after Thanksgiving holiday in late Nov. Upper lows may contribute a few mountain showers or TSTM alternating with some east wind events in late September and October. The best chance for east winds in October would be in N California...bad news for the currently dry Fire Weather season. November also appears dry and warmer than normal. Latest guidance from CFSv2 suggests dry through the main winter rainy months of Dec and Jan. We still think there is a chance for some good rains about 10-18 Dec, right before the holidays. Watch for some possible strong Santa Anas in Nov and Dec.

Latest CFSv2 outlook for Nov shows warmer and wetter than normal for NW California, but drier and much warmer than normal in Nov. This suggests a rain, followed by a period of recurrent very warm Santa Anas in SOCAL (usual Santa Ana-prone regions).

For a heads-up in Dec, and Jan 2021:

Latest guidance for Dec from CFSv2 shows pleasantly moist with a little above normal rainfall through the Bay Area, Central, and Southern California.

The latest (North-American Multi-Model Ensemble) NMME forecast, issued in the first part of July, suggested well below normal rainfall and near normal temperatures for Dec and Jan.

Above normal sea surface temperature anomalies for the central and eastern North Pacific currently favor persistent upper high pressure in the east portion (about 130W off California, and recurrent or persistent troughing and storm development in the mid-north central Pacific north of Hawaii. These two favor well below normal rainfall for California, at least in the north half, with chance for sparse or inconsistent rainfall in SOCAL.

Alan Fox...Fox Weather, LLC

Copyright © 2020, Fox Weather, LLC, Used by permission.