



IN THIS ISSUE, YOU'LL FIND:

[Growers Encouraged to Complete California Avocado Commission Grower Profitability Survey](#)

[CAC Issues Late-Season 2021 Crop Update](#)

[New Online Resource Focused on Redbay Ambrosia Beetle and Laurel Wilt Disease](#)

[Avocado Nitrogen and Fertility Considerations Webinar](#)

[Commission's Living Well Brand Advocates Communicate How California Avocados Contribute to Health and Well-Being](#)

[California Avocado Month Recipe Contest Generates More Than 45 Million Consumer Public Relations Impressions](#)

[Peak Season California Avocado Social Content Reaches 1.8 Million Consumers](#)

[Commission Generates California Avocado Buzz with Focus on Targeted Digital Video](#)

[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 Production Research Committee Web/Teleconference

August 4

August 4

Time: 9:00am - 11:00am

Location: Web/Teleconference

CAC Board Web/Teleconference Meeting

August 19

August 19

Time: TBD

Location: Web/Teleconference

Avocado Nitrogen and Fertility Considerations Webinar

Dr. Jonathan Dixon, avocado consultant, will share information on fertilizer recommendations for avocados in New Zealand.

Registration required. [More information here.](#)

August 25

August 25

Time: 1:00pm

Location: Webinar

Growers Encouraged to Complete California Avocado Commission Grower Profitability Survey

To better understand the spectrum of profitability experienced by California avocado growers, the California Avocado Commission is conducting a Grower Profitability Survey. If successful, data from the survey will be used to help the Commission determine the key drivers behind grower costs and returns, and then to subsequently develop programs aimed at helping California growers improve profitability.

In order for the Commission to develop a better understanding of the factors impacting profitability, it is critical California avocado growers complete the two-page questionnaire that will be mailed to them during the first week of August. The deadline for submitting the survey is August 31.

The survey was designed by Dr. Dennis Tootelian, an emeritus professor of marketing and a management consultant to numerous agricultural organizations. Dr. Tootelian will conduct a statistical analysis of the anonymous individual growers responses and share his findings with the Commission in the form of a Grower Profitability Study.

CAC Issues Late-Season 2021 Crop Update

In early July the California Avocado Commission surveyed California handlers in an effort to better understand the total volume of the 2021 crop expected, and more importantly the volume that would be harvested for the later part of the season. Based on responses to the survey, CAC has issued an updated 2021 crop volume of 250 million pounds (all varieties) and has adjusted the weekly harvest projections according to the volume of fruit already harvested for the season and the estimated weeks that still remain. It is anticipated that California will continue to harvest in earnest through Labor Day, at which point harvest rates will begin to drop off and finish up by the beginning of October.

As part of the survey the Commission also gathered some very preliminary data regarding the 2021-22 crop volume, resulting in a range of 275-325 million pounds. This very early estimate will be used by the CAC Board for budget discussions set to take place during their August meetings.

The [summary of the late-season handler survey results can be found here](#).

New Online Resource Focused on Redbay Ambrosia Beetle and Laurel Wilt Disease

Raffaella lauricola, the causal agent of laurel wilt disease is a devastating pathogen that has the potential to greatly impact the California avocado industry. Laurel wilt is a vascular wilt disease that has led to substantial mortality on trees in the Lauraceae family since it was first found in the southeastern United States in 2004. The pathogen is transferred by redbay ambrosia beetles, which are rapidly spreading across the southern United States.

In an effort to build awareness around the pest-disease complex and help growers mitigate the threat, the [University of Florida Tropical Research and Education Center has launched an online portal gathering information related to laurel wilt disease](#). The site provides:

- A basic overview of laurel wilt and the redbay ambrosia beetle
- A map of areas affected by the disease
- Findings concerning 32 avocado cultivars and their susceptibility to laurel wilt
- Useful photos documenting infestations and laurel wilt symptoms
- Current control strategies research and recommendations
- Future research prospects

For additional information about this pest-disease complex read the following articles on the California avocado growers website:

- [Laurel wilt disease basics for avocado growers](#)
- [Disease overview — impact in Florida and California](#)

Avocado Nitrogen and Fertility Considerations Webinar

Dr. Jonathan Dixon, avocado consultant, will share information on fertilizer recommendations for avocados in New Zealand. The webinar will take place August 25 at 1:00 p.m.

Jonathan will discuss how new regulations on nitrogen limits for agriculture in New Zealand, are affecting avocado nitrogen usage and impacting grower reporting requirements. Dr. Carol Lovatt, Emeritus Professor of Plant Physiology at UC Riverside, will share her knowledge from 30 years of avocado nutrition research in California. She will cover nitrogen application timing and amounts for maximum productivity in California avocado groves.

[Online registration for the webinar is now available.](#)

Commission’s Living Well Brand Advocates Communicate How California Avocados Contribute to Health and Well-Being

As we continue to recover from the COVID-19 pandemic, consumers are more interested than ever in their own health and well-being. To tap into that interest and capitalize on emerging food trends, the California Avocado Commission partnered with six Living Well Brand Advocates to develop new recipes, website content and social media posts that promote the seasonal availability of premium California avocados and the role they can play in a variety of lifestyles and diets. The content provided useful information, tips and recipes that are nutritious, delicious and easy to prepare.

Each of the third-party advocates served as a trusted and credible resource for consumers, sharing stories about their own love of California avocados, crafting unique recipes for a variety of lifestyles and building awareness of the fruit’s seasonal availability. To date, the new recipes, social media posts, blog posts and television appearances have generated approximately 1 million impressions.

Each of the advocates worked pre- and early-season to develop recipes for the Commission and create rich, engaging content for consumers. The Commission worked with the advocates to develop themes for each individual that complemented their specialties and interests.

Bonnie Taub-Dix, M, RDN, CDN focused on Meal Prep Sundays with a two-prong campaign including [an article for the California avocado consumer website](#) and an Instagram story about Easy Meal-prep Sunday Hacks. Appealing to busy, budget-conscious consumers, Bonnie focused on the benefits of preparing meals in advance by demonstrating how to make her delicious, nutritious, homemade Stuffed California Avocados with Mediterranean Salmon and turn it into two additional meals for later in the week.

With two recently published cookbooks, InstantPot® Cookbook for Dummies and Air Fryer Cookbook for Dummies, Culinary Dietitian Wendy Jo Peterson, MS, RDN flexed her culinary creativity by creating two California avocado recipes that used popular multicooker appliances — Turkey and Avocado Larb Lettuce Wraps and Air Fried Avocado Egg Cups with Sriracha Yogurt Cream. Her [recipes and how-to tips were featured in an informative article on CaliforniaAvocado.com](#), and were promoted across all of her social media platforms, including a seven-post Twitter campaign. She also celebrated California Avocado Month with an Instagram post featuring her California avocado-centric recipes.

Culinary Expert Patty Mastracco appeared on Fresno’s KPMH26 FOX TV Great Day Fresno and Sacramento–Stockton–Modesto’s KTXL-FOX 40 News at 9 am during Family Cooking segments where she featured her California Avocado, Zucchini and Cheddar Waffles and Crispy California Avocado Potato Tots recipes. Her know-how in the kitchen makes her the ideal advocate to address cooking together as a family and encouraging people of all ages to help out in the kitchen. Her meal planning expertise and passion for entertaining infused both her TV appearances, during which she also talked about the benefits of California avocados and provided nutrition information.

Manuel Villacorta, MS, RDN, showcased meat and veggie meals with a Facebook Live event where he prepared California Avocado Veggie-Packed Meatloaf, a comfort food “go-to” that he made nutritious and delicious with the addition of fresh California avocado and several veggies. He also [shared the recipe preparation video on his YouTube and social media channels](#).

Manuel Villacorta joined Liz Shaw, MS, RDN, CLT, CPT for some California avocado-themed fun during the first ever “California Avocado Mystery Box Face-Off.” These personable and creative culinary experts captured consumers’ attention by each sharing a California avocado-themed recipe they created using surprise ingredients sent to one another during Manuel’s Facebook Live Show, “The Caliente Kitchen.” The [entertaining and informative face-off video also was shared on YouTube](#).



Manuel Villacorta and Liz Shaw created California avocado recipes using surprise ingredients in the first ever “California Avocado Mystery Box Face-Off.”

California Avocado Month Recipe Contest Generates More Than 45 Million Consumer Public Relations Impressions

Leading up to California Avocado Month, the California Avocado Commission hosted a crowd sourced recipe contest in which consumers creatively showcased their love for the fruit. With stay-at-home orders and continued safety measures heightened at the beginning of the year, the recipe contest provided the Commission with a means of engaging with consumers and leveraging the ongoing trend of cooking and enjoying meals at home.

The Commission partnered with Modern Luxury Magazines to reach a targeted group of influential, premium California consumers throughout the state. As part of the partnership, Modern Luxury posted 12 contributed articles, 12 dedicated email/newsletter distributions and three social media posts promoting California avocados and the recipe contest. The [“California Avocados — History, Growers and Culture”](#) video — which showcases the fruit’s rich history, the mark avocados have made on California culture and the commitment of California avocado growers — also was featured through four Modern Luxury publications: Angeleno, Riviera Orange County, San Diego Magazine and San Francisco Magazine.

The recipe contest encouraged consumers to get creative in their kitchen and discover new ways of preparing California avocados. The submitted recipes were evaluated by a judging team, with a handful of recipes selected for tasting. The

winning recipe — California Avocado and Shrimp Pizza by Mary Beth Porucznik of El Cajon, California — was featured in a Modern Luxury photo and video shoot. Three finalist recipes also were featured with a photography session. The winner was awarded a \$400 gift card and California avocado prize pack from the Commission, as well as a \$1,000 check from Modern Luxury. The finalists each received a California avocado prize pack.

To celebrate California Avocado Month, the winner and finalists were showcased in a press release and through an extended media outreach in their home markets of El Cajon, Oakland, San Diego and Whittier. The winning recipes, which demonstrated the versatility and premium quality of the fruit, also were posted to CaliforniaAvocado.com to encourage incremental usage. Overall, media coverage of the winner/finalist announcement and California Avocado Month celebrations resulted in more than 45 million consumer public relations impressions.

Through the partnership the Commission also sourced more than two dozen new recipes, which are now the property of CAC, and secured high quality recipe images of the four chosen recipes, as well as a [promotional video of the winning recipe](#). These assets will be used in the future to continue to drive awareness of California avocado season and inspire consumers to enjoy preparing the fruit at home.



The grand prize California Avocado and Shrimp Pizza recipe by Mary Beth Porucznik includes grilled shrimp, pickled onions and jalapeños, ricotta cheese and fresh, creamy California avocados.

Peak Season California Avocado Social Content Reaches 1.8 Million Consumers

During the peak California avocado season, impactful social and digital posts help differentiate California avocados from avocados of other origins and keep them top of mind with targeted consumers. Using a diverse array of on-trend creative content — recipes, videos, visually appealing images and conversational posts that encourage feedback — the California Avocado Commission encourages demand by piquing consumer interest and communicating the premiumness and seasonality of the fruit.

Beginning in April and running through California Avocado Month (June), the Commission shared social posts on its Instagram, Facebook, Twitter and Pinterest channels. Leveraging California avocado-owned content, blogger/partner content and media content, the Commission showcased the versatility of the fruit — and encouraged consumers to enjoy the in-season fruit at home — with diverse recipes suitable to a wide range of dietary lifestyles.

CALIFORNIA AVOCADO SUSHI SNACKS



An enticing Pinterest Pin showcasing a delicious California avocado recipe that puts a spin on a California Classic — the California roll.

To help consumers understand how best to use fresh California avocados, other social posts provided how-to and myth busting content. CAC also engaged with consumers by launching conversations on social media that prompted consumers to share how they use California avocados, and then responded in kind with helpful preparation tips and tricks. Visually appealing posts featuring California avocado merchandise were used to generate excitement and direct consumers to the online California avocado merchandise shop.



California Avocados ✓

Published by Kaitlyn Tran · May 11 ·



Celebrate California Avocado season with some fresh 🥑 merch! Free shipping on orders over \$60!



👍 6.5K

85 Comments 170 Shares

The Commission encouraged Facebook users to celebrate California avocado season with avocado-themed merchandise available at the Commission's online shop.

Other posts leveraged California avocado campaign artwork to tie into specific cultural moments and spark social conversations.



ca_avocados 
California



Liked by samantharae and 222 others

ca_avocados The best avocados have California roots. #earthday

CA  designs by @harrybrownell_art & @ryy.designs

[View all 6 comments](#)

nutritiontwins Happy earth day!   xoxo



To engage with consumers, the Commission tapped into cultural events, such as Earth Day, by leveraging creative campaign artwork crafted by art students.

To build a sense of urgency in consumers and spur purchases of the fruit, the Commission crafted seasonal update posts noting the fruit's seasonal availability.



ca_avocados 
California



Liked by **samantharae** and **309 others**

ca_avocados California views + California Avocados = a perfect pair. Comment with how you've been celebrating [#CaliforniaAvocadoMonth!](#)

This California Avocado Month Instagram post showcased the fruit's availability during peak season.

The peak season social posts on Instagram, Facebook and Twitter reached 1.8 million consumers from April – June, generating more than 139,000 engagements, 300,000 video views and 2,300 link clicks to the California avocado website and merchandise shop. Pinterest posts generated an additional 347,000 impressions during this time frame.

Throughout the month of June, the Commission encouraged consumers to celebrate California Avocado Month and to, in turn, share how they were celebrating the California avocado season. The June social media campaign was complemented by three email newsletter blasts that provided summertime recipe inspiration, raised awareness of the fruit's availability and piqued consumer interest in stylish California avocado merchandise available through the Commission's online merch shop.

Celebrate California Avocado Month in style.

Free shipping on orders over \$60!



Did you know June is California Avocado Month? California Avocados are grown and meticulously cared for by dedicated California growers and picked at their peak, bringing you the fresh, creamy avocados you deserve for every recipe. That's a lot to celebrate! In addition to picking up California Avocados at your local store, there's another way you can join in the festivities: By wearing your heart on your sleeve with the *freshest* California Avocado merch. From brunch-friendly tees to summer road trip and beach essentials, there's something for every California Avocado lover to enjoy. **All orders over \$60 will also receive free (and fast!) shipping**, so you can show off your merch during California Avocado Month!

The California Avocado Month newsletter encouraged consumers to celebrate in style with avocado-themed merchandise.



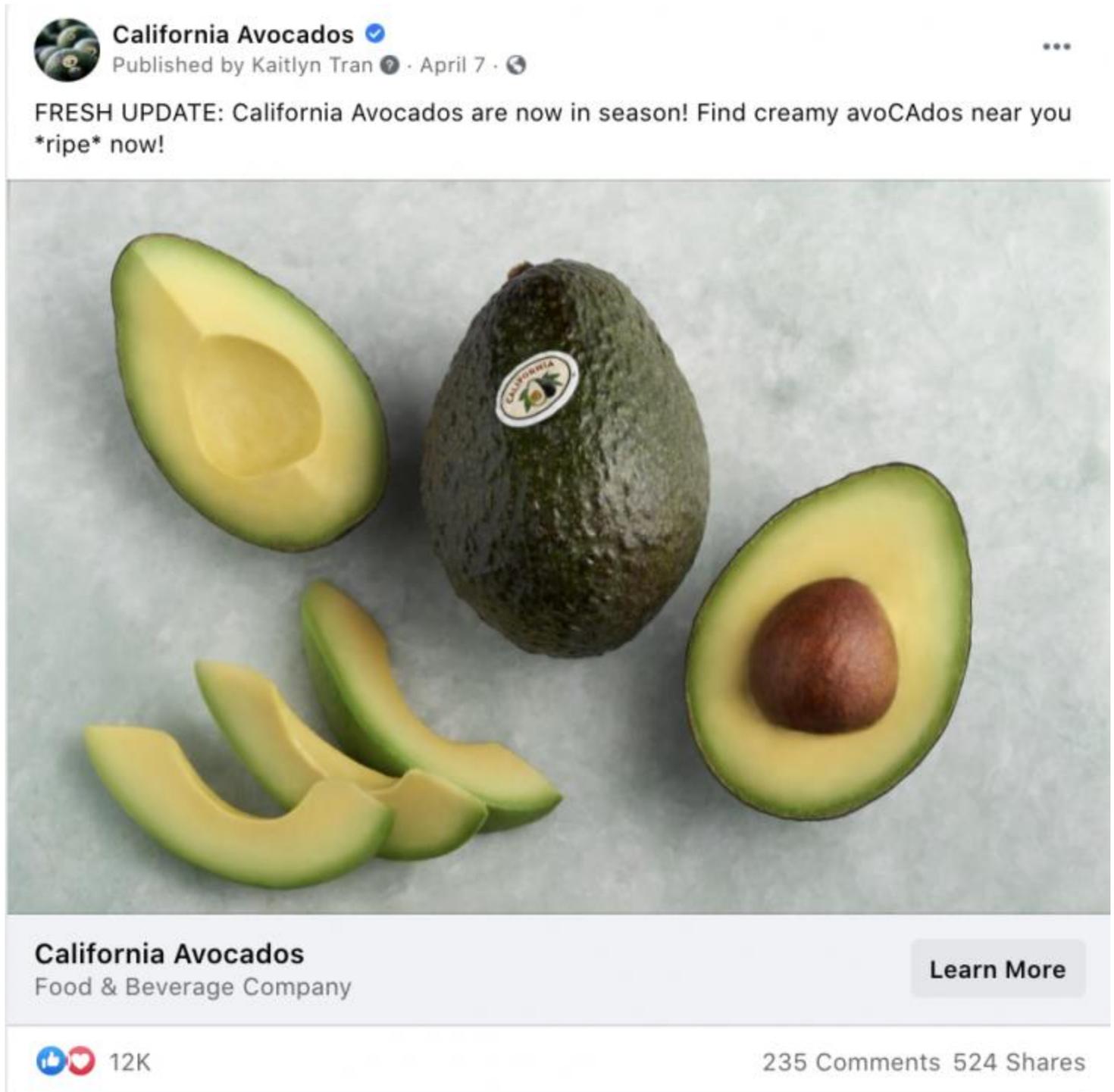
FRESHEN UP WITH THESE AVO-INSPIRED CALIFORNIAN CLASSICS.

From California rolls to California burritos, there is no denying that the Golden State knows a thing or two about cooking, and what better way to celebrate the remaining days of this year's California Avocado Month than with these fresh takes on classic Californian recipes? Each dish uses fresh, locally grown California Avocados picked at their peak, bringing the premium taste you deserve with every bite. So whether you're a California local or just California dreamin', learn the best way to choose a California Avocado near you and enjoy these recipes all summer long.

The Commission inspired consumers to prepare California avocado meals at home with a recipe-themed email newsletter.

In total, the California Avocado month social media posts reached nearly 1.1 million consumers with 51,270 engagements and 1,515 link clicks. More than 70,000 consumers opened the celebratory emails.

To complement the “why California avocado” social media messaging that prompted consumers to seek out the fruit in season, the Commission also promoted store locator posts that made it simple for consumers to locate the fruit at a store near them.



A screenshot of a Facebook post from the official California Avocados page. The post features a photograph of three avocados: one cut in half to show the pit, one whole with a California Avocado sticker, and one sliced into several pieces. The post text reads: "FRESH UPDATE: California Avocados are now in season! Find creamy avoCADos near you *ripe* now!". The post has 12K likes, 235 comments, and 524 shares. A "Learn More" button is visible in the bottom right corner of the post area.

California Avocados 
Published by Kaitlyn Tran  · April 7 · 

FRESH UPDATE: California Avocados are now in season! Find creamy avoCADos near you *ripe* now!

California Avocados
Food & Beverage Company

[Learn More](#)

  12K

235 Comments 524 Shares

Facebook posts supported by paid spending were used to drive consumers to the California avocado online store locator.



California Avocados ✓
@CA_Avocados

Plans for the long weekend:

- ✓ Stock up on fresh 🥑
- ✓ Eat fresh 🥑
- ✓ Make guac to share, or not share
- ✓ Add avocado to everything
- ✓ Nap

What about you?!

californiaavocado.com/store-locator/

10:55 AM · May 26, 2021 · Twitter Web App

This Twitter post playfully prompted consumers to find California avocados nearby using the Commission's online store locator.

To date, these posts have reached nearly 132,000 consumers and generated more than 16,500 engagements. The store locator ads will continue to run throughout the season to ensure consumers can easily find California avocados at a location convenient to them.



California Avocados ✓
@CA_Avocados

...

🥑 [@mariereginate](#) takes us through her favorite ways to lower food waste when using California Avocados: youtu.be/75ni1uauisU

[#CaliforniaAvocadoMonth](#)



9:49 AM · Jun 22, 2021 · Twitter Web App

||| [View Tweet activity](#)

51 Retweets 5 Quote Tweets 382 Likes

During California Avocado Month, this Twitter post drove consumers to the Commission's YouTube page to view a partner video about food waste.

Commission Generates California Avocado Buzz with Focus on Targeted Digital Video

To build excitement around the California avocado season, the California Avocado Commission crafted geo-targeted media pieces across a variety of channels — audio, outdoor, digital video and display, search, custom content and social media posts — for its targeted Arizona, California, Colorado, Nevada, Oregon, Utah and Washington retail markets. All these channels are useful in growing awareness of California avocado availability. This season the majority of advertising support was allocated to digital video based on the analysis of previous years' advertising performance data and indications that Premium Californians prefer this media format.

The Commission continued to utilize its proven performing video partners Hulu, YouTube, PopSugar and Tremor Video and Viant networks this season to deliver California avocado-branded advertising content. The Food Network was added as a new streaming video partner as this channel has seen more than 25% growth in minutes watched versus the pre-pandemic era.

Unique shoppable Connected TV video ads on the Tremor Video platform showcased the [online California avocado merchandise shop](#) with a scannable QR code. Connected TV video ads can be placed on any device — computers, gaming consoles, Smart TVs, tablets and mobile phones — that can be connected to the Internet, providing the Commission with an effective means of reaching consumers across all screens.

Hulu is an impactful video partner to celebrate National Avocado Day on July 31. The Commission will run California avocado video commercials on Hulu with an expected 5.7 million impressions generated.

YouTube also continues to be a strong video partner exceeding benchmarks across the board. This season the highest performing :15 second videos have been the ads called "kindness" and "hope", which are performing more than 50% stronger than benchmarks to date.

Audio streaming channels Spotify and Pandora continue to figure prominently in the Commission's advertising campaign. Premium targeted mobile audio ads will continue to run through Pandora and include a new unit — Connected Car — that allows California avocado audiences to access their Pandora music channels through their car when they are on the go. The Pandora advertising campaign generated more than 11.6 million impressions through May. The Commission also sponsored video, audio, desktop and mobile overlay ads on Spotify that are specifically targeted to avocado buyers and foodies, garnering more than 14.7 million impressions through May.

GumGum, another top digital partner, continued to outperform benchmarks with advertising units securing nearly 3 million impressions to date. In addition, videos and posts featuring custom recipe content on PureWow and Food52 have performed well across social media platforms and website pages. Both partnerships featured podcast sponsorships, another new initiative this season. PureWow also created a Custom Pinterest Generator with a quiz that encouraged readers to answer a series of questions to determine their ideal California avocado-inspired dish from a Pinterest board featuring 21 California avocado recipe pins.

The California avocado advertising campaign is rounded out with paid posts running across all major social media platforms including Pinterest, Instagram, Facebook and Twitter. Prominent billboards in Los Angeles, San Diego and Orange County, as well as a high-impact double wallscape in San Francisco, ran through July 4 to catch the attention of consumers on the move. In addition, a custom hand-painted mural showcasing California "creativity" will remain posted near the entrance of the Venice Beach boardwalk throughout the summer, showcasing the Golden State fruit during the peak of the season.



This California Avocado Lobster Roll recipe showcased the versatility of the fruit on Food52, a platform where the Commission’s custom recipe content has performed well.

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 28, 2021

	Conventional #1	Organic #1
California Hass	(Field Price Per Lb)	(Field Price Per Lb)
#32’s	\$1.32 - \$1.40	\$1.70 - \$2.06
36’s	\$1.32 - \$1.40	\$1.70 - \$2.06
40’s	\$1.32 - \$1.40	\$1.96 - \$2.06
48’s	\$1.32 - \$1.40	\$2.10 - \$2.28
60’s	\$1.20 - \$1.30	\$1.78 - \$1.96
70’s	\$0.88 - \$0.96	\$1.50 - \$1.62
84’s	\$0.66 - \$0.74	\$0.56 - \$0.66

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

California Avocado Commission Weekly Volume Summary (Pounds)

	Week Ending 7/25/2021	Season-to-Date (since 11/01/2020)	2021 Year to Date
Hass	8,287,162	205,991,470	197,718,437
Lamb	2,616,450	4,961,469	4,889,564
Other (Greens)	36,000	598,918	535,293
California Total	10,939,612	211,551,857	203,143,294
Florida	1,207,910	12,055,505	8,152,265
Chile	0	0	0
Mexico	37,926,409	1,859,875,400	1,471,030,182
Peru	13,971,505	111,441,403	111,441,403
Other (Imports)	1,550,000	55,250,000	47,550,000
Import Total	53,447,914	2,026,566,803	1,630,021,585
USA Total	65,595,436	2,250,174,165	1,841,317,144

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

The California Avocado Commission has completed its late-season survey of AMRIC handlers resulting in an updated crop volume of 250 million pounds (all varieties). The weekly projections in the table below represent actual harvest through week ending 7/18/2021, and then project out the remaining volume based on handler estimates. No sooner had the revised crop volume and weekly harvest projections been released and the industry's weekly harvest volume has exceeded projections for week ending 7/25/2021 and, based on daily bin counts, also for week ending 8/1/2021. This immediately reminds us that crop estimating is never an exact science, but rather a moving target. The important point to note is that while the total volume may not yet be known (we'll tell you on 11/1/2021 what the final crop volume is), CAC is remaining engaged with handlers, growers and industry stakeholders to ensure marketing support while California avocados remain in season. [A summary of the late-season survey responses can be found here.](#)

2021 California Crop Weekly Harvest Projection					
Weekly Crop Movement vs. Distribution Projections					
All Varieties					
	4-Year Historical Forecast	AMRIC Handler Forecast	Industry Adjusted		Crop Size Indicator
Week Ending (CAC Week)	July 2021 Update		AMRIC Harvest	AMRIC Shipments	
1st QTR Subtotal	26,470,000	25,915,479	25,915,478	16,367,912	
2nd QTR Subtotal	130,536,100	143,600,075	143,600,074	142,205,510	
Jul 4 - (35)	10,530,000	8,622,491	8,622,491	11,210,570	250,404,898
Jul 11 - (36)	10,841,500	6,701,284	6,701,284	7,227,526	247,597,679
Jul 18 - (37)	10,227,800	9,777,812	9,777,812	9,215,907	249,600,687
Jul 25 - (38)	9,668,500	7,731,800	10,993,612	10,469,183	253,519,299
Aug 1 - (39)	7,295,800	7,538,200	-	-	
Aug 8 - (40)	5,784,100	6,997,500	-	-	
Aug 15 - (41)	5,120,700	6,906,400	-	-	
Aug 22 - (42)	5,124,200	6,928,100	-	-	
Aug 29 - (43)	4,874,100	6,167,200	-	-	
Sep 5 - (44)	4,250,900	3,413,371	-	-	
Sep 12 - (45)	3,430,600	2,813,200	-	-	
Sep 19 - (46)	2,750,000	2,204,000	-	-	
Sep 26 - (47)	2,258,900	1,701,788	-	-	
3rd QTR Subtotal	82,157,100	77,503,146	36,095,199	38,123,186	
4th QTR Subtotal	10,836,800	2,981,300	-	-	
Season-to-Date	198,273,900	202,348,941	205,610,753	196,828,979	
% of Crop	79%	81%	82%	79%	
Crop Size	250,000,000	250,000,000	Left to Harvest	Left to Ship	
Crop Variance	(7,336,853)	(3,261,812)	44,389,247	53,171,021	

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

(July 21 – August 6)

BASIC PATTERN:

Large Scale Pattern –

The *El Niño*/Southern Oscillation (ENSO) has change to basically neutral phase along the equator. Some cold water continues along the California coast, but sea surface temperatures along Baja and Southern California have turned warmer than normal. A stronger *La Niña* pattern is indicated to develop mid fall onward to the start of winter.

Trouthing continues near or off Northern California and Oregon-Washington at times. There is increasing trouthing during the first part of August off the NORCAL and Pacific Northwest coast. Some of this trouthing and showers tries to reach

into N California. This is consistent with our current IVTinit pattern in the NE Pacific Ocean W of California as mentioned above.

Sea surface temperatures off Ecuador and Peru continue warmer than normal mainly from the coast to 120W. This reflects the weakening of *La Niña* in the near term.

The NMME forecast model suggests subsequent strengthening of *La Niña*, reaching near maximum intensity and areal coverage in Dec 2021 – Feb 2022. *La Niña* winter seasons are typically dry in central and southern California, but wet for the NW California coast northward to Washington State.

Sea surface temperatures off the coast of Northcentral to Southern California continue below normal. Sea surface temperatures NORCAL are slightly cooler than normal.

There is a trend towards above normal rainfall in the central Rockies, Great Basin, and northcentral Sierras near Lake Tahoe for August.

Fox Weather's IVTinit™ analyses over the past week continue to show the active IVTinit™ pattern, and support for cyclogenetic activity in the central N Pacific, now extending from 135W out to the Dateline, mainly N of 40N. Troughing continues to focus N and NE of Hawaii at 42-50N with active westerlies. Cyclogenesis in this region favors occasional downstream troughing at the California coast. This combines with SE flow over Central and S California, to bring more tropical moisture and thunderstorms (TSTMS) into the Great Basin and Sierras to the NE Plateau.

High pressure and SE – S flow remain dominant for central and S California.

GENERAL FORECAST FOR CALIFORNIA

Above normal sea surface temperatures continue through the Gulf of California. This supports more moisture and risk of thunderstorms (TSTMS) as the airmass over and west of western Mexico continues to moisten. The summer monsoonal pattern has developed, with upper high pressure over the southwestern US, and central to S California. Moist easterly flow is in place across most of Mexico and southern Baja, with tropical cyclones continuing their normal July pattern. Above normal showers and TSTMS are indicated in the CFSv2 monthly guidance for the mountains of N Arizona as well as SE and S Arizona. Mainly normal rainfall for August is suggested for SOCAL, and a little above normal for the Sierras from summer thunderstorms.

The driving factor for rains into NW Mexico and southern Arizona is not only moisture from the Gulf of Mexico and Caribbean, but active easterly waves moving through western Mexico and reaching into Arizona. Tropical cyclones affect southern Mexico and far southern Baja California, but their moisture remains south of California. Monsoonal moisture will be having an increasing presence over California as we head into August.

Precipitation Trend – July 29-Aug 29

From the CFSDaily product that Fox Weather prepares from CFSv2... There are a few TSTMS or showers on 26th and 30-31 July to 1 Aug. More showers in central Sierras occur 8-9 Aug and 23-24 Aug. However, the main precipitation appears to focus in August 20-27 across mountains of northern and central California, and in S California. Showers and TSTMS are also suggested for SOCAL mountains and deserts during July 27 – Aug 3 and Aug 6.

In S California – July 29-Aug 29

SOCAL Warm Spells, from models GFS and CFSv2 through CFSDailyAI: Warm to very warm across the state through Aug 21 as high pressure will continue to dominate the weather pattern. Stronger high pressure with hotter temperatures Aug 6-12, 14-19 and 29-30. Some cooling across N California from Aug 22-28 as a trough deepens into the region. Some cooling but still warm across SOCAL with near normal to warm across CENCAL.

Precipitation Trend: High pressure will remain but a gradual increase in monsoonal showers with some weak upper lows moving through will bring near normal rain to most of California. Slightly above normal rainfall is expected across the SierraNV as a slightly higher risk of TSTMS are expected. A cold front and trough will bring some rain to NORCAL Aug 8-9 (weak system with little rain. Better chances of NORCAL rain Aug 22-23 and 26 from a couple of troughs and cold front passages.

Fire risk July 29-Aug 29: Best chances for enhanced fire risk would be from an increase of instability in a predominantly dry airmass (high Haines Index). Fire risk and potential fire severity continue to increase in early Aug, especially as lightning incidence increases due to monsoonal TSTM periods. These TSTMS usually peak in mid to late August through the region but still can bring decent showers and TSTMS even into the early and middle part of Sept.

The current eastern Pacific tropics are quiet but the forecast will develop a number of tropical systems in the region. Through the middle of Aug these storms generally turn west away from Mexico and the SW US. By late Aug and especially in early to mid Sept these systems can have a more northerly track bringing potential enhanced moisture into northern Mexico, Arizona and even California. Moisture from these storms may not affect California (especially in Aug), but will enhance the tendency for high pressure already over the region. This results in hot and mostly dry conditions, plenty of occurrences of dry lightning, and continued high risk conditions for fire starts with the dry vegetation (fuels).

NORCAL and Central California will remain warmer than normal through Aug 21. A series of troughs will bring some cooling at times. A weak system will bring seasonal temperatures on Aug 8-9. A deeper trough will bring seasonal to cool temperatures Aug 22-28. Some light rain is possible from these troughs, especially with the frontal passage on Aug 22-23. Some surges of moisture into the Sierras will occur. An increase in moisture will migrate a bit north into Central California by the start of Aug, with better chances of showers and TSTMS by the middle of the month. Showers and some TSTMS will become more likely through the Yolla Bolly, Trinity Alps and Siskiyou ranges from the middle of Aug through the start of Sept.

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

Southern California Deserts Outlook for July 29-Aug 29:

Highlights: Warm to very warm and occasionally hot through much of the period as high pressure remains near or just east of the region. Little change to this pattern is expected through the middle of Aug. This will keep much warmer than normal temperatures across the region with a strong heat wave Aug 7-12, 14-19 and 29-31. Monsoonal TSTMS occasionally will move into eastern areas but no showers of consequence are expected at the end of July. A gradual increase in showers with some TSTMS in early Aug with the monsoonal flow moving more to the west into the SOCAL region by the middle of Aug. We expect near normal precipitation across the desert region though brief higher than normal individual storms are likely on occasion. This appears to be a typical monsoon with near normal SOCAL precipitation though eastern areas into Arizona should continue well above normal this season. Heavy rain events usually associated with the summer monsoon, will tend to be more localized than usual, with dry lightning being the primary risk condition. With the much above normal sea surface temperatures across the Gulf of California some brief heavy rain events into SOCAL are possible. Per the normal seasonal trend, this dry TSTM pattern should change as we move into mid Aug, and as tropical cyclones are directed farther north which also takes place in mid to late Aug and early Sept.

Looking Ahead – Long Range Outlook Aug 19 - Oct 19

N and Central California: *La Niña* should remain weak in a more neutral pattern through the start of Oct then redevelops, gradually strengthening from late Oct through the rest of the start of Dec. Tropical storms and hurricanes near Baja will typically come NW near or off the Baja coast during Sept into early Oct. These will tend to turn WNW in late Aug, then start recurving north into central or possibly N Baja during the first part of Sept. These systems can pull moisture northward into central and N California in Sept or early Oct. When the westerlies begin their seasonal re-strengthening and southward migration, typically in late Sept, the end of the summer monsoon generally occurs quickly.

High pressure near the west coast of the U.S. and California continues but starts to weaken, especially across NORCAL in late Sept and early part of Oct. Continued warm to very warm and at times hot in middle Aug with some cooling with brief troughs into NORCAL in late Aug. Sept should be typical with variations from seasonal to very warm across northern parts of the state and warm to very warm south areas. Subsequent development of a stronger *La Niña* is indicated by the NMME model during Oct-Dec which will likely keep high pressure in place, across Central and S California. A stronger *La Niña* will tend to bring wetter conditions to NW California and increased troughing into the Pacific Northwest and northern parts of NORCAL.

For SOCAL Aug 19-Oct 19: A late summer-type monsoonal pattern may become briefly active in SOCAL from mid Aug through mid Sept. Monsoonal showers decrease quickly starting around Sep 20 with most showers ending by the end of the month. Some tropical moisture is possible in Sept but usually ends by the early part of Oct. Better chances of moisture from tropical systems are expected for SOCAL with less moisture into central and northern parts of the state. Oct is usually a transitional month with a few monsoonal-type showers the first week and an increase in westerlies by the middle and end of the month.

Fire Risk.....Aug 19-Oct 19...: Fire risk and the potential for fire spread will be high this late summer and likely to continue through the middle of Fall in the Sierra Nevada due normal rainfall, somewhat higher than normal TSTM and higher than normal temperatures. The current pattern and flow of moisture is expected to produce above normal TSTM frequency, increased lightning and an increase in the fire risk in mid Aug through mid Sept. High fire risk is most likely in Aug with some lightning-induced fire starts. Note that above normal TSTM frequency and dry lightning activity can occur concurrently with normal rainfall. Note also that rainfall can be below normal for the season as a whole, but punctuated with an above normal rain events, associated with one tropical cyclone remnant. From late Aug to late Sept we are more likely to see precipitation events from remnant tropical lows that move NNW into the region from near Baja and the Gulf of California. Some of these systems can bring decent rain through SOCAL, and possible moisture into NORCAL and NE California, with localized heavy thunderstorm rains. Also, Santa Ana-type downslope wind events become more likely from mid Sept through Oct. These dry winds greatly enhance fire development, and cause further drying of vegetation.

Alan Fox & Zane Stephens...Fox Weather, LLC
Copyright © 2021, Fox Weather, LLC, Used by permission.