



## IN THIS ISSUE, YOU'LL FIND:

- [Ag Industry Members Encouraged to Comment on Prohibition of Glyphosate-Based Products Webinar to Discuss California Farmer Response to COVID-19 and Food Assistance Programs](#)
- [New Agricultural Water Treatment Protocols Released](#)
- [New COVID-19 Supports for California Ag Workers Include Housing for Isolation and Quarantine](#)
- [UC Ag Experts Webinar to Discuss California's Invasive Species](#)
- [Free Weed Management Webinar](#)
- [Norm's Restaurants Celebrate California Avocado Month](#)
- [CAC's Strategic Social Media Campaigns Address Consumer Concerns in Unprecedented Times](#)
- [Adapting Early Season Retail Promotions During the Pandemic and Building Momentum into Summer](#)
- [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>

### CA State Board of Food and Agriculture — COVID-19 Responses and Food Assistance Programs

The California State Board of Food and Agricultural is hosting a webinar concerning actions taken by farmers and ranchers to protect farmworkers during COVID-19. In addition, the webinar will discuss updates to food assistance programs in the state. Registration required. [More information here.](#)

August 4

#### August 4

Time: 10:00 a.m. – 12:30 p.m.

Location: Online Webinar

### Avocado Weed Management and Biostimulants in Agriculture

The University of California Cooperative Extension (UCCE), in partnership with the California Avocado Commission and the California Avocado Society, will present a free Avocado Weed Management and Biostimulants in Agriculture webinar. Registration required.

[More information here.](#)

August 12

#### August 12

Time: 9:00 a.m. – 11:00 a.m.

Location: Online Webinar

### CAC Finance Committee Web/Teleconference, August 2020

August 12

#### August 12

Time: 1:00 p.m. – 2:30 p.m.

Location: Web/Teleconference ([More information here](#))

#### August 13

**Time:** 10:00 a.m. – 12:15 p.m.

**Location:** Web/Teleconference ([More information here](#))

### **Ag Industry Members Encouraged to Comment on Prohibition of Glyphosate-Based Products**

On August 5, the San Diego County Board of Supervisors will consider the [prohibition of glyphosate-based products](#) at their board hearing. Members of the agricultural industry are encouraged to [submit a comment](#) concerning this potential prohibition (Agenda item #13).

Glyphosate-based products have a long history of safe use and have been extensively tested. California, which has strict pesticide regulations and requirements, has not banned statewide use of glyphosate-based products. For those interested in learning more about glyphosate's uses and the history of research concerning its safety, the San Diego Farm Bureau has put together [data concerning the products and talking points](#) that may be beneficial to those interested in commenting on the agenda item.

### **Webinar to Discuss California Farmer Response to COVID-19 and Food Assistance Programs**

The California State Board of Food and Agricultural is hosting a webinar on August 4 from 10:00 a.m. – 12:30 p.m. concerning actions taken by farmers and ranchers to protect farmworkers during COVID-19. In addition, the webinar will discuss updates to food assistance programs in the state.

Invited speakers include:

- Alexandra Allen, Main Street Produce, Inc.
- Amelia Ceja, Ceja Vineyards
- Bruce Rominger, Rominger Brothers Farms
- Joe Del Bosque, Del Bosque Farms
- Milton O'Haire, Stanislaus County Agricultural Commissioner
- Steve Linkhart, California Association of Food Banks
- Steve Brazeel, Sun Terra Produce
- Brian Kaiser, California Department of Social Services

Those interested in attending the webinar can [sign up online](#). The webinar ID is: 444-407-955.

California avocado growers are encouraged to attend the webinar as it may provide key information and new solutions that can help growers meet the challenges of protecting farmworkers during the pandemic.

### **New Agricultural Water Treatment Protocols Released**

The U.S. Food and Drug Administration (FDA) and the U.S. Environmental Protection Agency (EPA) have been working on a new protocol for developing and registering treatments for water used on crops prior to harvest. Currently, there are no

registered antimicrobial treatment products authorized for limiting microorganisms in agricultural fields, irrigation systems or ponds.

On July 30, the FDA [announced](#) a new protocol to reduce foodborne bacteria in agriculture water for pre-harvest. According to the statement, the FDA and EPA have developed a protocol that “may ultimately help famers address contamination issues in their water sources and protect consumers from foodborne illness.” The announcement also indicates the FDA plans to propose a new rule that would revise the Food Safety Modernization Act’s Produce Safety Rule agricultural water requirements.

## **New COVID-19 Supports for California Ag Workers Include Housing for Isolation and Quarantine**

California Governor Newsom announced a new housing program to assist California workers during the COVID-19 pandemic. Recognizing that isolation and quarantine help reduce the spread of COVID-19, the state has launched the [Housing for Harvest program](#) that provides safe, temporary hotel housing for agricultural and farmworkers who test positive, or were exposed to, COVID-19.

Currently the Housing for Harvest program is operating in the Central Valley, Central Coast, and Imperial Valley – the regions with the highest number of agricultural workers. To qualify, participants must:

- Work in California food processing or agriculture
- Have tested positive or been exposed to COVID-19, as documented by a public health official or medical health professional
- Be unable to self-isolate at home

Participants will:

- Self-isolate in one of the program’s hotel rooms
- Have transportation, meals and wellness services available to them
- Be provided with services in their language

While the program presently only pertains the avocado industry within the Central Coast, the California Avocado Commission will make appeals to have other avocado growing regions and counties included.

## **UC Ag Experts Webinar to Discuss California’s Invasive Species**

The University of California (UC) hosts a series of UC Ag Expert webinars featuring pest management and horticultural topics of interest to California avocado growers. During each webinar a subject matter expert delivers a presentation and answers write-in questions from attendees that are submitted via chat.

As part of this webinar series, on September 9 at 3:00 p.m., Dr. Mark Hoddle will host “What’s in Your Orchard: Protecting California from Invasive Species.” The webinar will include:

- Invasion statistics
- Aspects of invasion biology that drive invasion pathways, the likelihood of establishment and spread
- Biological controls
- Proactive biocontrol

[Online registration for the September webinar is now open.](#) Continuing education credits can be earned for this seminar, but you must attend the live version of the webinar in order to earn those credits.

All of the UC Ag Expert [avocado-related webinars are available online.](#) These webinars cover:

- [Invasive shot hole borers](#)
- [Gibberellic acid](#) use to improve fruit set
- Avocado [thrips](#)
- Avocado [cankers](#)
- [Laurel wilt](#) disease
- [Root rot](#) disease management

### **Free Weed Management Webinar**

On August 12, the University of California Cooperative Extension (UCCE), in partnership with the California Avocado Commission and the California Avocado Society, will present a free Avocado Weed Management and Biostimulants in Agriculture webinar. The event will take place online from 9:00 – 11:00 a.m.

Dr. Sonia Rios, UCCE Farm Advisor, will discuss:

- How to identify weeds
- Various weed control methods
- Chemical alternatives for lost glyphosate and how to use them
- New products

Dr. Ben Faber, Subtropical Crops Advisor from Ventura/Santa Barbara Counties, will discuss:

- A variety of biostimulant products and how they work
- How to assess whether they are working
- Whether product claims be backed up with data
- Determining which product to choose

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

### **Norm's Restaurants Celebrate California Avocado Month**

Throughout the month of June, twenty Southern California units of Norm's Restaurants celebrated California Avocado Month with impactful digital promotions that increased awareness of the fruit's availability. The chain promoted fresh California avocados on its website and with social media posts on Facebook and Instagram that featured take-home meals topped with fresh slices of the fruit. Norm's Restaurants also hosted a giveaway of California avocado branded merchandise to four lucky fans on social media.

Foodservice chain promotions build awareness of fresh California avocados and their season, especially in meals away from home and for take-out, helping to strengthen the association with California avocados and summer. These programs also support foodservice operators in a time of need, helping to rebuild a vital channel in the fresh avocado supply chain.



*Norm's Restaurants showcased fresh slices of California avocados as the perfect complement to breakfast.*

### **CAC's Strategic Social Media Campaigns Address Consumer Concerns in Unprecedented Times**

The California Avocado Commission's (CAC) social media platforms have long provided the Commission with a means of engaging with consumers, joining top-of-mind digital conversations, building brand loyalty and driving purchases of the fruit. CAC's social channels provide an interactive platform in which to feature new campaigns, showcase the premium fruit's unique locale and share nutritional and educational content. This season, as consumers faced the unprecedented challenges of COVID-19 and cultural unrest, the Commission pivoted its social media communications to provide consumers with additional content that addressed their concerns.

The Commission launched new animated videos on Facebook, Instagram, Twitter and YouTube introducing consumers to "The best avocados have California in them" campaign and driving excitement around the start of the California avocado season. The videos yielded more than 4.7 million views across YouTube and other CAC social channels. In addition, CAC created unique illustrated GIPHY stickers designed along the same campaign theme that Instagram users could share on the photos populating their Instagram Stories. The stickers have been viewed more than 100,000 times thus far.

In March and April as COVID-19 began to impact the United States, CAC immediately adapted its social media communications to address the health concerns and sensitivities surrounding the crisis. The Commission shared food handling safety tips, including content that [showed consumers how to wash and handle California avocados](#). CAC also quickly updated the [consumer website](#) to ease consumer concerns and make it clear that California avocado growers and distributors were following CDC recommended safety precautions.

As consumers began to spend more and more time at home due to COVID-19 restrictions, CAC helped them navigate meal prep and cooking with California avocado recipe videos. With consumers making less frequent trips to the grocery store, CAC also shared a video concerning [how to freeze California avocados](#). Consumers reacted very positively to this video as it helped them make their California avocados last as long as possible.

As COVID-19 restrictions became the "new normal" in late April and May, the Commission shared additional California avocado recipes that would inspire consumers to try new things in the kitchen. This included promoted [Pinterest pins](#), which generated more than 3.5 million impressions, and an [Instagram TV video series with Chef Jason Hernandez](#) who demonstrated step-by-step how viewers could incorporate California avocados into various recipes.

In addition to conducting daily monitoring to gauge consumer sentiment during the pandemic, CAC monitored the cultural conversation around the Black Lives Matter movement through social listening and adapted as warranted. Toward the end of June, CAC slowly returned to selected social platforms with positive, [inspiring recipe content](#) that focused on wellness and self-care — topics that were trending on social media as consumers hoped for a reprieve from the current uncertainty.

From February to June, CAC's posts on Facebook, Instagram and Twitter yielded an additional 1.5 million social impressions. By providing a range of relevant, informative, playful and inspiring content the Commission was able to engage with consumers across all its social media channels during unprecedented times.



*“The best avocados have California in them” video generated more than 1.5 million views.*

## **Adapting Early Season Retail Promotions During the Pandemic and Building Momentum into Summer**

In past seasons, the California Avocado Commission (CAC) has sometimes sponsored Cinco de Mayo and Memorial Day retail sales and displays contests to promote the fruit during the holidays. With the onset of the COVID-19 pandemic and produce departments working overtime to keep up with high consumer demand, changing labor situations and fluctuating supply levels, the Commission decided to recognize these essential workers for their efforts rather than burden them with producing creative contest displays.

The Commission created kits for regional retailers in California and Oregon that contained California avocado-branded hats, key chains, avocado spreaders and cups, as well as gift cards staff could use for a well-deserved pizza lunch or coffee-fueled breakfast. Each kit also included a personal note on behalf of California avocado growers thanking retail staff for their extraordinary efforts during challenging times.

This goodwill effort led to impactful retail sales support as California avocados moved into peak season. Numerous Northern and Southern California retailers ran Memorial Day ad promotions and in-store specials featuring the California Avocado brand logo that drove awareness and movement of the fruit during the first American summer holidays.

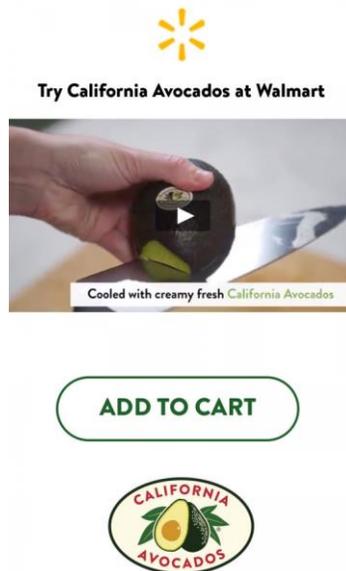
Kroger Company — Ralphs (Southern California), Fry's (Arizona) and Smith's (Utah) — launched digital “load to cart” California avocado coupons with more than 240,000 downloads. The promotions began July 15 and will proceed through August 4.

The Commission worked with a Walmart agency on recipe videos and ad creative featuring the California Avocado brand logo and assets. The video ads were served up on the Walmart app, Walmart.com and Walmart ad networks and generated more than 4 million impressions across multiple touch points.

In addition, [Costco's California avocado recipe video](#), produced in partnership with CAC, generated more than 8 million impressions across the chain's Facebook, Pinterest and Instagram channels.

During the month of July, more than 200 HyVee Registered Dietitians (RDs) at 225 stores have been promoting the health and wellness attributes of California avocados in-store and on their social channels. Thus far in July, HyVee RDs have appeared on the [HyVee TV channel](#), secured a spot on a CBS station in Minneapolis and featured [CAC-attributed recipes](#) on their [websites](#).

By recognizing the efforts of retail workers during the early season, the Commission was able to provide support to essential workers at a critical time. As stores and consumers adjusted to the new reality of COVID-19, CAC then moved forward with front-page flyer promotions, online weekly ads and social media posts to drive awareness of California avocados' availability and their health benefits in order to drive sales throughout the season.



*Walmart digital ad campaign featuring California avocados.*

## 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 29, 2020

<b>California Hass</b>	<b>Conventional #1 (Field Price Per Lb)</b>	<b>Organic #1 (Field Price Per Lb)</b>
#32's	\$1.12 - \$1.26	\$1.50 - \$1.58
36's	\$1.12 - \$1.26	\$1.50 - \$1.58
40's	\$1.12 - \$1.24	\$1.50 - \$1.72
48's	\$1.12 - \$1.24	\$1.94 - \$2.10
60's	\$0.96 - \$1.10	\$1.68 - \$1.74
70's	\$0.64 - \$0.74	\$1.20 - \$1.38
84's	\$0.46 - \$0.56	\$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 7/26/2020	Season-to-Date (since 11/01/2019)	2020 Year to Date
Hass	8,511,378	279,688,604	279,662,362
Lamb	1,262,984	4,688,733	4,688,733
Other (Greens)	3,979	1,496,565	1,312,992
<b>California Total</b>	<b>9,778,341</b>	<b>285,873,902</b>	<b>285,664,087</b>
Florida	2,085,050	19,812,038	12,314,280
Chile	0	2,525,666	445,506
Mexico	36,789,983	1,623,688,114	1,213,203,280
Peru	14,116,122	127,010,236	127,010,236
Other (Imports)	710,000	37,410,000	28,970,000
<b>Import Total</b>	<b>51,616,105</b>	<b>1,790,634,016</b>	<b>1,369,629,022</b>
<b>USA Total</b>	<b>63,479,496</b>	<b>2,096,319,956</b>	<b>1,667,607,389</b>

Sources:

California = CAC (AMRIC)

Florida = Florida Avocado Admin Committee

Chile = Comité de Paltas, Chile

Mexico = APEAM

Peru = ProHass

Other Imports = USDA AMS website

### Crop Statistics

As the end of the California avocado season approaches, the California Avocado Commission (CAC) has worked with handlers and industry stakeholders to review the May 2020 crop estimate and projections to better understand how the remaining fruit will come to market. The analysis, completed in mid-July, indicates a majority of the industry still agrees with the 373 million pound crop estimate, however only half agreed with the existing harvest projections. Utilizing updated monthly volume estimates (both industry-wide and individual company) provided by handlers, CAC has revised weekly harvest projections beginning with week ending 7/19/20 through the end of the season. As seen in the chart below, this shifts fruit that would have been harvested in July and August into the September and October period, extending the California season into the Fall. With regard to year-to-date crop statistics, July ended with approximately 46 million pounds harvested, bringing the year-to-date harvest around 297 million pounds. The weekly projections below indicate monthly crop volumes of 40 million pounds for August, 27 million pounds in September and the balance of about 8 million pounds in October.

In addition to updating late-season projections, CAC has also made a first run at getting some very, very preliminary crop numbers for the 2021 season to begin the process of building out a budget and business plan. While it is still WAY too early to say for certain what next year's crop looks like, these early survey responses indicate a crop size of 307-352 million pounds. These numbers are shared with the caveat that two more rounds of industry surveys will be conducted, in (September and November), before the official crop estimate will be published in December.

**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	-	-	
Aug 9 - (41)	8,464,600	9,925,700	-	-	
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>318,356,500</b>	<b>291,133,100</b>	<b>290,352,955</b>	<b>286,194,593</b>	
<b>% of Crop</b>	85%	78%	78%	77%	
<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>(28,003,545)</b>	<b>(780,145)</b>	82,647,045	86,805,407	

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

(July 25 – August 13)

Summary- The prevailing pattern is a high pressure ridge Northwest of N and Central California. A weak trough will be southwest of central California. There continues the tendency for a longwave trough in the central Pacific NNW of Hawaii. This will be located around 37-45N and may occasionally extend eastward, while anchored at 173-178W.

More troughing will occur briefly, then will be followed by upper high pressure and hot conditions during 26th – Aug 1. SE flow around the upper high in the central Rockies may bring some showers and thunderstorms (TSTMS) to the S California mountains and deserts, SierraNV and far NW California.

The tropical cyclone season continues. Tropical cyclones near or off southern Baja will be accompanied by local very hot conditions in mainly central and S California, and also occasionally in NORCAL in late July and August.

After a comparatively long dry spell, there are some showers and TSTMS at the end of July and an uptick in TSTM activity in Arizona from late July through intermittently in August, including mid-month and around the 27-30 August.

**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:**

Salinas Valley: Precipitation: Central Coast: 8/24-25 otherwise usual periods of coastal morning drizzle. Salinas Valley hot/cool spells: Cool or mild 7/14-23 with deep marine layer. Warm 7/24-28, Hot 7/29-8/2. Mild 8/2-10.

San Luis Ob/Edna: Precipitation: None of significance. Hot/Cool spells: Warm 7/25-30 and 8/1-3. Mild 8/4-15. Cool with deep marine layer 8/19-25.

**Southern California Citrus/Avocado Area, San Luis Obispo Co to San Diego Co:**

Santa Barbara, Ventura to San Diego Co: Hot coast-foothills-lower mountains 7/31-8/2. Hot again 8/10-13. Cool coastal zone but very warm inland 8/16-19th. Mild coast and inland 8/21-25th.

Orange/San Diego Co's: Hot coast-foothills-lower mountains 7/31-8/2. Hot again 8/10-13. Cool coastal zone but very warm inland 8/16-19th. Mild coast and inland 8/21-25th.

**Summary – August 14-31...** Northern and Central California: Near normal rainfall. Hot/Cool spells: Very Warm or Hot 8/14-16. Cool 8/19-25 with showers at times 8/17-28. Cool with more showers 8/26-29th then sunny and hot again 8/30-31-Sept 3.

San Luis Obispo Co: Cooler with showers or drizzle 8/16-17th, and warm to mild with more mountain showers 24-25th. Becoming hot on 29-31.

Southern California: Santa Barbara, Ventura Co's to San Diego Co: Mild coast, mild with a few showers in mountains 8/14-17th, then cool with some more mountain showers on 25-27th. Much warmer or becoming hot 8/29-31.

**Seasonal Outlook September 1-30...** Northern and Central California overall pattern... Near normal rainfall. But warmer than normal. As upper lows start to develop again during 20 August through 20 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 heavy rains 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 November Santa Ana periods. 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 winter months.

Watch for some possible strong Santa Anas in Nov and Dec. Even January 2021 appears to be anomalously dry and windy with Santa Anas.

Latest CFSv2 outlook for Nov shows warmer than normal, and much drier than normal in Nov for the usual Santa Ana regions, including Ventura Co.

Alan Fox...Fox Weather, LLC

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