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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>

CAC Executive Committee Meeting

August 3

August 3

Time: 3:30pm – 4:45pm

Location: HYBRID – 705 E. Main St, Ste. A, Santa Paula, CA (In-Person) / Zoom (Online)

CDFA 2023 Farm Bill Listening Sessions

The California Department of Food and Agriculture is hosting several in-person and virtual listening sessions to gather input from agricultural stakeholders concerning the 2023 Farm Bill. Registration is required. [More information here.](#)

August 10, 16, 23, and September 7

August 10

Time: 9:00am - 11:00am

Location: Virtual Listening Session

August 16

Time: 12:00pm - 2:00pm

Location: Neighborhood House, Copley Conference Room, 5660 Copley Dr., San Diego, CA

Avocado Varieties Discussion

A free Avocado Varieties Discussion is available online or in person. Registration is required. [More information here.](#)

August 17

August 17

Time: 1:00pm - 3:30pm

Location: 669 County Square Drive (online version available as well), Ventura, CA

August 18

Time: TBA

Location: TBA

Nominations Being Accepted for 2022 CAC General Election

The California Avocado Commission is currently accepting nominations for the CAC Board of Directors. The nomination period for the [2022 General Election](#) will end August 26, 2022.

The CAC board is composed of 19 individuals who represent five districts, with two producer members and one alternate produce member elected to serve in each district (for a total of 10 grower members and 5 alternate members), as well as two handler members, one alternate handler member and one public member. For the 2022 General Election, one producer member seat in each of the five districts, as well as one handler member seat and one public member seat are open. All seats are for a two-year term ending on October 31, 2024.

For those interested in seeking a nomination to the board, per [CAC Election Procedures](#):

- Producer candidates for member or alternate member seats may be nominated by a petition signed by five eligible producers from the district in which they are seeking election
- Handler candidates for member or alternate member seats may be nominated by a petition signed by one eligible handler (aside from the handler organization the nominee represents)

Complete [CAC board election information](#), including nomination packets for [producers](#) and [handlers](#), is available on the California avocado grower website.

Ballots will be mailed to producers and handlers September 26 and must be received by the California Department of Food and Agriculture by October 26. The Commission will again utilize a ranked choice voting method wherein voters cast their vote by ranking candidates in order of preference. The CDFA will announce the election results on November 17.

Please contact April Aymami at 949.341.1955 or aamami@avocado.org with any questions you may have regarding the election process or serving on the board.

Commission Seeks Public Member Candidates for Board of Directors

The California Avocado Commission seeks candidates to fill a public member position on its Board of Directors. The Board meets approximately five times a year, with meetings generally held in Irvine, California or via Zoom. The public member serves without compensation but is reimbursed for travel expenses associated with the meetings. The position begins November 1, 2022, with the member serving for two years.

The public member must not have any financial interest in the avocado industry and a resident of California is preferred. Past public members have had expertise in marketing, health, nutrition or consumer products and/or public service experience. The public member represents the community and CAC seeks diverse candidates for the position. The Commission is also committed to educating the Board and reviewing internal processes, programs and policies.

The board consists of ten produce members, two handler members and one public member, as well as five producer alternates and one handler alternate. The public member does have the same powers, rights and privileges of any other Commission board member.

Interested candidates should send an expression of interest, as well as relevant qualifications, to the Commission to cac.iaf@avocado.org or 949.208.3503 (fax) by Wednesday, August 10, 2022. The public member will be appointed by the California Secretary of Food and Agriculture from the nominees recommended by the Commission.

Avocado Varieties Seminar Available In-person and Online

On August 17, California avocado growers can attend a free Avocado Varieties Discussion online or in person from 1:00 – 3:00 p.m. The live session will take place at 669 County Square Drive in Ventura, California.

The session will feature the following topics and speakers:

- **Avocado Varieties: Current Status and Crystal Ball Gazing** — Mary Lu Arpaia, UC-Riverside Postharvest Specialist/Avocado Breeder
- **Performance of Commercially Available Rootstocks and Future Availability of New Ones** — Consuelo Fernandez, Brokaw Nursery R&D Manager
- **Grower Speakers on Avocado Variety and Rootstock Field Performance** — Nathan Lurie and California avocado grower pane

[Online registration for the session is available](#). The informational discussion is hosted by the California Avocado Society, the California Avocado Commission and the UC Cooperative Extension.

CDFA Hosting Farm Bill Listening Sessions

The California Department of Food and Agriculture is hosting several in-person and virtual listening sessions to gather input from agricultural stakeholders concerning the 2023 Farm Bill. Attendees will have the opportunity to provide input concerning California’s agricultural priorities as they pertain to the Farm Bill. The comments will be used to develop recommendations that will be shared with California’s Congressional delegation and the leadership of the Senate and House agricultural committees. Public comments also can be emailed to FarmBill@cdfa.ca.gov.

The Farm Bill provides nationwide federal funding to support a variety of food and agricultural programs including crop insurance, conservation, nutrition and trade. It also promotes environmentally sound farming practices.

Below is a list of the CDFA 2023 Farm Bill listening sessions that will be held in California.

August 10, 9:00 – 11:00 a.m.

[VIRTUAL LISTENING SESSION](#)

Spanish translation will be provided

August 16, 12:00 – 2:00 p.m.

[IN-PERSON/VIRTUAL HYBRID SESSION](#)

Neighborhood House

Copley Conference Room

5660 Copley Dr.

San Diego, CA

Spanish translation will be provided

August 23, 12:00 – 2:00 p.m.

IN-PERSON LISTENING SESSION

Fresno County Farm Bureau

1274 Hedges Ave.
Fresno, CA

September 7, 9:00 – 11:00 a.m.

IN-PERSON LISTENING SESSION

Urban Tilth (North Richmond Farm)

323 Brookside Dr.

Richmond, CA

CAC Merch Shop T-Shirt Sale Through August 7

It's a great time to take a look at the t-shirts offered on the [California avocado merchandise shop](#) because through August 7 all the t-shirts on the shop are on sale up to 40% off original prices.

There are seven t-shirt designs and several are available in a variety of colors. Sizes range from small through extra-large. The popular California Flag t-shirt, regularly \$30 is now 20% off at \$24. The new Creativi-Tee shirt also is 20% off and on sale for \$22. The All Roads Lead to Avocados crew neck t-shirt is 25% off and can be purchased for \$23, and the V-neck version is 30% off and for sale for only \$22. The top-selling Avocado Toast t-shirt is temporarily priced at \$24 (a 25% discount). The new long-sleeved California Colors" t-shirt, normally \$44 ,can be purchased for \$31, and the "Grove Tour Band Tank" is 40% off and just \$16. **No code is needed to get these promotional prices, but hurry, the sale ends August 7.**

Whether for gifts or for yourself, wearing California avocado t-shirts is a fun way showcase the California Avocados brand. Visit shop.CaliforniaAvocado.com.

Product Name	Original Price	Discount	Sale Price
California Creativi-Tee Shirt	\$28	20% Off	\$22
Avocado Toast Tee	\$32	25% Off	\$24
California Colors Long-Sleeved Tee	\$44	30% Off	\$31
California Flag Tee	\$30	20% Off	\$24
Grove Tour Band Tank	\$40	40% Off	\$16
All Roads Lead to Avocados Tee (Crew Neck)	\$30	25% Off	\$23
All Roads Lead to Avocados V-Neck Tee	\$33	30% Off	\$23

Seven California avocado themed t-shirts are on sale through August 7.

Peak Season Retail Promotions Showcase California Avocados for Summer Occasions

By establishing collaborative promotional partnerships with targeted retailers, the California Avocado Commission helps secure distribution — and builds demand — for the fruit during peak season. The Commission developed and executed a variety of retail promotions this season and the following highlights two of those programs.

During California Avocado Month, the Commission joined the Buy California Marketing Agreement (CA GROWN) and the California Table Grape Commission in leading the “Farmers Market” promotion at Save Mart and Lucky Supermarkets in Northern California. Throughout June, the promotion celebrated California-grown commodities including California avocados and spotlighted local agriculture with a combination of ads, coupons and in-store promotions.

Together, the produce organizations hosted a sales contest in Save Mart and Lucky Supermarkets units, ran specialty ads about local growers and provided in-store display bins featuring local produce. The sheer size and presence of the promotions within the retail units boosted shoppers’ awareness of locally grown summer products while attracting customers and encouraging sales. Further, the month-long event ensured the retail chain and handlers committed to carrying California avocados in all SKUs, including bulk large and small fruit, as well as organic and bagged avocados.

Throughout the month of July, 160 Fresh Market stores across 19 states east of the Rocky Mountains participated in a multi-pronged California avocados promotion. Fresh Market locations, which service targeted premium California avocado consumers, showcased the fruit across a variety of platforms. In stores, more than 2 million shoppers picked up the retailer’s July magazine with insertions showcasing California avocados. Customers also purchased containers of freshly made guacamole showcasing “Made with California Avocado” stickers and California Avocados brand messaging and each store featured the Golden State fruit on end cap displays. In advance of the summer holidays, the retailer posted July 4th online ads with the California Avocados brand logo encouraging shoppers to enjoy the fruit as part of their celebrations. These integrated retail promotions ensured California avocados remained top of mind with targeted consumers throughout the month of July.



This Save Mart Farmers Market display greeted customers as they entered the store throughout the month of June.

Zac Benedict Named to Produce Business Magazine’s 40 Under Forty List

Each year, Produce Business magazine compiles a list of 40 rising entrepreneurs and leaders — from an international pool of nominees — who have shaped the produce industry in a very short time period and are paving the way for what comes

next. This year, California Avocado Commission Online Marketing Director Zac Benedict was added to Produce Business magazine's prestigious 40 under Forty Rising Stars of Produce list. He joins fellow CAC team members Dave Cruz and April Aymami in earning this honor.

In recognizing the recipients, Produce Business noted, "this year's winners illustrate the strength and depth of the industry's talent — and each one has demonstrated leadership growth and keen insight into building our industry." Each of the candidates shared their key company, industry, community and personal accomplishments, as well as their future goals and aspirations with the magazine.

Zac joined the Commission in 2005 as a marketing intern and has swiftly developed into a highly respected, seasoned produce marketer. In his current position, he leads the Commission's digital communications for its social media channels, CaliforniaAvocado.com consumer website, digital advertising campaigns and myriad custom communications designed in collaboration with CAC's targeted consumers. During the pandemic, Zac's insights concerning the mood of the Commission's targeted audience helped guide CAC's communication tone, content and cadence.

Throughout his career, Zac has secured numerous professional achievements, including being named as one of Produce Marketing Association's Emerging Leaders in 2012 and as a PMA High-Performance Manager in 2016. He's also served as a contributor to the Know a Farmer Panel in 2012 and for the Social Media Marketing World events in 2014 and 2015.

Further, he has played an active role in community charitable organizations including as a supporter of the Buy California Marketing Agreement and City of Hope Food Industries Circle, a participant on the Fresh Produce and Floral Council Apprentice Panel and as a Fresh Produce and Floral Council Expo Mentor of a Cal Poly student. Most recently, he and his wife, Tina, welcomed their son Bryant in July 2021.

Zac's duly deserved recognition from Produce Business provides positive reinforcement for him and the entire Commission staff. Further, publication of the awards and the resulting media coverage showcases the achievements of the Commission and California avocado growers before a targeted industry audience. The magazine's online distribution is 19,000 and print circulation is more than 30,000. Including pass-along distribution, total impressions may approach 75,000 impressions.



Zac Benedict, named to Produce Business Magazine's 40 Under Forty list, in a California avocado grove.

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 27, 2022

	Conventional #1	Organic #1
California Hass	(Field Price Per Lb)	(Field Price Per Lb)
#32's	\$1.48 - \$1.75	\$1.84 - \$1.90
36's	\$1.48 - \$1.75	\$1.84 - \$1.90
40's	\$1.42 - \$1.60	\$1.84 - \$1.90
48's	\$1.42 - \$1.60	\$1.96 - \$2.02
60's	\$1.12 - \$1.25	\$1.40 - \$1.36
70's	\$0.78 - \$0.90	\$1.32 - \$1.38
84's	\$0.58 - \$0.70	\$0.74 - \$0.80

*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)

WEEKLY VOLUME SUMMARY				
(Volume in Pounds)				
	Week Ending 07/24/2022		Season-to-Date since 11/01/2021	
	(CA) Harvest / (Import) Arrivals	Shipped by AMRIC Handlers	(CA) Harvest / (Import) Arrivals	Shipped by AMRIC Handlers
California Detail				
HASS	5,090,159	6,882,573	238,750,135	232,730,742
LAMB	1,393,769	1,377,019	7,407,186	2,534,969
GEM	900	0	4,000,270	3,195,901
OTHER	51,880	50,600	777,959	526,700
CALIFORNIA TOTAL	6,536,708	8,310,192	250,935,550	238,988,312
INDUSTRY ADJUSTED	6,666,386	8,728,307	255,858,696	244,202,591
Imported Hass Detail				
MEXICO	22,152,161	13,545,971	1,450,815,924	868,679,630
PERU	21,720,000	9,484,472	111,480,000	61,155,710
CHILE	0	108,405	12,211,105	13,415,494
COLOMBIA	3,560,000	1,432,675	29,620,000	14,614,592
NEW ZEALAND	0	0	0	0
DOMINICAN	0	0	940,000	1,472,800
IMPORT TOTAL	47,432,161	24,571,523	1,605,067,029	959,338,226
Other Detail				
CA EXPORT	0	0	0	1,188,925
CA ORGANIC	0	711,442	0	20,508,499
IMPORTED (Greens)	860,000	0	70,860,000	0
FLORIDA	1,730,960	0	14,459,720	0
GRAND TOTAL	56,689,507	33,299,830	1,946,245,445	1,203,540,817

Crop Statistics

As seen in the table below, the California harvest is making its sharp decline to the end of the season. As of today, approximately 258 million pounds of fruit has been harvested and some handlers have reported their final California bins for the season. With this season coming to a close, CAC has already begun to look forward and what next season's crop may bring. Recent discussion with industry members indicates the possibility of a crop much like this year, 250-290 million pounds, but with the caveat that it is still far too early to tell. CAC will conduct additional handler surveys in September and November prior to the release of the official 2023 pre-season estimate in December.

2022 California Crop Weekly Harvest Projections vs. Actuals			
Week Ending (CAC Week)	4-Year Historical Forecast May 2022 Update	AMRIC Handler Forecast July 2022 Update*	Industry Adjusted AMRIC Harvest
1st Half SubTotal	191,471,000	223,770,000	228,478,306
10-Jul	10,898,700	9,300,000	9,166,440
17-Jul	11,424,300	8,500,000	9,326,926
24-Jul	10,908,900	8,000,000	6,666,386
31-Jul	8,771,900	7,250,000	4,400,000
7-Aug	7,614,700	3,500,000	
14-Aug	6,694,800	3,500,000	
21-Aug	6,596,400	3,000,000	
28-Aug	6,392,600	3,000,000	
4-Sep	5,850,300	400,000	
11-Sep	4,338,600	350,000	
18-Sep	3,002,000	200,000	
25-Sep	3,040,500	125,000	
2-Oct	2,421,700	100,000	
9-Oct	1,815,100	75,000	
16-Oct	1,045,300	0	
23-Oct	797,900	0	
30-Oct	840,700	0	
6-Nov	443,300	0	
13-Nov	404,600	0	
20-Nov	263,200	0	
27-Nov	283,000	0	
4-Dec	231,600	0	
11-Dec	426,600	0	
18-Dec	2,100	0	
25-Dec	7,600	0	
31-Dec	12,600	0	
Season-to-Date	233,474,800	256,820,000	258,038,058
% of Crop	81.63%	95.12%	95.57%
Crop Size	286,000,000	270,000,000	Left to Harvest
Crop Variance	24,563,258	1,218,058	11,961,942
<i>*Weekly harvest projections based on July 2022 Handler Survey updated beginning with week ending 7/3/2022</i>			

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

(July 23 – August 23)

BASIC PATTERN:

Large Scale Pattern –

- A. A few light showers and thunderstorms (TSTMS) occur in SOCAL mountains and deserts around the 27-30 July, and again Aug 1 in SOCAL eastern deserts otherwise it is dry.
- B. During August, showers and TSTMS develop early in the month and again about midmonth, focusing on SE California deserts and in Arizona...Arizona receives rains on most of the first 10 days of August, with chance for near or a little above normal rainfall for Arizona south and east portions, and the Mogollon plateau area.
- C. We continue in the middle of the midsummer heat and fire season in mountain areas of central and N California and hot weather for the rest of the state through 31 July. During 1-4 August troughing returns to N and central California, with much cooler weather, and a chance for mountain showers and TSTMS central Sierras and in NW California mountains.
- D. Looking to the fall, the best chance for normal rainfall in California will be in far NW coast area, and in coastal Oregon during October. November now appears to be drier than normal throughout California. December currently appears to be drier than normal in central and N California, but possibly wetter than normal in SOCAL. Warmer than normal conditions are currently indicated through the Fall from September through December for central and N California.
- E. Precipitation Trend - Some mostly dry thunderstorms (TSTMS) with dry lightning occur central Sierras 28th, then some desert thunderstorms 29-31 July and 1-6 Aug in SE California desert areas. Other TSTMS occur on 15-16th in the Sierras, and again 19-20 Aug.

FORECASTS FOR CALIFORNIA

Forecast for Northern and Central California:

NORCAL Rains: Dry TSTMS Sierra east slope Aug 2-6. Showers Sierras Aug 15-16, Few mountain showers 16-17, 22-24 and 27-30.

CENTRAL CALIF: Dry thru Aug 11. Aug 12-13 few mountain showers, 15-17 scattered showers in Sierras, Aug 21-24 and Aug 26-30.

WARM SPELLS: Jul 30-31, Aug 6-14, 18-22 and 25-28.

COOL SPELLS: Aug 1-4.

Forecast for S California:

SOCAL RAINS: Jul 29-31 (E mountains), 1-3 (deserts & E mtns), Aug 7-12, Aug 17-20, Aug 25-29.

SOCAL WARM AND HOT SPELLS: Jul 29-31, Aug 6-16 and 21-24.

SOCAL COOL OR COLD SPELLS: Aug 3-5.

Forecast for Central Sierra Nevada:

Dates of mountain showers of rain: Jul 30, Aug 2-4, 10-12, 18-20 and 24-29.

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

Southern California Deserts Outlook for July 30 – August 30, 2022

Highlights: Hot weather alternates with usual monsoonal TSTM conditions during August.

Looking Ahead – Long Range Outlook

September 1 – October 31... NORCAL and Central California coastal valleys, and Central Valley: Warmer than normal in Sept, with some hot conditions (highs in the mid-90s to near 100 in the hot spells. Near normal precipitation in the Sierras and Siskiyou Mountains, and Trinity Co-north along the coast range with a few showery periods. Inland valleys (Sacramento and San Joaquin Valley systems remain drier than normal through Sept. October turns wetter than normal along the coast from Sonoma Co north, but temperatures are still above normal due to hot spells during the intervening dry periods. Otherwise above normal temperatures are expected to continue throughout central California due to dry downslope wind events with basically unbroken dryness south of the Bay Area.

For SOCAL mountains westward to coast: Above normal temperature. There is potential to continue hot and dry. Foothill and coastal valley highs m90s (avocado areas), but intermediate valleys persistently into the m90s to over 100 on occasion. Tropical cyclone-associated moisture increases around the first week of September, and again about mid-September in the mountains and deserts of SOCAL. At least a seasonably hot September is suggested by the current update of the CFSv2 model. There may be some more coastal cooling with eddy conditions becoming more dominant for a time at the SOCAL coast mid-September.

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

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

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