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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>

Avocado Varieties Discussion

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

August 17

Time: 1:00 p.m. - 3:30 p.m.

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

CAC Finance Committee Meeting

August 17

Time: 3:00 p.m. - 4:30 p.m.

Location: Hybrid – 12 Mauchly, Suite L, Irvine (In-person)/Zoom (online)

CAC Board Meeting

August 18

Time: 9:00 a.m. - 1:00 p.m.

Location: Hybrid – 12 Mauchly, Suite L, Irvine (In-person)/Zoom (online)

CDFA 2023 Farm Bill Listening Sessions

August 23

Time: 12:00 p.m. - 2:00 p.m.

Location: Fresno County Farm Bureau, 1274 Hedges Ave., Fresno, CA

Drip Versus Mini-Sprinkler Irrigation: Avocado Café Webinar

August 30

Time: 8:00 a.m.

Location: Webinar (Zoom)

REMINDER: 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.

Avocado Café Webinar: Drip Versus Mini-sprinkler Irrigation

The Avocado Café will host a virtual seminar on August 30 at 8:00 a.m. examining the pros and cons of drip versus mini-sprinkler irrigation. Most avocado growers worldwide employ drip irrigation while California growers predominantly use mini-sprinklers. This virtual seminar will discuss whether California avocado growers are irrigating the “wrong way” and examine which irrigation practice is best for your grove.

Advanced registration is required and can be completed by emailing cafeavos@gmail.com. Upon completing registration, attendees will receive a link to the virtual event.

Agriculture Pass Program Provides Operations with Emergency Access

The Agricultural Pass Program in Ventura County provides commercial agricultural and livestock operations with access to restricted areas during or following a natural disaster.

Local government organizations can provide passes for agricultural operators in order to perform the following eligible activities during an emergency or disaster:

- Evacuate or care for livestock, including feeding, watering and providing medical treatment
- Irrigation of crops, or to turn on a water system
- Provide access to agricultural operation properties or facilities

- Transport/deliver equipment for water supplies/irrigation systems

The decision to provide emergency access depends on safety conditions and the approval of emergency personnel. Access will most likely be restricted until emergency situations have stabilized and will be determined by fire and law enforcement personnel. Ventura County agricultural operations can register for the program online.

Santa Barbara County provides a similar program. Passes are provided to vetted commercial agricultural operations. The passes can be used to:

- Protect or care for agricultural assets (irrigating crops, feeding/caring for livestock)
- Providing support to emergency personnel (helping them identify access roads and water sources)

Operators can apply for and receive passes prior to a disaster.

CAC Merch Shop Back-to-School Sale August 15-31

It's back-to-school time and from August 15 through the end of the month the California avocado merchandise shop is having a sale on select products perfect for students, teachers, parents...and just about anyone! It's a great opportunity to get 25% off the California avocado laptop sleeve and the handy California avocado zipper pouch. Both items feature illustrations of avocados and the California Avocados brand logo. As part of this limited-time sale you also can save a whopping \$15 on the dark green California avocado "State-ment" duffel bag. This duffel bag is great for a gym bag, for weekend trips, toting tools and much more.

No code is needed to get these promotional prices, but hurry, the sale ends August 31.


California Avocados tagged products from their shop.

36 mins · 🌐

Nothing screams back-to-school like California Avocado gear. You may get hungry, but that's what lunch breaks are for 🥰🥑 Get 25% off our laptop sleeve and zipper pouch and save \$15 on our duffel bag now through Aug. 31!











It's back-to-school time and from August 15 through the end of the month the California avocado merchandise shop is having a sale on select products.

10th Anniversary of California Avocado Month Celebration Generates Nearly 700 Million Impressions

The California Avocado Commission celebrated the 10th Anniversary of California Avocado Month with wide ranging in-person, public relations, digital and social media activities resulting in nearly 700 million impressions. The combined efforts motivated media to encourage consumers and trade members to seek out and purchase premium quality, in-season California avocados. That activity helped drive consumer awareness and excitement about the 10th anniversary of California Avocado month and for purchasing the fruit.

To kick off the 10th anniversary celebration, CAC hosted an in-person California avocado grove open house experience for consumer and trade media members and influencers in Valley Center, California on May 14. Attendees learned about the premium attributes and competitive advantages of the fruit and were given ample opportunity to capture California avocado grove content for their own social channels. (See [“Celebrating 10 Years of California Avocado Month”](#) in the Summer 2022 issue of From the Grove.) For example, influencer Liz Shaw of @shawssimpleswaps shared her grove open house experience on Instagram with her more than 19,000 followers. Further, all of the produce industry trade media attendees published articles on their experiences. These articles and pick-up from a California Avocado Month trade press release garnered nearly 1 million impressions.

The Commission also partnered with California-based chef Nyeshia Arrington to develop two fresh, chef-endorsed recipes — California Avocado Crab and Tuna Stack and Grilled California Avocado and Peach Salad. The recipes were promoted in press and mat releases, securing more than 238 million impressions. CAC also secured an interview on the lifestyle media outlet Yahoo! Life where chef partner Arrington discussed her partnership with the Commission, California Avocado Month and her favorite Golden State recipes and tips. The article secured an additional 456 million impressions. Chef Arrington also shared CAC-inspired recipes with her 149,000 followers on Instagram.


Rounding out the consumer public relations efforts, the Commission encouraged California cities and counties to join the celebration. As a result, San Diego County - District 5, San Diego County - District 4, the City of Santa Paula and the City of San Luis Obispo made proclamations recognizing California Avocado Month, while L.A. County Supervisor Janice Hahn shared a celebratory scroll. In total, consumer PR generated more than 695 million impressions.

As part of California Avocado Month, the Commission partnered with celebrity chef and TikTok influencers Owen Han and H.Woo Lee who visited farmers’ markets in Los Angeles and crafted unique California avocado-themed recipes using fresh produce from the markets. “The Farmers Market Showdown” TikTok series videos have already reached nearly 9 million consumers. To further engage with consumers on social media, CAC posted a series of California avocado facts across its social channels and secured more than 5,550 engagements on Twitter and 330 on Facebook. CAC also ran three LinkedIn posts about the 10th anniversary, which generated more than 135,000 impressions and 85 clicks.

In the retail sphere, CAC worked with Albertsons/Vons/Pavilions to secure a four-week series of social media posts celebrating California Avocado Month. The posts celebrated the locally grown fruit and showcased the beauty of groves utilizing photos taken at the grove open house event. In addition, the posts shared information about California avocado growers, ripening tips, the fruit’s unique seasonal availability and “nick and peel” nutrition messaging.

The Commission also partnered with Mollie Stone’s on a California avocado giveaway that was featured in their newsletter and showcased on the retailer’s Instagram page. Further, the retailer shared a California avocado grower reel showcasing Mike Sanders on its Facebook and Instagram platforms. These grower-themed posts garnered more than 64,000 impressions, more than 11,300 video plays and nearly 1,800 link clicks.

Nordstrom’s foodservice chain also joined in the celebration during the month of June with 100 outlets showcasing the fruit. Diners also could scan a QR code to access a monthly video feature about California avocados.

 **Albertsons**
June 20 at 6:30 PM · 🌐

There's nothing more satisfying than opening a perfectly ripe avocado 🥑 When shopping for avocados, don't rely on color. Gently squeeze the fruit in the palm of your hand. Ripe, ready-to-eat fruit will be firm, but yield to gentle pressure. Want to speed up the ripening process? Place the fruit in a paper bag and store at room temperature until ready to eat, or 2-5 days.

Stop by Albertsons to shop locally grown California Avocados, in season throughout the summer! 📍 <http://ms.spr.ly/6183bmunV>

*Pictured: Mike and Chris, California Avocado Growers in Valley Center, CA



Albertsons/Vons/Pavilions celebrated California Avocado Month with a post showcasing California avocado growers Mike Sanders and Chris Ambuul at the Grove Open House event.

Commission Shares Innovative Menu Ideas with NORMS Restaurants

When NORMS restaurant, a California-based 22-unit chain, requested California avocado-centric menu ideas for its spring 2023 menu the California Avocado Commission obliged with an in-person ideation session at a working NORMS restaurant. As a result, NORMS will move forward with five new California avocado recipes on its spring 2023 promotional menu.

In advance of the session, Chef Jason Hernandez of the Commission's foodservice team prepped eight menu concepts for on-site presentation. Each of the easy-to-execute concepts was designed to fit the NORMS menu profile and price point, while inspiring the chain culinary research and development decision makers to expand their usage of California avocados on limited-time and permanent menu items. Chef Hernandez presented the concepts in a NORMS restaurant using existing ingredients and adding a few new ingredients. Further, he took advantage of under-utilized kitchen equipment to simulate real-world conditions. While preparing the California style menu concepts, Chef Hernandez and CAC staff spoke about the value California avocados bring to the menu and answered questions from the group, which included David Cox, Corporate Executive Chef/Director of Purchasing; Ingrid Martinez, Vice President of Marketing; Nate Bertke, Corporate Marketing Manager; and Mike Colonna, Corporate Executive Officer.



Chef Hernandez discusses flavor builds and the value of California avocados with the NORMS restaurant executive team.

Commission's Social Media Content Reaches More Than 13.5 Million Targeted Consumers

Throughout the year, the California Avocado Commission consistently shares a variety of engaging, entertaining and informative content on its social media platforms to keep California avocados top of mind and thereby build brand preference and brand affinity — an emotional connection between consumers and the California Avocados brand.

CAC's social posts are targeted to Premium Californians, the audience most likely to purchase and be willing to pay a premium for California avocados. The posts reinforce California avocado campaign messaging while also showcasing what differentiates the Golden State fruit from avocados of other origins. Key messaging includes California avocado freshness and exclusive seasonal availability, the unique California locale/terroir of the locally/domestically grown fruit, growers' sustainable farming practices and the fruit's embodiment of the California lifestyle and culture.

Prior to the start of California avocado season, CAC's social media posts generate excitement for the fruit's availability and as the season hits full stride additional posts provide consumers with store locator content and in-season reminders that encourage purchases. Further, promoted social retail content is leveraged to drive Premium Californians in geo-targeted areas to local retail stores displaying California avocados. The Commission also shares recipes, nutrition information and how-to tips throughout the year, but heavily concentrates these efforts during peak season to encourage and inspire usage.

A partnership with Instagram influencer Puno, who has nearly 50,000 followers, provided the Commission with an opportunity to feature California avocado merchandise and helpful recipe preparation tips and tricks. These engaging posts drove consumers to the [merch shop on CaliforniaAvocado.com](https://www.merchshoponcaliforniaavocado.com) while promoting the peak California avocado season. In total, Puno's Instagram posts generated 26,711 views and 1,359 engagements.

From November 2021 through July 2022, social media content on the Commission's Instagram, Twitter, Facebook and Pinterest channels reached more than 13.5 million consumers. Twitter content secured more than 1,430 link clicks, 1,300 engagements and 851,000 impressions. The Instagram, Pinterest and Facebook posts secured 91,000 link clicks, 353,000 video views and more than 76,700 social engagements.

In April, CAC launched a California avocado TikTok channel with an ‘Avo-Zen’ series encouraging consumers to stop and take a relaxing moment in a California avocado grove. This series garnered 342 engagements and 10,067 views. To generate excitement for the newly launched channel, the Commission also partnered with Kelz, a social media influencer with more than 5.8 million followers who reviews recipe videos and is known for his candid and entertaining reactions to recipe content. The collaborative duet with Kelz yielded more than 112,000 views and 13,500 engagements.

To further drive TikTok engagement during the peak season, CAC enlisted celebrity chefs and TikTok influencers Owen Han (2.8 million followers) and H. Woo Lee (1.1 million followers) to participate in a social content series, “The Farmers Market Showdown.” As part of the series, the duo visited two Los Angeles farmers’ markets — one in Hollywood for a land theme and one in Venice for a sea theme — and crafted recipes featuring the best of California’s local produce, including California avocados. This content, which was launched in June and July, reached nearly 9 million consumers and generated more than 2.3 million views and 220,000 engagements.



Numerous posts, including this one, shared the rich history of California avocados with consumers.

Commission Showcases Organic California Avocados At Industry Summit

To build awareness that California is a key supplier of organic avocados, the California Avocado Commission attended the Organic Produce Summit 2022 held in Monterey, California from July 13 – 14. The event — which focuses on organic farming, marketing and retailing — provided the Commission with an opportunity to spotlight the positive and sustainable farming practices California avocado growers utilize to produce high-quality, organic avocados.

More than 1,700 produce industry representatives attended the summit, with 400 retail executives in attendance. The summit is comprised of networking opportunities, educational workshops and an exhibit floor for produce marketers. The Commission, representing organic California avocado growers, exhibited within the “Educational/Information” forum section of the exhibit floor. As such, the Commission was able to meet one-on-one with retailers and industry members to discuss CAC’s customized promotions and materials designed to meet the demand and pique the interest of consumers

who prefer local, organic avocados. By attending this event, CAC was able to address industry members' questions about California's organic crop and its sustainability initiatives while building loyalty to the California Avocados brand.



CAC's Carolyn Becker spoke with John Dmytriw of Index Fresh about retailers in the Keynote Speaker Program.

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 Newslne* Avocado Prices – August 11, 2022

CONVENTIONAL HASS Field Quotes						
	Current Quotes Aug. 10		Last Week Aug. 3		Price Change	
Size	Low	High	Low	High	Low	High
32	\$1.20	\$1.40	\$1.26	\$1.44	\$(0.06)	\$(0.04)
36	\$1.20	\$1.40	\$1.26	\$1.44	\$(0.06)	\$(0.04)
40	\$1.20	\$1.36	\$1.24	\$1.40	\$(0.04)	\$(0.04)
48	\$1.20	\$1.34	\$1.24	\$1.40	\$(0.04)	\$(0.10)
60	\$0.95	\$1.02	\$0.92	\$1.06	\$0.03	\$(0.04)
70	\$0.65	\$0.72	\$0.70	\$0.76	\$(0.05)	\$(0.04)
84	\$0.46	\$0.52	\$0.42	\$0.56	\$0.04	\$(0.04)

Source: Handler Range (three handlers quoted)

ORGANIC HASS Field Quotes						
	Current Quotes Aug. 10		Last Week Aug. 3		Price Change	
Size	Low	High	Low	High	Low	High
32	\$1.50	\$1.56	\$1.63	\$1.69	\$(0.13)	\$(0.13)
36	\$1.50	\$1.56	\$1.63	\$1.69	\$(0.13)	\$(0.13)
40	\$1.50	\$1.56	\$1.63	\$1.69	\$(0.13)	\$(0.13)
48	\$1.50	\$1.56	\$1.63	\$1.69	\$(0.13)	\$(0.13)
60	\$1.10	\$1.16	\$1.18	\$1.24	\$(0.08)	\$(0.08)
70	\$0.94	\$1.00	\$1.03	\$1.09	\$(0.09)	\$(0.09)
84	\$0.58	\$0.64	\$0.63	\$0.69	\$(0.05)	\$(0.05)

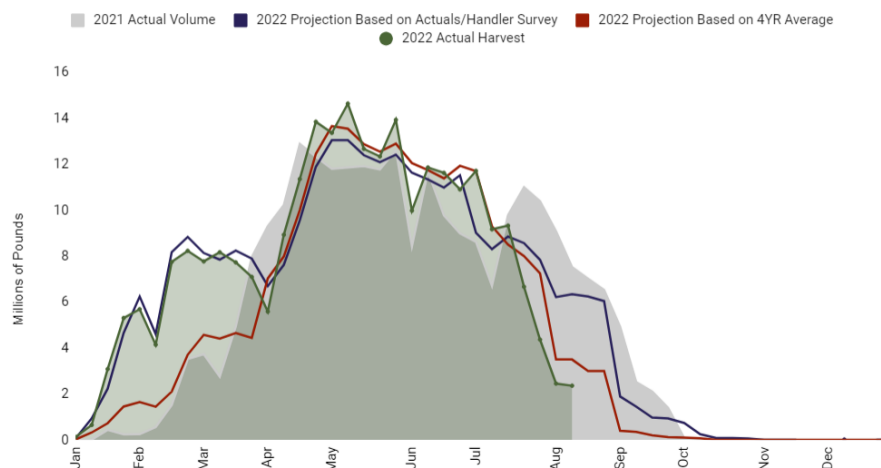
California Avocado Commission Weekly Volume Summary (Pounds)

WEEKLY VOLUME SUMMARY				
(Volume in Pounds)				
	Week Ending 08/14/2022		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	1,668,128	3,899,055	246,096,006	248,625,531
LAMB	565,893	874,305	8,892,100	5,930,524
GEM	0	0	4,004,022	3,198,851
OTHER	80,480	38,700	945,649	627,375
CALIFORNIA TOTAL	2,314,501	4,812,060	259,937,777	258,382,281
INDUSTRY ADJUSTED	2,359,181	5,068,773	265,037,539	264,603,635
Imported Hass Detail				
MEXICO	35,789,315	17,933,425	1,546,573,447	913,835,843
PERU	25,230,000	9,412,936	173,670,000	87,455,833
CHILE	0	108,405	12,211,105	13,740,709
COLOMBIA	1,160,000	963,010	33,060,000	17,207,917
NEW ZEALAND	0	0	0	0
DOMINICAN	0	0	940,000	1,493,250
IMPORT TOTAL	62,179,315	28,417,776	1,766,454,552	1,033,733,552
Other Detail				
CA EXPORT	0	0	0	1,197,675
CA ORGANIC	0	348,518	0	22,037,569
IMPORTED (Greens)	900,000	0	72,930,000	0
FLORIDA	1,550,945	0	19,108,100	0
GRAND TOTAL	66,989,441	33,486,549	2,123,530,191	1,298,337,187

Crop Statistics

As of week ending August 14, 2022, weekly California harvest is coming in from only a handful of handlers, and at very minimal volumes. The July handler crop survey indicated a total crop volume of roughly 270 million pounds, and with current harvested volume at approximately 265 million pounds, the final total may come in short of those projections, but not by much. As reported in the last GreenSheet, CAC will be working over the next few months to fine tune the 2023 crop estimate, and will release official pre-season numbers in December.

2022 California Weekly Harvest Projections and Actuals vs. Prior Year Actual Harvest based on
286 MM pound crop size
(All California Varieties)



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

(August 14 – September 13, 2022)

BASIC PATTERN:

Large Scale Pattern –

- A. During August, the CFSv2 short-term climate model predicts above normal rainfall for those areas normally subject to monsoonal convective rains, including Arizona's northern, eastern and far-southern mountain and watershed areas. In California, the area most likely to receive above normal rainfall is the central Sierras from about Alpine Co south to about Fresno and Madera Counties. There is a robust area of above normal rainfall along western Mexico extending from Sinaloa and Nayarit states in Mexico north into the Four Corners Plateau area of the Rockies, including the states of Utah, Colorado, New Mexico, and Arizona.
- B. In September, the pattern shifts, with above normal rainfall over the Canadian Pacific coast, and near or a little above normal rainfall in far NW Washington. Washington and Oregon have near normal rainfall for the month, while California also has near normal rain. There is a small chance for above normal rainfall in Trinity and northern Mendocino Counties in Northern California for September.
- C. For the fall, the best chance for above normal rainfall in California will be along the N California coast in November. October and December return to the dry and persistently warm trend. By contrast, the NMME short term climate model suggests uniformly dry and warmer than normal during Sep – Dec (except for a wet anomaly in Nov).
- D. Precipitation Trend - Some thunderstorms (TSTMS) with rains focusing into Arizona mainly east portions Aug 12-15th, and Cape Mendocino north into Oregon about Sep 10. Otherwise it looks dry for Arizona, west half of Nevada and central to N California.
- E. Continued very dry across northern and central California through the next 30 days with little monsoonal moisture reaching these areas. Some monsoonal showers are possible across southern California with a gradual increase the latter half of Aug and still wetter later in the month.

FORECASTS FOR CALIFORNIA

Forecast for Northern and Central California:

NORCAL Rains: Dry thru Aug 16. A few mountain showers/TSTMS 17-18 and Sep 3-6.

CENTRAL CALIF Rains: Isolated showers 15-18 (most light and over the mountains).

Other shwrs: Aug 28-31 and Sep 2-5.

WARM SPELLS: Much above normal thru Sep 5. Hotter Aug 13-16 and 24-27.

COOL SPELLS: Sep 8-12.

Forecast for Southern California:

SOCAL RAINS: 14-18 (isolated showers E areas/mountains), 22-27 and Sep 1-5.

SOCAL WARM AND HOT SPELLS: Aug 14-20, 24-28 and Sep 1-6.

SOCAL COOL OR COLD SPELLS: Sep 9-11.

Forecast for Central Sierra Nevada:

Dates of mountain showers-TSTMS: Aug 14-19 (sctrd Sierra crest showers), 21-26 (showers), 29-Sep 5 (occasional showers).

The listings of dates normally included for hot and cold spells, and precipitation are very approximate. They are based on our CFSDaily and CFSDailyAI products; and present expected trends in precipitation and temperature (CFSDailyAI) to 4km. Our system gives some consideration to terrain and coastal influence. We consider the CFSv2 as 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 August 14 – September 14, 2022

Highlights: Hot weather alternates with usual monsoonal TSTM conditions during August and early Sept. Watch for a possible tropical cyclone-associated heavy rain event that covers the southern deserts 26-30 Aug and in early Sept. The rains then drift north into southern and central Nevada, and the east slopes of the Sierras.

Looking Ahead – Long Range Outlook

September 15 – November 15... 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 September 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 NORCAL coast from Mendocino Co north, but temperatures remain above normal due to warm nights during the rainy periods, and some hot spells during the intervening dry periods. Otherwise above normal temperatures are expected to continue throughout central California due to recurrent upper high pressure with a few dry downslope wind events.

For SOCAL mountains westward to coast: Above normal temperature. There is potential to continue warm and dry through Oct and early Nov. Foothill and coastal valley highs L80s to L90s m90s (avocado areas), but intermediate valleys persistently into the m90s. 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 in mid-September. Watch for a return of hot weather in mid Oct as Santa Ana conditions develop.

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

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