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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 Marketing Committee Web/Teleconference Meeting

December 8

### December 8

Time: 10:00am – 12:00pm

Location: Web/Teleconference

## CAC Board Web/Teleconference Meeting

December 10

### December 10

Time: 10:00am – 12:00pm

Location: Web/Teleconference

## Commission Reduces 2020-21 Assessment Rate and Seats New Board and Officers

At the October 7, 2020 meeting, the California Avocado Commission Board of Directors took action to approve the assessment rate for the upcoming 2020-21 fiscal year, reducing the assessment rate to 1.75% of the gross dollar value of fruit sold. The new assessment rate is effective from November 1, 2020 through October 31, 2021. The CAC Board and management are committed to prudently managing growers' assessment dollars, with the current rate reflecting a quarter percent reduction from the 2019-20 assessment rate of 2.00% and more than one-half a percent reduction from the 2018-19 assessment rate of 2.30%. During these past two years, despite the reduction in assessment rate, a larger percentage of the budget has been allocated toward marketing activities, with 2020-21 representing the highest allocation ever at more than 70% of the total budget. We thank the outgoing 2019-20 CAC Board, under the direction of Chairman John Lamb, for their work to build balanced budgets and prioritize spending.

The California Department of Food and Agriculture seated newly elected California Avocado Commission board members at the Commission's November 19, 2020 board meeting. The following new members shall serve a two-year term (November 1, 2020 through October 31, 2022).

**District 1 Member:** Jessica Hunter (Re-elected; existing District 1 Member)

**District 2 Member:** John Cornell (New Member; previously District 2 Alternate)\*

**District 3 Member:** John Lloyd-Butler (New Member; previously District 3 Alternate)\*

**District 4 Member:** Rachael Kimball Laenen (New Member)

**District 5 Member:** Andrew Prechtl (New Member)

**Handler Member:** Gary Caloroso, Giumarra (Re-elected; existing Handler Member)

\*With previous alternates assuming member seats in District 2 and District 3, there now exist vacancies for alternate seats in these two districts. These vacancies will be filled by a majority vote of the board at an upcoming Commission board meeting.

The following newly elected Executive Officers shall serve a one-year term (November 1, 2020 through October 31, 2021).

**Chairman** – Rob Grether, District 3 Member

**Vice-Chairman** – Ryan Rochefort, District 1 Member

**Treasurer** – Jason Cole, District 4 Member

**Secretary** – Jessica Hunter, District 1 Member



## Cultural Management Practices Can Help Reduce Pest and Disease Problems

Cultural management of California avocado groves can play an impactful role concerning disease management and pesticide use. As [Dr. Ben Faber notes in a recent blog post](#), even the selection of rootstocks and scions is critical. In his blog, Dr. Faber notes irrigation, nutrient management timing, pruning, cover crops and harvest timing all play an important role in mitigating pests and disease. The California Avocado Commission has a library of cultural management articles dedicated to these topics and we have shared highlights from these articles, as well as links to them, below.

### Irrigation

According to Dr. Faber, irrigation is “probably the most important cultural factor in managing tree disease” because the mismanagement of the amount of water applied and the timing of applications can often create the less-than-ideal conditions that lead to tree stress and susceptibility to diseases such as crown rot, black streak, stem blight, bacterial [branch](#) or [trunk canker](#) and root rot.

Irrigation plays an especially critical role in [avocado tree root health](#). When irrigating, it's important to divert excess water away from the base of trees, ensure you have proper soil drainage to avoid wet soil, and avoid over watering as well as wetting the trunks.

### Nutrient Management

Nitrogen, potassium, boron and zinc are considered the [most important minerals for avocado trees](#). But nitrogen management, in particular, can affect the number of insects on a tree as this nutrient plays an important role in canopy

growth. As Dr. Faber points out, avocado thrips tend to build their populations in spring and then skip from leaf to fruit, which they then scar. By timing nitrogen fertilization to encourage leaf growth at flowering, insects are more likely to remain on the leaves and thus fruit scarring is reduced. Ultimately, [leaf analysis](#) remains a key means of assessing trees' nutritional needs.

## Pruning

[Pruning is beneficial for California avocado trees for many reasons](#) — ranging from improving tree vigor and reducing fertilizer needs to improved profitability and fruit quality. It also plays a key role in pest control as pruning can modify humidity, light and canopy climate to make the canopy region less ideal for pests. The [timing of pruning is critical](#), with the majority of it taking place during the winter months. However, periodic pruning during the season can be effectively used to promote shoot-flush during fruit set or to reduce the number of leaves available to hungry thrips populations.

## Cover Crops

[Cover crops can play an important role in disease and pest management](#) because they can improve soil drainage (which aids irrigation), improve soil health (which means less stress on trees) and can attract beneficial insects that may feast on pests. A new online [Cover Crop Selection Tool](#) is beneficial to growers considering this option.

## Harvest Timing

Even when and how [growers harvest their fruit](#) can play a role in pest management. Greenhouse thrip populations can be reduced by picking the clusters of fruit available to them (which they tend to favor).

## New Stay At Home Order — Night Shift Ag Employees Advised to Carry Documentation

Due to the rapid rise of COVID-19 cases in California, Governor Newsom and the California Department of Public Health have issued a [new limited Stay at Home Order](#) that will restrict non-essential work, movement and gatherings between 10:00 p.m. and 5:00 a.m. in counties in the purple tier. A [map of current tier assignments for California counties can be found online](#). The new order takes effect Saturday, November 21 and will remain in effect until December 21.

Those who work in the food and agriculture industry are considered essential workers. California avocado industry members are encouraged to provide employees who work during nighttime shifts with proper documentation, indicating their status as essential workers.

## Commission Pitches California Avocado Story Ideas to Foodservice Editors

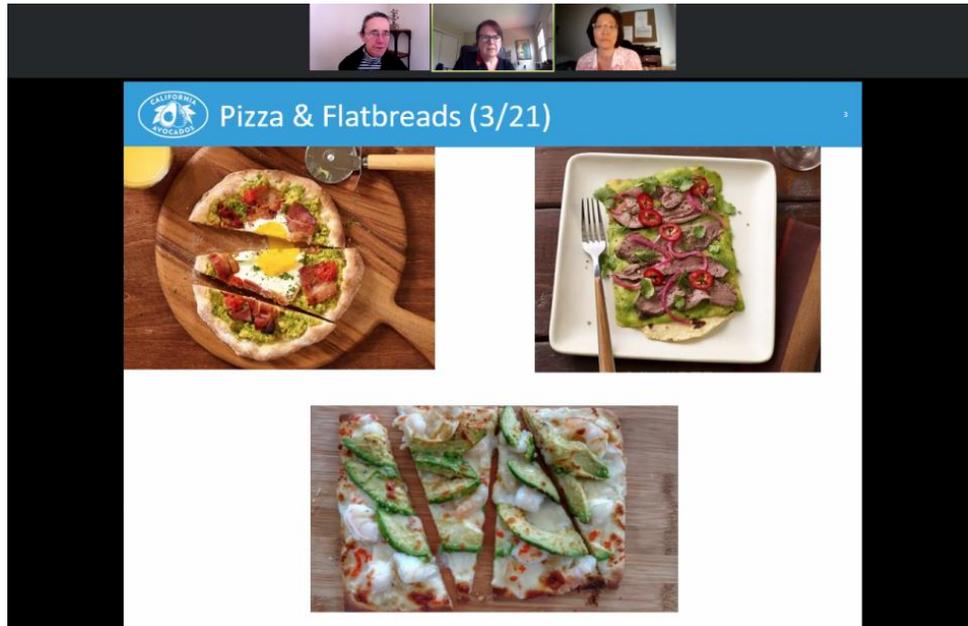
Each year, the International Foodservice Editorial Council Annual Conference brings together foodservice editors from around the globe, providing the California Avocado Commission with ample opportunities to pitch California avocado leads, photos and recipes for editorial placements. This year, the event flipped from an on-site conference to a virtual event — the IFEC To-Go — held from October 27 – November 2.

The annual conference included one day of foodservice industry education sessions followed by four days devoted to one-on-one office hours wherein attendees could virtually meet with editors. Foodservice editors representing the following publications took part in the event: Catersource, Club & Resort Chef, C-Store Decisions, Datassential, Flavor & The Menu, FoodService Director, Food Management, FSR, Healthy School Recipes, National Culinary Review, Nation's Restaurant News, Plate, Prepared Foods, QSR, Restaurant Business, Restaurant Hospitality, School Nutrition, Snack Food & Wholesale Bakery and The Gold Medal Classroom.

As a Gold Sponsor of IFEC To-Go, the Commission maintained a high profile at the event securing premium placement on ifeconline.com and the virtual event platform that ensured the California avocado brand was front-and-center among

foodservice influencers. Members of the CAC foodservice team scheduled one-on-one meetings with 11 foodservice editors, pitching approximately 60 story ideas, operator leads and recipe placements. Editors expressed interest in about 45 of the pitches, which the team will follow up on in 2021. During the sessions, the Commission’s team also showcased the quality of in-season California avocados by sharing trending menu applications that demonstrated the versatility of the Golden State fruit.

By attending the virtual event, CAC was able to reinforce key California avocado messaging with influential foodservice editors and pitch unique recipe and article ideas of interest to their readership. Placements such as these help ensure the California Avocados brand remains top-of-mind throughout the year.



*The foodservice team demonstrated the versatility of California avocados by sharing trending menu applications ideas during virtual office hours.*

## 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 Newsline\* Avocado Prices – November 24, 2020

	Conventional #1	Organic #1
California Hass	(Field Price Per Lb)	(Field Price Per Lb)
#32's		
36's		
40's		
48's	Insufficient Volume to Quote	
60's		
70's		
84's		

\*To subscribe to the Weekly Newsline, 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 11/29/2020	Season-to-Date (since 11/01/2020)	2020 Year to Date
Hass	1,229,758	5,178,874	363,788,179
Lamb	0	0	11,169,186
Other (Greens)	7,831	7,831	1,607,251
<b>California Total</b>	<b>1,237,589</b>	<b>5,186,705</b>	<b>376,564,616</b>
Florida	438,130	2,403,335	30,849,720
Chile	0	0	2,445,132
Mexico	50,388,764	197,581,184	2,009,063,057
Peru	0	0	184,299,619
Other (Imports)	1,200,000	4,870,000	44,660,000
<b>Import Total</b>	<b>51,588,764</b>	<b>202,451,184</b>	<b>2,240,467,808</b>
<b>USA Total</b>	<b>53,264,483</b>	<b>210,041,224</b>	<b>2,647,882,144</b>

Sources:

California = CAC (AMRIC)

Florida = Florida Avocado Admin Committee

Chile = Comite de Paltas, Chile

Mexico = APEAM

Peru = ProHass

Other Imports = USDA AMS website

### Crop Statistics

Below are the weekly harvest projections and actuals through week ending 11/29/2020, where year-to-date harvest volumes are over 381 million pounds. It is anticipated that the final 2020 harvest is close to finished which will put the final crop number at about 383 million pounds. CAC is currently working with handlers on the official pre-season 2021 crop estimate, with total volume estimates and weekly projections available by mid-December.

**2020 California Crop Weekly Harvest Projection  
Weekly Crop Movement vs. Distribution Projections  
All Varieties**

Week Ending (CAC Week)	4-Year Historical Forecast 2020 Crop Estimate	AMRIC Handler Forecast July 2020 Update	Industry Adjusted		
			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>	
<b>2nd QTR SubTotal</b>	<b>110,055,600</b>	<b>122,612,100</b>	<b>117,715,842</b>	<b>134,717,499</b>	
Oct 4 - (49)	1,089,700	3,120,200	4,090,383	7,916,642	372,204,297
Oct 11 - (50)	640,000	1,864,400	2,504,002	6,233,898	372,852,109
Oct 18 - (51)	270,900	845,300	2,269,906	4,871,928	374,283,157
Oct 25 - (52)	266,400	831,300	2,033,879	2,756,603	375,485,328
Nov 1 - (1)	155,900	479,700	1,353,970	1,670,428	376,842,065
Nov 8 - (2)	7,700	8,900	1,684,018	2,792,568	378,033,319
Nov 15 - (3)	3,800	4,500	1,431,873	1,263,372	379,461,655
Nov 22 - (4)	40,600	47,800	1,276,174	1,643,854	381,928,243
Nov 29 - (5)	24,100	28,400	1,237,589	947,883	381,899,149
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>4th QTR SubTotal</b>	<b>3,069,100</b>	<b>7,421,800</b>	<b>17,881,794</b>	<b>30,097,176</b>	
<b>Season-to-Date</b>	<b>368,429,900</b>	<b>372,808,700</b>	<b>381,703,285</b>	<b>398,450,684</b>	
<b>% of Crop</b>	99%	100%	102%	107%	
<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>13,273,385</b>	<b>8,894,585</b>	<b>(8,703,285)</b>	<b>(25,450,684)</b>	

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

(December 1-25)

Summary- A *La Niña* pattern is expected to persist during Dec and Jan 2021, and continue further in February, although to a lesser extent. For California, this argues for drier than normal in the central and south portions of the state, and wetter than normal in the Pacific Northwest. The Northern California coast and mountains will be somewhat in between with periods of the usual rain. Above normal rainfall will tend to focus Mendocino Co north, and in the Pacific Northwest states. Occasionally, we may see some troughs develop over Arizona, S-SE California, and NW Mexico.

We will see frequent rainy frontal passages into northern California, Oregon and Washington with rains, and a tendency for higher than normal snow levels, while somewhat dry and warm periods develop in Southern California. There is a chance for some of the cold arctic surges to develop, with the usual frost/freeze events in S California and the San Joaquin Valley. Some of these may occur in Dec but are most likely in Jan, particularly in mid to late Jan and early Feb.

There is support for development of lows, troughs, and some significant rains into N California and the Pacific Northwest states as subtropical, moist storm tracks develop. *La Niñas* produce the best environment for atmospheric rivers into northern California and Oregon, with focus into coastal areas of the Pacific Northwest. North portions of the Rockies and Great Basin (Idaho) may also be included. As we turn toward more seasonable conditions for rain in NW California, the long term seasonal trend for Southern California will tend to be drier than normal. As dry cold fronts come through, there

is risk of cold Santa Anas, with damaging winds. In Southern California, *La Niñas* tend to have long fire seasons, and intermittent recurrence of fire conditions during the normally wet winter months (Dec, Jan, Feb).

Current Most Likely Precipitation Dates (from our CFSDaily product for near term guidance of first 30 days): For the near term, minimal or no precipitation is indicated for N and Central California through 8 Dec. A significant and cold storm with low snow levels is possible on Dec 9-12 with widespread rainshowers through at least central and southern California, and possibly in the north as well. The system appears cold, with low snow levels, possibly down to 3500 ft in the Sierra and 4000 ft SOCAL. Other showers are possible 15-17, and rains 21-23 Dec with potential for moderate amounts. A nice storm in N and Central California on 25-28 Dec., prior to a nice dry New Years holiday.

In S California, again it will be difficult to retrieve rainfall that is near normal for the next 30 days as well as for the season as a whole. However, there appears to be a good storm event with rains and mountain snows during 9-12 Dec. Other rains are suggested by CFSDailyAI for 23 and 24 Dec Santa Barbara Co N along the central coast, and rains/snows in the high desert (Los Angeles and San Bernardino Co's), and the north Arizona Plateau – Yavapai Co, Grand Canyon area, and upper Salt River watershed. Another nice storm occurs 28 in central California, Sierras, and through N half of Arizona, but again, sidesteps past SOCAL.

Some rain dates from CFSDailyAI for SOCAL: 12/8-12/12, 12/23-24 in Santa Barbara-San Luis Obispo Co's and Ventura Co, but nothing for Christmas–New Years in SOCAL Ventura Co south to Mexican Border.

The NORCAL coast (Mendocino County north) and Cascades from Mt Lassen northward have best chance for below normal precipitation in January. February appears to have above normal precipitation for NW California, and otherwise near normal precipitation for northcentral and remainder of N California. Temperatures also appear near or above normal for the most part.

*La Niña* seasons are not favorable for subtropical jet formation, or significant rains into SOCAL.

**\*\*\*The long range outlook for Jan 1 - Feb 28, 2021\*\*\***

A dry and warm early winter continues to be indicated in Jan after some good rains in December (mentioned above). Watch for a turn to colder than normal with higher than normal incidence of freezes and frost in SOCAL during Feb and Mar 2021, both in northcentral California Viticultural region, as well as SOCAL avocado/citrus areas.

January 2021 appears to be warmer and drier than normal due to persistent upper high pressure over southcentral and S California, while the storm track remains north over Oregon and far N California Humboldt Co north. Persistent high pressure over Central California argues for persistent haze during Jan in the San Joaquin Valley and Delta regions. It also argues for recurrent Santa Ana wind or offshore flow events in SOCAL during Jan.

Statistically, the period Jan 2-10 is usually an active one, for storms. Jan 12-22 is statistically a cold period with freezes between rain events. This Jan in N California, we expect subnormal rainfall, so the 12-22 is more likely to be dominated by frost and freeze events, and persistent valley haze and fog in the San Joaquin Valley. Jan 23-31 can still experience some of the mid-winter pause in storminess in N California as the storm track focuses into the Pacific Northwest. During wet seasons, this is usually a time for the southern storm track to dominate and bring rains into southern and central California. For Feb 2021, NMME guidance suggests: colder than normal, but with near normal rainfall in Feb for NORCAL. Statistically wettest periods of Feb are 8-12, 13-18, and 26-28. With colder than normal conditions we would expect near or a little above normal snowfall in the Siskiyou's, Trinity Alps, Trinity Co, and northern and central Sierras during Feb. For SOCAL, due to La Nina, it may be difficult to realize precipitation approaching normal in southern parts of California. There is no definable trend, other than below normal precipitation at this time.

Alan Fox...Fox Weather, LLC

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