



IN THIS ISSUE, YOU'LL FIND:

[GEM Informational Webinar Recording Now Available Online](#)

[Free Weed Management Resource Available Online](#)

[Orondis® Fungicide Available for use in California Avocado Groves](#)

[UC – Riverside Rootstock Program Seeks California Growers to Test Rootstocks](#)

[Avocado Ripeness Study Provides Insights into Consumer Purchase Decisions](#)

[Commission Pitches Editorial Placements at International Foodservice Media Event](#)

[Commission Develops Potential Promotional Partnerships at Global Culinary Event](#)

[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>

Ventura County RCD Fire Preparedness and Recovery Virtual Seminars

The Ventura County Fire Resource Conservation District is offering a series of free wildfire prevention virtual workshops. The series will discuss wildfire prevention and tips, how to prepare for potential wildfires and allow participants to ask questions of a variety of wildfire personnel and professionals. Registration required. [More information here.](#)

December 7

December 7 (“Community Efforts and Opportunities to Reduce Wildfire Risks Panel Discussion”)

Time: 6:00pm – 7:00pm

Location: Webinar

CAC Production Research Committee Web/Teleconference

December 8

December 8

Time: 9:00am – 11:00am

Location: Web/Teleconference

CAC Marketing Committee Web/Teleconference

December 9

December 9

Time: 10:00am – 12:00pm

Location: Web/Teleconference

GEM Informational Webinar Recording Now Available Online

In November, the California Avocado Commission hosted a virtual informational meeting concerning the GEM variety. The [video from the webinar is now available on the Commission's YouTube channel](#).

An important part of the Commission's role is to provide information to industry members, and therefore the GEM informational meeting and grower panel was set up in response to interest from growers. The Commission is not advocating for or against the GEM variety, but rather has provided factual information and facilitated an opportunity for growers to share their experience on the GEM variety. Ultimately, it is a grower's responsibility to make decisions specific to their own operation along with potential market outlook when determining their individual business direction.

The virtual meeting includes information about the following:

- Current and projected California production volumes/acres
- Size curves
- Pricing
- CAC promotional activities

The video includes a GEM grower panel — including Henry Dominguez, Sal Dominguez, Robert Jackson and Jaime Serrato — who share their experiences with the GEM variety.

Free Weed Management Resource Available Online

A new publication entitled, "[Manage Weeds on Your Farm: A Guide to Ecological Strategies](#)" is available for free online. A print version of the publication will be available in the spring of 2022.

The publication, produced by Sustainable Research and Education and authored by Charles L. Mohler, John R. Teasdale and Antonio DiTommaso is a comprehensive guide for both organic and conventional farmers that helps growers understand weeds and how to best manage them. The first part of the guide focuses on the biology and behavior of weeds and using control strategies that exploit their weaknesses. The highlights below are just a sampling of the helpful information available in Part I of the guide.

- How to think about weeds — covering topics such as weed density, propagation of perennial weeds, why tillage prompts germination, sensitivity to frost, drought tolerance, natural enemies and responses to soil conditions and shade
- Cultural weed management — including cover crops, organic/synthetic mulch, solarization, using livestock for weed management and how to manage weeds when transitioning to organic production
- Mechanical and other physical weed management methods — such as tillage, hoeing and chemical weed management
- Profiles of five farms with innovative weed management practices, including references

Part II of the definitive guide contains a reference section to help growers identify and manage 63 of the most difficult-to-control species in the U.S. This includes summary tables of weed characteristics and provides helpful management strategies for grass and broadleaf species of weeds.

Orondis® Fungicide Available for use in California Avocado Groves

California avocado growers received an early Thanksgiving surprise on Wednesday, November 24 when Syngenta announced their product Orondis® Fungicide had been granted full registration for use against Phytophthora root rot in California avocado groves.

Orondis® (Oxathiapiprolin) is an entirely new type of fungicide belonging to FRAC class 49 (Fungicide Resistance Action Committee). Orondis® works directly against the Phytophthora propagules in the soil, rather than against the pathogen in the tree, effectively eradicating the pathogen from treated soil for a period following application.

The labeled rate for Orondis® on avocados is 4.8 fl. oz./acre up to 9.6 fl. oz./acre. Syngenta recommends the 4.8 fl. oz./acre rate for maintenance programs utilizing a 6-month retreatment program, or the 9.6 fl. oz./acre rate for a 12-month retreatment program. For heavy/severe infections and/or to start off using a strong program before reverting to a maintenance program, Syngenta recommends considering using the higher end of the labeled rates on a 6-month retreatment program for the first year. Importantly, Orondis® is limited to no more than two sequential applications before rotating to a fungicide with a different mode of action (non-FRAC class 49). In trials, Ridomil Gold® SL at 16 oz./acre was an effective product to use in rotation with Orondis®. Orondis® has a Restricted Entry Interval of 4 hours and a Preharvest Interval of 30 days.

Orondis® is approved for application through drip or microsprinkler irrigation only. The soil should be wetted prior to injecting Orondis®, and the product must be incorporated with 8-12 hours of irrigation. Dakota Camino, Syngenta Sales Representative, states, “A minimum of 8 hours and maximum of 12 hours of water is often most efficient for incorporation; I would not advise using less than 6 hours of water to incorporate Orondis® and I would not advise using more than 12 hours of water to incorporate Orondis® in most systems.”

Growers need to be aware that existing stocks of product have labels that do NOT include avocados. Therefore, growers must have in their possession at the time of application the [product's supplemental label that includes avocados](#), until new product with an updated label is available. A copy of the supplemental label is available in the right-hand navigation.

Also, it is important to know that nut crops in California were added to the label at the same time avocados were added. There are over 1 million acres of nut crops in California compared with about 50,000 acres of avocados. Syngenta is doing everything they can to ensure product is available to any grower wishing to apply Orondis® to avocados, but orders will be filled on a first-come-first-served basis. Growers should speak with their Pest Control Advisor immediately to develop their treatment plan for 2022 and get their order in as soon as possible.

UC – Riverside Rootstock Program Seeks California Growers to Test Rootstocks

The University of California Riverside Avocado Rootstock Program is seeking California avocado growers interested in participating and testing the soon-to-be released UCR avocado rootstocks selections beginning in Spring 2022. UCR Rootstocks selections have been chosen for their performance under Phytophthora root rot high incidence, alkalinity, heat, and salinity tolerance.

UCR is in search of California growers willing to establish two rootstock x scion field trials:

- 576 trees corresponding to Dusa, Toro Canyon, Stedoom, PP35, PP40, and PP80 UCR rootstocks grafted with Hass, Gem, Lamb Hass, and Reed (24 trees/rootstock x scion combination)
- 600 trees corresponding to Dusa, PP35, PP40, and PP80 UCR rootstocks grafted with Hass, Gem, and Lamb Hass (50 trees/ rootstock x scion combination). PP35, PP40, and PP80 are rootstocks with Phytophthora root rot resistance and exhibited good performance (tree health and yield) under high salinity and heat conditions.

Selection Criteria

In order to test the rootstocks under the best conditions, UCR is seeking California avocado growers who meet the following criteria:

1. Growers must be willing to engage in a **long-time commitment for the research trial** (10 years) to ensure UCR can acquire data required for release.
2. Sites will be selected based on the diverse challenges an orchard has: Phytophthora root rot, salinity and high alkalinity. Soil structure will also be considered, especially for soils with low drainage and high saturation.
3. Harvesting will be done in coordination with the UCR research team. The grower will need to provide assistance during the harvesting process. The research team also would prefer single stripping harvest.
4. It is a requirement that field sites for the new experimental trials be established in single growth areas and not between growers' existing avocado trees (no inter-planting).
5. UCR will require open access to the gates of the field where the rootstocks will be evaluated during its quarterly visits.

Growers interested in participating in the UCR rootstock evaluation process should contact Patricia Manosalva at patricia.manosalva@ucr.edu.

Avocado Ripeness Study Provides Insights into Consumer Purchase Decisions

Understanding the behaviors behind a shopper's decision-making process is a key component of increasing sales of California avocados. To that end, the Commission conducted an Avocado Ripeness Study during the 2021 California avocado season at Tier 1 retail account locations to gain insight into shoppers' avocado ripeness level preferences and the role those preferences play in determining their purchase decisions.

In 2002, a quantitative consumer study conducted by CAC discovered 77% of avocado consumers planned to eat their avocados on the same or following day of purchase. CAC's 2021 study suggests trends are changing — today's consumers are looking to purchase avocados they can enjoy the day of purchase as well as later in the week. Further, respondents noted they rarely purchase avocados for same day use only. Another significant change from 2002 is that the majority of those surveyed indicated they preferred avocados to be slightly underripe, rather than overripe, to ensure they have the flexibility to use the fruit over a period of days.

Shoppers indicated they gauge avocado ripeness based on the fruit's appearance, color and firmness. When looking for fruit to consume the day of purchase, they opt for bulk avocados because they can easily assess an individual piece of fruit's ripeness — despite considering bulk avocados the more expensive option.

When it comes to choosing avocados they will use in the next three to five days, shoppers indicated a preference for bagged avocados because of the perceived value and convenience they offer. Participants also noted that if available, they would prefer a variety of ripeness levels of avocados in the bag so they could use the avocados over time. Consumers also have a strong awareness of how to adjust the ripening of avocados at home, including storing avocados in the refrigerator to slow the ripening process or expediting it by placing the fruit in a paper bag.

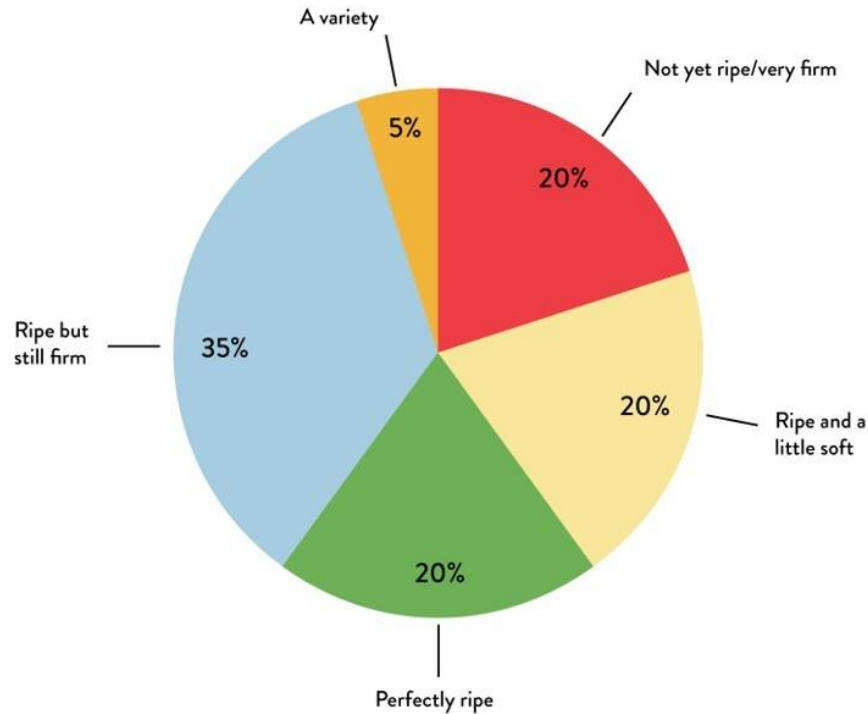
The study also helped the Commission determine if selected retail accounts are meeting shopper preferences. CAC noted select retailers are crafting displays based on shoppers' ripeness preferences, including avocado displays that feature adjacent sections of avocados that are "ripe now" and that will be "ripe in a few days." Retailers often stack the ripest avocados on top of firmer ones, helping shoppers select the ripest fruit and protecting the softer fruit.

Insights from this qualitative ripeness study can have an impact on sales. The Commission is sharing key findings with handlers and retailers including the following recommendations:

Shoppers are looking for multiple levels of ripeness when selecting avocados, therefore they should consider providing a variety of ripeness levels of bulk California avocados and offering bagged avocados with multiple levels of ripeness per package

Shoppers indicated they consider country of origin and show preference for California avocados, so displays should showcase that the fruit is grown in California

Providing recipes and usage ideas for California avocados can offer shoppers meal inspiration for perfectly ripe and soon-to-be ripe avocados



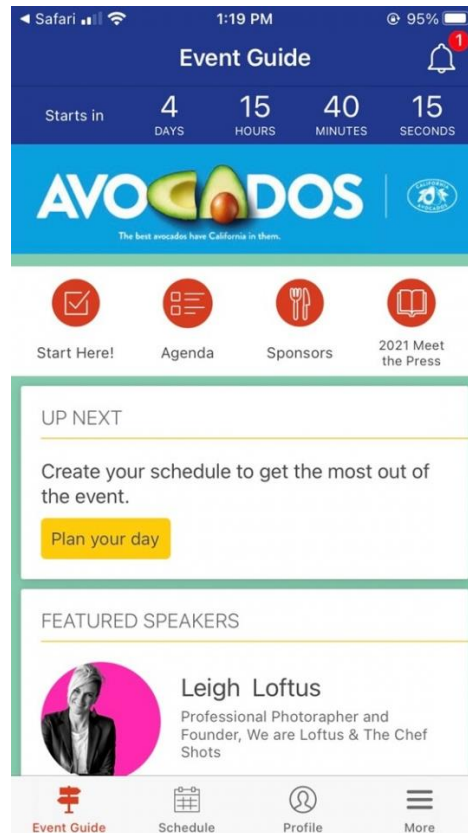
California Avocado shoppers at Tier 1 retailers are looking for multiple levels of avocado ripeness when they shop.

Commission Pitches Editorial Placements at International Foodservice Media Event

To help increase public relations exposure of fresh California avocados and California avocado growers, the California Avocado Commission foodservice team met one-on-one with media editors at the International Foodservice Editorial Council in Annapolis, Maryland. Events such as this are critical to securing editorial opportunities that heighten awareness of California avocados among foodservice operators throughout the year.

Throughout the event, which took place from October 25 – 27, CAC met with foodservice media editors and writers in a series of 10-minute, one-on-one sessions to discuss editorial placements for 2022. During these discussions, CAC’s foodservice team shared how the Commission can provide support and assets — operator leads, recipes and photography — of interest to their readers. The Commission met with 15 editors representing 14 foodservice publications. Attendees included media representatives from CAFÉ, Campus Dining Today, Catersource/Special Events, Datassential, Flavor & The Menu, Food Management, Foodservice Director, FSR, Healthy School Recipes, National Culinary Review, Nation’s Restaurant News, Plate, Prepared Foods, QSR, Restaurant Business, Restaurant Hospitality, School Nutrition and Snack Food & Wholesale Bakery.

The Commission also leveraged this event by showcasing the quality and versatility of California avocados at a relaxing reception for 21 editors from 17 publications that was co-sponsored by CAC. The reception offered the opportunity to hold deeper-level discussions with the attendees concerning potential editorial placements that could enlighten their readers about the benefits of having fresh California avocados on the menu. In addition, CAC sponsored the IFEC Mobile Conference App with a banner ad that helped California avocados maintain a high profile with attendees during the event.



The Commission kept California avocados top-of-mind during the event by sponsoring the IFEC Mobile Conference App with placement of its banner ad.

Commission Develops Potential Promotional Partnerships at Global Culinary Event

From October 10 – 13, members of the California Avocado Commission’s foodservice team networked with menu developers from chains ranked 201-400 in the nation at the Global Culinary Innovators Association Combine in Portland, Maine. The off-season event provided CAC staff with the opportunity to meet in person with targeted foodservice operators and keep California avocados top-of-mind as culinary decision makers prepare menus for the 2022 season. CAC’s foodservice team discussed the benefits and value of fresh California avocados on the menu and proposed and planned menu items featuring the fruit.

During the event, CAC broadened its list of potential target chain contacts and confirmed returning and/or new fresh California avocado menu items on current partner menus. The Commission met with 13 chain operators and established one new contact, helping to encourage demand for and loyalty to California avocados.



CAC foodservice team member Alexi Rudolf with Jason Knoll of Another Broken Egg and Kelly Dykhuizen of Datassential.

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 – November 25, 2021

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

California Avocado Commission Weekly Volume Summary (Pounds)

California Avocado Commission Weekly Volume Summary (pounds)			
	Week Ending 11/28/2021	Season-to-Date (since 11/1/21)	2021 Year to Date
Hass	0	6,676	243,865,301
Lamb	0	0	10,208,189
Gem	0	0	2,497,088
Other Varieties	0	11,040	613,035
California Total	0	17,716	257,183,612
Florida	41,800	1,746,085	23,024,210
Chile	0	1,553,613	7,666,934
Colombia	0	0	5,290,000
Mexico	4,105,087	155,502,223	2,157,665,692
Peru	0	0	190,446,309
Other (Imports)	1,580,000	7,070,000	73,040,000
Import Total	5,685,087	164,125,836	2,434,108,935
US Market Total	5,726,887	165,889,637	2,714,316,757
Source(s):	California = CAC (AMRIC), Chile = Comité de Paltas, Chile		
	Florida = Florida Avocado Admin Committee		
	Mexico = APEAM, Peru = ProHass		
	Other Imports = USDA AMS website		

Crop Statistics

The 2020-21 California harvest is now complete. The Commission is currently preparing for the annual pre-season crop survey of handlers to establish the pre-season estimate for the 2022 crop. Please check back in late-December for an update on the 2022 estimated crop volume and weekly/monthly harvest projections.

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

(Dec. 1 – Dec. 31)

BASIC PATTERN:

Large Scale Pattern –

- A. A moderate to strong sea surface temperature anomaly gradient, will bring a shift to cold, showery, blustery cold frontal passages, with periods of moderate rains, and local moderate to seasonably heavy snow in Sierra Nevada.
- B. December: It turns wet with northern and Central California...near or a little wetter than normal as troughing increases into California. Southern California has a chance for near or above normal rainfall in this pattern. The good news is low snow levels in the Sierras...mostly 2500-4000 ft...some snow levels to 1500-2000 ft in the NW California coastal mountains at times. A break in the rains around the holidays is possible.
- C. January: Colder than normal. Turning drier than normal along the California coast, but normal precipitation in the mountains, Sierras, and plenty of snowfall.
- D. February: Very dry in all of California, including SOCAL, but near normal rainfall in far N California and Siskiyou Mountains, and the north coast Humboldt Co north.

- E. March: Continued very dry in most of California, but with above normal precipitation in N California Mendocino Co north, and in the mountains (northern Sierras, and Siskiyou's). Recurrent NW flow from an area of colder than normal sea surface will tend to shift California into a colder than normal pattern. This suggests more frequent frost/freeze events than usual for Jan and Feb, including SOCAL citrus and avocado regions.

FORECASTS FOR CALIFORNIA

- A. We shift from a drier and warmer than normal period during the last week of Nov to a predominantly wet period for most of Dec.
- B. Precipitation Trend: The main dates of precipitation with this latest forecast are: Dec 6-7, 9-12, 13-15, 18-19, 22-25 per GFS model. CFSDaily is showing, beyond 25: Dec 26, Jan 1-7, Jan 10.
- C. Precipitation Trend: The main dates of precipitation with this latest forecast are: Dec 6-7, 9-12, 13-15, 18-19, 22-25 per GFS model. CFSDaily is showing, beyond 25: Dec 26, Jan 1-7, Jan 10.

N and Central California- Dec 4 2021-Jan 4 2022:

NORCAL Rains: Dec 6-7, 9-12, 13, 15, 18-19, 23-25, Jan 3.

CENTRAL CALIF Rains: 7, 9-10, 13-14, 18-19, 23-24, Jan 3 (north areas).

WARM SPELLS: 5, 12, 17, 22, Dec 31-Jan 2.

COLD SPELLS: 7-8, 10-11, 18-20, 24-27, Jan 5-6.

FROST AND FREEZE: 8, 14, 16-17, 20-22, 26-28, Jan 4-5.

Forecast for S California – Dec 4 2021-Jan 4 2022:

SOCAL RAINS: Dec 7 (north areas), 13-14, 19, 24-25, 27.

SOCAL WARM SPELLS: Dec 5-6, 11-12, 17-18, 22-23, Jan 1-4.

SOCAL COOL OR COLD SPELLS: Dec 13-15, 19-20, 24-26, 27-28.

FRONTS WITH RAINS: Dec 13, 19, 24, 27.

Frosts may follow on: 15-16, 20-21, 26, 28-30.

Sierra Nevada: Dec 4-Jan 4 2022:

Dates of mountain rains and snows: Dec 7, 9, 11-12, 13-14, 18-19, 24-25, Jan 4.

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

Southern California Deserts Outlook for Dec 4 2021-Jan 4 2022:

Highlights: A turn to wetter but colder than normal for the deserts is suggested for Dec. Temperatures will drift to normal in a progressive trend through Dec, with increased frequency of frosts towards the holidays to end of Dec, mainly on the dates in which rain is not occurring.

Looking Ahead – Long Range Outlook

N and Central California Jan 5 – Feb 25 2022:

Summary: Colder than normal is expected across northern and central California Jan 7 onward through Feb. Near normal precipitation is suggested for NORCAL north portions in January, but below normal rain for the Delta and Bay Area counties in Jan. Near normal precipitation (rain and snow) is suggested in the northern and central Sierras. Cooler and drier than normal for southcentral California and Salinas Valley and central coast are expected.

For SOCAL Jan 5 – Feb 25 2022:

Jan 7th onward will have near or below normal temperatures for S California, and continued cool in Feb. Watch for an increase in frost/freeze frequency in Jan and Feb from dry cold fronts. The best chances for frost/freeze will follow these fronts as winds subside and inversions develop through valleys. Below normal precipitation is expected in S California for 8 Jan onward, and Feb with dry to very dry conditions both months. Occasional Santa Ana winds develop. These bring warming to the coast, but areas of freeze or wetbulb freeze in coastal valleys overnights, when winds subside, colder air plus valley inversions will produce frost and freeze to many SOCAL coastal and inland valleys.

CFSv2 monthly guidance suggests some troughs coming south into SOCAL and Arizona at times during Jan and Feb. There is not much rain in such a pattern, but plenty of wind and opportunity for frost and freeze in the prime winter food-crop areas of the southern deserts and SW Arizona. Again, the best chance of frost/freeze will be following dry cold frontal passages and after offshore winds subside. Cold inversions develop when winds are light and the air mass is dry. Many times these come with light offshore flow or weak onshore flow that have little inland penetration of moisture from ocean or beach.

Looking Ahead – March 2022:

The overall trend for late February (26-28), and month of March... recurrently colder than normal, with near normal precipitation. This suggests some improvement in the snow cover for mountain areas (Sierra Nevada), even though above normal precipitation is not currently indicated. However, this scenario also indicates possibly aggressive frost and freeze periods occurring in the early spring budding period in central and northern California.

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

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

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