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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 Board Meeting

February 24

February 24

Time: TBA

Location: TBA

Commission's State-of-the-industry Survey Summary Findings Available Online

To provide the California Avocado Commission and the growers it serves with a better perspective on the health of the California avocado industry, CAC retained the Tootelian Company to conduct a member survey. [Summary findings from the report are now available on the California avocado grower website.](#)

The survey was sent to all CAC members in August 2021. The 77-page report includes detailed findings concerning:

- Farm acreage
- Pounds harvested and crop values by district and acreage
- Overall farm income, expenses and net margin
- Farm income, expenses and net margin by district and acreage
- Water sources
- Overall irrigation costs
- Irrigation costs by water source, district and acreage

- Perceived threats to future profitability

Highlights from the survey are as follows:

- Across all districts, bearing acres comprised about 80% of total acres.
- From 2018 – 2020, the average number of pounds harvested per bearing acre declined at a rate of -2.4% per year.
- During this same time frame, the average crop value per bearing acre rose at a rate of 0.8% per year. When examined by the acreage of the operation, the annual growth rates in crop values per bearing acre (2018-2020) were 6.7% for farms with 10 acres or less, 2.3% for farms with 11 – 50 acres and -1.4% for those with 51 acres or more.
- The three-year average for total expenses as a percent of gross income was 93.7% with an average net margin of 6.3%.
- Average gross income was 2.7% per year with expenses growing at a 4.4% rate annually.
- Respondents indicated they did not change their water sources much from 2018 – 2020 with District 1 and District 2 relying primarily on water agencies, District 4 utilizing mutual water companies and Districts 3 and 5 relying mainly on wells/surface water on the property.
- Overall irrigation costs per dollar of crop value dropped from 18.9% in 2018 to 15.9% in 2020, with irrigation costs as a percent of total expenses dropping from 20.2% in 2018 to 15.3% in 2020.
- The highest average irrigation costs per acre in 2020 were associated with mutual water companies (\$1,389/acre) and water agencies (\$1,157/acre) and lowest when growers combined well/surface water with water agencies (\$698/acre) and wells/surface water with mutual water companies (\$555/acre).
- Respondents indicated the most serious threats to future profitability are water costs, costs of complying with government regulations and labor costs.
- Other factors identified as threats to profitability included availability of water, imported avocados and environmental regulations.

[Findings from the survey](#) will be used to help the Commission explore potential opportunities to address growers' most pressing challenges.

Free Online Food Safety Training Sessions Available

Members of the California avocado industry can complete free food safety training, as mandated by the U.S. Federal Department of Agriculture's new Produce Safety rule, from the comfort of their own home or business. Upon completion, attendees will receive a certificate from the Association of Food and Drug Officials verifying they have completed the training. The Food Safety Training Partnership — comprised of the Safe Food Alliance, Farm Employers Labor Service and California Farm Bureau — will host the webinars in February. [Future webinar dates will be posted on their website.](#) [Online registration for the sessions is available.](#)

The two-day sessions will include the following:

- Introduction to produce safety
- Worker health, hygiene and training
- Soil amendments

- Wildlife, domesticated animals and land use
- Agricultural water — production water and postharvest water
- Postharvest handling and sanitation
- How to develop a farm food safety plan
- Question and answer session — attendees are encouraged to share their experiences and have questions prepared

Attendees also will be provided with the following resources:

- A decision tree to help your determine how/if a regulation applies to your operation
- Record-keeping templates
- Tools to calculate “qualified exemption” applicability
- List of allowable water treatment compounds
- Water analysis calculation tools

In order to receive certification, attendees will be monitored during the session and must remain present throughout the course. For that reason, attendees will need a high-speed internet connection and computer/device with a webcam and microphone that must remain functional throughout the course.

The webinars are available as listed below. Please note, the instructors will provide time for breaks.

February 9 – 10

10:00 a.m. – 3:30 p.m.

[Register for the February 9 – 10 sessions now.](#)

February 22 – 23

10:00 a.m. – 3:30 p.m.

[Register for the February 22- 23 sessions now.](#)

Pandemic Assistance Available for Certified Organic and Transitioning Farms

The U.S. Department of Agriculture’s new [Organic and Transitional Education and Certification Program](#) is making pandemic assistance available to cover the costs associated with organic certification and/or transitioning to organic production. Financial assistance is available to cover expenses paid during the 2020, 2021 and 2022 fiscal years.

To be eligible for OTECP, an applicant must:

- Have paid eligible expenses during fiscal year 2020, 2021, 2022 (expenses prior to October 1, 2019 are not eligible). Expenses that have been incurred, but not paid, are not eligible.
- Be either a certified organic or transitional operation at the time of application.

Eligible expenses and payments for certified organic operations include:

- Application fees
- Inspection fees

- USDA organic certification expenses
- State organic program fees
- User fees or certifier sales assessments
- Postage
- Soil testing required by the USDA National Organic Program
- Educational event registration fees

Eligible expenses and payments for transitional operations include:

- Certifying agent fees or consultant pre-certification inspection fees
- Soil testing required by the USDA National Organic Program
- Educational event registration fees

The application period is November 8, 2021 – January 7, 2022. Eligible producers can apply by working directly with a Farm Service Agency office. For producers with an eAuthentication account, they may [apply via the online OTECP Application Portal](#). For complete details concerning potential payment amounts and the application process, [visit the USDA OTECP website](#).

New California Avocado Merchandise Ready for the Holidays

Throughout the month of November, as holiday shopping kicked into gear, the California Avocado Commission added fun new items to the online California avocado merchandise shop. Social posts on Black Friday and Cyber Monday encouraged consumers to gift friends and family with the California avocado-themed gear. The posts featured a variety of newly available merchandise that appeals to a wide range of California avocado fans who, when they publicly wear or use the items, help extend the California avocado marketing campaign year-round, boost awareness of the fruit and bolster demand.

The new California avocado-branded items on Shop.CaliforniaAvocados.com range from t-shirts and hoodies, to posters, aprons and beach towels. In keeping with CAC’s strategy to offer products made domestically and reinforce the “local” nature of California avocados, all of the new merch is made in the USA. Accessories include a new assortment of California avocado stickers retailing at \$5 per pack, eight poster reprints of California avocado ad campaign designs retailing at \$30 each, a California Avocado Best Friends Mug (\$24), a California Waves Beach Towel (\$48) and a California Taste Apron (\$38) ideal for culinary creativity in the kitchen. The newest clothing items include a Colors Long Sleeve T-shirt, retailing at \$44, a Creativi-T-shirt for \$28, and a Wonder Hoodie and Wonder Sweatpants, each retailing at \$69. Two of the newest items were designed to spur social conversations: a California Avo Head Hat perfect for tailgating, sports events and more (\$31); and a California Avocado Pit Pillow designed for expectant mothers who want to cozy up with an avocado-shaped pillow (\$75). Three new additional items will be added to the online merchandise shop in the near future: a Best Friends Crewneck Sweatshirt (\$69), a California Avocado Carry-All Pouch (\$10) and a California Avocado Laptop Sleeve (\$25).

To increase awareness of the California avocado-themed items during the holiday shopping season, the Commission is showcasing the new offerings on its social media platforms. To make it simple for consumers to purchase items that appear in their Instagram and Facebook feeds, the Commission utilizes Shopify, which integrates with the platforms and allows shoppers to click on an item and seamlessly purchase it online. In addition, the Commission is offering free shipping on Shop.CaliforniaAvocado.com through 12/31/21 to pique the interest of budget-conscious consumers.



A new assortment of 18" x 24" poster reprints of "the best avocados have California in them" ad campaign are now available at Shop.CaliforniaAvocado.com.

Commission's Chef, Dietitian and Nutrition Partners Craft Recipes Across the Meal Spectrum

Recipes are one of the top methods for introducing consumers to the numerous ways the ever-versatile California avocado can be enjoyed. Recipes also are highly sought after by avocado consumers and are an effective means of disseminating information about California avocados' seasonality and locally grown origins. For those reasons, the California Avocado Commission partners with renowned chefs, dietitians and nutrition experts to develop noteworthy California avocado recipes for broad use across its marketing programs.

Last fiscal year 91 fresh, appetizing recipes were posted on a regular basis to the CaliforniaAvocado.com recipe section — the number one visited section of the consumer website. The newly-generated recipes included 26 entrees; 13 sandwiches, burgers and wraps; 10 side dishes; 9 breakfast options; 9 salads; 7 desserts; 5 salsas and sauces; 3 avocado toasts; 3 guacamoles and dips; 3 soups; 2 appetizers and 1 beverage.

By sharing recipes that showcase a variety of uses for California avocados and are crafted by recognized culinary experts, the Commission can drive demand and build loyalty for California avocados. Award-winning author Bonnie Taub-Dix, MA, RDN, CDN, developed a Stuffed California Avocado with Mediterranean Salmon recipe pairing heart healthy California avocados and salmon. Patty Mastracco, a talented recipe developer and frequent guest on national PBS and Sacramento and Fresno television shows, created a delicious on-trend Instant Pot® recipe, Turkey and Avocado Larb Lettuce Wraps. Bravo's Top Chef All-Stars finalist and creator of 15 successful restaurants across the U.S., celebrity chef Brian Malarkey, crafted a series of divine and delicious recipes for CAC's public relations program. Creations from Chef E Dubble, who trained in England and hails from London-based Le Cordon Bleu included a new twist on California avocado toast.



Chef E Dubble's Fried Avocado Toast with Carmelized Bacon and Arugula was one of three avocado toast recipes created this year.

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 – December 16, 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 12/12/2021	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	5,520	22,080	624,075
California Total	5,520	28,756	257,194,652
Florida	561,715	2,825,295	24,103,420
Chile	0	2,803,613	8,916,934
Colombia	490,000	590,000	5,880,000
Mexico	46,847,135	283,006,490	2,285,169,959
Peru	0	0	190,446,309
Other (Imports)	2,900,000	11,700,000	72,380,000
Import Total	50,237,135	298,100,103	2,562,793,202
US Market Total	50,804,370	300,954,154	2,844,091,274
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. 16 – Jan. 19)

BASIC PATTERN:

Large Scale Pattern –

- A. December: Troughs and cold fronts are supported near the coast of North-Central and Northern California. This will maintain the cold, showery weather, and blustery cold frontal passages. Periods of moderate rains, and locally moderate to seasonable snowfall in Sierra Nevada.
- B. January: Colder than normal with near normal rains and snowfall to start Jan. Turning drier than normal along the California coast later in Jan, and struggling to maintain normal snow amounts in the mountains after a good start to the snows and rains in late Dec and early Jan.
- C. February: Very dry in all of California, including SOCAL, but possibly a chance for near normal rainfall in far N California and the Siskiyou Mountains, and north coast Humboldt Co north. Freezes in SOCAL early in the month, then warmer days after a period of blustery cold fronts 9 Feb to mid-month.

- D. March: Continued somewhat dry in most of California, but with above normal precipitation in N California Humboldt Co north, and in the mountains (northern Sierras, and Siskiyou's).
- E. After subnormal rains last year, and some more subnormal rains this winter, despite the nice snows in Dec and early Jan, the water budget deficit continues problematic due to subnormal rainfall in the main rain months of winter.
- F. 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 to a predominantly cold and seasonably wet period for most the remainder of Dec.
- B. Precipitation Trend: : The main dates of precipitation are: Dec 18, 20, Dec 24-28, 31-Jan 1. Heaviest are 25-28, Jan 1. Other rains occur Jan 17-22.

N and Central California- Dec 19 2021-Jan 19 2022:

NORCAL Rains: Dec 24-28, 31-Jan 1 (heavy on 31st), Jan 17-22. Jan 8-9, 10-11 currently appear scattered and light.

CENTRAL CALIF Rains: Dec 24-28, 31-Jan 1 (heavy in north on Jan 1st). Other rains Jan 9, and 18-21.

WARM SPELLS: Jan 13-16.

COLD SPELLS: Dec 26-27, Jan 2-7, 10-14.

FRONTS WITH RAINS: Dec 24,25, 26-28, 31, Jan 1, 9 weak, and 18-21.

FROST AND FREEZE: Dec 29-30, Jan 3-8, 10-15, and 23-25.

Forecast for S California – Dec 19 2021-Jan 19 2022:

SOCAL RAINS: Dec 24-25 (wet), 28-29, Jan 1, 4-5 and 18-20.

SOCAL WARM SPELLS: Jan 10-11, 15-16.

SOCAL COOL OR COLD SPELLS: Dec 24-Jan 1, 4-6, and 21-23.

FRONTS WITH RAINS: Dec 22, 24-25, 28th -Jan 1 and 18.

Frosts may follow on: Dec 21-22, 27, Jan 2-3, 6, and 21-23.

Sierra Nevada: Dec 19-Jan 19 2022:

Dates of mountain rains and snows are: Dec 23-29, 31-Jan 1 (heavy snow 1st). More snow occurs Jan 5, 8-9, 10-11, and 18-21.

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 19 2021-Jan 19 2022:

Highlights: Predominantly cold, and occasionally wet for the deserts is suggested for the holidays in Dec and early Jan. It appears to turn warmer during the last third of Jan following a midmonth showery period, and some freezes on 21-23 Jan. Best chances for freezes are in the dry cool airmasses behind cold fronts, after dry N-NE winds diminish to calm overnights.

Looking Ahead – Long Range Outlook

Jan 20 – Mar 15, 2022... N and Central California:

Summary: Colder than normal is expected across northern and central California Jan 20-25, then warmer than normal days, and not so cold at night about 25th onward through about 8 Feb. We return to a period of windy frontal passages with sparse or small rains during 9-16 Feb. This is followed by a dry and warmer regime during 18-25 Feb, then frontal passages with rains during late Feb through the first week to 12 days of Mar. A shift to near or above normal rainfall and Sierra snow again is possible during this wet period during the first half of Mar. We suggest that from this scenario, risk of frost in the Delta is seasonable up to mid-March.

For SOCAL Jan 20 – Mar 15, 2022:

Jan 9 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 Jan 20-25th, then possibly some moderation in nighttime temperatures due to Santa Ana winds at end of Jan. There is a chance for more frosts and freezes into SOCAL, especially the southcentral coast (San Luis Obispo Co to Santa Barbara Co in the last week of Jan. Last few days of Jan and start of Feb may see an increase in valley fogs in the southern San Joaquin Valley, but with some morning frosts/freezes in the San Luis Obispo-Santa Maria areas, and possibly into SOCAL coastal and inland valleys as well. Should be prepared for multiple occasions of wetbulb freeze in the valleys under calm wind conditions, and occasionally some hard freezes on occasion, in the coldest locations, including Riverside Co valleys, Ramona (San Diego Co), and so forth.

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 trend towards near normal precipitation but with more active frost and freeze periods occurring in the early spring part of the budding period in central and northern California.

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

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