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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>

### Third Annual Organic Grower Summit

The Third Annual Organic Grower Summit is designed for organic growers, producers and processors and includes educational sessions, keynote presentations, a trade show floor and networking events. Registration required. [More information here.](#)

#### December 4 & 5

##### December 4

**Time:** 6:30 a.m. – 9:30 p.m.

**Location:** Monterey Conference Center, 1 Portola Place, Monterey, CA

##### December 5

**Time:** 6:30 a.m. – 4:00 p.m.

**Location:** Monterey Conference Center, 1 Portola Place, Monterey, CA

### UC Ag Experts Talk: Avocado Thrips Webinar

Dr. Mark Hoddle will discuss avocado thrips biology, biological and chemical controls, temperature effects, thrips damage, monitoring, and resistance issues. Registration required. [More information here.](#)

#### January 22

##### January 22

**Time:** 3:00 p.m.

**Location:** Online webinar

### Spray Safe Meeting — Ventura County

Members of the California avocado industry who are interested in learning more about preventing pesticide exposure are encouraged to attend. The seminar will cover pesticide safety, application technology and regulatory issues.

#### March 24

##### March 24

**Time:** 10:00 a.m. – 6:00 p.m.

**Location:** Ventura County Fairgrounds, 10 West Harbor Boulevard, Ventura, CA

## Farm Workforce Modernization Act Passed by Judiciary Committee

The House Judiciary Committee has passed the Farm Workforce Modernization Act, and the bill now proceeds to the floor of the U.S. House of Representatives for consideration. The bill is designed to help the agricultural industry retain a reliable, legal workforce, includes reforms to the H-2A guest worker program and measures to ensure the agricultural industry will have access to a skilled workforce.

Highlights of the bill are as follows.

- Simplified H2-A paperwork that allows growers to file one petition for the entire season
- Allows employers to post job openings on an online job registry
- Reduces labor costs by freezing wages for one year and capping wage growth
- Allows legitimate farmworkers the opportunity to obtain a five-year Certified Agriculture Worker visa; unlimited renewals can be obtained if the worker meets minimum work days requirements
- Provides Certified Agriculture Workers with the opportunity to apply for a green card
- Makes 60,000 year-round H2-A visas available during the first three years, with a 12.5 percent annual growth in visas subsequently

The California Avocado Commission was one of 300 agriculture groups that signed a [letter](#) urging House leaders to pass the bill. The Commission will continue to advocate on behalf of growers and work with Congress on securing a stable labor solution.

To learn more about the bill, California avocado growers can visit [United Fresh's Farm Workforce Modernization Act webpage](#), view a one-page [summary of the bill](#) and review a list of [myths and facts](#) concerning the bill. For those interested in showing their support for the bill, they can contact their local Representative via [United Fresh's Farm Workforce Modernization Act action center](#).

## Rainbow MWD Offering Water Monitoring Device Incentive

The Rainbow Municipal Water District (RMWD) is offering qualified customers in the communities of Bonsall, Pala, Rainbow and portions of Fallbrook, Oceanside and Vista a [special offer on the FlumePro water monitoring device](#). This device will provide customers with minute-by-minute water usage data that will help them determine how much water is going through their meter and alert them if the water flow exceeds a preset limit.

RMWD notes that growers may have leaks or irrigation systems that overwater their groves, thus leading to excessive water bills. As part of RMWD's new water efficiency program, qualified growers can obtain the FlumePro water system for a \$49 annual fee. This fee includes the FlumePro Home Water Sensor, a lifetime warranty and free battery replacements when purchased at [www.flumetech.com/rainbow](http://www.flumetech.com/rainbow). For more information, contact Cynthia Gray at 760.728.1178 ext. 101 or [cgray@rainbowmwd.com](mailto:cgray@rainbowmwd.com). An [online FAQ document](#) includes additional details concerning the program.

## University of California Hosting Avocado Thrips Webinar

As part of its [UC Ag Experts Talk](#) program, the University of California will host an Avocado Thrips webinar on January 22 at 3:00 p.m. Dr. Mark Hoddle will discuss the following issues:

- Avocado thrips biology
- Biological and chemical controls

- Temperature effects
- Thrips damage
- Monitoring
- Resistance issues

Interested growers can register for the webinar [online](#).

## California Avocado Commission Receives Eighth Consecutive Produce Business Marketing Excellence Award

Ken Whitacre, publisher/director of Produce Business magazine, presented the California Avocado Commission’s marketing team with a Produce Business Marketing Excellence Award for 2018. The presentation took place on October 19 at the Produce Marketing Association (PMA) Fresh Summit in Anaheim, California.

The Commission’s marketing team received the award for its influencer marketing campaign, which includes blogger advocates, social influencers, “Mythbusters” videos, registered dietitian nutritionists, retail dietitians and integrated outreach. The campaign, which secured nearly 64 million impressions between June 2018 and April 2019, was designed to increase awareness of the California avocado season and encourage consumers to seek out the fruit for purchase.

This marks the eighth year in a row that the Commission has earned this honor.



*Ken Whitacre of Produce Business Magazine presents the Produce Business Marketing Excellence Award to the California Avocado Commission marketing team at PMA Fresh Summit.*

## Commission Networks with Top Foodservice Trade Editors

Members of the California Avocado Commission’s (CAC) foodservice team attended the 2019 International Foodservice Editorial Council (IFEC) Annual Conference held in Madison, Wisconsin from October 28 – 30. The event — which gathers foodservice trade editors from across the globe — provided the Commission with an excellent opportunity to showcase the California Avocados brand among notable trade influencers.

The Commission’s foodservice team held 10-minute one-on-one meetings with 14 editors representing 12 foodservice publications. During these sessions, the Commission emphasized the quality and versatility of fresh California avocados in trendsetting applications, as well as the fruit’s unique terroir. In addition, CAC team members discussed how the

Commission could provide support and assets — including recipes, photography and operator leads — for editorial placements in 2020.

As one of four sponsors, the Commission hosted 21 editors from 18 publications at a relaxing reception where CAC team members discussed opportunities with new editors and deepened existing editor relationships. The Commission also supported IFEC’s scholarship program by participating in the “Cream of the Crops” produce-centric raffle. The Commission will ship a half-flat of fresh California avocados to the raffle winner.

Foodservice editors representing Catersource, Club & Resort, C-Store Decisions, Datassential, Flavor & The Menu, FoodService Director, Foodservice Equipment & Supplies, Grocery Business, Nation’s Restaurant News, Plate Magazine, Prepared Foods, Produce News, Progressive Grocer, QSR, Restaurant Business, Restaurant Development & Design, School Nutrition, Snack Food & Wholesale Bakery, The Gold Medal Classroom and Technomic were present at IFEC 2019. By maintaining a high profile with foodservice trade editors and securing editorial placements, the Commission can heighten awareness of fresh California avocados among foodservice operators throughout the year.



*CAC foodservice team members Susan Hughes and Alexei Rudolf network with Nation’s Restaurant News editor at the IFEC Conference opening reception. IFEC photo by Buzz Orr.*

## 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 27, 2019

	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](http://www.CaliforniaAvocadoSociety.org).

## California Avocado Commission Weekly Volume Summary (Pounds)

	Week Ending 11/24/2019	Season-to-Date (since 11/01/2019)	2019 Year to Date
Hass	0	0	198,552,471
Lamb	0	0	11,499,336
Other (Greens)	0	0	476,565
<b>California Total</b>	<b>0</b>	<b>0</b>	<b>210,528,372</b>
Florida	1,046,815	4,666,248	41,492,268
Chile	225,028	872,639	26,961,252
Mexico	39,362,776	175,515,834	1,910,578,896
Peru	0	0	184,344,980
Other (Imports)	1,270,000	3,080,000	36,890,000
<b>Import Total</b>	<b>40,857,804</b>	<b>179,468,473</b>	<b>2,158,775,128</b>
<b>USA Total</b>	<b>41,904,619</b>	<b>184,134,721</b>	<b>2,410,795,768</b>

Sources:

California = CAC (AMRIC)

Florida = Florida Avocado Admin Committee

Chile = Comite de Paltas, Chile

Mexico = APEAM

Peru = ProHass

Other Imports = USDAAMS website

### Crop Statistics

The 2018-19 California avocado season has wrapped up harvest at approximately 215 million pounds, 40 million pounds over pre-season estimates and just 3 million pounds shy of the May 2019 mid-season grower estimate. Very early 2019-20 California crop estimates have come in between 370-377 million pounds, however CAC's official estimate will not be released until the final pre-season handler survey has been conducted in December 2019.

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

(November 29 – December 20)

Summary- The long term *El Niño*-Southern Oscillation (ENSO) remains in a neutral phase through the winter (through Feb 2020), with little change expected with this neutral phase through the winter and early spring (Jan-Mar 2020).

A basic southward shift in the westerlies has occurred, and will help to facilitate development of rains in California through most of Dec.

The IVTinit maps and sea surface temperature anomaly patterns suggest a period of troughing near or over California for most of Dec. In addition, a trend towards development of a southern branch of the westerlies appears to be in progress.

After a short break between storm events, a new series of troughs crosses the Pacific and comes into California during Nov 30th – Dec 3rd . Rains or showers are indicated also for Dec 6-7th in central and southern California. Finally, Dec 12-15th appears to be another wet period for California, but with higher snow levels.

As weak *El Niño* conditions come into their strongest period, December and February appear to have wetter than normal conditions in central and N California. January continues to appear predominantly dry.

The CFSv2 model suggests a dry January, wet in N California for Feb and dry in S California.

**In the Near Term – Nov. 29-14...** Salinas Valley-San Luis Obispo Co...The best chance for rains is indicated during Nov 30th - Dec 3rd, Dec 7, and Dec 11-14th. After an initial very cold spell on Nov 29th, higher snow levels in central Sierras occur on Nov 30th - Dec 3rd with an increase in subtropical moisture from the W and SW.

In the southern California avocado growing areas, from San Luis Obispo south, watch for frosts in the cold airmasses following the fronts on Nov 29th . There is another period of rains from Dec 1-2, then again from the 6-7th and 11-14.

**Summary – December 15 – January 15, 2020...** The general synopsis for Northern, Central and Southern California is that the jet stream will become more active again for most of the first 10 days of Dec. The next period of troughing would be around the end of Dec, i.e. 18-23rd, and 18-30th. More rains occur about Jan 3-10, then less active in mid Jan.

**Seasonal Outlook / El Niño Update... January 15 – February 15...**Northern and Central California Overall pattern....Predominantly dry for Jan, then wet in N California for Feb, but dry in SOCAL. In January, the rainy periods (and mountain snows) occur most likely during Jan 3-10th, followed by a dry period during the 15-26th, then another showery or rainy period around the end of the month. Temperatures will average near normal for Jan, but above normal in Feb.

For Southern California....Rains appear most likely to occur during Jan 3-10th, followed by a dry period with possible Santa Anas. Another wet period is possible around the end of Jan about the 28-30th. S California will tend to be dry in February.

Alan Fox...Fox Weather, LLC

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