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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>

THESE SESSIONS ARE SOLD OUT - Produce Safety Alliance Training for Avocado Growers and Related Industry Members

To help avocado growers and related industry members comply with the mandatory Produce Safety Alliance training, CAC, in partnership with California avocado handlers, has scheduled two Produce Safety Alliance trainings exclusively for California avocado growers for a very modest fee of \$35 (fee includes refreshments, lunch, training materials, and the official training certificate from the Association of Food and Drug Officials). Registration required. [More information available here.](#)

February 5 & 7

February 5

Time: 8:00 a.m. – 5:00 p.m.

Location: Pala Mesa Resort, 2001 Old Hwy. 395, Fallbrook, CA

February 7

Time: 8:00 a.m. – 5:00 p.m.

Location: Museum of Ventura County at 100 E. Main Street, Ventura, CA

CAS Seminar: Mulch, Phytophthora and Gibberellic Acid in California Avocado Groves

Drs. Ben Faber, Tim Spann and Carol Lovatt will speak about various topics related to mulch, phytophthora and gibberellic acid. [More information available here.](#)

February 5, 6 & 7

February 5

Time: 1:00 p.m. – 3:00 p.m.

Location: SLO Farm Bureau, 4875 Morabito Place, San Luis Obispo, CA

February 6

Time: 9:00 a.m. – 11:00 a.m.

Location: UC Cooperative Extension Office Auditorium, 669 County Square Drive, Ventura, CA

February 7

Time: 12:30 p.m. – 2:30 p.m.

Location: Fallbrook Public Utility District Board Room, 990 East Mission Road, Fallbrook, CA

Pesticide Safety Instructor Workshop

The University of California Integrated Pest Management Program is hosting a number of Pesticide Safety Instructor workshops. Registrants who complete this training will be qualified to provide pesticide safety training to fieldworkers and pesticide handlers as this course meets the revised Environmental Protection Agency’s Worker Protection Standard and California state regulations. Registration required. [More information available here.](#)

February 12, 13, 20 & 21

February 12, 13, 20 & 21

Time: 8:00 a.m. – 5:00 p.m.

Location: Locations in Vista and Santa Paula offering English or Spanish instruction. [More information available here.](#)

CDFA HEALTHY SOILS GRANTS AND STATE WATER EFFICIENCY ENHANCEMENT PROGRAM WORKSHOP — VENTURA COUNTY

This free seminar will assist growers with the SWEEP and HSP grant process. [More information available here.](#)

February 14

February 14

Time: 2:00 p.m. – 4:00 p.m.

Location: UC Cooperative Extension Office, 669 County Square Dr., Ventura, CA

STATE WATER EFFICIENCY ENHANCEMENT PROGRAM WORKSHOP — SAN DIEGO COUNTY

This free seminar will assist growers with the SWEEP grant process. Registration required. [More information available here.](#)

February 15

February 15

Time: 9:00 a.m. – 12:00 p.m.

Location: San Diego County Farm Bureau, 420 S Broadway Escondido, CA

Ag Labor Availability Survey

The California Farm Bureau Federation and UC Davis are conducting an Ag Labor Availability survey to collect information concerning how farmers are adapting to the reduced availability of farm workers. The responses will remain anonymous and confidential and used in aggregate to inform members of the agricultural industry about how labor issues are affecting farmers.

The [online survey](#) will close February 5. California avocado growers are encouraged to complete the 10-minute survey in order to help researchers collect data relevant to agricultural labor issues.

Farm Service Agency County Offices to Reopen January 24

Beginning January 24, Farm Service Agency (FSA) offices will reopen to provide additional administrative services to farmers and ranchers. Offices will be open Monday – Friday from 8:00 a.m. – 4:30 p.m. from January 24 – February 8. Beginning February 12, FSA office hours will be limited to Tuesday, Wednesday and Thursday of each week.

During this time, select Farm Programs and Farm Loan Programs will be available. FSA will work on the following:

- Market Facilitation Program
- Marketing Assistance Loans
- Release of collateral warehouse receipts
- Direct and Guaranteed Farm Operating Loans, and Emergency Loans
- Service existing Conservation Reserve Program contracts
- Sugar Price Support Loans
- Dairy Margin Protection Program
- Agricultural Risk Coverage and Price Loss Coverage
- Livestock Forage Disaster
- Emergency Assistance Livestock, Honey Bees, and Farm-raised Fish Program
- Livestock Indemnity Program
- Noninsured Crop Disaster Assistance Program
- Tree Assistance Program
- Remaining Wildfires and Hurricanes Indemnity Program payments for applications already processed

However, transactions will not be available for the following:

- New Conservation Reserve Program contracts
- New Direct and Guaranteed Farm Ownership Loans
- Farm Storage Facility Loan Program
- New or in-process Wildfires and Hurricanes Indemnity Program applications
- Emergency Conservation Program
- Emergency Forest Rehabilitation Program
- Biomass Crop Assistance Program
- Grassroots Source Water Protection Program

Programs managed by FSA that were re-authorized by the 2018 Farm Bill will be available at a later date.

It's important to note that the deadline of numerous FSA programs have been extended because of the government shutdown and the emergency nature of many of the programs. The extensions are noted below:

- Market Facilitation Program — Deadline to apply extended to February 14, 2019
- Marketing Assistance Loans — If loan matured in December 2018, settlement date extended to February 14, 2019
- Peanut loans or Loan Deficiency Payments — Loan availability date now February 28, 2019

- Emergency Conservation Program — Performance reporting due February 14, 2019
- Livestock Forage Disaster — 2018 application for payment due February 28, 2019
- Emergency Assistance Livestock, Honey Bees, and Farm-raised Fish Program — Notice of loss due February 14, 2019
- Livestock Indemnity Program — Notice of loss due February 14, 2019
- Noninsured Crop Disaster Assistance Program — Submitting 2019 application for coverage due February 14, 2019
- Notice of loss for 72-hour harvest and grazing (as applicable) — Due February 14, 2019
- Notice of loss for prevented planting and failed acres due February 14, 2019
- Applications for payment for 2018 covered losses due February 14, 2019
- Tree Assistance Program — Notice of loss due February 14, 2019
- Acreage Reporting — January reporting deadlines extended to February 14, 2019

FSA notes that walk-ins are always welcome, but encourages growers to schedule appointments. Growers can [locate their local FSA center online](#).

For additional information, contact Aubrey Bettencourt, State Executive Director California USDA-FSA at Aubrey.Bettencourt@ca.usda.gov or 530.792.5540 or Brooke Raffaele, FSA, at Brooke.Raffaele@ca.usda.gov.

Message from the Santa Barbara County Commissioner — 2018 Crop Report

Your Voice, Your Future, Your Opportunity!

It's that time of year again when agriculture department staff are busy gathering data from farmers and ranchers throughout the county for the 2018 county crop report. The county crop report is required by law for each county department of agriculture to compile a county crop report that includes total production acres, production per acre, total production, price per unit and total gross production value. The names, addresses and personal identifiers are fully protected and published statistics will not disclose reported data from an individual. Crop report forms should be arriving in the mail soon and are due by February 22nd. County crop reports are used by those who serve farmers and ranchers such as federal, state and local governments, agribusinesses, commodity associations, non-profit organizations and financial institutions. Power your future! Make sure you are counted!

Cathy Fisher

Santa Barbara County
Agricultural Commissioner

Pesticide Safety Instructor Workshops in Vista and Santa Paula

The University of California Integrated Pest Management Program is hosting a number of Pesticide Safety Instructor [workshops](#). English and Spanish language sessions are available. Registrants who complete this training will be qualified to provide pesticide safety training to fieldworkers and pesticide handlers as this course meets the revised Environmental Protection Agency's Worker Protection Standard and California state regulations.

Topics will include:

- Pesticide exposure signs and symptoms of illness

- Emergency medical care
- Proper use of personal protective equipment
- Safe handling and transportation of pesticides
- Laws and regulations regarding labels and safety data sheets

The fee for the workshop is \$50 and includes continental breakfast, lunch and materials. Space is limited so interested parties should [register early](#). If a workshop is full, interested parties can request to be added to a waitlist at pesticidesafety@ucanr.edu or 530.750.1353.

Dates are as follows.

February 12 — ENGLISH SESSION

8:00 a.m. – 5:00 p.m., check in begins at 7:45 a.m.

Hansen REC – Small Barn
 14292 W. Telegraph Road
 Santa Paula

February 13 — SPANISH SESSION

8:00 a.m. – 5:00 p.m., check in begins at 7:45 a.m.

Hansen REC – Small Barn
 14292 W. Telegraph Road
 Santa Paula

February 20 — ENGLISH SESSION

8:00 a.m. – 5:00 p.m., check in begins at 7:45 a.m.

Center for Applied Horticultural Research
 3742 Blue Bird Canyon Road
 Vista

February 21 — SPANISH SESSION

8:00 a.m. – 5:00 p.m., check in begins at 7:45 a.m.

Center for Applied Horticultural Research
 3742 Blue Bird Canyon Road
 Vista

Organic Produce Summit Registration Now Open

The [Organic Produce Summit](#), which is designed to bring together producers and buyers of organic fresh produce, will be held from July 10 – 11. The event will be held at the Monterey Conference Center, 1 Portola Plaza, Monterey, CA, 93940.

The [agenda](#), thus far, is as follows:

Wednesday, July 10

- Retailer and buyer field tours, 8:00 a.m. – 1:00 p.m.
- Opening reception, 5:30 p.m. – 7:30 p.m.

Thursday, July 11

- Educational breakout sessions, 8:00 a.m. – 10:00 a.m.
 - Organic fresh produce from across the globe
 - Food waste — saving money and the environment
 - Organic data studies
 - Role of wholesalers and distributors in the organic supply chain
 - Organic meals at retail
- Keynote presentations, 10:30 a.m. – 12:00 p.m.
 - Dan Barber, Noted Chef and New York Times Best-selling author
 - Robyn O’Brien, Former financial and food industry analyst
- Retailer roundtable, times TBD
- Exhibition, 1:00 p.m. – 5:30 p.m.

Registration for the event is now [open](#).

The Importance of Identifying Weeds

Before growers implement a weed management program, it’s important to identify the weeds in order to optimize the strategies and timing of weed control measures. Dr. Lynn M. Sosnoskie, UCCE Agronomy and Weed Science Advisor, has published a [blog post](#) that can help growers identify some of the most common weeds.

Following are highlights from Dr. Sosnoskie’s article in which she focuses on members of the Asteraceae (sunflower) plant family that are found throughout agricultural regions of California. Growers can click on the name of the weed listed below to access more detailed information about the plant and view photos that will help growers identify the weed.

[Hairy fleabane](#)

This non-native plant is an annual (and sometimes a biennial) with seedlings that emerge from fall through early spring. When the plant bolts, it produces a many-branched stem between .5 – 3 feet high with cream/yellow urn-shaped flowers. Flowering takes place primarily in mid-summer through fall. Populations of this plant that are resistant to glyphosate and both glyphosate and paraquat have been confirmed in California. Hairy fleabane produces about 20,000 seeds per plant.

[Horseweed](#)

This native plant is a summer annual or biennial. It competes strongly for water, grows rapidly and is typically found in areas where natural vegetation has been disturbed. The plant produces seedlings from fall through early spring. Upon bolting, it sends up a single stem that can reach as high as 10 feet and produces cream/yellow urn-shaped flowers. Horseweed produces about 200,000 seeds per plant. Populations of this plant that are resistant to glyphosate and both glyphosate and paraquat have been confirmed in California.

[Annual sowthistle](#)

This non-native annual is a winter or summer annual plant commonly found in the Central Valley and coastal areas up to about 4,900 feet. Flowers, which resemble dandelions, can be produced year-round.

[Prickly lettuce](#)

This species is a winter and summer annual, sometimes a biennial. Plants send up a single flower stalk that can reach up to 6.5 feet. Flowering typically occurs between April – October.

[Common groundsel](#)

This species is usually a winter annual and sometimes a summer annual that produces small, yellow clusters of flowers. The plant is found everywhere except deserts, up to an elevation of 4,900 feet. Plants tend to die during extended hot and dry periods and flourish in cool, moist conditions. When ingested, the plant can be toxic to humans and livestock.

New Free App Helps Growers Find Beekeepers

In an era in which finding bees has become more difficult, California avocado growers may be interested in a new app, called [Pollination Network](#), that helps growers locate beekeepers.

The app allows growers to post public listings to hire beekeepers, customizing the listing to suit their specific needs. The Pollination Network manages the listings and notifies growers when a suitable beekeeper is found.

The app also allows beekeepers to find job listings by locale, crop type, quantity of bees needed and the expected rate.

The free app can be downloaded at the Apple App Store and Google Play.

Recipe Section of Commission's Consumer Website Undergoes Complete Overhaul

To remain relevant in the crowded and competitive digital sphere, the California Avocado Commission (CAC) routinely analyzes its website performance to identify new opportunities to engage with avocado consumers and other visitors to its website, CaliforniaAvocado.com. Maintaining a high quality website ensures that the CAC target consumer has a place to learn about California avocados and the California season, and helps to differentiate California avocados and portray them positively.

Throughout the last year, the Commission made a series of significant changes based on its research and analytics in order to leverage features and experiences that improve the user experience and drive repeat visits to the site.

The recipe section of the website underwent a complete overhaul, including an attractive new layout that can be customized according to a consumer's preferences. The user can elect to show fewer or more images and select from an image-based or list-based layout. To ensure consumers can find recipes specific to their tastes and lifestyles, the recipe search functionality was updated to include searches by recipe category and specific dietary needs. The Commission also completed behind-the-scenes improvements on recipe categorization and tags to improve search results.

Highlighting recipe nutrition information is another change that is being implemented. This project includes both website design and nutrition analysis. Key nutrition points that consumers search for, calories, fat, fiber, sodium and carbohydrates (carbs), are now showcased in a way that makes it easier for both consumers and search engines to find. The latter helps make California avocado recipes show up more prominently when consumers search for recipes online. Conducting new nutrition analysis and updating recipes to this new format is an ongoing project in 2019.

An example of the new nutritional highlights format is shown here in this California avocado grower recipe, [O'Hara Family Guacamole](#).



Guacamole recipes are among the most popular recipes on the website, and CAC refreshes its guacamole menu periodically.

Are you a California avocado grower with a great avocado recipe that you'd be willing to share? For an opportunity to be part of the CaliforniaAvocado.com experience please contact Online Marketing Director Zac Benedict at 949.341.1955.

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 – January 30, 2019

	Organic #1	Conventional #1	Conventional #1
California Hass	(Field Price Per Lb)	(Field Price Per Lb)	(Carton Price)
#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)

	Week Ending 1/27/2019	Season-to-Date (since 11/01/2018)	2019 Year to Date
Hass	315,199	437,674	425,419
Lamb	0	0	0
Other (Greens)	17,424	222,310	42,472
California Total	332,623	659,984	467,891
Florida	159,060	5,160,320	293,205
Chile	590,085	25,694,095	3,347,333
Mexico	58,217,000	597,537,428	241,183,664
Peru	0	0	0
Other (Imports)	2,100,000	13,480,000	3,770,000
Import Total	60,907,085	636,711,523	248,300,997
USA Total	61,398,768	642,531,827	249,062,093

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

To help California avocado growers make informed harvesting decisions, below is the California Crop Weekly Harvest Projections versus Actual Harvest/Shipments for the first quarter of 2019. Due to the welcomed rains received over the last few weeks, along with current market conditions, California weekly harvest is tracking behind projections. The Commission recommends that growers communicate with their handlers and grove managers on a regular basis as they begin to plan their harvest strategy for the season.

2019 California Crop Weekly Harvest Projection Weekly Crop Movement vs. Distribution Projections All Varieties				
	4-Year Historical Forecast	AMRIC Handler Forecast	Industry Adjusted	
Week Ending (CAC Week)	2019 Pre-Season Crop Estimate	Dec 2018 Update	AMRIC Harvest	AMRIC Shipments
Jan 6 - (10)	71,093	65,200	-	14,249
Jan 13 - (11)	429,349	391,500	93,307	27,150
Jan 20 - (12)	733,951	667,100	41,961	41,200
Jan 27 - (13)	1,529,966	1,382,300	332,623	92,431
Feb 3 - (14)	1,549,775	1,565,100	-	-
Feb 10- (15)	1,427,131	1,442,400	-	-
Feb 17 - (16)	1,476,625	1,492,300	-	-
Feb 24 - (17)	1,832,114	1,851,600	-	-
Mar 3 - (18)	2,758,217	2,249,100	-	-
Mar 18 - (19)	3,376,290	2,751,900	-	-
Mar 17 - (20)	4,280,515	3,483,000	-	-
Mar 24 - (21)	4,232,102	3,441,600	-	-
Mar 31 - (22)	5,271,164	4,280,300	-	-

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

Summary- High pressure and a ridge will be over all of California and the western U.S. through the 28th. This dry pattern will transition into a wetter one during the period 31 January – 10 February. High pressure will tend to linger over the eastern Gulf of Alaska. This will tend to bring a wetter series of storms into central and southern California. There is risk of significant rain events in central and S California during the first part of February, between about the 1st – 10th, and possibly again from the 13th-15th.

El Niño remains somewhat active, although this is still not a strong *El Niño* event. The warmest sea surface temperature anomalies (SSTAs) remain focused into the east portion of the *El Niño* region. This will tend to focus trough activity over the southern Great Plains, southern Rockies, S California, (along the equator from 95W to 115W).

The Madden-Julian Oscillation (MJO) is expected to be minimally active during the first half of Feb. The MJO active phase will weaken from the 11th through 16th with weaker troughs, and a drier pattern during 15-22 Feb.

Another active phase of the MJO appears to develop during 25 Feb through the first week of March.

May through June is forecasted by CFSV2 as active, thunderstorm-wise, with the best chance for thunderstorm (TSTM) and lightning occurring in that late spring/early summer period. Watch for higher than normal lightning risk, and a more active than normal risk of lightning-induced fire ignition.

In the Near Term – Feb 1-15...Salinas Valley-San Luis Obispo Co...It turns modestly wetter than normal, and showery. We expect colder than normal through the Monterey and Santa Cruz Co's coastal mountains, colder than normal, and a possibly above normal occurrence of frost for the viticultural (winegrape) regions.

...S Calif Avocado Area, San Luis Obispo Co to San Diego Co...Conditions shift from well below normal precipitation in late Jan to wetter than normal from Feb 2-3rd and 7-11th.

Summary – Feb 15-28... In the southern California avocado growing areas, from San Luis Obispo south, *El Niño* remains moderate during most of this period. The most likely periods of active rains are from Feb 15-18th, and again from Feb 25th – Mar 3. During these times active troughing recurs over the SierraNV and Great Basin and S California.

Seasonal Outlook / *El Niño* Update... March 1 – May 31... As the speeds of the westerlies decrease, and the belt of main westerlies begins its seasonal poleward retreat, we should see more development of cutoff upper lows off the central and N California coast. This will bring increased risk of showers and TSTMS through the central SierraNV. It does not necessarily follow that rains will increase. In fact, there is a better chance that TSTMS and scattered light showers will increase, while areal coverage by raincells actually decreases. This is not good news for fire risk in the SierraNV.

For southern California, dry conditions are possible during a good part of March, interrupted at times by cold upper lows/troughs. Seasonable (near normal) rainfall and a few periods of frost are still possible in April for the colder valleys of SOCAL (Riverside Valley, Corona, San Pasqual, etc.). For now, we are not expecting an early start in the TSTM season for SOCAL, but more likely a period of cool coastal clouds instead during the morning hours, interspersed with a few cold mornings. Nursery and flower growers watch out for these cold episodes, they can be an unpleasant surprise. With upper lows in the picture, depending on location of the upper low, we could see some dry NE flow events, interspersed with cold mornings, while monsoonal TSTMS would more likely be a summer feature, occurring in the June-Aug time frame.

...Alan Fox...Fox Weather, LLC...