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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>

CAS Webinar: Gibberellic Acid and New Avocado Varieties

The California Avocado Society is hosting a free webinar concerning two topics: the plant growth regulator gibberellic acid and new avocado varieties. Registration required. More information [here](#).

February 17

February 17

Time: 9:00am – 11:00am

Location: Webinar

COVID-19 Vaccination Information for San Diego County

In San Diego County, CAL FIRE has been tasked with vaccinating agricultural workers once Tier 1B, which includes agricultural employees, is opened.

At this time, CAL FIRE also is seeking large sites that can accommodate 100+ people in 30-45 minute cycles. The ideal site would allow for continuous traffic flow, have bathroom facilities, power and shade. The sites would be used for multiple weeks in order to ensure everyone is able to receive the second dose of the vaccine within the allotted time. If agricultural employers would like to volunteer a site for these purposes, they are asked to contact Fire Captain Nick Johnson at Nicholas.Johnson@fire.ca.gov or 619.424.0227.

In San Diego County, the Pfizer and Modern vaccines are currently available to the public based on a tiered schedule. Pfizer vaccines must be administered 21 days apart and Modern doses 28 days apart. Individuals must receive the same vaccine for both doses. The county determines which vaccines are distributed to which sites.

For additional information about the COVID vaccination process in San Diego County, please visit the links below.

- [County vaccination sites and appointments](#)
- [COVID vaccination phases](#)

- [Information about the COVID vaccines](#)

Ventura County Seeks Agricultural Employers For Small Group COVID-19 Employee Vaccination Clinics

At this time, it is still unclear when COVID vaccination eligibility will be expanded to the agricultural workforce as Ventura County continues to focus its efforts on vaccinating people over the age of 65. However, the county is currently conducting small-scale pilot programs to vaccinate workers at agricultural sites in order to assess any logistical challenges that may arise once the vaccination program expands.

Agricultural employers interested in hosting work site employee vaccination clinics (typically 15 – 20 workers) can contact the Farmworker Resource Program and indicate how many employees they would like to vaccinate. Information should be sent to Talia.Barrera@ventura.org.

Additional information concerning COVID vaccinations in Ventura County can be found at the links below.

- [Vaccination appointment registration portal](#)
- [COVID vaccine prioritization information](#)
- [COVID vaccine timetable FAQs](#)
- [COVID vaccine testing information](#)

Upcoming CAS Seminar to Focus on Gibberellic Acid and New Avocado Varieties

The California Avocado Society is hosting a free webinar on February 17 from 9:00 – 11:00 a.m. concerning two topics: the plant growth regulator gibberellic acid and new avocado varieties.

Dr. Tim Spann will focus on the efficacy of gibberellic acid on improved fruit set (ProGibb LV Plus). He will share trial data results that were compiled over the course of several years and used successfully to receive a registration on ProGibb LV Plus for use on avocados in 2018. In addition, he will review the basics of how and when to apply ProGibb for best results in avocados. Finally, he will discuss the results of a grower survey conducted in 2020 summarizing growers' experience with ProGibb on California avocados.

Dr. Mary Lu Arpaia will discuss the latest developments concerning new avocado varieties.

Those interested in attending the [CAS webinar can register in advance by completing a form online](#).

Reminder: CAC Seeks Districts 2 and 3 Producers for Board Alternate Member Positions

The California Avocado Commission seeks interested candidates to fill two vacancies on the Commission Board of Directors — Producer Alternate Member for District 2 and Producer Alternate Member for District 3. Nominations for both positions are due February 24, 2021. The vacancies are scheduled to be filled by a majority vote at the Commission Board meeting held March 4.

The persons appointed to fill these vacancies will serve for the unexpired portion of the term, through October 31, 2021.

To be eligible for these positions, the producer must:

- Be engaged within this state in the business of producing, or causing to be produced, avocados for market. This does not include any person with an average annual production of less than 10,000 pounds of avocados in the three preceding market years.
- Certify that his/her grove is located in district for which they are seeking nomination.
- Certify that he/she is not a handler or employee of a handler.
- Submit a qualification form, disclosure statement and any other required documents. These documents can be found in the right-hand navigation.

Candidate materials can be faxed to 949.208.3503, emailed to aaymami@avocado.org or mailed to: 12 Mauchly, Suite L, Irvine, CA, 92618-6305.

For additional information, contact April Aymami at 949.341.1955, ext. 118 or email at aaymami@avocado.org.

CaliforniaAvocado.com Recipe Section Improvements

Since 2018, the recipe section of CaliforniaAvocado.com has received an average of 500,000 visitors annually — providing consumers with on-trend California avocado recipes that suit a wide range of dietary lifestyles and inspire them to incorporate the fruit in snacks and meals throughout the day. During the most recent refresh of the consumer website, which took place in the fourth quarter of fiscal year 2019-20, the Commission’s website and recipe development teams began a joint effort to improve the recipe section by removing old recipes, enhancing the style and clarity of existing recipes, updating recipe photos, and improving the user experience by categorizing and tagging recipes. The process began in Fall 2020 with a recipe section audit to determine where the most improvement could be made. The team then implemented its website improvement plan from December 2020 – January 2021.

To help consumers locate recipes, for many years the Commission has organized recipes into intuitive categories and tagged them with easy-to-find keywords. For example, consumers can find recipes based on their meal preference (breakfast, appetizer, dessert, soup, grilling, etc.), their dietary lifestyle (gluten free, vegan, vegetarian, paleo friendly, etc.), seasonal occasion, or ease of preparation (quick & easy, 7 ingredients or less). During the improvement project the team added categories and tags to some older recipes that are still on trend today, helping consumers to discover these gems when they search for recipes.

The team also retired outdated recipes that lacked the current quality standard the Commission maintains for recipes and recipe photos. A total of 81 recipes were either improved or deleted. To replace the retired recipes, the Commission crafted 48 new California avocado recipes and generated 158 photos. Each of the new recipes was designed to appeal to popular diets or lifestyles, ranging from omelets, pies, salads and grilled dishes to dips, spreads and charcuterie boards. A new project is underway to further optimize the way the recipes appear on the website, making them more consumer friendly for both desktop and mobile viewing.

A new recipe navigation area was added to the menu on CaliforniaAvocado.com as well, offering website visitors the opportunity to engage with featured content about the seasonality, availability and advantages of the locally-grown fruit from anywhere on the site. By improving visitors’ access to this content, the Commission can subtly educate consumers each time they visit the site for new recipes and how-to information, encouraging them to seek out and purchase California avocados.

Since its inception, recipe development has helped the Commission stay at the forefront of the industry and position CAC as the go-to resource for all things California avocados. By routinely improving its recipes, making them more easily accessible on the consumer website and improving the website visitor’s experience, the Commission can showcase the

versatility of the fruit, pique consumers' interest, build brand awareness and remain relevant in search engines and on social media.



The optimized recipe section features appealing photography and makes it easy for visitors to find similar recipes that may be of interest to them.

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 – February 9, 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)

	Week Ending 2/07/2021	Season-to-Date (since 11/01/2020)	2021 Year to Date
Hass	227,756	7,213,521	870,371
Lamb	0	0	0
Other (Greens)	18,120	105,559	71,610
California Total	245,876	7,319,080	941,981
Florida	152,515	5,263,940	1,360,700
Chile	0	0	0
Mexico	42,945,969	754,261,495	365,416,277
Peru	0	0	0
Other (Imports)	2,910,000	18,440,000	10,740,000
Import Total	45,855,969	772,701,495	376,156,277
USA Total	46,254,360	785,284,515	378,458,958

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 for the first quarter of 2021. Through week ending 2/7/21 just under one million pounds of fruit had been harvested. It is estimated another 500,000 pounds of fruit was harvested for week ending 2/14/21, bringing the total 2021 year-to-date harvest to about 1.5 million pounds, over 4 million pounds less than projections. CAC's crop update survey (both volume and harvest timing) is currently underway among California handlers, results of which will be released next week. The results of this survey will provide updated harvest projections for March through the end of the season. Another mid-season crop update will be conducted in April among growers and handlers, the results of which will be released in May. In the last week the market has shown signs of stabilizing and even strengthening, resulting in some interest from growers to begin harvest in the coming weeks. As growers prepare for the start of the season, the Commission recommends that they communicate with their handlers and grove managers on a regular basis to plan their harvest strategy.

2021 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)	2021 Crop Estimate	Dec 2020 Update	AMRIC Harvest	AMRIC Shipments
Jan 10 - (10)	69,000	56,000	8,096	38,858
Jan 17 - (11)	434,000	361,900	10,120	40,143
Jan 24 - (12)	965,400	793,400	433,768	436,739
Jan 31 - (13)	1,926,800	1,566,000	244,858	52,300
Feb 7 - (14)	2,202,100	2,567,600	245,876	182,567
Feb 14 - (15)	1,601,200	1,878,300	-	-
Feb 21 - (16)	2,346,000	2,757,000	-	-
Feb 28 - (17)	3,998,900	4,696,500	-	-
Mar 7 - (18)	5,414,600	6,751,600	-	-
Mar 14 - (19)	5,832,100	7,274,700	-	-
Mar 21 - (20)	5,812,600	7,249,900	-	-
Mar 28 - (21)	4,253,400	5,307,200	-	-
1st QTR SubTotal	34,856,100	41,260,100	942,717	750,607
2nd QTR SubTotal	167,788,200	161,586,100	-	-
3rd QTR SubTotal	103,720,000	107,900,600	-	-
4th QTR SubTotal	10,635,700	6,253,200	-	-
Season-to-Date	5,597,300	5,344,900	942,717	750,607
% of Crop	2%	2%	0%	0%
Crop Size	317,000,000	317,000,000	Left to Harvest	Left to Ship
Crop Variance	(4,654,583)	(4,402,183)	316,057,283	316,249,393

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

(February 13 – March 12)

Summary- A *La Niña* pattern is expected to continue in February, then weaken a little in March. For California, this argues for drier than normal in central and S California in Feb, but we begin a return to near normal rainfall in mid to late Mar. Occasional wet periods for northcentral California (north Bay Area – Tahoe) in Mar. and on a few dates in Feb.

Heaviest rainfall will tend to focus Mendocino County and north, and in the Pacific Northwest states. On infrequent occasions, cold cutoff upper lows could develop, and draw cold airmasses into SOCAL for brief periods.

Activity of Fronts - We will see seasonably frequent frontal passages into northern California, Oregon and Washington with rains, and a tendency for higher than normal snow levels overall. Mixed in with the predominantly mild pattern will be an occasional cold and snowy event with low snow levels extending south through California and Sierras to S California as some deeper troughs are expected at times. This is typical of a *La Niña* pattern.

La Niña and Precipitation Trend – *La Niñas* produce the best support environment for atmospheric rivers into the Pacific Northwest, i.e., Oregon north to Washington, and British Columbia. The main focus of the moisture is into coastal Pacific Northwest. The north parts of the Rockies and Great Basin also see above normal precipitation. Some of these atmospheric river conditions can drift a bit south into northern California at times.

Although more normal conditions for rain may develop in N and NW California in Mar, the long term seasonal trend for most of S California, will tend to drier than normal. This is related, somewhat, to the continued tendency for cyclogenesis in the mid North Pacific (per IVTinit-SSTA contribution).

Current Most Likely NORCAL Precipitation Dates (from our CFSDaily products out 30 days): Dates of larger precipitation systems in N and central California and Sierras: Feb 13, 15-16, 22, 26-27, Mar 2-3, 13-15. Precipitation is a bit small for Feb, but returns closer to normal in mid-March.

In S California - Most Likely Precipitation Dates: A drier pattern is expected for southern California though a few showers are possible: Feb 13, 16, 22, and 27. Mar 13-15.

SOCAL Santa Ana's and Freezes from our CFSDailyAI - Freezes and wetbulb freezes (wetbulb temperature below 32), often occur in cold Santa Ana events. Hard freezes (ambient air temperature 29 or lower) can occur on dry clear nights if wind speeds decrease to calm in valley areas overnight.

SOCAL frosts are possible following a cooler trough that moves through from the 13 through the 14 . Best chance of frost/freezes would be between rains on Feb 15 thru the 19 . Another cold trough from the 22 through the 24 will bring a chance of frost/freezes 24- 25.

March: Wetter with a rains into N and Central California Mar 13-15. most of California the region from the Mar 13 through the 15 and another moist system from the Mar 19 through the 23.

Rainfall should approach close to normal as mentioned for central California, and a little above normal for NORCAL coast and northern mountains. Below normal precipitation trend will be in San Diego/Orange Co areas. The appears to be a possible good rain on 13-15 Mar through SOCAL. Temperatures also appear near or below normal for the most part during the late winter and start of early spring (mid Feb-Mar).

The NORCAL Coast Precipitation periods: - (Mendocino County north): Precipitation dates: Feb 13, 15-16, 22, 26-27, Mar 2-3, 13-15. Precipitation is a bit small for Feb, but returns closer to normal in mid-March.

Sierra Nevada best chance for Precipitation: 15-16, 22, 26-27 Dry with high pressure dominating the weather pattern from the 25 through Mar 12 with warmer than normal temperatures. More precipitation with wetter storms and good late season snow in the mountains from Mar 2-3, 13-15, and Mar 19-23.

From our CFSDailyAI system, freezes in north and northcentral California: Cool from Feb 12 through the 14. Frost/freezes are possible from the 14 through the 15 and again from the 17 through the 19 across much of the state.

La Niña seasons are not favorable for subtropical jet formation, or significant rains into SOCAL. However, some cutoff upper lows may develop 20 Mar onward for central and southcentral California, resulting in some late season rains due to above normal sea surface temperatures W of California.

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 Feb 12 - Mar 12: An active storm track will be to the north through northern California through the 24 of Feb. Most of the rain will stay north of southern California but some light showers are possible on the 11, 13, 16. A deeper trough and upper low will bring better chance for rain from the 22 through the 24

into southern California. Turning dry with a stronger high pressure building from Feb 25 and continuing through Mar 12. Dry with no rain and warmer than normal temperatures are expected during this time as the storm track pulls far to the north out of the region. Some light rain is possible from Mar 13 through the 15 but most of southern California will be dry through the rest of the month. Ventura County could see some rain late in Mar around the 28 and 29.

Eastern deserts show dry conditions with warmer than normal temperatures thru most of Feb and likely thru the 1 week of Mar. A little light showers are possible Feb 12 thru the 13 and again from Feb 23 through the 24 .

*****Looking Ahead – Long Range Outlook Mar 8- Apr 18 with Comments for late Apr thru June*****

Warmer and drier than normal overall especially for southern California. Some near normal precipitation is expected at times across northern California from Mendocino County to the north, but rainfall amounts diminish quickly from the Bay to the south through most of central California.

Drier air will bring less rain but occasional frost/freezes are possible, especially across NW and N California valleys. Best chance for northern California frosts & freezes will be on Feb 14 , 15 and 24 through the 25. Frost/freezes in Mar will be possible from Mar 16 through the 18 and again from Mar 24 through the 26. Some frost into southern California is possible following dry fronts that will occasionally move thru the region. This could affect the early season fruit crop. Troughs could be a bit stronger and deeper from Mar 13 thru the 15 with frost and freezes possible from Mar 16 through Mar 17.

Another wet and deep trough from Mar 28 through the 30 will bring a chance of frost and freezes late in Mar through the first day or two of April. This could be a critical time for growers as plants are becoming active for the start of the growing season.

...Mar 8-Apr 18 2021 N and Central California...

A well defined *La Niña* is currently indicated for the early spring period but is expected to weaken, especially by the start of April. However, if troughing focuses into the area NW of Hawaii, we may continue to see occasional returns of cold troughs and rains in all of California, with some low snow levels in late Mar through the start of April. This supports predominantly weak westerlies in the southern storm track off south central and SoCal through this normally active period for early spring 2021. Continued rain/snow periods or possibly above normal precipitation in N California and Pacific Northwest states (Washington, Oregon and Idaho), and below normal precipitation, i.e. warmer/drier than normal in Southern California. Usual cold fronts occur in late Mar and April with a few showers of rain... and some snow for the central Sierras.

For SOCAL: in March...even with the up-tick in precipitation expected to develop, it will still be difficult to realize precipitation that approaches normal. There continues a chance for cold troughs to develop with dry cold fronts or upper lows into SOCAL, perhaps some occasional relief from the dry scenario. April....drier than normal for SOCAL.

April-May-June 2021... are still indicated drier than normal in the current CFSv2 model simulation, though with a weakening *La Niña*, late Spring rains may be observed into central California and possible SoCal later in April into the start of May. Under these conditions, we would suggest an early start to the 2021 fire season. In fact, the North American Multi-Model Ensemble shows above normal sea surface temperatures in April-June in the midlatitude eastern N Pacific, and associated drier and warmer than normal conditions for May-June in most areas of California, including the coast.

Alan Fox...Fox Weather, LLC

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