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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>

Productivity of Avocado: How the Interplay of Light and Vegetative Vigor Influences Yield

The Avocado Café will host a free grower webinar entitled, “Productivity of Avocado: How the Interplay of Light and Vegetative Vigor Influences Yield,” which will be moderated by Dr. Mary Lu Arpaia. Registration required. [More information here.](#)

February 18

February 18

Time: 8:00am

Location: Webinar

Organic Agriculture Seminar Series for Growers

The UC Cooperative Extension is offering a free Organic Agriculture Seminar Series for Growers. No pre-registration needed. [More information here.](#)

February 22, March 1, 8

February 22, March 1, 8

Time: 12:00pm – 1:00pm

Location: Webinar

CAC Board Meeting

February 24

February 24

Time: 10:00am – 12:20pm

Location: Web/Teleconference

34th Annual California Small Farm Conference

The California Small Farm Conference will offer four days filled with more than 50 online workshops, forums and videos as well as one day with small, in-person regional sessions in communities across the state. Registration required. [More information here.](#)

February 27-28, March 1-2

February 27-28, March 1-2

Time: 9:00am – 4:00pm

Location: Webinar

Free Grower Webinar Addresses Impacts of Pruning and Shoot Growth on Productivity

The Avocado Café will host a free grower webinar entitled, “Productivity of Avocado: How the Interplay of Light and Vegetative Vigor Influences Yield.” The webinar, which will be moderated by Dr. Mary Lu Arpaia, will take place at 8:00 a.m. on Friday, February 18.

The presenters for the webinar are as follows:

- Rodrigo Iturrieta, Ph.D. —How Shoot Growth Influences Fruiting and Light Distribution
- Gerardo Aldunate — Optimizing Pruning Strategies to Increase Light and Enhance Fruit Production

Pre-registration for the webinar is required. Interested parties should send a request to attend the event to cafeavos@gmail.com.

Commission Responds to USDA Suspension of Avocados from Mexico

On February 11, the California Avocado Commission began engaging with officials concerning reports that the U.S. Department of Agriculture, Animal and Plant Health Inspection Service suspended the import of avocados from Mexico. On February 14, the Commission followed up on the issue by [submitting a letter to USDA Secretary Vilsack](#).

In the letter to the Secretary, the Commission reiterated its support for a stable supply of avocados — including avocado imports — to meet consumer demand for the fruit in the U.S. The Commission also confirmed its firm belief that all supplies must meet with the existing strict phytosanitary inspection requirements to ensure the California avocado industry is not put at risk due to the introduction of an invasive pest. Both CAC President Tom Bellamore and CAC Vice President Industry Affairs Ken Melban voiced their support for the Department’s quarantine security and sought affirmation that the USDA’s inspections would be maintained with integrity while ensuring the safety and security of its inspectors.

The Commission has been in touch with its counterparts in Mexico to ascertain what happened and get as much factual information as possible. CAC will remain engaged with the USDA as this matter continues to unfold and provide more information as necessary.

Free Wildfire Prevention Series

The Ventura County Resource Conservation District is offering a free Wildfire Virtual Speaker Series throughout 2022. The series agenda is as follows:

- March 1 — Introduction to Wildfire
- June 7 — Understanding Insurance and Wildfire recovery
- July 5 — Wildfire Prevention Efforts
- December 6 — Wildfire Emergency Response and Community Services

The sessions will be held virtually from 6:00 – 7:00 p.m. and will be led by a variety of wildfire experts who will share their personal stories and expertise to help participants better prepare for wildfire season. [A complete listing of the sessions is available online.](#)

Registration is not necessary, but the Ventura RCD does encourage participants to RSVP. [Interested participants can RSVP for the series online.](#)

Free Organic Agriculture Webinar Series Available

The UC Cooperative Extension is offering a free Organic Agriculture Seminar Series for Growers. The weekly series takes place on Tuesdays, through March 8, from 12:00 p.m. – 1:00 p.m. via Zoom. Each session will feature a guest presenter who will share informative presentations and then take questions from participants.

The series covers a wide range of topics relevant to organic farming including soil fertility management, fungal pathogens, biostimulants, and biocontrol agents. A [complete topic agenda is available online.](#)

UCCE is [recording the organic seminar sessions and has made them available online](#) as well. The most recent topics, which are available as recorded sessions, include organic seedling production and water management during droughts.

Participants do not need to register in advance; they simply need to [click this meeting link](#) at the appropriate date and time.

34th Annual California Small Farm Conference Offers Virtual and Small In-person Events

The [California Small Farm Conference](#), which will be held from February 27 – March 3, will offer four days filled with more than 50 online workshops, forums and videos as well as one day with small, in-person regional sessions in communities across the state. The conference will offer sessions in both English and Spanish. In addition, admission to the conference is on a “pay-what-you-can” basis.

The conference covers a wide range of topics of interest to small farm operators including:

- Drought management
- Farm viability
- Nitrogen management
- Cover crops
- Women in ag tech
- Ecological and climate smart farming
- Healthy soils
- Farming through wildfire season
- FSMA updates and preparedness
- Pollinator conservation

The complete [small farm conference agenda is available online.](#)

On March 3, in-person gatherings will be held across the state. An interactive map is available online to assist growers in finding a local gathering near them. California avocado growers can access in-person events in [San Luis Obispo](#), [Ventura](#) and [San Diego](#) regions.

[Online registration for the conference is now available.](#)

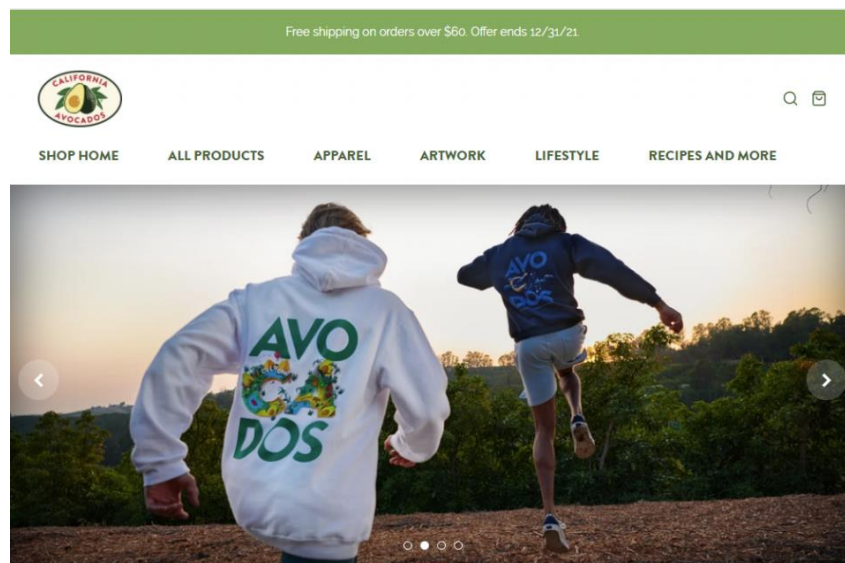
California Avocado Merchandise Orders Increase by Triple Digits Near Holiday Season

California avocado merchandise, available on ShopCaliforniaAvocado.com, is a very visible and effective means of driving brand awareness year-round. The online merch shop, which was launched in fall 2020, was updated in fall 2021 with new merchandise designed to pique consumer interest prior to the holiday shopping season. The new California avocado merchandise included a “Best Friends Sweatshirt” perfect for cozy moments, the “Avo Head” hat suited for athletic and outdoor events and the “Tasteful Apron” that can be worn for any avo-casion. To drive consumer awareness of the new items, which primarily showcased the 2021 take on “the best avocados have California in them” campaign, the California Avocado Commission launched integrated social media and digital promotions leading to a 500+% increase in November and December orders as compared to the preceding two months.

Interacting with consumers on social media requires a delicate balance — providing fresh content and merchandise promotions that engage your audience without causing burnout or oversaturation that leads them to tune out. The Commission crafted social media posts showcasing people wearing the newly released California avocado merchandise while engaging in a variety of activities that evoke the California lifestyle. These everyday-lifestyle posts, which are some of CAC’s most successful social media content in terms of engagement and driving traffic to the site, complemented those created by CAC’s influencer partners. In the off-season, the posts also were tied to cultural moments — like Black Friday or Cyber Monday — to drive increased buzz and engagement for the holidays. In addition, the Commission also used paid support for select social media posts on Instagram and Facebook to boost views and engagement beyond CAC’s main followers during key shopping moments. To make it easy for consumers to purchase the items, many of the social media posts included direct links to the merch shop item featured in the post. The social content shared in November and December to support the launch of new merch reached nearly 339,000 consumers and yielded nearly 5,100 engagements, including nearly 4,000 link clicks to merchandise items.

The Californiaavocado.com website is popular with people looking for California avocado recipes and serving tips and tricks. Therefore, to catch the eye of site visitors the Commission featured some of the new merchandise on the landing page’s header. During the holiday shopping season, the “Free Shipping on Orders over \$60” messaging was extended through December 31.

In the near future, the Commission will feature these merchandise items in specialized collections inspired by different regions of the state, drawing even greater attention to and a connection with California avocados and the West Coast lifestyle embodied throughout the state.



To encourage sales during the holiday shopping season, an announcement bar was added to the top of the Merch shop site page to promote free shipping on orders over \$60 through the end of December.

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, 2022

	Conventional #1	Organic #1
California Hass	(Field Price Per Lb)	(Field Price Per Lb)
#32's	\$2.00 - \$2.10	\$2.26 - \$2.32
36's	\$2.00 - \$2.10	\$2.26 - \$2.32
40's	\$1.94 - \$2.00	\$2.30 - \$2.36
48's	\$1.92 - \$1.98	\$2.34 - \$2.40
60's	\$1.56 - \$1.65	\$2.04 - \$2.10
70's	\$1.00 - \$1.15	\$1.60 - \$1.66
84's	\$0.66 - \$0.72	\$0.80 - \$0.86

*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)

WEEKLY VOLUME SUMMARY				
(Volume in Pounds)				
Week Ending			Season-to-Date	
02/13/2022			since 11/01/2021	
	(CA) Harvest / (Import) Arrivals	Shipped by AMRIC Handlers	(CA) Harvest / (Import) Arrivals	Shipped by AMRIC Handlers
California Detail				
HASS	4,051,727	5,269,083	18,475,421	9,331,108
LAMB	0	0	0	0
GEM	0	0	0	0
OTHER	11,040	3,675	207,710	183,425
CALIFORNIA TOTAL	4,062,767	5,272,758	18,683,131	9,514,533
INDUSTRY ADJUSTED	4,143,801	5,378,507	19,052,639	9,719,498
Imported Hass Detail				
MEXICO	24,206,507	32,310,129	713,031,340	459,567,943
PERU	0	0	0	772,362
CHILE	942,868	520,910	7,376,822	6,654,031
COLOMBIA	990,000	299,150	2,980,000	1,462,725
NEW ZEALAND	0	0	0	0
DOMINICAN	0	196,250	940,000	1,307,525
IMPORT TOTAL	26,139,375	33,326,439	724,328,162	469,764,586
Other Detail				
CA EXPORT	0	53,300	0	67,475
CA ORGANIC	0	301,010	0	772,972
IMPORTED (Greens)	3,000,000	0	29,660,000	0
FLORIDA	115,940	0	5,958,755	0
GRAND TOTAL	33,399,116	38,704,946	778,999,556	479,484,084

Crop Statistics

What a difference a month makes! In our mid-January GreenSheet we said that we expected the uptick in harvesting at that time to be brief, yet here we are four weeks later with nearly 19 million pounds of California fruit in the market. We've seen daily harvest numbers come down a bit this week in response to post-Super Bowl inventory and some much needed rain, but it too is likely short-lived. With the start of the California season seemingly already underway, many are watching the market closely and trying to plan their next steps to maximize profitability. It is times like these, when the market is volatile and uncertain, CAC recommends growers speak with their grove managers and handlers to understand the current market dynamics and develop a harvest strategy for the season. CAC continues to remain closely engaged with industry stakeholders to obtain the most up-to-date harvest projections, to ensure marketing efforts are aligned when California fruit is instore. To do this, the Commission is currently reevaluating the existing harvest projections, with input from AMRIC handlers, and will provide updated weekly numbers in the next few weeks, for March through the end of the year.

2022 California Crop Weekly Harvest Statistics			
4-Year Historical - AMRIC Handler Forecast - Actual Volumes			
All Varieties			
Week Ending	4-Year Historical Forecast	AMRIC Handler Forecast December 2021	Industry Adjusted Actual Weekly Volume
9-Jan	22,900	9,400	128,277
16-Jan	338,800	131,500	650,532
23-Jan	773,600	265,300	3,085,410
30-Jan	1,551,000	465,300	5,306,965
6-Feb	1,751,200	1,343,100	5,690,403
13-Feb	1,541,700	1,166,900	4,143,801
20-Feb	2,249,100	1,694,300	
27-Feb	3,968,300	2,993,200	
6-Mar	4,892,500	6,787,300	
13-Mar	4,717,800	6,547,800	
20-Mar	4,975,800	6,885,500	
27-Mar	4,747,400	6,583,300	
3-Apr	7,514,200	7,578,500	
1st QTR SubTotal	39,044,300	42,451,400	19,005,388
2nd QTR SubTotal	165,439,100	172,031,100	-
3rd QTR SubTotal	94,477,800	90,115,700	-
4th QTR SubTotal	7,038,800	1,401,800	-
Total	306,000,000	306,000,000	19,005,388

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

(Feb. 10 – March 7)

BASIC PATTERN:

Large Scale Pattern –

- A. Long wave ridge of high pressure has been with us for a long time. It resulted in an almost bone-dry January in Mendocino and Humboldt Co's, which has continued the first week of Feb. We are starting to see a gradual shift to a slightly wetter pattern beginning in the last week of Feb and early to mid-March.
- B. February's final 10 days: Continued drier than normal, with near normal temperatures overall. Showery periods are: Feb 21, Feb 27-28-1 Mar, 4or 5 Mar, 9-12 Mar, and 14-18 Mar.
- C. March: A turn to cooler than normal occurs in N California, and normal or a little warmer than normal in S California. Mar is currently forecasted wetter than normal due to cooler or cold days during trough periods in N and Northcentral California. About normal frost risk in S California (SOCAL), including San Diego/Orange/W Riverside Co's before and after passages of fronts, associated clouds and perhaps a stray rain shower.
- D. Recurrent fronts, most without rains, from the North Pacific will tend to support near-normal frost/freeze events for the late winter: Early to mid-Mar, including SOCAL citrus and avocado regions. Input of moisture from clouds or showers into Central and SOCAL agricultural areas will be spotty/questionable at end of Feb, and slightly better chance for rains in mid Mar.
- E. Medium range forecast models have performed poorly during this extremely dry late winter period. The stationary IVTinit pattern (related to sea surface temperature anomalies, has kept troughing in the central North Pacific, and high pressure close enough to the California coast to block storms from arriving, or else cause persistent weakness in approaching systems. The snow cover and cold forcing to our east, plus the mid Pacific troughing is indeed a dry pattern that is difficult to break.

FORECASTS FOR CALIFORNIA

Precipitation Trend: The main dates of precipitation are: Feb 21, Mar 1-2, Mar 4-5, 9-12, 14-18.

Forecast for Northern and Central California:

NORCAL Rains: Feb 21 (light shwrs), Mar 1-2, 4-5, 9-12 and 14-18.

CENTRAL CALIF Rains: Feb 21 (light shwrs), 2, 4-5, 10-12 and 15-18.

WARM SPELLS: Feb 24-26 and Mar 7-8.

COLD SPELLS: Feb 21-22, 27, Mar 1-5 and 9-18.

FRONTS WITH RAINS: Feb 21, Mar 1, 4, 9 and 14.

FROST AND FREEZE: Feb 17-20, 22-24, Mar 3, 6-8, 13 and 19-20.

Forecast for S California:

SOCAL RAINS: Feb 21, Mar 5, 11-12 and 16-18.

SOCAL WARM SPELLS: Feb 17-20, 24-27, Mar 7-8 and 20-21.

SOCAL COOL OR COLD SPELLS: Feb 21-22, Mar 5-6, 11-13 and 16-19.

FROST PERIODS: Feb 17-20, 23-24, Mar 6-8, 13-14 and 19.

FRONTS WITH RAINS: Feb 21, Mar 5, 11, and 16.

Sierra Nevada:

Dates of mountain rains and snows are: Feb 21-22, 27-28, Mar 2-5, Mar 10-12 and 15-18.

The listing of dates normally included for hot and cold spells, and precipitation are based on our CFSDaily and CFSDailyAI forecast products, and present expected trends in precipitation 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 10-Mar 7, 2022:

Highlights: The CFSv2 model shows a return to near or a little above normal temperatures for SE California deserts in Feb, and about normal temperature but no clear trend for precipitation for SOCAL deserts in March. Best chances for freezes in Feb and Mar are in the dry cool airmasses behind cold fronts, after dry downslope winds diminish or subside. The CFSv2 model is suggesting a slow trend towards warmer than normal days in Mar. If this occurs, then frosts may become less frequent than normal. We note that NORCAL is colder than normal per CFSv2 in Mar, while SOCAL is warmer than normal per CFSv2 guidance.

Looking Ahead – Long Range Outlook

Mar 14 – May 7, 2022 N and Central California: Near or a little below normal temperatures for Mar 2022. Slightly below normal temperatures for Apr 2022. Near normal rainfall in the Delta and Northern California.

Mar 14 – May 7, 2022 - For SOCAL mountains westward to coast: Near normal temperature for Mar, above normal temperature for Apr to early May. Drier than normal in Mar, but near normal rainfall for April (a month of usually meager rainfall).

Additional Comments:

CFSv2 monthly guidance suggests troughs coming into California and the Sierra Nevada to Great Basin at times in Mar, although we are emerging from frost season. Again, the best chance of frost/freeze will be following dry cold frontal passages and after dry downslope winds subside. The CFSv2 suggests a possible early exit from frost season. However, the dry airmasses and N flow regimes continue at least some residual risk of frost into early spring.

In summary, after the mostly dry Feb, there is a possible up-tick of rains in late Feb and in early to mid March (NORCAL). Some of those showers may sneak into SOCAL on a few occasions. Otherwise, a drier than normal rainy season, overall, is likely, with some seriously low reservoir levels at the beginning in May-June of the long dry hot summer season.

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

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