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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 Executive Committee Meeting

February 20

February 20

Time: 1:00 p.m. – 5:00 p.m.

Location: CAC Office, 12 Mauchly, STE L, Irvine, 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 20 & 21

February 20

Time: 8:00 a.m. – 5:00 p.m.

Location: ENGLISH SESSION at Center for Applied Horticultural Research, 3742 Blue Bird Canyon Road, Vista, CA

February 21

Time: 8:00 a.m. – 5:00 p.m.

Location: SPANISH SESSION at Center for Applied Horticultural Research, 3742 Blue Bird Canyon Road, Vista, CA

CAC Board Meeting

February 21

February 21

Time: 9:00 a.m. – 1:45 p.m.

Location: CAC Board Room, 12 Mauchly, STE L, Irvine, CA

FSMA Produce Safety Training — Fallbrook (English session)

The Farm Employers Labor Service is offering a full-day training session that meets the required U.S. Food and Drug Administration's Produce Safety training for growers. Registration required. [More information available here.](#)

February 21

February 21

Time: 8:00 a.m. – 5:00 p.m.

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

FSMA Produce Safety Training — Escondido (English session)

The Farm Employers Labor Service is offering a full-day training session that meets the required U.S. Food and Drug Administration's Produce Safety training for growers. Registration required. [More information available here.](#)

February 22

February 22

Time: 8:00 a.m. – 5:00 p.m.

Location: San Diego CFB, 420 S. Broadway, Escondido, CA

CAC Marketing Committee Meeting

February 26

February 26

Time: 10:00 a.m. – 12:00 p.m.

Location: CAC Board Room, 12 Mauchly, STE L, Irvine, CA

Avocado Decision Support Tools Available to California Growers

The California Avocado Commission (CAC) is pleased to announce that the avocado decision support tools (DST) are once again available online for California avocado growers to access. The DSTs are statistical models — accessible through a user-friendly website — that have been developed to help guide growers through decisions about fertilization to maximize yield. In addition, the system includes an irrigation calculator to help you plan and track your irrigation. The DSTs are available to all California avocado growers.

To access the DST system please visit www.CaliforniaAvocadoGrowersDST.com. You will need your CAC grower ID number to create an account the first time you access the system. If you do not know your grower ID number, please contact CAC at 949.341.1955. If you created an account while the system was briefly active last summer, your login credentials are still valid, and you can login and pick up where you left off. We greatly appreciate your patience as we worked through our technical difficulties in launching the DSTs.

Assistance Available for Growers Recovering from Recent Flooding and Heavy Rains

California avocado growers affected by the recent heavy rains and flooding are reminded that the California Farm Service Agency (FSA) offers [disaster assistance](#) and low-interest loan programs to assist growers with their recovery efforts.

Assistance programs include:

- **Tree Assistance Program** — offers financial assistance for qualifying tree losses due to natural disaster
- **Emergency Loan Program** — low-interest loans to help growers recover from losses due to drought/flooding, available in counties under a primary or contiguous Secretarial Disaster designation

- **Emergency Conservation Program**— provides emergency funding to rehabilitate land damaged by natural disaster (includes fence loss)

Complete information about FSA assistance programs is available [online](#).

Technical Assistance Available for Healthy Soils and SWEEP Grant Applications

The University of California Cooperative Extension has hired two specialists to assist growers with the [Healthy Soils Program](#) (HSP) and [State Water Efficiency and Energy Programs](#) (SWEEP) grant programs. Allison Rowe, based in Ventura County, and Esther Mosase, based in San Diego County, can answer questions concerning the programs, assist with completion of the grant applications and contribute to growers' HSP and SWEEP monitoring and project implementation efforts.

The Healthy Soils Program provides funding of up to \$75,000 to implement a new practice to a grower's management plan that increases soil carbon, builds soil resiliency and reduces atmospheric greenhouse gases. The SWEEP program provides funding of up to \$100,000 to increase water use efficiency and reduce energy use in water management.

The grant deadline for both programs is March 8, 2019. Growers are encouraged to contact the UCCE specialists if they need assistance in meeting the grant application deadlines. If growers have been thinking about adopting a new practice, they can contact Allison or Esther to determine whether the project qualifies for either of these programs.

Allison has a background in agriculture, land use and grant management. Esther has completed research in geoinformatics, hydrology and remote sensing, and water resources modeling. Allison can be reached at amrowe@ucdavis.edu and Esther Mosase can be reached at enmosase@ucanr.edu.

Ag Innovations Conference to Focus on Biologicals

The Ag Innovations Conference: Biologicals will bring together speakers from universities, research organizations and the agricultural industry to introduce participants to the latest technologies. This year the conference will focus on biologicals. Some of the topics include:

- Regulatory updates on biopesticides and biostimulants
- Harnessing the power of biologicals for harvesting more, sustainably
- How beneficial microbes improve plant health and boost grower ROI
- Successful use of biologicals in outdoor crops
- Building a better mouse trap

A complete agenda is available [online](#).

The conference will be held March 5 with a 7:30 a.m. sign in. The event will be held at 313 West Tunnell Street, Santa Maria, CA, 93458.

[Early registration is now open](#) through February 28. The fee is \$50 (early registration) and \$100 (after February 28). The fee includes lunch and refreshments.

Differentiating Between Drought and Root Rot

Dr. Ben Faber, soils/water/subtropical crops advisor for Ventura and Santa Barbara Counties, recently shared a [blog post](#) about the steps California avocado growers can take to determine whether a tree is afflicted by drought or Avocado Root Rot. Following is a summary of his recommendations.

The first step is to assess the tree's canopy. Step back and take a look at the overall canopy to assess the level of thinning and dieback. Now examine the leaves up close. Are the leaves limp, yellowing, have tip burn and are topped with lots of flowers? Is the fruit sunburned? These are signs that the tree is under stress and doesn't have the energy to produce and maintain healthy leaves.

Having collected observations of the canopy, now it's time to look at the ground surrounding the tree. If there's not natural leaf mulch beneath the tree, this also is indicative that the tree is stressed and is struggling to take up water. The issue could be a lack of water (poor irrigation timing, amounts or distribution) or a lack of roots (Avocado Root Rot).

To determine whether the water uptake issues are due to poor irrigation or Avocado Root Rot, apply water and observe the tree for a couple of days. Does the tree perk up within two days of irrigation? If not, it's time to dig into the soil around the tree to observe the tree's roots.

Upon digging, if you observe no roots, only large roots or small roots that are blackened and brittle the tree most likely has Avocado Root Rot. This can be verified with a lab test, but Dr. Faber notes that during certain times of the year and with certain disease conditions, the test results can return a false negative. If you suspect Avocado Root Rot and the lab test comes back negative, it's best to retest with another sample later in the season.

California Agricultural Leadership Program Accepting Candidate Applications

The [California Agricultural Leadership Program](#) is considered to be one of the premier leadership development experiences in the United States. The program is currently accepting applications from growers, farmers, ranchers, agricultural professionals and individuals in allied businesses and organizations for its next class of leaders. The Phase One application is due April 29. There are three phases to the application process; select applicants will be chosen to complete phases two and three

The program runs 17 months from October 2019 – February 2021 with approximately 56 days of formal program activities. Fellows participate in monthly seminars, national and international travel seminars and receive individualized development coaching. The program is operated by the California Agricultural Leadership Foundation with curriculum provided by Cal Poly Pomona, Cal Poly San Luis Obispo, Fresno State and UC Davis.

Complete information about the program can be found [online](#). Interested parties can apply for the program [online](#).

Commission Crafts Compelling New California Avocado Grower Videos

Next to the fruit itself, California avocado growers, their growing practices, the location where they grow and their stories provide a solid foundation for creating the premium differentiation for California avocados. By sharing the histories of California avocado growers, the California Avocado Commission adds credibility and character to marketing communications that increase brand value.

As part of its efforts to ensure the CaliforniaAvocado.com site remains up-to-date, relevant and engaging for consumers, the Commission is in the process of updating the California avocado grower stories.

The Commission began filming a new series of California avocado grower videos in the northern growing regions of the state in the Fall of 2018. Growers including the Abbott Family, Sal Dominquez, Rachael Laenen, Dorcas Thill, Gordon Kimball, Maggie Kimball and Andy Sheaffer.

The videos and photos will be utilized as assets in a variety of customer-specific marketing programs including the consumer website, online advertisements, social media and customized retailer programs.



The new California avocado growers videos took place in the northern regions of the state.

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 14, 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 2/10/2019	Season-to-Date (since 11/01/2018)	2019 Year to Date
Hass	133,856	804,965	791,998
Lamb	0	0	0
Other (Greens)	0	223,512	43,585
California Total	133,856	1,028,477	835,583
Florida	85,855	5,385,545	518,430
Chile	497,029	26,730,292	4,383,530
Mexico	38,763,874	680,721,961	324,368,197
Peru	0	0	0
Other (Imports)	1,380,000	16,540,000	6,830,000
Import Total	40,640,903	723,992,253	335,581,727
USA Total	40,860,614	730,406,275	336,935,740

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. As previously reported, rain and market conditions continue to keep actual harvest numbers behind projections, however recent field meetings indicate that the California harvest is anticipated to get underway mid-March and into April. The Commission recommends that growers communicate with their handlers and grove managers on a regular basis to determine the best harvest strategy for this 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	233,836	174,276
Feb 10- (15)	1,427,131	1,442,400	133,856	158,608
Feb 17 - (16)	1,476,625	1,492,300	226,626	252,787
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- A cold and wet pattern prevails across California and the western US. The wet trend will tend to continue through Feb and the first week to 10 days of March.

High pressure will tend to linger over the eastern Gulf of Alaska. This will force active westerlies along 28-36N from the WSW. Cold and wet have been the pattern thus far, and wet conditions will tend to continue for central and N California.

A combination of support for troughing near the central California coast, and a more active *El Niño* out in the 120-130W region were occurring together on Feb 15-18th. These SSTA-related signatures, when they occur together, support an increase in troughing action to the SW of central and S California.

El Niño, as a whole, remains moderately active. Most of the warm sea surface temperature anomalies (SSTAs) remain focused into the east portion of the *El Niño* region to the south of southern Mexico and southwest of Baja California.

Troughing will focus in the southern Great Plains, southern Rockies and S California.

The activity discussed above will tend to focus cold outbreaks (plenty of frost/freeze) in the northwest and central California regions, and possibly in S California, while backdoor cold fronts with snowshowers occur in the SierraNV.

The Madden-Julian Oscillation (MJO) is expected to remain somewhat active through Feb until about the 25th. The MJO active phase will weaken in late Feb, resulting in weaker storm events. Although backdoor cold fronts continue a possibility for the SierraNV, watch for more rains in central California, even in Oregon, and far N and NW California remain drier than normal.

Watch for plenty of frosts associated with dry gusty winds, and higher than normal risk of wetbulb freeze events throughout California, especially central and south during this early spring period.

Another active phase of the MJO appears to develop during 25 Feb to the first week of March. Historically, we tend to get more rains at this time of the season. For 2019, watch for not only rains, but some low snow levels again from March 6-10, followed by frosts and freezes on short occasions during a highly variable period.

May through June is forecasted by CFSV2 as unusually active, thunderstorm-wise, with the best chance for thunderstorm (TSTM) and lightning occurring in that May-June period. Watch for higher than normal lightning risk, and a more active than normal risk of lightning-induced fire ignition in June and the first part of July 2019.

In the Near Term – Feb 23-March 9...Salinas Valley-San Luis Obispo Co...Precipitation continues near normal, or modestly wetter than normal, and showery. We expect colder than normal through the Monterey and Santa Cruz Co's coastal mountains, and possibly above normal occurrence of snow in the coastal mountains, and frost for the viticultural regions.

...S Calif Avocado Area, San Luis Obispo Co to San Diego Co...Rainfall continues above normal in late Feb and the first week or two of March.

Summary – March 10-24... 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 Mar 12-15, and 26-31st, when mild and showery or rainy conditions occur. During these times active troughing recurs into California from the west, then eventually settles into the SierraNV and Great Basin, and Rockies.

Seasonal Outlook / *El Niño* Update... March 25 – May 31... As speeds of the westerlies decrease, and the belt of main westerlies begins its seasonal poleward migration, 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 probably suggests that rainfall will trend above normal, but the better chance is that TSTMS and scattered light showers will

increase, while areal coverage by raincells actually decreases. Prepare for some pretty aggressive TSTM events with localized heavy rains, and higher than normal frequency for lightning. This is not good news for fire risk in the SierraNV, and actually increases the risk of fire in the forested lands.

For southern California, moist conditions are more likely in March, and may also continue into April, as upper low activity, associated with the *El Niño* forcing, is slow to recede. Seasonable (near or above 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 of the monsoonal TSTM season for SOCAL as we transition into May, but more likely a period of cool coastal low clouds, drizzle, and drizzly rain during the morning hours, interspersed with afternoon TSTMS, as well as a few cold mornings. Nursery and flower growers should watch out for the cold episodes, despite the lateness of the frost season. Energetic fronts can cause clearing of the low cloud field overnights in mid to late April and May. With upper lows in the picture, depending on their location, we could see some dry NE flow events interspersed with the cold mornings.

Alan Fox...Fox Weather, LLC

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