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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 Seminar — Irrigation and Fertigation Automation & Highlights of the 2019 World Avocado Congress
During these seminars growers will learn about irrigation and fertigation automation, as well as hear highlights of the 2019 World Avocado Congress. More information here.

February 4-6

February 4
Time: 1:00 p.m. – 3:00 p.m.
Location: San Luis Obispo Farm Bureau, 4875 Morabito Place, San Luis Obispo

February 5
Time: 9:00 a.m. – 11:00 a.m.
Location: Ventura CE Office, 669 County Square Drive, Ventura, CA

February 6
Time: 1:00 p.m. – 3:00 p.m.
Location: San Diego Farm Bureau, 420 South Broadway, Escondido, CA

Healthy Soils Grants Webinar
The University of California Cooperative Extension is offering a free Healthy Soils Grant Webinar for California avocado growers. The webinar will cover recent changes to the Healthy Soils Grant, walk growers through the application process and share information about securing technical assistance. More information here.

February 12

February 12
Time: 9:00 a.m. – 10:00 a.m.
Location: Online Webinar
CAC Board Meeting
February 27

February 27
Time: TBA
Location: CAC Office, 12 Mauchly, Ste L, Irvine, CA

Ventura County Symposium: Sustainability Through Soil Health
The University of California Agriculture and Natural Resources department's "Ventura County Symposium: Sustainability Through Soil Health" will focus on relevant research updates and industry trends. Registration required. More information here.

February 27

Time: 8:00 a.m. – 12:00 p.m.
Location: Crowne Plaza Hotel, 450 E. Harbor Boulevard, Ventura, CA

2019 California Avocado Acreage and Condition Report Available
The California Avocado Commission (CAC) partners with Land IQ to conduct annual acreage surveys that are used by the Commission for yield forecasting and to make informed budgeting and marketing decisions.

Data from the acreage survey is compiled in a database for use by the Commission. In addition, Land IQ has released the 2019 Statewide Avocado Acreage and Condition report. Highlights from the report include:

- Total avocado planted acreage in 2019 was 54,706 acres
- Total producing acreage decreased by 1,080 acres from 2018-2019; young acreage increased by 214 acres and stumped acreage increased by 752 acres during the same time frame
- The five major avocado growing counties — Riverside, San Diego, San Luis Obispo, Santa Barbara and Ventura — accounted for 52,878 of planted acreage
- The five main producing counties represent the following percentage of avocado acreage
  - Ventura — 36 percent
  - San Diego — 32 percent
  - Santa Barbara — 12 percent
  - Riverside — 10 percent
  - San Luis Obispo — 7 percent
- Of the total planted acreage:
  - 46,078 producing acres
  - 4,557 new/young acres
  - 4,071 topped/stumped acres
The report also includes:

- Tables of statewide avocado acreage by county and zip code
- Maps depicting planted avocado polygons in each of the Commission’s five districts
- Table of net change in acreage from 2018-2019, by county
- Table noting the change in avocado acreage classifications from 2018-2019

A copy of the report is available [online].

**Healthy Soils Grants Webinar**

The University of California Cooperative Extension is offering a free Healthy Soils Grant Webinar for California avocado growers on February 12 from 9:00 – 10:00 a.m. The webinar will cover recent changes to the Healthy Soils Grant, walk growers through the application process and share information about securing technical assistance.

The California Department of Food and Agriculture Healthy Soils Program will soon begin accepting applications for the Healthy Soils Grants. Some of the farm management practices eligible for funding include cover cropping, no-till, reduced-till, mulching, compost application, and conservation plantings.

The Healthy Soils grant webinar invitation instructions are as follows.

**To join by computer**

Join Zoom Meeting ([click here](#))
Meeting ID: 407 573 449
Password: 773663

**To join by phone**

+16699006833 407573449# US (San Jose)
+16465588656 407573449# US (New York)

OR

**Dial by your location**

+1 669 900 6833 US (San Jose)
+1 646 558 8656 US (New York)
Meeting ID: 407 573 449

If you cannot attend the webinar, you may contact Alli at amfish@ucanr.edu for application assistance.

**New Seminar Examines Sustainability Through Soil Health**

The University of California Agriculture and Natural Resources department is hosting the Ventura County Symposium: Sustainability Through Soil Health on February 27 from 8:00 a.m. – noon. The symposium will focus on relevant research updates and industry trends. The speakers include:

- Dr. John Idowu, Extension Agronomist and Associate Professor at New Mexico State University — “Soil Health Assessment and Management: Lessons from the Arid and Semiarid Southwester”
The event will be held at the Crowne Plaza Hotel located at 450 E. Harbor Boulevard, Ventura, CA, 93001. Interested parties can RSVP for the symposium online.

**UCCE Seeks to Build Grower Advisory Team Focused on Climate and Agriculture**

The University of California Cooperative Extension (UCCE) is seeking commercial farm producers or industry stakeholders interested in being a part of a program development advisory team related to climate and agriculture. The group would meet two to four times a year, would receive monthly progress reports and invitations to view projects. A minimum one-year commitment is preferred.

For more information, or to express interest in participating, contact Jan Gonzales at jgonzales@ucanr.edu or 619.985.9422.

**Consumer Website Rebuild Will Streamline Maintenance and Reduce Costs**

Since its refresh five years ago, the CaliforniaAvocado.com consumer website has garnered approximately 24 million page views and become an important hub for all California avocado content. The current website is housed on a software version that will soon be unsupported by the software developer and as of November 2019 the California Avocado Commission has begun to rebuild the website on a new software system.

The new software system was chosen because it can sustain future website development, it will support the same — if not improved — functions and it can provide user experience and design improvements. Because the new system is built on standardized frameworks with well-known code that is more common to software developers, the site will require significantly less funds to maintain, host and update.

The website will have a similar look and feel to the current website. As the new framework is developed, the Commission will begin the substantial undertaking of migrating existent content to the new website platform. Because the content management system will be more user friendly, it will require less staff hours to upload and refresh content.

This rebuild will allow the Commission to restructure the website’s data to better accommodate search engine algorithms and thus improve the site’s optimization and search ranking when targeted consumers submit online queries. Because all of the Commission’s marketing channels refer to the website, this will be an important advance for brand recognition.

The refreshed site is expected to launch in the fourth quarter of 2020 after the close of the California avocado season. The Commission will provide updates concerning the launch later this year.

**California Market Trends**

Crop Statistics

To help California avocado growers make informed harvesting decisions, below is the California Crop Weekly Harvest Projection for the first quarter of 2020. It is estimated nearly 3 million pounds was harvested the last week of January, which would bring the total volume harvested for the month to approximately 8 million pounds, nearly double the volume projected by handlers in December 2019. Based on discussion in recent field meetings, this increase in volume was driven by favorable market conditions leading into the Big Game promotion period. While we may see a bit of a slowdown, or even continuation at the same pace, in harvest over the next few weeks to allow inventories to clear out, there is talk that California harvest will pick up mid-to-late February and kick off for the season. As growers prepare for the start of the season, the Commission recommends that growers communicate with their handlers and grove managers on a regular basis to plan their harvest strategy.
Weather: 30-Day Outlook For California’s Coastal & Valley Areas

(January 30 – February 18)

Summary- The long term *El Niño*-Southern Oscillation (ENSO) is positive (+1 to +1.5°C: weak *El Niño*) through February and Mar. The ENSO will be in transition to a dry *La Niña* type pattern by May and June. Dry and warmer than normal conditions develop in late spring and early summer for most of California.

The MJO is moving toward an activity minimum, with peak in the minimum about the first 5-7 day of Feb. Return to an active MJO is possible about Feb 10-18.

For the period following Jan 29-Feb 6th there is a period of troughing off the coast of southcentral and S California. There is a chance for showers into SOCAL from this system but dry offshore wind regime for most of northcentral and N California. Otherwise, there is risk of several mostly dry frontal passages Feb 3 through 11th, with sparse showers into the Sierra (mostly snowshowers), and recurrent gusty NE winds into NORCAL, the Sierra west slope and coastal mountains of N and central California. Both the CFSV2 and NMME (Ensemble) models are suggesting a drier and warmer than normal Feb and Mar.

**In the Near Term – Jan 20 – Feb 13...** Salinas Valley-San Luis Obispo Co...The best chance for rains is indicated during Feb 9-10. Unseasonably warm days may develop from Feb 4-7 and then windy and cooler with rains from the 9-10th.
For Southern California, the best chance for rains is during Feb 3, followed by Santa Anas Feb 4-6th. There is a chance for rains again from Feb 9-10th. Warm days but cold, possibly lows in the 30s with wetbulb freeze events on/before and after the Santa Ana wind periods on the dates mentioned above.

**Summary – February 14 – March 6...** The general synopsis for Southern California is that the best chance for rains and cool, showery conditions is suggested for Feb 9-13th, 16-18th, and 25-28th. Frost and freeze occurrence in agricultural valley areas should be near or slightly above normal, occurring mainly from Feb 5-8th, 17-25th before or after Santa Ana events. A trend towards warmer than normal days is possible during the 17-24th. Cooler days occur more likely during rainy periods, i.e. Feb 25-28th.

**Seasonal Outlook March 7 – April 30...** Northern and Central California overall pattern....Below normal rainfall in Mar, near or above normal rainfall for April 1-15th. Viticultural areas of Napa, Sonoma and Mendocino Co’s may see a few light freezes or wetbulb freezes in the valley areas in Mar with predominant dry airmasses, despite mild or warm days. Short term climate prediction models are showing March as much warmer than normal, and April near normal for temperature.

Sierra Snowpack....Drier than normal conditions appear more likely for the SierraNV during Mar 7 – 31 followed by return of a few normal-type spring rains and snows about early to mid Apr. The combination of recurrent warmth and dryness do not support development of a good Sierra snowpack this season. We started with robust snows in Dec and Jan. However, the early season decrease in precipitation for Feb and Mar (usually wet months for SierraNV) continues the trend for warmer and drier than normal conditions through Mar.

Southern California: San Luis Obispo Co to San Diego Co...The period from Mar 7 – Apr 30 appears to be warmer and generally drier than normal. SOCAL could experience an up-tick in rainfall during early to mid-April.

Alan Fox...Fox Weather, LLC
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