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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 Board Meeting

February 24

February 24

Time: TBA

Location: TBA

## Winter 2021 From the Grove Available Online

The [Winter 2021 issue of From the Grove](#) is now available on the California avocado growers' website. Highlights from the issue include:

- A farewell [letter from outgoing California Avocado Commission President Tom Bellamore](#)
- A tribute to Tom Bellamore, and a bullish look at the future of the avocado industry, from [CAC Chairman Rob Grether](#)
- Results from the [2021 CAC General Election](#)
- A [retrospective look at Tom Bellamore's career](#)
- Findings from the [2021 Avocado Ripeness Study](#)
- An overview of [CAC's 2021 Marketing Plan](#)
- A look at the [newly-released California avocado merchandise](#) added to Shop.CaliforniaAvocado.com
- Highlights from [CAC's 2020-21 year-end marketing Dashboard report](#)
- Key takeaways from the [Commission's Grower Profitability Study](#)
- [Best practices for utilizing Orondis® Fungicide](#) in California avocado groves
- An examination of the [impact overhead irrigation can have in mitigating heat](#) in groves
- A summary of research conducted to determine the prevalence and impact of Botryosphaeria fungi, which causes [Avocado Branch Canker](#), in California nurseries and new plantings
- Insights from [California avocado handlers about the potential of the 2022 California avocado crop](#)

## HAB Seeks Applicants for the Hass Avocado Industry Board Leadership Program

In 2021 the Hass Avocado Board launched the [Hass Avocado Industry Board Leadership Program](#) (BOLD) to develop emerging leaders interested in addressing the opportunities and challenges facing the Hass avocado industry. BOLD is designed to help participants improve profitability, increase the effectiveness of the industry and become board-ready candidates for HAB, the California Avocado Commission and importer associations.

BOLD participants take part in classes taught by industry and academic professionals, and are paired with an industry mentor to develop an increased understanding of:

- Essential skills, knowledge and relationships necessary to become an industry leader
- Board member responsibilities
- Avocado research and marketing functions
- Finance and fiduciary responsibilities
- Board structure, membership, regulation and governance

BOLD participant commitments include:

- Participation from March 2022 – March 2023
- Attendance at 5-6 avocado association Board meetings, including module training sessions (meetings might be held virtually)
- Potential trip to Washington, D.C. for USDA visit
- Two-day academic training at UC Davis in June (may be virtual)
- Participation in year-long mentorship program

To qualify for BOLD, applicants must be eligible to sit on an industry board and have the approval of their company/employer to participate. [Applications are being accepted through January 31](#). Candidates will be accepted in late March, with training beginning April 1.

## Growers Encouraged to Complete San Diego County Crop Report Questionnaire

The County of San Diego's Agriculture, Weights and Measures' Annual County Crop Report plays an important role in helping the county identify the top 10 crops, new and emerging crop trends, the overall value of agriculture in the county and the county's statewide ranking of comparable crops.

California avocado growers in San Diego County are encouraged to complete the confidential 2021 Crop Report Questionnaire to assist the county in gathering data for its annual report that is used to help officials make policy decisions based on the value of agriculture to the local economy. Data also assists officials in determining how much financial assistance is needed during disaster declarations, and provides lending institutions and government agencies with data used to make decisions about farm loans.

All questionnaires are due February 28, 2022. [Survey instructions can be found online](#), as can [a fillable PDF version of the survey](#).

The questionnaire also was mailed to growers earlier this month. If you have not received the questionnaire, or have additional questions, contact Porfirio Mancillas at [Porfirio.Mancillas@sdcounty.ca.gov](mailto:Porfirio.Mancillas@sdcounty.ca.gov) or 858.378.2794.

The completed questionnaire can be faxed to 858.467.9697, emailed to [Porfirio.Mancillas@sdcounty.ca.gov](mailto:Porfirio.Mancillas@sdcounty.ca.gov) or mailed to:

Office of Agriculture, Weights and Measures  
9325 Hazard Way  
San Diego, CA 92123

### **Avocado Irrigation Management Survey Aims to Help Develop Effective Tools for Growers**

The University of California Cooperative Extension's ongoing avocado irrigation management research project aims to help develop tools and information that help growers effectively and efficiently manage their irrigation practices. As part of this research effort, UCCE is conducting an Avocado Irrigation Management Survey to better understand California avocado growers' irrigation management practices and concerns.

To assist researchers on this project, California avocado growers are encouraged to complete the brief [online Avocado Irrigation Management Survey](#). The individual information collected via the survey will remain confidential and the compiled data will be used for the UC Division of Agriculture and Natural Resources research and educational purposes. The survey consists of a series of questions that asks growers about the following:

- Known water quality issues
- Acreage, spacing and orientation of groves
- Varieties grown and age of trees
- Soil type, condition and salinity issues
- Irrigation systems used, method of scheduling, measurement techniques
- Moisture sensors
- Annual average yields
- Tools used for irrigation management

For more information, contact Ali Montazar, UCCE Irrigation and Water Management Advisor, at [amontazar@ucanr.edu](mailto:amontazar@ucanr.edu).

### **California Avocado Tracking Study Indicates Strong Awareness and Preference for the Brand**

On December 9, the California Avocado Commission presented highlights of its 2021 California Avocado Tracking Study to the CAC Marketing Committee. The report plays a critical role in helping the CAC Marketing team evaluate the impact of its marketing communications, measure marketing performance against established benchmarks and identify areas for improvement. Further, data compiled in the report is shared in retailer presentations to help secure interest in distributing California avocados.

Surveys for the study were fielded in August and September. The 1,447 people surveyed represented regions across the United States with an oversampling in California so the Commission could delve deeply into the region with the largest percentage of California avocado purchases. Results were reported for California, the Premium Californian consumer target market and by region (west, total non-west, central, south, northeast and total U.S.).

Overall, awareness of California as an avocado growing region has increased versus 2020 and California avocado ad awareness remains at the highest levels to date. Both region and ad awareness continue to be on par with Mexico.

California avocados are the favorite (ranked number one) in California and the Total West region. The Golden State fruit is perceived as the most premium, the best tasting, the freshest, and the safest. If given a choice, respondents indicated California was the preferred region for avocado purchases.

Respondents also indicated California avocados are worth paying more for and noted that safe, sustainable growing conditions— which they deemed important characteristics — are worth the price. In fact, respondents indicated safe growing conditions continue to be as important as taste. Those surveyed indicated that growers keeping the water supply safe is the biggest perceived sustainability advantage for California avocados.

Data indicated the importance of U.S.-grown produce and checking the fruit for the region where it was grown remain steady, but are not increasing. Thus, encouraging consumers to check the region an avocado is grown in remains an opportunity for differentiation. The biggest barrier to checking the region of the fruit was reported as price. When checking to see what region an avocado comes from, respondents say they most often relied on the fruit’s sticker.



*California avocado awareness, and preference for the fruit, continues to be strong.*

## 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>.

	Conventional #1	Organic #1
<b>California Hass</b>	<b>(Field Price Per Lb)</b>	<b>(Field Price Per Lb)</b>
#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](http://www.CaliforniaAvocadoSociety.org).

California Avocado Commission Weekly Volume Summary (Pounds)

<b>WEEKLY VOLUME SUMMARY</b>				
<b>(Volume in Pounds)</b>				
	Week Ending 01/16/2022		Season-to-Date since 11/01/2021	
	(CA) Harvest / (Import) Arrivals	Shipped by AMRIC Handlers	(CA) Harvest / (Import) Arrivals	Shipped by AMRIC Handlers
	<b>California Detail</b>			
HASS	561,610	81,050	666,400	126,700
LAMB	0	0	0	0
GEM	0	0	0	0
OTHER	77,690	15,100	146,330	48,450
<b>CALIFORNIA TOTAL</b>	<b>639,300</b>	<b>96,150</b>	<b>812,730</b>	<b>175,150</b>
<b>INDUSTRY ADJUSTED</b>	<b>650,532</b>	<b>99,281</b>	<b>826,058</b>	<b>182,529</b>
	<b>Imported Hass Detail</b>			
MEXICO	56,034,559	32,109,558	531,458,058	327,528,741
PERU	0	0	0	772,362
CHILE	47,408	229,410	3,943,166	5,540,418
COLOMBIA	10,000	62,850	1,660,000	823,425
NEW ZEALAND	0	0	0	0
DOMINICAN	90,000	59,425	940,000	714,800
<b>IMPORT TOTAL</b>	<b>56,181,967</b>	<b>32,461,243</b>	<b>538,001,224</b>	<b>335,379,746</b>
	<b>Other Detail</b>			
CA EXPORT	0	0	0	0
CA ORGANIC	0	23,250	0	56,600
IMPORTED (Greens)	1,570,000	0	19,670,000	0
FLORIDA	169,400	0	4,813,050	0
<b>GRAND TOTAL</b>	<b>58,571,899</b>	<b>32,560,524</b>	<b>563,310,332</b>	<b>335,562,275</b>

**Crop Statistics**

With the second GreenSheet of 2022, it is important to provide the following definition, “*pro-jec-tion: an estimate or forecast of a future situation or trend based on a study of present ones.*” No sooner does CAC release 2022 crop

estimates and projections, and the harvest numbers are already exceeding expectations! Before getting into the numbers, just a reminder that these are in fact just estimates and projections, an educated “guess” of what could happen, based on a snapshot of the California industry at a particular point in time.

The current 2022 crop estimates and projections are based on handler surveys conducted in late-November and early-December of 2021. If we had a crystal ball it would be easier to guess how the market would be performing, how fruit was sizing, or if we’d have favorable weather conditions. In the absence of this magic ball, we are left to rely on our best and most educated guesses. Fast forward to today where the market is extremely strong for this time of year, some CA growers have decent size fruit on their trees, and the weather (knock on wood) has been mild, and you see some California growers beginning to stick their toe in the water a bit sooner than anticipated. While we aren’t seeing, nor do we expect to see, the CA season officially kick off until March, CAC will be keeping an eye on the volume of fruit harvested in this early part of the season and adjust weekly projections accordingly at the end of February. Below are the current first quarter California harvest projections and year-to-date actual harvest volumes.

<b>2022 California Crop Weekly Harvest Statistics</b>			
<b>4-Year Historical - AMRIC Handler Forecast - Actual Volumes</b>			
<b>All Varieties</b>			
<b>Week Ending</b>	<b>4-Year Historical Forecast</b>	<b>AMRIC Handler Forecast December 2021</b>	<b>Industry Adjusted Actual Weekly Volume</b>
9-Jan	22,900	9,400	128,277
16-Jan	338,800	131,500	650,532
23-Jan	773,600	265,300	
30-Jan	1,551,000	465,300	
6-Feb	1,751,200	1,343,100	
13-Feb	1,541,700	1,166,900	
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	
<b>1st QTR SubTotal</b>	<b>39,044,300</b>	<b>42,451,400</b>	<b>778,809</b>
<b>2nd QTR SubTotal</b>	<b>165,439,100</b>	<b>172,031,100</b>	<b>-</b>
<b>3rd QTR SubTotal</b>	<b>94,477,800</b>	<b>90,115,700</b>	<b>-</b>
<b>4th QTR SubTotal</b>	<b>7,038,800</b>	<b>1,401,800</b>	<b>-</b>
<b>Total</b>	<b>306,000,000</b>	<b>306,000,000</b>	<b>778,809</b>

## **Weather: 30-Day Outlook For California’s Coastal & Valley Areas**

(Jan. 14 – Feb. 14)

### **BASIC PATTERN:**

Large Scale Pattern –

- A. Remainder of Jan: Predominantly dry for all of California. This is about equally true for both Jan and Feb. Warmer than normal conditions continue overall, but there will be some cold periods, especially in late Jan.

- B. February: Freezes in SOCAL and Central Calif early in Feb, then we turn to warmer days midmonth after a period of blustery cold fronts. Frosts continue unusually frequent in agricultural valleys during Feb.
- C. March: Somewhat dry in most of California, but with a chance for near normal precipitation in far N California Humboldt Co north, and in the mountains (northern Sierras, and Siskiyou's). Above normal frost risk in NW California (Mendocino/Sonoma/Napa Co's and near or above normal frost risk S Sacramento Valley and Central California. March 2022 appears unusually dry in SOCAL.
- D. Despite abundant and widespread snowfalls in the Sierras (Dec, but much lower amounts in Jan), the water budget deficit continues problematic into March.
- E. Recurrent NW flow from an area of colder than normal sea surface will tend to support more frequent frost/freeze events than usual for Jan and Feb, including SOCAL citrus and avocado regions.

**FORECASTS FOR CALIFORNIA**

Precipitation Trend: The main dates of precipitation are:

Main rains and mountain snows occur Jan 23-28, 31, Feb 3, Feb 6-8.

N and Central California Precipitation Dates- Jan 23-26, 31, Feb 3, Feb 6-9.

**Forecast for Northern and Central California:**

NORCAL Rains: Jan 23-28, 31-Feb 1, Feb 3-4 and 6-8.

CENTRAL CALIF Rains: Jan 24-27, Feb 1, 4, and 8-9.

WARM SPELLS: Jan 14-16, 22-23, 29-30, and Feb 12-14.

COLD SPELLS: Jan 24-26, 31-Feb 1, 3-5, and 6-10.

FRONTS WITH RAINS: Jan 23, 31, Feb 3 and 6.

FROST AND FREEZE: Jan 14-17, 27-28, Feb 2, 5, and 10-13.

**Forecast for S California:**

SOCAL RAINS: Jan 23-26, Feb 3 and 8-10.

SOCAL WARM SPELLS: Jan 14-21, 29-30, Feb 8 and 13-16.

SOCAL COOL OR COLD SPELLS: Jan 23-27, Feb 3-8 and 9-11.

Frosts may follow on: Jan 27-29, Feb 6-7 and 11-13.

FRONTS WITH RAINS: Jan 23, 25, Feb 4 and 8.

**Sierra Nevada:**

Dates of mountain rains and snows are: Jan 23-28, 31-Feb 1, 4, and 6-8.

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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.

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**Southern California Deserts Outlook for Feb 1 – Mar 31, 2022:**

Highlights: The CFSv2 model shows a return to near or a little above normal temperatures for SOCAL in Feb, and warmer/drier than normal for Mar. 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 trend towards warmer than normal days in Mar. If this occurs, then frosts may become less frequent than normal.

**Looking Ahead – Long Range Outlook**

Feb 15 – Apr 15, 2022 - N and Central California:

Summary – N and Central California: We list here the trends from the North American MultiModel Ensemble (NMME) with regard to an overall statement on the upcoming frost season.

NORCAL and Central California: Below normal temperatures for both Feb and Mar 2022. Slightly below normal temperatures for Apr 2022. NMME results for April 2022 show near normal rain in the Delta and Northern California, and near normal temperature for Apr.

From CFSv2 numerical guidance: We return to a period of windy frontal passages with sparse or small rains during 15-22 Feb but again some frosts overnights. This is followed by dry and warmer days during 18-25 Feb, with recurring frosts and freezes at nights in valleys. Possible frontal passages with rains late Feb through the first week or two of Mar. A shift to near normal rainfall and Sierra snow again is possible during this wetter period in the first half of Mar. We suggest, from this scenario, that risk of frost in the Delta is seasonable up through late Mar.

Feb 15 – Apr 15, 2022 – For SOCAL mountains westward to coast:

Summary - Results from NMME for SOCAL Feb-Apr: Warmer than

normal. Drier than normal Feb and Mar, but near normal rainfall for April (a month of usually meager rainfall).

From CFSv2 numerical guidance: Feb will have near or below normal nighttime lows for S California, San Luis Obispo Co and south, and continued cool with some frosts/freezes. There is support for a continuation in frost/freeze frequency through most of Feb a few dry cold fronts maintaining cold dry airmasses into SOCAL coastal valleys.. The frost risk in Feb, and again in early March includes counties of Ventura, interior Orange, Riverside, and interior San Diego as well. The southern deserts have decreased frost risk in latter Feb and Mar.

CFSv2 monthly guidance suggests some troughs coming south through the Sierra Nevada and Great Basin into SOCAL and Arizona at times during Feb and again in Mar. There is not much rain for California in this pattern, but opportunity exists for frost and freeze in the prime late winter-early spring food-crop areas of the southern deserts and western Arizona during non-windy periods. Again, the best chance of frost /freeze will be following dry cold frontal passages and after dry downslope winds subside. Cold inversions and subsequent freeze events develop more readily when winds are light and the air mass aloft is cool and dry.

In summary, after the robust storms during Dec, and a possible up-tick of rains in early to mid March, and possibly in April, it appears that we are more likely to have a drier than normal ending to the rainy season, comprising Feb, Mar, and Apr.

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

