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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>

### FSMA Produce Safety Training — Oxnard (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.](#)

#### January 17

##### January 17

**Time:** 8:00 a.m. – 5:00 p.m.

**Location:** Courtyard Marriott, 600 East Esplanade, Oxnard, CA

### Produce Safety Alliance Training for Avocado Growers and Related Industry Members

To help avocado growers and related industry members comply with the mandatory Produce Safety Alliance training, CAC, in partnership with California avocado handlers, has scheduled two Produce Safety Alliance trainings exclusively for California avocado growers for a very modest fee of \$35 (fee includes refreshments, lunch, training materials, and the official training certificate from the Association of Food and Drug Officials). Registration required. [More information available here.](#)

#### February 5 & 7

##### February 5

**Time:** 8:00 a.m. – 5:00 p.m.

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

##### February 7

**Time:** 8:00 a.m. – 5:00 p.m.

**Location:** Museum of Ventura County at 100 E. Main Street, Ventura, 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

## **CAC Board Meeting**

### **February 21**

## February 21

**Time:** TBA

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

## **Reminder: CAC and Packers to Host Produce Safety Alliance Trainings – REGISTRATION REQUIRED**

The second deadline for growers under the Food Safety Modernization Act's (FSMA) Produce Safety Rule is January 26, 2019. Accordingly, any farming operation with more than \$250,000 in average annual produce sales during the previous three-year period **must be ready to demonstrate compliance** (all deadlines are listed below). A major compliance requirement of the FSMA Produce Safety Rule is outlined in § 112.22(c) that states: 'At least one supervisor or responsible party for your farm must have successfully completed food safety training at least equivalent to that received under standardized curriculum recognized as adequate by the Food and Drug Administration. Growers or farm representatives must go through a one-time 8-hour Produce Safety Alliance training or equivalent.

The California Avocado Commission (CAC) has provided information on upcoming Produce Safety Alliance trainings, but these trainings have in many instances sold out very quickly and/or are costly. To help avocado growers and related industry members comply with the mandatory Produce Safety Alliance training, CAC, in partnership with California avocado handlers\*, has scheduled two Produce Safety Alliance trainings exclusively for California avocado growers for a very modest fee of \$35 (fee includes refreshments, lunch, training materials, and the official training certificate from the Association of Food and Drug Officials).

The following two avocado industry Produce Safety Alliance trainings have been scheduled:

- **February 5, 2019** from 8:00am to 5:00pm at the Pala Mesa Resort, 2001 Old Highway 395, Fallbrook, CA 92028. [Online registration is available here.](#)
- **February 7, 2019** from 8:00am to 5:00pm at the Museum of Ventura County at 100 E. Main Street in Ventura, CA 93001. [Online registration is available here.](#)

**A major portion of the cost for this training is being underwritten by CAC and California avocado packers\*. As such, this is exclusive to California avocado producers, California avocado grove managers, and California avocado packing representatives.**

It's important to note that the training follows the person — if a designated food safety employee who receives the training leaves your company, another employee will need to be trained. Even if your business is under the \$500,000

threshold, you will still be required to complete this one-time training within the next two years. **CAC encourages you to sign up now and get the training requirement done as soon as possible. Seating is limited.**

Produce Safety Rule deadlines for all producers:

- January 26, 2020 deadline for very small businesses — more than \$25,000 but no more than \$250,000 in average annual produce sales during the previous three-year period
- January 26, 2019 deadline for small businesses — more than \$250,000 but no more than \$500,000 in average annual produce sales during the previous three-year period
- January 26, 2018 deadline for all other farms

\*CAC would like to thank the following packers for their generous contributions in support of these Produce Safety Alliance trainings: Calavo, Del Rey, Eco Farms, Giumarra, Henry Avocado, Index Fresh, McDaniel Fruit, Mission, West Pak, Westfalia.

## **2019 California Avocado Pre-season Crop Estimate, Market Statistics and Crop Projections Available Online**

The California Avocado Commission (CAC) has released the 2019 California Avocado Pre-Season Crop Estimate and weekly harvest projections for the calendar year (January 1 through December 31). The report, which can be found [online](#), includes the following information:

- Pre-Season industry volume estimates, by variety, based on AMRIC Handler survey responses
- Weekly harvest forecast utilizing AMRIC Handler survey percentages for Hass variety (four-year historical forecast used for Lamb and Other)
- Weekly harvest forecast comparison of four-year historical forecast versus AMRIC Handler Survey

To ensure California avocado growers remain informed about current industry trends and market dynamics, the Commission highly recommends that growers communicate with their handlers and grove managers on a regular basis as they begin to plan their harvest strategy for the 2019 season.

In addition, the Commission would like to remind growers that the California avocado grower website provides market statistics and crop projections to ensure growers have a wide range of up-to-date information to help them make an informed harvesting decision. The website includes the following:

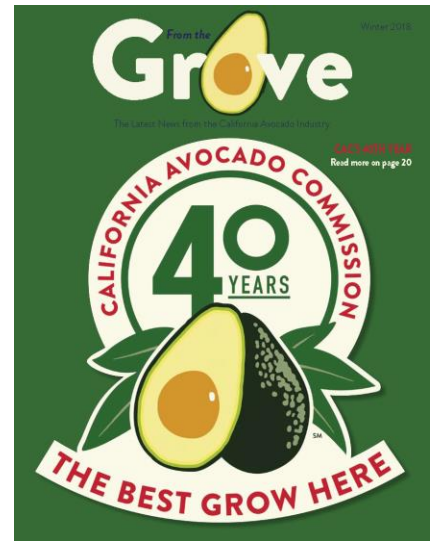
- [Crop production and acreage by county](#)
- [Weekly crop projections](#)
- [Current crop estimates](#)
- Mid-season crop estimate [form](#) and [instructions](#)

## **Winter 2018 From the Grove Available Online**

The latest version of the California Avocado Commission's From the Grove publication is now available [online](#). We encourage members of the California avocado industry to peruse the most recent issue.

Highlights include:

- CAC President Tom Bellamore shares [insights](#) from Dr. Richard Sexton’s evaluation of the economic impacts of CAC’s 2013-17 advertising and promotion programs
- John Lamb, the [new CAC chairman](#), reviews the previous season, looks ahead to the 2018-19 season and shares his takeaways from Dr. Sexton’s presentation to the board
- Ken Melban, vice president of industry affairs, provides a [high-level synopsis](#) of how the shifts in congressional power will affect labor issues, upcoming food safety requirements, GEM release dates and the new PLU, SoCal Edison’s new public safety power shutoff protocol and the removal of Canada’s Light Brown Apple Moth quarantine requirements
- Jan DeLyser reviews her career from a [unique outside-in California avocado perspective](#)
- Highlights from the [2018-19 CAC business plan and budget](#), as well as a summary of the [CAC general election results and an introduction to the new executive committee](#)
- An expansive review of the [California Avocado Commission’s 40-year history](#)
- A pictorial summary of [CAC’s 40th anniversary celebration](#) at the Produce Marketing Association’s Fresh Summit
- Findings from the [CAC-commissioned foodservice research project](#), designed to identify trends in avocado inclusion on restaurant menus, usage trends and patron and operator opinions about avocados and the California avocado brand
- A history of the [Van Wingerden family’s organic California avocado enterprise](#) in Carpinteria
- A profile of [Dr. Monique Rivera](#), the new subtropical fruits entomologist at UC Riverside
- A summary of Dr. Gary Bender’s [high density avocado production study](#)
- [Insights from a team of UC researchers](#) concerning the severity of Fusarium dieback and Shot Hole Borers and the effects of this pest-disease complex on the California avocado industry
- [Handlers’ insights](#) concerning the upcoming 2019 California avocado season



## Survey Seeks Grower Input About Groundwater Pumping Challenges

The California Avocado Commission encourages California avocado growers to complete a short survey designed to gather input about the challenges of pumping groundwater. Findings from the Groundwater Pumping Energy Use in California survey will be used to convey grower experiences to policymakers and to inform future efforts to reduce energy use and costs for growers. The survey is being conducted by Lawrence Berkeley Lab and is funded by the California Energy Commission.

The survey will ask growers about their reliance on groundwater, past and planned well operation practices and barriers to reducing the energy needed to pump groundwater.

The [online survey](#) will take about 20 minutes to complete. Growers can review a [pdf version](#) of the survey prior to completing the online version. Respondents must be 18 years of age or older, own or operate a farm in California and rely — to some extent — on groundwater for operations.

The online survey is anonymous and will not capture personally identifiable information and anonymous responses will not be made public in any form. Results will be presented in aggregate form in publicly available reports.

For more information, visit [gwenergy.lbl.gov](http://gwenergy.lbl.gov). Questions can be addressed to Helcio Blum at [hblum@lbl.gov](mailto:hblum@lbl.gov) or 510.495.2865.

## Securing Irrigation Tubing — Best Practices

Correctly securing irrigation tubing can improve irrigation efficiencies, but poorly secured tubing can damage trees or result in damaged tubing. Cameron Zuber, Research Associate at Merced County Cooperative Extension, recently [outlined](#) best practices for securing irrigation tubing.

Irrigation tubing tends to move because of the air and water being transported within or due to changes in hot and cold weather. By securing the tubing, growers can better ensure that the emitters and microsprinklers are distributing water where it is needed most.

When securing irrigation tubing, it's important to remember that the tubing will contract in cold weather and expand in warm weather. For that reason, it's important to leave some slack in the tubing so that when the tubing expands in warm weather it does not pull out the securing mechanisms or abrade against the mechanisms and create weak points that will later break. Zuber recommends securing the tubing in winter — when the tubing is most likely contracted — to prevent these problems. Zuber cautions growers that there is “a lot of power in contraction and expansion of irrigation tubing” so it's very important to provide slack or the system will eventually fail.

In addition, Zuber cautions against using trees to secure tubing. Although this method reduces supply costs, the irrigation tubing can potentially girdle the tree if the lines are wrapped too tight.

## Year-end Marketing Report Showcases Highlights of the 2017-18 California Avocado Season

At the November California Avocado Commission (CAC) board meeting, CAC's marketing team provided information on the 2017-18 season in a year-end Dashboard report. The report showcased key performance indicator (KPI) results that confirmed the Commission's targeted marketing programs met or exceeded objectives.

Marketing program highlights from the report are as follows:

- The Commission garnered 440.3 million targeted consumer media impressions via advertising in print, outdoor wild postings, audio, in-store radio, digital, custom content, events and retailer programs including social media and videos
- The artisan chef, blogger ambassador, public relations partnerships, California Avocado Month and news bureau programs secured 1.54 billion consumer public relations impressions
- The website recorded 2.6 million visits
- Trade advertising resulted in 19.4 million impressions
- Trade public relations earned 7.6 million impressions
- The Commission secured 21 foodservice chain promotions
- Foodservice public relations programs resulted in 3.7 million impressions

Besides marketing program highlights, the report also includes key information concerning average selling price, crop movement and revenue. The complete 2017-18 Year-end Dashboard report is available [online](#).



HOME REVENUE CONSUMER ADVERTISING ONLINE & SOCIAL MEDIA CONSUMER PR RETAIL FOODSERVICE RESEARCH

**CONSUMER ADVERTISING – PRINT**

- 1,589,898 impressions for April - July issues
- In-book full page ads ran in LA Magazine, Orange Coast, San Francisco Magazine, Seattle Met, Portland Monthly, 5280 (Denver), San Diego Magazine and Salt Lake Magazine aligned with relevant food content
- Back cover positions were secured in San Diego Magazine, Sactown Magazine and Seattle Met



The Dashboard report included examples of CAC's advertising campaign.

**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 Commission Weekly Volume Summary (Pounds)**

	Week Ending 12/30/2018	Season-to-Date (since 11/01/2018)	2018 Year to Date
Hass	1,858	11,429	311,672,360
Lamb	0	0	11,093,082
Other (Greens)	15,306	176,392	1,905,721
<b>California Total</b>	<b>17,164</b>	<b>187,821</b>	<b>324,671,163</b>
Florida	0	4,867,115	23,745,630
Chile	1,855,989	22,346,762	55,949,898
Mexico	31,882,455	356,353,764	1,992,321,753
Peru	0	0	177,764,347
Other (Imports)	830,000	9,710,000	36,970,000
<b>Import Total</b>	<b>34,568,444</b>	<b>388,410,526</b>	<b>2,263,005,998</b>
<b>USA Total</b>	<b>34,585,608</b>	<b>393,465,462</b>	<b>2,611,422,791</b>

Sources:  
 California = CAC (AMRIC)  
 Florida = Florida Avocado Admin Committee  
 Chile = Comite de Paltas, Chile  
 Mexico = APEAM  
 Peru = ProHass  
 Other Imports = USDA AMS website



	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 <a href="http://www.CaliforniaAvocadoSociety.org">www.CaliforniaAvocadoSociety.org</a> .			

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

Summary- Blocking upper high pressure will be in the central and N Gulf of Alaska. This will continue to force troughing into California, albeit somewhat inconsistent.

Active troughing will be south of the block of upper high pressure, producing WNW flow from 165W 38N to the deep subtropics at 138W 31N.

Sea surface temperatures (SSTs) off the coast of southern California and off the west coast of Baja California, Mexico, should continue warmer than normal for the most part. While this may set the stage for a warmer than normal January 2019 in California, it also supports an increasing tendency for digging troughs into central and southern California, as well as north portions of our state. This is an interesting pattern to watch. Digging troughs typically support heavy rain events, especially when warmer than normal sea surface temperature anomalies (SSTAs) are nearby with air trajectories reaching into California from these warm areas.

So, the bottom line: Heavy rains in central and S California are expected from Jan 5-7 and 8-9 with showers on the 11-12th. Santa Barbara and Ventura Counties, Montecito, City of Ventura, and to some extent Malibu Canyon areas are especially targeted and vulnerable due to the previous Thomas Fire 2017 (Montecito) and the recent Woolsey Burn area near Malibu, and all of the Santa Monica Mtns-Point Mugu.

January will tend to be a bit warm during rain periods. Therefore, there is relatively small support for addition of snowpack water equivalent into the mountains of north and central California, and SierraNV, therefore, through January. There may be some hope for a late winter precipitation maximum (February 2019) in the SierraNV.

An increase in the strength and the circulation in *El Niño* is currently predicted through January, but not so much in February. The increase in *El Niño* activity again in Feb and early March may enhance rainfall again in late winter in this possibly inconsistent *El Niño* contributor for rains later this season.

**In the Near Term – Jan 1-15...**Salinas Valley-San Luis Obispo Co...A dry pattern with a trough just east of the region and a ridge to the west will continue through Jan 4th. The dry NNW flow aloft will bring little or no chance of rain through the 4th. The ridge shifts east and sets up into the Midwestern U.S. with a trough pattern allowing for a number of storms to move into and through California from the 5th through the 15th. Wet storms will likely be enhanced by increasing sea surface temperatures as *El Niño* becomes stronger. Also, a shift to an active phase of the MJO will bring a better moisture connection along with the stronger *El Niño* allowing storms to pick up more moisture as they move east through the eastern Pacific.

Snow levels will continue higher than normal with good rain from the 5th through the 15th but not much additional snowpack is expected. Some snow into the SierraNV but only at the higher elevations with a lot of rain across most of the lower two-thirds of the mountains.

...S Calif Avocado Area, San Luis Obispo Co to San Diego Co...It will remain dry with a trough to the east and ridge to the west continuing through the 4th. The ridge does move into the region with warmer temperatures and dry from the 3rd through the 4th. A shift to a much wetter pattern sets up from the 5th through the 15th. A series of storms will bring good rain at times to the region during this wetter pattern. This wetter pattern is likely due to certain weather features that will come together through the middle part of January. Some of these factors include a strengthening of the *El Niño* with warming water temperatures across many areas of the eastern Pacific but especially just off the southern California coast. Another factor will be the MJO moving into an active phase from the 6th through the 20th peaking around the 15th or 16th.

**Summary – Jan 16-30...** In the southern California avocado growing areas, from San Luis Obispo south, a wet pattern and phase with an active MJO will continue through the 20th. The MJO goes inactive but the *El Niño* should continue to strengthen from the 21st through the end of the month. This pattern will still bring upper lows through southern California at times with wetter than normal precipitation continuing, though maybe not as vigorous as it was during the middle of January. Warmer than normal temperatures with seasonal to above normal precipitation is expected during the last half of January. High snow levels will continue but should decrease a little bit towards the end of January.

**Seasonal Outlook / *El Niño* Update... Feb 1 – March 31...** Somewhat weaker storms will bring weaker storms but still some rain at times from the 28th of January through the 7th or 8th of February. *El Niño* is still expected to strengthen gradually through February with other factors in place to bring some decent rain again at times from the 9th of February through the end of the month. Another active phase of the MJO will likely bring enhanced moisture and better moisture connections into the storm system from the very end of February through the 10th of March. This along with the warmer SSTs off the coast will bring good rain from the 26th or 27th of February through the 10th. *El Niño* should start its weakening stage by the end of March with a drier pattern setting up with some ridging through the region especially after the 23rd of March.

For southern California, it is still wetter than normal with occasional upper lows developing off the south end of troughs and bringing enhanced and decent moisture through southern California at times. Somewhat wetter from the 10th of February through the 25th with an even wetter period as *El Niño* strengthens a bit more likely peaking in strength the last few days of February. A shift from an inactive to an active phase of the MJO will bring better rains and stronger upper lows through southern California from the 27th of February through the 10th of March. Conditions gradually dry though above normal precipitation will likely still continue the last half of March.

...Alan Fox, Fox Weather LLC...