



IN THIS ISSUE, YOU'LL FIND:

- [2022 California Pre-Season Crop Estimate and Projections Available Online](#)
- [Online Avocado Support Tool Available](#)
- [New Online Tool Helps Growers Identify Wildlife Pests](#)
- [Deadline Extended to Apply for Organic and Transitioning Farms Pandemic Assistance](#)
- [A Recap of California Avocado Marketing Performance in Fiscal Year 2020-21](#)
- [Market Trends](#)
- [Crop Statistics](#)
- [Weather Outlook](#)

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

2022 California Pre-Season Crop Estimate and Projections Available Online

In December 2021, the California Avocado Commission surveyed industry handlers to develop the following 2022 California Avocado Pre-Season Crop Estimate*:

- **Hass: 291 million pounds**
- **Lamb-Hass: 9 million pounds**
- **GEM: 5 million pounds**
- **Other: 1 million pounds**
- **Total: 306 million pounds**

**Please note the California Avocado Commission's crop year is aligned with the calendar year (January 1st through December 31st) and therefore information provided is for the 2022 calendar year.*

The Commission has also compiled [detailed crop projections](#), including:

- Pre-Season industry volume estimates, broken down by month and 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, three-year historical forecast used for GEM and Other)
- Weekly harvest forecast comparison of four-year historical forecast versus AMRIC Handler Survey

The Commission staff will remain in contact with growers, handlers and grove managers throughout the season, via surveys and telephone conversations, to track harvest strategy and will provide updated forecasts to the industry as they become available. As we have done in the past, CAC will plan to follow up with the handlers in February to discuss crop volume and harvest plans before the season gets underway.

In addition to handler surveys and discussions, the annual grower crop survey and acreage inventory survey will be conducted in Spring 2022, with a mid-season crop estimate update available mid-May 2022.

Online Avocado Support Tool Available

An Avocado Support Tool, designed to help growers optimize tree nutrition for greater yields, is available online at www.iwannagro.com.

The online service is simple to use. Growers input leaf data, which is sent to Dr. David Crowley for analysis. A customized, confidential report is provided to the grower identifying each site's current yield potential, and specifically ranking each nutrient element and its quantitative importance in affecting the site's potential fruit yields. The detailed report shows results for macronutrients (Nitrogen, Phosphorus, Potassium, Calcium, Magnesium, Sulfur) and micronutrients (Zinc, Manganese, Iron, Copper, Boron, Sodium, Chloride). The report is emailed to growers with a short turnaround time.

The www.iwannagro.com website includes instructions concerning how and when to collect avocado leaves for sampling. The leaf analysis cost is \$50/site.

New Online Tool Helps Growers Identify Wildlife Pests

The University of California Integrated Pest Management department has launched an [online tool to assist growers in identifying vertebrate wildlife pests](#). The tool allows users to review photos based on damage caused by pests (includes damage to irrigation systems, crops, orchards and surrounding areas), the tracks left by pests, or the droppings of pests. The results also provide users with information concerning the biology and identification of the pests and additional information concerning management options for the selected pest.

[The Wildlife Pest Identification Tool can be accessed by clicking on this link.](#)

Deadline Extended to Apply for Organic and Transitioning Farms Pandemic Assistance

The U.S. Department of Agriculture has extended the deadline to apply for the Organic and Transitional education and Certification Program to February 4, 2022. This program provides eligible applicants with pandemic assistance to cover expenses associated with organic certification and/or transitioning to organic production during the 2020, 2021 and 2022 fiscal years.

Eligible applicants must:

- Have paid eligible expenses during fiscal year 2020, 2021, 2022 (expenses prior to October 1, 2019 are not eligible). Expenses that have been incurred, but not paid, are not eligible.
- Be either a certified organic or transitional operation at the time of application.

Eligible producers can work directly with a Farm Service Agency office to apply or, if they have an eAuthentication account, they may [apply via the online OTECP Application Portal](#).

Eligible expenses and payments for certified organic operations include:

- Application fees
- Inspection fees
- USDA organic certification expenses
- State organic program fees
- User fees or certifier sales assessments
- Postage
- Soil testing required by the USDA National Organic Program
- Educational event registration fees

Eligible expenses and payments for transitional operations include:

- Certifying agent fees or consultant pre-certification inspection fees
- Soil testing required by the USDA National Organic Program
- Educational event registration fees

For complete details concerning potential payment amounts and the application process, [visit the USDA OTECP website.](#)

A Recap of California Avocado Marketing Performance in Fiscal Year 2020-21

The California Avocado Commission provided its fiscal year 2020-21 marketing performance report, known as the Dashboard, to the Board of Directors in November. The report covers activity in the areas of consumer advertising, social media, consumer public relations, brand advocates, retail and foodservice programs, trade advertising and public relations as well as research highlights. Many of the key performance measures in the Dashboard report use “impressions,” a marketing metric used to quantify the potential views of an advertisement, article or webpage, hearing a radio/audio ad or interacting with a brand or product. In fiscal year 2020-21, California avocado marketing activity garnered more than 1 billion impressions and helped achieve brand awareness of 89% in California.

The consumer advertising campaign “the best avocados have California in them” continued and achieved more than 333 million impressions that also promoted California avocado availability at local retailers. Video advertising was a big part of the media plan, garnering more than 93 million views via digital streaming and 16 million video views on audio platforms.

The California avocado social media program on Facebook, Instagram, Twitter and Pinterest delivered more than 27 million impressions and 2.6 million engagements, with an additional 2.8 million impressions for social posts that also promoted California avocado availability at participating retailers. Another social platform, LinkedIn, targeted a business audience with nearly 1,000 followers and garnered about 500,000 impressions with an active engagement rate of 4%.

CAC’s consumer public relations efforts yielded more than 918 million impressions. At the launch of the California avocado season, the Commission hosted an online cooking class in partnership with celebrity chef Brian Malarkey. Participants for this exclusive event included local, regional and national consumer media, trade media, influencers and retail contacts. Coverage was secured in top-tier outlets, such as MSN, NBC Los Angeles, Patch California, Sunset Magazine and The San Diego Union-Tribune, resulting in more than 157 million impressions.

To celebrate California Avocado Month, the Commission partnered with Modern Luxury’s premium California magazines to host a crowdsourced California Avocado Recipe Contest, which leveraged the trend of cooking and enjoying meals at home. The winning recipe was highlighted in a video featuring chef and wellness influencer Nikki Martin. Media coverage garnered more than 514 million impressions.

California Avocado Month also was celebrated with a local drive-in event where media, influencers and consumers enjoyed the classic family film, Angels in the Outfield. More than 76 million impressions were garnered through local media coverage of the event and via inclusion of California avocado recipes developed for the event by chef E Dubble in a nationally distributed mat release.

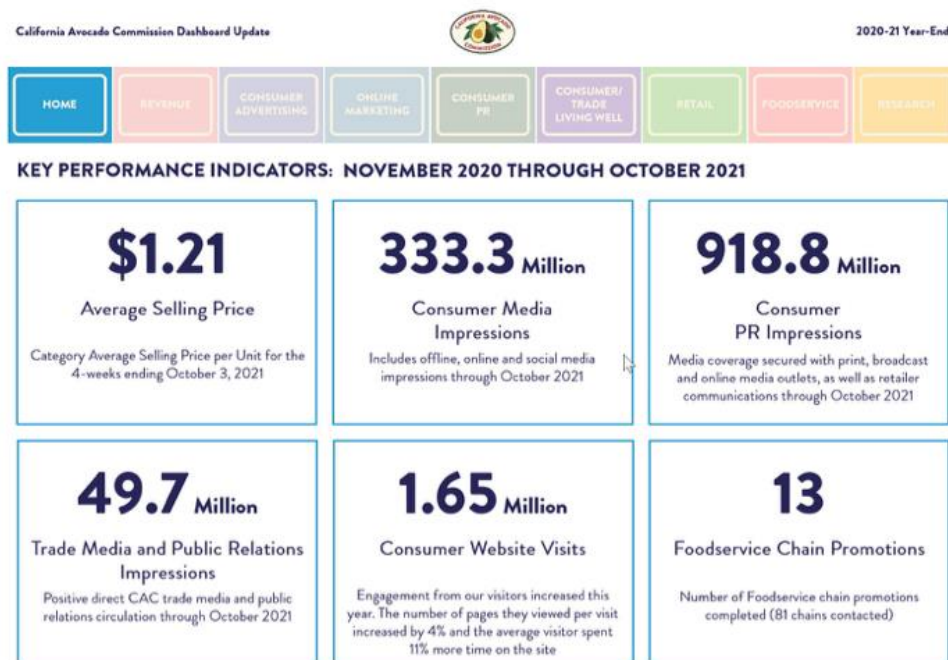
This past year, CAC partnered with various brand advocates to develop unique content promoting California avocados on social media and CaliforniaAvocado.com. This program secured more than 131 million impressions during the span of the program. A website contributor program resulted in four new videos and 10 new recipes/article posts for the Commission to share on CaliforniaAvocado.com and social channels. Nearly 34 million additional impressions resulted from ongoing reactive and proactive news bureau media consumer public relations activity.

CAC’s Living Well Brand Advocates program worked with six health and wellness influencers including four registered dietitians. This program, which was detailed in the fall 2021 edition of From the Grove (pages 23-24), garnered 3 million digital and traditional media activations.

The Dashboard report also covered California avocado retail, foodservice and export programs in detail, and more information about California avocado retail and foodservice promotions is included in From the Grove magazine fall 2021 edition (pages 39-41).

The Commission’s retail and foodservice trade advertising programs produced 39 paid print ads with more than 3 million impressions and 810 paid digital ads garnering nearly 32 million impressions. Combined trade advertising and public relations programs yielded nearly 50 million impressions.

More details and examples will be included in the winter edition of From the Grove.



The Dashboard report covers activity in the areas of consumer advertising, social media, consumer public relations, brand advocates, retail and foodservice programs, trade advertising and public relations as well as research highlights.

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 – December 30, 2021

	Conventional #1	Organic #1
California Hass	(Field Price Per Lb)	(Field Price Per Lb)
#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)

California Avocado Commission Weekly Volume Summary (pounds)			
	Week Ending 12/26/2021	Season-to-Date (since 11/1/21)	2021 Year to Date
Hass	4,692	11,368	243,869,993
Lamb	0	0	10,208,189
Gem	0	0	2,497,088
Other Varieties	9,200	35,880	637,875
California Total	13,892	47,248	257,213,144
Florida	450,175	3,766,180	25,044,305
Chile	372,070	3,315,527	9,428,848
Colombia	90,000	970,000	6,260,000
Mexico	43,427,400	376,663,220	2,378,826,689
Peru	0	0	190,446,309
Other (Imports)	1,230,000	14,820,000	81,760,000
Import Total	45,119,470	395,768,747	2,666,721,846
US Market Total	45,583,537	399,582,175	2,948,979,295
Source(s):	California = CAC (AMRIC), Chile = Comite de Paltas, Chile		
	Florida = Florida Avocado Admin Committee		
	Mexico = APEAM, Peru = ProHass		
	Other Imports = USDA AMS website		

Crop Statistics

With the start of the new year, comes the long awaited 2022 pre-season California crop estimate. The Commission has finalized surveys with handlers resulting in a 2022 pre-season California crop estimate of 306 million pounds (all varieties). The pre-season estimate of 306 million pounds breaks down as follows:

- **Hass: 291 million pounds**
- **Lamb-Hass: 9 million pounds**
- **GEM: 5 million pounds**
- **Other: 1 million pounds**

The pre-season estimate also includes various harvest projections, with the monthly summary shown in the chart below. [The detailed projections can be found here.](#)

2022 Preliminary California Crop Harvest Projection						Dec 2021 Handler Survey Hass Distribution
Month	Hass	Lamb	Gem	Other	Total	
Jan	692,800	-	-	178,700	871,500	0.2%
Feb	7,041,300	-	-	156,200	7,197,500	2.4%
Mar	26,686,400	-	66,500	51,000	26,803,900	9.2%
Apr	53,228,200	1,000	1,758,700	55,400	55,043,300	18.3%
May	56,756,200	15,400	1,897,400	25,800	58,694,800	19.5%
Jun	52,685,300	220,200	1,054,100	215,800	54,175,400	18.1%
Jul	48,386,700	4,766,400	181,600	159,100	53,493,800	16.6%
Aug	33,083,000	2,649,200	37,300	55,100	35,824,600	11.4%
Sep	11,278,600	1,154,200	4,400	56,200	12,493,400	3.9%
Oct	1,161,500	192,000	-	9,800	1,363,300	0.4%
Nov	-	1,600	-	7,100	8,700	0.0%
Dec	-	-	-	29,800	29,800	0.0%
Total	291,000,000	9,000,000	5,000,000	1,000,000	306,000,000	100%

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

(Jan. 2 – Feb. 3)

BASIC PATTERN:

Large Scale Pattern –

- The latest version of CFSv2 outlook maps shows January with above normal rainfall for California. This is a change from previous outlook maps.
- First half of Jan: Still is a chance for above normal rainfall from troughs and forcing of troughs near the central - S California coast from weak MJO influence and support for troughing near N Baja California.
- January: Colder than normal N California, and near normal temperatures central Sierras. Above normal rains Siskiyou's, North Coast and Plateau and N Sierras. Above normal snowfall in the central and S Sierras as well. Near normal temperatures SOCAL and SE California deserts->Arizona. For SOCAL... wetter than normal during first 10 days of Jan and briefly in late Jan, followed by a drier pattern in Feb.

- D. February: After a rain during the first few days of Feb, it turns very dry in all of California, including SOCAL. There is a chance for near normal rainfall in far N California, Siskiyou Mountains, and coast Humboldt Co north. Freezes in SOCAL and Central Calif early in the month during 4-7th, then turning to warmer days midmonth after a period of blustery cold fronts 9 Feb to mid month. Frosts continue unusually frequent agricultural valley areas through Feb.
- E. March: Somewhat dry in most of California, but with above normal precipitation in far N California Humboldt Co north, and in the mountains (northern Sierras, and Siskiyou's). Near or above normal frost risk in NW California (Mendocino/Sonoma/Napa Co's and near normal frost risk S Sacramento Valley and Central California. March 2022 appears unusually dry in SOCAL after some rains during 1-5th and 15th Mar.
- F. After subnormal rains last year, and some more dry periods during the rainy months this winter, the water budget deficit continues problematic, despite the Sierra snows of Dec and Jan.
- G. 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

- A. We shift to a predominantly cold and showery for most of Jan 2022, then drier than normal for 26-29 Jan.
- B. Precipitation Trend: : The main dates of precipitation are: Main rains and mountain snows occur Jan 3-5, 12-13, 22-25, Jan 30-Feb 3.
- C. N and Central California Dates of Precipitation- Jan 3-5, 12-13, 22-25, Jan 30-Feb 2

Forecast for Northern and Central California - Jan 2-Feb 3

NORCAL Rains: Jan 3-5, 12-13, 22-25, Jan 30-Feb 2.

CENTRAL CALIF Rains: Jan 4-5, 13, 23-25, Jan 31-Feb 2.

WARM SPELLS: Jan 9-11, 19-21, 28-29.

COLD SPELLS: Jan 2-5, 12-16, 23-26, Jan 30-Feb 4.

FRONTS WITH RAINS: Jan 3, 12, 22-24 and 31.

FROST AND FREEZE: Jan 5-8, 14-17, 25-28.

Forecast for S California – Jan 2-Feb 3

SOCAL RAINS: Jan 4-5, 12, 22, 24, 31. .

SOCAL WARM SPELLS:. Jan 7-11, 16-21, 29.

SOCAL COOL OR COLD SPELLS: Jan 3-6, 13-14, 22-26, 31-Feb 2

FRONTS WITH RAINS:. Jan 4-5, 12, 22, 24, 31.

Frosts may follow on:. Jan 3, 6-8, 13-15 and 26-28

Sierra Nevada - Jan 2-Feb 3

Dates of mountain rains and snows are: Jan 3-5, 12-13, 22-25, 30-31-Feb 1

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 Jan 2-31, 2022:

Highlights: Predominantly cold, and occasionally wet for the deserts is suggested for first week or two of Jan 2022. It appears to turn warmer during the last third of Jan following a midmonth showery period, and some freezes on 21-23 Jan. Best chances for freezes are in the dry cool airmasses behind cold fronts, after dry downslope winds subside.

Looking Ahead – Long Range Outlook

Feb 1 – Mar 31, 2022 - N and Central California:

Summary – N and Central California: Colder than normal is expected across northern and central California for Feb , and nightly frosts-freezes about Feb 1 – 8. We return to a period of windy frontal passages with sparse or small rains during 9-16 Feb but again some frosts overnights. This is followed by dry and warmer days during 18-25 Feb, with recurring frosts-freezes at nights. Possible frontal passages with rains late Feb through the first week of Mar. A shift to near or above normal rainfall and Sierra snow again is possible during this wet period during the first half of Mar. We suggest, from this scenario, that risk of frost in the Delta is seasonable up through late Mar.

Feb 1 – Mar 31. 2022 – For SOCAL:

Summary - Feb will have near or below normal nighttime lows for S California, San Luis Obispo Co and south, and continued cool with recurring frosts/freezes. There is support for a continuation in frost/freeze frequency in end of Jan and through Feb from dry cold fronts maintaining cold dry airmasses into SOCAL coastal valleys. The frost risk in Feb – 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 dry troughs coming south through the Sierra Nevada and Great Basin into SOCAL and Arizona at times during Feb and most of Mar. There is often not much rain for California in such patterns, but plenty of opportunity for frost and freeze in the prime cool-season 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.

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

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