



IN THIS ISSUE, YOU'LL FIND:

- [Centers for Disease Control Releases New COVID-19 Testing Guidance](#)
- [Summer 2020 From the Grove Available Online](#)
- [Soil Health and Soil Pest Control Webinar](#)
- [New Nitrogen Management Resource Available](#)
- [CAS Avocado Rootstocks and Root Rot Treatment Seminar Available Online](#)
- [Del Taco Launches Spring Menu Featuring Fresh California Avocados](#)
- [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>

Centers for Disease Control Releases New COVID-19 Testing Guidance

The U.S. Centers for Disease Control (CDC) has released [guidance on the appropriate use of COVID-19 testing](#) on its website. The webpage outlines the various categories for COVID-19 testing (symptomatic individuals, asymptomatic individuals with recent exposure to COVID-19, etc.) and the recommended testing procedures for those individuals (viral tests — to detect current infections — or antibody tests, to detect previous infections).

In addition, the CDC provides [testing strategies for COVID-19 in high-density critical infrastructure workplaces after a COVID-19 case is identified](#). According to the CDC, workers in high-density settings who work extended periods of time (8-12 hour shifts) and have prolonged close contact (within 6 feet for 15 minutes or more) may be at increased risk for exposure to COVID-19. Sharing transportation, frequent contact among laborers in community settings and shared housing also may increase risk.

Based on current COVID-19 experience, the CDC reports that when a symptomatic worker with COVID-19 is identified, there are often asymptomatic or pre-symptomatic workers present as well. Therefore testing is critical to identify these individuals — many of whom may not know they are infected — and mitigate the spread of the disease. The CDC notes that screening for symptoms, COVID-19 testing, contact tracing and sending home symptomatic employees are important strategies to prevent outbreaks.

The CDC outlines in-depth considerations for developing a testing strategy, defines various tiers that can help employers identify employees' priority for testing and elaborates on strategies specific to those tiers that can help mitigate transmission of COVID-19.

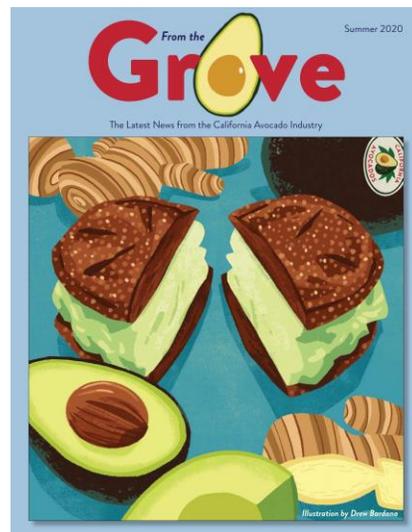
To help employers determine what testing strategies should be adopted in the event of a suspected or confirmed COVID-19 case at the workplace, the CDC has created a [testing strategy flow diagram](#).

Summer 2020 From the Grove Available Online

The California Avocado Commission's (CAC) Summer 2020 issue of From the Grove is now available online. The issue can be viewed [online](#), or downloaded as a PDF.

To read an article from the latest issue, simply click on one of the links below.

- Commission President [Tom Bellamore reflects](#) on how the California avocado industry has fared during the COVID-19 pandemic
- Commission [Chairman John Lamb](#) looks at how the Commission swiftly adjusted to the pandemic and what the future may hold
- Results from [CAC's mid-season crop surveys](#), including estimated and projected crop volume by variety and county, and harvest distribution projections
- An in-depth look at how [CAC's marketing team nimbly adapted](#) its media spend, messaging, content and timing to consumer lifestyle changes brought about by COVID-19
- Details about the new [California avocado e-store](#) that will showcase California avocado-branded merchandise
- An overview of [California avocado availability at retailers](#) and its expansion as the season progresses
- Results from CAC's [2020 Avocado Purchase Trends and Retail Market Basket Study](#)
- An overview of [COVID-19-related impacts on the agricultural, foodservice and retail industry](#) with insights from California avocado packers
- An overview, from Tom Bellamore and John Lamb, concerning how the [Commission proactively addressed the COVID-19 situation](#)
- Conversations with [California avocado handlers](#) concerning the excellent start to the California avocado season
- A look back at the steps leading up to, and the future benefits of, [California avocados gaining access to markets in China](#)
- An overview of the Hass Avocado Board's new, easy-to-use online [Avocado Quality Manual](#)
- A summary of the potential [soil health benefits cover crops can provide to California avocado groves](#) and results from the Pine Tree Ranch demonstration grove cover crop plots
- A look at the [economics involved in running a high density avocado grove](#)
- A summary of [grower experiences using ProGibb LV Plus® plant growth regulator](#)
- Highlights from the Commission's research concerning [optimum leaf nutrient concentration ranges for 'Hass' avocado](#)
- A profile of the Morro Bay [Double H Avocado Ranch](#) run by Dave and Kathy Hendrickson and Carolyn and John Heitzenrater



Soil Health and Soil Pest Control Webinar

A three-part webinar lecture series will feature soil health experts and researchers from across the southwest to discuss a wide range of topics concerning soil health and soil pest control. The free [Desert Southwest Soil Health Webinar](#) will take place on July 23 from 10:00 a.m. – 8:00 p.m.

The webinar is divided into three modules: defining soil health, practices to improve soil health, and soil pest control. Topics will include:

- Soil organic matter
- Interpreting soil test results
- Structure and function of plants roots
- Mycorrhizae
- Compost and cover crops
- Microalgae
- Biochar
- Federal Department of Agriculture soil health perspectives
- Conservation tillage
- Organic production
- Pesticide effects
- Soil borne pathogens
- Funding for soil health programs
- Pest control

A complete [agenda](#) can be found online. [Registration is now open.](#)

New Nitrogen Management Resource Available

To address nitrate pollution of groundwater, the Central Valley Regional Water Quality Control Board has initiated a regulatory program requiring growers to utilize nitrogen management practices that mitigate nitrate loading. Because nitrogen plays such a critical role in the growth and development of avocado trees — and because it can be difficult to ensure trees are receiving the optimal amount of nitrogen — the University of California Department of Agriculture and Natural Resources has created the [Nitrogen Management in Citrus and Avocado](#) publication.

This document is designed to optimize growers' application of nitrogen while reducing nitrogen leaching by focusing on applying nitrogen at the right rate, at the right time with the right placement and from the right source (otherwise known as the four R's of nutrient management). The guide provides specific examples for the rate of application based on the age, alternate bearing status and vegetative state of the tree and discusses the optimal spring/fall application periods. In addition, the document provides guidance on how to conduct leaf analysis and what optimal concentration percentages to look for.

CAS Avocado Rootstocks and Root Rot Treatment Seminar Available Online

In early June, the California Avocado Society hosted a virtual seminar concerning avocado rootstocks and root rot. The [seminar is now available online](#).

The webinar includes presentations from Mary Lu Arpaia and Eric Focht, of UC-Riverside, who discuss the horticultural characteristics of Hass-like avocado rootstock varieties. Patricia Manosalva, of UC-Riverside, provided updates concerning the avocado rootstock breeding program and discussed the latest research concerning the efficacy of root rot chemicals.

Del Taco Launches Spring Menu Featuring Fresh California Avocados

Foodservice chain promotions play an important role in encouraging sales of fresh California avocados. The unique California avocado-centric menu items encourage consumers to make return visits to restaurants and purchase the items again. They also inspire consumers to incorporate fresh California avocados in meals at home. With the unprecedented COVID-19 situation, foodservice operators were limited to take-out or delivery only, and many had to shut their doors. For the California Avocado Commission (CAC) this meant a hiatus in foodservice promotions at the start of the 2020 season. But the CAC team persevered and continues to pursue programs as foodservice opportunities open.

To encourage Del Taco to move forward with a California avocado promotion, CAC's foodservice team presented the chain with fact-based information that demonstrated the positive halo effect fresh California avocados have on menus. They shared data from Menu Matters' 2018 "Consumers, Avocados and Foodservice Opportunities" study noting that "most consumer perceive a restaurant offering dishes with California in the name will use fresh ingredients (83.4%) and source high-quality ingredients (80.2%), while 78.1% believe the restaurant features consistently high-quality ingredients."

Del Taco decided to leverage the California avocado season and reinforce their commitment to fresh California avocados by showcasing guacamole and fresh slices of the fruit with many of the dishes on the menu. In addition, the chain placed added emphasis on its Epic Grilled Chicken Fresh Avocado Burrito.

The California Avocados logo also is being showcased on the chain's digital and social channels. The logo appears on Del Taco's landing page under "Learn Why We're Fresh as Del," on photos showcasing sliced avocados and social posts promoting the Epic Burrito. Social posts encourage consumers to add a slice of fresh California avocado to their tacos, burritos, bowls, platos and salads, and offers patrons a free drink with the purchase of an Epic Burrito.

The Del Taco promotion, which began April 23 and will run through July 31, will provide additional exposure for California avocados in Western regional markets at 400 participating units located in Arizona, California, Colorado, Idaho, Nevada, New Mexico, Oregon, Utah and Washington.

Foodservice promotions like this one can gain wide exposure among restaurant patrons and on the chain's social and digital channels. Such exposure helps the California Avocado Commission reach younger consumers, encouraging them to develop a strong California Avocados brand preference as they mature into future diners and shoppers.



On Del Taco's social channels, patrons were encouraged to add fresh slices of California avocado to a variety of menu items, including the Epic Burrito.

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 – June 24, 2020

California Hass	Conventional #1 (Field Price Per Lb)	Organic #1 (Field Price Per Lb)
#32's	\$1.22 - \$1.36	\$1.50 - \$1.70
36's	\$1.22 - \$1.36	\$1.50 - \$1.70
40's	\$1.22 - \$1.36	\$1.62 - \$1.72
48's	\$1.22 - \$1.36	\$1.98 - \$2.10
60's	\$0.96 - \$1.10	\$1.68 - \$1.74
70's	\$0.60 - \$0.74	\$1.26 - \$1.38
84's	\$0.44 - \$0.52	\$0.46 - \$0.68

*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 6/28/2020	Season-to-Date (since 11/01/2019)	2020 Year to Date
Hass	15,017,335	239,236,045	239,209,803
Lamb	671,356	1,055,020	1,055,020
Other (Greens)	58,377	1,320,420	1,152,942
California Total	15,747,068	241,611,485	241,417,765
Florida	1,244,430	12,906,238	5,408,480
Chile	0	2,525,666	445,506
Mexico	35,035,454	1,505,826,146	1,095,341,312
Peru	15,502,324	59,510,653	59,510,653
Other (Imports)	1,080,000	34,490,000	26,050,000
Import Total	51,617,778	1,602,352,465	1,181,347,471
USA Total	68,609,276	1,856,870,188	1,428,173,716

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

Below are the weekly harvest projections and actuals through week ending 6/28/2020, where year-to-date volumes were 246 million pounds. Current daily harvest rates of just over 2 million pounds, brings our estimated year-to-date total just over 250 million pounds. Despite actual harvest coming in over projections in May, the industry pulling back in early June has brought season actuals to within 3 million pounds of the handler projections at the end of the 2nd quarter. Current projections from the handlers in May indicated about 20 million pounds would be harvested after Labor Day, which leaves 113 million pounds to be harvested over the next 10 weeks. Now is the point in the season when CAC, and handlers, will work to assess whether the projected remaining volume of 123 million pounds is in fact accurate, and if so, whether current weekly projections through the end of the season are accurate, or if adjustments are needed. Based on the result of these efforts CAC can then review current plans to help ensure marketing programs are supporting California growers and their fruit while product is in season.

**2020 California Crop Weekly Harvest Projection
Weekly Crop Movement vs. Distribution Projections
All Varieties**

Week Ending (CAC Week)	4-Year Historical Forecast	AMRIC Handler Forecast	Industry Adjusted		
	2020 Crop Estimate	May 2020 Update	AMRIC Harvest	AMRIC Shipments	Crop Size Indicator
1st QTR SubTotal	46,970,300	62,797,900	62,632,891	52,385,402	
Apr 5 - (23)	11,858,600	8,175,100	8,171,755	8,535,533	
Apr 12 - (24)	14,345,000	3,280,100	3,257,189	8,875,433	
Apr 19 - (25)	14,791,300	16,324,000	16,296,294	11,211,317	
Apr 26 - (26)	17,094,900	17,554,500	17,513,455	14,014,625	
May 3 - (27)	16,903,500	11,154,600	18,194,552	16,110,313	
May 10 - (28)	15,823,200	14,518,800	17,998,300	13,870,356	
May 17- (29)	16,312,500	14,992,800	15,294,121	14,547,751	
May 24 - (30)	17,923,700	16,503,300	17,277,123	16,970,292	398,576,347
May 31 - (31)	17,104,600	15,730,400	12,498,986	15,429,058	389,695,883
Jun 7 - (32)	15,110,000	14,006,800	12,789,828	17,144,679	386,169,466
Jun 14 - (33)	16,858,300	15,688,800	13,972,712	15,266,282	382,151,407
Jun 21 - (34)	17,754,900	16,487,600	14,344,605	14,156,272	377,969,363
Jun 28 - (35)	17,024,400	15,751,400	15,863,838	15,118,696	377,819,815
Jul 5 - (36)	17,578,200	14,163,600	-	-	
Jul 12 - (37)	16,410,700	13,601,000	-	-	
Jul 19 - (38)	15,887,500	13,216,300	-	-	
Jul 26 - (39)	12,604,900	10,511,000	-	-	
Aug 2 - (40)	10,048,300	9,870,500	-	-	
Aug 9 - (41)	8,464,600	11,130,500	-	-	
Aug 16 - (42)	7,533,300	10,346,900	-	-	
Aug 23 - (43)	6,154,000	9,714,400	-	-	
Aug 30 - (44)	5,176,500	8,160,400	-	-	
Sep 6 - (45)	3,233,000	9,397,500	-	-	
Sep 13 - (46)	2,491,000	5,722,600	-	-	
Sep 20 - (47)	2,436,000	5,724,000	-	-	
Sep 27 - (48)	2,037,600	4,783,700	-	-	
4th QTR SubTotal	3,069,100	3,691,500			
Season-to-Date	255,875,200	242,966,100	246,105,649	233,636,009	
% of Crop	69%	65%	66%	63%	
Crop Size	373,000,000	373,000,000	Left to Harvest	Left to Ship	
Crop Variance	(9,769,551)	3,139,549	126,894,351	139,363,991	

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

(June 27 – July 17)

Summary- The prevailing pattern is a high pressure ridge west of N and Central California, and a trough southwest of central and southern California. The southern storm track is weak and intermittent due to the season. Moisture, from troughs in the Gulf of Alaska, will be coming SSE into the Plateau and Sierras. The system in the Gulf of Alaska will be moving ESE then SSE from the Yukon into the Great Basin. This will produce an unusually cool and fall-like trough in central California and the Sierras, and bring a chance for showers. This is expected to occur June 29th – July 1st.

Mainly dry and breezy/windy cold fronts arrive from the northwest into N California, then drop SSE into the central Great Basin, and drag cold fronts south through southcentral California and the southern and eastern Deserts. This will continue the variable pattern, in terms of temperatures...hot for most of one week, then very cool the next.

Hot periods will occur inland and in foothills, but tend to be brief, and interrupted by upper lows or troughs. Some showers may occur in the mountains of N California and in the N and Central Sierras.

The MJO continues in an inactive phase again this week, and continues through the end of June.

The next rains appear about June 28 – July 3 in the Sierras and NE California Plateau. Showery but mostly small precipitation is most likely, but with a few moderate showers possible.

We suggest near normal rainfall for July in most areas. The westerlies tend to be dry in summer because they minimize development of the moist SE flow events of the summer monsoon.

Potential Dates of Precipitation (from Fox Weather's CFSDailyAI system):

The listing of dates for warm and cool spells, and for precipitation are based on our CFSDailyAI system, which presents basic trends in precipitation and temperature 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.

Salinas Valley-San Luis Obispo Co- S SierraNV:

Salinas Valley: Precipitation: Central Coast: Drizzle 6/28-29. Hot/cool spells: Cool 6/28-30 and 7/1-3. Very Warm 7/13-14, Warm 17-23, Hot 7/25-7/30th.

San Luis Ob/Edna: Precipitation: None of significance. Drizzle 6/29. Hot/Cool spells: Warm 6/27-28. Cool 6/30-7/5, Warm 7/8-11, Very Warm 7/13-14, Warm or Very Warm 7/17-23. Hot 7/25-28.

Southern California Citrus/Avocado Area, San Luis Obispo Co to San Diego Co:

Santa Barbara, Ventura to San Diego Co: Rainfall, none of consequence for SOCAL coast. Drizzle 6/29.

Santa Barbara Co: Hot/cool spells: Warm 6/27-29, Cool 6/30-7/2, Warm to Hot 7/4-5, Cool 7/7-7/12. Hot 7/13-14. Hot 7/23-29.

Ventura Co: Hot/Cool spells: Warm 6/27-29, Cool 6/30-7/2, Warm to Hot 7/4-5, Cool 7/7-7/12. Hot 7/13-14. Hot 7/23-29. Cool periods will tend to have deeper marine layer, mild afternoons inland, and some coastal eddy conditions. Hot periods will tend to have fog hugging the coast and shallow marine layer, with hot conditions in the higher foothills above 1400 ft elevation.

San Diego/Orange: Hot/cool spells: Cool 6/27-30. Warm 7/4-7/10. Hot inland 7/15-7/20. Excessively hot all areas except immediate Coast: 7/18-29th. Cool periods will tend to have deeper marine layer, mild or warm afternoons inland, and coastal eddies. Hot periods will tend to have fog hugging the coast, shallow marine layer with early burnoff, and hot conditions in the higher foothills above 1300 ft.

Summary – July 12 – August 7... Northern and Central California: Warmer and drier than normal after July 12. Hot/Cool spells: Warm 7/8-12th. Hot 7/18-7/24, Very Hot 7/25-7/30. Very Warm to Hot Aug 1-7.

San Luis Obispo Co: Hot/Cool spells after July 12. Warm 7/12th. Hot 7/18-7/24, Very Hot 7/25-7/30. Very Warm to Hot Aug 1-7. Warm spells will tend to have shallower marine layer and hot conditions in the foothills and inland valleys/Paso Robles and in foothills above Edna Valley at 1500-2000 ft elevation.

Southern California: Santa Barbara, Ventura, Orange, San Diego, Riverside and San Bernardino Co's and Los Angeles Co metro areas: Precipitation: Drier than normal. Hot/cool spells after July 12. Hot 7/18-7/24, Very Hot 7/25-7/30. Very Warm to Hot Aug 1-7.

Seasonal Outlook August 7 – September 15... Northern and Central California overall pattern.... Near normal rainfall (minimal). Above normal temperatures occur during all of July and all of August. Usual thunderstorms (TSTMS) occur in central and N Sierra and Plateau. As upper lows start to develop again during mid-August through mid-September, there is risk of tropical cyclone-associated moisture and rains reaching into SOCAL and also into the Sierras. Further north there is greater likelihood of hot weather events associated with dry easterly flow.

Southern California: San Luis Obispo Co, Santa Barbara Co, Ventura to San Diego Counties east through Los Angeles to San Bernardino, Riverside and Imperial Counties.

Interruption of usual WNW winds should help to provide above normal sea surface temperature along the SOCAL coast again this mid to late summer in SOCAL Bight area. Result: Warm humid nights and some muggy days near the beaches. Weak troughs and upper lows will intermittently develop and deepen the marine layer as is normal for summer.

For SOCAL: Looking further ahead into late Sept – Nov: Dry and recurrently warmer than normal conditions develop during Sept, and in the Nov Santa Ana season. Upper lows may contribute a few showers alternating with some hot east wind events in October.

Alan Fox...Fox Weather, LLC

Copyright © 2020, Fox Weather, LLC, Used by permission.