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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>

Wildfire Virtual Speaker Series

The Ventura County Resource Conservation District is offering a free Wildfire Virtual Speaker Series throughout 2022. Registration is required. [More information, and a complete list of dates, here.](#)

July 5

July 5

Time: 6:00pm - 7:00pm

Location: Webinar

CAC Marketing Committee Meeting

July 19

July 19

Time: 10:00am - 12:00pm

Location: HYBRID - 12 Mauchly, Suite L, Irvine (In-Person) / Zoom (Online)

CAC Board Meeting

August 18

August 18

Time: TBA

Location: TBA

Assistance Available for On-farm Food Safety Expenses

The U.S. Department of Agriculture's new [Food Safety Certification for Specialty Crops program](#) will provide specialty crop producers with financial assistance for on-farm food safety program expenses incurred in 2022 or 2023. The 2022 application period is June 27, 2022 through January 31, 2023. The 2023 application dates will be announced in the future.

Under this new program, specialty crop growers can apply for assistance for eligible expenses to obtain or renew a food safety certification issued on or after June 21, 2022. The FSCSC will cover a percentage of the specialty crop operation's food safety certification costs, as well as a portion of related expenses including:

- Developing a food safety plan for first-time certification
- Maintaining or updating an existing food safety plan
- Food safety certification
- Certification upload fees
- Microbiological testing for products, soil amendments and water
- Food safety training

[Payments are calculated separately for each category noted above.](#)

Applicants must be specialty crop operations and meet the definition of a small or very small business to be eligible for the program and have paid eligible expenses on or after June 21, 2022. A small business is defined as reporting an average annual monetary value of specialty crops sold in the preceding three years between \$250,000 - \$500,000. A very small business would have reported an average annual monetary specialty crop value during the three previous years of no more than \$250,000.

To apply for the program, [producers must complete the FSA-888, Food Safety Certification for Specialty Crops Program application and other relevant documents](#). The application documents can be submitted online, or printed and mailed/delivered in person to a local FSA office or [USDA Service Center](#).

The program is part of the USDA's effort to reduce costs for farmers associated with regulatory costs, especially in light of the costs incurred by growers due to the COVID-19 pandemic. Complete information concerning the program can be found online at: <https://www.farmers.gov/pandemic-assistance/food-safety>.

Slow, Methodical Planting Ensures Avocado Trees Are Healthy

In a [recent blog post](#), Dr. Ben Faber focuses on the importance of taking a measured approach when planting new avocado trees. In the post he elaborates on the importance of properly testing and preparing the soil, and once that has been completed ensuring the tree is planted at the proper depth.

Testing and preparing the soil

Prior to planting a new avocado tree, it is [important for growers to evaluate and test the soil to address any issues beforehand](#). In doing so, growers can avoid costly post-planting corrections. When analyzing the soil, growers should assess its physical, biological and chemical aspects. How well does the soil drain? What challenges will the terrain present when pruning or harvesting? Is the soil heavy and therefore the trees should be planted in berms to encourage drainage? Examine what is currently growing there and whether it is thriving or not as the health of existent plants can be an indicator of potential soil issues that need to be addressed.

It's also important to conduct leaf analysis of existent trees and pay special attention to the pH of the soil. Correcting the pH of the soil — which should be between 6 and 7 — is much easier to do prior to planting. Once a tree is planted, adjusting the pH can be time consuming, expensive and threaten the life of the tree. It's also important to test the salinity, sodium and chloride levels. Soils that are high in salt can negatively impact a newly planted tree almost immediately. By testing the soil and leaching it of salts in advance, growers can create a more ideal growing environment for a young tree.

Proper planting depth

The depth an avocado tree is planted at is critically important because the roots need to be near the surface. If the crown of the root system — the area where the roots first spread out from the stem — is buried deeper than it was in the nursery, the tree can be asphyxiated. Therefore, be certain to bury the stem at the same level it was in the nursery.

Once a tree is planted, the soil often shifts as it settles and is watered. Therefore, do not dig a hole that is too big as that will lead to too much loose soil around the newly planted stem. Also keep in mind that if a planting mix is added to the loose soil around the newly planted tree, that mix can decompose over time and lead to the tree sinking further into the soil. And when planting trees in berms, remember the soil also will settle over time. To err on the side of caution, plant the tree high and monitor the stem depth as the soil settles.

Commission Showcases California Avocados While Gaining Industry Insights at Key Events

In May, the California Avocado Commission attended two valuable industry events that provided CAC with the opportunity to showcase the Golden State fruit while networking with key decision makers and media members.

The Marketing Executives Group event was held from May 18 – 20 in Chicago, Illinois. The event is a marketing-focused study group of the National Restaurant Association that gathers a broad mix of multi-unit restaurant brand decision-makers from the foodservice industry. As a sponsor of the event, CAC's foodservice team had the opportunity to serve nearly 200 samples of on-trend California avocado-centric menu concepts including California Avocado Roll Bowl Salad and Vegan California Avocado Pizza with Kale-Cashew Pesto. The team gained valuable insights concerning the state of the foodservice industry and connected with 19 chain restaurant company representatives. The Commission is now exploring menu development and promotion opportunities for the 2022 and 2023 seasons with six of those brands.

On May 23, the Commission foodservice team attended the International Food Service Editorial Council National Restaurant Association "Bubble Party" reception at the Royal Sonesta Chicago River North Hotel. The event brought together foodservice media editors and marketing/public relations contacts associated with foodservice operators. Thirteen editors from 15 media brands were represented, including CAFÉ, Catersource, Datassential, el Restaurante, Flavor & The Menu, Food Management, FoodService Director, FSR, National Culinary Review, Nation's Restaurant News, Plate, Prepared Foods, QSR, Restaurant Hospitality, and Restaurant Business.

Attendees enjoyed samples of the California Avocado Summer Roll during the reception while CAC foodservice team member Susan Hughes networked with key foodservice media and operator contacts. This in-person networking event with foodservice editors ensured California avocados remain top of mind as they consider future editorial calendars. Events such as this play a key role in helping the Commission establish relationships with media members and developing pathways to securing editorial placements that will encourage demand for California avocados and build loyalty to the brand.



MEG attendees enjoyed the California Avocado Roll Bowl Salad while discussing foodservice trends.

Targeted Retail Digital Advertising Drives Peak Season Awareness

To engage with consumers closer to the point of purchase during peak season, the California Avocado Commission supported retailer digital advertising promotions with select Walmart, Sam’s Club and Kroger divisions. The digital promotions were designed to target specific shoppers, build their awareness of the California avocado season and encourage them to choose the Golden State fruit when shopping online and in stores.

Throughout May and June, Walmart.com and affiliated sites ran targeted digital advertising aimed at consumers likely to purchase avocados. The ads were geo-targeted around the retailer’s Western U.S. locations carrying California avocados and directed at past avocado purchasers and those in the market for fresh fruits and vegetables. The ads, which featured “the best avocados have California in them” creative, encouraged shoppers to purchase fresh California avocados via the Walmart app. The app allowed consumers to pick up the avocados at a nearby location or receive them via delivery. The promotions garnered 9.8 million impressions with the majority (75%) served on the website.

Leading up to Cinco de Mayo, Sam’s Club featured California avocado ads on both desktop and mobile devices. The ads were geo-targeted to zip codes near where California avocados were merchandised and the call-to-action prompted consumers to use the Sam’s Club app and choose their favored shopping method — with in-store pickup or delivery. [Additional information about the Commission’s Cinco de Mayo retail promotions and sample ads are available on the California avocado grower website.](#)

Beginning May 18, the Commission sponsored digital coupons for bagged California avocados at Kroger’s four western divisions — Fred Meyer, QFC, Ralphs and Smith’s. Because Kroger has introduced branded bagged California avocados featuring four-count 60s and smaller, the ad promotions play a significant role in moving fruit of that size during the season. The digital coupons effectively promote the availability of the branded California avocado bags with a nominal discount on the high-trafficked websites of these four western divisions. The promotion will run through mid-July.

By partnering with retailers to build effective digital advertising campaigns, the Commission builds demand for the fruit while also securing distribution of and loyalty for California avocados.



Digital ads on Walmart affiliated sites featured “the best avocados have California in them” creative.

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 Newsline* Avocado Prices – June 29, 2022

	Conventional #1	Organic #1
California Hass	(Field Price Per Lb)	(Field Price Per Lb)
#32's	\$2.46 - \$2.66	\$2.60 - \$3.00
36's	\$2.46 - \$2.66	\$2.60 - \$3.00
40's	\$2.40 - \$2.66	\$2.86 - \$3.02
48's	\$2.40 - \$2.64	\$3.10 - \$3.20
60's	\$2.08 - \$2.38	\$2.50 - \$2.64
70's	\$1.70 - \$1.86	\$2.08 - \$2.16
84's	\$1.00 - \$1.24	\$1.20 - \$1.30

*To subscribe to the Weekly Newsline, please contact the California Avocado Society at (949) 940-8869 or www.CaliforniaAvocadoSociety.org.

California Avocado Commission Weekly Volume Summary (Pounds)

WEEKLY VOLUME SUMMARY				
(Volume in Pounds)				
	Week Ending 06/26/2022		Season-to-Date since 11/01/2021	
	(CA) Harvest / (Import) Arrivals	Shipped by AMRIC Handlers	(CA) Harvest / (Import) Arrivals	Shipped by AMRIC Handlers
California Detail				
HASS	10,144,264	12,162,741	209,621,375	199,461,844
LAMB	486,729	52,850	597,544	55,825
GEM	61,640	20,175	3,993,750	3,191,601
OTHER	68,050	42,400	572,854	333,225
CALIFORNIA TOTAL	10,760,683	12,278,166	214,785,523	203,042,495
INDUSTRY ADJUSTED	10,973,302	12,536,231	218,989,901	207,076,220
Imported Hass Detail				
MEXICO	19,315,885	8,407,934	1,338,864,557	822,676,029
PERU	6,010,000	7,050,295	39,780,000	23,914,502
CHILE	0	118,405	12,161,105	12,981,874
COLOMBIA	560,000	1,464,950	17,140,000	9,963,667
NEW ZEALAND	0	0	0	0
DOMINICAN	0	19,400	940,000	1,452,600
IMPORT TOTAL	25,885,885	17,060,984	1,408,885,662	870,988,672
Other Detail				
CA EXPORT	0	16,075	0	1,160,675
CA ORGANIC	0	1,022,650	0	17,413,381
IMPORTED (Greens)	980,000	0	68,000,000	0
FLORIDA	1,376,870	0	9,278,830	0
GRAND TOTAL	39,216,057	29,597,215	1,705,154,393	1,078,064,892

Crop Statistics

The California crop continues to move at a steady rate as we enter the final month(s) of harvest. As of the start of this week, we were already 75% picked and by next Tuesday when AMRIC numbers are submitted for the holiday weekend, we expect that number to near the 80% mark. While there has been some concern voiced about rising inventories from imports, with 60 million pounds (or less) remaining of the California harvest, we do not anticipate this late-season influx of fruit to have a detrimental impact to California supply. To better assess the volume of fruit that remains, CAC is currently surveying handlers and, if necessary, will adjust weekly harvest projections according to those responses in the coming weeks.

2022 California Crop Weekly Harvest Projections vs. Actuals			
Week Ending (CAC Week)	4-Year Historical Forecast May 2022 Update	AMRIC Handler Forecast May 2022 Update	Industry Adjusted AMRIC Harvest
1st QTR SubTotal	36,530,400	74,554,700	71,333,172
10-Apr	7,986,400	7,620,000	8,929,303
17-Apr	10,010,300	9,559,000	11,354,179
24-Apr	12,452,700	11,887,600	13,847,611
1-May	13,661,700	13,046,200	13,365,430
8-May	13,543,100	13,043,400	14,636,311
15-May	12,870,100	12,392,300	12,669,724
22-May	12,548,200	12,087,900	12,336,993
29-May	12,894,200	12,413,400	13,931,099
5-Jun	12,049,200	11,628,900	9,978,081
12-Jun	11,743,600	11,339,600	11,858,890
19-Jun	11,382,100	10,979,900	11,623,221
26-Jun	11,931,100	11,517,100	10,973,302
3-Jul	11,867,900	9,020,000	
2nd QTR SubTotal	154,940,600	146,535,300	145,504,144
10-Jul	10,898,700	8,302,100	
17-Jul	11,424,300	8,850,800	
24-Jul	10,908,900	8,565,700	
31-Jul	8,771,900	7,838,700	
7-Aug	7,614,700	6,216,400	
14-Aug	6,694,800	6,341,500	
21-Aug	6,596,400	6,243,200	
28-Aug	6,392,600	6,046,200	
4-Sep	5,850,300	1,890,700	
11-Sep	4,338,600	1,450,700	
18-Sep	3,002,000	976,700	
25-Sep	3,040,500	930,800	
2-Oct	2,421,700	737,500	
3rd QTR SubTotal	87,955,400	64,391,000	
4th QTR SubTotal	6,573,600	519,000	
Season-to-Date	179,603,100	212,070,000	216,837,316
% of Crop	62.80%	74.15%	75.82%
Crop Size	286,000,000	286,000,000	Left to Harvest
Crop Variance	37,234,216	4,767,316	69,162,684

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

(June 30 – July 30)

BASIC PATTERN:

Large Scale Pattern –

- A. High pressure continues oriented E-W across the southern United States, most of Mexico, and Southern California. This supports easterly flow from the Caribbean and Gulf of Mexico across Mexico and into SW Mexico and the Pacific off southern Baja California. Moisture, waves, and cyclonic circulations cross Mexico, and redevelop as tropical cyclones near SW Mexico and southern Baja.
- B. Tropical moisture influx into California has been limited by strong E-W oriented high pressure. The monsoonal flow has started across eastern and at times central Arizona. Some surges will start to approach the SE corner of California around the 5th with occasional moisture into southern California from the 7th through the 11th.
- C. A trough will bring light rain to northern California on the 3rd with cooler than normal temperatures. Otherwise the westerlies will be weak, especially Jul 5-15 with high pressure building. As high pressure builds some monsoonal moisture edges more west likely into SE and southern California.
- D. Still very dry across most of California with some monsoonal showers into southern California early in July and edging into central and the mountains of northern California by the middle and end of July.
- E. Subsequent dry cold fronts will tend to raise the fire risk as hot daytime temperatures combine with gusty dry winds to start the fire season.
- F. A cold sea surface temperature anomaly persists along the coast of Central California south to northern Baja California. This will encourage recurrent fog and drizzle events in the coastal forests of N California, and usual night/morning fogs for coasts of central and S California.
- G. The best chance for anomalously hot weather in July is in N California, from the Bay Area to Yosemite NP northward. Conditions favorable for fire starts and growth will be in the Sierra foothill areas from Tehama County south along the Sierra west slope due to dry winds with low relative humidity, and an increase in dry lightning as we progress through July and into August as the summer monsoonal moisture moves into these regions.
- H. For growers of avocado and other sensitive orchards and crops in the coastal hills-valleys of central and S California, watch for near seasonable occurrence of hot days, as the focus of upper high pressure is into N California, while cutoff lows with clouds and a few showers and dry lightning occur in the Central Sierras south to S California. The start of monsoonal conditions, i.e. clouds and usual mountain/desert thunderstorms is most likely by mid-July in S California inland avocado/citrus regions.
- I. Precipitation trend: A little light rain mainly Humboldt County to the north is possible Jul 3 as a trough moves through northern parts of the state. Other rains to follow will be monsoonal showers and thunderstorms from Approximate dates of monsoonal surges of showers in S California: Jul 7-11, 16-18, and 22-28. Showers edge into central California 24-28. Northern Calif and the central & northern Sierras could see some monsoonal showers mainly over the mountains Jul 26-28.
- J. Dry thunderstorms with lightning will bring an increase and early start to the fire season. High to extreme fire danger is likely by the early and middle of July.

- K. Tropical Cyclones: For June we have been in a wet pattern due to rains from tropical cyclones in Southern Mexico. Current CFSv2 model results suggest below normal mid-monsoon moisture in southcentral and S Mexico for July, and continuing in August. The rains in Arizona also shift below normal in late July and August.

FORECASTS FOR CALIFORNIA

Forecast for Northern and Central California:

NORCAL Rains: Jul 3-4 (Humboldt County to N), 26-28 (monsoonal showers in mtns).

CENTRAL CALIF Rains: Monsoonal showers are possible Jul 24-28 (mostly across the Central Sierras).

WARM SPELLS: Jun 30-Jul 1, 6-14 and 19-25.

COOL SPELLS: Not much cooling, cooler Jul 3-4 and 16-17.

FRONTS WITH RAINS: Jul 3. No fronts with rains after the 3rd.

Forecast for S California:

SOCAL RAINS: Jul 7-11 (scattered showers E areas), 16-18 (scattered showers), and 22-28 (better chance of showers & TSTMS).

SOCAL WARM SPELLS: Jun 30-Jul 2, 5-15 and 17-27.

SOCAL COOL OR COLD SPELLS: Little cooling with much above normal temperatures through most of the extended forecast. Slight cooling on Jul 3-4.

FRONTS WITH RAIN/DRIZZLE: Monsoonal showers start around Jul 7.

Forecast for Central Sierra Nevada:

Dates of mountain showers of rain are: Jul 18 and 24-28.

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 June 30 - July 30, 2022

Highlights: High pressure will dominate the weather pattern in Nevada-Utah, and Arizona within through most of July. Warm to very warm and at times hot weather is expected. Model guidance is inconsistent regarding trends in monsoonal moisture, showery periods, and opportunities for cooling. Monsoon considerations: Both short-term climate models (NMME and CFSv2) are suggesting a near normal precipitation in July and Drier than normal conditions in August.

Looking Ahead – Long Range Outlook

July 30-Aug 30, 2022... NORCAL and Central California: Becoming consistently warmer than normal in July, with some hot conditions (highs in the mid-90s to mid-100s during the hot spells. For the coastal hills, above-normal temperatures are expected for end of June, and most of July, with a well-established, although shallow marine layer. Some monsoonal

showers should move into N and Central California mountains (Sierras and NE Plateau region and Cascades/Siskiyou's by mid-July and reach a peak in the monsoon season mid to late July to early August.

For SOCAL: Progressive trend towards above normal temperature. There is potential to turn hot and dry in early-mid-July just prior to monsoonal thunderstorm rains in the mountains. Foothill and coastal valley highs m90s (avocado areas), but intermediate valleys persistently into the m90s to m100s on occasion. Monsoonal moisture increases in mid-July. Best chance for monsoonal showers and thunderstorms in mid-July through early-August.

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

Alan Fox & Zane Stephens...Fox Weather, LLC

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