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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>

Pine Tree Ranch Field Day - Avocado Nutrition and Cover Crop Usage

Dr. Danny Klittich, Agronomist with Redox Chemical, will discuss how to optimally manage avocado tree nutrition. Dr. Ben Faber, UCCE Farm Advisor will lead a grower discussion panel to talk about the pros and cons of using cover crops in avocado groves. [More information here.](#)

July 17

July 17

Time: 9:00 a.m. – 11:00 a.m.

Location: Pine Tree Ranch, 19455 E. Telegraph Road, Santa Paula, CA

Laurel Wilt — A Threat to California's Avocado Industry

Laurel wilt disease has the potential to greatly impact the California avocado industry, therefore California avocado growers are encouraged to attend one of the free seminars hosted by the California Avocado Commission, University of California Cooperative Extension (UCCE), California Avocado Society and University of Florida's Tropical Research and Education Center. [More information here.](#)

July 30-31 & August 1

July 30

Time: 9:00 a.m. – 11:00 a.m.

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

July 31

Time: 9:00 a.m. – 11:00 a.m.

Location: UCCE Office Auditorium, 669 County Square Drive, Ventura, CA

August 1

Time: 9:00 a.m. – 11:00 a.m.

Location: San Luis Obispo Farm Bureau Office, 4875 Morabito Place, San Luis Obispo, CA

August 15

Time: TBA

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

Secretary of Agriculture Perdue Visits California Avocado Grove

United States Secretary of Agriculture Sonny Perdue toured a California avocado grove on July 15, accompanied by California Avocado Commission (CAC) Chairman John Lamb, CAC President Tom Bellamore and other representatives of the Commission. The grove tour, which took place at Rancho Guejito Avocado Farm in Escondido, was conducted by grower Al Stehly.

“On behalf of California avocado growers, I’d like to thank Secretary Perdue for the time and interest he expressed about our industry during his visit,” said John Lamb, CAC chairman. “We had a very productive meeting with the Secretary, who seemed very interested in helping with labor, water and other issues facing California growers.”

Commission representatives informed the Secretary about California avocado industry modernization in progress, including high-density plantings, managed tree height, salt tolerant varieties and improved water efficiency.

“We expressed to Secretary Perdue the significant challenges growers are having with limited labor availability and let him know that the situation is getting worse with the aging of existing workers and enforcement concerns,” said Tom Bellamore, president of the Commission. “California avocado harvest crews are well-compensated, averaging \$18 per hour or greater piece rate, but with agriculture labor availability approaching crisis levels the industry needs a flexible guest worker program that allows the existing workforce to remain and one that provides access to new workers.”

Water availability, quality and pricing remain significant concerns for California avocado farmers. Commission representatives emphasized the importance of increased statewide water storage capacity and of easing of Endangered Species Act restrictions to allow greater State Water Project deliveries.

The Commission also covered trade issues with Secretary Perdue, such as the tremendous increase in avocado volumes coming from imports. Export opportunities were discussed, including the challenges in gaining access to some foreign markets. Mr. Bellamore called upon the Secretary to expedite access to China for California avocados.

The Secretary gained a hands-on appreciation of the skill it takes to harvest avocados, using a picking pole to cut an avocado from a tree. After the tour the Secretary was available for media questions from major networks and local San Diego press.

Rancho Guejito is the only remaining undivided Spanish land grant in California. Avocados have been grown on the property since 2010.



United States Secretary of Agriculture Sonny Perdue toured Rancho Guejito Avocado Farm in Escondido, visiting with California avocado grower Al Stehly, CAC Chairman John Lamb, CAC President Tom Bellamore and other representatives of the Commission.

2019 CAC General Election and Nomination Information Available Online

Nominations for the 2019 CAC General Election are now being accepted. An election announcement and self-nomination packet was sent to all commercial producers and handlers on July 15. The board election will be held in October 2019 for one producer member seat and one producer alternate seat in each of the five districts. In addition, one handler member seat and one handler alternate member seat are open. All seats are for two-year terms that will end October 31, 2021.

General election materials also are available [online](#). Those materials include the following:

- [CAC Election Procedures](#)
- [Producer nomination packets](#)
- [Handler nomination packets](#)
- A table noting [CAC districts](#) by zip code
- A summary of [open seats](#)
- Election [schedule](#)

Ballots will mail by September 23. The Commission will conduct the 2019 General Election utilizing a ranked choice voting method. Ballots will ask voters to cast their vote by ranking candidates in order of preference. The candidate receiving the highest number of first choice votes will be offered their choice of the available seats. The candidate with the highest combined total number of first and second choice votes will be offered the second available seat.

The new board will be seated at a meeting at the Commission office on November 21, 2019.

Online Training Available Concerning Invasive Shot Hole Borers

To help members of the agricultural industry manage the threat of invasive shot hole borers (ISHB), the University of California Agriculture and Natural Resources (UC ANR), the California Department of Food and Agriculture, the Ventura County Agricultural Commissioner and the U.S. Forest Service developed a \$5 million statewide ISHB action plan for the California Invasive Advisory Committee. As part of that plan, UC ANR has released an [online ISHB training course](#).

The course consists of four parts:

- History and impacts of ISHB
- Biology of ISHB
- Symptoms and look-alike pests
- ISHB monitoring and management

The course is [free and available via the eXtension Campus online learning platform](#). To access the course, users will need to create a free account.

The [UC ANR ISHB website](#) also has a number of other useful resources for California avocado growers including:

- ISHB distribution [maps](#)
- An [online ISHB detection assessment tool](#) to help growers determine if ISHB is present in their groves
- [ISHB diagnosis and management section](#) that focuses on identifying the pests, managing infestations, wood disposal and prevention
- A link to join the [ISHB email distribution list](#)

Biological Control Best Practices

Biological control — releasing the natural enemies of pests — can be an effective means of integrated pest management if done correctly. Following are biocontrol best practices as recommended in a [recent blog post](#) by Ben Faber.

First, it's important to recognize that conserving the natural enemies of pests in your grove (rather than purchasing natural enemies) is the most effective — and cost-effective — means of pest management. Second, it's important to recognize that biocontrol methods will not be effective in desperate situations where pests or their damage is widespread. Growers must be proactive, monitor their groves for pests and release natural enemies before pests are too abundant.

Before purchasing natural enemies, it's important to first correctly identify the pest, learn about its biology (such as vulnerable stages of its life cycle), correctly identify its natural enemies and consult the University of California (UC) IPM [Pest Management Guidelines](#) to determine whether the release of a particular natural enemy has been demonstrated to be effective in California.

Once you have settled upon the release of a particular natural enemy, be certain to determine which life stage of the species is appropriate for release and whether the biocontrol should be released by inoculation or inundation. Inoculation is the release of a few natural enemies whose offspring are used for biological control. Inundation is the release of large numbers of the natural enemy, with the released enemy and their offspring providing biological control. It's also important to release the natural enemies when the pests are at a vulnerable life stage and are present in numbers that can be controlled by the release.

Before purchasing natural enemies, be advised that it is illegal to obtain insects and other arthropods from outside the state of California (they cannot be carried or shipped across state lines) without a permit from agricultural officials. Producers and suppliers of natural enemies who are members of the Association of Natural Biocontrol Producers all formally agree to a code of ethics and standardized methods.

When releasing the natural enemies, protect them from extreme conditions and release them in the evening or early morning during hot weather. After the natural enemies have been released, avoid applying broad-spectrum residual insecticides (also avoid such application just prior to release) and be certain to provide the natural enemies with appropriate food, shelter and water.

For more information, consult the UC IPM [Pest Management Guidelines](#).

Waze GPS Direction App Drives Consumers to Point-of-Purchase

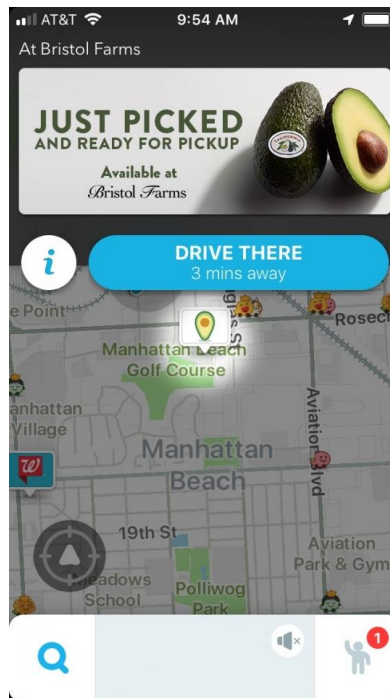
At the May 16 California Avocado Commission Board meeting, the Board authorized an extension of this season's marketing campaign to support the crop anticipated to be harvested later in the season. An example of one of the programs added to the marketing plan is advertising with Waze. Waze is a popular Google-owned GPS app for mobile devices that allows its 50 million users to get driving directions and report incidents like objects on the road, car accidents and police activity.

As part of the Commission's advertising partnership, Waze users in California in July can get directions to the nearest store carrying California avocados. CAC worked with several retail partners to secure commitments to merchandise California avocados for the duration of the partnership to ensure the fruit is available when a consumer visits their stores.

When using the application, an avocado icon will pop up on the map. Upon clicking or tapping the avocado icon, users are taken to a screen showing the retail banner logo and approximate travel time to the retail location.

The Waze program is another tool that CAC uses to drive consumers to stores to purchase California avocados when they are available. High value and innovative promotions such as this keep targeted retailers motivated to stay with California-grown avocados as long as they are available.

Waze is a free application and is available to download at <https://www.waze.com>.



In July, CAC is partnering with Waze — a popular Google-owned GPS app for mobile devices — that has 50 million users.

Commission Utilizes New Consumer Advertising Vehicle: Hulu

This season the California Avocado Commission (CAC) embarked on a new consumer advertising tactic: running ads on Hulu, a streaming video channel. Hulu is an ideal advertising platform because its quality programming is targetable to California and CAC's "premium Californian" target audience spends a significant amount of their media time streaming video (21 percent) compared to cable TV, broadcast TV or social media (15 percent each, respectively). In addition, the Commission can run highly targeted ads on Hulu's TV-like service according to demographics, geography and program

genre, and do so in a more affordable manner than traditional or cable television. Hulu also provides expansive ad campaign reporting including impressions, ad served completions, complete rate and clicks.

To reach its premium target audience — broadly defined as consumers ages 18 – 54 who have purchased an avocado within the last six months and have a variety of other traits including being environmentally conscious and willing to pay more for high-quality items — the Commission placed ads within the premium food genre, which includes shows such as Top Chef, Master Chef and Chopped. The 15-second and 07-second California avocado commercials run either as pre-roll video before the scheduled programming, or as mid-roll ads similar to a traditional TV commercial break. The Commission’s premium [slate ad](#), which runs directly before a show, notes the program is “presented by” California avocados.

As part of its integrated media plan to reach targeted consumers, the ads help build awareness of the California avocado season while encouraging viewers to purchase the fruit. In one of the ads the viewer breezes over the ocean and then soars above “[a little taste of paradise](#)”, a California avocado grove, via drone footage. Another ad showcases a grower “walking the walk” in his grove, so California avocado fans can “[guac the guac.](#)” Yet another ad evokes the California lifestyle with Made of California illustrations come to life. The Hulu ads began in April and will continue running through August 2019.



This premium slate ad runs directly before the start of a Hulu program.

Registered Dietitian Nutritionists Showcase Healthy, Appetizing Benefits of California Avocados

According to the International Food Information Council (IFIC) Foundation’s 2018 Food and Health Survey, Registered Dietitian Nutritionists (RDNs) remain one of the top trusted sources for nutrition information. IFIC reports that 76 percent of adults age 65 and older place their trust in RDNs, as do 65 percent of younger adults (age 35 and below).

Recognizing the impact trusted resources can have on building consumer awareness of fresh California avocados’ nutritional benefits and easy integration into a variety of dietary plans, the California Avocado Commission again partnered with Liz Shaw, MS, RDN, CLT, CPT and Manuel Villacorta, MS, RDN. The RDNs developed a variety of assets aligned with the following themes:

- Cook Like a Californian
- Eating Plans: California Avocados — The Food That Fits
- Meal Planning with California Avocados for the American Summer Holidays
- Benefits of In-season Eating

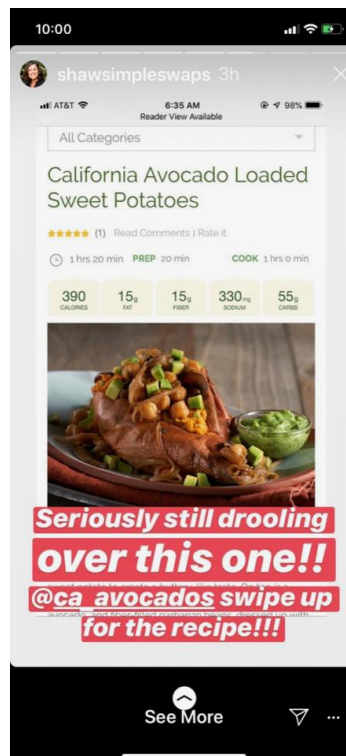
Together, these two high-profile RDNs developed nine articles for CAC’s blog, *The Scoop*, four recipes, Superfood Spotlight content, four videos and three CAC Instagram takeovers. In addition, both RDNs promoted the California avocado content on their independent social media channels.

The RDN program kicked off in April with Liz Shaw’s “[Cook Like a Californian](#)” blog post on *The Scoop*. The blog promoted the West Coast emphasis on health and wellness, the importance of integrating fresh produce — like California avocados — into one’s diet and shared a recipe for [Guacamole Potato Salad](#), a lower-calorie twist on traditional potato salad.

In May, the Commission distributed a *Superfood Spotlight* nutrition information sheet authored by Liz Shaw to targeted Retail Dietitians and other retailer personnel to be shared with customers at cooking classes, demos, in-store tours and one-on-one nutrition counseling appointments. That same month, *The Scoop* featured Liz’s second article, “[Plant-Powered Eating for the Entire Family](#)” that noted California avocados may help control weight, cholesterol and blood pressure. To gear up for the 4th of July and promote the American Summer Holidays, Liz shared entertainment tips and California avocado recipes in her “[Make Summer Celebrations Easy](#)” guest blog for *The Scoop*. She also took over CAC’s Instagram channel for the day and shared a “Meal Planning for the American Summer Holidays” story with fans. To demonstrate the versatility of California avocados, Liz shared a “[Going Vegan or Vegetarian?](#)” blog post showcasing how the fruit is easily incorporated into either dietary lifestyle, as well as a selection of relevant recipes.

As part of California Avocado Month, the Commission posted two blogs by Manuel Villacorta on *The Scoop*. His “[Taste the Fresh Flavors of California](#)” article included three videos designed to help readers [choose California avocados](#), [cut avocados](#) and make his [Wild Rice Pilaf with California Avocado](#) recipe. In the “[How California Avocados Fit into Today’s Popular Diets](#)” article, Manuel discussed how people following a particular eating plan — like Mediterranean, Keto, Paleo, Whole 30®, Vegan — can incorporate the fruit into their healthy lifestyle. The blog also featured his recipe for [Mashed Cauliflower with California Avocado](#) recipe.

By partnering with respected third-party experts, the Commission is able to convey key messages about the advantages of locally grown California avocados, their seasonality, nutritional benefits and versatility in any diet. These trusted partners help expand CAC’s fan base while growing preference and loyalty for California avocados.



Trusted RDN partners like Liz Shaw help the Commission share unique California avocado recipes while delivering key nutritional information to targeted consumers.

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 – July 10, 2019

	Conventional #1	Organic #1
California Hass	(Field Price Per Lb)	(Field Price Per Lb)
#32's	\$1.80 - \$1.88	\$2.23 - \$2.30
36's	\$1.80 - \$1.88	\$2.23 - \$2.30
40's	\$1.84 - \$1.92	\$2.28 - \$2.34
48's	\$1.94 - \$2.02	\$2.33 - \$2.44
60's	\$1.86 - \$1.92	\$2.33 - \$2.44
70's	\$1.53 - \$1.62	\$2.03 - \$2.26
84's	\$1.13 - \$1.24	\$1.17 - \$1.34

*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)

	Week Ending 7/14/2019	Season-to-Date (since 11/01/2018)	2019 Year to Date
Hass	10,830,761	162,893,302	162,566,210
Lamb	2,347,814	6,361,059	6,110,059
Other (Greens)	41,833	671,890	458,317
California Total	13,220,408	169,926,251	169,134,586
Florida	2,667,445	15,054,270	10,187,155
Chile	0	27,859,040	5,512,278
Mexico	23,997,839	1,520,730,427	1,164,376,663
Peru	17,398,633	117,702,697	117,702,697
Other (Imports)	420,000	36,350,000	26,640,000
Import Total	41,816,472	1,702,642,164	1,314,231,638
USA Total	57,704,325	1,887,622,685	1,493,553,379

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 California Crop Weekly Harvest Projections versus Actual Harvest/Shipments for 2019. As noted in the last GreenSheet, a late-season crop survey was recently completed indicating a total crop volume of 180 million pounds or more, an increase of 10+ million pounds over the May 2019 update. While CAC had intended to update weekly harvest projections, because of uncertainty regarding the final crop volume, and harvest volumes continuing to outpaces all

projections, CAC has decided to continue utilizing the May 2019 harvest projections instead of issuing revised weekly numbers. Of note, the handler late-season survey had two responses indicating a crop volume as high as 199 million pounds, the consensus of survey respondents indicated that the majority of the volume will be harvested by the end of July, with less than 10 million pounds harvested in August and September. With this updated crop information, CAC's marketing efforts, [such as partnerships with Waze](#), will continue throughout July and into August to support late-season California fruit throughout the season.

2019 California Crop Weekly Harvest Projection Weekly Crop Movement vs. Distribution Projections All Varieties					
	4-Year Historical Forecast	AMRIC Handler Forecast	Industry Adjusted		
Week Ending (CAC Week)	2019 Pre-Season Crop Estimate	May 2019 Update	AMRIC Harvest	AMRIC Shipments	Crop Size Indicator
1st QTR SubTotal	28,968,293	8,570,500	9,088,266	5,722,201	
Jun 2 - (31)	7,648,747	6,656,300	9,725,414	8,380,505	192,361,719
Jun 9 - (32)	6,794,936	8,693,500	10,753,155	11,084,147	193,398,228
Jun 16 - (33)	7,174,220	9,174,700	11,305,158	10,449,531	196,024,662
Jun 23 - (34)	7,439,590	9,502,600	12,949,517	11,875,141	199,072,642
Jun 30 - (35)	7,044,822	8,933,400	14,126,304	12,435,425	204,262,885
2nd QTR SubTotal	95,274,149	111,477,100	135,154,493	118,530,115	
Jul 7 - (36)	7,183,374	7,654,800	13,056,239	13,325,006	209,399,586
Jul 14 - (37)	6,864,306	7,283,300	13,196,924	12,125,979	214,721,313
Jul 21 - (38)	7,056,509	7,483,600	-	-	
Jul 28 - (39)	5,684,434	6,043,600	-	-	
Aug 4 - (40)	4,904,787	4,741,000	-	-	
Aug 11 - (41)	4,180,595	4,040,700	-	-	
Aug 18 - (42)	3,655,708	3,531,300	-	-	
Aug 25 - (43)	2,905,312	2,805,900	-	-	
Sep 1 - (44)	2,336,529	2,256,400	-	-	
Sep 8 - (45)	1,527,122	1,245,200	-	-	
Sep 15 - (46)	1,095,437	886,900	-	-	
Sep 22 - (47)	1,071,316	855,200	-	-	
Sep 29 - (48)	868,897	693,500	-	-	
3rd QTR SubTotal	49,334,327	49,521,400			
4th QTR SubTotal	1,423,231	431,000			
Season-to-Date	138,290,122	134,985,700	170,495,922	149,703,301	
% of Crop	79%	79%	100%	88%	
Crop Size	175,000,000	170,000,000	Left to Harvest	Left to Ship	
Crop Variance	32,205,799	35,510,222	(495,922)	20,296,699	

[Click Here to View the Complete 2019 Crop Projection](#)

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

(July 15 – August 15)

Summary- Focus of development of troughs and lows continues in the central Pacific. Weak troughing occurs off or near the N California coast, while high pressure aloft becomes more persistent inland.

Troughing occurs Aug 18 - 22nd in N and central California. Ridging and upper high pressure dominate California during the 24-31st with hot conditions predominating. Some SE flow is possible during that period into SOCAL and the Sierras.

El Niño continues mostly at steady intensity. Sea surface temperature anomalies (SSTAs) are returning to above normal off southern Mexico and Cabo San Lucas, Baja California. The tropical cyclone season has been near or a little below normal for numbers of cyclones, but well to the south of normal. *El Niño* is expected to reach minimum in July and August, then return to moderate intensity in early to mid-winter 2020.

The area of colder than normal sea surface temperatures (cold SSTA) persists just west of the coast of south-central California and southward to central Baja California. It will help to guide tropical cyclones on a path well south and southwest of SOCAL.

The area of monsoonal rains will continue to stay south of Baja, with continued below normal rains into Arizona, the Great Basin, and Utah into the first week of August.

Trouthing will continue in the mid-Central Pacific near (north of) Hawaii. Thus far, the central Pacific trough appears to continue active and dominates over other longwave troughs that may appear at times.

The near-term pattern in California is primarily inactive. By contrast, for western Mexico the Sierra Madre Occidental (western mountains) turn well above normal for rainfall due to TSTMS. Despite the increase of rainfall in W Mexico, the overall effect of high pressure aloft will continue to minimize TSTM activity in SOCAL during the midsummer (remainder of July and first week or two of August, due to lack of a well-defined shift to SE monsoonal flow.

In the Near Term – July 18-31... Salinas Valley-San Luis Obispo Co...Precipitation other than coastal drizzle is unlikely for the agricultural valleys. There is another small chance for a shower in the central and S Sierra about July 29-31 and 1 August.

In the southern California avocado growing areas, from San Luis Obispo south, night and morning coastal low clouds and local fog, with mostly sunny afternoons inland. Trouthing over N California and off the NORCAL coast will tend to teleconnect with the usual coastal eddies and afternoon onshore flow in southern California.

Summary – August 1-15... The general synopsis for Northern, Central and Southern California is that upper low activity continues off the central coast and may drift south off the SOCAL coast. If SE flow develops, we could see some more tropical activity and TSTMS in southern California, and may begin to provide tropical moisture inputs for thunderstorms (TSTMS) in the SierraNV. However, that is a BIG IF at this point due to persistent upper high pressure over most of California expected during this period. Subnormal monsoonal TSTM activity continues to be suggested for August while dry S flow persists.

Seasonal Outlook / *El Niño* Update... August 15 – October 15...Above normal temperatures, and below normal rainfall for the late summer and early fall period. We should see more of the usual upper low events, and south winds with a beginning of tropical moisture entrainment into SOCAL and the Sierras in September as upper lows develop and produce locally heavy rains into central California.

Near normal sea surface temperatures may provide a better chance for tropical rains in the late summer, but with the Fox Outlook Map and IVT Analysis suggesting lack of support for development of cyclones in general off Mexico, we see no reason to change the forecast to a wetter scenario at this time. However, tropical cyclones become more active and numerous in late August to mid-September.

There is no decisive indication of significant rains or tropical cyclone or monsoonal activity until possibly the first and second weeks of August. Currently, CFSv2 thinks that September will be mostly dry and hot, as we head into Santa Ana season without the benefit of late summer rains from tropical cyclone remnants.

Watch for beginning of winter type rains (probably atmospheric rivers) about mid-October. That is early. However, if *El Niño* is strong enough to survive the summer, it may provide an abundant energy source for upper lows coming into central California, and possibly some early heavy rain events.

For SOCAL, there is much variability in the upper wind pattern, but predominance of dry west flow aloft over central and N California. However, this does not appear to be a season of active tropical cyclones due to the depressed sea surface temperatures near Baja and southern Mexico coast through mid-August. It appears to be a hot period for the late summer due to a normal number of tropical cyclones coming westward from south of Baja, so heat is a risk factor for water supply and use (more water needed for irrigation).

At this time, the CFSv2 model suggests that the best chance for rains in the fall months appears to be sometime within October, as upper lows start to redevelop near the coast of central and S California, followed by an early development of a southern storm track in early to mid-fall. September appears to be a dry and hot month, and August, likewise is typically hot, and on the drier than normal side for SOCAL.

Alan Fox...Fox Weather, LLC

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