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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>

Nominations Being Accepted for the CAC 2020 General Election

The annual California Avocado Commission (CAC) General Election will be held in October 2020 for one producer member seat in each of CAC's five districts, as well as one handler member seat. All of these seats are for a two-year term ending October 31, 2022.

[Producer](#) and [handler](#) nomination forms for these positions are now available [online](#). Per [CAC Election Procedures](#), producer candidates for member or alternate member seats may be nominated by a petition signed by five eligible producers from the district in which they seek election. Handler candidates for member or alternate member seats may be nominated by a petition signed by one eligible handler (aside from the handler organization the nominee represents). Nominees also must complete candidate disclosure statements and affidavits. The deadline for receiving nomination forms and materials is August 24.

A list of the open seats is available on the [CAC General Election page](#).

Ballots for the General Election will be mailed to producers and handlers on September 25, with an October 26 deadline for submitting ballots. Election results will be announced on November 19.

If you have any questions regarding the nomination or election process, please contact April Aymami at 949.341.1955 or aaymami@avocado.org.

New Online Options to Complete Produce Safety Rule Grower Training Course

Under the Produce Safety Rule of the Food Safety Modernization Act (FSMA), all produce farms with more than \$25,000 in average annual produce sales during the previous three-year period are now subject to FSMA inspections and must have

at least one employee who has completed a [Produce Safety Rule Grower Training](#) course. The new Produce Safety Alliance website can help growers find a grower training course that suits their needs and availability.

One of the most beneficial aspects of the website is that it lists both online and remote delivery courses. Online courses, which take between 15 – 30 hours to finish, can be completed at the registrant’s own pace. Remote delivery courses are led in real time by instructors using video conferencing software. Site visitors also can sort the course listings based on their preferred option: in-person, online or remote. Courses listed on the site are provided by various institutions and organization across the U.S.

California avocado growers are encouraged to utilize the new PSA website to find the best training option for their organization and complete the required course to ensure their operation is in compliance with the FSMA.

CDFA Adds Two New COVID-19 Resources for Agricultural Operations

The California Department of Food and Agriculture has added two new COVID-19 documents to its [COVID-19 resources page](#).

The COVID-19 Awareness for Agriculture document provides information on how to prevent COVID-19, educate others about mitigation strategies and a checklist outlining how to respond to a COVID-19 outbreak at the workplace. The document includes QR codes that employees can easily scan to read additional guidance.

The TIPS: Educating Farmworkers on COVID-19 document highlights actions employers can take to in order to help educate their employees about COVID-19. This document includes QR codes that link to guidance documents in multiple languages.

Both documents can be accessed in the right-hand navigation.

Webinar Addresses How to Implement COVID-19 Measures on Produce Farms

Western Growers is hosting a three-part webinar series for members of the agricultural industry that addresses how produce farms and facilities can practically implement COVID-19 prevention and control measures. The webinars include presentations from UC Davis, Rutgers University and Colorado State University experts.

Recordings of the first two webinars, held on previous dates, are available online. The third webinar will take place on July 9 at 11:00 a.m. Please contact Cory Lunde at clunde@wga.com or 949.370.8560 to register for the third webinar.

Click on the titles below to access the first two webinars.

[Basics of COVID-19 Assessment and Control Plans](#)

Topics:

- Current COVID-19 status
- Key risk factors for produce operations
- How to develop an assessment and control plan
- Screening and monitoring workers
- What to do if a worker gets, or is exposed to, COVID-19

Topics:

- Hierarchy of controls approach
- Engineering controls
- Cleaning and sanitizing
- Administrative controls
- Personal protective equipment

Fire Recovery Grants Available

Erosion damage caused by the 2018 – 2020 California wildfires can result in discharges of sediment, metals, nutrients and other pollutants that threaten streams, aquatic life and public health. In an effort to mitigate the effects of erosion caused by the fires in Ventura and Los Angeles Counties, the Post Fire Recovery Project will allocate \$320,000 worth of reimbursable supplies to applicants for their erosion control best management practices. The grants can be used to obtain items such as silt fencing, jute netting, sandbags, native plantings, seeding, straw wattles and more.

Grant funds will be distributed on a first-come, first-served basis. Interested growers can [complete the application online](#).

Online application assistance workshops will be held August 5 at 5:30 p.m. and December 8 at 5:30 p.m. For more information, contact Andy Spyrka, Resource Conservation Specialist at andySpyrka.vcr@d.com or 805.764.5135.

Commission Joins Industry's First Major Virtual Trade Show

From June 15 – 19, the first-ever produce industry virtual trade show, “United Fresh 2020 Live!” took place with participants from around the world. The California Avocado Commission (CAC), always a marketing innovator, felt it was important to take part in the event to learn from the virtual program and apply that knowledge to potential future virtual events. “While CAC would prefer to engage with customers and industry colleagues in person,” noted Jan DeLyser, CAC vice president marketing, “being a pioneer in the virtual trade show provided an opportunity for visibility, interaction and learning for our team at a relatively low cost.”

Prior to the event, the Commission distributed a press release inviting industry members to join them at their virtual booth and participate in CAC's daily webinars. The virtual booth featured CAC's advertising and included tabs that allowed visitors to view CAC advertising and chef videos as well as view and download sell sheets and non-confidential program material. Commission representatives were able to engage with some trade partners – albeit briefly – and hear their opinions via general sessions, workshops and networking events.

A first of its kind for the industry, the virtual event utilized technology that is likely to stick around after COVID-19 recedes. The virtual networking events included forced breakout groups that encouraged attendees to meet people they didn't know, thus broadening attendees' opportunities to connect with new peers. One major retailer noted that he is getting used to video calls and now prefers them to voice calls because he can see people's expressions.

The virtual trade show will remain open through September 1. During the five-day live portion the Commission secured 964 unique booth visitors, 474 tab views, 279 document views, 78 downloads and 150 video views.



The California Avocado Commission's virtual booth.

California Avocado Marketing Campaign Secures Millions of Impressions and Receives High Marks in Consumer Survey

With consumer lifestyles impacted by the COVID pandemic, the California Avocado Commission (CAC) adjusted its marketing and advertising campaigns, prioritizing digital and social media channels with the most growth and impression levels and rescheduling outdoor campaigns for later in the season.

Beginning in February, the Commission launched its targeted advertising campaigns in Arizona, California, Colorado, Nevada, Oregon, Utah and Washington with a steady volume of geo-targeted media running across various channels and a large portion concentrated in digital video. One of the most effective channels has been Hulu with more than 18 million impressions generated in May alone. To celebrate National Avocado Day on July 31, CAC will air [uplifting, custom California avocado video spots on Hulu](#) that are expected to generate an additional 3.4 million impressions.



Click on the image above to view the :15 Hulu spot.

To reach consumers on digital music platforms, CAC has created custom integrated media to run on the popular Spotify and Pandora stations. On Spotify, ads are paired with an exclusive "California Vibes" playlist. On Pandora, listeners can interact with stop motion versions of the Commission's California avocado Sunshine, Dreams and Coast creative.

Beginning June 15, Eater, an acclaimed site for food news and dining guides, began showcasing "6 Avocado Recipes That Taste Like California" and launched extensive social and digital campaigns to drive consumers to the California avocado-centric recipe hub.

Custom recipe videos were released via CAC's premium food partner Tastemade in late June and early July. One recipe featured three different California avocado appetizer recipes inspired by the state's coastal regions. The videos were published to Tastemade's Instagram, Pinterest and Tastemade TV platforms.

Throughout the California avocado season, Pinterest has remained a key channel for reaching new customers interested in home, lifestyle and cooking content. New this season, CAC utilized the platform’s video ad format to pique consumers’ interest in California avocado recipes and garnered more than 825,000 video views thus far.

High impact outdoor billboards are appearing in July as California continues to reopen. In mid-July the Commission launched a highly unique billboard along the 90 freeway in West Los Angeles that uses patented technology to transform a day version of the billboard into a different, illuminated version at night. In San Francisco, the Commission will have a massive traveling billboard in place — with a BART train wrap. To round out the promotion, from July 20 – August 16 a billboard near Pacific Beach in San Diego will feature the California avocado ad campaign.

To measure the impact of the creative campaign’s video assets on consumers, the Commission conducted a survey using InstaPanel that measured consumers’ perceptions prior to and after exposure to the ad creative. According to the creative testing study, the campaign had a positive impact on both consumer perception of California avocados and the likelihood they would purchase them in the future. Highlights from the study include:

- Eighty-eight percent of consumers indicated they either liked or loved the campaign
- Those who indicated California avocados are different from avocados from other growing regions increased 14 points, from 69% to 83%
- The number of total respondents who indicated they would pay a premium for California avocados increased by 8 points, from 71% to 79%
- Purchase intent, particularly amongst those “very likely” to purchase California avocados on their next trip to the store, increased among the total sample increased by 5 points, from 53% to 58%

Findings from the study will be utilized to evaluate creative video concepts that will help optimize and inspire creative for the next campaign iteration.



The :30 Tastemade TV spot featured a California Avocados Olive Tapenade Breakfast Tartine.

Commission’s Living Well Brand Advocates Provide Consumers’ with Trusted Health and Wellness Information

According to the International Food Information Council Foundation’s [2020 COVID-19: May 2020 Second Look at COVID-19s Impact on Food Purchasing, Eating Behaviors and Perceptions of Food Safety](#), dietitians, healthcare workers and government agencies are the most trusted sources of information about food. And more than half of Americans ages 46 – 64 (57%) trust a registered dietitian as an information source concerning what foods to eat and avoid. Because health and wellness continue to be at the forefront of consumers’ minds, the Commission’s Living Well Brand Advocate program — comprised of seven trusted registered dietitian nutritionists and health and wellness influencers — provides consumers

with California avocado recipes suited to a variety of dietary lifestyles, as well as important nutrition information about the fruit.

Each of the advocates focused on a specific theme related to a healthy lifestyle.

- Living Healthy and Staying Young (Bonnie Taub-Dix, MA, RDN, CDN)
- Shaw's Simple Swaps (Liz Shaw, MS, RDN, CLT, CPT)
- Meals for Men (Manuel Villacorta, MS, RDN)
- Plant-curious (Sophie Uliano, Board-certified Holistic Nutritionist)
- Mediterranean Diet (Wendy Jo Peterson, MS, RDN, Culinary Dietitian)
- Grilling with California Avocados (Patty Mastracco, Food Stylist, Recipe Developer)
- Cooking for One (Meme Inge, MS, RDN)
- The Commission's advocates developed new California avocado recipes, related to their specific theme, and promoted the recipes on their social media platforms. The Commission also created health and wellness assets that were shared with retailers and used in Commission programs.

Some of the advocates served as guest bloggers on The Scoop or made television appearances at local stations.

Wendy Jo Peterson helped kick off the California avocado season with a blog post for The Scoop that focused on a [Mediterranean Lifestyle with California Avocados](#).

Bonnie Taub-Dix wrote about aging healthfully and showcased her California avocado smoothie in her blog post, [Say 'Spa-vacado' with Creamy California Avocado Spa Smoothie](#).

Addressing men's health, Manuel Villacorta authored [Get Cooking with Heart-Healthy California Avocados](#) for The Scoop and shared his California Avocado Steak Salad and Sandwich recipes.

Patty Mastracco appeared on Fresno's KPMH26 FOX TV and Sacramento's KTXL FOX40 with segments demonstrating how to [grill California avocados](#) and prepare her family-friendly, suited-for-summer *Grilled California Avocado, Sweet Potato and Arugula Salad*.

Thus far, the Living Well program has generated more than 500,000 impressions in addition to impressions garnered from guest blog posts on The Scoop.

SAY 'SPA-VACADO' WITH CREAMY CALIFORNIA AVOCADO SPA SMOOTHIE

Bonnie Taub-Dix
05 / 27 / 2020



There's a big difference between aging and aging healthfully. As a woman, I've never hidden my age, since looking and feeling my best has been important to me throughout my life. And as a dietitian nutritionist, it's no surprise that I've associated a well-rounded diet with feeling young, fit and invigorated. I have always tried to create recipes that help me feel energized.

Bonnie Taub-Dix's Creamy California Avocado Spa Smoothie is a refreshing treat for a hot summer day.

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 – July 8, 2020

	Conventional #1	Organic #1
California Hass	(Field Price Per Lb)	(Field Price Per Lb)
#32's	\$0.92 - \$1.12	\$1.50 - \$1.58
36's	\$0.92 - \$1.12	\$1.50 - \$1.58
40's	\$0.92 - \$1.12	\$1.50 - \$1.72
48's	\$0.92 - \$1.12	\$1.94 - \$2.10
60's	\$0.86 - \$1.00	\$1.64 - \$1.74
70's	\$0.58 - \$0.66	\$1.20 - \$1.38
84's	\$0.40 - \$0.48	\$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 7/12/2020	Season-to-Date (since 11/01/2019)	2020 Year to Date
Hass	11,069,025	262,029,735	262,003,493
Lamb	667,152	2,132,932	2,132,932
Other (Greens)	62,240	1,434,215	1,256,339
California Total	11,798,417	265,596,882	265,392,764
Florida	1,486,760	15,765,248	8,267,490
Chile	0	2,525,666	445,506
Mexico	25,273,106	1,557,715,446	1,147,230,612
Peru	18,673,900	96,254,005	96,254,005
Other (Imports)	1,010,000	36,010,000	27,570,000
Import Total	44,957,006	1,692,505,117	1,271,500,123
USA Total	58,242,183	1,973,867,247	1,545,160,377

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 7/12/2020, where year-to-date harvest volumes were approximately 270 million pounds, less than one million pounds variance from the May 2020 handler projections. CAC has recently surveyed handlers and grove managers regarding total crop size, with the majority of responses still in agreement with the 373 million pound estimate. At this point work is being done to reassess monthly and weekly harvest projections, as some survey respondents feel more volume will be harvested later in the season than the most recent projections show. Based on the result of these efforts CAC will 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	12,177,567	11,574,500	374,673,325
Jul 12 - (37)	16,410,700	13,601,000	11,798,416	13,322,977	372,105,745
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	289,864,100	270,730,700	270,081,632	258,533,486	
% of Crop	78%	73%	72%	69%	
Crop Size	373,000,000	373,000,000	Left to Harvest	Left to Ship	
Crop Variance	(19,782,468)	(649,068)	102,918,368	114,466,514	

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

(July 11 – July 31)

Summary- The prevailing pattern is a high pressure ridge west of N and Central California. A trough continues or recurs in the Pacific Northwest and N Great Basin/Rockies, and N California. A weak trough will be southwest of southern California. There continues the tendency for a longwave trough in the central Pacific N and NNW of Hawaii.

There will be a short period hot spell during July 10-12th. Troughing will follow on 15-24th in Norcal, and periods of high pressure will try to develop in SOCAL during 16-18th, but weak troughing mostly occurs 19-24th.

Mainly dry and breezy/windy cold fronts arrive from the northwest into N California, then drop SE into the central Great Basin/Utah. These drag dry cold fronts south through central California and eastern deserts of SOCAL and San Bernardino Co. This will continue the variable pattern, in terms of temperatures and dry winds.

The cool periods are characterized by coastal low clouds in the coastal zone, deeper marine layer, and a cooling Delta breeze in the afternoons in the N San Joaquin Valley and S Sacramento Valley.

The tropical cyclone season has begun. Tropical cyclones near or off southern Baja will be accompanied by local very hot conditions in mainly central and S California, and also occasionally in NORCAL on 10-12th.

The MJO will be in a neutral phase (minimal or no influence) during mid-July and possibly beyond.

The next rains appear about July 6 and 8-10 in N Sierras, and NE California Plateau, and again around the end of July. Mostly small showers and thunderstorms are currently indicated.

We suggest near normal rainfall for July 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:

Salinas Valley: Precipitation: Central Coast: Drizzle or none 7/11-31. Salinas Valley hot/cool spells: Cool or mild 7/14-23 with deep marine layer. Warm to Hot 7/24-30. Mild 8/1-12.

San Luis Ob/Edna: Precipitation: None of significance 7/11-31. Hot/Cool spells: Cool or Mild 7/14-23 with deep marine layer. Warm to Hot 7/24-30. Mild 8/1-12.

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

Rainfall: None of consequence for SOCAL coast to mountains 7/11-31.

Santa Barbara Co Hot/cool spells: Warm to Hot 7/10-12. Cool or Mild 7/13-23 with deep marine layer. Shallow marine layer and Warm to Hot 7/24-30. Deeper marine layer and Mild 8/1-2. Mild coast, Warm to Very Warm inland 8/3-12...usual August pattern.

Orange/San Diego Co's: Hot/cool spells: Warm to Hot 7/10-12. Mild 7/13-23 with deep marine layer. Shallow marine layer and Warm to Hot 7/24-30. Deeper marine layer and Mild 8/1-2. Mild coast, Warm to Very Warm inland 8/3-12...usual August pattern.

Summary – July 25 – August 14... Northern and Central California: Drier than normal. Hot/Cool spells: Very Warm or Hot 7/25-31, Very Warm 8/2-6, Cooler or Mild 8/7-11th. Warmer 8/12-14.

San Luis Obispo Co.... Mild 7/23rd with deep marine layer. Warm to Hot 7/24-30. Mild 8/1-11 but turning much warmer inland by the 12th. Warm or Very Warm inland areas 8/12-14.

Southern California: Santa Barbara, Ventura Co's to San Diego Co: Shallow marine layer and Warm to Hot 7/24-30. Deeper marine layer and Mild 8/1-2. Mild coast, Warm to Very Warm inland 8/3-12. Below normal thunderstorms activity is currently indicated for SOCAL mountains.

Seasonal Outlook August 14 – September 30... 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:

Weak troughs and upper lows will intermittently develop and deepen the marine layer as is normal for summer. Sea surface temperatures are around 70 in the San Diego area but mid 60s in most of the SOCAL Bight area at this time.

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 mountain showers or TSTM alternating with some east wind events in late September and October. The best chance for east winds in October would be in N California...bad news for the currently dry Fire Weather season.

Watch for some possible strong Santa Anas in Nov. Latest CFSv2 outlook for Nov shows warmer than normal, and much drier than normal in Nov in the usual Santa Ana regions, including Ventura Co.

Alan Fox...Fox Weather, LLC

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