



IN THIS ISSUE, YOU'LL FIND:

- [Nominations for 2021 California Avocado Commission General Election Now Being Accepted](#)
- [Summer 2021 Issue of From the Grove Is Available Online](#)
- [Heat Mitigation Seminar Available Online](#)
- [Free Virtual Panel Discussion on the Benefits of Cover Crops](#)
- [Ground Squirrel and Gopher Control Course Available Online](#)
- [California-based Restaurant Chain Supports Locally Grown California Avocados](#)
- [California Avocado Multi-platform Social Media Programs Pique Interest of Retail Partners' Shoppers](#)
- [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>

Virtual Panel Discussion: Protecting Orchards with Cover Crops

The Resource Conservation District of San Diego County is hosting this free virtual panel discussion. Registration required. [More information here.](#)

July 21

July 21

Time: 2:30pm – 4:00pm

Location: Webinar

CAC Board Meeting

August 19

August 19

Time: TBD

Location: TBD

Nominations for 2021 California Avocado Commission General Election Now Being Accepted

The 2021 California Avocado Commission General Election will take place in October 2021 for one producer member seat and one alternate producer member seat in each of the five CAC districts. In addition, one handler member seat and one alternate handler member seat are open. All seats are for a two-year term that ends on October 31, 2023.

Nominations for the CAC General Election are now being accepted. 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 are seeking election. Handler candidates for member or alternate member seats may be nominated by a petition signed by one eligible handler who is not from the same handler organization the nominee represents. The deadline for nominations is August 27. [Nomination materials are available on the California avocado growers' website.](#)

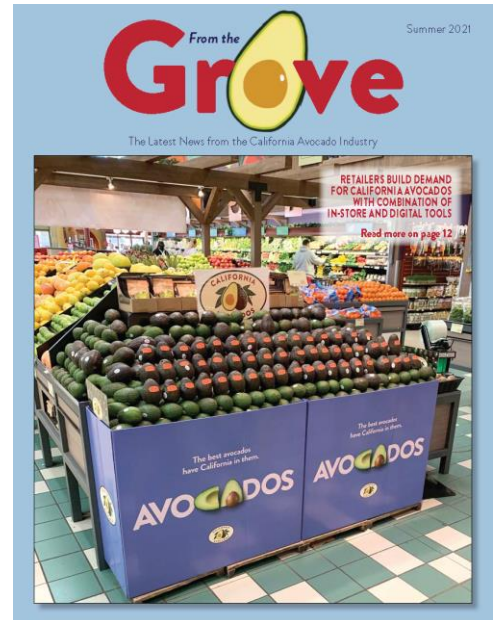
The 2021 General Election will utilize a ranked choice voting method wherein voters cast their vote by ranking candidates in order of preference. The candidate receiving the highest number of first choice votes will be offered their choice of available seats and the second-highest ranked candidate will be offered the remaining seat.

The Commission will mail ballots to producers and handlers September 27 with a deadline of October 27 for the receipt of ballots. The California Department of Food and Agriculture will advise CAC of the election results on November 11 and will announce the election results to the CAC Board on November 18.

Summer 2021 Issue of From the Grove Is Available Online

The [Summer 2021 issue of From the Grove](#) is now available on the [California avocado growers website](#). In this issue you will find articles concerning the following:

- CAC President [Tom Bellamore's reflections on the culture of the California Avocado Commission as it plans for leadership transitions](#)
- CAC Chairman [Rob Grether's overview of the most recent results of the updated crop estimate for California avocados](#) and how the mid-season estimate will be used by CAC's Marketing and Finance Committees to make spending decisions
- A summary of the [State of the Avocado Category Report](#)
- An update concerning [the Commission's successful efforts to ensure avocado seed moths are deemed a pest of concern by APHIS](#)
- A review of [retailers' in-store and digital California avocado promotions this season](#)
- Highlights from [the Commission's mid-season crop survey](#)
- A look at [available pollination services and how growers should determine whether the services are worth paying for](#)
- A profile of [the Dal Pozzo California avocado enterprise](#)
- A review of [California avocado best harvesting practices](#)
- [Insights concerning how to understand soil, leaf and water analyses for California avocado groves](#)
- Updates concerning [the Commission's efforts to pursue a grower profitability study](#)
- A showcase of [the Commission's consumer public relations program celebrating the start of the California avocado season](#)
- A look at the [CaliforniaAvocado.com website redesign project](#), including a look at data that indicates the site is now faster and easier to use
- Highlights from [the Commission's targeted foodservice chain partnerships](#) for this season
- [Handler insights concerning summer prices and harvest volumes](#)
- Insights concerning [Guatemala's growing interest in U.S. markets](#)



Heat Mitigation Seminar Available Online

A valuable new resource to help California avocado growers mitigate heat in avocado groves is now available online. A recording of the recent California Avocado Society UC Seminar Series “[Physiology and management of heat stress in orchard systems](#)” seminar is now available on YouTube.

The session includes presentations as follows:

- Giulia Marino, UC Davis Tree Physiologist — How heat affects a tree and what options are there to reduce the effect
- Grower Panel on Overhead Irrigation — Four examples of growers modifying overhead irrigation to affect tree heat
- Lisa Fyffe, Australian Consultant — How it’s done down under

Free Virtual Panel Discussion on the Benefits of Cover Crops

The Resource Conservation District of San Diego County is hosting a free virtual panel discussion entitled, “Protecting Orchards with Cover Crops” on July 21 from 2:30 p.m. – 4:00 p.m.

Presenters include:

- Dr. Ben Faber, UCCE subtropical crop advisor
- Dr. Margaret Smither-Kopperl, plant materials center manager, Natural Resources Conservation Service
- Red Dufour, western regional director, National Center for Appropriate Technology
- Joel Kramer, regional agricultural specialist, RCD of Greater San Diego County

The agricultural advisors will share research concerning how cover crops can:

- Improve pollination, erosion control and nitrogen fixation
- Boost orchard productivity
- Help adapt orchards to heat waves and drought

[Online registration for the virtual panel is now available.](#)

For more information, contact Joel Kramer at ag@rcdsandiego.org or 619.562.0096 ext. 103.

Ground Squirrel and Gopher Control Course Available Online

As part of the UC Ag Experts Talk webinar series, courses are being made available to interested parties online. The most recent addition to the online library is “[An Integrated Approach to Managing Ground Squirrels and Pocket Gophers.](#)”

The course, which was originally presented in June 2020, is comprised of eight video segments that cover:

- Description, biology and ecology of ground squirrels and pocket gophers
- Damage caused by the pests
- Control options — habitat modification, trapping, baiting and fumigants

The course content is free. For those who require a certificate of completion and continuing education units, UC is offering a discounted price of \$10 through October 31, 2021. The discount code SquirrelGopher50 should be entered in the voucher box when making the online payment.

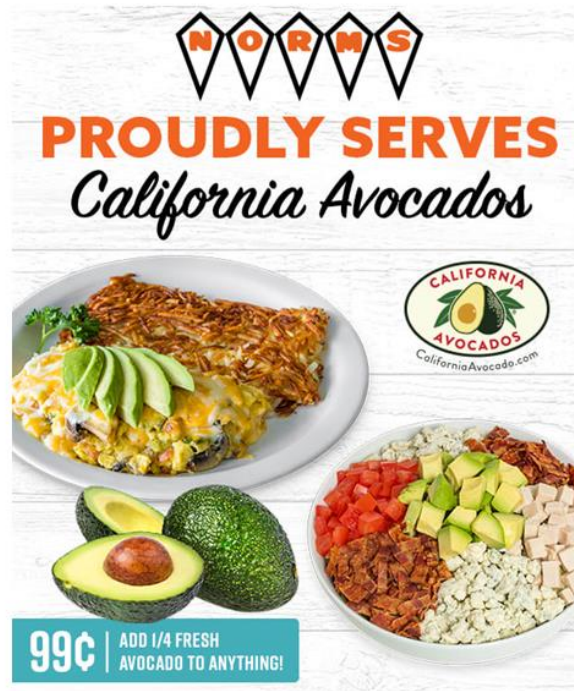
A [complete list of UC IPM online training courses is available](#).

California-based Restaurant Chain Supports Locally Grown California Avocados

Foodservice chain promotions play an important role in building awareness of the California avocado season and creating a sense of urgency among diners to hurry in and enjoy the fresh fruit during its peak season. Unique menu items showcased by foodservice chain restaurants build demand for the fruit in meals away from home and pique consumer interest in preparing California avocado-inspired dishes at home — ultimately encouraging sales of the fruit.

This year 20 Southern California NORM’s restaurant units celebrated the California avocado season by proudly announcing to their diners that fresh California avocados were on the menu. From May 15 – July 1, patrons of the Southern California-based diner-style restaurant chain could add a quarter wedge of fresh California avocados to any dish for 99 cents.

As part of the six-week promotion, the California Avocados brand logo appeared on NORM’s main website page in the rotational photo gallery. In addition, the chain promoted its California avocado offer with posts across its social media channels and in its newsletter.



The subject line of NORM’s newsletter, which is sent to loyalty club members, was: Fresh California Avocado Makes Everything Better, Add to Your Meal Today!

California Avocado Multi-platform Social Media Programs Pique Interest of Retail Partners’ Shoppers

Social media posts play an important role in building awareness around the availability of California avocados at local retailers throughout the season. To capitalize on the effectiveness of these platforms, the California Avocado Commission launched a multi-platform social media program with California avocado posts shared across the Commission’s social and digital platforms, as well as those of its key retail partners.

The Commission’s Retail Marketing Directors helped targeted retailers align California avocado promotional activities taking place at their stores with coordinated social media programs. These programs build awareness of the fruit’s availability at their stores and drive sales. CAC planned, developed and implemented a variety of multi-platform social media programs unique to each targeted retailer that could be shared on the retailer’s various digital and social platforms. In addition, the Commission crafted complimentary social and digital advertisements for these key accounts. These assets were then shared on the Commission’s social platforms (Facebook, Instagram and Twitter) to promote the availability of the fruit at the retail partners’ locations. The promoted posts also were linked to the “store locator” available on the CaliforniaAvocado.com website to ensure consumers could easily find avocados at a retail store closest to them.

Social media support was provided to a wide range of the Commission’s retail partners. To support CAC’s “First of Season” promotion, Gelson’s created and posted a social media campaign featuring a California Avocado Steak Sandwich recipe created by CAC Living Well Brand Advocate Manuel Villacorta. During Cinco de Mayo, Mollie Stone’s created a social media campaign for their Instagram and Facebook platforms, as well as the Mollie Stone’s blog. Each of the posts featured CAC’s Three-Way California AvoTacos with a mouth-watering photo of the recipe. Raley’s kicked off California Avocado Month by sharing a California avocado beauty image and copy provided by the Commission on their Instagram channel. The Commission supported each of these retailer social media initiatives by sharing posts on CAC’s social platforms that encouraged California avocado fans to visit the retailers’ locations for the peak-season fruit.

The social media activities, which kicked off in March and will continue throughout the season, have garnered 100,000 impressions thus far. By providing retailers with social media support the Commission is able to promote availability of the fruit, drive consumers to retail partner stores and leverage the communications power of third-party advocates who share key California avocado messaging, recipes, usage and versatility ideas across their websites, enewsletters and social media channels.

 **Gelson's Markets**
6 March at 10:00 · 🌐

In this [California Avocados](#) Steak Sandwich recipe, the creamy California Avocado sauce perfectly complements the grilled sirloin beef, which is a lean protein.

INGREDIENTS
For the marinade
-1/2 cup lime juice... [See more](#)



CAC Living Well Brand Advocate Manuel Villacorta’s California Avocado Steak Sandwich was featured on Gelson’s social media platforms.

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 14, 2021

	Conventional #1	Organic #1
California Hass	(Field Price Per Lb)	(Field Price Per Lb)
#32's	\$1.24 - \$1.35	\$1.70 - \$1.98
36's	\$1.24 - \$1.35	\$1.70 - \$1.98
40's	\$1.24 - \$1.35	\$1.92 - \$2.02
48's	\$1.28 - \$1.38	\$2.10 - \$2.22
60's	\$1.08 - \$1.25	\$1.78 - \$1.90
70's	\$0.74 - \$0.94	\$1.50 - \$1.60
84's	\$0.46 - \$0.68	\$0.56 - \$0.64

*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 7/11/2021	Season-to-Date (since 11/01/2020)	2021 Year to Date
Hass	6,307,321	189,442,367	181,330,005
Lamb	386,603	614,726	605,817
Other (Greens)	7,360	550,777	490,048
California Total	6,701,284	190,607,870	182,425,870
Florida	1,162,810	9,735,715	5,832,475
Chile	0	0	0
Mexico	34,972,439	1,787,570,046	1,398,724,828
Peru	15,045,607	84,221,345	84,221,345
Other (Imports)	1,170,000	52,110,000	44,410,000
Import Total	51,188,046	1,923,901,391	1,527,356,173
USA Total	59,052,140	2,124,244,976	1,715,614,518

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

After falling short of projections for the past month, the California harvest is poised to reach projections of about 8.8 million pounds this week. Through week ending 7/11/21 nearly 185 million pounds of fruit had been harvested, added to this week's estimated harvested would bring the year-to-date harvest total to approximately 194 million pounds. Based on a 265 million pound crop, California has 71 million pounds of fruit to harvest, which isn't unrealistic with seven weeks remaining till Labor Day. With California entering the period of late-season harvest, however, there is still some uncertainty about the total volume of the 2021 crop, as recent weekly harvest rates has the crop size indicator pointing to a 250 million pound crop (as opposed to the 265 million pound mid-season estimate). CAC is currently surveying handlers to get a better understanding of whether that volume is still on the trees and will be harvested in this late-season period, or if the volume simply isn't there. Results of this survey will be released in the next issue of the GreenSheet and will be used to inform CAC's marketing programs as to how long California will continue to have promotable volumes of fruit.

2021 California Crop Weekly Harvest Projection					
Weekly Crop Movement vs. Distribution Projections					
All Varieties					
	4-Year Historical Forecast	AMRIC Handler Forecast	Industry Adjusted		Crop Size Indicator
Week Ending (CAC Week)	May 2021 Update		AMRIC Harvest	AMRIC Shipments	
1st QTR Subtotal	28,098,500	35,493,400	25,915,478	16,367,912	
Apr 4 - (22)	5,513,400	5,766,800	9,303,883	5,835,962	
Apr 11 - (23)	7,493,500	7,837,700	10,220,550	8,891,378	
Apr 18 - (24)	9,484,500	9,914,200	12,881,848	10,255,023	
Apr 25 - (25)	9,341,100	9,762,500	12,325,387	11,769,502	
May 2 - (26)	12,676,100	13,250,100	11,802,696	13,434,630	
May 9 - (27)	12,873,900	12,412,900	11,858,747	10,913,046	
May 16 - (28)	12,077,400	11,645,400	11,917,577	10,691,543	265,357,640
May 23 - (29)	12,411,700	11,975,800	11,815,810	11,553,797	264,962,240
May 30 - (30)	12,246,200	11,806,100	12,612,529	12,609,012	266,611,257
Jun 6 - (31)	12,373,100	13,690,100	8,425,675	11,048,386	256,739,564
Jun 13 - (32)	10,134,000	11,207,700	11,674,962	12,623,282	258,137,866
Jun 20 - (33)	10,545,600	11,678,300	9,768,860	11,855,676	255,579,220
Jun 27 - (34)	11,375,100	12,569,300	8,991,550	10,724,275	250,944,341
2nd QTR Subtotal	138,545,600	143,516,900	143,600,074	142,205,510	
Jul 4 - (35)	11,164,300	9,510,700	8,622,491	11,210,570	250,404,898
Jul 11 - (36)	11,483,600	9,309,700	6,701,284	7,227,526	247,597,679
Jul 18 - (37)	10,809,200	8,793,500	-	-	
Jul 25 - (38)	10,210,300	8,297,700	-	-	
Aug 1 - (39)	7,703,500	8,140,600	-	-	
Aug 8 - (40)	6,104,900	7,198,600	-	-	
Aug 15 - (41)	5,402,100	7,050,400	-	-	
Aug 22 - (42)	5,411,800	7,090,800	-	-	
Aug 29 - (43)	5,153,200	6,540,300	-	-	
Sep 5 - (44)	4,494,900	3,420,800	-	-	
Sep 12 - (45)	3,627,400	2,761,000	-	-	
Sep 19 - (46)	2,904,100	2,226,200	-	-	
Sep 26 - (47)	2,393,500	1,801,300	-	-	
3rd QTR Subtotal	86,862,800	82,141,600	15,323,775	18,438,096	
4th QTR Subtotal	11,493,100	3,848,100	-	-	
Season-to-Date	190,085,000	197,830,700	184,839,329	177,143,889	
% of Crop	72%	75%	70%	67%	
Crop Size	265,000,000	265,000,000	Left to Harvest	Left to Ship	
Crop Variance	(5,245,671)	(12,991,371)	80,160,671	87,856,111	

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

(July 15-31)

BASIC PATTERN:

La Niña remains this week with some cooling of the water temperature off the coast of California. *La Niña* is expected to continue through the summer with some minor fluctuations in strength. A stronger La Nina pattern is indicated for mid fall onward to the start of winter.

Trouthing continues in Northern California, and has been inducing deep marine layer with drizzle or light drizzly rain along the north coast. Otherwise, there is some of the usual morning drizzle along the central and S California coasts as well.

Sea surface temperatures off Ecuador and Peru are slightly warmer than normal from the coast to 130W. This represents some temporary weakening of *La Niña* in the near term (through most of September).

The NMME forecast model suggests subsequent strengthening of *La Niña*, reaching near maximum intensity and areal coverage in Dec 2021 – Feb 2022. *La Niña* winter seasons are typically dry in central and southern California, but wet for the NW California coast northward to Washington State.

Sea surface temperatures off the coast of Northcentral to Southern California continue below normal. Sea surface temperatures NORCAL are slightly cooler than normal.

The MJO continues in the positive (inactive) phase which supports upper high pressure in the Pacific near California, and over the SW U.S. We will continue to see heat waves in California, but continued lack of support for the usual monsoonal TSTMS that occur in mountains and deserts in California in summer.

Fox Weather's IVTinit™ analyses over the past week continue to show the active IVTinit™ pattern, and support for cyclogenetic activity in the central N Pacific. Trouthing continues to focus N of Hawaii at 38-48N, 165-140W. Cyclogenesis in this region favors occasional downstream trouthing in the Great Basin-Rockies areas. These conditions are typically dry and breezy for northern and central California.

High pressure remains the dominant weather feature for central and S California.

GENERAL FORECAST FOR CALIFORNIA:

Above normal sea surface temperatures continue through the Gulf of California. This supports more moisture and risk of thunderstorms (TSTMS) as the air mass over and west of western Mexico continues to moisten. The summer monsoon is setting up with an upper high pressure building across eastern Mexico and the western Caribbean, as well as the southwestern US and central and S California. Above normal showers and thunderstorms are likely across W Mexico, and southern and southeast Arizona. A mainly normal rain season with this summer's monsoon is indicated for SOCAL, and the Sierras. The precipitation anomaly map shows above normal rainfall for August in the northern Arizona Mogollon region, including the Salt River Watershed.

The driving factor for rains into NW Mexico and southern Arizona is not only moisture from the Gulf of Mexico and Caribbean, but active easterly troughs moving through western Mexico and reaching into Arizona. Tropical cyclones affect southern Mexico and far southern Baja California, but their moisture remains well south of California.

Precipitation Trend – July 15-Aug 15:

The CFSDaily product that Fox Weather prepares from the CFSv2 short term climate model is keeping all of California dry through Jul 17. There are a few TSTMS or showers on 20th, 24th, and 31st. However, the main precipitation appears to focus in mid August, i.e. 14-19th across mountains of northern and central California, and in S California. CFSv2

temperature guidance suggests stagnant upper high pressure remains over all of central and S California during July 23 – August 2. Strong, stagnant warm upper high pressure tends to discourage TSTMs and showers near its center where the airmass is drier and more stable aloft.

In S California – July 15-Aug 15:

SOCAL Warm Spells, from models GFS and CFSv2 through CFSDailyAI: Very warm Jul 15-21 with hot conditions except immediate coast Jul 22-24. Warm to very warm Jul 25 - Aug 2. Very warm to hot Aug 3-7. Well above normal temperatures are expected through the middle of Aug as a strong high pressure will dominate the weather pattern. The very dry pattern will continue through most of Jul 23 with some showers into the SE corner of the state Jul 24-26 and a better surge of showers with some TSTMS Jul 27-28. Dry Jul 29 - Aug 5 with an increase in showers with some TSTMS Aug 6-15.

Sierra Nevada: July 15-Aug 15:

Precipitation Trend: A mostly dry pattern is expected through Jul 23. A surge of moisture will bring some showers and TSTMS Jul 25-28 into the Sierras. Dry Jul 29 - Aug 5 with another surge of moisture into the Sierra crest Aug 6-15. Showers and TSTMS are expected to increase around the middle of the month. Well above normal temperatures will continue through the region with high pressure over the area.

Fire risk July 15-Aug 15:

Best chances for enhanced fire risk would be from an increase of instability in a predominantly dry airmass (high Haines Index). Fire risk and potential fire severity increase late in July through mid Aug, especially as lightning incidence increases do to monsoonal showery periods.

GFS forecast guidance is showing an increase in tropical cyclone activity near southern Baja California during late July and early August, as many as three tropical cyclones near Baja California in 2-3 weeks. These storms moisture will likely not affect California but will enhance the high pressure that is already over the region. Monsoonal moisture will tend to remain south of SOCAL. This results in hot conditions, plenty of occurrence of dry lightning, and continued high risk conditions for fire starts and unusually dry conditions.

NORCAL and CENCAL will remain well above normal for temperatures with still very dry conditions through the start of Aug. Some surges of moisture into the Sierras were mentioned previously. An increase in moisture will migrate a bit north into CENCAL by the start of Aug with better chances of showers and some TSTMS by the middle of the month. Dry through most of NORCAL well into Aug with a few mountain showers in the Yolla Bolly, Trinity Alps and Siskiyou starting around the middle of the month.

The listing of dates normally included for hot and cold spells, and precipitation are based on our CFSDaily and CFSDailyAI forecast products, and present generally expected trends in precipitation (both products) 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 July 15-Aug 15:

Highlights: Very warm to hot through much of the period as high pressure will remain near or over the region. Little change to this pattern is expected through the start of Aug. Monsoonal TSTMS occur here and there across the S and E deserts with the first decent surge Jul 24-27. Another surge of moisture could bring some showers and TSTMS to the desert area Aug 6-8. Heavy rain events usually associated with the summer monsoon, will tend to be more localized than usual, with dry lightning being the primary risk condition. Per the normal seasonal trend, this dry TSTM pattern should change as we move into mid Aug, and as tropical cyclones are directed farther north. However, with sea surface

temperatures below normal off the Baja coast, and west toward Hawaii, the dry trend in the monsoonal activity may be difficult to break in central and S California. It appears that the transition to more normally moist monsoonal conditions may occur mid to late Aug into Sep.

Looking Ahead – Long Range Outlook Aug 5 - Oct 5:

N and Central California: *La Niña* recurs intermittently Aug-early Oct. We expect *La Niña* to re-develop gradually late in September through the end of Fall and into the start of Winter. Tropical storms and hurricanes from Baja will typically come NW near or off the Baja coast. These will tend to turn WNW for the most part in Aug, then start recurring north into possibly N Baja during the first week or two of Sept. If this season turns active for tropical cyclones in Sept, we could see some showers coming north through SOCAL as troughs and cutoff lows begin to develop again during that period. These systems can pull moisture northward into central and N California. When the westerlies begin their seasonal re-strengthening and southward migration, typically after Sep 20, the end of the summer monsoon generally occurs quickly.

High pressure near the west coast of the U.S. and California continues as the dominant weather feature with very warm to hot temperatures across the state. Subsequent development of a stronger *La Niña* is indicated by the NMME model during Oct-Dec which will likely keep the high pressure in place, especially across SOCAL.

For SOCAL Aug 5-Oct 5: The monsoonal season will likely become briefly active in SOCAL. The most active period is usually between mid Aug – mid Sep. Monsoonal showers decrease quickly starting around Sep 20. In Sep there is a humid hot transition, with a chance for tropical cyclone remnant rains/showers/TSTMS to reach into the region.

Fire Risk, Aug 5-Oct 5: Fire risk and potential for fire spread will be very high this late Summer to early Fall in the SierraNV due to below normal rainfall and higher than normal temperatures. The current pattern and flow of moisture is expected to bring above normal thunderstorm frequency, increased lightning and an increase in the fire risk early in Aug through mid Sept. High fire risk is most likely in Aug with some lightning-induced fire starts. Note that above normal thunderstorm frequency and dry lightning activity can occur concurrently with below normal rainfall. Note also that rainfall can be below normal for the season as a whole, but punctuated with an above normal rain event associated with one tropical cyclone remnant. From mid August to late September we are more likely to see precipitation events from such tropical cyclone remnants. These arrive from the south, including southern Baja or near the Gulf of California, pass through SOCAL, and arrive into NORCAL and NE California, with localized heavy thunderstorm rains. Also, Santa Ana-type downslope wind events become more likely from mid Sept through Oct. These dry winds greatly enhance fires and cause further drying of vegetation.

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

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