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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>

CAC Marketing Committee Meeting

July 19

July 19

Time: 10:00am - 12:00pm

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

Avocado Cafe Webinar: Water Quality and How Avocados Respond to Salinity Stress

Avocado Café is hosting a new webinar entitled, Water Quality and How Avocados Respond to Salinity Stress. Registration is required.

[More information here.](#)

July 20

July 20

Time: 8:00am - 10:00am

Location: Webinar

CAC Production Research Committee Meeting

July 27

July 27

Time: 9:00am - 1:00pm

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

CAC Field Day: GEM High Density Trials, Avocado Rootstock Trials and Orondis Use

The California Avocado Commission will host a Pine Tree Ranch Field Day on Tuesday, July 26 from 8:00 – 10:00 a.m. that will feature three informational sessions. [More information here.](#)

July 26

July 26

Time: 8:00am - 10:00am

CAC Board Meeting

August 18

August 18

Time: TBA

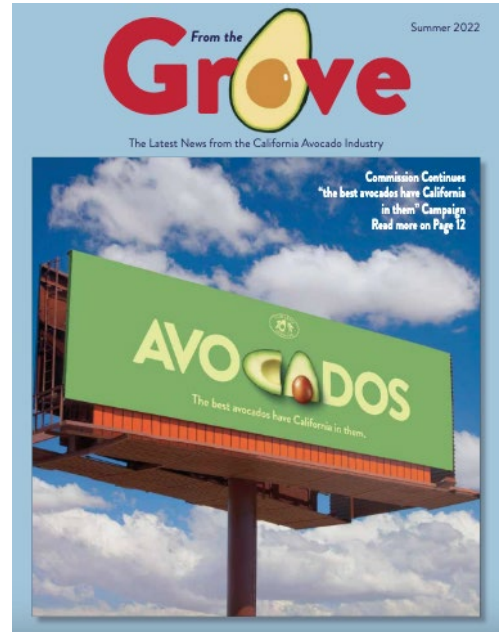
Location: TBA

Summer 2022 Issue of From the Grove Available Online

The California Avocado Commission's quarterly publication — From the Grove — features the latest news from the California avocado industry. [The Summer 2022 edition of the publication is now available online.](#)

The Summer 2022 issue features the following:

- A high-level summary of the current season pricing and updated crop estimates from [CAC Chair Rob Grether](#)
- A look at the [Commission's strategies to increase engagement on and awareness of issues impacting California avocado growers](#), including key meetings with elected leaders about pending legislation
- An [update on the California avocado 2022 season volume](#) based on grower surveys
- A showcase of CAC's continued ["the best avocados have California in them" marketing campaign](#)
- Highlights from the [Commission's social media outreach](#), including a look at its new TikTok channel
- A look at how the Commission is integrating a popular food trend — [charcuterie boards](#) — into its public relations campaign
- A celebration of [California Avocado Month's ten-year anniversary](#) and a look back at the Commission's decade-long June promotions in support of the event
- An interview with California avocado grower [Michelle Voisenat of Creekside Avocados LLC](#) in Morro Bay, CA
- Updates concerning the spread of the [Avocado Lace Bug in California](#) and the origins of the pest
- A summary of how [drought and above-average temperatures impact California avocado flowering](#)
- [Insights from California avocado handlers concerning the season's pricing and projected fruit supply](#) as we close out the season



New Webinar Focuses on Impact of Water Quality and Salinity on Avocado

On July 20, Avocado Café will host a webinar entitled, Water Quality and How Avocados Respond to Salinity Stress from 8:00 – 10:00 a.m.

The webinar will feature the following speakers:

- David Yalin, Weizmann Institute of Science, Israel
- Silit Lazar, Hebrew University of Jerusalem, Israel
- Ben Faber, UCCE Advisor

The webinar will examine the impact of water quality on plants and the specific effects salinity has on avocado trees and rootstocks.

Advanced registration is required and can be completed by emailing cafeavos@gmail.com. Upon completing registration, attendees will receive a link to the virtual event.

Field Day to Discuss GEM High Density, Avocado Rootstocks and Orondis Use

The California Avocado Commission will host a Pine Tree Ranch Field Day on Tuesday, July 26 from 8:00 – 10:00 a.m. that will feature three informational sessions.

One session will be led by Dr. Ben Faber, UC Farm Advisor, who will showcase the GEM high density trial that is now 1-year-old. Ben will discuss how the trees have performed in the first year and compare and contrast the GEM variety and Hass.

Dr. Mary Lu Arpaia will share updated data concerning the rootstock trial taking place at Pine Tree Ranch, which includes 300 trees on 30 different rootstocks from the UC breeding program, Westfalia and Israel.

In addition, Dakota Camino with Syngenta Crop Protection will discuss the use of Orondis for control of Phytophthora root rot in avocados. Orondis is a new tool made available to avocado growers in 2022. Dakota will share insights about the product and how best to use it with avocados for best results.

The field day will take place at Pine Tree Ranch, located at 19455 E. Telegraph Rd., Santa Paula, CA 93060.

Video Recording of Heat Mitigation Seminar Available

In June, the California Avocado Society hosted the “Heat Mitigation Around the World: Dealing with Hot Times in the Avocado Orchard” webinar. A [video recording of this heat mitigation seminar is now available online](#).

The seminar featured speakers from around the world who shared their avocado heat mitigation strategies, including:

- Lisa Fyffe and Simon Newett — Australia
- Francisco Mena — Chile
- Arnon Dag — Israel
- Miguel Lalor — Spain
- Bruce Lampinen — U.S., UC Davis
- Derek Knobel — U.S., Santa Paula, CA

Commission’s Living Well Brand Advocates Provide Credible and Engaging Content for Consumers

In a world where consumers are inundated with a variety of content across multiple channels, the California Avocado Commission remains steadfast in its goal to provide helpful and accurate information that engages consumers and inspires them to purchase California avocados. A recent survey of more than 1,100 Registered Dietitian Nutritionists in Today’s

Dietitian magazine cited “bad influencers” as the source of inaccurate information. Further, that information is most often distributed on social media platforms, followed by friends, family and celebrities. To ensure consumers are getting the most accurate, credible and up-to-date nutrition information about California avocados, the Commission continues to work with credentialed and trusted Registered Dietitians who serve as CAC’s Living Well Brand Advocates.

This season, the Commission has again partnered with four trusted experts whose passion for sharing good health and good food is leveraged to drive demand for the fruit by sharing content concerning California avocado nutrition, the fruit’s premium quality and seasonal availability. Further, each of the Living Well Brand Advocates utilizes their storytelling and recipe development skills to create health and wellness content that provides usage tips, how-to suggestions, nutritional information and recipes in sync with current food and lifestyle trends. Their content is then shared on CAC’s consumer website and social media channels, as well as local television shows and the blogs, websites and social media channels of each of the Living Well Brand Advocates. By sharing this informative and engaging content across a variety of platforms, the Commission is able to reach a diverse and targeted consumer base.

In total, the four RDNs developed nine new recipes based around themes developed by the Commission. To ensure the recipes were both consumer friendly and delivered on taste, the CAC team conducted recipe tasting and nutritional analysis of each recipe. Commission-led photo shoots ensured the quality of each recipe was accompanied by artistic and appealing imagery.

Mascha Davis, MS, RD developed content around a “Know Where Your Food Comes From” theme. To showcase the locally grown fruit, she created an 11-slide Instagram Story featuring photos from a California avocado grove and shared a [“toast to the 10th anniversary of California Avocado Month”](#) on her Instagram page. She also developed a California Avocado Goat Cheese Truffle Pop recipe for the Commission that was shared across social and digital channels. As Mascha noted, “The love for California avocados is real! My community is always interested in good food and anything to do with avocados gets them excited. Being able to show them an avocado grove and share some of the special California avocado history was fantastic.”

Bonnie Taub-Dix, MA, RDN, CDN helped consumers discover [“Five Easy Ways to Incorporate Avocados into Your Diet”](#) by producing an article on CaliforniaAvocado.com and a seven-slide Instagram Reel and Story. Her article, which provided simple and useful tips encouraging consumers to integrate the fruit into their dietary lifestyle, has had 242 page views since April 26. Because the article is “evergreen” content of interest to consumers beyond the California avocado season, it will remain housed in the Lifestyle and Healthy Living sections of CAC’s consumer website where it is expected to earn additional clicks in the future. Her Instagram Reel, which has earned 547 plays and reached 469 accounts, will remain live as well. As part of her campaign, Bonnie also developed a Farro “Fried” Rice and California Avocado recipe that she shared with her dedicated followers on social media.

Liz Shaw, MS, RDN, CLT, CPT developed a California Avocado “Feta” Greek Mezze Salad to showcase California avocados as the “Star of a Family-focused Meal.” On June 2, she prepared simple summer meals using California avocados and other kitchen staples on ABC TV’s San Diego Connect show and celebrated the fruit’s peak season on her digital channels.

Manuel Villacorta, MS, RDN shared weight management strategies with his followers and developed as well as showcased California avocado recipes to help consumers with their weight loss goals. He created five meal replacement smoothies including a Mango, Spinach and Avocado Smoothie; Creamy Cinnamon, Carrot, Orange and Avocado Smoothie; Cool Veggie, Pineapple and Avocado Smoothie; Blueberry, Zucchini and Avocado Smoothie and a Strawberry, Watermelon, Avocado and Mint Smoothie. In addition, he developed a Roasted Veggie Pasta with Avocado Pesto Sauce recipe. His three-video YouTube series demonstrated how to prepare the recipes and tips for incorporating avocados into a weight management dietary lifestyle and included links to the Commission’s website. He also published a [blog post](#) on his personal website with links to the weight management recipes on the Commission’s consumer website and shared his videos across his Instagram and Facebook channels.

California avocado fans value and trust the content generated by these experts. Ultimately, providing consumers with engaging, reliable and informative health and wellness content helps build loyalty for the California Avocados brand. Further, by offering content that covers a broad array of topics — from where and by whom their avocados are grown to the nutritional benefits of the versatile fruit featured in on-trend recipes — the Commission piques the interest of consumers and encourages them to creatively incorporate the fruit into their dietary lifestyle.



Mascha Davis' "toast" to the 10th Anniversary of California Avocado Month Giveaway.

Restaurant Brands Celebrate California Avocado Season

The California Avocado Commission partnered with three western restaurant chains to celebrate California Avocado Month and encourage demand for the fruit during peak season. All three chains — Nordstrom, Norms and Robeks — showcased the California Avocados brand logo on their websites throughout the promotion period.

From May 31 through July 4, more than 100 Nordstrom foodservice outlets in the western U.S. featured QR code based in-store POS assets and menus. The QR code linked to California avocado-branded content including a custom-made "Farm to Fork" video that provided viewers with a unique tour of a California avocado grove and packing house. The campaign was supplemented with unique email blasts, and posts on LinkedIn, Instagram and Facebook.

In support of California Avocado Month, beginning June 1, Robeks units in Arizona, California, Colorado and Ohio brought in California avocados and showcased three avocado toast menu items — Classic Avocado Toast, Everything Avocado Toast and Avocado and Egg Toast — for their diners in these 60 units. The chain's promotion, which extended reach in Colorado and Ohio among Robeks' customers, ended June 30.

In Southern California, 22 Norms units ran a cross-merchandising incentive celebrating California avocado season with a customized email blast to more than 131,000 subscribers. The email included a California avocado merchandise giveaway that also was showcased on the chain's social media channels and its mobile app. The promotion ran from May 30 through July 5.

By partnering with these restaurant chains, the Commission was able to secure distribution of California avocados, feature the fruit in unique meals away from home, build awareness of peak season and encourage loyalty for the brand. By running a cross-merchandising campaign, the Commission also furthered its reach by providing diners with opportunities to showcase their love of the fruit with California avocado-branded merchandise.

WE'VE PARTNERED WITH CALIFORNIA AVOCADOS TO CELEBRATE AVOCADO SEASON!

TWO LUCKY NORMS FANS WILL WIN A CALIFORNIA AVOCADO GIFT PACK!



FOLLOW THE STEPS BELOW, AND ENTER TO WIN:

1. FOLLOW @norms and @CA_Avocados on Instagram
2. COMMENT and TAG a friend.

BONUS ENTRY:

Take a photo of your favorite NORMS menu item featuring California Avocados and TAG us.

WINNERS WILL BE CHOSEN AND CONTACTED ON 6/22.

No purchase necessary. Prize will be mailed. This is in no way sponsored, administered, or associated with Facebook or Instagram. Please note, this is our only official Instagram account. Block or do not respond to any other accounts pretending to be us.



Norms celebrated California avocado season with a cross-merchandising incentive in a custom email blast to more than 131,000 subscribers.

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 13, 2022

California Hass	Conventional #1 (Field Price Per Lb)	Organic #1 (Field Price Per Lb)
#32's	\$2.34 - \$2.46	\$2.60 - \$3.00
36's	\$2.34 - \$2.46	\$2.60 - \$3.00
40's	\$2.32 - \$2.42	\$2.86 - \$3.02
48's	\$2.26 - \$2.36	\$3.10 - \$3.18
60's	\$1.82 - \$2.00	\$2.50 - \$2.58
70's	\$1.30 - \$1.56	\$2.04 - \$2.14
84's	\$0.88 - \$1.04	\$1.14 - \$1.26

*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)

WEEKLY VOLUME SUMMARY				
(Volume in Pounds)				
	Week Ending 07/17/2022		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	6,739,124	7,092,900	233,659,976	225,848,168
LAMB	2,388,412	555,500	6,013,417	1,157,950
GEM	5,620	500	3,999,370	3,195,901
OTHER	11,220	62,975	726,079	476,100
CALIFORNIA TOTAL	9,144,376	7,711,875	244,398,842	230,678,119
INDUSTRY ADJUSTED	9,326,926	7,971,131	249,192,309	235,474,283
Imported Hass Detail				
MEXICO	31,718,426	13,096,589	1,428,663,763	855,133,659
PERU	16,490,000	8,894,198	89,760,000	51,671,238
CHILE	0	108,405	12,211,105	13,307,089
COLOMBIA	4,790,000	1,048,225	26,060,000	13,181,917
NEW ZEALAND	0	0	0	0
DOMINICAN	0	0	940,000	1,472,800
IMPORT TOTAL	52,998,426	23,147,417	1,557,634,868	934,766,703
Other Detail				
CA EXPORT	0	11,250	0	1,188,925
CA ORGANIC	0	611,103	0	19,797,057
IMPORTED (Greens)	930,000	0	70,000,000	0
FLORIDA	1,316,425	0	12,728,760	0
GRAND TOTAL	64,571,777	31,118,548	1,889,555,937	1,170,240,986

Crop Statistics

CAC has completed the late-season survey of AMRIC handlers to evaluate the volume of fruit that remains and the duration of the California season. The total crop volume survey responses were reviewed in conjunction with the individual handler crop volume responses, resulting in a late-season crop estimate update of 270 million pounds with the following varietal breakdown:

- Hass – 256 million pounds
- Lamb-Hass – 9 million pounds
- GEM – 4 million pounds
- Other – 1 million pounds

Based on revised crop volume, the monthly projections have been updated as follows:

- July – 35 million pounds
- August – 13 million pounds
- September – 2 million pounds
- October – None

Using Bin Count data, it is estimated that 220 million pounds were harvested through June, leaving approximately 50 million pounds remaining through the end of the season. Below is a look at how the remaining weeks may play out based on historical weekly shipments, alongside the original weekly projections based on the May 2022 update:

Week Ending	May 2022 Update	July 2022 Update	Variance
3-Jul	9,020,000	11,700,000	2,680,000
10-Jul	8,302,100	9,300,000	997,900
17-Jul	8,850,800	8,500,000	(350,800)
24-Jul	8,565,700	8,000,000	(565,700)
31-Jul	7,838,700	7,250,000	(588,700)
7-Aug	6,216,400	3,500,000	(2,716,400)
14-Aug	6,341,500	3,500,000	(2,841,500)
21-Aug	6,243,200	3,000,000	(3,243,200)
28-Aug	6,046,200	3,000,000	(3,046,200)
4-Sep	1,890,700	400,000	(1,490,700)
11-Sep	1,450,700	350,000	(1,100,700)
18-Sep	976,700	200,000	(776,700)
25-Sep	930,800	125,000	(805,800)
2-Oct	737,500	100,000	(637,500)
9-Oct	251,100	75,000	(176,100)

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

(July 14 – August 14)

BASIC PATTERN:

Large Scale Pattern –

- A. On 14th, dry hot upper high pressure builds across northcentral to S California with continued hot weather. Another trough develops on 16-19th in N and Northcentral California with minor cooling.
- B. Tropical cyclone influence will bring a return of hot upper high pressure during 20-26th. Rains are minimal if any for N California, but will tend to focus into SOCAL during 23-26 in the form of scattered showers and TSTMS.
- C. During August, showers and TSTMS develop early in the month and again about midmonth, focusing on SOCAL and Arizona.
- D. Cool and moist conditions in the mountains (N Sierras and coastal ranges) have helped to maintain a quiet fire season thus far in N California. However, now we have entered midsummer heat and thunderstorm (TSTM) season, with dry fuels (grasses).
- E. Looking to the fall, the best chance for above-normal normal rainfall will be in coastal Oregon during November, most likely within the period 11th onward, and into early December. CFSv2 guidance is tending to show above-normal rainfall in November and December 2022 for Oregon coast northward, while it is dry in Oct through most of Dec in California. Warmer than normal conditions are currently indicated through the Fall from September through November, and into December.

- F. Precipitation Trend - Showers July 5 in northern mountains, and north coast, then mainly dry through the remainder of July. A chance for showers and TSTMS is suggested for August (10-13th), consistent with development of the usual mid-summer (August) monsoonal rains.

FORECASTS FOR CALIFORNIA

Forecast for Northern and Central California:

NORCAL Rains: Aug 17-20.

CENTRAL CALIF Rains: Aug 16-20.

WARM SPELLS: Jul 13-28, Aug 3-8 and 11-15.

COOL SPELLS: No cool spells are expected.

Forecast for S California:

SOCAL RAINS: Jul 23-25, Aug 1-3, 6-10, 14-18.

SOCAL COOL OR COLD SPELLS: 7/14-16. 7/18-28, 8/1-7 and 8/10-13.

Forecast for Central Sierra Nevada:

Dates of mountain showers of rain: Jul 22 (central Sierra), 23 (north and central), 24-25 (north and central), 31- Aug 2 (central Sierra), 5-8 (north and central Sierra) and 13-17 (north and central Sierra).

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 July 14 – August 14, 2022

Highlights: Hot weather with upper high pressure will continue through late July and August. Monsoon considerations: Both short-term climate models (NMME and CFSv2) are suggesting minimal trend toward near-normal precipitation in July and August.

Looking Ahead – Long Range Outlook

August 14 – September 14... NORCAL and Central California: 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 August, away from the marine layer influence zone, 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-August, and reach a peak around 13-17 August.

For SOCAL mountains westward to coast: Above normal temperature. There is potential to continue hot and dry. Foothill and coastal valley highs m90s (avocado areas), but intermediate valleys persistently into the m90s to m100s on occasion. Monsoonal moisture increases in mid-August. Best chance for monsoonal showers and thunderstorms in mid-August from both climatological and CFSv2 daily trends.

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

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