



GreenSheet

CALIFORNIA AVOCADO INDUSTRY NEWS

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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>

Organic Produce Summit

The Organic Produce Summit is designed to bring together producers and buyers of organic fresh produce. Registration required.
[More information here.](#)

July 10-11

July 10

Time: 8:00 a.m. – 7:30 p.m.

Location: Monterey Conference Center, 1 Portola Plaza, Monterey, CA

July 11

Time: 8:00 a.m. – 5:30 p.m.

Location: Monterey Conference Center, 1 Portola Plaza, Monterey, CA

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

CAC Board Meeting.

August 15

August 15

Time: TBA

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

Avocado Nutrition and Cover Crop Usage Field Day Session

California avocado growers are encouraged to visit Pine Tree Ranch for a free hands-on seminar entitled, “Avocado Nutrition and Cover Crop Usage.” The seminar will include the following:

- Dr. Danny Klittich, Agronomist, Redox Chemical — optimal avocado tree nutrition management
- Dr. Ben Faber, UCCE Farm Advisor — panel discussion concerning the pros and cons of using cover crops in California avocado groves

The field day seminar will take place July 17 from 9:00 – 11:00 a.m. at Pine Tree Ranch, 19455 E. Telegraph Road, Santa Paula, CA.

Seminar to Address the Threat of Avocado Laurel Wilt

The California Avocado Commission, University of California Cooperative Extension (UCCE), California Avocado Society and University of Florida’s Tropical Research and Education Center are hosting a free seminar entitled “Laurel Wilt — A Threat to California’s Avocado Industry.”

The seminar will cover the following topics:

- Current status of laurel wilt in South Florida
- Laurel wilt epidemiology and management
- Laurel wilt vectors and management
- Vascular physiology, anatomy and susceptibility of different avocado cultivars
- Economic impact of control strategies

Laurel wilt disease has the potential to greatly impact the California avocado industry, thus California avocado growers are encouraged to attend one of the free seminars. University of Florida researchers will be on hand to share their expertise in identifying and combatting the disease, which was first identified in the southeastern U.S. in 2004.

The seminars will take place as noted below:

July 30, 9:00 – 11:00 a.m.

Pala Mesa Resort
2001 Old Hwy 395
Fallbrook, CA 92028

July 31, 9:00 – 11:00 a.m.

UCCE Office Auditorium
669 County Square Drive
Ventura, CA

August 1, 9:00 – 11:00 a.m.

San Luis Obispo Farm Bureau Office
4875 Morabito Place
San Luis Obsipo, CA 93401

Commission Joins Celebration of the Hass Family and California Avocados

On May 18, California avocado fans at the La Habra Heights Avocado Festival celebrated all things avocado and honored Rudolph (“Rudie”) and Elizabeth Hass’ grandchildren and son-in-law. The California Avocado Commission joined the festivities, which took place in the town where the Mother Hass Tree was “born” in 1926 on the Hass ranch. All Hass avocados, no matter where they are grown in the world, trace their roots back to the original Hass avocado tree planted by Rudie.

The Commission exhibited at the event, sharing different usage ideas for avocados, nutrition information, CAC-branded giveaways and tips for backyard avocado growers. The event attracts thousands of California avocado fans and provides the Commission — and California avocado growers like Rick Shade who volunteered at the event — with an effective means of meeting fans, discussing new recipe ideas and answering their questions. It was estimated that more than 4,000 attendees were on hand at the festival.



U.S. House of Representatives of the 39th congressional district: Congressman Gilbert R. Cisneros, Jr., center, with descendants of Rudolph Hass. Photo by: Eric Alley

Denny's Restaurant Chain Showcases California Avocados During Peak Season

Fresh California avocados will gain additional consumer exposure in California and Nevada through the end of the summer thanks to an upsell promotion at Denny's restaurants. From April 8 through August 18, customers at 390 Denny's units in California and 30 units in Nevada can add fresh California avocado to any/all items on the menu. As part of the promotion, Denny's also placed particular focus on the new Southwest Chorizo Burger. The promotion was showcased through POP — including server buttons featuring the add-on suggestion — and posts on Denny's social media channels encouraging consumers to add fresh California avocados to their burgers.

By partnering with foodservice chains, the Commission supports sales of fresh California avocados and expands consumers' knowledge of how the fruit can be used in a variety of meals.



Server buttons encouraged Denny's patrons to add fresh, local avocados to any item on the menu.

Commission Connects with Industry Leaders in Chicago

The California Avocado Commission recently met with chain marketing decision makers and chain culinary and menu development executives at two events in Chicago, Illinois. The 2019 National Restaurant Association (NRA) Marketing Executives Group (MEG) Conference was held at the Fairmont Hotel, followed by the International Corporate Chef Association (ICCA)/Global Culinary Innovators Association (GCIA) NRA Reception hosted at the Peninsula Hotel.

Both of these events present the Commission with plentiful opportunities to expand its targeted base of chain contacts for future promotions, confirm returning and new fresh California avocado menu items with current promotion partners, and deepen existing relationships. CAC was the sole sponsor of the MEG conference Friday lunch that featured the hotel's customized recipe California Avocado Tomato Salad with Roasted Brussels Sprouts, Garbanzo Beans and Avocado Cilantro Lime Vinaigrette. At the ICCA/GCIA reception, participants sampled Wisconsin Feta and California Avocado Grain Salad, Grapefruit and California Avocado Spicy Guacamole and California Avocado Sushi Rolls.

While attendees enjoyed a diverse selection of fresh California avocado menu items, CAC spoke with targeted contacts to propose and plan menu items and discussed the benefits and value of the fruit on foodservice menus. CAC secured 30 new contacts at MEG and an additional five contacts at the ICCA/GCIA event.



At the MEG event Kim Kurata discussed fresh California avocado menu items with Andrew Shin (Bibibop Asian Grill).

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 – June 26, 2019

	Conventional #1	Organic #1
California Hass	(Field Price Per Lb)	(Field Price Per Lb)
#32's	\$2.10 - \$2.16	\$2.34 - \$2.55
36's	\$2.10 - \$2.16	\$2.34 - \$2.55
40's	\$2.14 - \$2.20	\$2.44 - \$2.65
48's	\$2.24 - \$2.30	\$2.58 - \$2.65
60's	\$2.14 - \$2.20	\$2.58 - \$2.65
70's	\$1.78 - \$1.85	\$2.30 - \$2.40
84's	\$1.40 - \$1.46	\$1.44 - \$1.50

*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 6/30/2019	Season-to-Date (since 11/01/2018)	2019 Year to Date
Hass	13,179,340	140,742,980	140,458,815
Lamb	931,910	2,084,231	2,001,989
Other (Greens)	15,053	605,744	397,134
California Total	14,126,303	143,432,955	142,857,938
Florida	1,873,850	10,750,960	5,883,845
Chile	0	27,859,040	5,512,278
Mexico	8,652,968	1,475,708,424	1,119,354,660
Peru	16,166,032	82,631,655	82,631,655
Other (Imports)	570,000	35,270,000	25,560,000
Import Total	25,389,000	1,621,469,119	1,233,058,593
USA Total	41,389,153	1,775,653,034	1,381,800,376

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. Because harvest continues to outpace projections, a late-season survey was recently completed which indicates a crop volume of 180 million pounds, an increase of 10 million pounds over the May 2019 update. CAC is currently working to analyze this new volume information and will update weekly projections. In addition, CAC will continue to monitor and track the crop closely over the next two months to ensure marketing support for 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	-	-	
Jul 14 - (37)	6,864,306	7,283,300	-	-	
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	124,242,442	120,047,600	144,242,759	124,252,316	
% of Crop	71%	71%	85%	73%	
Crop Size	175,000,000	170,000,000	Left to Harvest	Left to Ship	
Crop Variance	20,000,317	24,195,159	25,757,241	45,747,684	

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

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

(July 1 – July 31)

Summary- Focus of development of troughs and lows continues near the coast of central California and interior sections of California, then retrogrades slowly westward as the seasonal subtropical upper high pressure develops over the Great Basin and southwestern US. With time, the strongest troughing activity will tend to redevelop in the mid Pacific N and NNW of Hawaii, with a secondary area of troughing close to the California coast.

Troughing is strongest on July 4-5th and 9-10th in California. Ridging, and upper high pressure dominates California from the 11-18th.

El Niño continues to weaken, and cold water has continued to develop around Baja California. *El Niño* is expected to reach minimum in July and August, then return to moderate intensity in early to mid-winter 2020.

An area of warm sea surface temperature anomalies (SSTAs) continues near Hawaii, and extends east-northeast to near N Baja California. This provides a weak zone of development for fronts extending west from northern Baja.

The area of colder than normal sea surface temperatures (cold SSTA) persists just west of the coast of south-central California. It will help to maintain a tendency for recurrent troughs through mid-July. The size of this sea surface temperature anomaly continues at a steady state or slow shrinking, while drifting slightly west as expected.

The area of cold water lingering around Baja California will tend to depress the development of tropical cyclones and monsoonal rains into Baja, and monsoonal rains into Arizona, the Great Basin, and north into Utah.

Trouching will continue in the mid-Central Pacific near (north of) Hawaii. Thus far, the central Pacific trough appears to continue to be active.

It has cooled since the hot spell of 2-3 weeks ago. However, despite the cooling, and tendency for near term troughing into California, we are heading quickly towards midsummer (late July and August). Despite the warming that is expected, the overall effect of the cool troughs will be continuing in SOCAL, and some cold fronts to NORCAL later this month. It has thus far been sunnier and drier than normal, interrupted on a few occasions by fronts with showers/thunderstorms (TSTMS).

In the Near Term – July 5-21... 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 August 1.

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. Troughing over N California and off the NORCAL coast will tend to teleconnect with coastal eddies in southern California. We have seen a lot of coastal eddies this past week, and we will see more of them.

Summary – July 20-31... The general synopsis for Northern, Central and Southern California is that upper low activity continues off southern California, and may begin to provide tropical moisture inputs for thunderstorms (TSTMS) in the SierraNV. Subnormal monsoonal TSTM activity is indicated for July.

Seasonal Outlook / El Niño Update... August 1 – September 30...Above normal temperatures, and near or a little below normal rainfall for the mid-summer monsoonal period. We should see a few of the usual upper low events, and south winds with a beginning of monsoonal TSTMS by mid-July. Latest indications are that upper low pressure will linger off the California coast, especially in the central and south-central areas with seasonably hot conditions (San Luis Obispo Co, San Joaquin Valley) and the usual TSTM frequency in the central SierraNV.

Sea surface temperatures continue cool to the south of Baja, so it will be difficult to achieve normal monsoonal rainfall for July and into early August. The lowering of sea surface temperatures will tend to discourage tropical cyclone development or persistence as the cyclones approach the Baja coast. However, tropical cyclones become more active and numerous in late August and early 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, according to CFSv2, September appears to be a dry and hot month for most of California, including SOCAL.

For SOCAL, speeds of the westerlies will also decrease, and the belt of westerlies gradually migrates poleward, we should see a few of the usual upper low events, S-SE winds, and an occasional period of monsoonal TSTMS in August. However, this does not appear to be a season of active tropical cyclones due to the depressed sea surface temperatures near Baja and the southern Mexico coast through mid-August. At this time, the CFSv2 model suggests that the best chance for rains in the fall months appears to be in October with upper lows starting to redevelop near the coast of central and S California and tropical cyclones near central Baja. 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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