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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>

Central Coast Water Board Draft Ag Order 4.0 Virtual Stakeholder Workshop

The Central Coast Water Board is hosting a free virtual workshop for industry members interested in learning more about the Draft Agricultural Order 4.0 intended to replace the current Agricultural Order 3.0 on January 31, 2021. [More information here.](#)

June 2-4

June 2

Time: 9:00 a.m. - 11:30 a.m.

Location: Santa Cruz County and San Benito County, Virtual Workshop

June 3

Time: 9:00 a.m. - 11:30 a.m.

Location: Monterey County and San Luis Obispo County, Virtual Workshop

June 4

Time: 9:00 a.m. - 11:30 a.m.

Location: Santa Barbara County and Ventura County, Virtual Workshop

CAC Marketing Committee Web/Teleconference

[More information here.](#)

June 3

June 3

Time: 10:00 a.m. - 11:30 a.m.

Location: Web/Teleconference

CAS Virtual Seminar: Avocado Varieties, Rootstocks and Root Rot Updates

The California Avocado Society is hosting a free virtual seminar concerning avocado rootstocks and root rot. Registration required. [More information here.](#)

June 10

June 10

Time: 9:00 a.m. - 11:00 a.m.

Location: Virtual Seminar

Online Manual Provides COVID-19 Guidance for California's Agriculture Industry

The California Department of Public Health, California Department of Food and Agriculture and California Department of Industrial Relations have released the [COVID-19 Industry Guidance: Agriculture and Livestock](#) manual online. The document provides guidance to help employers provide a safe environment during the COVID-19 pandemic. The online manual is presented in an easy-to-read bulleted format that includes direct links to additional online resources.

Highlights from the document include:

- Best practices in forming a work-specific COVID-19 prevention plan
- Important topics to share with employees concerning COVID-19 symptoms, risks, prevention, social distancing, face coverings and programs that support workers' sick leave and compensation for COVID-19
- Recommended employee screening measures
- Cleaning and disinfecting protocols
- Physical distancing guidelines and how they can best be implemented

Specialty Crops and the Coronavirus Food Assistance Program

As previously reported, the United States Department of Agriculture (USDA) has been awarded \$9.5B in funding through Coronavirus Aid, Relief, and Economic Stability (CARES) Act and another \$6.5B from the Commodity Credit Corporation Charter Act. USDA has created the Coronavirus Food Assistance Program (CFAP) to administer the allocation of those funds to provide "direct relief to producers who faced price declines and additional marketing costs due to COVID-19." Although the CFAP was announced in April, the guidelines for qualifications were just recently released.

Throughout the process California Avocado Commission staff, as part of a specialty crop coalition led by Western Growers Association, were engaged with USDA and the administration for the inclusion of specialty crops in the program. Unfortunately, based on market shipping point and terminal market data, USDA determined that during the period of January 15, 2020, and April 15, 2020, avocados did not suffer a price decline significant enough to merit inclusion in the first category described below.

Payments will be available for eligible specialty crops for which a producer has production not subject to an agreed-upon price through a forward contract, agreement, or similar binding document. Payment details for eligible specialty crops are as follows:

1. **Payments for crops that had a five percent-or-greater price decline in sales price between January 15, 2020, and April 15, 2020.** Producers must maintain records, such as a bill of sale, documenting the price received for the crop.
2. **Payments for crop shipments that left the farm by April 15, 2020, and spoiled due to no market.** Producers must obtain documentation, such as a letter from the buyer, explaining non-payment or other record validating non-

payment. This applies to producers who have met contractual obligations in delivering the crop to the buyer, but have not been paid.

3. **Payments for crop shipments that did not leave the farm by April 15, 2020, (for example, were harvested but sitting in crates on the farm), or mature crops that were unharvested by that date (for example, were plowed under) due to lack of buyers, and which have not been and will not be sold.**

Again, as previously stated, USDA, using its own aggregate data, has determined that avocado producers are not eligible under Category 1. However, avocado producers are eligible to apply under Category 2 or 3. The Commission realizes that the loss to the foodservice market affected pricing of small sizes and the overall impact will extend beyond April 15, 2020. We will look for opportunities to continue to make that point to USDA. According to senior staff with United Fresh Produce Association, if additional funding from Congress becomes available, they believe there may be an opportunity to broaden the time for documenting injury and eligibility to receive payments.

If you as a producer believe you may qualify for CFAP assistance under either Category 2 or 3, you are encouraged to contact your local Farm Service Agency (FSA) and begin the process. FSA staff at local USDA Service Centers will work with producers to file applications. **USDA will begin accepting applications on May 26, 2020.** More information on the CFAP along with your local FSA service center can be found here: <https://www.farmers.gov/cfap/specialty>.

Virtual Seminar to Discuss Avocado Rootstocks and Root Rot Treatments

The California Avocado Society is hosting a free virtual seminar concerning avocado rootstocks and root rot on June 10 from 9:00 a.m. – 11:00 a.m. Mary Lu Arpaia and Eric Focht, of UC-Riverside, will discuss the horticultural characteristics of Hass-like avocado rootstock varieties. Patricia Manosalva, of UC-Riverside, will share updates concerning the avocado rootstock breeding program and the efficacy of root rot chemicals.

[Registration for the virtual seminar is available online.](#)

Hass Avocado Board's Avocado Quality Manual Available Online

As part of its mission to drive demand for avocados in the United States and ensure the fruit is of the highest quality, the [Hass Avocado Board](#) (HAB) published an *Avocado Quality Manual: A Guide to Best Practices* for industry stakeholders. Recently, HAB launched a new [webpage](#) for the Avocado Quality Manual in an effort to make it easier for industry stakeholders to access the critical information.

Via the webpage, users can download a PDF version of the complete [Avocado Quality Manual](#) or download PDFs of individual sections focused on different steps within the distribution chain. The sectors of the manual include best practices for:

- Packing houses [within California](#)
- Packing houses [outside California](#)
- The [transport sector](#)
- [Distribution centers](#)
- [Re-packers and fruit ripeners](#)
- The [retail sales sector](#)
- Identifying common [internal and external fruit defects](#)

Central Coast Water Board Hosts Draft Ag Order 4.0 Virtual Stakeholder Workshop

The Central Coast Water Board is hosting a free virtual workshop for industry members interested in learning more about the Draft Agricultural Order 4.0 intended to replace the current Agricultural Order 3.0 on January 31, 2021. The virtual meetings will provide attendees with information concerning the monitoring and reporting requirements of Agricultural Order 4.0, as well as the draft environmental impact report. A question and answer session will take place as well.

The meetings will be hosted on Zoom and the presentations can be viewed on a computer or mobile device. All three workshops will consist of the same content, so you need only attend the workshop for your county.

Tuesday, June 2, 9:00 a.m. – 11:30 a.m.

[Santa Cruz County and San Benito County Workshop](#)

Meeting ID: 935 7000 7730

Dial in: +1 669 900 9128

Wednesday, June 3, 9:00 – 11:30 a.m.

[Monterey County and San Luis Obispo County Workshop](#)

Meeting ID: 929 6678 3121

Dial in: +1 669 900 9128

Thursday, June 4, 9:00 a.m. – 11:30 a.m.

[Santa Barbara County and Ventura County Workshop](#)

Meeting ID: 998 8326 7124

Dial in: +1 669 900 9128

Blogger Advocates Share Compelling California Avocado Content

To drive awareness of the start of the 2020 California avocado season, the California Avocado Commission (CAC) chose six health, wellness and lifestyle bloggers recognized for their compelling story capabilities and usage of beautiful photography to share California avocado content with their loyal followers.

CAC's top-tier blogger advocates for the 2019-2020 season include:

- Cara Cifelli of [Cara's Kitchen](#)
- Elaine Gordon of [Eating by Elaine](#)
- Haley Davis of [Brewing Happiness](#)
- Sarah Copeland of [Edible Living](#)
- Cherlyn Rumsey of [Wildly Wholesome](#)
- Beth Brickey of [Tasty Yummies](#)

Each of the bloggers published California avocado blogs, photos and social media posts throughout the first two weeks of April. To broaden awareness of the California avocado season, the bloggers tagged California avocados when sharing content on their independent Facebook, Instagram and Pinterest channels thus driving traffic to CAC's social channels.

To educate their followers on the fruit's seasonality, bloggers weaved CAC's season opener messaging into their blog posts and showcased creative "Surprising Swaps" recipes that shared tips on how to substitute California avocados for other ingredients. The bloggers' appetizing California avocado recipe photos generated additional excitement about the healthy

benefits and availability of the fruit, while the accompanying messaging encouraged consumers to look for California on the label when shopping.

By generating health, wellness and lifestyle content focused on the unique attributes and appeal of California avocados, CAC's blogger advocate program was able to raise awareness of the California avocado season with a wider audience of consumers on social media. In April, CAC's blogger advocates garnered nearly 1.3 million impressions, sparking broad interest in the premium fruit and its versatility.



Sarah Copeland of Edible Living shared a California Avocado Caesar Salad with Crispy Chickpeas. Shared in both the salad and dressing, California avocados provide a fresh, creamy texture to this dish.

Commission Provides Targeted Retailers with New Digital California Avocado Communications Kit

The California Avocado Commission (CAC) prepared new digital Retail Communications Resource Kits designed to provide a variety of easy-to-access California avocado information that targeted retailers could share with their customers. The digital kits — which include everything from how to choose and use fresh California avocados, to delicious and nutritious new recipes — give retail dietitians (RDs), cooking school directors and marketing teams ready-to-use materials that can be used to support retail programs and initiatives.

The content for the communications kit was developed in winter and spring, in advance of the California avocado season. The kit is stocked with tips, versatile recipes, usage ideas, images and content that can be used at point-of-purchase and published on retailer websites and social media channels.

Resources include three new information-packed Superfood Spotlights with influencer-developed recipes and helpful tips that can be shared with retailers' customers. The Plant Curious spotlight has been produced for the growing number of Americans interested in learning more about plant-forward eating. The Commission partnered with the Produce for Better Health Foundation to separate myth from fact about plant-based diets.

The Mediterranean Diet spotlight provides new recipes for an eating plan that is now recommended in the Dietary Guidelines for Americans and by the American Heart Association. The Commission partnered with Oldways to share insights into the healthful benefits of this dietary lifestyle.

Because there is nothing more all-American than buying local and grilling in the summer, the Commission produced an American Summer Holidays/Grilling spotlight. CAC partnered with CA Grown to share simple suggestions about shopping for and preparing summer's bounty of fresh fruits and vegetables, with a particular focus on grill-friendly recipes and tips.

By providing retail RDs and other retail communicators with tools that convey "why California avocados," the Commission is able to convey key messages about the competitive advantage of the fruit, generate quality content for retail partners' outreach programs and encourage purchases of California avocados.

California's ideal climate and fertile soil help to produce world-class avocados. Locally, responsibly and meticulously grown by more than 3,500 growers, California Avocados are picked at their peak, delivering tree to table freshness in just a few days. That's the California Avocado difference.

The California Avocado Commission is Here to Assist

We are your go-to resource for everything about California Avocados by helping you provide information to your customers and introducing them to new usage ideas. Whether it's for local media, social media, in-store events, demos, cooking classes, community events or grand openings, the Commission can provide:

- ▶ How-to Tips
- ▶ Seasonal Stories
- ▶ Recipes and Nutrition-focused Handouts
- ▶ Recipe Booklets
- ▶ Custom Social Media Content for Your Website and Social Media Platforms <https://bit.ly/3agPZ1b>

California Avocados 101

Everything you want to know is right here with tips for ripening, choosing and cutting Fresh California Avocados as well as nutrition information and health benefits.

Which one is just right?
How to choose the perfect California Avocado
<https://bit.ly/2S5E1Kd>

Not ripe, can't wait?
How to ripen a California Avocado
<https://bit.ly/2S5E1Kd>

Getting to the good stuff,
How to cut and peel a California Avocado
<https://bit.ly/31x8NGB>

So good! So good for you!
Nutrition and health benefits of California Avocados
<https://bit.ly/2Q5fnln>

The Commission's online Retail Communications Resource Kit offers ready-to-use assets for retail outreach programs.

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 – May 27, 2020

	Conventional #1	Organic #1
California Hass	(Field Price Per Lb)	(Field Price Per Lb)
#32's	\$1.18 - \$1.32	\$1.50 - \$1.60
36's	\$1.18 - \$1.32	\$1.50 - \$1.60
40's	\$1.18 - \$1.32	\$1.56 - \$1.74
48's	\$1.18 - \$1.32	\$1.94 - \$2.08
60's	\$0.92 - \$1.02	\$1.64 - \$1.80
70's	\$0.42 - \$0.58	\$1.30 - \$1.44
84's	\$0.32 - \$0.40	\$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 5/24/2020	Season-to-Date (since 11/01/2019)	2020 Year to Date
Hass	17,114,442	171,833,345	171,807,102
Lamb	0	23,288	23,288
Other (Greens)	1,000	1,033,230	891,994
California Total	17,115,442	172,889,863	172,722,384
Florida	0	10,240,663	2,742,905
Chile	0	2,525,666	445,506
Mexico	33,372,012	1,322,230,418	911,745,584
Peru	1,896,309	4,074,841	4,074,841
Other (Imports)	620,000	30,180,000	21,740,000
Import Total	35,888,321	1,359,010,925	938,005,931
USA Total	53,003,763	1,542,141,451	1,113,471,220

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 5/24/2020, where year-to-date volumes were 176.6 million pounds. It is estimated that 12 million pounds were harvested for week ending 5/31/2020, which would bring the total year-to-date at 188.6 million pounds, resulting in the total harvest nearly equal to the 4-year projections and about 7 million pounds above the handler projections (revised in May). This past week saw the first significant reduction in harvest volumes in the past seven weeks, where a total of 115 million pounds were harvested during that period. The Commission continue to hear reports of increasing inventory levels, especially on small-sized fruit, which has led to necessary market adjustments. The decrease in harvest rates should help the industry's supply and demand come into balance and stabilize the market. CAC's mid-season crop update has resulted in a total volume of 373 million pounds, just a four million pound increase over the pre-season estimate of 369 million pounds. The revised weekly projections, through the end of the season, have been completed and are incorporated into the table below. Additional details regarding the mid-season crop update can be found at <https://www.californiaavocadogrowers.com/industry/crop-statistics/current-crop-estimates>. There is some thought that the crop size could be larger than even the 373 million pounds, therefore CAC management will continue to review, monitor and evaluate the available datasets to assess the California crop in an effort to provide the industry with the most accurate and timely statistics possible.

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	-	-	
Jun 7 - (32)	15,110,000	14,006,800	-	-	
Jun 14 - (33)	16,858,300	15,688,800	-	-	
Jun 21 - (34)	17,754,900	16,487,600	-	-	
Jun 28 - (35)	17,024,400	15,751,400	-	-	
Jul 5 - (36)	17,578,200	14,163,600	-	-	
Jul 12 - (37)	16,410,700	13,601,000	-	-	
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	172,023,000	165,301,100	176,635,680	156,521,022	
% of Crop	46%	44%	47%	42%	
Crop Size	373,000,000	373,000,000	Left to Harvest	Left to Ship	
Crop Variance	4,612,680	11,334,580	196,364,320	216,478,978	

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

(May 31 – June 22)

Summary- The prevailing pattern is a high pressure ridge from N California westsouthwest or southwestward. Cold fronts coming S through California will tend to extend southwestward from southcentral-S California to the area SW – W of S California.

A long-lived pattern of troughing or low pressure will continue from southwest of Central California to about 25N then extend west toward Hawaii.

The MJO is showing a slow increase in activity over the next two weeks.

CFSDailyAI and CFSv2 suggest some rains primarily in northern California and the Sierras, and into Siskiyou Mountains and southern Oregon at times.

It is early for monsoonal showers and thunderstorms (TSTMS). However, the presence of upper lows may begin to bring tropical moisture northward into SOCAL and the Sierras, despite the lack of a usual summer monsoonal pattern.

Potential Dates of Precipitation (from Fox Weather's CFSDAILYAI system):

Salinas Valley-San Luis Obispo Co- S SierraNV:

Salinas Valley Showers: 6/2-3. Hot spells 6/4, 6/8-9, 6/11-12, 6/14-17, 6/22-27.

San Luis Ob/Edna: Hot spells 6/6, 6/9, 6/12, 6/15-17, 6/20-27th, 7/1.

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

Southern California Citrus/Avocado Area: May 31-June 15.

Santa Barbara, Ventura to San Diego Co: No rainfall of consequence.

Hot spells:

Santa Barbara Co: 6/6, 6/12. 6/16-17th, 6/22-26th.

Ventura Co: Hot 6/16-17th, 6/22-26th.

San Diego/Orange: Hot 6/16-17, 6/22-26.

Summary – June 15 – July 15... In Northern and Central California, Hottest: 6/14-17, 6/22,27, 7/1-2.

San Luis Obispo Co... Hottest periods 6/15-17, 6/22-27.

Southern California... Shallow marine layer and hot inland. Hottest: 6/16-17, 6/22-26, 7/1-3.

Seasonal Outlook July 15 – August 31... 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) in the central and N Sierra and Plateau.

Southern California: San Luis Obispo Co, Santa Barbara Co, and Ventura to San Diego Counties east through Los Angeles to San Bernardino, Riverside and Imperial Counties.... Our latest guidance is suggesting a hot period in N and Northcentral California during mid-July, but near normal behavior of the marine layer at the SOCAL coast and valley areas. Although cloud amounts should be about normal, temperatures will drift above normal due to warmer sea surface off SOCAL and Baja. Weak troughs and upper lows will intermittently develop and deepen the marine layer as is normal for summer.

Looking further ahead into Sept – Nov, Dry and persistently warmer than normal conditions develop during the late Sept through Nov Santa Ana season.

Alan Fox...Fox Weather, LLC

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