



## ***IN THIS ISSUE, YOU'LL FIND:***

- [CDFA Reed Avocado Release Dates for 2022/2023](#)
- [2021 California Agricultural Statistics Review Available Online](#)
- [Virtual Seminar to Address Avocado Irrigation](#)
- [Avocado Industry Members Encouraged to Be a Relevancy Reviewer for USDA SCRI Proposals](#)
- [Disaster Funds Available for Specialty Crop Producers](#)
- [Funding Available for Organic and Transitioning Growers in California](#)
- [California Avocado Commission Hosts Grove Open House for Media and Influencers](#)
- [California Avocado Brand Advocates Inspire, Engage and Educate Diverse Consumers](#)
- [Menu Ideation Sessions Expand California Avocado Offerings at Fresh Brothers Pizza](#)
- [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>

### **Avocado Cafe Webinar: Understanding Irrigation — How the Plant Responds and the Soil Beneath**

Avocado Café will host a two-hour virtual seminar, the first in a series of sessions that will cover California avocado grove irrigation principles. Registration is required. [More information here.](#)

#### **June 2**

##### **June 2**

**Time:** 8:00am - 10:00am

**Location:** Webinar

### **Wildfire Virtual Speaker Series**

The Ventura County Resource Conservation District is offering a free Wildfire Virtual Speaker Series throughout 2022. Registration is required. [More information, and a complete list of dates, here.](#)

#### **June 7**

##### **June 7**

**Time:** 6:00pm - 7:00pm

**Location:** Webinar

### **CDFA Reed Avocado Release Dates for 2022/2023**

The California Department of Food and Agriculture's Avocado Inspection Program has announced the 2022/2023 season release dates for Reed avocados.

As of May 25, 2022, the Reed release dates are as follows:

- Size 28: 5/25/22

- Size 32: 6/1/22
- Size 36: 6/8/22
- Size 40: 6/15/22
- Size 48 and smaller: 6/22/22

A copy of the Reed avocado release dates announcement can be found [here](#).

## **2021 California Agricultural Statistics Review Available Online**

The California Department of Food and Agriculture has released the [California Agricultural Statistics Review 2020-2021](#) online. The review provides a wide variety of statistics for the 2020-21 season, while reflecting on the unprecedented challenges faced by the agricultural industry due to the COVID pandemic, historic forest fires and the ongoing effects brought about by an extended drought and climate change.

According to the report, 69,600 farms operated in California in 2020, with nearly 29% generating commodity sales over \$100,000 — greater than the national average of 18.5%. While the acreage devoted to farming and ranching in California remained steady, the sales value generated by California agriculture decreased about 3% between the 2019 and 2020 crop years. That said, California remains the leading state in cash farm receipts representing nearly 14% of the U.S. total.

As for California avocados, the report showcases the “notable increases” in production (73%) during this timeframe. The report provides an overview of California’s fruit and nut crops (beginning on page 58) and notes the state produced more than 93% of the nation’s avocados, grapes, lemons and mandarins. This section provides avocado data including:

- Acreage, production and value 2011-2020
- Unutilized production 2011-2020
- Utilized production and average grower return 2011-2020

## **Virtual Seminar to Address Avocado Irrigation**

On June 2, Avocado Café will host a two-hour virtual seminar entitled, “Understanding Irrigation — How the Plant Responds and the Soil Beneath.” This webinar, which will take place from 8:00 a.m. – 10:00 a.m., is the first in a series of sessions that will cover California avocado grove irrigation principles.

The webinar will include the following presenters:

- Dr. Mary Lu Arpaia, UCR Department of Botany and Plant Sciences
- Dr. Ben Faber, University of California, Agricultural and Natural Resources, Ventura County

Interested participants can register for the webinar at [cafeavos@gmail.com](mailto:cafeavos@gmail.com). A link and login credentials will be sent to participants upon registering.

A [library of previous Avocado Café presentations can be found online](#).

## **Avocado Industry Members Encouraged to Be a Relevancy Reviewer for USDA SCRI Proposals**

Members of the California avocado industry can help ensure [USDA Specialty Crop Research Initiative](#) (SCRI) funded projects are meeting the priorities of the avocado sector by volunteering as a reviewer for SCRI pre-applications. SCRI is unique because it incorporates feedback from scientific reviewers and industry stakeholders. The Relevancy Review, which

is conducted by industry stakeholders, is a critical component of ensuring SCRI projects are tackling a critical need for avocados. Reviewers can be growers, packers or shippers of specialty crops or staff from organizations that represent growers, packers or shippers of specialty crops.

The time commitment for a relevancy reviewer is about 15-20 hours total, spread over two months (usually February and March). Reviewers will be asked to:

- Review and provide thoughtful written feedback for 10 or fewer pre-applications using a rubric as a guide (based on previous experience, it takes about one hour to review a pre-application)
- Attend one 30-minute panel orientation
- Attend one two-hour virtual panel meeting (composed of 6-10 reviewers) to discuss reviews

Industry reviewers will be assigned to a panel related to their field of expertise, although in some cases they may review pre-applications outside their specific crop.

For those interested in serving as a relevancy reviewer, please email [Jessica Shade](#), [Tom Bewick](#), or [Megan O'Reilly](#) the following information:

- First and last name
- Email address to be used for review purposes
- Physical business address, including zip code
- Phone number
- Organization name
- Job title
- Brief statement or list of keywords indicating areas of expertise

## **Disaster Funds Available for Specialty Crop Producers**

Commodity and specialty crop producers impacted by natural disasters in 2020 and 2021 are now eligible for the U.S. Department of Agriculture's [Emergency Relief Program](#) funding through the Farm Service Agency. The USDA is providing approximately \$6 billion in emergency relief payments to offset crop yield and value losses caused by wildfires, smoke exposure, floods, drought, hurricanes, winter storms, freezes, excessive heat or moisture, and other eligible disasters during that timeframe.

For producers impacted by these natural disasters, the USDA will use existing Federal Crop Insurance or Noninsured Crop Disaster Assistance Program data to calculate and speed up the initial payments. As part of phase one, FSA will send pre-filled application forms, eligibility requirements and ERP payment calculations to producers where this information is already on file. Receiving a pre-filled application is not confirmation that a producer is eligible for a phase one payment.

In addition, producers must have one of the following forms (listed below) on file with FSA within 60 days of the phase one deadline. Producers who have participated in FSA programs most likely will have these forms on file.

- Form AD-2047
- Form CCC-902

- Form CCC-901
- Form FSA-510
- Form CCC-860
- Form AD-1026, as applicable

Phase one payments will depend on the type and level of the producer's coverage, and will be calculated based on the producer's loss due to all eligible causes of loss. Those who do receive payments are required to purchase crop insurance or NAP coverage for the next two available crop years.

Phase two emergency relief payments will be used to fill gaps and cover producers who did not participate in or receive payments through the programs used in phase one. The California Avocado Commission will provide more information about this emergency relief funding as it becomes available.

### **Funding Available for Organic and Transitioning Growers in California**

The U.S. Department of Agriculture is now accepting applications for its [Organic and Transitional Education Certification Program](#) and [Organic Certification Cost Share Program](#). Both programs provide financial assistance to producers and handlers that help cover the cost of obtaining organic certification and other related expenses. Applications are open to existent organic growers and handlers and those who are transitioning to organic. Producers can receive cost share assistance through both programs for costs incurred from October 1, 2021 through September 30, 2022.

The OTCEP covers the following:

- Certification costs for organic producers/handlers (25% up to \$250/category)
- Eligible expenses for transitioning producers, including pre-certification, inspection and plan development fees (75% up to \$750)
- Educational event registration fees (75% up to \$200)
- Soil testing (75% up to \$100)

OCCSP covers 50%, or up to \$500 per category, of certification costs.

Those interested in applying should contact the Farm Service Agency at their local USDA Service Center. As part of the application process, applicants will need to provide organic certification and eligible expenses documentation. The deadline for both applications is October 31, 2022.

### **California Avocado Commission Hosts Grove Open House for Media and Influencers**

To kick off the 10th anniversary of California Avocado Month in June, on May 14 the California Avocado Commission hosted an in-person California avocado grove open house at Rancho Santo Thomas in Valley Center, Calif., for local media and influencers as well as trade media, to learn about the premium attributes and competitive advantages of California avocados.

During the open house, attendees experienced first-hand what it takes to grow California avocados. They experienced picking California avocados directly from the trees, observed different growth stages of the trees, watched a grafting demonstration, learned about grower sustainability practices as well as the packing house process. Additionally, attendees learned about different California avocado varieties and were able to taste an assortment of innovative, delicious dishes

featuring California avocados. A longtime brand advocate of California avocados, Brandon Matzek of “Kitchen Confidence,” even hosted a special interactive avocado rose tutorial.



*California avocado growers Chris Ambuul and Mike Sanders with reporter Pamela Riemenschneider showing off the avocado she picked.*

## **California Avocado Brand Advocates Inspire, Engage and Educate Diverse Consumers**

The California Avocado Commission’s Brand Advocate program is designed to drive awareness of California avocados’ seasonality premium quality and availability. Through a combination of enticing photography, exciting recipes and entertaining and educational content generated by the Brand Advocates, the Commission is able to expand the visibility of California avocados with the influencers’ audiences in a credible manner.

This year, the Commission has partnered with five influencers with diverse backgrounds who reach a wide, yet likeminded consumer audience of about 2.4 million followers. Chosen for their significant influence on social channels, large blog viewership and vibrant content creation skills, these Brand Advocates include:

- Adam Merrin and Ryan Alvarez of [Husbands That Cook](#)
- Ashley Hankins of [Eat Figs, Not Pigs](#)
- Hannah Kling of [Lovely Delites](#)
- Kristina Cho of [Eat Cho Food](#)
- Remy Park of [Veggiekins](#)

The Brand Advocates began publishing content in March to promote the seasonal availability and versatility of the fruit. The Commission defined specific on-trend themes for each month — in March, the focus was on “Time Saver Meal/Take-Out at Home” meals and in April influencers concentrated on the trendy “Charcuterie Boards” theme. To keep audiences engaged, the Brand Advocates shared recipes, blog posts, photography and social media posts and tagged California avocados to increase brand visibility.

Because each Brand Advocate has a unique audience following, background and personality, the Commission was able to showcase California avocados from all different angles with unique recipes demonstrating the versatility of the fruit and its appeal to a wide swath of dietary lifestyles. To further educate their combined 2.4-plus million followers, the advances

also shared California Avocado brand messaging and encouraged consumers to look for California on the label and purchase the locally grown fruit while it is in season.

Brand Advocate content in March and April garnered nearly 470,000 impressions between the influencers' blogs and social content. Audiences trust their favored influencers, so they are more likely to mimic influencers' consumer habits and follow their suggestions. This makes Brand Advocates an effective means of encouraging demand and building loyalty to California avocados. The Brand Advocates will continue to produce fresh California-avocado-themed content throughout June to generate excitement for the fruit and expand how and when consumers integrate the fruit into their meals and snacks during peak season.



*Kristina Cho, of Eat Cho Food, created a fresh and visually appealing California Avocado Sashimi Board including sushi-grade fish, artfully sliced California avocado, crispy rice balls, seaweed snacks/nori, edamame, cucumbers and an avocado-edamame dipping sauce.*

## Menu Ideation Sessions Expand California Avocado Offerings at Fresh Brothers Pizza

In the spring of 2021, Fresh Brothers Pizza launched a line of salads that included some concepts featuring fresh avocados. To further energize their menu and amortize their costs, Fresh Brothers Pizza expressed interest in expanding usage of fresh California avocados on their signature pizzas in 2022. As a result, the California Avocado Commission hosted a menu ideation session on March 29 to demonstrate easy-to-execute, California style concepts for their executive team designed to build loyalty, demand and preference for the fruit.

The Commission's foodservice marketing team including Chef Jason Hernandez and Kim Kurata joined Scott Goldberg, Executive Chef/Founding Brother; Geoff Goodman, CEO; Corry Reid, Vice President Marketing; Rob Riddle, Director of Operations; and Nicole Dore, Vice President of Accounting and Finance at a Santa Monica Fresh Brothers Pizza unit. The team presented eight California avocado-centric pizza concepts using Fresh Brothers' equipment and ingredient lists to simulate real-world conditions. Chef Hernandez demonstrated the versatility of California avocados while preparing inspirational hot application dishes onsite, showcasing how each unique menu concept could serve as a destination dish for diners. As the Fresh Brother' executive team sampled the dishes Commission personnel answered questions and provided additional information about the premium fruit, reinforcing CAC's added value as a resource for all things avocado.

The menu ideation session helped the Commission successfully expand its long-term relationship with Fresh Brothers. The chain agreed to move forward with three California avocado pizza concepts for testing and potential roll out in summer 2022.



*Chef Hernandez describing a California avocado pizza concept and how he incorporated Fresh Brothers’ ingredients into the recipe.*

### 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 Newsline\* Avocado Prices – May 25, 2022

	Conventional #1	Organic #1
<b>California Hass</b>	<b>(Field Price Per Lb)</b>	<b>(Field Price Per Lb)</b>
#32’s	\$2.56 - \$2.66	\$2.58 - \$2.74
36’s	\$2.56 - \$2.66	\$2.58 - \$2.74
40’s	\$2.54 - \$2.62	\$2.80 - \$3.02
48’s	\$2.54 - \$2.62	\$2.86 - \$3.02
60’s	\$2.06 - \$2.20	\$2.34 - \$2.50
70’s	\$1.46 - \$1.65	\$1.86 - \$2.00
84’s	\$1.06 - \$1.15	\$1.06 - \$1.14

\*To subscribe to the Weekly Newsline, please contact the California Avocado Society at (949) 940-8869 or [www.CaliforniaAvocadoSociety.org](http://www.CaliforniaAvocadoSociety.org).

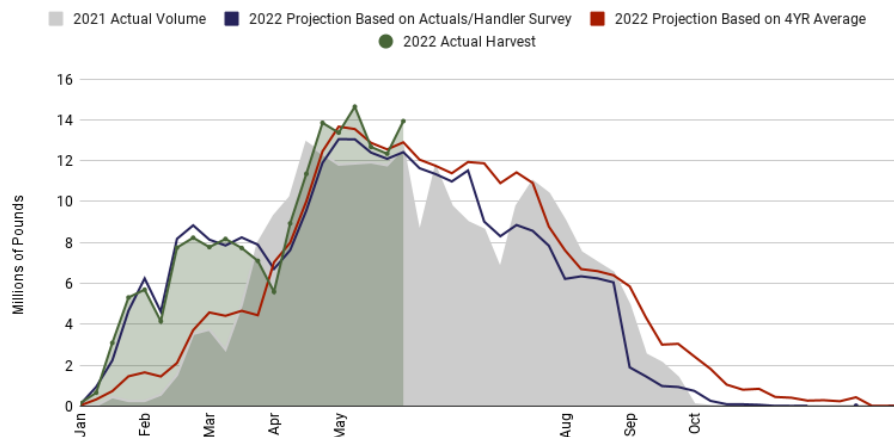
California Avocado Commission Weekly Volume Summary (Pounds)

WEEKLY VOLUME SUMMARY				
(Volume in Pounds)				
Week Ending 05/29/2022			Season-to-Date since 11/01/2021	
	(CA) Harvest / (Import) Arrivals	Shipped by AMRIC Handlers	(CA) Harvest / (Import) Arrivals	Shipped by AMRIC Handlers
<b>California Detail</b>				
HASS	13,398,370	16,593,382	167,169,238	151,331,575
LAMB	0	0	15,980	0
GEM	256,332	418,231	3,635,194	2,843,995
OTHER	8,430	475	392,289	233,800
<b>CALIFORNIA TOTAL</b>	<b>13,663,132</b>	<b>17,012,088</b>	<b>171,212,701</b>	<b>154,409,370</b>
<b>INDUSTRY ADJUSTED</b>	<b>13,931,099</b>	<b>17,344,003</b>	<b>174,556,405</b>	<b>157,459,382</b>
<b>Imported Hass Detail</b>				
MEXICO	29,520,946	17,676,253	1,263,703,733	774,213,263
PERU	3,460,000	1,601,800	8,560,000	4,401,312
CHILE	0	108,405	12,161,105	12,538,254
COLOMBIA	690,000	639,875	11,370,000	5,448,300
NEW ZEALAND	0	0	0	0
DOMINICAN	0	0	940,000	1,433,200
<b>IMPORT TOTAL</b>	<b>33,670,946</b>	<b>20,026,333</b>	<b>1,296,734,838</b>	<b>798,034,329</b>
<b>Other Detail</b>				
CA EXPORT	0	58,000	0	1,068,400
CA ORGANIC	0	1,282,450	0	13,422,956
IMPORTED (Greens)	1,510,000	0	62,550,000	0
FLORIDA	111,870	0	6,150,100	0
<b>GRAND TOTAL</b>	<b>49,223,915</b>	<b>37,370,336</b>	<b>1,539,991,343</b>	<b>955,493,711</b>

**Crop Statistics**

At this point in the season the California crop is being harvested at a steady clip, which is expected to continue through July. Current crop projections indicate a reduction in weekly harvest volumes in August with a steady decline through the end of the season. CAC remains engaged on a regular basis with industry stakeholders to monitor crop and harvest volumes closely and will conduct a final late-season survey among handlers at the end of June to determine if any late-season adjustments are needed, ensuring that CAC’s marketing efforts are aligned with when California fruit is in-season.

2022 California Weekly Harvest Projections and Actuals vs. Prior Year Actual Harvest based on 286 MM pound crop size (All California Varieties)





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

(May 27 – June 27)

### BASIC PATTERN:

Large Scale Pattern –

- A. May started colder than normal but high pressure will bring some very warm days later in the month. Occasional weak fronts will bring brief cooling.
- B. With the warmer high pressure comes a very dry pattern. Weak fronts at times will brush to the north but for the most part minimal rain is expected. June will start off very dry with well below normal precipitation expected to continue. Some subtropical moisture around June 5 and 7th could bring scattered showers into southern California mountains.
- C. The large-scale pattern of recurrent troughs in the northcentral Pacific encourages risk of short hot events in California during the late spring, until the onset of the summertime pattern. The large scale pattern is forced by the current sea surface temperature anomalies, which are colder than normal off the California coast for 100-150 miles.
- D. Bottom line for growers of avocado and other sensitive orchards and crops in the coastal hills-valleys of central and S California, watch for a higher than usual occurrence of hot days, mid to upper 90s during the hotter periods of June. The highest probability of 100-110 degree temperatures is in the warmest intermediate valleys as high pressure rebuilds behind cold fronts in June.
- E. Some highs of 110 to 115 are possible in SOCAL inland valleys and inland foothill areas during the June heatwaves. This includes highs in the 102-109 range in hilly areas near Escondido-Fallbrook, and 108-115 in Riverside, Perris, Hemet, and 112-120 in southern Deserts (Imperial and Coachella Valleys) of S California. Other areas that are more normally hot in such early summer heatwaves are the counties of Kings, Kern, Tulare, and the lower Sierra foothills region areas during high-sun periods when there is a lack of the cooling Delta breeze. Even in late May we are expecting some highs in the 102-108 range on May 25 in the San Joaquin Valley and Delta when the Delta breeze stops for a day.
- F. Precipitation trend: Approximate dates of showers or light rain in N California are: May 28-29 (light showers N), Jun 3-5 (Sierra scattered showers), 5 (few showers into S Calif) and 7 (scattered light showers S Calif).
- G. For the N California forests, a key issue is the timing of dry-off of seasonal grasses in the Sierras and foothills... and coastal mountains of N California. The weather pattern is turning dry now with warmer than normal temperatures bringing a fast drying of the vegetation. A high fire danger is expected by late May with extreme fire dangers in many areas in June.
- H. In May, the combination of colder than normal sea surface along the California coast, and well above normal temperatures in inland valleys of California, including mountains and deserts will contribute to stronger onshore flow and persistent or recurrent marine fog immediate coast.
- I. For the north and central California coast, this will eventually encourage persistent or recurrent conditions for fog drip in the coastal forests, especially at elevations at or below 1300 feet on windward slopes (facing W or NW), as the early summer fog-and-stratus season becomes established.

- J. For late May: There are some dry north wind events through N and Central California, typical for coastal areas, coastal mountains, and Sierras. For the coastal foothills, this actually brings a higher risk of drying conditions in this recurrently dry and windy pattern.
- K. For June, the models show a drier than normal pattern with warmer than temperatures. Weaker fronts will bring some light rain northern-most California at times near the border. The GFS model is showing a surge of subtropical moisture with some showers into southern California on the 5th and again on the 7th. This is a bit early for subtropical moisture into that region and might be optimistic, with a dry pattern likely continuing.

**FORECASTS FOR CALIFORNIA**

**Forecast for Northern and Central California:**

NORCAL Rains: May 28-29 (light showers N areas), and June 2-6 (mostly on 5th).

CENTRAL CALIF Rains: May 28 (coastal drizzle). Dry in June.

WARM SPELLS: May 24-25, Jun 9-12, 15-22, and 25-28.

COLD SPELLS: May 28-29, Jun 4-5 and 13-14.

FRONTS WITH RAINS: May 28, and Jun 4-5.

FROST RISK: Frost/freezes are unlikely.

**Forecast for S California:**

SOCAL RAINS: GFS model shows possible showers June 5 and 7.

SOCAL WARM SPELLS: May 24-27, 31- Jun 12, and 15-20.

SOCAL COOL OR COLD SPELLS: May 28-29 and Jun 13.

FRONTS WITH RAIN/DRIZZLE: Coastal drizzle May 28, and June 13.

**Central Sierra Nevada:**

Dates of mountain rains and snows are: May 29-30, and June 2-5.

-----

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 May 27 - June 27, 2022**

Highlights: May is a changeable time, with periods of gusty dry winds, and some episodes of blowing dust and sand. The colder nights as wind speeds decrease are often followed by sharply warmer days. The end of May looks dry with warmer than normal temperatures. Summer begins with June with a very dry month expected across the state as high pressure will dominate the weather pattern. Some troughs will slide to the east into the Great Basin with brief cooling but dry across California.

Monsoon considerations: Both short term climate models (NMME and CFSv2) are suggesting a dry beginning to the summer monsoon season for SOCAL, western Arizona, and NW Mexico through June. The NMME model suggests anomalously dry conditions continuing well into the first month of the monsoon season (July). NMME is currently predicting anomalously dry conditions continuing into the middle of the hurricane season (Aug and Sep) this year.

### **Looking Ahead – Long Range Outlook**

June 27-Aug 14, 2022... NORCAL and Central California: Becoming consistently warmer than normal in June, with some hot conditions (highs in the mid-90s to m100s during the hot spells. For the coastal hills, above-normal temperatures are expected for June, with a well-established, although shallow marine layer. The lack of monsoonal moisture (see comments about this year's North American summer monsoon above) would tend to argue for warmer than normal during the periods of high sun and lack of clouds and usual thunderstorms (TSTMS). Some monsoonal showers should creep into the region by late July but models continue to show below-normal monsoonal moisture during the typically wet monsoonal season.

For SOCAL June 27- Aug 14, 2022 mountains westward to coast: Progressive trend towards above normal temperature. There is potential to turn hot and dry in mid-June and all of July above or away from the marine layer and lack of monsoonal clouds. Foothill and coastal valley highs m90s (avocado areas), and intermediate valleys persistently into the u90s to m100s on occasion before a persistent but shallow marine layer pattern becomes well established. Monsoonal moisture looks below normal early in the season with possible normal monsoonal showers around the start of Aug.

In summary, due to the drier than normal rainy season, watch for seriously low reservoir levels at the beginning of the long dry hot season. Watch for some 100+ hot spells early in the summer season (early June), and in June while cool fogs hang at the immediate coast/beach through most days, except those dates with offshore flow in June.

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

Alan Fox & Zane Stephens...Fox Weather, LLC  
Copyright © 2022, Fox Weather, LLC, Used by permission.