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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>

Pine Tree Ranch Field Day: California Avocado Rootstocks and GEM Avocado Spacing Trials

The California Avocado Commission will host a Field Day at Pine Tree Ranch. Registration is required for the event and attendance will be limited to 40 participants. [More information here.](#)

June 30

June 30

Time: 9:00am – 11:00am

Location: 19455 E. Telegraph Road, Santa Paula, CA

Ventura County RCD Fire Preparedness and Recovery Virtual Seminars

The Ventura County Fire Resource Conservation District is offering a series of free wildfire prevention virtual workshops. The series will discuss wildfire prevention and tips, how to prepare for potential wildfires and allow participants to ask questions of a variety of wildfire personnel and professionals. Registration required. [More information here.](#)

July 6

July 6 - "Ready, Set, Go! Program"

Time: 6:00pm – 7:00pm

Location: Webinar

Biology and Management of Avocado Lace Bug in California

As part of the University of California Ag Experts Talk series, Dr. Mark Hoddle of UC-Riverside will host the "Biology and Management of Avocado Lace Bug in California" webinar. Registration required. [More information here.](#)

July 7

July 7

Time: 3:00pm – 4:00pm

Location: Webinar

Excessive Heat, High Winds and Fire Weather Warnings Issued

The National Weather Service has issued warnings concerning an extended period of excessive heat, gusty winds and critical fire weather conditions beginning Monday, June 14 and lasting throughout the entire next week for the Los Angeles/Oxnard region.

Beginning Monday, the region will experience higher temperatures and gusty winds, peaking Tuesday through Friday, June 18. The combination of extended high temperatures — in the triple digits — warm overnight temperatures, low humidity, abnormally dry fuels and Sundowner winds will create critical fire conditions during this time period. The Sundowner winds in Santa Barbara County and north winds along the I-5 corridor and the canyons and hills of the Santa Ynez Range and Santa Clarita Valley could create gusts in the 30 – 50 mph range. Driving conditions also could become hazardous due to downed branches or power lines.

The highest temperatures will occur Tuesday through Friday with highs between 98°F – 108°F in the valleys and mountains. Overnight lows will be between 65°F– 75°F. Humidities will range from 8 – 15%.

These conditions will post a high risk for heat-related illnesses for those working outdoors. For more information on how to avoid these risks, view [“Reduce Heat Illness for Employees”](#) on the California avocado growers’ website.

To ensure California avocados maintain their superior quality it is imperative growers manage their trees and harvest their fruit according to best management practices as outlined below.

IRRIGATION

Growers should be irrigating their trees now, in advance of the heat, to ensure their trees are fully hydrated. It is recommended that an additional 50% of the budgeted amount of water be applied the day before a heat wave. For extended heat waves, daily pulses of irrigation are recommended to maintain the trees’ water status. A well-watered tree will tolerate the stress of a heat wave much better than a tree that is suffering from water stress. Signs of heat damage to trees include fruit drop, shoot damage, leaf burn and in severe cases leaf drop.

HARVESTING

Every attempt should be made to harvest fruit when temperatures are below 90 °F, and no harvesting should take place when temperatures exceed 95 °F. Temperature in the shade should be monitored during harvesting and, when possible, harvesting crews should be moved to the coolest, least exposed areas of the grove.

Field bins should be placed under the trees while being filled to protect the harvested fruit from sunburn. Once filled, bins should be moved to a shade structure (open-sided roofed building), or covered with bin covers or light-colored tarps if they cannot be immediately transported to the packinghouse. Never leave filled bins exposed to the direct sun. The surface layer of fruit can easily heat up to more than 15 °F above ambient temperature when exposed to direct sun. Acute sunburn will only show on fruit after it is packed and is a major quality detractor.

To avoid water loss and decreased fruit quality do not hold fruit too long after harvest. Transport fruit to the packinghouse at least once per day, if not twice daily. Bins should not be left in the grove for more than 8 hours after harvest. Cover bins during transport to avoid sunburn and to reduce water loss.

For more information about managing heat in avocado groves, growers can view the following articles on the California avocado growers’ website:

- [Managing Heat in California Avocado Groves](#)
- [Managing Avocado Heat Damage](#)

- [Best Practices for California Avocado Groves Impacted by Excessive Heat](#)

Pine Tree Ranch Field Day: California Avocado Rootstocks and GEM Avocado Spacing Trials

The California Avocado Commission will host a Pine Tree Ranch Field Day: California Avocado Rootstocks and GEM Avocado Spacing Trials on Wednesday, June 30 from 9:00 a.m. – 11:00 a.m. Pine Tree Ranch is located at 19455 E. Telegraph Road, Santa Paula, CA 93060. Registration is required for the event and attendance will be limited to 40 participants. [Interested growers can register for the event online.](#)

Attendees will participate in two sessions. Dr. Mary Lu Arpaia, Extension Specialist UC Riverside, will show participants the avocado rootstock trial taking place at Pine Tree Ranch. The trial consists of 30 different rootstocks. This year marks the first major harvest of the trees and Dr. Arpaia will discuss the varied growth, tree structures and yields that have become evident. She will discuss the trial results to date and share her thoughts concerning the various rootstock selections that may soon become available commercially within the state.

Ms. Sonia Rios, Farm Advisor Riverside and San Diego Counties, and Dr. Ben Faber, Farm Advisor Ventura and Santa Barbara Counties, will take participants through the recently planted GEM avocado spacing trial. They will discuss the trial design and the plans for the trial grove. In addition, local GEM growers will be on hand to share their experiences with the GEM variety and tree spacing.

New Succession Planning Program Helps Farmers and Successors Generate Plan

California FarmLink's new succession program — [The Regenerator: A Year of Farm Succession Planning](#) — will work with a small cohort of farm families and their successors to generate transition plans. The program, which begins in November 2021, will consist of monthly meetings over the course of a year. The succession teams will learn from professionals, compare their experiences with their peers and work on a step-by-step succession plan to ensure the continuity of their enterprise.

Retiring California avocado growers with identified successors — related or not — are encouraged to [submit an application to participate in the Regenerator program](#). The retiring farmer must be the primary applicant and must name two successors for a minimum of a three-person team. The application deadline is July 1.

The course application fee is \$25. If accepted into the program, the fee for the course is \$800 for the team.

The Regenerator program includes presentations on the following topics:

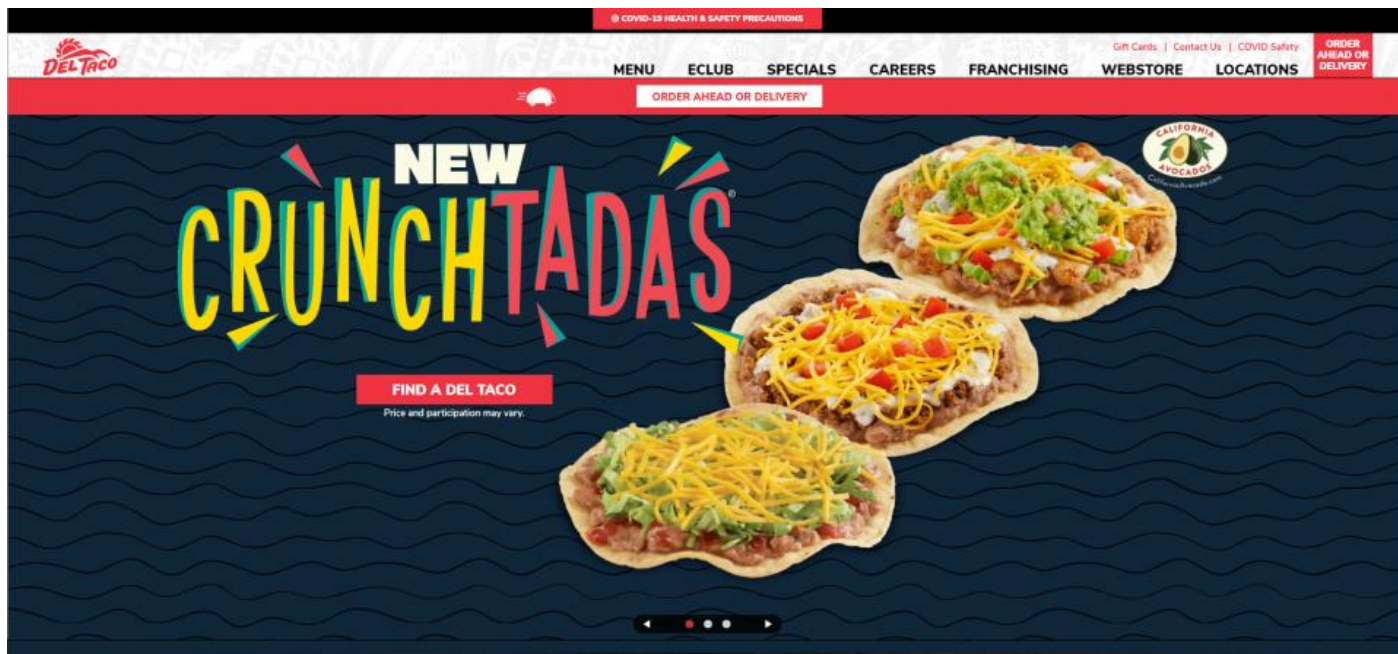
- Communication, intention setting and team building
- Business valuation, structure and transition of management
- Retirement, estate and tax planning
- Farmland conservation planning
- Creative approaches and financing strategies for land and business transfers

California Avocados Featured on Quick-service and Full-service Menus Through Spring and Summer

Foodservice chain promotions play an important role in establishing spring and summer as California avocado season by featuring limited-time-offer menu items that build awareness of the fruit's seasonality and encourage sales. This year Del Taco and Denny's are showcasing California avocado menu items that pique the interest of diners and create a sense of urgency to enjoy the away-from-home meals while they are available.

Del Taco units located in Arizona, California, Nevada, New Mexico, Oregon, Utah and Washington kicked off their spring and summer menus on April 29 with the return of the popular Chicken Guacamole Crunchtada topped with fresh-made California avocado guacamole. The promotion, which will run through July 21, showcases the California Avocados brand logo on the Del Taco website home page, on the Specials section for Crunchtada and next to the guacamole image on the Menus page.

Denny's units throughout Arizona, California and Nevada began promoting the Cali Chicken Burrito with fresh California avocados on May 1. The promotion, which encourages diners to add fresh California avocados to any breakfast burrito on the menu, will run through September 7.



Del Taco's Specials menu on its website features the California Avocados brand logo alongside a selection of the popular Crunchtadas.

Brand Advocate Program Garners Nearly 83 Million Impressions During Early 2021 California Avocado Season

As part of its California Avocado Brand Advocate program, the California Avocado Commission partnered with six advocates who have an influential social media following and sizeable blog channel viewership to share compelling stories, beautiful photography and unique California avocado recipes with their followers. By leveraging respected third-party spokespeople, the Commission is able to expand its reach through digital channels while developing robust relationships with credible influencers.

The 2020-2021 brand advocates include Adam Merrin and Ryan Alvarez of Husbands That Cook, Ashley Boyd of Pink Owl Kitchen, Beth Brickey of Tasty Yummies, Brandi Crawford of Stay Snatched, Elizabeth Van Lierde of The College Housewife and Emilie Hebert of Emilie Eats. They began publishing California avocado-themed blogs and social media posts in March to kick off the season and continued that momentum with fresh photography, recipes and conversational blog posts in April.

Because the Commission's brand advocates come from different backgrounds, each of them can provide unique perspectives and California avocado recipes that appeal to a wide range of consumers. While the Commission provided specific trending topics for each month — "Low Waste Meals" in March followed by a "Heritage Cooking" theme in April — to guide the brand advocates in their recipe and blog post ideation, each influencer crafted a unique take on the theme based on their specific culinary interests.

To build awareness of California avocados among their combined 20 million-plus followers, the brand advocates showcased their storytelling talents, unique perspectives and love of California avocados while highlighting the seasonality and versatility of the fruit. Their communications also encourage followers to look for the California label when shopping at their local grocery stores. To expand the reach of their content beyond their own their blogs and posts on Facebook, Instagram and Pinterest, the brand advocates celebrated their partnership with the Commission by tagging California avocados in social posts to drive traffic to the Commission’s social channels. Collectively, in March and April the brand advocate program garnered nearly 83 million impressions via blogs and social content, driving awareness of the opening of the 2021 California avocado season. The Commission’s brand advocates will continue to generate fresh California avocado-themed content throughout the season to generate enthusiasm about the availability of the premium fruit.



This hearty, colorful nutrient-dense No Waste Broccoli Avocado Soup from Beth Brickey of Tasty Yummies utilizes blended California avocados to make it creamy and rich.

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 9, 2021

	Conventional #1	Organic #1
California Hass	(Field Price Per Lb)	(Field Price Per Lb)
#32's	\$1.38 - \$1.48	\$1.70 - \$1.78
36's	\$1.38 - \$1.48	\$1.70 - \$1.78
40's	\$1.38 - \$1.48	\$1.94 - \$2.02
48's	\$1.38 - \$1.48	\$2.30 - \$2.40
60's	\$1.04 - \$1.20	\$1.94 - \$2.02
70's	\$0.68 - \$0.78	\$1.58 - \$1.66
84's	\$0.46 - \$0.54	\$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 6/13/2021	Season-to-Date (since 11/01/2020)	2021 Year to Date
Hass	11,357,697	155,693,810	147,909,105
Lamb	47,532	66,302	65,341
Other (Greens)	109,395	447,043	392,553
California Total	11,514,624	156,207,155	148,366,999
Florida	235,895	5,838,360	1,935,120
Chile	0	0	0
Mexico	50,707,441	1,637,726,039	1,248,880,821
Peru	13,592,741	32,812,263	32,812,263
Other (Imports)	1,460,000	46,490,000	38,790,000
Import Total	65,760,182	1,717,028,302	1,320,483,084
USA Total	77,510,701	1,879,073,817	1,470,785,203

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

California continues to see fairly consistent weekly harvest rates in the double-digits, resulting in promotable volume of fruit in the market. Based on mid-season projections, California should continue to see promotable volumes leading up to Labor Day. As of week ending 6/13/21 just over 150 million pounds of California fruit had been harvested, leaving about 115 million pounds left for the season. We are beginning to see some harvesting of Lamb-Hass, while the GEM harvest seems to be at the tail end of their season and will finish a bit higher than the mid-season estimate of 2 million pounds. As we mentioned earlier this month, the U.S. is currently seeing supply from multiple sources of origin, which has led to some market instability. To stay abreast of the current U.S. supply and demand dynamics the Commission recommends that growers continue to communicate with their handlers and grove managers on a regular basis to plan and update their harvest strategy to maximize opportunities in the market.

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	-	-	
Jun 27 - (34)	11,375,100	12,569,300	-	-	
2nd QTR Subtotal	138,545,600	143,516,900	124,839,665	119,625,560	
Jul 4 - (35)	11,164,300	9,510,700	-	-	
Jul 11 - (36)	11,483,600	9,309,700	-	-	
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	-	-	
4th QTR Subtotal	11,493,100	3,848,100	-	-	
Season-to-Date	144,961,500	154,762,700	150,755,144	136,125,843	
% of Crop	55%	58%	57%	51%	
Crop Size	265,000,000	265,000,000	Left to Harvest	Left to Ship	
Crop Variance	5,793,644	(4,007,556)	114,244,856	128,874,157	

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

(June 16 – July 16)

PURPOSE OF THIS OUTLOOK:

This extended weather outlook is intended to provide a general scenario for conditions to be expected over the next three months. This provides a general summary of trends in weather. Therefore, we use such expressions as above or below “normal.” “Normal” in a changing climate scenario is a changing quantity, given the warming and trend towards a longer dry season that has occurred in California. Although the discussion of climate change is beyond the scope of this weekly summary, we mention it so that you know it is a consideration to keep in mind. As a reference, the PRISM Climate Group at Oregon State University issues their update of the PRISM climate 30 year normals every 10 years. The latest version in general use is for the period 1981-2010. Later this year, the PRISM Climate Group will be issuing the newly computed 30 year normals of temperature and precipitation valid 1991-2020. Although the 30 year updates are for each decade, it is important to monitor changes in the normals. Bottom line, “normal” is not a constant, it is linked to a moment (albeit comprising 30 years). Reference: The PRISM Climate Group (prism.oregonstate.edu).

Summary- There still is not much change to the basic pattern. The *La Niña* remains through summer. While still classified as “*La Niña*”, this SSTA pattern has some differences from a true *La Niña* pattern. Some salient characteristics are:

- a) Warm SSTA's are along the midlatitude Chilean west coast and extend westward about 600-800 miles.
- b) The basic *La Niña* pattern remains consistent although weak at this time.
- c) Water temperatures off Ecuador and Peru are warm in spots within an area of subnormal SSTA's.
- d) Water temperatures off the coast of California continue well below normal but have shown slight warming over the last month. The colder than normal water weakens fronts and troughs that approach from west and reach N California. The net effect is to maintain tendency for high pressure west of California.
- e) The NMME forecast model suggests a strengthening of *La Niña*, reaching to near maximum intensity and areal coverage in Dec 2020 – Feb 2022. *La Niña* seasons are typically dry in central and southern California, but are historically wet for the NW California coast northward to Washington State.
- f) The tendency for troughing over California during this week is related to the active Madden Julian Oscillation (MJO) pattern at our longitude...near 120W.
- g) Fox Weather's IVTinit(tm) analyses over the past seven days has shown a westward displacement of the IVTinit™ which shows support for cyclogenetic activity, related to sea surface temperature anomaly pattern. Troughing is tending to focus NW of Hawaii again at 38-47N, 155-175W. This is a significant westward shift. Our question is: How long will this shifted pattern maintain itself? The westward relocation of troughing and cyclogenesis favors some downstream troughing, albeit dry, over N and central California.
- h) Dry remnants of these fronts move into Oregon, then come southward through California. As this occurs it will tend to continue the trend towards the high potential severity of wildfires that may develop.

GENERAL FORECAST FOR CALIFORNIA

- a) Warmer sea surface temperatures are developing near central and S Baja California. This supports more moisture and risk of thunderstorms (TSTMS) as the airmass over and west of western Mexico becomes more moist. By 1 July, we expect the upper high pressure to build into the Desert Southwest, and Colorado Plateau region to set the summer monsoon in place.

b) Precipitation Trend - June 17-July 16 - The CFSDaily product that Fox Weather prepares from the CFSv2 short term climate model is suggesting some possible thunderstorm (TSTM) events for the central Sierras. These focus mainly on 21-26 June in the central Sierras, and June 30-July 1. Monsoonal TSTMS develop in Arizona along the Mogollon Plateau on 9-10, but do not reach into California. A cool trough comes into N California and N Sierras about 29-30 without indication of rain (mainly dry NW flow).

c) In S California - June 17-July 16 - SOCAL Warm Spells, from models GFS and CFSv2 through CFSDailyAI: Warm spells: Jun 17-18 (hot), 19-24 (warm), 25-27 (hot), Jul 2-5 (hot), 12-17 (hot) and 18-22 (very warm). Temperatures look to remain well above normal through most of the forecast period.

d) Sierra Nevada: June 17-July 16 - Precipitation Trend: Little chance of rain as the storm track is north with the monsoon not yet starting. Slight chance of mountain showers and thunderstorms Jun 21-26 and July 13-16. Some increase in showers and thunderstorms are possible towards the end of July as the actual monsoon starts.

e) Colder dates during June 17-July 16: Little or no cold air is expected. Temperatures will remain well above normal including warmer than normal nights through most of the forecast period. Slight cooling mainly NORCAL Jun 22-23, Jul 14-16.

f) Fire risk June 17-July 16: Best chances for enhanced fire risk would be from high atmospheric instability in dry air (Haines Index) on June 21-24, 26-27. Even higher risk of fire in July with the heat continuing.

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 June 17-July 16:

Highlights: Very warm to hot through much of the period as high pressure will remain near the region. Little change to this pattern is expected through the middle of July. Some pre-monsoonal showers could creep into the southern deserts region on rare occasion before July 15 but better chances of showers are more likely later in the month.

*****Looking Ahead – Long Range Outlook Jul 17 - Sep 12*****

N and Central California. La Nina will continue, although it may weaken a little in Aug-Sep. 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. Showers and TSTMS from tropical cyclone remnants become more likely during August 20 through mid-September. Subsequent development of *La Niña* is indicated by the NMME model is indicated for Oct-Dec.

The start of the monsoon is hard to predict but generally showers and thunderstorms start around July 20 bringing some precipitation into SOCAL. Showers and thunderstorms are more likely around Aug 1. August should see showers and thunderstorms come to a peak about mid-month. In August-September, monsoonal moisture becomes more likely to reach north in the flow around upper lows and troughs. This provides opportunity for more lightning, and also some spotty showers into Northern California mountains as well as Sierras. A normal monsoonal pattern may also produce heavier showers and TSTMS in the southern and central SierraNV in mid-July – mid August, with tropical cyclone remnant moisture during about 20 August- mid-September. As we know, dry fuels and lightning are the most likely contributors to fires in mid to late summer.

For SOCAL Jul 17-Sep 12: Very warm to hot and dry until showers start to develop with the monsoon season. Other precipitation is unlikely but some coastal drizzle, and deep marine layer events in early to mid-July are possible. Cloudy or

foggy mornings and sunny afternoons for the coastal zone with below normal chances of coastal drizzle are expected with this pattern.

July 17-Sep 12: Fire risk and potential for fire spread will be very high this summer in the SierraNV due to below normal rainfall/snowpack and higher than normal temperatures. A near normal monsoonal pattern in late July - Aug will bring increased lightning, a good source for fire starts. High fire risk is most likely to recur through July and Aug with some lightning-induced fire starts. From mid-August to mid-September we are more likely to see precipitation events from tropical cyclone remnants arriving from southern Baja or the Gulf of California.

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

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