



IN THIS ISSUE, YOU'LL FIND:

- [Dates Set for World Avocado Congress 2023](#)
- [Online Invasive Pest Management Training Available](#)
- [Spanish Language Farm Labor Supervisor Training Available](#)
- [California Avocados Featured at FPFC NorCal Luncheon](#)
- [Trio of California-based Restaurant Chains Feature California Avocados on Spring Menus](#)
- [Commission Showcases California Avocados at Regional Chains Info Fair](#)
- [Cinco de Mayo Promotions Drive Early Season Demand for California Avocados](#)
- [Commission's Custom Content, Influencer and Outdoor Campaigns Engage Foodie Audiences](#)
- [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>

Spanish Language Farm/Agricultural Labor Supervisor Training Session

The UCCE-San Diego is offering a Farm/Agricultural Labor Supervisor Training session in Spanish at the San Diego County Farm Bureau. Lunch will be served at the event. [More information here.](#)

June 21

June 21

Time: 7:00am - 5:00pm

Location: 420 South Broadway, Escondido, CA

CAC Finance Committee Meeting

June 23

June 23

Time: 2:30pm - 4:30pm

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

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.](#)

July 5

July 5

Time: 6:00pm - 7:00pm

Location: Webinar

Dates Set for World Avocado Congress 2023

Every four years, members of the global avocado community gather at the [World Avocado Congress](#) to network with and learn from avocado experts from around the world. The 2023 World Avocado Congress will take place from April 1 – April 5, 2023 in Auckland City, New Zealand.

The theme for the event is “Respectful” — with a focus on global sustainability requirements that respect people, the environment and economic sustainability. The event will feature keynote speakers, plenary sessions and three breakout sessions focused on innovations that strengthen avocados’ green credentials.

At this time, the schedule is as follows.

- April 1: optional field day (to be confirmed)
- April 2: field day at Tabora and South Auckland, with a 5:00 p.m. Official Opening Ceremony
- April 3 – April 5: three days of academic sessions focused on:
 - Sustainability
 - Production and productivity
 - Breeding and genomics
 - Pests and diseases
 - Extension
 - Agritech
 - Post-harvest supply chain
 - Nutrition in human health
 - Country reports
 - Consumers

[For complete information about WAC 2023, visit the event website](#). It contains important information including:

- [Details concerning entry into New Zealand](#), including vaccination requirements and visas
- [Auckland Airport and airline information](#), as well national biosecurity information for those arriving at the airport
- [Transport from the Auckland airport](#)
- [Specifics concerning the venue — The Aotea Centre](#)
- [WAC 2023 program](#)
- [Online registration](#)
- [Key dates](#)

Registration opened June 1, 2022. Early bird registration lasts through July 18, 2022. Those interested in submitting abstracts can do so from June 16, 2022 – October 10, 2022.



The 2023 World Avocado Congress will take place from April 1 – April 5, 2023 in Auckland City, New Zealand.

Online Invasive Pest Management Training Available

The University of California Statewide IPM Program offers a variety of online courses and webinars focused on the latest pest management strategies and safety.

Some of the courses also provide continuing education credits from the California Department of Pesticide Regulation. The courses are free unless you seek continuing education credits. There is a 50% discount for taking courses for credit earlier in the year (January – October 31). Use the code ipm50 at checkout.

[Dr. Ben Faber's latest blog post](#) provides a detailed listing of the available IPM online courses. The courses include:

- Air Blast Sprayer Calibration
- Diagnosing Herbicide Injury
- How Pest Management Professionals Can Protect Water Quality
- Invasive Shot Hole Borers
- Managing Ground Squirrels and Pocket Gophers
- Pesticide Application Equipment and Calibration for Non-ag Applications
- Pesticide Resistance
- Proper Pesticide Use to Avoid Illegal Residues
- Proper Use of Personal Protective Equipment

[Complete details can be found online.](#)

Spanish Language Farm Labor Supervisor Training Available

The UCCE-San Diego is offering a Farm/Agricultural Labor Supervisor Training session in Spanish on June 21 from 7:00 a.m. – 5:00 p.m. The session will take place at the San Diego County Farm Bureau located at 420 South Broadway, Escondido, California. Lunch will be served at the event.

The fee for the session is \$40 if participants register prior to June 17; thereafter, the fee is \$60. Space is limited so interested parties are encouraged to [register online](#) at their earliest convenience. Up to three participants can be registered per one registration form. The form does allow participants to indicate the biggest concerns they face as a supervisor/manager and to note topics they would like to learn more about during the session.

For more information about registration, contact Erin Spaniel at enspaniel@ucanr.edu. For information about the content of the training session, contact Ramiro Lobo at relobo@ucanr.edu.

California Avocados Featured at FPFC NorCal Luncheon

On May 11, industry members, retailers, California avocado handlers and industry members gathered for the Fresh Produce and Floral Council NorCal Membership Luncheon held at the Crow Canyon Country Club in Danville, California. The luncheon honored women in produce and included a panel of women speakers who shared their strategies to increase produce consumption.

As a key sponsor of the event, the California Avocado Commission had the opportunity to showcase the fruit to retail and industry decision makers. Attendees enjoyed fresh slices of California avocados on the luncheon salad while Carolyn Becker generated excitement for CAC's promotional programs with a presentation spotlighting the Commission's current consumer marketing campaign elements. A total of 196 FPFC members attended the event.

By attending and sponsoring the event, the Commission helped build loyalty to California avocados, elevated awareness of the California avocado season and enhanced the visibility of the California avocado growing industry. The networking time at this business event offered an extra opportunity for CAC team members to reinforce with retail attendees the peak summer promotion timeframe and that growers need their support as increased volumes of California avocados are harvested.



The California Avocado Commission was one of the Key Sponsors of the FPFC NorCal Luncheon.

Trio of California-based Restaurant Chains Feature California Avocados on Spring Menus

A trio of California-based restaurant chains is promoting California avocados on their spring menus from April through June, building awareness of the fruit while it is in season. The promotions feature the California Avocados brand logo on the chains' websites, unique email blasts, California avocado merchandise giveaways, and social posts on LinkedIn, Instagram and Facebook.

From April 14 – June 8, Del Taco units in Arizona, California, Nevada, New Mexico, Oregon, Utah and Washington celebrated California avocado season. In total, 511 units of the 595 Del Taco locations in the United States showcased California avocados and house-made guacamole.

In Northern California, all 14 Super Duper units in the Bay Area featured the Golden State fruit from April 18 – May 30. The locations promoted a cross-merchandising incentive with California avocados as part of its Cinco de Mayo giveaway.

Eight Northern California Buckhorn Grill units ran their California avocado promotion on April 22 through June 3. The chain’s email blast, which informed fans they “proudly serve Fresh California Avocados,” reached more than 41,000 subscribers.



Super Duper promoted a cross-merchandising incentive with California avocados on Instagram.

Commission Showcases California Avocados at Regional Chains Info Fair

On May 3, purchasing, supply chain, operations, marketing and culinary personnel from Southern California-based restaurant chains gathered at the Chain Gang Meeting held at the Reef Restaurant in Long Beach, California. The three-hour information fair offered the California Avocado Commission foodservice team the opportunity to showcase the Golden State fruit to chain decision makers.

The event brought together 35 attendees representing more than 40 Southern California restaurant chains and the Commission engaged with 65% of the operators. The Commission team met with attendees and discussed and promoted the benefits of fresh California avocados on chain menus. As part of those discussions, they spoke about the 2022 season and crop volume as well as consumers’ preference for the Golden State fruit. CAC’s foodservice team outlined how the Commission supports the restaurant chains with menu funding and menu ideation sessions. By meeting one-on-one with restaurant chain key decision makers, the Commission was able to encourage demand for California avocados in targeted Southern California markets.



Dave Cruz, CAC business development director, with Moe Bonakdar (Charo Chicken), Dan Richmond (Robek’s Fresh Juice & Smoothies) and Alexei Rudolf at the Chain Gain Meeting.

Cinco de Mayo Promotions Drive Early Season Demand for California Avocados

With a robust early season crop of avocados available, the California Avocado Commission promoted the fruit with Cinco de Mayo promotions at Mollie Stone's Markets and Sam's Club Stores located in the western region, to name a few. These promotions, which ran in the weeks leading up to and including the holiday, helped secure distribution for early season California avocados and drive awareness of the fruit's availability heading into peak season.

As part of the Cinco de Mayo promotions the Commission hosted sales contests at Mollie Stone's Markets, a regional specialty chain of stores, from April 18 through May 6. Sales contests are especially beneficial as they drive distribution over a two- to three-week timeframe during which display sizes are larger and therefore require more cases to support the chain's needs. Mollie Stone's locations used CAC display bins to draw attention to locally grown bulk and bagged avocados and cross promoted items around a Cinco de Mayo theme. The in-store displays were supported by ad promotions as well. The Commission awarded nine Mollie Stone's stores prizes for their exceptional produce displays and double-digit sales increases on California avocados over last year.

A total of 142 Sam's Club locations west of the Mississippi ran digital ads and promoted bagged California avocados from April 15 through May 9. To support this promotion, two new Distribution Centers in Pauls Valley, Oklahoma and Harrisonville, Missouri, were utilized to distribute California avocados. These centers do not typically handle California fruit. This new Sam's Club distribution, coupled with their agreement to replicate creative executions on their own media platforms with "the best avocados have California in them" messaging, broadened awareness of the California Avocados brand to a geographic region that has not been typically targeted.



California avocados were front and center in Mollie Stone's produce departments in the weeks leading up to and including Cinco de Mayo.

Commission's Custom Content, Influencer and Outdoor Campaigns Engage Foodie Audiences

Throughout peak California avocado season, the California Avocado Commission releases custom content and California-style imagery that captures the interest and imagination of Premium Californians and passionate foodies in key Arizona, California, Colorado, Nevada, Washington and Utah markets. By using a combination of digital channels, social media platforms and outdoor advertising, the Commission builds brand awareness and piques the interest of targeted audiences eager to learn new ways to enjoy California avocados.

This season the Commission continues to work with Food52, a proven partner that has demonstrated its ability to effectively reach a passionate foodie audience. This year, Food 52 will feature two videos by California experts who teach viewers how to prepare two unique California avocado dishes. These videos will be shared across the experts' and Food 52's social media platforms. One of these dishes also will be included in an episode of Food 52's signature *Play Me a Recipe* podcast where popular cooks walk listeners through their most treasured recipes via voice-activated audio. During the podcast, listeners will receive insider tips, stories and tricks you simply cannot get from a recipe page. The partnership also includes three additional custom California avocado recipes that will be shared as videos and photos across various social channels including Instagram reels and TikTok — a social platform especially popular with a younger generation of avocado fans.

The Kitchn was selected as a new partner for the 2022 season because their audience closely aligns with the Commission's targeted Premium Californians. The Kitchn attracts an audience composed of primary grocery shoppers who purchase fresh produce at least once a week and who value quality grocery items. As part of this partnership, five custom California avocado dishes were developed for the Commission and will be featured on the Kitchn's website and social channels. The five dishes also will be integrated into "A Taste of California" interactive digital flowchart that features California culture, lifestyle, flavors and fun facts about California avocados. Two of the recipes will be featured in videos and shared on Instagram and TikTok.

To broaden its awareness with a wide variety of consumers, including the next generation of avocado lovers, the Commission partnered with five California-based Instagram and TikTok influencers. The influencers will help drive preference and loyalty for California avocados with videos showcasing how they use the Golden State fruit in their favorite dishes.

Rounding out the ad plan, the Commission is running outdoor advertising from late May through mid-July rotating several ad executions including the Hero Avocado creative and Sushi creative from "the best avocados have California in them" campaign. These engaging billboards, wallboards and digital motion units will capture consumers' attention while they are out and about in Los Angeles, Orange County, San Diego and San Francisco. The engaging Sushi creative was selected to run near high traffic restaurant areas.

This integrated mix of content, recipes and imagery will reach a diverse audience and pique their interest in preparing and enjoying California avocados in a variety of snacks and meals during peak season.



A mock-up of an outdoor billboard featuring "Hero Avocado" ad from the best avocados have California in them creative.

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 8, 2022

| | Conventional #1 | Organic #1 |
|------------------------|-----------------------------|-----------------------------|
| California Hass | (Field Price Per Lb) | (Field Price Per Lb) |
| #32's | \$2.60 - \$2.66 | \$2.60 - \$2.74 |
| 36's | \$2.60 - \$2.66 | \$2.60 - \$2.74 |
| 40's | \$2.54 - \$2.62 | \$2.80 - \$3.02 |
| 48's | \$2.54 - \$2.63 | \$2.86 - \$3.04 |
| 60's | \$2.16 - \$2.35 | \$2.34 - \$2.50 |
| 70's | \$1.56 - \$1.85 | \$1.86 - \$2.02 |
| 84's | \$1.10 - \$1.16 | \$1.06 - \$1.16 |

*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 06/12/2022 | | | 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 | 11,459,530 | 12,331,463 | 188,331,577 | 174,325,309 |
| LAMB | 32,725 | 0 | 48,705 | 0 |
| GEM | 86,790 | 89,065 | 3,797,800 | 3,145,746 |
| OTHER | 50,000 | 22,525 | 447,689 | 256,825 |
| CALIFORNIA TOTAL | 11,629,045 | 12,443,053 | 192,625,771 | 177,727,880 |
| INDUSTRY ADJUSTED | 11,858,890 | 12,691,935 | 196,393,376 | 181,240,069 |
| Imported Hass Detail | | | | |
| MEXICO | 17,688,225 | 14,965,046 | 1,304,851,776 | 801,955,238 |
| PERU | 8,270,000 | 3,902,900 | 23,860,000 | 11,023,212 |
| CHILE | 0 | 108,405 | 12,161,105 | 12,755,064 |
| COLOMBIA | 3,280,000 | 898,750 | 15,560,000 | 7,046,250 |
| NEW ZEALAND | 0 | 0 | 0 | 0 |
| DOMINICAN | 0 | 0 | 940,000 | 1,433,200 |
| IMPORT TOTAL | 29,238,225 | 19,875,101 | 1,357,372,881 | 834,212,964 |
| Other Detail | | | | |
| CA EXPORT | 0 | 54,200 | 0 | 1,132,600 |
| CA ORGANIC | 0 | 961,289 | 0 | 15,264,481 |
| IMPORTED (Greens) | 2,650,000 | 0 | 66,330,000 | 0 |
| FLORIDA | 0 | 0 | 6,672,930 | 0 |
| GRAND TOTAL | 43,747,115 | 32,567,036 | 1,626,769,187 | 1,015,453,033 |

Crop Statistics

As seen in the table below California harvest continues to track handler projections closely and 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 Crop Weekly Harvest Projections vs. Actuals | | | |
|--|---|---|--|
| Week Ending (CAC Week) | 4-Year Historical Forecast May 2022 Update | AMRIC Handler Forecast May 2022 Update | Industry Adjusted AMRIC Harvest |
| 1st QTR SubTotal | 36,530,400 | 74,554,700 | 71,333,172 |
| 10-Apr | 7,986,400 | 7,620,000 | 8,929,303 |
| 17-Apr | 10,010,300 | 9,559,000 | 11,354,179 |
| 24-Apr | 12,452,700 | 11,887,600 | 13,847,611 |
| 1-May | 13,661,700 | 13,046,200 | 13,365,430 |
| 8-May | 13,543,100 | 13,043,400 | 14,636,311 |
| 15-May | 12,870,100 | 12,392,300 | 12,669,724 |
| 22-May | 12,548,200 | 12,087,900 | 12,336,993 |
| 29-May | 12,894,200 | 12,413,400 | 13,931,099 |
| 5-Jun | 12,049,200 | 11,628,900 | 9,978,081 |
| 12-Jun | 11,743,600 | 11,339,600 | 11,858,890 |
| 19-Jun | 11,382,100 | 10,979,900 | |
| 26-Jun | 11,931,100 | 11,517,100 | |
| 3-Jul | 11,867,900 | 9,020,000 | |
| 2nd QTR SubTotal | 154,940,600 | 146,535,300 | 122,907,621 |
| 10-Jul | 10,898,700 | 8,302,100 | |
| 17-Jul | 11,424,300 | 8,850,800 | |
| 24-Jul | 10,908,900 | 8,565,700 | |
| 31-Jul | 8,771,900 | 7,838,700 | |
| 7-Aug | 7,614,700 | 6,216,400 | |
| 14-Aug | 6,694,800 | 6,341,500 | |
| 21-Aug | 6,596,400 | 6,243,200 | |
| 28-Aug | 6,392,600 | 6,046,200 | |
| 4-Sep | 5,850,300 | 1,890,700 | |
| 11-Sep | 4,338,600 | 1,450,700 | |
| 18-Sep | 3,002,000 | 976,700 | |
| 25-Sep | 3,040,500 | 930,800 | |
| 2-Oct | 2,421,700 | 737,500 | |
| 3rd QTR SubTotal | 87,955,400 | 64,391,000 | |
| 4th QTR SubTotal | 6,573,600 | 519,000 | |
| Season-to-Date | 156,289,900 | 189,573,000 | 194,240,793 |
| % of Crop | 54.65% | 66.28% | 67.92% |
| Crop Size | 286,000,000 | 286,000,000 | Left to Harvest |
| Crop Variance | 37,950,893 | 4,667,793 | 91,759,207 |

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

(June 16 – July 17)

BASIC PATTERN:

Large Scale Pattern –

- A. There is the usual shift to a summer pattern occurring now. High pressure aloft, oriented E-W across the southern United States and Southern California is associated with moist easterly flow from the Caribbean and Gulf of Mexico, across southern Mexico, and into the Pacific south of Baja California.
- B. Tropical cyclones and easterly waves from the Caribbean produce rain upon crossing southern Mexico, then regenerate into tropical cyclones as they continue out over the tropical Pacific S of Baja. At this time there lacks support for NW-ward movement of tropical cyclones off the Baja coast which typically occurs later in the summer and early fall.
- C. Breezy and showery fronts focus into the Pacific Northwest in the near term. However, with the onset of the summer dry season, these will diminish as upper high pressure over Arizona migrates further N over Utah and Nevada to central and N California by early July.
- D. As the westerlies diminish in the Pacific Northwest, and high pressure becomes entrenched over California and Utah-Nevada, hot weather will become more persistent in California, and showers from land-falling fronts in the Pacific Northwest coast areas will diminish, followed by a return of hot weather in Washington and Oregon.
- E. Subsequent dry cold fronts will tend to raise the fire risk as hot daytime temperatures combine with gusty dry winds to start the fire season.
- F. A cold sea surface temperature anomaly persists along the coast of Central California south to northern Baja California. This will encourage recurrent fog and drizzle events in the coastal forests of N California, and usual night/morning fogs in coasts of central and S California.
- G. 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. This includes highs of mid to upper 90s during late June and the first part of July. The highest probability of 100-110 degree temperatures outside of the southern and eastern deserts is in the warmest intermediate valleys as warm upper high pressure rebuilds prior to start of monsoonal clouds and thunderstorms by mid-July.
- H. Precipitation trend: Approximate dates of showers in N California and Sierras are: Showers are suggested for 18-19 in Humboldt-Trinity-Del Norte-W Siskiyou Co's, and N Sierras Lake Tahoe north. . . also, June 29, July 12-13.
- I. Tropical Cyclones: For June and July we expect a more active period developing for tropical cyclones, with help from easterly waves traversing southern Mexico from the Caribbean, then starting to turn west-northwestward at the coast of southern Baja California.

FORECASTS FOR CALIFORNIA

Forecast for Northern and Central California:

NORCAL Rains: Jun 17-18 (N areas), 29, and Jul 12-13.

CENTRAL CALIF Rains: Jun 18, 29 and Jul 13.

WARM SPELLS: Jun 26 Jul 1-3, Jul 6-10 and 15-18.

COOL SPELLS: Jun 17-19, 25, 29 and Jul 12-13.

FRONTS WITH RAINS: Jun 18-19, 25, 29 and Jul 12.

Forecast for S California:

SOCAL RAINS: Jul 5 (shwrs E), 10 (shwrs E) and 13.

SOCAL WARM SPELLS: Jun 21-22, Jul 10 and Jul 14-18.

SOCAL COOL OR COLD SPELLS: Jun 18-19 and Jul 5-7.

Forecast for Central Sierra Nevada:

Dates of mountain showers of rain are: Jun 18-19, 21-22,29,Jul 13.

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 June 17-July 17, 2022

Highlights: Summer begins with June as a very dry month expected across the state. 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 SE corner of California and S and E portions of Arizona have a better chance for monsoonal rains, beginning in early July.

Looking Ahead – Long Range Outlook

July 17-Aug 29, 2022... NORCAL and Central California: Becoming consistently 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 end of June, and most of July, 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-July and reach a peak in the monsoon season mid to late July thru mid-August.

For SOCAL: Progressive trend towards above normal temperature. There is potential to turn hot and dry in early to mid-July just prior to monsoonal thunderstorm rains in the mountains. Foothill and coastal valley highs m90s (avocado areas), but intermediate valleys persistently into the m90s to m100s on occasion monsoonal moisture arrives in mid-July. Best chance for monsoonal showers and thunderstorms in mid-July through mid-August.

In summary, watch for some 100+ hot spells early in the summer season in end of June while cool fogs hang at the immediate coast/beach to midmornings, except those dates with strong upper high pressure and better support for offshore flow. The monsoon season will likely bring normal frequency of showers and thunderstorms late July thru most of August as the moist flow sets up from the Gulf of Mexico and Gulf of California.

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

