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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>

Sustainable Agricultural Lands Conservation Program (SALC) workshop

The California Department of Conservation, Farm Bureau of Ventura County (FBVC) and the Nature Conservancy are hosting a free Sustainable Agricultural Lands Conservation Program (SALC) workshop. Registration required. [More information here.](#)

June 18

June 18

Time: 1:00 p.m. – 3:00 p.m.

Location: FBVC conference room, 5156 McGrath Street, Ventura, CA

CAC Production Research Committee Meeting

June 25

June 25

Time: 9:00 a.m. – 2:00 p.m.

Location: CAC Office, 12 Mauchly, Suite L, Irvine, CA

Organic Produce Summit

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

July 10-11

July 10

Time: 8:00 a.m. – 7:30 p.m.

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

July 11

Time: 8:00 a.m. – 5:30 p.m.

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

Pine Tree Ranch Field Day - Avocado Nutrition and Cover Crop Usage

Dr. Danny Klittich, Agronomist with Redox Chemical, will discuss how to optimally manage avocado tree nutrition. Dr. Ben Faber, UCCE Farm Advisor will lead a grower discussion panel to talk about the pros and cons of using cover crops in avocado groves. [More information here.](#)

July 17

July 17

Time: 9:00 a.m. – 11:00 a.m.

Location: Pine Tree Ranch, 19455 E. Telegraph Road, Santa Paula, CA

2019 Mid-Season Crop Update

To help the California Avocado Commission (CAC) adjust mid-season crop estimates and predict the flow of avocados to market, CAC conducts a spring grower crop survey to gather growers' estimated crop volume. In addition, the Commission surveys California handlers concerning total industry volume estimates and harvest timing.

Heading into the mid-season survey, all indications were that the crop volume was not significantly different than the pre-season estimate of 175 million pounds. However, when the survey responses were tallied, the grower survey indicated a crop size in excess of 218 million pounds, while the handler survey reported 170 million pounds.

Large discrepancies in crop size estimates are not uncommon. When this occurs, the Commission reviews the data in an effort to determine which estimate is the most accurate and then analyzes the second set of data to understand the reasons for the discrepancy.

Because indicators supported the 170-million-pound estimate, CAC determined the handler estimate was the most accurate figure. The Commission then analyzed the grower survey responses to identify regions reporting pounds per acre higher than the industry average and contacted growers, handler field representatives and farm managers to discuss the accuracy of the reported pounds per acre.

With new information in hand from the field discussions, the Commission reviewed previous mid-season grower crop estimates and actual year-end production records to calculate a four-year accuracy factor that could be used to revise the mid-season grower crop estimates. CAC also took a closer look at the number of acres identified as "producing" in the 2018 acreage survey in order to determine whether the impact of the July 2018 heat event — which impacted nearly all California avocado-growing regions — had been accounted for in the mid-season grower estimates. By accounting for growing regions identified as "severely heat impacted," CAC developed a new acreage base and then used the four-year accuracy factor to recalculate the mid-season grower survey, resulting in a total crop volume of 180 million pounds — much closer to the 170 million pounds reported by the handlers.

If you would like more information about the mid-season crop estimate, please read the [2019 Mid-Season Crop Update](#) in the Summer 2019 issue of *From the Grove* or contact the Commission at 949.341.1955.

Statewide Avocado Acreage and Condition Analysis Report Available

In order to assist the California Avocado Commission (CAC) in making informed budgeting, forecasting and marketing decisions on behalf of California avocado growers, the Commission partnered with Land IQ to complete annual acreage surveys using digital satellite imagery, aerial photography and analytical tools. To ensure the data represents true cropped areas, not legal parcel boundaries, Land IQ defined avocado polygon boundaries representing homogenous avocado crop types that were then assigned a condition class: producing, topped/stumped, new/young or abandoned.

Information from the acreage surveys has been compiled in a spatial land use database and is utilized by the Commission for various acreage requests and analyses throughout the year. Land IQ also has released the 2018 Statewide Avocado Acreage and Condition Analysis report. Highlights of the report are as follows:

- The five main avocado growing Counties are: Ventura, San Diego, Santa Barbara, Riverside and San Luis Obispo
- A total of 54,820 planted acres were recorded statewide for 2018
- Of the total planted acreage:
 - 47,158 — producing acres
 - 4,434 — new/young acres
 - 3,319 — topped/stumped acres



The report also provides:

- Maps illustrating planted avocado polygons in each of CAC's five districts
- Tables noting producing acreage by county and zip code
- Tables illustrating the change in California avocado acreage classification (producing, topped/stumped, new/young or abandoned) from 2017 to 2018

A [copy of the report](#) can be viewed here.

Sustainable Agricultural Lands Conservation Programs Funding Opportunities Workshop

The California Department of Conservation, Farm Bureau of Ventura County (FBVC) and the Nature Conservancy are hosting a free Sustainable Agricultural Lands Conservation Program (SALC) workshop. SALC provides planning grants to assist communities in developing plans that maintain the economic viability of the local agricultural industry, protect the agricultural land base and avoid greenhouse gas emissions.

The purpose of the workshop is for participants to learn more about SALC and to garner input from industry members about how best to retain agricultural lands and support the industry. Participants will learn more about eligible projects, potential collaborations and partnerships, as well as technical assistance for SALC grant applications.

The workshop will take place June 18 from 1:00 p.m. – 3:30 p.m. in the FBVC conference room located at 5156 McGrath Street, Ventura, CA.

Please RVSP at shelly@aginnovations.org.

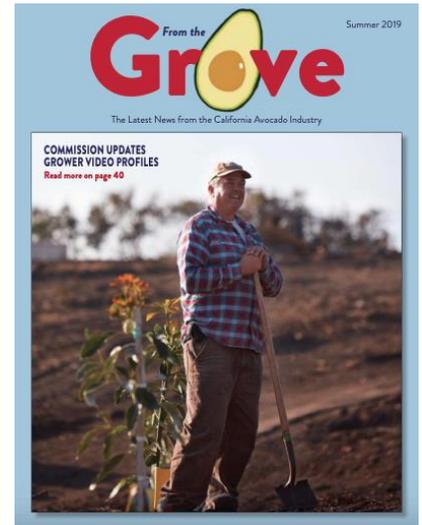
Summer 2019 From the Grove Now Available Online

The California Avocado Commission's (CAC) latest issue of *From the Grove* is now available [online](#). The issue is also available as a downloadable [pdf](#).

Highlights from the Summer 2019 issue are as follows:

- CAC President Tom Bellamore discusses the importance of growers casting their ballots and [reviews CAC's new ballot and voting process](#)
- CAC Chairman [John Lamb](#) showcases the assets and information available to growers via the Commission

- A synopsis of the recent California avocado [grove tour](#), hosted by CAC, for regulatory officials
- A review of the methodologies involved in compiling the Commission's [mid-season crop report](#)
- A profile of California avocado growers [Bryce and Elaine Bannatyne](#)
- A look at CAC's [online location-based consumer marketing initiatives](#), as well as [Gelson's](#) beyond-the-produce-department California avocado promotions
- A showcase of the Commission's [California avocado season kickoff integrated marketing activities](#)
- A look at the latest [California avocado grower videos](#)
- A high-level review of [CAC's annual meetings](#)
- A guide to completing the [Employment Eligibility Verification form](#) (Form I-9)
- Best practices for [weed management](#) in California avocado groves
- A summation of [plant mineral nutrition](#) — including how various soil factors, including soil pH and soil type — affect California avocados
- A discussion of the [salts](#) that naturally occur in water and best practices concerning salinity
- An overview of [global Hass avocado production prospects](#)
- Commentary from [California avocado handlers](#) concerning the early California avocado crop



PG&E Expands its Community Wildfire Safety Program

In order to reduce the risk of wildfires this season, the Pacific Gas and Electric (PG&E) Company has expanded its Community Wildfire Safety Program and released a series of fact sheets to raise awareness about wildfire safety.

As part of its preventative efforts, PG&E will monitor wildfire risks in real time and coordinate efforts from its Wildfire Safety Operations Center. Over the next several years, nearly 600 high-definition cameras will be installed in high fire-threat areas, as well as nearly 1,300 new weather stations. In addition, PG&E is in the process of installing stronger, more resilient poles and covered power lines, and upgrading equipment in fire-prone areas.

To limit the risk of wildfires, PG&E has increased its vegetation management services, conducted safety inspections of electric towers and poles and disabled the automatic reclosing of circuit breakers and reclosers on lines in high-risk areas during the wildfire season.

PG&E also has expanded its Public Safety Power Shutoff program to include all electric lines that pass through high fire-threat areas (those designated as Tier 2 or Tier 3 by the California Public Utilities Commission). Per this program, electric power lines will be turned off when extreme fire danger conditions are forecasted or are present. Some of those factors include a red flag warning from the National Weather Service, low humidity levels (20 percent and below), forecasted sustained winds above 25 mph and /or wind gusts in excess of 45 mph, the condition of dry fuel/vegetation on the ground and real-time observations from PG&E crews.

It's important to note that any PG&E customer is subject to a public safety shutoff. In the interests of safety, any line that passes through a region experiencing extreme fire danger conditions will be shut off and this can impact communities

outside a high fire-threat region. PG&E will attempt to notify customers prior to turning off the power through calls, texts and emails. Customers are strongly encouraged to update their contact information. PG&E also will post shutdown notices on social media channels and updates local news and radio outlets.

To stay safe, people are encouraged to trim back bushes and trees around their house, be certain to have a fire safety plan in place, an emergency kit, back-up charging methods for phones, hard copies of contact numbers and plans in place for medical needs such as refrigerated medications or medical devices that require power.

PG&E's [Public Safety Power Shutoff](#) and [Community Wildfire Safety Program](#) fact sheets are available in the right-hand navigation. For more information, visit www.pge.com/wildfiresafety.

California Avocado Month Public Relations Campaign Expected to Garner 70 Million Impressions

In honor of California Avocado Month, the California Avocado Commission partnered with a popular food hall, a well-known local chef and a collection of culinary-minded bloggers to showcase a unique array of California avocado dishes consumers can enjoy during peak season.

To kick off the month-long celebration, the Commission hosted a media event at Little Italy Food Hall in San Diego, CA, featuring one-of-a-kind California avocado dishes that will be available to the public throughout June. Attendees sampled, for example, two dishes created by Chef Sam Zien, of Not Not Tacos, that will be sold exclusively at the food hall. Guests also had ample opportunity to capture mouth-watering photos of the dishes and share them on their social media channels. The 30 guests included representatives from Travel + Leisure, San Diego Family Magazine and WHERE San Diego.

The Commission will showcase Chef Zien's celebratory recipes — California Avocado and Crab Flatbread with Garlic Aioli and Pearl Couscous with California Avocado and Crispy Tofu —in press releases, media materials and social posts throughout June.

To round out the California Avocado Month public relations campaign, ten top-tier bloggers developed unique California avocado recipes, beautiful photography and personalized stories to share on their blog and social channels. The bloggers' recipes are being shared from the end of May through early June.

The Commission anticipates garnering 70 million impressions through California Avocado Month coverage in traditional and social media, press releases, in-restaurant promotions and blogger partnerships. Integrated campaigns such as this help keep California avocados top of mind, showcase the premium fruit's versatility and encourage consumers to look for California on the label when purchasing the fruit.



CAC Board Secretary Jessica Hunter shares information about being a California avocado grower with San Diego influencers at the event.

Commission Showcases California Avocado Differentiators at Two Foodservice Events

Members of the California Avocado Commission foodservice team recently attended two industry events where they educated foodservice operators about California avocado growers, the fruit’s seasonality and its premium position in the market.

The Commission attended, and co-sponsored, Food News Media’s San Francisco Fast Casual Meet-Up 2.0 at Harmonic Brewing. More than 80 foodservice operators from the San Francisco Bay area attended the networking event where they had the opportunity to meet QSR/SFR editor Sam Oches and were eager to learn more about California avocados from CAC’s foodservice team. Attendees enjoyed an appetizer buffet that included fresh California avocados. In total, CAC secured approximately 30 new contacts at this event.

The second event was a collaboration between Nordstrom Restaurants and The Culinary Institute of America (CIA) held at Copia Campus in Napa, CA. Three produce industry sponsors, including the Commission, were invited to participate and deliver a 20-minute presentation about their product at the Nordstrom & CIA Plant Forward Cooking Session.

Participants then were able to participate in a series of plant-forward cooking sessions that utilized a market basket of high quality ingredients, including California avocados. Nordstrom’s top 28 culinary managers and general managers from across the U.S. enjoyed the hands-on opportunity to craft unique California avocado recipes.

While attending these events, the Commission encouraged attendees to add value to their menus by featuring California avocado items and discussed the benefit of calling out California as a source or origin for avocados, which tends to add a “halo effect” on menus.



CAC foodservice team member with Aaron Salt (The Culinary Edge) and Daniel Stoller (Square Pie Guys).

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>.

	Conventional #1	Organic #1
California Hass	(Field Price Per Lb)	(Field Price Per Lb)
#32's	\$1.84 - \$2.00	\$2.24 - \$2.50
36's	\$1.84 - \$2.00	\$2.24 - \$2.50
40's	\$1.84 - \$2.00	\$2.34 - \$2.60
48's	\$1.90 - \$2.00	\$2.48 - \$2.60
60's	\$1.84 - \$2.00	\$2.34 - \$2.60
70's	\$1.48 - \$1.60	\$2.20 - \$2.36
84's	\$1.16 - \$1.25	\$1.24 - \$1.40

*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 6/09/2019	Season-to-Date (since 11/01/2018)	2019 Year to Date
Hass	10,302,220	104,322,307	104,108,725
Lamb	69,398	111,848	107,435
Other (Greens)	27,921	460,725	262,997
California Total	10,399,539	104,894,880	104,479,157
Florida	191,070	6,100,985	1,233,870
Chile	0	27,859,040	5,512,278
Mexico	22,659,785	1,435,165,066	1,078,811,302
Peru	11,330,445	37,452,099	37,452,099
Other (Imports)	400,000	34,220,000	24,510,000
Import Total	34,390,230	1,534,696,205	1,146,285,679
USA Total	44,980,839	1,645,692,070	1,251,998,706

Sources:

- California = CAC (AMRIC)
- Florida = Florida Avocado Admin Committee
- Chile = Comité de Paltas, Chile
- Mexico = APEAM
- Peru = ProHass
- Other Imports = USDA AMS website

Crop Statistics

To help California avocado growers make informed harvesting decisions, below is the California Crop Weekly Harvest Projections versus Actual Harvest/Shipments for the first two quarters of 2019. In May 2019 a mid-season survey was completed with the AMRIC Handlers which indicates a slightly reduced crop size of 5 million pounds, for a total crop volume of 170 million pounds. The weekly projections below are based on the revised May 2019 volume, as well as updated information on timing of harvest. Due to favorable market conditions, actual weekly harvest volumes have outpaced projections for the last month, resulting in harvest volumes nearly 13 million pounds over projections as of week ending 6/9/19. CAC recently conducted a round of crop meetings in the North and South, with all indications that current harvest levels would continue strong through the 4th of July period. CAC will remain in contact with industry stakeholders

as we near the end of the 2nd quarter to assess the total volume that remains and current harvest strategies in order to ensure marketing support for California fruit throughout the season.

2019 California Crop Weekly Harvest Projection					
Weekly Crop Movement vs. Distribution Projections					
All Varieties					
	4-Year Historical Forecast	AMRIC Handler Forecast	Industry Adjusted		
Week Ending (CAC Week)	2019 Pre-Season Crop Estimate	May 2019 Update	AMRIC Harvest	AMRIC Shipments	Crop Size Indicator
1st QTR SubTotal	28,968,293	8,570,500	9,088,266	5,722,201	
Apr 7 - (23)	5,750,819	8,579,700	8,256,079	4,191,696	
Apr 14 - (24)	6,555,329	9,759,200	11,604,261	5,831,398	
Apr 21 - (25)	7,092,633	10,546,100	10,304,053	5,878,068	
Apr 28 - (26)	8,157,305	12,115,600	9,844,728	7,945,623	
May 5 - (27)	8,386,056	7,299,800	7,519,597	9,688,008	
May 12 - (28)	7,694,000	6,695,000	7,003,067	9,527,653	
May 19- (29)	7,355,372	6,401,600	9,685,028	10,140,349	
May 26 - (30)	8,180,321	7,119,600	11,958,087	11,102,573	
Jun 2 - (31)	7,648,747	6,656,300	9,495,801	8,380,505	192,361,719
Jun 9 - (32)	6,794,936	8,693,500	10,400,637	11,084,147	193,398,228
Jun 16 - (33)	7,174,220	9,174,700	-	-	
Jun 23 - (34)	7,439,590	9,502,600	-	-	
Jun 30 - (35)	7,044,822	8,933,400	-	-	
2nd QTR SubTotal	95,274,149	111,477,100	96,071,338	83,770,019	
Season-to-Date	102,583,810	92,436,900	105,159,604	89,492,219	
% of Crop	59%	54%	62%	53%	
Crop Size	175,000,000	170,000,000	Left to Harvest	Left to Ship	
Crop Variance	2,575,794	12,722,704	64,840,396	80,507,781	

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

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

(June 15 – July 10)

Summary- Focus of development of troughs and lows continues near the coast of central California and interior sections of California. Some showers of rain and snow are still possible in the high Sierra Nevada even at this late portion of the season.

El Niño continues to weaken, and cold water has continued to develop off S Baja California. *El Niño* is expected to reach minimum in July, then return to moderate intensity from Dec 2019 through Jan & Feb 2020.

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

A zone of development, which previously appeared robust off S California during late May, has subsequently weakened.

The area of colder than normal sea surface temperatures (cold SSTA) persists just west of the coast of south-central California. It will help to maintain a tendency for recurrent troughs through at least June 21. The size of this sea surface temperature anomaly has diminished during the past 2-3 weeks. The atmospheric response (water vapor at the surface to 6km above the surface) has also shown weakening.

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

We have seen some hot days, including mid-90s in the coastal hills around Fortuna on the north coast. However, the cool troughs will be returning to SOCAL, and some cold fronts to NORCAL later this month.

In the Near Term – June 15-29... Salinas Valley-San Luis Obispo Co...Precipitation other than coastal drizzle is unlikely for the agricultural valleys. The central and S SierraNV receive TSTMS from June 16-19th. There is another small chance for a shower in the S Sierra about June 21-23rd.

In the southern California avocado growing areas, from San Luis Obispo south, night and morning coastal low clouds and local fog, with mostly sunny afternoons inland. Coolest and cloudiest days are most likely on June 14-17th. Sunniest days with shallow marine layer are most likely on June 11-12th and again from the 19-21. Showers are possible in the SOCAL mountains from the 22-26th.

Summary – June 30 – July 14... The general synopsis for N, and Central California is upper low activity continues off southern California, and may begin to provide tropical moisture inputs for thunderstorms (TSTMS) in the SierraNV. Normal monsoonal TSTM activity is indicated for most of July.

Seasonal Outlook / El Niño Update... July 15 – September 15...Above normal temperatures, and near or a little below normal rainfall for the mid-summer monsoonal period. We should see a few of the usual upper low events, and south winds with a beginning of monsoonal TSTMS by mid-July. Latest indications are that upper low pressure will linger off the California coast, especially in the central and south-central areas with seasonably hot conditions (San Luis Obispo Co, San Joaquin Valley) and the usual TSTM frequency in the central SierraNV.

Sea surface temperatures continue cool to the south of Baja, so it will be difficult to achieve normal monsoonal rainfall for July and into early August. The lowering of sea surface temperatures will tend to discourage tropical cyclone development or persistence as the cyclones approach the Baja coast. However, tropical cyclones become more active and numerous in late August and early to mid-September, as we transition to a wet fall pattern for most of California.

For SOCAL, speeds of the westerlies will also decrease, and the belt of westerlies gradually migrates poleward, we should see a few of the usual upper low events, S-SE winds, and occasional periods of monsoonal TSTMS in July and August. However, this does not appear to be a season of active tropical cyclones due to the depressed sea surface temperatures near Baja and the southern Mexico coast until mid-August. We look for an up-tick in tropical cyclone activity, and moisture coming NNW from Mexico into SOCAL, the Sierras, and into the northern Sierras during the first part of September.

Alan Fox...Fox Weather, LLC

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