



IN THIS ISSUE, YOU'LL FIND:

[San Diego County Rain and Freeze Agricultural Damage Assessment Form Available](#)

[Food Safety Inspections of Large Farms to Begin in Spring](#)

[California Avocado Society Seminar Presentations Available](#)

[Los Padres Prescribed Fire Activities to Begin](#)

[San Diego Area Invasive Pests Workshops](#)

[Agricultural Equipment Use Survey](#)

[Building Anticipation for California Avocado Season](#)

[Building Longstanding Retailer and Foodservice Loyalty to California Avocados with Pre-season Preparation](#)

[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>

Ag Innovations Conference: Biologicals

The biologicals conference will gather speakers from universities, research organizations and the agricultural industry to introduce participants to the latest technologies. Registration required. [More information available here.](#)

March 5

March 5

Time: 7:30 a.m. – 4:00 p.m.

Location: 313 West Tunnell Street, Santa Maria , CA

Free English and Spanish Language H-2A Workshops

The U.S. Department of Labor is hosting two free H-2A Workshops. The workshops are designed for agricultural employers interested in hiring temporary agricultural workers through the H-2A program and for those currently in the program. Registration required.

[More information available here.](#)

March 13 & 14

March 13

Time: 8:30 a.m. – 2:00 p.m.

Location: ENGLISH SESSION - Coachella Valley Water District, Forbes Auditorium, 51501 Tyler Street, Coachella, CA

March 14

Time: 8:30 a.m. – 2:00 p.m.

Location: SPANISH SESSION - Coachella Valley Water District, Forbes Auditorium, 51501 Tyler Street, Coachella, CA

FSMA Produce Safety Training — Oxnard (Spanish session)

The Farm Employers Labor Service is offering a full-day training session that meets the required U.S. Food and Drug Administration's Produce Safety training for growers. Registration required. [More information available here.](#)

March 13

March 13

Time: 8:00 a.m. – 5:00 p.m.

Location: Courtyard Marriott, 600 East Esplanade, Oxnard, CA

San Diego Area Invasive Pests Workshops

The University of California Cooperative Extension is hosting two Invasive Pests Workshops in San Diego County. Registration required. [More information available here.](#)

March 22 & April 26

March 22

Time: 9:00 a.m. – 2:15 p.m.

Location: San Diego County Farm Bureau Conference Room, 420 South Broadway, Escondido, CA

March 26

Time: 9:00 a.m. – 2:15 p.m.

Location: UCCE, San Diego Conference Room, 9335 Hazard Way, Suite 201, San Diego, CA

San Diego County Rain and Freeze Agricultural Damage Assessment Form Available

Governor Gavin Newsom recently issued an emergency proclamation to help communities affected by the recent severe winter storms that have caused flooding, mudslides, erosion, power outages and damage to critical infrastructure.

In an effort to assess the damage suffered by the agricultural industry, the County of San Diego Department of Agriculture, Weights & Measures has issued a 2019 Rain/Freeze Agricultural Damage Assessment Form. California avocado growers in San Diego County who suffered damage to their crops, agricultural structures or equipment due to the rain and freeze events that took place from January 31 through February 16, 2019 are encouraged to complete the form. [Word](#) and [PDF](#) versions of the form [are available here.](#)

The information collected will remain confidential and will be used to compile estimated damage costs to assist San Diego County in qualifying for emergency assistance.

Completed forms can be sent to the Department of Agriculture, Weights & Measures at 9325 Hazard Way, Suite 100, San Diego, CA 92123 or via email at sdcawm@sdcounty.ca.gov.

Food Safety Inspections of Large Farms to Begin in Spring

The California Department of Food and Agriculture's (CDFA) [Produce Safety Program](#) will begin scheduling on-farm food safety inspections for a number of large fruit, nut and vegetable farms beginning in April. The inspections are part of the new Food Safety Modernization Act (FSMA) and are designed to ensure California farmers are in compliance with the Produce Safety Rule.

As part of the process, the CDFA has sent an informative letter and questionnaire to farmers throughout the state. The questionnaire will be used to secure background information about the farms and to coordinate inspections. This spring, only large farms will be subject to inspections. Large farms are defined as those with \$500,000 or more in average annual sales. Small farms (those with annual sales between \$250,000 - \$500,000) will not be inspected until next year. Very small farms (those with sales between \$25,000 - \$250,000) are not required to comply until January 2020.

California Avocado Society Seminar Presentations Available

The presentation materials from the February California Avocado Society Grower Series seminar are now available. The materials cover the following topics: the use of mulch in avocado groves, the use of plant growth regulator GA3 and a summary of phytophthora.

To access the presentations, simply click on the links below.

- [Differential Effects of Mulch on Citrus and Avocado](#), Dr. Ben Faber, Soils/Water/Subtropical Crops Advisor, Cooperative Extension, UC Davis
- [Use of the Plant Growth Regulator GA₃ in Avocado Production in California](#), Dr. Carol Lovatt, Emeritus Professor of Plant Physiology, UC Riverside
- [For use of ProGibb LV Plus® Plant Growth Regulator on Avocado to Increase Fruit Size and Yield](#), Dr. Carol Lovatt
- [Phytophthora 101](#), Dr. Tim Spann, California Avocado Commission Research Program Director

Los Padres Prescribed Fire Activities to Begin

Los Padres National Forest officials announced they would begin their annual prescribed burn program on the Forest when favorable weather conditions are present. The prescribed burns are designed to reduce the risk of catastrophic wildfires to communities and the environment, foster resilient ecosystems and minimize the effects of large wildfires on the region.

The prescribed burns will take place during the winter and spring months as permitted by weather and environmental conditions such as temperature, wind, fuel moisture, ventilation and relative humidity. Forest officials will coordinate all prescribed burns with the National Weather Service and Air Quality Management Districts. The fires will be monitored and patrolled by fire crews.

When conditions are favorable for a prescribed burn, the Forest will share project locations and dates on its [Facebook](#) and [Twitter](#) accounts. Information signs also will be posted along the roadways to alert the public to burning activity and smoke in the area.

For questions about the prescribed fire program, contact Gregory Thompson at 661.245.3731.

San Diego Area Invasive Pests Workshops

The University of California Cooperative Extension is hosting two Invasive Pests Workshops in San Diego County. The workshops will cover topics related to Invasive Shot Hole Borers/Fusarium Dieback, Goldspotted Oak Borer and Southern American Palm Weevil. A complete agenda is available [online](#).

Presenters include:

- Dr. Beatriz Nobua-Behrmann, Staff Research Associate with the University of California Cooperative Extension, Orange County
- Dr. Tracy Ellis, County Entomologist with the San Diego County Department of Agriculture, Weights & Measures
- Dr. Mark Hoddle, Biological Control Specialist with the University of California, Riverside.

The workshops will be held as follows:

Northern San Diego County

March 22, 2019

9:00 a.m. – 2:15 p.m.

San Diego County Farm Bureau Conference Room

420 South Broadway

Escondido, CA 92025

Central San Diego County

April 26, 2019

9:00 a.m.– 2:15 p.m.

UCCE, San Diego Conference Room

9335 Hazard Way, Suite 201

San Diego, CA 92123

The fee for the workshop is \$15 and includes lunch.

Agricultural Equipment Use Survey

Cal Poly – San Luis Obispo, in cooperation with the Air Resources Board, is collecting data from the [Agricultural Equipment Survey](#) to obtain an accurate inventory of self-propelled off-road equipment used in California agricultural operations. All individual results will be kept confidential. Data will be used to determine the distribution of incentive funds to replace agricultural equipment and determine statewide emissions from agriculture.

The online survey should take about 20 minutes to complete.

Building Anticipation for California Avocado Season

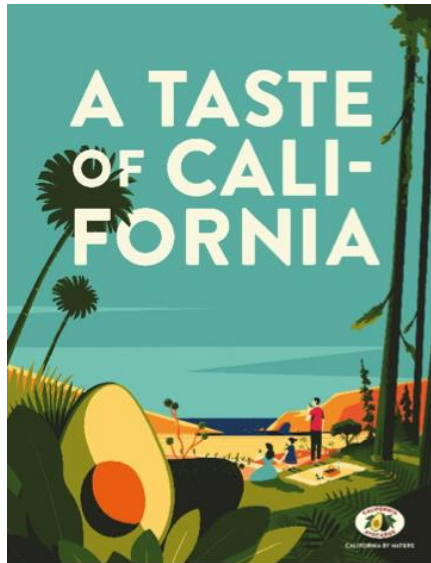
The California Avocado Commission (CAC) is actively building anticipation for the 2019 California avocado season, teasing targeted consumers with social media communications and working with retailers and foodservice operators to set up timely crop transitions and customized promotions. Some smaller California retailers have already transitioned to California avocados, with early harvest in January supporting “Big Game” displays. With the current estimate for this year’s California avocado crop at 175 million pounds, distribution will be targeted mainly to California and the West. With targeted distribution, the California avocado harvest is expected to build in March with peak volume availability from April through July.

“We’re building anticipation now, letting targeted consumers know that the season is coming via social media, The Scoop blog and communication by California avocado brand advocates,” said Jan DeLyser, CAC vice president marketing. “Major media support will kick off in April and continue through the July 4th marketing period, with customer-specific programs implemented before, during and after the media campaign.”

With a smaller 2019 California avocado crop on the horizon resulting in a tighter budget, the Commission had to make tough decisions about which marketing programs to keep, add or let go of in order to optimize marketing expenditures and impact. The Commission’s marketing team developed a support plan focused on California markets using outdoor, audio, digital (including Hulu TV) and social media platforms. Customized programs are being developed with participating retailers, along with plans for menu ideation sessions and marketing support for targeted foodservice chains.

CAC is continuing its Made of California marketing campaign this year and has developed a series of grower videos that showcase the care that goes into growing California avocados. These videos, along with custom content from digital and

social partners, will be targeted to the consumers who demonstrate a preference for purchasing California avocado when available.



An example of the Made of California advertising campaign.

Building Longstanding Retailer and Foodservice Loyalty to California Avocados with Pre-season Preparation

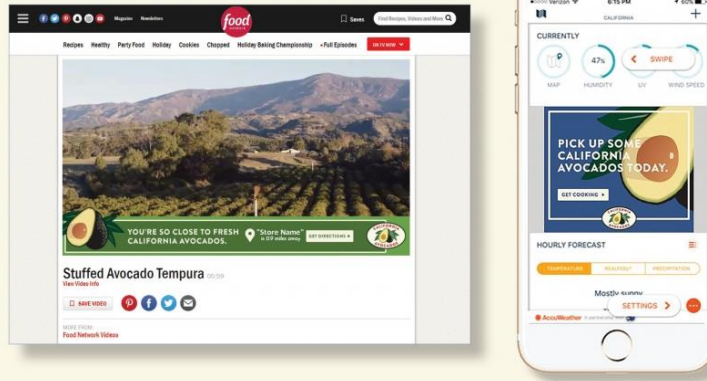
As soon as the California Avocado Commission (CAC) Board of Directors approved CAC’s annual plan, the merchandising/marketing teams began preparing messaging and materials to present to retailers and foodservice operators in advance of California avocado season. The team also develops the Marketing Program Book with information on shopper preferences and sales opportunities. It highlights retail sales data, consumer research and a collection of information supporting consumers’ preference for California avocados.

The Commission’s tiered account program— now in its fourth year — ensures California avocados are distributed to markets and customers where CAC can place the greatest level of marketing support while encouraging the best returns for the California grower. In support of the tiered program, the Marketing Program Book is utilized in season kick-off meetings between AMRIC handlers, CAC staff, Retail Marketing Directors (RMDs) and foodservice team members. During these meetings, crop volume and timing, CAC’s consumer and trade marketing plans and seasonal messages are discussed in an effort to align targeted retail and foodservice account marketing plans as well as to enhance communications between handlers, California avocado growers and the Commission.

RMDs and the foodservice team meet one-on-one with select retailers and foodservice operators who have demonstrated a preference for, and loyalty to, merchandising California avocados in season. During the retail meetings, CAC RMDs present the Marketing Program Book to demonstrate the benefits of carrying California avocados and communicate their shoppers’ preference for California avocados. The foodservice team uses a similar approach with targeted foodservice operators with discussions about crop timing, and customized marketing programs such as digital and social media support developed for each customer.

“The time spent with our target accounts reviewing CAC’s marketing plans and programs is invaluable in building their loyalty towards, and partnership with, California avocados. Retailers consistently tell us about their preference for California fruit and working with CAC,” notes Connie Stukenberg, CAC RMD.

GEO-TARGETING DRIVES CONSUMERS TO YOUR STORES



The 2019 Marketing Program Book highlights CAC’s retailer-customizable social media program.

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 – February 28, 2019

	Organic #1	Conventional #1	Conventional #1
California Hass	(Field Price Per Lb)	(Field Price Per Lb)	(Carton Price)
#32’s			
36’s			
40’s			
48’s	Insufficient Volume to Quote		
60’s			
70’s			
84’s			

*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 2/24/2019	Season-to-Date (since 11/01/2018)	2019 Year to Date
Hass	409,016	1,440,750	1,426,551
Lamb	0	0	0
Other (Greens)	11,979	237,641	56,653
California Total	420,995	1,678,391	1,483,204
Florida	84,205	5,575,405	708,290
Chile	184,889	27,325,342	4,978,580
Mexico	60,355,270	793,286,075	436,932,311
Peru	0	0	0
Other (Imports)	1,600,000	19,820,000	10,110,000
Import Total	62,140,159	840,431,417	452,020,891
USA Total	62,645,359	847,685,213	454,212,385

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

To help California avocado growers make informed harvesting decisions, below is the California Crop Weekly Harvest Projections versus Actual Harvest/Shipments for the first quarter of 2019. Rain and market conditions continue to keep actual harvest numbers behind projections, however recent industry meetings indicate that the California season is anticipated to get underway as we clear this first quarter of 2019. Discussions indicate that the volume of the crop that is currently behind harvest projections for the first quarter will shift into the second quarter, increasing weekly harvest projections by one million pounds or more during the April through June time period. The Commission is poised to support this fruit with targeted marketing programs during the peak California season, but continues to stress the importance of growers communicating with their handlers and grove managers on a regular basis to determine the best harvest strategy.

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	Dec 2018 Update	AMRIC Harvest	AMRIC Shipments
Jan 6 - (10)	71,093	65,200	-	14,249
Jan 13 - (11)	429,349	391,500	93,307	27,150
Jan 20 - (12)	733,951	667,100	41,961	41,200
Jan 27 - (13)	1,529,966	1,382,300	332,623	92,431
Feb 3 - (14)	1,549,775	1,565,100	233,836	174,276
Feb 10- (15)	1,427,131	1,442,400	133,856	158,608
Feb 17 - (16)	1,476,625	1,492,300	226,626	252,788
Feb 24 - (17)	1,832,114	1,851,600	420,995	383,031
Mar 3 - (18)	2,758,217	2,249,100	-	-
Mar 18 - (19)	3,376,290	2,751,900	-	-
Mar 17 - (20)	4,280,515	3,483,000	-	-
Mar 24 - (21)	4,232,102	3,441,600	-	-
Mar 31 - (22)	5,271,164	4,280,300	-	-

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

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

Summary- A wet pattern prevails across California and the western US. This colder and wetter than normal trend appears likely to continue through March 16th.

High pressure will tend to linger over the northern Gulf of Alaska. This will force a southern branch of the westerlies along 32-40N from the WSW. Cold and wet have been the pattern thus far and appear likely to continue for California from Ventura County north to Humboldt County, and east to the Sierras.

El Niño remains somewhat active, although this is only a moderate *El Niño* event. The warmest sea surface temperature anomalies (SSTAs) remain focused into the east portion of the *El Niño* region to the south of southern Mexico, and westward along the equator to 130W. A broad area of troughing will focus over the southern Great Plains eastward to the Appalachians. A large area of below normal precipitation will tend to extend from the eastern Rockies east through the Mississippi Valley and Ohio Valley, while it remains wet from the Texas Gulf Coast eastward to Florida, and northward along the east coast to New England.

The activity noted above will tend to focus cold conditions along the west coast, California, NW Mexico, and Great Basin/Rockies.

The Madden-Julian Oscillation (MJO) is expected to remain somewhat active through the first week of March, Mar 10-15th followed by a dry break around the 20th. With weakening of the MJO active phase, weaker storm events become more likely, with less rain in N California and the Pacific Northwest after March 20th.

Therefore, a drier pattern during March 20-28 appears more likely, with recurrent backdoor snow showers in the SierraNV and western Great Basin.

Watch for plenty of frosts associated with dry gusty winds, and higher than normal risk of wetbulb freeze events throughout California, especially central and south during this early spring period.

Another active phase of the MJO appears to develop during the first week or so of April. For this spring (2019), watch for not only rains, but some low snow levels again about 7-11, followed by frosts and freezes on short occasions during a highly variable period.

May through June is forecasted by CFSV2 as unusually active, thunderstorm-wise, with the best chance for thunderstorm (TSTM) and lightning occurring in that May-June and early July period. Watch for higher than normal lightning risk, and a more active than normal risk of lightning-induced fire ignition in June and early July 2019.

In the Near Term – March 1-15...Salinas Valley-San Luis Obispo Co...Precipitation continues near normal, or modestly wetter than normal, and showery. We expect colder than normal through the Monterey and Santa Cruz Co's coastal mountains, and possibly above normal occurrence of frost for the viticultural (winegrape) regions. Looks like a good chance for a wet midmonth from March 10-16th.

...S Calif Avocado Area, San Luis Obispo Co to San Diego Co...Precipitation continues near normal, or modestly wetter than normal, and showery. Again, we expect colder than normal through the Monterey and Santa Cruz Co's coastal mountains, and possibly above normal occurrence of frost for the viticultural (winegrape) regions. Looks like a good chance for a wet midmonth from March 10-16th.

Summary – March 16-31... In the southern California avocado growing areas, from San Luis Obispo south, *El Niño* remains moderate during most of this period. The most likely periods of active rains are March 13-16th, when mild and showery or rainy conditions occur. During these times active troughing returns into S California from the west, then eventually settles into the SierraNV and Great Basin.

Seasonal Outlook / *El Niño* Update... April 1 – May 31... As speeds of the westerlies decrease, and the belt of main westerlies begins its seasonal poleward migration, we should see more development of cutoff upper lows off the central and N California coast. This will bring increased risk of showers and TSTMS through the central SierraNV. It does not necessarily follow that rains will increase. In fact, there is a better chance that TSTMS and scattered light showers will increase, while areal coverage by raincells actually decreases. This is not good news for fire risk in the SierraNV, and actually increases the risk of fire in the forested lands.

For southern California, moist conditions may also continue into April as upper low activity associated with the *El Niño* forcing is slow to recede. Seasonable (near or above normal) rainfall and a few periods of frost are still possible in the first part of April for the colder valleys of SOCAL (Riverside Valley, Corona, San Pasqual, etc.). For now, we are not expecting an early start of the monsoonal TSTM season for SOCAL as we transition into May, but more likely a period of cool coastal low clouds, drizzle, and drizzly rain during the morning hours, interspersed with a few cold mornings. Nursery and flower growers watch out for the cold episodes, they can be an unpleasant surprise as energetic fronts cause clearing of the low cloud field overnights in mid to late April and May. With upper lows in the picture, depending on location of the upper low, we could see some dry NE flow events interspersed with the cold mornings.

Alan Fox...Fox Weather, LLC

Copyright © 2019, Fox Weather, LLC

Used by permission.