



IN THIS ISSUE, YOU'LL FIND:

- [Hass Avocado Board Accepting Annual Board Nominations](#)
- [Spray Safe Drive-in Event to Take Place in March](#)
- [Collaborative Commission and AMRIC Handler Meetings Help Coordinate Supply and Promotions](#)
- [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>

34th Annual California Small Farm Conference

The California Small Farm Conference will offer four days filled with more than 50 online workshops, forums and videos as well as one day with small, in-person regional sessions in communities across the state. Registration required. [More information here.](#)

March 2

March 2 (Final Day)

Time: 9:00am – 4:00pm

Location: Webinar

Organic Agriculture Seminar Series for Growers

The UC Cooperative Extension is offering a free Organic Agriculture Seminar Series for Growers. No pre-registration needed. [More information here.](#)

March 8

March 8

Time: 12:00pm – 1:00pm

Location: Webinar

CAC Marketing Committee Meeting

[More information here.](#)

March 9

March 9

Time: 10:00am – 12:00pm

Location: Web/Teleconference

Spray Safe Drive-in Event

This year, Spray Safe will be hosted as a drive-in event at the Ventura County Fairgrounds with speakers broadcast to car radios, including live translation. The free event also will feature a car-friendly grab-and-go lunch. Registration required. [More information here.](#)

March 22

March 22

Time: 7:30am – 1:50pm

Location: Ventura County Fairgrounds, 10 W Harbor Blvd., Ventura, CA

Hass Avocado Board Accepting Annual Board Nominations

The Hass Avocado Board, which will mark its 20th anniversary this year, is seeking individuals passionate about the avocado industry to serve on the HAB board. The board, which consists of 12 members, has a long history of promoting the consumption of Hass avocados in the U.S. and has helped increase avocado consumption by 278% since 2000.

The term for new HAB board members will begin November 1, 2022, with members and alternates officially seated December 6, 2022 at the HAB board meeting. The HAB board directs HAB's promotion, research and information programs under the supervision of the U.S. Department of Agriculture.

Below is the schedule and process for nominating and electing members to the HAB board.

- **March 1** — Eligible Hass avocado producers and importers are mailed an announcement concerning open seats on the HAB board.
- **March 30** — Deadline for receipt of nomination forms.
- **April 29** — Ballots mailed to producers and importers.
- **May 23** — Deadline for receipt of ballots.
- **May 30** — Nomination results, from Davis Farr LLP, are announced by the board with two nominees for each position in industry preference provided for consideration to the USDA Secretary of Agriculture for appointment.

[Complete information about the HAB board and nomination and election process can be found online.](#)

Spray Safe Drive-in Event to Take Place in March

The annual Spray Safe event is back! This year, [Spray Safe will be hosted as a drive-in event](#) at the Ventura County Fairgrounds with speakers broadcast to car radios, including live translation. The free event also will feature a car-friendly grab-and-go lunch.

The event, which will take place on March 22 from 7:30 a.m. – 1:50 p.m. will provide attendees with lessons on pesticide safety, application technology, regulatory issues, as well as demonstration and breakout sessions.

The agenda is as follows:

Opening Session

- Welcome and introductions
- Ventura County Spray Safe overview
- Importance and value of compliance

Morning Speakers

- A 10-year look into the future of agriculture from a regulatory, registration and product availability standpoint
- Herbicide resistance, IPM and the difference between organic, sustainable and conventional agriculture
- How active ingredients are evaluated to protect human health and support safe use

Training Sessions

- How to report a spill
- Equipment safety
- Spray rig calibration
- Field inspection and worker safety compliance

Closing Session

- Panel discussion concerning how to coexist with neighboring agricultural enterprises
- Closing remarks

[A complete Safe Spray agenda can be downloaded online.](#) To RSVP for the event, or for more information, email SpraySafe2022@FarmBureauVC.com.

Collaborative Commission and AMRIC Handler Meetings Help Coordinate Supply and Promotions

During the week of January 10, the California Avocado Commission's marketing team hosted virtual meetings with 10 AMRIC handler teams to help secure distribution of California avocados and coordinate supply and marketing support to drive demand for the fruit when and where it is available.

These collaborative meetings serve two key purposes. One is to prepare the AMRIC handler community for selling activities aligned with California avocado availability by arming them with information to support efforts to achieve targeted pricing. The other is for the Commission to obtain information from the handler community that will assist CAC's retail marketing directors and foodservice team coordinate marketing programs with trade customers supported by handlers.

To that end, the Commission shared a wide range of information with the AMRIC handlers including the Commission's strategic intent and its 2021-22 marketing objectives. CAC also discussed crop information, including results from the previous season and 2022 preseason estimates and weekly projections. In turn, the handlers provided season-to-date updates and expectations to assist the Commission in fine-tuning its promotional activities.

To demonstrate the value of California avocados and the support the Commission provides its partners, CAC provided a comprehensive overview of marketing information including a profile of targeted consumers and their media usage — data used by the marketing team to determine where, when and how it can best engage with consumers. Handlers were given the opportunity to review 2021 research highlights, 2022 advertising plans (including the media schedule) and the additional marketing support provided by public relations, retail communications and CAC's Living Well Brand Advocate program.

To clarify how CAC partners with retailers, the team detailed its retail tiered account strategy, showcased retail performance highlights comparing 2021 to 2020, and shared plans for this year's retail meetings. The foodservice team reviewed its programmatic partnership approach including menu ideation and chain funding that help drive interest in getting California avocados on the menu. To demonstrate the value of California avocados in stores and on menus, CAC also shared a synopsis of California avocado premium price tracking. Finally, CAC staff outlined their efforts to expand global offerings by showcasing marketing support plans for China and South Korea.

Each of the 10 virtual meetings were well attended and provided the Commission with opportunities to discuss next steps for connecting handlers with retail and foodservice teams during the season. By collaborating and exchanging information

with AMRIC handlers prior to the start of the California avocado season, the Commission’s marketing team established the critical first steps to ensuring its marketing programs are in alignment with seasonal volume expectations and projected distribution plans.



Details of CAC’s marketing plans shared with AMRIC handlers included the use of digital media such as streaming video and audio advertising.

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 22, 2022

	Conventional #1	Organic #1
California Hass	(Field Price Per Lb)	(Field Price Per Lb)
#32’s	\$2.30 - \$2.40	\$2.44 - \$2.50
36’s	\$2.30 - \$2.40	\$2.44 - \$2.50
40’s	\$2.30 - \$2.36	\$2.34 - \$2.40
48’s	\$2.18 - \$2.30	\$2.42 - \$2.48
60’s	\$1.84 - \$1.90	\$2.12 - \$2.18
70’s	\$1.42 - \$1.50	\$1.72 - \$1.78
84’s	\$0.84 - \$0.90	\$0.86 - \$0.92

*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)

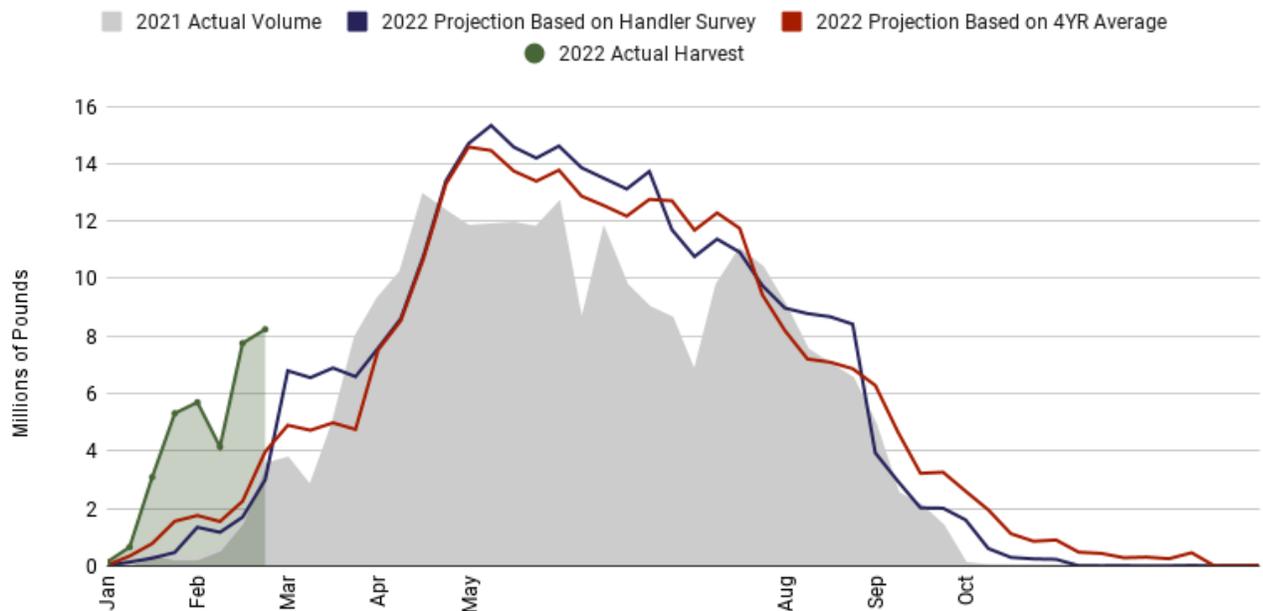
WEEKLY VOLUME SUMMARY				
(Volume in Pounds)				
Week Ending 02/27/2022			Season-to-Date since 11/01/2021	
	(CA) Harvest / (Import) Arrivals	Shipped by AMRIC Handlers	(CA) Harvest / (Import) Arrivals	Shipped by AMRIC Handlers
California Detail				
HASS	8,065,752	6,846,366	34,108,713	22,290,921
LAMB	0	0	0	0
GEM	0	0	0	0
OTHER	2,775	5,500	238,585	197,050
CALIFORNIA TOTAL	8,068,527	6,851,866	34,347,298	22,487,971
INDUSTRY ADJUSTED	8,229,842	6,989,343	35,029,472	22,953,494
Imported Hass Detail				
MEXICO	48,178,112	15,010,412	777,304,571	497,939,227
PERU	0	0	0	772,362
CHILE	409,740	658,058	8,827,418	7,947,896
COLOMBIA	100,000	478,050	4,980,000	2,273,625
NEW ZEALAND	0	0	0	0
DOMINICAN	0	17,600	940,000	1,365,825
IMPORT TOTAL	48,687,852	16,164,120	792,051,989	510,298,935
Other Detail				
CA EXPORT	0	57,800	0	173,000
CA ORGANIC	0	449,575	0	1,652,041
IMPORTED (Greens)	1,370,000	0	32,460,000	0
FLORIDA	0	0	6,024,260	0
GRAND TOTAL	58,287,694	23,153,463	865,565,721	533,252,429

Crop Statistics

As February came to an end, over 30 million pounds of California fruit had made its way to market in the first two months of year, exceeding pre-season handler projections by more than 22 million pounds. Many are wondering how this early season harvest, especially with a smaller size curve than typical for this time of year, will impact the total crop volume when the season is done. CAC recently ran an analysis on what had been harvested to date, which indicated that perhaps 2 million pounds of tonnage may have been lost due to the harvesting of small sized fruit, however CAC is still compiled results from the February handler survey to determine the impact to the total crop volume if this trend continues. Updated crop volume and weekly harvest projections should be published on the CAC website later this week. As total volume from all sources resumes to a more normal level, CAC recommends growers speak with their grove managers and handlers to understand the current market dynamics and develop a harvest strategy for the season.

2022 California Crop Weekly Harvest Statistics			
4-Year Historical - AMRIC Handler Forecast - Actual Volumes			
All Varieties			
Week Ending	4-Year Historical Forecast	AMRIC Handler Forecast December 2021	Industry Adjusted Actual Weekly Volume
9-Jan	22,900	9,400	128,277
16-Jan	338,800	131,500	650,532
23-Jan	773,600	265,300	3,085,410
30-Jan	1,551,000	465,300	5,306,965
6-Feb	1,751,200	1,343,100	5,690,403
13-Feb	1,541,700	1,166,900	4,143,801
20-Feb	2,249,100	1,694,300	7,746,990
27-Feb	3,968,300	2,993,200	8,229,842
6-Mar	4,892,500	6,787,300	
13-Mar	4,717,800	6,547,800	
20-Mar	4,975,800	6,885,500	
27-Mar	4,747,400	6,583,300	
3-Apr	7,514,200	7,578,500	
1st QTR SubTotal	39,044,300	42,451,400	34,982,220
2nd QTR SubTotal	165,439,100	172,031,100	-
3rd QTR SubTotal	94,477,800	90,115,700	-
4th QTR SubTotal	7,038,800	1,401,800	-
Total	306,000,000	306,000,000	34,982,220

2022 California Weekly Harvest Projections and Actuals vs. Prior Year Actual Harvest based on 306 MM pound crop size (All California Varieties)



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

(March 1 – March 28)

BASIC PATTERN:

Large Scale Pattern –

- A. The current dry pattern for California is stable. Sea surface temperature related influences (IVTinit™) are consistent in focusing the rain developments mainly west of N and Central California.
- B. Precipitation trend: Mar 3-4 (NCAL), 9-11 Mar(NCAL-Sierras), 13-14, 22, 25, and 27 Mar. These are generally small events, with snow showers in the Sierras. NW California coastal ranges and Siskiyou's.
- C. March: Near normal temperatures in N California, and a turn to warmer than normal in S California. Mar is currently forecasted wetter than normal in coastal Oregon, near or slightly above normal in NW California, and drier than normal in Bay Area south through Monterey Co. Input of moisture from clouds or showers into Central and SOCAL agricultural areas will be spotty/questionable at times through mid-Mar, with higher chance for rains in late Mar.
- D. Below normal sea surface temperatures are suggested by the latest guidance from the North American Multi-Model Ensemble (NMME) for the period Mar – May 2022. This will tend to support risk of frost near the normal end of frost season in Mar and Apr in N and Central California coastal valleys, including Mendocino and Sonoma Co's, Salinas Valley, and San Luis Obispo Co coastal valleys.
- E. Medium-range forecast models performed poorly during this extremely dry late winter period. The stationary IVTinit pattern (related to sea surface temperature anomalies, has kept troughing in the central North Pacific, and high pressure close enough to the California coast to block storms from arriving, or else cause persistent weakness in approaching systems.

FORECASTS FOR CALIFORNIA

Precipitation Trend: The main dates of precipitation are: Mar 3-4, 9-11 Mar(NCAL-Sierras), 14-17 Mar, and 22-23, 25, 27 Mar.

Forecast for Northern and Central California:

NORCAL Rains: Mar 3-4, 9-11, 14-17, and 22-23, 25, 27

CENTRAL CALIF Rains: Mar 3 and 9 (light rain N areas), 15-17, 23

WARM SPELLS: Mar 1-2, 12-13, 20-21 and 27-29

COLD SPELLS: Mar 8-11, 14-18 and 22-24

FRONTS WITH RAINS: Mar 8, 14 and 22

FROST AND FREEZE: Mar 7, 12-13, 17-18, and 24

Forecast for S California:

SOCAL RAINS: Mar 10 (light rain N areas), 15-17 and 23-24

SOCAL WARM SPELLS: Mar 2-3, 12-14, 27-29

SOCAL COOL OR COLD SPELLS: Mar 10-11, 15-17, and 18-20

FROST PERIODS: Mar 5-8, 18-20

FRONTS WITH RAINS: Mar 10, 15 and 23

Sierra Nevada:

Dates of mountain rains and snows are: Mar 9-11, 15-17 and 22-23

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 March 3-28, 2022

Highlights: After the current cold trend associated with cold frontal passages and airmasses from NW Canada, the CFSv2 model shows a return to near or a little above normal temperatures for SE California deserts, but no clear trend in precipitation for SOCAL deserts in March. Best chances for freezes in Mar are in the dry cool airmasses behind cold fronts, after dry downslope winds diminish or subside. The CFSv2 model is suggesting a slow trend towards warmer than normal days in Mar. If this occurs, then frosts may become less frequent than normal. We note that NORCAL is colder than normal per CFSv2 in Mar, while SOCAL is warmer than normal per CFSv2 guidance.

Looking Ahead – Long Range Outlook

Mar 29 – May 15, 2022... N and Central California: NORCAL and Central California: Near or a little below normal temperatures for Mar 2022. Slightly above normal temperatures for Apr 2022. Near normal rainfall in the Delta and Northern California. Above normal temperatures are possible by mid-May with some highs in mid-90s for a few days possible around 15th.

For SOCAL Mar 29 – May 15, 2022 mountains westward to coast: Progressive trend towards above normal temperature for Apr. Above normal temperature for late Apr to mid-May. Drier than normal in Mar, but near normal rainfall for April (a month of usually meager rainfall). There is potential to turn hot and dry in mid-May, with foothill and coastal valley highs (avocado areas) peaking to u90s.

Additional Comments:

CFSv2 monthly guidance suggests troughs coming through California and Sierra Nevada to Great Basin at times in Mar, although we are emerging from frost season. Again, the best chance of frost/freeze will be following dry cold frontal passages and after dry, downslope winds subside.

The CFSv2 suggests a possible early exit from frost season. However, the dry airmasses and N flow regimes continue at least some residual risk of frost into early spring. With the NMME climate model showing colder than normal sea surface near the California coast in Mar and Apr, there continues some risk of frost at least in central and N California coastal valleys in Mar and Apr.

In summary, despite the possible uptick of rains in late March, a drier than normal rainy season, overall, is likely, with some seriously low reservoir levels at the beginning of the long dry hot season. Watch for some 100+ hot spells early in the summer season for May and June while cool fogs hug the immediate coast/beach.

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

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

Copyright © 2022, Fox Weather, LLC, Used by permission.