



IN THIS ISSUE, YOU'LL FIND:

[Commission Signs Letter of Support for Passage of Farm Workforce Modernization Act](#)

[Webinar Focuses on FSMA Food Safety Updates for Produce Growers](#)

[San Diego County Virtual Climate Action and Agriculture Symposium](#)

[California Avocado Consumer Ad Campaign Launches Fresh Creative](#)

[Commission Prepares California Avocado Retail Marketing Program](#)

[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>

FSMA Food Safety Updates for Produce Growers Webinar

Speakers include Kali Deiereisel, farmer services director at the California Certified Organic Farmers Foundation, and Lianna Kelly, a produce safety expert with the FDA. Registration required. [More information here.](#)

March 23

March 23

Time: 12:00pm – 1:00pm

Location: Webinar

CAC Marketing Committee Web/Teleconference

April 7

April 7

Time: 10:00am – 11:30am

Location: Web/Teleconference

Commission Signs Letter of Support for Passage of Farm Workforce Modernization Act

The California Avocado Commission has vigilantly worked with Congressional members to address the critical need for workable solutions to the agricultural workforce situation and plays an active role in the Agriculture Coalition for Immigration Reform. In an effort to secure a stable and reliable agricultural workforce, the Commission has partnered with other agricultural leaders and organizations over the past two years to voice support for the Farm Workforce Modernization Act.

With support from ACIR, the Commission was able to help secure bipartisan passage of an FWMA House bill in November 2019 that was representative of collaborative efforts between agricultural employers and labor unions. The same bill, with minimal updates, was reintroduced on March 3, 2021 and the Commission has joined more than 250 agricultural groups in signing a letter urging passage of FWMA in the House.

The letter to Speaker Nancy Pelosi and Minority Leader Kevin McCarthy urges the House to address the current agricultural workforce crisis by passing legislation that provides a flexible and predictable agricultural worker visa program to ensure access to a stable, legal workforce and that establishes a means for current farm employees to earn legal status. The letter also elaborates upon current factors that threaten American farms and food security, including the challenges farmers face in light of COVID-19 and how the wage volatility of the H-2A program makes the program burdensome on farmers.

It is expected the bill will see a floor vote on March 18. The Commission will keep California growers updated as information becomes available.

A copy of the letter urging the House of Representatives to support the FWMA is available [here](#).

Webinar Focuses on FSMA Food Safety Updates for Produce Growers

As of January 2020, growers with more than \$25,000 in annual produce sales must be in compliance with the Food Safety Modernization Act Produce Safety Rule. To assist growers, a new [FSMA Food Safety Updates for Produce Growers webinar](#) will be held March 23 from 12:00 – 1:00 p.m.

The webinar will:

- Provide a brief overview of FSMA farm classifications — fully exempt, qualified exempt and fully covered
- Discuss food safety resources available to growers
- Review current water requirements for farms that need to be in full compliance with the FSMA Produce Safety Rule
- Offer a question and answer session

Speakers include Kali Deiereisel, farmer services director at the California Certified Organic Farmers Foundation, and Lianna Kelly, a produce safety expert with the FDA.

[Registration for the FSMA Updates webinar is now open online.](#)

The webinar is hosted by the California Certified Organic Farmers Foundation, the Food and Drug Administration and the Community Alliance with Family Farmers.

San Diego County Virtual Climate Action and Agriculture Symposium

Mark your calendars — the University of California Cooperative Extension is hosting a virtual Climate Action and Agriculture Symposium from May 24 – 28. The event will share information concerning the policies, research, program, strategies and resources needed to support sustainable agriculture and reduce greenhouse gas emissions in San Diego County. The symposium is designed to promote the sharing of information and discussions between producers, policy makers, educators, researchers, consultants, government agencies and agricultural service providers.

The California Avocado Commission will provide more information as it becomes available.

California Avocado Consumer Ad Campaign Launches Fresh Creative

In an increasingly competitive global market, it's more important than ever to showcase "The best avocados have California in them." The California Avocado Commission's reprised consumer ad campaign does just that with creative

designs that playfully illustrate the California lifestyle. Fresh off the success of last year’s successful consumer ad campaign debut, the Commission has extended the campaign with newly crafted creative that will be showcased via traditional and digital media channels.

The Commission chose a dozen new attributes for the campaign that are illustrative of the Golden State lifestyle and state of mind — California, colors, creativity, culture, drives, hope, kindness, sights, skies, taste, waves and wonder. In addition, CAC partnered with 10 new artists who will bring to life the CA in avo-CA-dos with unforgettable artwork. A [beach-themed campaign video](#) notes, “The best avocados have California sights in them,” while another California-roll-sushi-themed video demonstrates “The best avocados have California taste in them.”

The consumer media program will reach targeted consumers in Arizona, California, Colorado, Nevada, Oregon, Utah and Washington. Pre-season media launched on February 8 with a series of video ads released on the Commission’s YouTube channel. As consumers view foodie and trending content on this platform, Commission videos featuring “The best avocados have California in them” creative are promoted on their screens. The Commission expects strong and positive results from its YouTube content based on the success the channel had in 2020 when the Commission secured nearly 22 million views.

In-season media launched on March 8. Based on the exceptional power of streaming video in reaching California avocado target consumers, the Commission will again partner with top streaming partners Hulu, POPSUGAR and Viant to deliver campaign video ads. In 2020, Hulu and Viant combined delivered 69 million impressions.

To reach premium culinary audiences, the Commission has established new partnerships this year with the Food Network and Tremor Video. On Tremor, targeted video ads will run through Connected TV and second-screen devices and will include “Where To Buy” banner overlays that drive consumers to the closest retail location carrying fresh California avocados.

The Commission also will engage with Premium Californians as they listen to their favorite music on Pandora and Spotify. The consumer media campaign will be rounded out in June by out-of-home placements in four major California markets — Los Angeles, Orange County, San Diego and San Francisco — which are expected to garner 14.9 million impressions.



The creative word play with “avoCAdos” helps consumers remember the California campaign when shopping for avocados.

Commission Prepares California Avocado Retail Marketing Program

California Avocado Commission Retail Marketing Directors Carolyn Becker and Dave Anderson have begun calling on retailers, wholesalers and handlers to discuss promotional opportunities that will align the Commission’s marketing and merchandising activities while increasing demand for California avocados during the peak season.

The Commission is focused on implementing programs with targeted retailers throughout the west and select retailers in other markets. To help lead the discussions and demonstrate the value of Commission promotional programs, CAC staff will share the 2021 California Avocado Marketing Program materials with retail decision makers. This compilation provides virtual meeting participants with data from the 2020 California Avocado Tracking Study, as well as samples of the season's creative and point-of-sales materials. Discussions will focus on customized promotions including retail advertisements, retail coupons, social media advertising, in-store point-of-sales material (bins and signage) and produce manager contests and competitions. By partnering with sophisticated retail marketing departments, the Commission can help craft promotions based on the retailers' in-depth knowledge of their shoppers and thereby target avocado consumers most likely to pay a premium price for California avocados.

The Commission will monitor the performance of retail promotions throughout the season by tracking seasonal sales, along with advertising impressions and click-throughs. Additionally CAC will monitor, the redemptions and transactions of coupons, comments, likes and shares of social media, as well as the final sales and transactions secured as a result of produce manager display contests.



The introductory page of the 2021 California Avocado Marketing Program materials.

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 – March 10, 2021

	Conventional #1	Organic #1
California Hass	(Field Price Per Lb)	(Field Price Per Lb)
#32's	\$1.34 - \$1.44	\$1.44 - \$1.64
36's	\$1.34 - \$1.44	\$1.44 - \$1.64
40's	\$1.34 - \$1.44	\$1.56 - \$1.72
48's	\$1.34 - \$1.44	\$1.68 - \$2.02
60's	\$1.04 - \$1.14	\$1.46 - \$1.82
70's	\$0.64 - \$0.74	\$1.18 - \$1.48
84's	\$0.54 - \$0.64	\$0.44 - \$0.66

*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 3/07/2021	Season-to-Date (since 11/01/2020)	2021 Year to Date
Hass	3,734,282	16,579,698	10,145,615
Lamb	0	0	0
Other (Greens)	0	162,015	124,670
California Total	3,734,282	16,741,713	10,270,285
Florida	64,185	5,397,425	1,494,185
Chile	0	0	0
Mexico	54,070,017	977,713,720	588,868,502
Peru	0	0	0
Other (Imports)	1,470,000	25,820,000	18,120,000
Import Total	55,540,017	1,003,533,720	606,988,502
USA Total	59,338,484	1,025,672,858	618,752,972

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

After getting off to a slow start, California avocados are beginning to make their way to market with about 10 million pounds harvested over the past three weeks. While this past week showed a dip in harvest volumes, that is likely a result of much needed rain in growing regions, as market conditions continue to be favorable for growers with average- to large-sized fruit. As the weather clears, the projections below indicate California harvest volumes increasing steadily as we enter the “peak California season” of April through July, with good volumes available into August. As growers are beginning to pick, the Commission recommends that they continue to communicate with their handlers and grove managers on a

regular basis to plan their harvest strategy.

2021 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)	Feb 2021 Update	Feb 2021 Update	AMRIC Harvest	AMRIC Shipments
Jan 10 - (10)	59,300	18,400	8,096	38,858
Jan 17 - (11)	374,500	151,100	10,120	40,143
Jan 24 - (12)	628,400	234,300	433,768	436,739
Jan 31 - (13)	1,564,900	492,600	244,858	52,300
Feb 7 - (14)	1,991,800	998,000	245,876	182,567
Feb 14 - (15)	1,594,600	760,100	557,454	234,182
Feb 21 - (16)	1,837,000	864,400	1,513,754	482,776
Feb 28 - (17)	3,256,600	1,540,800	3,522,813	971,445
Mar 7 - (18)	4,301,000	4,864,700	3,735,220	1,930,776
Mar 14 - (19)	5,419,100	6,131,000	2,754,398	3,027,707
Mar 21 - (20)	5,998,500	6,786,500	-	-
Mar 28 - (21)	3,786,700	4,285,100	-	-
1st QTR SubTotal	30,812,400	27,127,000	13,026,356	7,397,492
Apr 4 - (22)	6,053,600	5,543,400	-	-
Apr 11 - (23)	8,227,200	7,534,200	-	-
Apr 18 - (24)	10,400,300	9,535,400	-	-
Apr 25 - (25)	10,239,300	9,391,000	-	-
May 2 - (26)	13,899,900	12,744,300	-	-
May 9 - (27)	14,122,800	13,931,900	-	-
May 16 - (28)	13,248,600	13,069,800	-	-
May 23 - (29)	13,592,700	13,412,300	-	-
May 30 - (30)	13,440,700	13,258,500	-	-
Jun 6 - (31)	13,560,100	15,606,100	-	-
Jun 13 - (32)	11,110,400	12,778,600	-	-
Jun 20 - (33)	11,569,600	13,329,400	-	-
Jun 27 - (34)	12,497,500	14,352,700	-	-
2nd QTR SubTotal	151,962,700	154,487,600	-	-
3rd QTR SubTotal	96,559,900	104,994,700	-	-
4th QTR SubTotal	12,665,000	5,390,700	-	-
Season-to-Date	21,027,200	16,055,400	13,026,356	7,397,492
% of Crop	7%	5%	4%	3%
Crop Size	292,000,000	292,000,000	Left to Harvest	Left to Ship
Crop Variance	(8,000,844)	(3,029,044)	278,973,644	284,602,509

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

(March 16 – April 14)

Summary- A *La Niña* pattern is expected to continue in March through August according to the North American Multi-Model-Ensemble (NMME). *La Niña* continues in place with some variation at times. *La Niña* should continue this spring with a maximum intensity in July and August. This will keep a wetter than normal pattern across thru the middle of April with some tapering off of the precipitation during the end of the month. This latest forecast is more wet with the current models showing better Northern California rain through even thru the middle of April. Below normal precipitation will continue across most of Central California & Southern California thru this period though near normal precipitation is likely from Paso Robles to the north to the Bay.

Activity of Fronts – A tendency for troughs will continue in mid to late Mar in the central Pacific north of Hawaii. This will keep a longwave trough and below normal temperatures and wetter conditions from N Central California to the N through Northern California. NE California along with N Nevada will also be wetter than normal with good snow expected thru the N SierraNV range, at least into the middle of Apr. Between fronts with these colder troughs, frost and freezes will be possible. The storm track will gradually progress to the N from the middle of Apr thru the start of May with weaker fronts affecting Northern and Central California.

Precipitation Trend – Near to above normal rainfall occurs in mid to late Mar through the start of Apr for N California. Well above normal precipitation later in the month from Mendocino County to the north. Near normal rainfall for N parts of Central California from about Paso Robles to the N with below normal precipitation across S parts of Central California and Southern California. Below normal rainfall and warmer than normal conditions occur in late Mar through Apr for S California. Even drier for Southern California from mid Apr through the end of the month. Occasional deeper troughs will bring some upper lows into Southern California with some rain and showers at times, but well below normal precipitation is expected. The drivers for cold conditions with below normal rainfall in Southern California include continued tendency for cyclogenesis in the mid North Pacific per SSTA contributions), and downstream tendency for recurrent high pressure near the coast at 130W, and cold troughs over the Great Basin, Sierras, Arizona, and at times into S California.

Current most likely NORCAL Precipitation Dates (from our CFSDaily products out 30 days): Mar 18-19, 22, 28-30 (showers), Apr 1-4 (wet), Apr 5 (light rain), 6-10 (wet), 15-20 (light rain), 21-22 (wet), 23-24 (light rain). Dry from Mar 23-26, Apr 11-14 and again from Apr 25-30. Light rain amounts for Central California occur on most of these dates with the best chance of rain from the Mar 28-30, Apr 5, 7-10, 18-21, 22-23.

In S California - Most Likely Precipitation Dates: Mar 19 (light rain), 28-31 (light), Apr 3-5, possibly moderate, 8-10 (light) and 22 (light). This pattern will keep rainfall across Southern California well below normal for this time of year with only occasional deeper troughs with some upper lows developing bringing some rain into Southern California. Turning very dry in late Apr.

Southern California Warm Spells, and Freezes from our CFSDailyAI - Southern California frost dates from models GFS and CFSDailyAI: Warm spells: Mar 21-25, Apr 12-17, 26-30. May looks very dry and warm, although May generally sees an increase in marine stratus influence at the coast and coastal influence zone. Frost/freeze events: Mar 20-21, 29-31, Apr 5-6, 11-13, 23-24. Frost/freezes are usually not as strong for Southern California after the middle of April due to the coastal marine layer.

Central Sierra Nevada best chance for Precipitation: Mar 26-31, Apr 4-5, 6-10, 16-20, 21-23. Decent snow accumulation in the SierraNV, especially across the N SierraNV is expected thru the middle of Apr. Less snow accumulation will occur as the storm track pulls farther to the N during mid to late Apr.

Freezes in north and northcentral California valley cold spots: Mar 20, 22-24, Apr 10-13, 20, 25-27.

La Niñas usually do not bring good rain to Southern California. Cut-off lows are possible at times. These increase the chance for rain and showers on occasion. The next deep trough and cut-off low is most likely Mar 19. A deeper cut-off low is possible Apr 4-5. As the storm track pulls farther to the N later in Apr and in May, these lows become less likely with generally drier conditions expected across Southern California.

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 MAR 19 - APR 16:

Highlights: A trough and weak upper low will bring light rain and showers on Mar 19 with some showers into Mar 20. Scattered showers are possible Apr 4-5 in the S California deserts with light showers into Arizona on Apr 5-6. Another deep trough and low could bring showers into the desert areas Apr 9-10. Dry from Mar 21 to 31. Dry again Apr 7-8. Dry during Apr 11-21. Late Apr looks much drier with no rain of consequence into the desert regions from Apr 24-30.

*****Looking Ahead – Long Range Outlook Apr 18- May 16 with comments for late May into Jun *****

The storm track remains active north of the region with occasional deep troughs bringing some light showers into Southern California and the desert region through Apr 23. Turning dry starting Apr 24 with little or no chance of rain and showers expected for Southern California according to the latest models. May looks very dry with currently no rain of consequence expected. May rain usually only comes with deep troughs and developing upper lows off the S end of these troughs. This is unlikely this year so a very dry pattern is expected! Summer monsoon moisture including moisture from Mexico generally starts in mid to late July. So June through early July should also remain very dry according to the current pattern. Central California will be wet with a series of troughs from Apr 17-24. Central California turns drier with high pressure building from Apr 25-May 5. A weak system could bring light rain to Central California on May 6-7. Dry with the storm track to the N with high pressure blocking rain from the region May 8-13. A trough will bring light rain on May 14-15. Dry May 16-20. The best chance of Central California rain will be from Paso Robles to the N with only light rain and showers moving into S areas of Central California. N California rain from Apr 17-24 will keep wet conditions across the region. Wetter days are expected Apr 21-22. High pressure and dry from Apr 25-May 4 with above normal temperatures throughout the region. Light rain reaches into Northern California May 5-8 and again May 13-17. Turning drier with below normal precipitation with high pressure later in the month. Some troughs could bring light rain late May through early Jun. Frosts and light freezes are possible across NW and N California valleys between storm events. Best chance for northern California frosts and freezes will be on Apr 20, 25-28, May 9-11, 18-20.

...Apr 18-May 16 N and Central California...

The currently well-defined La Nina will weaken slightly during this period (April into early May). The storm track should be active across Northern California with above normal precipitation from Apr 17-24. Drier from the Apr 25-May 4 with above normal temperature due to high pressure locking over the region. Light rain May 5-8 with seasonal to cool temperatures. Warmer with high pressure and dry conditions from May 9-12. Weak troughs will bring a chance of light rain with cool temperatures May 13-17. Dry and warmer with high pressure building May 18 and likely continuing through the rest of May. Some weak systems could bring some clouds and possible light rain late in the month but conditions look a lot drier. Light rain across northern parts of central California are possible Apr 16-24 with wetter days and some rain into S areas of the region Apr 22-23. Dry Apr 25-May 5 with high pressure building throughout the region. Weaker troughs

with light rain from King City to the N May 6-8 and again May 15-17. Drying out across central California from May 18 through the end of the month. Drying conditions will likely bring an early start to the fire season this year. Dry with warmer than normal conditions late May through the start of June.

For Southern California: Below normal precipitation in general will continue but some scattered showers are possible Apr 19. A slight chance of light rain and showers May 7-8 but most will stay north of the region. Another trough will bring clouds but little or no rain May 16-18. Late May looks dry with rain unlikely unless a deeper troughs and developing upper lows form which are possible but less likely late May through Jun.

Some late season snow accumulation in central and northern SierraNV range is expected during the middle and end of April. Best snow accumulation will be across the northern SierraNV. Wetter from Apr 17-25 as a series of troughs moves through the region with colder than normal temperatures. Weaker troughs could bring lighter snow May 6-8 and May 14-17 though snow levels will be higher in the mountains, especially with the later storm. Turning drier with warmer temperatures late May with the storm track pulling more north of the region with only weaker lighter snow possible at times. This will bring drying conditions in the mountains bringing an early start to the 2021 fire season by late May into the early summer.

Late May-June-July 2021... are still indicated drier than normal conditions in the current CFSv2 model simulation. Monsoonal moisture could finally bring some decent rain into Southern California mountains this summer but the general monsoon season usually starts in the middle or end of July.

Alan Fox...Fox Weather, LLC

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