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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>

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

Avocado Productivity: Understanding Pollinators and Their Importance for Avocado Fruit Set, Hosted by Avocado Café

To help California avocado growers learn more about how they can enhance pollination in their groves, the Avocado Café is hosting a virtual pollination session. Registration required. [More information here.](#)

March 29

March 29

Time: 8:00am – 10:00am

Location: Virtual/Online

CAC Board Meeting

May 19

May 19

Time: TBA

Location: TBA

Reminder: 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.](#)

Avocado Café Hosting Virtual Pollination Information Session

To help California avocado growers learn more about how they can enhance pollination in their groves, the Avocado Café is hosting a virtual pollination session entitled “Avocado productivity: Understanding pollinators and their importance for avocado fruit set” on March 29 from 8:00 – 10:00a.m. The session will examine critical tasks growers can undertake to improve pollination and production. The topics will include the following:

- Honey bee behavior and how they forage in avocados — Arnon Dag, Institute of Plant Sciences, The Volcani Institute, Israel
- The use of bumblebees to augment avocado pollination — Raffi Stern, MIGAL – Galilee Research Institute, Israel
- Pollinator habitat gardens produce diverse native pollinators that visit avocado flowers in greater Ventura — Gordon Frankie, Department of Environmental Science, Policy & Management, UC Berkeley

Pre-registration for the event is required. To register, send an email to cafeavos@gmail.com. Upon completing registration, attendees will receive a link to the virtual event.

Laurel Wilt Spanish Language Course Available

The University of Florida Tropical Research and Education Center is offering an “International Technical Course Laurel Wilt of Avocado: Disease Biology, Diagnosis, Management and Economic Impact” course that will be delivered entirely in Spanish. The course will provide basic and applied knowledge concerning the disease complex, research updates, scouting methodologies, and current management practices to control the spread of the disease.

Course options are as follows:

- One-day online course: \$100

- Three-day in-person sessions held in laboratories and orchards at the University of Florida: \$300 before July 1, \$400 after July 1

The online course will be held all day on October 25 and will cover the following topics:

- Disease and vector biology
- Disease-insect management
- Plant ecophysiology responses to laurel wilt
- Economic impact and mitigation efforts

The in-person sessions will consist of laboratory and field sessions, as well as a field day in local avocado orchards.

- October 26 — lab and field sessions covering:
 - Plant pathology: disease biology, identification and diagnosis; pathogen monitoring and management; current research
 - Entomology: vector biology, identification and monitoring, management, research
- October 27 — field day in Floridian avocado groves, followed by a round table and discussion panel

The registration deadline is September 1 and is limited to 40 attendants. [Online registration is now available](#). For more information, contact Dr. Romina Gazis at r.gazisseregina@ufl.edu or Dr. Jonathan Crane at jhcr@ufl.edu.

English and Spanish-language event flyers are available in the right-hand navigation.

Commission’s California Avocado Nutrition Program Showcases Health Benefits of the Fruit

One of the greatest benefits of California avocados — their nutritional value — also is an area of keen interest for consumers, retailers and foodservice operators. To that end, the California Avocado Commission integrates nutrition messaging about the health benefits of the fruit throughout its marketing programs to encourage demand and build preference for California avocados.

In 2009, the Commission — long a leader in avocado nutrition research — passed the torch to the Hass Avocado Board, who then assumed the lead in managing avocado nutrition projects. Since then, HAB has worked diligently to plan for and sponsor nutrition and health studies. From the results of these they build a comprehensive list of USDA-approved avocado nutrition and health benefits information that can be used in avocado messaging. For example, the Commission’s Living Well Brand Advocate program is composed of influential registered dietitians who understand the value of avocado nutrition research and can share it in engaging and easy-to-understand content that supports the Commission’s marketing and public relations programs.

Seventy-four percent of avocado shoppers in California indicate one of the main reasons they typically buy avocados is for their health and nutrition value — on par with “they taste delicious” as the top reason for making an avocado purchase. By sharing unique California avocado recipes and pairing inspirational meal ideas with nutritional messaging, the Commission creates content that resonates with targeted consumers and helps increase sales of and preference for California avocados.



Manuel Villacorta, MS, RDN shares nutrition messages during his California Avocado Veggie-Packed Meatloaf recipe video.

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 9, 2022

	Conventional #1	Organic #1
California Hass	(Field Price Per Lb)	(Field Price Per Lb)
#32's	\$2.30 - \$2.40	\$2.36 - \$2.50
36's	\$2.30 - \$2.40	\$2.36 - \$2.50
40's	\$2.16 - \$2.36	\$2.42 - \$2.66
48's	\$2.10 - \$2.28	\$2.48 - \$2.68
60's	\$1.68 - \$1.76	\$2.12 - \$2.38
70's	\$1.18 - \$1.35	\$1.74 - \$1.92
84's	\$0.74 - \$0.85	\$0.84 - \$1.28

*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 03/13/2022			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	7,985,857	6,979,550	49,704,192	37,451,583
LAMB	0	0	0	0
GEM	17,100	0	22,728	0
OTHER	6,440	2,000	249,625	221,075
CALIFORNIA TOTAL	8,009,397	6,981,550	49,976,545	37,672,658
INDUSTRY ADJUSTED	8,169,114	7,121,341	50,970,628	38,443,797
Imported Hass Detail				
MEXICO	47,792,985	24,228,225	879,796,387	544,215,520
PERU	0	0	0	772,362
CHILE	890,000	857,071	10,807,418	9,594,799
COLOMBIA	440,000	308,825	6,150,000	2,879,025
NEW ZEALAND	0	0	0	0
DOMINICAN	0	30,375	940,000	1,433,200
IMPORT TOTAL	49,122,985	25,424,496	897,693,805	558,894,906
Other Detail				
CA EXPORT	0	163,525	0	366,525
CA ORGANIC	0	468,700	0	2,770,785
IMPORTED (Greens)	2,710,000	0	39,280,000	0
FLORIDA	0	0	6,024,260	0
GRAND TOTAL	60,002,099	32,545,837	993,968,693	597,338,703

Crop Statistics

Thank you to all of the AMRIC Handlers for their recent participation in CAC's early-season crop update survey. The input provided by these organizations has been used to develop the updated 2022 weekly harvest projections. Please note, the crop volume responses did not vary significantly from the pre-season estimate, therefore CAC will continue to use a crop size of 306 million pounds at this time. Survey responses indicated, despite the fact that California harvested over significantly more fruit in January and February than projected, the duration of the California season remains unchanged, with harvest expected to continue at marketable volumes through August.

The table below shows an increase in 1st quarter harvest projections of about 30 million pounds, the majority of which was already harvested in January and February. Updated weekly harvest projections for March are expected to increase slightly (under a million pounds a week), with the reduction in weekly harvest (to offset the early season increases) expected to be spread out over 20+ weeks during the remainder of the season. [Here is additional detail regarding the survey responses and updated weekly harvest projections.](#) CAC will be conducting the annual mid-season grower survey in the coming months, which will be used to provide an update to crop volume in May, if warranted.

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 Feb 2022 Update	Industry Adjusted Actual Weekly Volume
9-Jan	22,900	97,845	128,277
16-Jan	338,800	614,010	650,532
23-Jan	773,600	3,066,583	3,085,410
30-Jan	1,551,000	5,235,768	5,306,965
6-Feb	1,751,200	5,677,843	5,690,403
13-Feb	1,541,700	4,077,427	4,143,801
20-Feb	2,249,100	7,572,940	7,746,990
27-Feb	3,968,300	8,090,084	8,229,842
6-Mar	4,892,500	7,551,400	7,772,042
13-Mar	4,717,800	7,325,500	8,169,114
20-Mar	4,975,800	7,695,600	
27-Mar	4,747,400	7,363,500	
3-Apr	7,514,200	6,650,200	
1st QTR SubTotal	39,044,300	71,018,700	50,923,376
2nd QTR SubTotal	165,439,100	152,383,100	-
3rd QTR SubTotal	94,477,800	81,805,800	-
4th QTR SubTotal	7,038,800	792,400	-
Total	306,000,000	306,000,000	50,923,376

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

(March 16 – April 17)

BASIC PATTERN:

Large Scale Pattern –

- A. The current dry pattern for California has been slow to release its dry grip on N and northcentral California. Sea surface temperature related influences (IVTinit™) are consistent in focusing the rain developments mostly west of N and Central California. Upper lows, troughs and fronts do come SE and E into California, but lack vigor.
- B. Precipitation trend: Mar 15, 28, 29, Apr 3, 4, 5, 9.
- C. March: Near normal temperatures in N California, and a turn to a bit warmer than normal in S California. Mar is currently forecasted wetter than normal in coastal Oregon, near or slightly above normal in NW California (Humboldt Co), and drier than normal from the Delta south through Central California and Monterey-San Luis

Obispo Co's. Input of moisture from clouds or showers into Central and SOCAL agricultural areas will be spotty/questionable at times through Mar.

- D. Below normal sea surface temperatures are suggested by the latest guidance from the North American Multi-Model Ensemble (NMME) for the period Apr – June 2022. This will tend to support risk of frost near the normal end of frost season in Apr for NW California coastal valleys, including Mendocino and Sonoma Co's, and early April in upper Salinas Valley, and San Luis Obispo Co coastal valleys. The combination of colder than normal sea surface along the California coast (NMME climate model guidance), and well above normal temperatures in inland valleys of California, including mountains and deserts, contributes strong onshore flow and persistent marine fog. For the north and central California coast, this encourages unusually persistent or recurrent conditions for fog drip in the coastal forests during especially May and June.

FORECASTS FOR CALIFORNIA

Forecast for Northern and Central California:

NORCAL Rains: Mar 15 moderate rain N SierraNV) to about Amador Co., Other rains: Mar 19-20, 28-29, Apr 1-2, Apr 4-5, 8-10 and 12.

CENTRAL CALIF Rains: 15 (light N), 19-20, 28-29 (moderate rain), Apr 2 (light), 5, and 9-10.

WARM SPELLS: Mar 17-18, 22-25, Apr 7, 10-11 and 14-19.

COLD SPELLS: Mar 15-16, 19-21 and 28-Apr 5.

FRONTS WITH RAINS: Mar 15, 19, 28, Apr 1, 4, 8 and 12.

FROST RISK: Mar 16-18, 21-24, 30-31, Apr 3, 6-7, 11 and 13-14.

Forecast for S California:

SOCAL RAINS: Mar 19-20 (light), 28-29, Apr 2, 5 and 9 or 10.

SOCAL WARM SPELLS: Mar 16-18, 22-27, Apr 1, 6-8 and 13-20.

SOCAL COOL OR COLD SPELLS: Mar 19-21, 28-30, Apr 2-3, 5-6 and 9-11.

SOCAL FROST PERIODS: Mar 21-22, 30-Apr 1, 3-4, 6-8 and 11-12.

FRONTS WITH RAINS OR DRIZZLE: Mar 19, 28, Apr 2, 5 and 9.

Sierra Nevada:

Dates of mountain rains and snows are: Mar 15, 20-21, 29-30, Apr 2-5, and 9-12.

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 17 – April 17

Highlights: Turning consistently warmer than normal for most of mid April.

Looking Ahead – Long Range Outlook

Apr 17 – May 27, 2022...NORCAL and Central California: Trend toward warmer conditions in the remainder of March as upper winds shift to westerly instead of the troughing and cold N winds from the Gulf of Alaska NORCAL has experienced at times. Pleasant, warm spring conditions are indicated, with an intermix of showery periods. After this week, we should see a turn to higher snow levels than normal in the Sierras, and above normal temperatures for mid-Apr and May 2022. Near normal rainfall in the Delta and Northern California. Consistently warmer than normal in mid May onward with some hot conditions (highs in mid to upper 90s possible around May 15th and onward later in the month.

For SOCAL Apr 17 – May 27, 2022 mountains westward to coast: Mid-Apr – end of May: Progressive trend towards above normal temperature for Apr, and below 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 into u90s while immediate coast is cool foggy 60s to 70.

In summary, despite the possible uptick of rains in late March to early Apr in northcentral and N California, 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 end of May and in June while cool fogs hang at the immediate coast/beach through most of the days from end of May and June.

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

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

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