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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>

Laurel Wilt Webinar

Dr. Monique Rivera will host an upcoming webinar about Laurel wilt. The webinar will cover current knowledge concerning laurel wilt, as well as the biology and ecology of its vector — the Ambrosia beetle. Other topics include current known U.S. locations of the disease, identifying the disease and laurel wilt disease prevention. Registration required. [More information available here.](#)

March 20

March 20

Time: 3:00 p.m. – 4:00 p.m.

Location: Online webinar

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. 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

April 26

Time: 9:00 a.m. – 2:15 p.m.

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

CAC Annual Meetings

Explore — and celebrate — the 40-year history of the California Avocado Commission at one of the 2019 Annual Meetings. No RSVP is required. For more information about the meetings, contact CAC at 949.341.1955 or cac.iaf@avocado.org. No RSVP Required [More information available here](#).

April 2-4

April 2

Time: 10:00 a.m. – 12:30 p.m.

Location: South Coast Winery, 34843 Rancho California Road, Temecula, CA

April 3

Time: 10:00 a.m. – 12:30 p.m.

Location: Museum of Ventura County, 100 E. Main Street, Ventura, CA

April 4

Time: 9:00 a.m. – 11:00 a.m.

Location: SLO Farm Bureau, 4875 Morabito Place, San Luis Obispo, CA

CAS Seminar: Field Day with Pest and Disease

The topics to be covered include pest and disease identification and management, scouting and pruning. [More information available here](#).

April 9-11

April 9

Time: 1:00 p.m. – 3:00 p.m.

Location: Cal Poly/Mission Produce grove. Meet at the Cal Poly Meat Lab Parking lot, Stemner Creek Rd (follow signs from Hwy 1), San Luis Obispo, CA

April 10

Time: 9:00 a.m. – 11:00 a.m.

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

April 11

Time: 12:30 p.m. – 2:30 p.m.

Location: TBA

CAC Annual Meetings Will Showcase CAC's 40-year History

California avocado growers and industry stakeholders are encouraged to attend one of the California Avocado Commission's (CAC) Annual Meetings where we will showcase CAC's 40-year history. The Commission also will share important updates and seek input from attendees concerning avocado industry initiatives.

Lunch will be served at 12:00 p.m. for those attending the Temecula and Ventura meetings and breakfast will be served at 8:30 a.m. for those attending the San Luis Obispo meeting. No RSVP is necessary.

The meetings will be held as follows:



Temecula

April 2, 10:00 a.m. – 12:30 p.m.
South Coast Winery
34843 Rancho California Road

Ventura

April 3, 10:00 a.m. – 12:30 p.m.
Museum of Ventura County
100 E. Main Street

San Luis Obispo

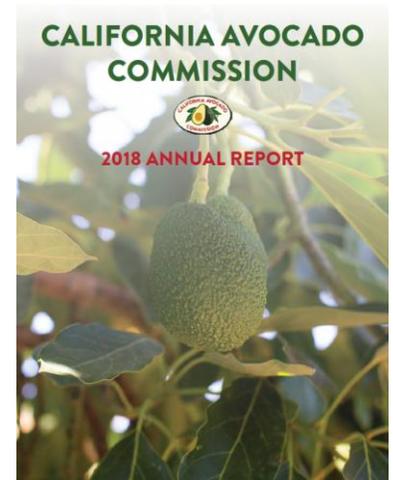
9:00 a.m. – 11:00 a.m.
SLO Farm Bureau
4875 Morabito Place

2018 Annual Report Available Online

The California Avocado Commission's (CAC) 2018 Annual Report is now available on the California avocado growers' website. The document can be viewed as a digital [flipbook](#) or downloaded in [pdf](#) format.

The 2018 Annual Report highlights the broad range of activities funded by the Commission, as well as industry statistics and financials. The report includes:

- A synopsis of the season and a summary of the board's new strategic priorities
- A review of food safety, wildfire prevention and global market expansion initiatives by Industry Affairs
- A summary of Production Research initiatives including a ProGibb LV Plus® plant growth regulator study, high density avocado production research, Shot Hole Borer monitoring, a soil moisture sensor trial, the launch of the Online Avocado Decision Support Tool and collaboration with global avocado researchers and thought leaders at the Avocado Brainstorming meeting
- Findings from two of the CAC-commissioned external studies examining the efficacy of the Commission's marketing and digital ad programs
- A high-level overview of the Commission's integrated marketing, advertising and public relations campaigns, accomplishments and industry firsts
- An infographic illustrating the depth, breadth and impact of the 2018 marketing program
- Audited Financial Statements (2017-18)
- Ten-year Industry Statistical Data



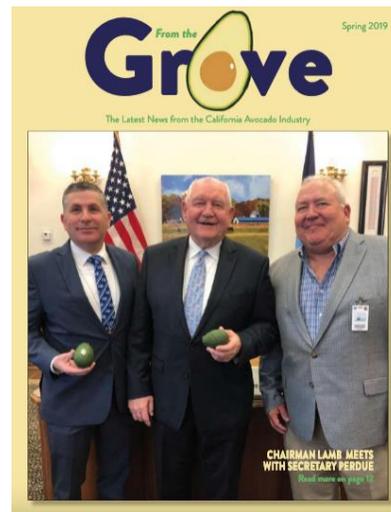
The 2018 Annual Report will be mailed to all growers of record with the Commission in mid-March 2019. If you are not an assessment-paying grower but would like to receive a printed version of the report, please complete the online form or you can request a copy at cac.iaf@avocado.org, 949.341.1955 (phone) or 949.341.1970 (fax).

Spring 2019 From the Grove Issue Available Online

The Spring 2019 issue of From the Grove is now available on the California avocado grower [website](#).

Highlights from the issue include:

- A [message](#) from the California Avocado Commission President and Chairman concerning discussions about raising the Hass Avocado Board rebate in light of burgeoning Hass avocado volumes in the U.S. in order to provide the Commission and importer associations with more assessment dollars by which to promote their own brands
- A high-level guide to [setting up an online account](#) with the California Avocado Decision Support Tools System
- A synopsis of the Commission's [pre-season trade marketing preparation](#) and [planned media buys and partnerships](#) to drive value in a tight crop year
- A preview of [consumer advertising](#) at the start of the California avocado season
- An inside look at the Commission's [Registered Dietitian Nutritionist](#) partnerships
- A tour of the [recent updates](#) made to the CaliforniaAvocado.com trade and media portions of the website
- [Updates](#) concerning Produce Safety Alliance training sessions, CAC-secured MAP funding, the Central Coast Ag Order 4.0 and recent Commission visits with legislators in Washington, D.C.
- Optimal [pruning practices](#) and irrigation management to maximize fruiting potential
- The [2019 pre-season California avocado crop estimate](#)
- Instructions for applying [ProGibb LV Plus®](#) plant growth regulator to California avocado groves
- A portrait of the [McGuire family's](#) California avocado grower history
- [Handlers' insights and expectations](#) concerning the upcoming spring/summer California season



Upcoming Laurel Wilt Webinar

Dr. Monique Rivera will host an upcoming [webinar](#) about Laurel wilt on Wednesday, March 20 from 3:00 – 4:00 p.m.

The webinar will cover current knowledge concerning laurel wilt, as well as the biology and ecology of its vector — the Ambrosia beetle. Other topics include current known U.S. locations of the disease, identifying the disease and laurel wilt disease prevention.

Interested participants can [register for the webinar online](#).

California Avocado Society Seminar Series — April 9, 10, 11, 2019

The next California Avocado Society seminars will be taking place the second week of April. The topics to be covered include pest and disease identification and management, scouting and pruning.

Anna Howell, University of California Entomologist, will discuss the ins and outs of biocontrol at all three locations. Various regional PCAs will discuss how to identify, scout for and control various pests, including Persea mite, avocado thrips, invasive shot hole borers and avocado lace bug. Ben Faber, UC Farm Advisor, and Patricia Manosalva, UC Riverside Assistant Professor of Plant Pathology, will review disease identification and management practices. Pruning strategies and demonstrations will be covered by Gape Filipe, Mission Produce (San Luis Obispo), Tim Spann, CAC Research Program Director (Santa Paula), and Ben Faber (Fallbrook).

These are field-based meetings and will involve walking through the respective groves at each location. Please plan accordingly, wear sturdy shoes, and don't forget your hat and sunscreen.

Tuesday April 9, 1pm to 3pm

Cal Poly/Mission Produce grove
Meet at the Cal Poly Meat Lab Parking lot
Stemner Creek Rd (follow signs from Hwy 1)

Wednesday April 10, 9am to 11am

Pine Tree Ranch
19455 E. Telegraph Rd, Santa Paula, CA 93060

Thursday April 11, 12:30pm to 2:30pm

Location TBD

Commission Secures New Southern California Restaurant Chain Contacts

On February 5, the California Avocado Commission joined culinary and supply chain personnel from Southern California-based restaurant chains at MarketVision's Chain Gang Meetings. The event at The Reef Restaurant in Long Beach, California, provided the Commission an opportunity to meet corporate and executive chefs, as well as purchasing and supply chain personnel to discuss the advantages of adding premium fresh California avocados to menus.

CAC's foodservice team discussed the fruit's seasonality and versatility while attendees enjoyed fresh samples of California avocado recipes at the Commission's booth. In addition, the CAC foodservice team informed restaurant industry members that California residents are attuned to the origin of avocados and discussed the "halo effect" of fresh California avocados on the menu due to consumers' positive associations with the brand.

The event was a success, with the Commission securing 21 new contacts, including representatives from: California Pizza Kitchen, Disneyland Resort, Galardi Group, Grinder Restaurants, Lazy Dog Restaurant & Bar, Lemonade Restaurant Group, Norms Restaurants, Pepe's Mexican Food, Philly's Best, Rubio's Restaurants, SuperValu, Wood Ranch Corporate and Yoshinoya America.



The CAC foodservice team discusses the value of California avocados on the menu with a Chain Gang operator attendees.

Successful Big Game Retail Promotions Mark the Start of the Early California Avocado Season

To provide California avocado growers with outlets for their early season harvests and encourage sales of California avocados during a key consumption period, the California Avocado Commission (CAC) partnered with two upscale retail chains to launch integrated in-store and social media campaigns pairing the fruit with Big Game day celebrations.

From January 23 – February 5, Mollie Stone’s locations in the San Francisco Bay area and Gelson’s Markets units in Southern California conducted Big Game-themed display and sales contests. The creative Big Game-themed California avocado displays were a success with Mollie Stone’s reporting very good contest participation and successful sales of fresh California avocados during the event. Each of the retailers showcased California avocados in Big Game ads, printed assets and online promotions.

In addition, the retailers and the Commission highlighted fresh California avocados with engaging, targeted Big Game posts on their social media platforms. The early season social media initiatives garnered outstanding results. Gelson’s secured more than 46,000 impressions on Facebook, about 47,500 on Instagram and greater than 27,500 on Twitter. Mollie Stone’s Big Game social media campaign garnered nearly 36,000 Facebook impressions and an additional 19,000 on Twitter.



Southern California Gelson's units crafted unique Big Game California avocado displays.

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 14, 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 3/10/2019	Season-to-Date (since 11/01/2018)	2019 Year to Date
Hass	580,720	2,733,938	2,717,233
Lamb	0	0	0
Other (Greens)	0	244,730	63,211
California Total	580,720	2,978,668	2,780,444
Florida	61,325	5,722,420	855,305
Chile	224,206	27,773,156	5,426,394
Mexico	54,898,730	903,586,802	547,233,038
Peru	0	0	0
Other (Imports)	1,010,000	22,710,000	13,000,000
Import Total	56,132,936	954,069,958	565,659,432
USA Total	56,774,981	962,771,046	569,295,181

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 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	716,519	628,068
Mar 18 - (19)	3,376,290	2,751,900	580,720	564,093
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	-	-
Season-to-Date	15,184,511	13,858,500	2,780,443	2,335,895
% of Crop	9%	8%	2%	1%
Crop Size	175,000,000	175,000,000	Left to Harvest	Left to Ship
Crop Variance	(12,404,068)	(11,078,057)	172,219,557	172,664,105

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

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

(March 11-April 11)

Summary- The *El Niño* pattern reached a point of maximum intensity in February, and is now starting to weaken. This usually starts to occur in March, and continues through the mid and late spring.

As mentioned in last week's Outlook, there is the long SST Anomaly feature that extends from N Baja California to Hawaii and beyond Hawaii in the tropical Pacific to the dateline. The shape and location of this feature provides a favorable environment for support of atmospheric-river-like troughs and frontal systems.

As long as this SSTA pattern persists, it will continue to provide support for troughing and wet frontal features to central and southern California, and northern and central Baja. We suggest that this pattern will continue through March and possibly into early April.

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. A cool and wet pattern would be the most likely result for California, from Ventura County north to Humboldt County, and east to the Sierras.

El Niño remains somewhat active, but is decreasing as mentioned. 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 from the Arizona and S California deserts eastward to the southern Great Plains, then east to the southern Appalachians. A large area of below normal precipitation will tend to

extend from the eastern Rockies east through the Mississippi and Ohio Valleys, while it remains wet from the east Texas 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 become less active during March 13-18th, then become a little more active again during the 19-27.

With weakening of the westerlies, weaker storm events become more likely, and cutoff upper lows become more frequent.

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 mid to late March. (early spring).

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 the 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 15-29... Salinas Valley-San Luis Obispo Co...Precipitation continues near, or modestly wetter than normal, and showery. We expect colder than normal through the Monterey and Santa Cruz and San Luis Obispo Co's coastal mountains, and possibly above normal occurrence of frost for the viticultural (winegrape) regions.

...S Calif Avocado Area, San Luis Obispo Co to San Diego Co...Precipitation continues near normal, frequently wet and showery. We expect colder than normal through San Diego and Orange/W Riverside Co's and San Bernardino Valley and mountains, with snow at times in the Big Bear area and other similarly high mountain elevations. Frost-freeze risks recurring in the valleys (San Pasqual, Ramona, Fallbrook Valley, during the dry and non-Santa Ana periods. There is also chance for a late season frost or freeze in Santa Paula, Bardsdale, Ojai Valley, Oak View, and in some valley areas in the Montecito watershed area at times, Paso Robles, Los Alamos, Sisquoc, Santa Ynez Valley to Lompoc.

Summary – March 30 – April 14... 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 in late March and first few days of April. During these times active and cold troughing recurs into S California from the west, then eventually settles into the SierraNV and Great Basin.

Seasonal Outlook / *El Niño* Update... April 16 – June 15... 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, frequency of gusty wind events will increase, while areal coverage by raincells decreases. This is not good news for fire risk in the SierraNV, and actually increases the risk of fire in 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 latter part of April and first week or so of May, 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 and unsettled conditions with a few cold overnight periods in May. Even if a few periods of low

clouds and nighttime drizzle occur, nursery and flower growers still be prepared for the cold episodes, that are more likely to occur this spring than normally, as energetic fronts move through.

Alan Fox...Fox Weather, LLC

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