



IN THIS ISSUE, YOU'LL FIND:

- [CAC District 5 Grower Meeting to Address Cannabis Adjacency Issues](#)
- [California Avocado Stakeholders Encouraged to Attend Commission's Annual Meetings](#)
- [Healthy Soils Program Grant Workshop](#)
- [Healthy Soils Program Grant Application Process Simplified](#)
- [Pollinator Workshop to be Hosted in Ventura County](#)
- [Ventura County Water Management Incentives](#)
- [Commission Makes New Foodservice Chain Contacts at Southern California Event](#)
- [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>

CAC Field Day: Cover Crops and Spring Fertilization for Avocados

Growers are encouraged to attend this Field Day to hear speakers on various avocado-related topics and to tour the research plots at Pine Tree Ranch. [More information here.](#)

March 4

March 4

Time: 9:00 a.m. – 11:00 a.m.

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

CAC District 5 Cannabis Adjacency Issue Grower Meeting

The Commission encourages California avocado growers impacted by the cannabis industry to attend the District 5 Cannabis Adjacency Issue grower meeting. [More information here.](#)

March 10

March 10

Time: 10:00 a.m. – 11:30 a.m.

Location: Lions Park, 6197 Casitas Pass Road, Carpinteria, CA

Healthy Soils Program Grant Opportunity Workshop

This workshop, hosted by the University of California Cooperative Extension and San Diego County Farm Bureau, will cover climate change and its impact on Southern California, provide an overview of the HSP Incentive Program and HSP Demonstration Projects and discuss a variety of healthy soils practices. Registration required. [More information here.](#)

March 12

March 12

Time: 9:00 a.m. – 4:00 p.m.

Location: 420 South Broadway, Escondido, CA

From Integrated Pest Management to Integrated Pest and Pollinator Management Seminar

The California Institute for Pollination Studies is hosting a free seminar where experts in the field will share information about both wild and managed bees and provide insights concerning how to keep bees healthy. Registration required. [More information here.](#)

March 16

March 16

Time: 9:00 a.m. – 12:00 p.m.

Location: Hansen Research and Education Center, 287 South Briggs Road, Santa Paula, CA

CAC District 5 Grower Meeting to Address Cannabis Adjacency Issues

The California Avocado Commission will host a District 5 Cannabis Adjacency Issue grower meeting on March 10 from 10:00 – 11:30 a.m. at Lions Park located at 6197 Casitas Pass Road, Carpinteria, CA.

The Commission encourages California avocado growers impacted by the cannabis industry to attend as the meeting will address ongoing concerns related to cannabis production adjacent to commercial ag production. Representatives from both the applicator and cannabis industries will be present.

California Avocado Stakeholders Encouraged to Attend Commission's Annual Meetings

The California Avocado Commission (CAC) will host its 2020 Annual Meetings in Temecula, Ventura and San Luis Obispo during late March. The meetings provide industry stakeholders with an opportunity to view the season's new marketing and advertising campaigns, and hear first-hand from CAC's retail marketing directors. In addition, CAC staff will be onsite to answer questions about CAC's production research and industry affairs. Participation from industry stakeholders is highly encouraged.

No RSPVs are required. For more information, contact CAC at 949.341.1955 or cac.iaf@avocado.org.

The meetings will be held as follows:

Temecula

Tuesday, March 24, 2020

10:00 a.m. – 12:30 p.m.

South Coast Winery

34843 Rancho California Road

Lunch provided

Ventura

Wednesday, March 25, 2020

10:00 a.m. – 12:30 p.m.

Museum of Ventura County

100 E. Main Street

Lunch provided

San Luis Obispo

Thursday, March 26, 2020

9:00 a.m. – 11:00 a.m.

SLO Farm Bureau
4875 Morabito Place
Breakfast provided

Healthy Soils Program Grant Workshop

The University of California Cooperative Extension and San Diego County Farm Bureau are hosting a free [Healthy Soils Program \(HSP\) Grant Opportunity Workshop](#) on March 12 from 9:00 a.m. – 4:00 p.m. at 420 South Broadway, Escondido, CA.

The HSP helps growers utilize conservation management practices to improve soil health, reduce greenhouse gases and sequester carbon. HSP provides grants up to \$100,000 and up to \$250,000 for HSP demonstration projects.

Presenters will discuss climate change and its impact on Southern California, provide an overview of the HSP Incentive Program and HSP Demonstration Projects and discuss a variety of healthy soils practices. The [workshop](#) presentations are as follows:

- Amber Pairis and Lindsey Jasperse (Climate Science Alliance) — Building Climate Resilience with Southern California Agriculture
- Mary Matava (Agri Service) — Building Healthy Soils
- Esther Mosase (UCCE San Diego) — Health Soils Program: Incentives and Demonstration Project Grants
- Margaret Smither-Kopperl (NRCS) — Cover Crop Considerations for California
- Milt McGiffen (UCR) — Yardwaste Mulch for Orchards
- Lance Anderson (Mission RCD) — Soil Characteristics Impacts on Irrigation Management
- Martina Skjellerudsveen (Greater San Diego RCD) — Carbon Farm Planning and Implementation in San Diego County

The session will end with small group breakout sessions and an opportunity to ask questions of and meet the speakers.

[Online registration](#) for the workshop is now available.

Healthy Soils Program Grant Application Process Simplified

The California Department of Food and Agriculture (CDFA) is making nearly \$25.2 million available for the next round of [Healthy Soils Program](#) grant applications. The Healthy Soils Program provides grants to assist growers with conservation management initiatives that improve soil health, sequester carbon and reduce greenhouse gas emissions. The CDFA is using a four-month rolling grant period on a first-come, first-serve basis until all of the funds are awarded.

The CDFA has refined the grant application process to make it easier for applicants, and has launched additional tools to help applicants collect necessary information.

The changes are as follows:

- The online application has been streamlined, with fewer questions.
- The Healthy Soils Program will use 2020 USDA Conservation Practices Standard Payment rates.

- Free technical assistance is available to those filling out an online grant application, and also is available during project implementation and reporting. A list of technical assistance providers is available [online](#).
- The new [COMET-Planner tool](#) includes payment rates by the [USDA National Resources Conservation Service](#), thereby eliminating the need for growers to complete an additional separate budget sheet when applying.
- The [Regional Conservation and Development Planning Tool](#) will help applicants with a number of reporting parameters, including field location and size, conservation practices and AB 1550 Priority Populations.

Pollinator Workshop to be Hosted in Ventura County

The California Institute for Pollination Studies is hosting a free seminar entitled: “[From Integrated Pest Management to Integrated Pest and Pollinator Management](#).” The event will take place March 16 from 9:00 a.m. – 12:00 p.m. at the Hansen Research and Education Center located at 287 South Briggs Road, Santa Paula, CA, 93060.

Experts in the field will share information about both wild and managed bees and provide insights concerning how to keep bees healthy. The seminar will allow growers to share their pest management concerns with the presenters and discuss the future direction of agriculture in the state.

Attendees are eligible to earn four Department of Pesticide Regulation credits. Coffee and snacks will be available.

[Online registration](#) is now open. For more information, contact Monique Rivera at Monique.rivera@ucr.edu.

Ventura County Water Management Incentives

California avocado growers in Ventura County should be aware of the following water management incentives designed to provide growers with financial assistance through the Ventura County Resource Conservation District (VCRCD).

Calleguas Creek Watershed Agricultural Management Measures Program (CCWAMMP)

This program is designed to improve water quality in the Frontal Pacific and Revolon Slough subwatersheds of Calleguas Creek. [CCWAMMP](#) provides technical and financial assistance for irrigation efficiency upgrades and projects designed to improve nutrient and pesticide management. Growers are eligible to receive reimbursements up to 60 percent of implementation costs and upgrades. All projects funded by these grants need to be completed by June 30, 2021.

Interested growers should complete the [online survey](#). For more information, contact Jamie Whiteford at jamiwhiteford.vcrd@gmail.com or 805.764.5132.

Interactive Irrigation Management to Reduce Leaching of Nitrogen (MRLN)

This is a new program designed to help producers manage irrigation and fertilizer schedules in order to reduce nitrogen leaching. The program provides growers with incentives for lysimeters and soil moisture sensing equipment, as well as free technical assistance concerning irrigation and nutrient management. VCRCD professionals will be available to work with the producer to evaluate the data collected and plan accordingly.

Interested growers should complete the [online interest survey](#).

Commission Makes New Foodservice Chain Contacts at Southern California Event

On February 6, the California Avocado Commission (CAC) foodservice team joined purchasing/supply chain, operations and culinary personnel from southern California-based restaurant chains at the Chain Gang Meeting. The event, which was held at the Reef Restaurant in Long Beach, California, provided the Commission with an ideal opportunity to demonstrate the benefits of adding fresh California avocados to menus.

The Commission participated in the info fair, meeting one-on-one with industry representatives in the Commission's booth. CAC's foodservice team discussed 2020 California avocado crop volume, the fruit's unique seasonality and its premium quality. In addition, they spoke with booth visitors about the Commission's robust foodservice support services, including menu ideation opportunities and customized menu promotions.

Nineteen new foodservice contacts were made at the meeting. Attendees included representatives from Baker's Drive-Thru, Circus Trix, Del Taco, Disneyland Resort, Elite Restaurant (Daphne's, Marie Callender's, Slater's 50/50), El Pollo Loco, Farmer Boys, Hustler Casino, In-N-Out Burger, Lazy Dog Café, Lemonade, Norms Restaurants, Pacific Park, Pieology, Sky Zone, Tocaya Organica, Universal Studios Hollywood and Wood Ranch. By attending industry events such as these, the Commission can communicate the attributes that set California avocados apart and demonstrate the value of California avocado menu items, thus encouraging usage in the foodservice segment.



Kim Kurata and Dave Cruz join a Wood Ranch representative at the Chain Gang Meeting.

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>.

	Conventional #1	Organic #1
California Hass	(Field Price Per Lb)	(Field Price Per Lb)
#32's	\$1.56 - \$1.68	\$1.66 - \$1.76
36's	\$1.56 - \$1.68	\$1.66 - \$1.76
40's	\$1.56 - \$1.70	\$1.70 - \$1.76
48's	\$1.56 - \$1.70	\$1.80 - \$1.98
60's	\$1.24 - \$1.32	\$1.48 - \$1.58
70's	\$0.84 - \$0.94	\$1.28 - \$1.36
84's	\$0.54 - \$0.70	\$0.78 - \$1.00

*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 2/23/2020	Season-to-Date (since 11/01/2019)	2020 Year to Date
Hass	5,182,035	20,862,228	20,835,985
Lamb	0	0	0
Other (Greens)	27,079	841,250	717,556
California Total	5,209,114	21,703,478	21,553,541
Florida	104,830	9,567,518	2,069,760
Chile	0	2,525,666	445,506
Mexico	53,720,278	814,729,866	404,245,032
Peru	0	0	0
Other (Imports)	1,500,000	18,820,000	10,380,000
Import Total	55,220,278	836,075,532	415,070,538
USA Total	60,534,222	867,346,528	438,693,839

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 Projection for the first quarter of 2020. As shown in the chart below, pre-season projections, using 4-year and AMRIC Handler forecasts, indicated a season-to-date volume of nearly 11-14 million pounds would be harvested through W/E 2/23/20, however due to low inventories and favorable market conditions that occurred immediately following the Big Game, California harvest is tracking ahead of projections by 9-12 million pounds. It is estimated approximately 10 million pounds was harvested last week (W/E 3/1/20), volumes not projected to be seen until the second quarter of the year, bringing the year-to-date harvest to over 32 million pounds. While harvest is running ahead of projections, at this time the Commission is not concerned that the current increase in harvest rates will have a detrimental impact to the overall timing of the season, however, will continue to monitor closely, as more small-sized fruit harvested early could affect total volume. It appears fruit from other origins has begun arriving at more normal levels, which is leading to increased

inventory levels and reducing market volatility. This market adjustment may bring current California harvest rates more in line with pre-season projections. With the California season now underway, the Commission recommends that growers communicate with their handlers and grove managers on a regular basis to plan their harvest strategy to ensure orderly supply to market, minimizing market volatility.

2020 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)	2020 Crop Estimate	Dec 2019 Update	AMRIC Harvest	AMRIC Shipments
Jan 5 - (10)	83,551	66,800	38,337	52,577
Jan 12 - (11)	563,245	444,600	481,651	50,464
Jan 19 - (12)	849,841	678,700	1,781,044	370,050
Jan 26 - (13)	2,035,214	1,590,000	3,077,607	1,251,352
Feb 2 - (14)	2,396,386	1,863,100	2,989,183	1,792,132
Feb 9- (15)	2,438,378	1,923,400	2,586,327	2,584,285
Feb 16 - (16)	2,254,233	1,778,600	5,428,615	4,859,289
Feb 23 - (17)	3,054,890	2,409,300	6,685,333	4,315,399
Mar 1 - (18)	4,774,531	3,764,900	-	-
Mar 8 - (19)	5,783,889	5,900,000	-	-
Mar 15 - (20)	6,950,880	7,092,700	-	-
Mar 22 - (21)	6,591,990	6,725,900	-	-
Mar 29 - (22)	9,193,258	9,381,700	-	-
1st QTR SubTotal	46,970,288	43,619,700	23,068,098	15,275,548
Season-to-Date	13,675,739	10,754,500	23,068,098	15,275,548
% of Crop	4%	3%	6%	4%
Crop Size	369,000,000	369,000,000	Left to Harvest	Left to Ship
Crop Variance	9,392,359	12,313,598	345,931,902	353,724,453

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

(February 28 – March 19)

Summary- The long term *El Niño*-Southern Oscillation (ENSO) is positive (+1C) but weak through the first half of Mar, and localized east of 110W along the equator.

The MJO is approaching an expanded activity maximum, which will most likely continue through Mar 10th. During that time we expect to see more troughs, rainy fronts, and cool, breezy or windy conditions. Wind speeds in the westerlies should increase, and troughing may also become more energetic near the California coast.

Subtropical westerlies are active, but will decrease after about March 12. This will tend to favor weaker troughs, and more of the erratically moving cutoff lows that occur near the end of the rainy season in spring. The CFSv2 Outlook for March shows a little wetter than normal through most of California, but most of that may be due to rains during the first half of March, with dry weather returning about mid-month.

In the Near Term – Feb 28 – March 15... Salinas Valley-San Luis Obispo Co...The main rains occur from Feb 29 – March 2. Windy with a few showers on the 4-5th, frost/freezes in interior Salinas Valley and San Benito Valley and Edna Valley on the 6-7th and 13-15th. Significant and probably widespread rains are most likely the 8-12th.

In the southern California avocado growing areas, from San Luis Obispo to San Diego County, showers in SOCAL will most likely occur March 1-2 and 4-5th, a frosty period during 6-7th, then rains, possibly significant during the 8-12th. Some more frosts are possible as the airmass dries out on the 13-15th.

Summary – March 16 – April 13... The general synopsis for Southern California is that we look for warmer days, possible dry NNE Santa Ana winds at times from March 16-18th. After a few light showers from the 20-24th, breezy and cool from the 25-28th, then some showers about the 29-31 and April 1-2. Overall rainfall for SOCAL- above normal in March, about normal for April.

Seasonal Outlook April 16 – May 16... Northern and Central California overall pattern....A little above normal rainfall from showers and thunderstorms in early to mid-month period. Temperatures near normal. For central California (Sierras and central coastal valleys): Near normal rainfall and temperatures near normal in April, but rapidly turning hot in early May as high pressure builds early in the season this year.

Southern California: San Luis Obispo Co to San Diego Co...Our latest guidance is suggesting near normal rain and temperatures in S California coast to mountains for about April 16-30. The period from May 1-15th should be warmer and drier than normal, possibly with some early hot days in the coastal hills as well as the inland Valleys and deserts.

Alan Fox...Fox Weather, LLC

Copyright © 2020, Fox Weather, LLC, Used by permission.