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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>

## FSMA Produce Safety Training Sessions

The Food Safety Alliance, in partnership with the California Department of Food and Agriculture, is hosting a series of Produce Safety training sessions at a discounted rate of \$35 per attendee. Registration required. [More information available here.](#)

### May 3 & 10

#### May 3 & 10

**Time:** 8:00 a.m. – 5:00 p.m.

**Location:** Several locations throughout Southern California. [Click here for more information.](#)

## CAC Production Research Committee Meeting

### May 7

#### May 7

**Time:** 10:00 a.m. – 2:00 p.m.

**Location:** The Huntington Botanical Gardens, 1151 Oxford Road, San Marino, CA

## H2A Roundtable Sessions

California avocado growers who use H2A contractors or directly hire H2A workers — and those interested in learning more about H2A labor options — are encouraged to attend the H2A Roundtable Sessions organized by the Agricultural Personnel Management Association. Registration required. [More information available here.](#)

### May 7-9

#### May 7

**Time:** 1:00 p.m. – 5:00 p.m.

**Location:** (Spanish session) Radisson Hotel, 3455 Skyway Drive, Santa Maria, CA

#### May 8

**Time:** 8:00 a.m. – 3:00 p.m.

**Location:** (English session) Radisson Hotel, 3455 Skyway Drive, Santa Maria, CA

### May 9

**Time:** 8:00 a.m. – 3:00 p.m.

**Location:** Courtyard by Marriott, 600 East Esplanade Drive, Oxnard, CA

## **CAC Marketing Committee Teleconference Meeting**

### **May 8**

### May 8

**Time:** 11:00 a.m. – 11:30 a.m.

**Location:** Teleconference

## **CAC Board Meeting**

### **May 16**

### May 16

**Time:** TBA

**Location:** CAC Board Room, 12 Mauchly, STE L, Irvine , CA

## **La Habra Heights Avocado Festival**

The La Habra Heights Avocado Festival showcases the region which is the home of the Hass avocado. [More information here.](#)

### **May 18**

### May 18

**Time:** 10:00 a.m. – 4:00 p.m.

**Location:** 1885 Hacienda Road, La Habra Heights, CA

## **Deadline Extended to Return CAC Grower Crop Survey – Respond Today!**

The California Avocado Commission's (CAC) annual grower crop survey is an important tool in helping the Commission adjust crop estimates, predict the flow of avocados to market and better understand the challenges growers face due to weather, global competition and water pricing and availability. Thus, the Commission strongly encourages all growers to complete the [online survey](#).

When completing the survey, growers are asked to provide their best estimate concerning their grove's production. The Commission has posted [avocado crop estimation instructions](#) for those who may need assistance estimating their crop.

The 2019 annual crop survey was mailed to all producers on record. The deadline for submitting the survey has been extended to Friday, May 3. PLEASE RESPOND TODAY!

Growers may submit their survey responses [online at the California avocado growers website](#) or by completing and returning the postage-paid survey they received in the mail. The form also may be faxed to 619.445.3346.

If you did not receive a crop estimate survey in the mail, or have questions regarding the process, please contact April Aymami at [aaymami@avocado.org](mailto:aaymami@avocado.org) or 949.341.1955.

## **Growers Encouraged to Attend Upcoming H2A Stakeholder Forums**

A series of free [H2A Roundtable Sessions](#), organized by the Agricultural Personnel Management Association (APMA), will be held at a variety of locations across the state. California avocado growers who use H2A contractors or directly hire H2A workers — and those interested in learning more about H2A labor options — are encouraged to attend.

RSVPs are required. [Online registration](#) is now available. For more information, contact the APMA at 831.422.8023.

Topics include:

- Wage and hour H2A compliance
- H2A certification process best practices
- I-129 processing best practices
- Visa processing best practices and recruitment fraud in Mexico
- Federal, state and local housing codes
- Wage and hour legal issues and best practices
- H2A regulatory requirements
- H2A job orders
- H2A housing inspections
- Dealing with CNPC, USCIS and the U.S. Consulate

A Q&A session with representatives from government agencies also will take place. For a complete list of presenters and the agenda, download the event flyer.

The sessions will be held as follows:

**Santa Maria Spanish Session**

May 7, 1:00 p.m. – 5:00 p.m.

Radisson Hotel

3455 Skyway Drive

Santa Maria, CA 93455

**Santa Maria English Session**

May 8, 8:00 a.m. – 3:00 p.m.

Radisson Hotel

3455 Skyway Drive

Santa Maria, CA 93455

**Oxnard/Ventura**

May 9, 8:00 a.m. – 3:00 p.m.

Courtyard by Marriott

600 East Esplanade Drive

Oxnard, CA 93036

**Salinas**

June 4, 8:00 a.m. – 3:00 p.m.

Salinas Sports Complex

1034 N. Main St.

Salinas, CA 93906

## **Sonoma/Santa Rosa**

June 6, 8:00 a.m. – 3:00 p.m.

Sonoma County Farm Bureau

3589 Westwind Blvd

Santa Rosa, CA 95403

## **Nitrogen Management Documents Available for California Avocado Growers**

The University of California, Division of Agriculture and Natural Resources has a variety of [nitrogen management publications](#) available on its California Institute for Water Resources webpage. The publications can assist California avocado growers in complying with state regulations for tracking and reporting nitrogen fertilizers applied to their groves to help prevent nitrogen from leaching into groundwater.

Publications of interest to California avocado growers are noted below, as well as highlighted topics from the reports.

### **Irrigation and Nitrogen Management**

- Impact of excessive irrigation on fertilization and leaching
- Understanding and evaluating irrigation efficiency
- Measuring irrigation distribution uniformity
- Determining irrigation frequency and duration
- Taking into consideration nitrate-nitrogen in water supplies
- Delivering nitrogen fertilizers via an irrigation system
- Salinity control

### **Principles of Nitrogen Cycling and Management**

- Supply and availability of nitrogen in agricultural systems
- Nitrogen management

### **Nitrogen Management in Citrus and Avocado**

- Right rate, time, placement and source — the principles of fertilizer management

## **Celebrate Hass Avocados in La Habra Heights — the Birthplace of Hass**

California avocado fans are encouraged to celebrate Hass avocados at the La Habra Heights Avocado Festival. La Habra Heights is the home of the Hass avocado, which was “born” in 1926 on a small nearby grove owned by Rudolph and Elizabeth Hass.

The festival will take place Saturday, May 18 from 10:00 a.m. – 4:00 p.m. at The Park, located at 1885 Hacienda Road.

The California Avocado Commission will participate in this family-friendly festival, which includes:

- All-day Kids’ Grove activities such as face painting, avocado derby races, cake walk, arts and crafts, and avocado toss
- A petting zoo and pony rides

- Avocado woodworking
- Cooking-with-avocado sessions
- Avocado piñatas
- Information booths about avocado varieties
- Grafted avocado trees for sale
- Guacamole and food contests
- Historical exhibits
- Artists, artisans and vendors

For complete information, visit the [La Habra Heights Avocado Festival website](#) or [download the event flyer](#).



*California avocado fans are encouraged to celebrate Hass avocados at the La Habra Heights Avocado Festival.*

## Early Season Restaurant Promotions Celebrate Spring with California Avocados

Early California avocado season sales were buoyed by a series of limited time offer (LTO) menu promotions featuring the fruit that were launched at a variety of targeted foodservice chains in Western regional markets.

From March 4 – March 25, 77 Sizzler’s units in Arizona, California and Oregon featured a California Roll Salad topped with fresh slices of California avocados. The new menu item was promoted with static clings, salad bar tags and social media posts featuring the California avocado logo.

The Xperience Restaurant Group — which includes El Torito, Chevy’s and Acapulco y Cantina units — rolled out a Lent LTO menu showcasing the California avocado logo at 44 units in California. El Torito featured fresh California avocados in its Seafood Taco Trio. The Chevy’s units added fresh California avocado to their Shrimp Ceviche appetizer while Acapulco featured the fruit in its Ceviche Rojo appetizer. Each of the chains highlighted their Lent LTO menu in a variety of social media posts and within its eNewsletter.

Marie Callender’s new spring menu featured a photo of one of its latest dishes — the Fresh Avocado and Shrimp Stack Appetizer — alongside the California avocado logo. The Marie Callender’s promotion, which began March 21, will run through June 12 and be showcased in social media posts and the eNewsletter for the duration. The LTO menu will be available at 51 units located in California, Nevada and Utah.

In addition to building early season sales, these fresh California avocado menu items provide consumers with new ideas about incorporating the fruit in meals at home, while raising awareness of the fruit’s seasonality and versatility. As the early season promotions wind down, California Avocado Commission programs with Baja Fresh and La Salsa will support 2018 peak season volume and will provide additional exposure in Western regional markets.



*The Sizzler’s salad bar cling featured the California avocado logo.*

## 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 – April 24, 2019

	Conventional #1	Organic #1
California Hass	(Field Price Per Lb)	(Field Price Per Lb)
#32’s	\$1.40 - \$1.46	\$1.80 - \$1.86
36’s	\$1.40 - \$1.46	\$1.80 - \$1.86
40’s	\$1.40 - \$1.46	\$1.80 - \$1.86
48’s	\$1.46 - \$1.52	\$1.90 - \$1.96
60’s	\$1.38 - \$1.44	\$1.80 - \$1.86
70’s	\$1.14 - \$1.20	\$1.52 - \$1.58
84’s	\$0.70 - \$0.76	\$0.98 - \$1.04

\*To subscribe to the Weekly Newslines, please contact the California Avocado Society at (949) 940-8869 or [www.CaliforniaAvocadoSociety.org](http://www.CaliforniaAvocadoSociety.org).

## California Avocado Commission Weekly Volume Summary (Pounds)

	Week Ending 4/28/2019	Season-to-Date (since 11/01/2018)	2019 Year to Date
Hass	9,717,365	48,704,419	48,598,623
Lamb	0	0	0
Other (Greens)	25,263	313,110	126,459
<b>California Total</b>	<b>9,742,628</b>	<b>49,017,529</b>	<b>48,725,082</b>
Florida	0	5,900,455	1,033,340
Chile	0	27,859,040	5,512,278
Mexico	33,470,374	1,244,338,977	887,985,213
Peru	568,893	805,932	805,932
Other (Imports)	910,000	29,620,000	19,910,000
<b>Import Total</b>	<b>34,949,267</b>	<b>1,302,623,949</b>	<b>914,213,423</b>
<b>USA Total</b>	<b>44,691,895</b>	<b>1,357,541,933</b>	<b>963,971,845</b>

Sources:

California = CAC (AMRIC)

Florida = Florida Avocado Admin Committee

Chile = Comite 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 two quarters of 2019. In March the Commission issued revised weekly harvest projections to shift the harvest shortfall from January through March, into the April through June window. While the first quarter actual harvest lagged behind projections, the month of April saw actual harvest exceed the revised March projections, resulting in the season-to-date harvest of 28% of the total crop volume and 4 million pounds over projections. Even more noteworthy is that shipments are tracking at only 17% of crop volume, with actual harvest through April exceeding shipments by nearly 20 million pounds. The Commission has kicked off targeted marketing programs to support this fruit throughout the California season, and 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	Mar 2019 Update	AMRIC Harvest	AMRIC Shipments
YTD Thru Feb 24 (17)	9,050,004	1,970,304	1,483,204	1,143,733
Mar 3 - (18)	2,758,217	785,219	716,519	628,068
Mar 10 - (19)	3,376,290	657,620	580,720	564,093
Mar 17 - (20)	4,280,515	1,211,730	1,149,730	698,237
Mar 24 - (21)	4,232,102	2,571,015	1,620,622	940,416
Mar 31 - (22)	5,271,164	4,047,012	3,537,471	1,747,653
<b>1st QTR SubTotal</b>	<b>28,968,293</b>	<b>11,242,900</b>	<b>9,088,266</b>	<b>5,722,201</b>
Apr 7 - (23)	5,750,819	7,058,700	8,256,079	4,191,696
Apr 14 - (24)	6,555,329	8,036,300	11,604,261	5,831,398
Apr 21 - (25)	7,092,633	8,688,900	10,304,053	5,878,068
Apr 28 - (26)	8,157,305	9,986,600	9,844,728	7,945,623
May 5 - (27)	8,386,056	8,411,900	-	-
May 12 - (28)	7,694,000	7,718,200	-	-
May 19- (29)	7,355,372	7,378,100	-	-
May 26 - (30)	8,180,321	8,205,900	-	-
Jun 2 - (31)	7,648,747	7,672,800	-	-
Jun 9 - (32)	6,794,936	8,792,800	-	-
Jun 16 - (33)	7,174,220	9,279,400	-	-
Jun 23 - (34)	7,439,590	9,610,500	-	-
Jun 30 - (35)	7,044,822	9,032,200	-	-
<b>2nd QTR SubTotal</b>	<b>95,274,149</b>	<b>109,872,300</b>	<b>40,009,121</b>	<b>23,846,784</b>
<b>Season-to-Date</b>	<b>56,524,378</b>	<b>45,013,400</b>	<b>49,097,387</b>	<b>29,568,985</b>
<b>% of Crop</b>	32%	26%	28%	17%
<b>Crop Size</b>	<b>175,000,000</b>	<b>175,000,000</b>	<b>Left to Harvest</b>	<b>Left to Ship</b>
<b>Crop Variance</b>	(7,426,991)	4,083,987	125,902,613	145,431,015

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

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

(April 29 – May 29)

Summary- The area of cyclogenesis is supported by the sea surface temperature anomaly (SSTA) late April 22-29th. Low pressure focuses west of central California and is tending to force precipitation to develop in central California, the N and central SierraNV, and in SOCAL area mountains and coastal hills.

*El Niño* continues steady at moderate intensity along the equator between 10N and 10S. This favors troughing at or near the California coast and into the Sierras. This supports more active and stronger westerlies than usual for most of May along the California coast. This supports cooler and a little wetter than normal conditions in general for central and N California.

There continues the well defined long SST anomaly extending from the California coast to beyond Hawaii (165W / 25N).

A colder than normal sea surface upstream from California out to 145W, coupled with warmer than normal sea surface WSW of Baja will contribute support for long wave troughing near the California coast. A trough continues in the central Pacific 150W as well. These characteristic patterns in the westerlies continue to support above normal rainfall (and still

some snow for the Sierras) as well as general support for cold upper lows near the central coast recurring. This is a generally cool pattern for California in those areas that are rainy or have a deep marine layer (low clouds and drizzle). Some warm or briefly hot days are still possible in NORCAL as offshore flow appears intermittently.

There continues support for above normal rainfall throughout the Northern SierraNV Lake Tahoe north, and showers through the San Joaquin Delta and north, as well as the southern Sierras, with snow in the higher SierraNV through most of May, including the last week (25th) We suggest that showers and thunderstorms (TSTMS) will tend to associate with the upper lows, which is normal for May.

Cooler than normal daytime conditions, due to clouds and showers continue through most of May, and some very late or off-season rains in June, for the SierraNV, NE California, central coastal mountains and Delta-south Sacramento Valley.

There is above normal risk for upper lows and troughs to produce showers and thunderstorms (TSTMS) in May and June for N California mountains (especially N Sierras).

The Madden-Julian Oscillation (MJO) is currently in a phase that favors ridging and high pressure for now. So, we can see that there are forcing factors that conflict with each other in the nearer term (May). Therefore, this May will tend to be more changeable than usual for late spring in California, continuing possibly until early June.

Watch for occasional dry, gusty wind events in interior N California in May and June, and some cold events (u30s to L40s) if not frost.

**In the Near Term – May 5-19...** Salinas Valley-San Luis Obispo Co...Above normal precipitation, including continuation of cool conditions coincident with the wet periods, and mostly moist airmasses. Watch for near normal occurrence of nighttime lows in the upper 30s coldest to low or mid 40s for viticultural (wine-grape) regions of central California (mostly Central SierraNV, and Monterey-Santa Cruz Counties).

Rain days, some still with snow in the Sierras: May 5, 9, 11, 13,15-16.

...S Calif Avocado Area, San Luis Obispo Co to San Diego Co...Precipitation continues in a mostly end-of-season pattern for San Diego. By contrast, a little above normal rainfall occurs, in Santa Barbara-San Luis Obispo Counties , where showery periods are possible.

As in other areas, degree day accumulations will continue below normal during this period despite a few warm days that will begin to occur. Due to the troughing we should expect to see a lot of deep marine layer events in the middle part of May. Otherwise, rain days occur in the following per latest CFSv2: May 5, 6, 9, 13, 16. Although heavy rains are unlikely, watch for some thunderstorms (TSTMS), in the few events that do occur (“May Gray”).

Frosts and freezes are most likely limited to Las Tablas, Paso Robles on the few cold nights that can still occur in this pattern.

**Summary – May 20 – June 1...** This is the season for cutoff lows and troughs that move erratically down the coast, with accompanying drizzle events. These will alternate with some hot conditions in inland valleys, while low clouds and fog and gusty NW winds occur at the coast. For precipitation, CFSv2 model data suggests that most areas in the southern half of the state dry out after May 29th and into June.

Beginning about May 26-28th, precipitation turns to mostly marine low clouds and drizzle in coast and coastal valley areas, while it starts to warm up per the seasonal pattern in inland valley areas.

The usual springtime dry gusty downslope N-NE winds may be more likely in NW to central California coastal and N Sacramento Valley and N Sierra than in SOCAL during this period.

**Seasonal Outlook / *El Niño* Update... June 1 – July 15...** As speeds of the westerlies continue to decrease, and the belt of westerlies gradually migrates poleward, we should see a few of the usual upper low events, and south winds with a few TSTMS. Also, upper lows near the central California coast.

For Southern California, recurrently moist conditions in April will tend to become less frequent in May, due to enhanced SW flow aloft to bring a deeper marine layer into the coast and coastal foothills and valleys. This would be generally a remnant of troughing activity left over from earlier in the spring, with residual energy from *El Niño* forcing, slow to recede during May, with *El Niño* continuing to hang on in June (troughing, deep low marine layer, “June Gloom”).

Seasonable (near or above normal) rainfall and a few chilly nights (mostly low 40s) in central coastal valleys. At this time, we do not expect a start in monsoonal TSTMS until mid-July.

The monsoon will be a bit delayed this year 2019. However, once in place in July, the monsoonal TSTMS will be a usual feature to produce rains in the southern Deserts and Plateau regions of the Southwestern US.

Alan Fox...Fox Weather, LLC

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