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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>

CAC Production Research Committee Web/Teleconference Meeting

May 18

May 18

Time: 9:00am – 12:00pm

Location: Web/Teleconference

CAC Finance Committee Meeting

May 19

May 19

Time: 9:00am – 10:00am

Location: HYBRID – 12 Mauchly, Suite L, Irvine, CA (in-person) / Zoom (online)

CAC Board Meeting

May 19

May 19

Time: 10:00am – 1:00pm

Location: HYBRID – 12 Mauchly, Suite L, Irvine, CA (in-person) / Zoom (online)

USDA NRCS Services and Funding Program Information Session

To help members of the agricultural industry learn more about the services and funding provided by the U.S. Department of Agriculture's Natural Resources Conservation Service, the USDA NRCS is hosting a information session webinar. Registration is required. [More information here.](#)

May 26

May 26

Time: 10:00am

2022 CAC Mid-Season Crop Update

CAC would like to thank the growers and handlers for their participation in the Commission's mid-season crop update surveys. Through use of the grower and handler surveys, CAC is able to collect the most up-to-date volume information and anticipated harvest timing. The results of these surveys are used to inform the industry of the total crop that is expected to come to market and as a guide that helps shape the timing of CAC's marketing efforts.

Utilizing the results of both the 2022 grower and handler mid-season surveys, CAC has updated the 2022 California crop estimate to 286 million pounds – which consists of 272 million pounds Hass, 8 million pounds Lamb-Hass, 5 million pounds GEM and 1 million pounds of Other varieties. This updated volume is a 20 million pounds reduction from the December 2021 handler pre-season estimate of 306 million pounds. The decrease in volume mostly comes from Hass (19 million pounds), however a slight reduction to the Lamb-Hass volume also has been made (1 million pounds).

Detailed results from the [grower](#) and [handler](#) survey can be found on CAC's grower website, as well as revised [monthly](#) and [weekly](#) harvest projections based on the 286-million-pound crop volume. Please note that projected volume for the beginning of the season, which has already been harvested, do not match weekly actuals, but instead how the four-year average and handler forecasting models projecting a 286-million-pound crop would have come to market (based on the actual monthly volume that was harvested). As we move through the season, Commission staff will continue to track crop harvest and remaining volume closely, ensuring that CAC's marketing efforts are aligned with when California fruit is in-season.

USDA NRCS Services and Funding Programs Webinar

To help members of the agricultural industry learn more about the services and funding provided by the U.S. Department of Agriculture's Natural Resources Conservation Service, the USDA NRCS is hosting a information session webinar. The virtual event will take place Thursday, May 26 beginning at 10:00 a.m.

The USDA NRCS provides growers with technical services and funding opportunities that incentivize soil, water and natural resources improvements related to drought resiliency. During the webinar, attendees will have the opportunity to ask questions about Conservation Technical Assistance and learn more about relevant funding programs such as the Environmental Quality Incentives Program and the Conservation Stewardship Program.

[Interested persons can RSVP for the information session online](#). For more information, contact Juan Alvarez at Juan.Alvarez@usda.gov.

Growers Encouraged to Complete Avocado Water Use Survey

The University of California Division of Agriculture and Natural Resources is conducting an [Avocado Irrigation Management Survey](#) to study the practices used by California avocado growers and the challenges they face. The individual information collected from the survey will remain confidential.

California avocado growers are encouraged to complete the survey as the data will be used for educational purposes and to develop applied tools and practices to help improve water use efficiency in avocado groves.

The [short online survey](#) asks growers to note:

- What type of water resources their operation uses and any water quality issues they may experience
- Irrigation methods, scheduling, frequency, flow measuring tools and seasonal irrigation practices

- Basic information concerning their groves, including acreage, use of clonal rootstocks, average annual yield, soil salinity, root rot challenges and fertilization strategies

CAC Virtual Charcuterie Class Generates Nearly 19 Million Consumer Impressions

To generate excitement and build demand for California avocados, the California Avocado Commission hosted a virtual cooking class on March 31 for key media representatives, dietitians, brand advocates and retail contacts showcasing just how easy it is to incorporate the fruit into on-trend decorous and delicious charcuterie boards. The event, which was hosted by Los Angeles-based food stylist and charcuterie board expert Meg Quinn, secured nearly 19 million consumer public relations impressions and an additional 170,000 trade impressions from articles in AndNowUKnow, Fresh Plaza, PMG, Supermarket Perimeter and The Packer.

Known for her beautifully designed charcuterie boards, entertainment skills and preference for fresh, locally sourced produce, Meg was a natural choice to kick off the California avocado season. She was joined by Emily Domesek, founder of the do-it-yourself lifestyle brand P.S.-I made this, who served as moderator and answered participants' questions throughout the virtual session.

Prior to the virtual cooking session each participant received the necessary fresh ingredients, including California avocados, as well as a gift box filled with a CAC-branded apron, wine glass and wooden serving board to use as they prepared a charcuterie board alongside Meg from their home kitchens. With all the ingredients and tools at hand, the participants joined Meg in preparing one of her unique recipes: California Avocado, Cheese and Charcuterie Board with California Avocado Goat Cheese Dip with Cheesy Prosciutto. They also prepared a Chocolate California Avocado dip while Meg showed how to build a California Avocado and Fruit Board.

Those who attended the virtual charcuterie board session included representatives from California-based retail chains as well as writers and content creators for a wide range of media outlets. Media representatives included: Edible Sacramento, Esquire, TimeOut NY, Good Housekeeping, LIVESTRONG, Martha Stewart Living, PureWow, Real Simply, Refinery29, The Kitchn, Thrillist, We Like LA, Where LA, Travel & Leisure, FreshPlaza, PMG Magazine and AndNowUKnow. By inviting credible, third-party reporters and influencers to the event the Commission was able to expand its reach to various lifestyle and foodie consumer audiences in an authentic manner. By sharing their charcuterie experiences with their audiences on social media and via their publications, the attendees helped build awareness of the fruit's seasonality and inspire their fans with unique California avocado usage ideas.



CAC's hosts showcased California avocado-branded aprons, which are available for purchase at Shop.CaliforniaAvocados.com, alongside their completed charcuterie boards.

Foodservice Chains Launch California Avocado Menu Promotions

California avocado limited-time-only menu promotions create a sense of urgency among diners eager to enjoy the in-season fruit in “special” menu items while they remain available. By partnering with foodservice chains to showcase the LTO menu offerings on digital and social media platforms, the California Avocado Commission expands awareness of the fruit’s seasonal availability and encourages brand loyalty. The marketing support helps chain partners reach a wider audience and builds demand for the unique menu items that feature California avocados.

Throughout the month of April, fresh slices of California avocados were available as add-ons to any dish at Flame Broiler units located in Arizona and California. The restaurant chain reminded patrons to add freshness by adding California avocados. A two-month (April-May) LTO promotion at Erik’s DeliCafe features fresh California-grown avocados on eight of the chain’s sandwiches: the Pilgrim’s Progress, Turkey with Pesto, Grande Club, the Dub Club, Sea Dog, Natural High, Del Monte Special, the Farmer’s Market, and two wraps: the Farmer’s Medley Wrap and Cleopatra Wrap. In both California and Nevada, diners at Wahoo’s Fish Taco can enjoy fresh California avocados on their Loaded Albondigas Soup, as well as the option to enjoy any entrée “Kahuna Style” by adding fresh slices of the fruit. This promotion runs throughout April and May.

By showcasing unique California avocado menu items on foodservice chain partners’ social media channels, chains do not have to rely solely on patrons visiting their website or in-store locations to view the POP materials. These social media promotions at Flame Broiler, Erik’s DeliCafe and Wahoo’s Fish Taco are expected to reach more than 119,000 fans of three quick service restaurant partners supporting California avocado season.



Flame Broiler encourages fans to raise their hand if they are craving California avocados.

FoodOvation Event Leads to California Avocado Menu and Promotional Opportunities

From April 10 – 13, the California Avocado Commission’s foodservice team attended the invitation-only FoodOvation event in Sun Valley, Idaho, and networked with chain restaurant chefs, owners and heads of purchasing and marketing. The event offered the opportunity to meet one-on-one with key decision makers from targeted foodservice chains in the western region, as well as with national chains interested in California-grown avocados.

During each of their 40-minute sessions, the Commission team discussed the seasonality of California avocados and why they are a premium choice. They noted the availability of the GEM variety, an avocado that has piqued the interest of the

industry. The Commission then walked foodservice teams through a flavor-building exercise by pairing California avocados with an array of spices. They closed with a menu concepts tasting session and discussed how specific concepts could fit with the chain’s unique menu profile. Attendees sampled Whipped Feta Dip with California Avocados, California Avocado Sushi Roll Salad, BLT-California Avocados with an upscale twist, and two California Avocado Flatbread Pizzas — a California Supreme and a Vegan California Avocado Pizza with Kale-Cashew Pesto.

The Commission met with decision makers from 13 chain restaurant companies and is now exploring menu development and promotion for the 2022 and 2023 seasons with eight of those brands. Ultimately, the event helped the Commission expand its target base of chain contacts, cement existing relationships, build awareness and loyalty for the brand and encourage demand for California avocados. With time it may also expand penetration of fresh California avocados on foodservice chain menus.



Members of the Pizza Factory team sampled a variety of California avocado menu concepts and explored a variety of spice pairings with the fruit.

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 Newsline* Avocado Prices – May 12, 2022

	Conventional #1	Organic #1
California Hass	(Field Price Per Lb)	(Field Price Per Lb)
#32’s	\$2.42 - \$2.55	\$2.58 - \$2.66
36’s	\$2.42 - \$2.55	\$2.58 - \$2.66
40’s	\$2.28 - \$2.45	\$2.76 - \$2.86
48’s	\$2.28 - \$2.45	\$2.82 - \$2.92
60’s	\$1.88 - \$1.96	\$2.34 - \$2.40
70’s	\$1.40 - \$1.46	\$1.86 - \$1.94
84’s	\$0.98 - \$1.06	\$1.02 - \$1.10

*To subscribe to the Weekly Newsline, 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 05/15/2022		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	12,101,231	11,469,436	142,110,812	121,678,954
LAMB	0	0	15,980	0
GEM	306,969	237,064	2,962,211	1,927,939
OTHER	19,500	0	356,774	233,325
CALIFORNIA TOTAL	12,427,700	11,706,500	145,445,777	123,840,218
INDUSTRY ADJUSTED	12,669,724	11,935,888	148,288,312	126,297,130
Imported Hass Detail				
MEXICO	27,550,302	17,758,335	1,203,621,865	739,590,790
PERU	1,280,000	330,150	2,550,000	2,018,737
CHILE	0	108,405	12,161,105	12,321,444
COLOMBIA	410,000	286,450	9,730,000	4,372,450
NEW ZEALAND	0	0	0	0
DOMINICAN	0	0	940,000	1,433,200
IMPORT TOTAL	29,240,302	18,483,340	1,229,002,970	759,736,621
Other Detail				
CA EXPORT	0	53,825	0	943,400
CA ORGANIC	0	876,256	0	11,096,170
IMPORTED (Greens)	1,180,000	0	58,960,000	0
FLORIDA	0	0	6,038,230	0
GRAND TOTAL	43,090,026	30,419,228	1,442,289,512	886,033,751

Crop Statistics

As reported in the mid-season crop update article, CAC has revised the current crop volume to 286 million pounds, a 20-million-pound decrease from December 2021 pre-season estimates. Detailed results from the [grower](#) and [handler](#) surveys can be found on CAC's grower website, as well as revised [monthly](#) and [weekly](#) harvest projections based on the 286-million-pound crop volume. Please note that projected volume for the beginning of the season, which has already been harvested, do not match weekly actuals, but instead how the four-year average and handler forecasting models projecting a 286-million-pound crop would have come to market (based on the actual monthly volume that was harvested). As we move through the season, Commission staff will continue to track crop harvest and remaining volume closely, ensuring that CAC's marketing efforts are aligned with when California fruit is in-season.

2022 Mid-Season California Crop Harvest Projection						May 2022 Handler Survey Hass Distribution
Month	Hass	Lamb	GEM	Other	Total	
Jan	7,700,000	-	-	178,700	7,878,700	2.8%
Feb	27,700,000	-	-	156,200	27,856,200	10.2%
Mar	32,000,000	-	66,500	51,000	32,117,500	11.8%
Apr	47,000,000	900	1,758,700	55,400	48,815,000	17.3%
May	48,000,000	13,700	1,897,400	25,800	49,936,900	17.6%
Jun	44,000,000	195,800	1,054,100	215,800	45,465,700	16.2%
Jul	37,000,000	4,236,600	181,600	159,100	41,577,300	13.6%
Aug	23,400,000	2,354,800	37,300	55,100	25,847,200	8.6%
Sep	4,900,000	1,026,000	4,400	56,200	5,986,600	1.8%
Oct	300,000	170,800	-	9,800	480,600	0.1%
Nov	-	1,400	-	7,100	8,500	0.0%
Dec	-	-	-	29,800	29,800	0.0%
Total	272,000,000	8,000,000	5,000,000	1,000,000	286,000,000	100%

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

(May 13 – June 13)

BASIC PATTERN:

Large Scale Pattern –

- A. We have had a cold beginning to May. However, some much warmer periods are expected at times during the second half of May.
- B. There are few periods of cold showers on May 10-12 in the nearest term. However, this pattern will be shifting to a warmer one.
- C. The large-scale pattern of recurrent troughs in the northcentral Pacific encourages the risk of short hot events in California during the late spring, until the onset of the summer fog and stratus pattern. The large scale pattern is forced by the current sea surface temperature anomalies, which are colder than normal off the California coast for 100-150 miles.
- D. Bottom line for growers of avocado and other sensitive orchards and crops in the coastal hills-valleys of central and S California, watch for a higher than usual occurrence of hot days... mid to upper 90s during the hotter periods of June. The highest probability of 100-108 degree temperatures is in the warmest intermediate valleys as high pressure rebuilds behind cold fronts during the periods of high sun angle in June.
- E. Some highs of 110 to 115 are possible in SOCAL inland valley and inland foothill areas during the June heatwaves. This includes highs in the 103-108 range in hilly areas near Escondido-Fallbrook, and 108-115 in Riverside, Perris, Hemet, and 112-120 in southern Deserts (Imperial and Coachella Valleys) of S California. Other areas that are more normally hot in such early summer heatwaves are the counties of Kings, Kern, Tulare, and the lower Sierra foothills region areas during high-sun periods when there is a lack of the cooling Delta breeze.

- F. Precipitation trend: Approximate dates of showers or light rain in N California are: Heaviest amounts for the North coast and Sierras appear to be today NW California mountains. On 12 May, the heaviest rains focus in Oregon and far NW coast (Del Norte Co). Some possibly significant rains occur during 19-25 May in Sierras and most of NORCAL, and NORCAL coast. A series of smaller rains occur about 14-16 June.
- G. For the N California forests, a key issue is the timing of dry-off of seasonal grasses in the Sierras and foothills... and coastal mountains of N California. Rains have persisted through the first 10 days of May, and more are expected in N California until midmonth.
- H. In May, the combination of colder than normal sea surface along the California coast, and well above normal temperatures in inland valleys of California, including mountains and deserts will contribute to stronger onshore flow and persistent or recurrent marine fog immediate coast.
- I. For the north and central California coast, this will eventually encourage persistent or recurrent conditions for fog drip in the coastal forests, especially at elevations at or below 1300 feet on windward slopes (facing W or NW), as the early summer fog-and-stratus season becomes established.
- J. During periods of stronger fronts that break the marine inversion (mainly in May), we expect episodes of sunny, very warm and effective drying conditions, followed by redevelopment of a marine layer with fog-drip events in coastal forests.
- K. For late May: There are more of the dry north wind events through N and Central California, typical for May at coast, coastal mountains, and Sierras. For the coastal foothills, this actually brings a higher risk of drying conditions in this recurrently dry and windy pattern.

FORECASTS FOR CALIFORNIA

Forecast for Northern and Central California:

NORCAL Rains: May 11, 23-25 (scattered showers), Jun 4-5.

CENTRAL CALIF Rains: May 11, 24-25 (showers N areas).

WARM SPELLS: May 13-16, 19-22, 27-Jun 3 and 7-12. .

COLD SPELLS: May 11, 24-25, Jun 4-6 and 13-14.

FRONTS WITH RAINS: May 10, 23 and Jun 4.

FROST RISK: May 11-12 (None after 17 May).

Forecast for S California:

SOCAL RAINS: None.

SOCAL WARM SPELLS: May 13-23, 28-Jun 4 and 7-13.

SOCAL COOL OR COLD SPELLS: May 24-26 and Jun 5-6.

FRONTS WITH RAIN/DRIZZLE: May 25 (coastal drizzle).

Central Sierra Nevada:

Dates of mountain rains and snows are: May 12, 23-25 and Jun 4-6.

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 May 13- June 13, 2022

Highlights: May is a changeable time, with periods of gusty dry winds, and some episodes of blowing dust and sand. The colder nights as wind speeds decrease are often followed by sharply warmer days.

Monsoon considerations: Both short term climate models (NMME and CFSv2) are suggesting a dry beginning to the summer monsoon season for SOCAL, western Arizona, and NW Mexico through June. The NMME model suggests anomalously dry conditions continuing well into the first month of the monsoon season (July). NMME is currently predicting anomalously dry conditions continuing into the middle of the hurricane season (Aug and Sep) this year. This is worthy of note, and a reason for including the NMME precipitation anomaly maps through the summer in this report.

Looking Ahead – Long Range Outlook

June 15-July 31, 2022... NORCAL and Central California: Consistently warmer than normal in June, with some hot conditions (highs in the mid-90s to m100s during the hot spells. For the coastal hills, above-normal temperatures are expected for June, with a well-established, although shallow marine layer. The lack of monsoonal moisture (see comments about this year's North American Summer Monsoon above) would tend to argue for warmer than normal during the periods of high sun and lack of clouds and usual thunderstorms (TSTMS).

For SOCAL June 15- July 31, 2022 mountains westward to coast: Progressive trend towards above normal temperature. There is potential to turn hot and dry in mid-June and all of July above or away from the marine layer and lack of monsoonal clouds. Foothill and coastal valley highs m90s (avocado areas), and intermediate valleys persistently into the u90s to m100s on occasion before a persistent but shallow marine layer pattern becomes well established.

In summary, due to the drier than normal rainy season, we have seriously low reservoir levels at the beginning of the long dry hot season. Watch for some 100+ hot spells early in the summer season (early June), and in June while cool fogs hang at the immediate coast/beach through most days, except those dates with offshore flow in June.

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

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