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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>

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

Creating a Food Safety Platform in our Local Ag Community

The Ventura County Food Safety Association is hosting a food safety seminar. Registration required. [More information here.](#)

May 23

May 23

Time: 11:00 a.m. – 1:00 p.m.

Location: Tower Club, 300 E. Esplanade Drive, Oxnard, CA

H2A Roundtable Sessions

Roundtable sessions organized by the Agricultural Personnel Management Association. Registration required. [More information here.](#)

June 4 & 6

June 4

Time: 8:00 a.m. – 3:00 p.m.

Location: Salinas Sports Complex, 1034 N. Main St., Salinas, CA

June 6

Time: 8:00 a.m. – 3:00 p.m.

Location: Sonoma County Farm Bureau, 3589 Westwind Blvd, Santa Rosa, CA

Growers Invited to Ventura County Food Safety Meeting

The Ventura County Food Safety Association is hosting a seminar entitled, “Creating a Food Safety Platform in our Local Ag Community” on May 23 from 11:00 a.m. – 1:00 p.m. at the Tower Club located at 300 E. Esplanade Drive, Oxnard, CA, 93036.

Guest speakers include:

- Rodrigo Chipres, M.S., Environmental Scientist, Produce Safety Program CDFA — Southern California Inspector
- Kurt Nolte, Produce Safety Network, Center for Food Safety and Applied Nutrition U.S. Food and Drug Administration

Persons interested in attending the meeting should RSVP at info@vcfsa.org.

Southern California Climate Action and Agriculture Symposium

California State University San Marcos is hosting a [Climate Action and Agriculture Symposium](#) for growers, researchers, policy makers, consultants, government agency members and others. The event will focus on discussions concerning how climate change is impacting agricultural environments and the industry of Southern California.

The event will take place May 30 at 333 South Twin Oaks Valley Road, San Marcos, CA, 92096 from 8:00 a.m. – 3:30 p.m. The registration fee is \$20 and includes breakfast, lunch, refreshments, handouts and parking. [Online registration](#) for the symposium is now open. For more information, contact Abby Barraza at afbarraza@ucanr.edu.

Water Isn't Simply a Combination of H2O

As recent rains begin to alleviate the effects of California's extended drought and leach long-accumulated salts (such as boron, sodium and chloride) from the root zone of our groves, it's important to remember that [salinity will be a perennial issue for California avocado growers](#) because all waters — even rain water — have some dissolved salts in them and low rainfall is the rule, not the exception, in this state.

Most of us think of NaCl when we think of salt, but that's not the only salt growers need to be concerned with. As Ben Faber notes in a recent [blog post](#), salts are simply a combination of electrically charged ions — and these positively/negatively charged ions separate from one another as they dissolve in water. Thus, water — be it rainwater, well water or domestic water supplies — contains a variety of these ions (bicarbonate, boron, calcium, chloride, magnesium, sodium and sulfate). In addition, natural water contains low concentrations of other elements — such as boron — that can be harmful to California avocado trees. Faber notes that Santa Barbara and Ventura Counties contain “potentially harmful levels of boron for plants.”

When assessing the affects of salinity on California avocado groves you must consider not only the ions in water — whose proportions can change over time — but also the ions in soil and fertilizer. Thus, it is important that when growers evaluate their water, they look not only at its total salinity, but the specific ions in the water. Keep in mind that as trees take up water from the soil, the concentration of salts will increase in the water that remains in the soil. This becomes problematic because the soil salts (ions) compete with the roots for water, thus making it more difficult for the tree to pull water from the soil.

While small concentrations of salts in the soil may not excessively damage trees, a combination of high fertilizer use, poor water quality and poor leaching can significantly reduce tree growth. The first [symptom of salt accumulation](#), or lack of water, is leaf drop; this is followed by tip burn, yellow leaves and poor root growth. If soils salts continue to increase, the tree will drop more leaves exposing the tree and fruit to sunburn and shriveling. These conditions also make trees more vulnerable to disease.

The [salinity of water is measured](#) by the electrical conductivity (EC) of the water. When ions (salts) are present in the water, the EC of the solution increases. If no salts are present, the EC is low. One EC (dS/m) is equal to about 640ppm salt. Soil water of about 4 EC, or TDS of 2000, is too salty.

To measure the soil salinity in the avocado grove:

- Collect soil samples at different depths
- Mix the samples with pure, distilled water at a 1:2 ratio
- Add ⅓-ounce soil (10g) to ⅔-ounce (20mls) water; mix and allow the salt to dissolve
- Measure the EC with a salinity pen, and multiply by eight, for total soil EC

When groves have low rainfall amounts, or growers use poor quality water for irrigation, it's important to leach the soil to remove excess salts from the soil. Keep in mind:

- A sign of poor soil leaching is a tree displaying water stress, despite wet soil
- Effective leaching requires monitoring soil water to determine irrigation volume and duration
- Generally aim to use a 10-20% leaching fraction at each irrigation, to maintain a root-zone salinity of soil water below EC 2
- Leaching fraction is the amount of additional irrigation water needed to maintain the correct salinity; this, however, depends on salt levels in irrigation water
- Appropriate leaching amounts depend on irrigation water salinity and target root-zone salinity

Reminder: 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](#).

Outdoor Wild Postings Expected to Create Engagement and Garner More Than 6 Million Impressions

Premium street-level wild postings (outdoor advertisements) were strategically placed in key California markets to kick off the California avocado season. These beautiful outdoor placements help the brand to connect with locals as they shop their favorite stores, eat at buzzworthy restaurants and run errands.

In Los Angeles, the Made of California-themed wild posting is featured in West Hollywood on Melrose, an area recognized for its luxury retail shopping and fine dining. The placement is viewed by thousands of tastemakers each day and is the only large format wild posting in the immediate area.

People heading to, or leaving from, the popular Gas Lamp district, Convention Center and waterfront area of San Diego are reminded that it’s California avocado season with a posting on the fence barricade at First Avenue and East Harbor Drive.

San Francisco is peppered with three Made of California wild postings, each located in prime urban locations that secure high levels of attention and walking traffic. Two of the placements are located on Union Street, a spot with heavy pedestrian traffic and close to the upscale shopping area bordering Pacific Heights, Cow Hollow and the Marina. The other placement is located at the Grant Avenue and Pine Street crossroads, in the heart of the bustling Chinatown and adjacent to the hip and trendy Nob Hill.

This year, Orange County is showcasing a new outdoor posting in Irvine. The premium placement is located on the side of the Irvine Spectrum Center reaching thousands of shoppers as they drive into the parking structure or as they walk around the Spectrum Center.

In total, the postings are expected to garner more than 6.3 million impressions. Because the wild postings are conveniently located at street level, pedestrians can easily take selfies in front of the ads and share the photos on social media, thereby expanding the reach of the campaign and building awareness of the California avocado season.



This wild posting in West Hollywood — an area known for fine dining — is the only one of its kind in the immediate area.

Season Opener Public Relations Campaign Garners Notice in Print, TV and Social Media Channels

To generate excitement and build awareness of the start of the California avocado season, the California Avocado Commission (CAC) launched an integrated Season Opener program designed to capture the attention of consumers via

multiple touch points. A robust media outreach strategy paired with new recipes and in-restaurant promotions showcasing the versatility of the seasonal fruit generated buzz among California avocado fans eager to enjoy a fresh crop of their favorite fruit while it is at its peak.

The Commission kicked off the season with an April 6 media luncheon at Hawk's Provision and Public House in Sacramento. CAC partner Chef Mike Fagnoni prepared a four-course meal featuring California avocado-centric dishes for 30 media representatives and influencers. Chef Mike began by demonstrating how to safely cut a California avocado and then prepared one of the courses — a *California Avocado and Roasted Beet Salad*. Attendees also enjoyed a *California Avocado and Lemon Crème Fraîche Soup*, *California Avocado Tartine with Grilled Shrimp* and a *California Avocado Chocolate Tart*. Attendees were given the opportunity to capture high quality content with a professionally staged and lit photo area, as well as ask Chef Mike and Commission representatives questions. Coverage from the event included a broadcast segment on Sacramento's KXTV local news station and a print story in Sacramento's food and culture magazine, *Inside Publications*. The event also received coverage in two trade publications and was showcased with accompanying Season Opener press releases.

Two of Chef Mike's featured recipes — *California Avocado and Lemon Crème Fraîche Soup* and *California Avocado and Roasted Beet Salad* — were incorporated in a press release announcing the beginning of the 2019 California avocado season and touting the benefits of eating locally and seasonally. A special mat release featured these recipes and also was distributed to expand the program's momentum.

To perpetuate local market outreach, CAC partnered with two artisan chefs known for their culinary creativity. Chef Pink, from the Solvang/Santa Barbara region and Chef Dolan, from the San Francisco/Bay Area, created unique California avocado recipes celebrating California avocados and the state's cuisine.

To round out the program, the Commission collaborated with a variety of food and lifestyle bloggers to develop content and recipes promoting California avocados. The bloggers included:

- Jen Nikolaus, Yummy Healthy Easy
- Julia Mueller, The Roasted Root
- Kylie Mazon, Cooking with Cocktail Rings
- Whitney Bond, Whitney Bond
- Alyssa Gagarin, Alyssa Gagarin
- Jennifer Lee, Kirbie's Cravings
- Elaine Gordon, Eating by Elaine

In total, the Season Opener program garnered more than 50,000 social media impressions and 1,000 social media engagements to date, with more expected.



The California avocado season kicked off with a media event at Hawks Provisions and Public House in Sacramento.

Commission Showcases On-trend California Avocado Menu Concepts to Select Foodservice Chains

To inspire foodservice chains to add more California avocado dishes to their menus, the California Avocado Commission (CAC) hosted a number of onsite menu ideation presentations with select chains. During these sessions, CAC demonstrated how California avocado menu concepts could be integrated into the chain’s menu profile and operational setup.

On March 22, eleven menu concepts focusing on small plates and appetizers were presented to David Bolosan, Black Angus Senior Director of Product Innovation and Procurement Concepts, including *California Avocado Deviled Eggs*, *California Avocado Flatbread*, *California Avocado Crab Tower*, *Deconstructed Flautas with Pork Belly* and *California Avocado*, *California Avocado Key-Lime Pie* and *California Avocado with Pickled Ginger*.

In collaboration with the Director of Culinary R&D for Garden Fresh Restaurants, Ramon Solorzano, the Commission presented seven menu concepts to the chain’s culinary team. CAC added three baked goods to their presentation to demonstrate the ease of incorporating fresh California avocados with the chain’s existing bakery offerings. CAC prepared *California Avocado and Lobster Salad*, *Elotes Slaw with California Avocados* and two Garden Fresh team favorites — *Mini California Avocado Key Lime Pie* and *California Avocado Waldorf Salad*.

The foodservice team also presented 13 “blue sky” dishes to a multi-department team from the Southern California retailer Gelson’s. The presentations ranged from *Lobster Avocado Rangoon*, *Med-East Roasted Turkey Shawarma*, and *Sikil P’ak* (a Yucatecan toasted pumpkin seed dip) to a selection of *Guacs Around the World: Mediterranean, Asian, Classic, Hawaiian, Waldorf*. One of the points the foodservice team made at the presentation is that research shows that when California avocados are present on menus, it positively impacts sales of the fruit at retail grocery stores.

By providing onsite menu ideation demonstration sessions, the Commission can demonstrate the versatility of fresh California avocados and the ease with which they can be adapted to a chain’s culinary profile.



Chef Dave Woolley building a California Avocado Crab Tower for David Bolosan of Black Angus Steakhouse.

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 15, 2019

	Conventional #1	Organic #1
California Hass	(Field Price Per Lb)	(Field Price Per Lb)
#32's	\$1.40 - \$1.50	\$1.86 - \$1.95
36's	\$1.40 - \$1.50	\$1.86 - \$1.95
40's	\$1.54 - \$1.60	\$1.86 - \$2.00
48's	\$1.62 - \$1.70	\$2.14 - \$2.25
60's	\$1.44 - \$1.50	\$2.06 - \$2.10
70's	\$1.14 - \$1.30	\$1.76 - \$1.90
84's	\$0.85 - \$0.92	\$1.10 - \$1.35

*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)

	Week Ending 5/12/2019	Season-to-Date (since 11/01/2018)	2019 Year to Date
Hass	6,919,856	63,144,615	63,010,834
Lamb	968	1,008	968
Other (Greens)	0	315,490	128,660
California Total	6,920,824	63,461,113	63,140,462
Florida	0	5,900,455	1,033,340
Chile	0	27,859,040	5,512,278
Mexico	36,840,750	1,310,214,240	953,860,476
Peru	1,754,086	3,745,211	3,745,211
Other (Imports)	260,000	31,720,000	22,010,000
Import Total	38,854,836	1,373,538,491	985,127,965
USA Total	45,775,660	1,442,900,059	1,049,301,767

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 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, and April exceeded projections, the May volume has steadily tracked industry estimates. As of week ending 5/12/19, 36% of the 175 million pound crop has been harvested, approximately 2.5 million pounds over projections. Shipments have outpaced harvest the last two weeks, bringing total shipments up to 28% of crop volume. The Commission is currently in the process of finalizing the mid-season grower survey, with plans to release the numbers in early June, so stay tuned. CAC's targeted marketing programs are in full swing and will continue to support fruit throughout the California season. Growers should continue to track the market closely and communicate 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
1st QTR SubTotal	28,968,293	11,242,900	9,088,266	5,722,201
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	7,519,597	9,688,008
May 12 - (28)	7,694,000	7,718,200	7,003,067	9,527,653
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	-	-
2nd QTR SubTotal	95,274,149	109,872,300	54,531,785	43,062,444
Season-to-Date	72,604,434	61,143,500	63,620,051	48,784,645
% of Crop	41%	35%	36%	28%
Crop Size	175,000,000	175,000,000	Left to Harvest	Left to Ship
Crop Variance	(8,984,383)	2,476,551	111,379,949	126,215,355

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

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

(May 11 – June 1)

Summary- Focus of development of troughs and lows continues near the coast of California from 30N (Baja) to 36N (Monterey).

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 due to an active southern branch of the westerlies, continuing into California.

The area of colder than normal sea surface temperatures (cold SSTA) persists near the coast of central and N California. It will help to extend the cool and active late spring pattern into early summer (June).

Troughing will continue south of the Aleutians and in the Central Pacific near (north of) Hawai'i. Another trough will anchor near the southcentral coast of California (San Luis Obispo-Pt Conception).

In the Near Term – May 11-26... 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 Co's). Rain days, some still with snow in the Sierras: May 14-16, 20-22.

...S Calif Avocado Area, San Luis Obispo Co to San Diego Co...Unusually wet for the mountain areas (Ventura, LA and San Bernardino Co's). From current model guidance, best estimate for rain days is May 15-16, 20-22. Some heavy convective rains have already occurred, and are still possible on a few intervals during May. There are coastal low clouds and "May Gray" at times, especially 20-26th.

Frosts and freezes are most likely limited to Las Tablas, Paso Robles during the few cold nights between clouds and showers (or drizzle) events.

Summary – May 27 – June 9... 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 are at the coast. For precipitation, CFSv2 model data suggests that there is a chance for a drizzly rain about May 27-28 and again from June 9-12, both in the mountains of central and northcentral California, and in the SOCAL coast and valley areas. Beginning about May 26-28th precipitation turns to mostly marine low clouds and drizzle. Coast and coastal valley areas start to warm up per the seasonal pattern.

The usual springtime dry gusty downslope N winds may be more intermittent this season than usual. SOCAL can probably expect more coastal eddy events than usual this late spring.

Seasonal Outlook / El Niño Update... June 10 – 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 SOCAL, 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 clear, 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. 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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