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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>

UCCE Ag Experts Talk: Invasive Shot Hole Borer and Avocado

This webinar will be led by Dr. Akif Eskalen, Plant Pathology Specialist at UCCE. Registration required. [More information here.](#)

May 20

May 20

Time: 3:00 p.m.

Location: Online webinar

UCCE Climate Action and Agriculture Soil Health Webinar

The UCCE – San Diego is hosting a free Climate Action and Agriculture Symposium webinar focused on soil health. Registration required. [More information here.](#)

May 21

May 21

Time: 1:00 p.m. - 3:00 p.m.

Location: Online webinar

CAC Finance Committee Meeting

[More information here.](#)

May 27

May 27

Time: 2:30 p.m. - 3:15 p.m.

Location: Web/Teleconference

CAC Board Meeting

[More information here.](#)

May 28

May 28

Time: 9:30 a.m. - 11:30 a.m.

Location: Web/Teleconference

Produce Safety Rule Grower Training — REMOTE Session

The implementation of the Food Safety Modernization Act's Produce Safety Rule (PSR) continues and mandates that every produce farm must have an employed individual who has completed a U.S. Food and Drug Administration (FDA) approved PSR Grower Training course. Registration required by May 21. [More information here.](#)

May 28

May 28

Time: 8:00 a.m. - 5:00 p.m.

Location: Online webinar

From Resource Pages to Marketing Plan Pivots — CAC Adjusts to COVID-19

Since California Governor Gavin Newsom issued an Executive Order in response to the COVID-19 pandemic, the California Avocado Commission (CAC) has monitored the rapidly changing situation and shared the most up-to-date information with California avocado growers to ensure they are kept informed of the latest COVID-19-related industry updates. CAC's [COVID-19 resource page](#) provides industry members with a central location to find:

- Information concerning the [current U.S. and California COVID-19 situation](#)
- COVID-19 resources specific to the [food and agriculture industry](#)
- Resources for [agricultural employers and employees](#)
- [COVID-19 loans and financial resources](#)
- [Executive orders, directives and critical infrastructure materials](#)



Health and safety have been a priority throughout the pandemic. CAC staff began working from home in mid-March and have maintained contact with industry and legislative members to ensure worker, growing, harvesting and packing procedures adhere to COVID-19 government regulations.

To reassure consumers that the Commission was addressing COVID-19 concerns, the Commission showcased its [COVID-19 Update blog post](#) on the [homepage](#) of the consumer website. The blog addressed supply chain food safety, provided CDC guidance concerning the safe handling of food and shared instructions concerning how to wash and prepare fresh California avocados.

In light of lifestyle changes resulting from safer-at-home orders, [CAC's marketing team reviewed its marketing plans](#) and quickly shifted its messaging to address consumer concerns about food safety and help them prepare California avocado-

centric meals at home as dine-out options diminished. Outdoor advertising and in-person events were replaced by digital alternatives, with a focus on Pinterest and Instagram social channels, as well as the Commission's The Scoop blog. Working from home, CAC's marketing team remains engaged with the industry — responding to media requests, [discussing the impacts of COVID-19 on the California avocado industry](#) and taking part in phone and video meetings with their industry peers.

With dine-in foodservice closures and consumers encouraged to limit trips to the grocery store, the Commission worked quickly with its foodservice and retail partners to develop new strategies. Foodservice partners shifted to showcasing California avocados on their specialized curbside menus. Retail distribution started within the state and then expanded to include states beyond California's borders. Although consumers have restricted their visits to grocery stores, California avocados have had a remarkably good early-season performance at retail, outpacing the sales of other fruits with an early-season harvest eight times the size of last year's at this time. Because of high retail demand, packers moved the majority of the California avocados and secured respectable prices.

The Summer 2020 issue of From the Grove will provide several articles that detail the steps CAC has taken during COVID-19 to ensure the safety of the entire food supply chain, engage with consumers facing a new reality and move the fruit at premium prices.

Webinar to Assist with Coronavirus Food Assistance Program Applications Available Online

Through the Coronavirus Farm Assistance Program (CFAP) the U.S. Department of Agriculture (USDA) will provide \$16 billion in direct support for agricultural producers experiencing losses due to COVID-19. Growers can apply for direct payments through CFAP for losses associated with negative impacts to prices and market supply chains, and for adjustments and marketing costs associated with lost demand and short-term oversupply.

To aid CFAP applicants, the USDA Agricultural Marketing Service (AMS) and Farm Service Agency (FSA) hosted a webinar covering the CFAP application process and the required forms and documentation. The [webinar is available online](#).

Additional information regarding CFAP eligibility requirements and documentation will be posted on the [CFAP site](#) as they become available.

CDFA Releases List of Personal Protective Equipment Suppliers and Vendors

The California Department of Food and Agriculture (CDFA) has released a [list of personal protective equipment \(PPE\) vendors and suppliers](#) on its [CDFA COVID-19 webpage](#) to assist employers — who bear the primary responsibility for providing PPE — in locating necessary equipment. The CDFA notes that as California begins to relax safer-at-home orders and opens up the economy, there will be more demands for PPE and cautions that N95 masks will remain scarce for the foreseeable future.

The Cal-OES State Operations Center has made available two million surgical masks and 10,000 cloth masks for farmworkers and other agricultural employees. These supplies will be shipped to County Ag Commissioner's offices to meet local needs. This is a one-time emergency shipment designed to fill the gap until the supply chain can meet the high-volume demand for such equipment.

Two Remote Produce Safety Rule Grower Training Courses Available

The implementation of the Food Safety Modernization Act's Produce Safety Rule (PSR) continues across California. PSR compliance mandates that every produce farm must have an employed individual who has completed a U.S. Food and Drug Administration (FDA) approved PSR Grower Training course. Normally, this course must be completed in person, but due to current shelter-in-place orders the FDA has temporarily approved PSR remote training options. If your operation

has yet to meet this compliance regulation, the California Avocado Commission highly recommends you have an employee enroll in one of these courses.

Two remote courses are scheduled for May 14 and May 28. The deadline to register for the May 14 course is Thursday, May 7. The registration deadline for the May 28 course is May 21. The registration fee is \$60. [Visit the WIFSS website to register](#). After completing the course, participants will be eligible to receive a certificate from the Association of Food and Drug Officials that verifies they have completed the training course.

Both courses are offered through the Western Institute for Food Safety and Security (WIFSS) located at UC Davis. Each course includes 7 hours of instruction via Zoom. Attendees must have their web cam and audio operating during the entire course — from 8:00 a.m. to 5:00 p.m. — in order to verify presence and participation. A required printed manual will be mailed to participants prior to the course.

David Goldenberg of WIFSS, Michele Jay-Russell of the Western Center for Food Safety and Donna Clements of the Produce Safety Alliance will lead the course. The topics to be covered include:

- The basics of microorganisms and where they may be found on the farm
- How to identify microbial risks and the practices that reduce risks
- How to write a farm food safety plan
- Requirements of the Produce Safety Rule and how to meet them

Since January 26, 2018, PSR compliance enforcement has been rolled out based on farm size starting with produce farms designated as “large” (those with annual sales greater than \$500,000), then farms with \$250,000 or more in annual sales, and then farms with \$25,000 to \$250,000 in annual sales.

Laurel Wilt Research Update Zoom Meeting

The Bark Beetle Mycobiome Network is hosting a “Current Status of Laurel Wilt Research” online meeting on Wednesday, May 20 from 9:00 a.m. – 11:30 a.m. eastern time (a recording will be available after the meeting is completed). During the meeting, scientists and researchers studying laurel wilt will share their diverse findings with participants.

[Click here for the Zoom meeting invite](#). Complete information can be found [online](#).

The presentations are as follows:

INTRODUCTION AND WELCOME

- **Jiri Hulcr:** Short introduction to the Bark Beetle Mycobiome group

MOLECULAR BIOLOGY

- **Josh Konkol:** GFP strain, colonization of the host plant by *R. lauricola*
- **Jeff Rollins:** Studying *R. lauricola* pathogenesis through comparative genomics and transcriptomics
- **Qiang Wang:** An efficient CRISPR/Cas9 gene knock-out system in *R. lauricola*
- **Ross A. Joseph:** Generation of multiple *R. lauricola* reporter strains and their use in colonization and infection studies

BIOLOGY

- **Daniel Carrillo:** Laurel wilt vectors in avocado
- **Octavio Menocal Sandoval:** Breeding *Xyleborus*, behavior of mating and symbiont swap
- **Kirsten Stelinski:** Investigating the role of the *Xyleborus* microbial community in *R. lauricola* transmission

ECOLOGY

- **Denita Hadziabdic:** Laurel wilt advancing North
- **Robin Choudhury:** LW dispatch from the Texas front
- **Andrés Lira Noriega:** Modelling for risk assessment of laurel wilt in Mexico
- **Jason Smith:** Redbay heritable resistance and rebounding populations

DETECTION

- **Caterina Villari:** Rapid in-field detection of *R. lauricola* from host and vector tissues using LAMP
- **DeEtta (Dee) Mills:** Detector dogs
- **Pedro Parra Giraldo:** Culture-independent Laurel Wilt diagnosis in avocado groves

MANAGEMENT

- **Romina Gazis:** Testing “Out-Of-The-Box” Ideas to Control Laurel Wilt of Avocado
- **José Luis Olivares-Romero:** Synthesis of novel insecticides for the management of ambrosia beetles
- **Jonathan Crane:** Laurel wilt status in avocado groves and grower-initiated control testing
- **Xavier Martini and Derrick Conover:** Push-pull system to protect redbay and avocado against Laurel Wilt

Upcoming Invasive Shot Hole Borer Webinar

The University of California will host an Ag Experts Talk on the subject of the invasive shot hole borers (ISHB) and avocado on May 20 at 3:00 p.m. The online session will be led by Dr. Akif Eskalen, Plant Pathology Specialist at UCCE. Topics will include:

- Identification of invasive shot hole borers
- Symptoms of ISHB infestation and the resulting fusarium dieback disease
- Current ISHB distribution in California
- Latest research on the biology and epidemiology of the ISHB fusarium disease complex
- Pesticide treatments
- Biocontrol studies

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

Free Climate Action and Agriculture Soil Health Webinar

The UCCE – San Diego is hosting a free Climate Action and Agriculture Symposium webinar focused on soil health. The free webinar will take place May 21 from 1:00 p.m. – 3:00 p.m. and [online registration is required](#).

The webinar will include the following presentations:

- **Climate Trends & Impacts to Agriculture** — Tapan Pathak, Ph.D., UC ANR Specialist, Climate Adaptation in Agriculture
- **Towards Integrated Soil Health Management** — Joji Muramoto, Ph.D., UC ANR Specialist, Organic Production
- **Mulching and Cover Crop Strategies: Avocados and Other Orchard Crops** — Ben Faber, Ph.D., UCCE Farm Advisor
- **Cover Crop Strategies: Vegetables** — Oli Bachie, Ph.D., UCCE County Director-Imperial & Farm Advisor
- **Spadra Farm Healthy Soils Program Research and Demonstration Project** — TBA- Agriculture & Plant Science Departments, California State Polytechnic University, Pomona
- **Lightning Talk Session** — Brief updates on recent and current climate and agriculture projects.

For more information, contact Jan Gonzales at jgonzales@ucanr.edu.

Commission's Season Opener Campaign Generates More than 115 Million Impressions

The California Avocado Commission's (CAC) season opener program is essential to generating excitement and awareness about the start of the California avocado season. Combined, CAC's robust media outreach, public relations (PR) and consumer advertising campaigns engage consumers across multiple platforms and encourage them to enjoy the fruit in a variety of dishes, meals and recipes during peak season.

The Commission officially kicked off California avocado season in San Francisco at The James Beard Foundation's Taste America events at the beginning of March. More than 500 Beard Foundation members, award-winning chefs and other food and restaurant industry stakeholders attended the celebration. CAC sponsored and attended the Foundation's Raising the Bar Reception and Gala Dinner where guests dined on a savory tart of California avocado created by James Beard Award Winning Chef Charleen Badman. The tart, which was a hit with attendees, also was featured in the Commission's season opener press release and a mat release distributed to regional markets for syndication across a number of outlets statewide. CAC's Artisan Chef Partner Charleen Badman, who resides in Scottsdale, Arizona, created this unique recipe on behalf of the Commission to showcase the taste, texture and versatility of California avocados.

The Commission's PR team worked in conjunction with the trade PR and foodservice teams to make the Taste America event a success. Thus far, the season opener press release has generated 4,011 placements and more than 113 million impressions.

The PR team also expanded their online programs this year by working with six blogger advocates. Each of the respected foodie, lifestyle and wellness bloggers began developing California avocado-centric content, photography and recipes in March. The bloggers include:

- Elaine Gordon of Eating by Elaine (foodie)
- Cherlyn Rumsey of Wildly Wholesome (foodie)
- Haley Davis of Brewing Happiness (lifestyle)

- Sarah Copeland of Edible Living (lifestyle)
- Beth Bricky of Tasty Yummies (wellness)
- Cara Cifelli of Cara’s Kitchen (wellness)

Each of the bloggers will share their love of California avocados on their social media channels, and four of the bloggers will serve as guest bloggers for The Scoop. For the months of March and April, the blogger advocates created eight blog posts and 14 pieces of social content for a total of more than 1.7 million impressions on social media channels and 637,000 blog views.

In addition, the Commission ran :30 pre-season, pre-roll video advertisements that automatically play prior to a featured video. The consumer ads, which can be viewed on both mobile and desktop devices, first ran on the Channel Factory (hosted on YouTube) beginning February 10. In March, the pre-roll video ads began running on Conde Nast, Hulu, Tastemade, Pandora and Spotify, then followed with ad placement on Viant beginning April 10. The reach of these ads, which target consumers on digital video and music channels, are tracked by the Commission and placement will be adjusted throughout the season to optimize their performance. One of the pre-roll videos can be viewed [here](#).



Haley Davis of Brewing Happiness swapped butter for a creamy California Avocado to create a Hazelnut Chocolate Spread with a thick and luscious texture.

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 13, 2020

	Conventional #1	Organic #1
California Hass	(Field Price Per Lb)	(Field Price Per Lb)
#32's	\$1.16 - \$1.24	\$1.56 - \$1.68
36's	\$1.16 - \$1.24	\$1.56 - \$1.68
40's	\$1.16 - \$1.24	\$1.56 - \$1.78
48's	\$1.16 - \$1.24	\$1.94 - \$2.08
60's	\$0.96 - \$1.10	\$1.70 - \$1.84
70's	\$0.50 - \$0.64	\$1.36 - \$1.48
84's	\$0.36 - \$0.44	\$0.52 - \$0.72

*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 5/10/2020	Season-to-Date (since 11/01/2019)	2020 Year to Date
Hass	17,873,673	139,561,519	139,535,276
Lamb	0	23,288	23,288
Other (Greens)	14,843	1,028,827	887,993
California Total	17,888,516	140,613,634	140,446,557
Florida	0	10,240,663	2,742,905
Chile	0	2,525,666	445,506
Mexico	50,607,614	1,250,134,383	839,649,549
Peru	521,485	945,931	945,931
Other (Imports)	40,000	28,910,000	20,470,000
Import Total	51,169,099	1,282,515,980	861,510,986
USA Total	69,057,615	1,433,370,277	1,004,700,448

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

Below are the weekly harvest projections and actuals through week ending 5/10/2020, where year-to-date volumes were 144 million pounds. It is estimated that 15 million pounds were harvested for week ending 5/17/2020, which would bring the total year-to-date at 159 million pounds, just 5 million pounds above the 4-year average weekly projections. This past week saw the first reduction in harvest volumes, albeit small, in the past month. Due to increasing inventory levels, and

subsequent market adjustments, it is likely we will see harvest continue at these rates, or even lower levels, until the industry's supply and demand come into balance and market stability is achieved. CAC is in the process of finalizing the mid-season crop update and revised weekly projections through the end of the season, with updated projections available later this week at <https://www.californiaavocadogrowers.com/industry/crop-statistics/current-crop-estimates>. Early indicators point to a nearly unchanged crop size, however weekly harvest projections are difficult to predict as market dynamics continue to shift daily and settle into some sort of normalcy. During this time it is especially important that growers maintain close communication with their grove managers and handlers 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 Forecast	Industry Adjusted	
Week Ending (CAC Week)	2020 Crop Estimate	Dec 2019 Update	April 2020 Update	AMRIC Harvest	AMRIC Shipments
1st QTR SubTotal	46,970,288	43,619,700	62,632,891	62,632,891	52,385,402
Apr 5 - (23)	11,858,607	9,617,600	8,171,755	8,171,755	8,535,533
Apr 12 - (24)	14,345,012	11,650,800	4,000,000	3,257,189	8,875,433
Apr 19 - (25)	14,791,298	12,017,000	9,000,000	16,296,294	11,211,317
Apr 26 - (26)	17,094,936	13,896,900	9,000,000	17,513,455	14,014,625
May 3 - (27)	16,903,500	13,720,100	10,981,995	18,194,552	16,110,313
May 10 - (28)	15,823,163	15,964,800	8,775,895	17,998,300	13,870,356
May 17- (29)	16,312,544	16,457,200	9,267,930	-	-
May 24 - (30)	17,923,706	18,084,600	10,507,597	-	-
May 31 - (31)	17,104,552	17,257,900	9,432,659	-	-
Jun 7 - (32)	15,110,018	15,795,000	12,420,035	-	-
Jun 14 - (33)	16,858,319	17,624,600	12,740,248	-	-
Jun 21 - (34)	17,754,874	18,550,600	13,254,710	-	-
Jun 28 - (35)	17,024,376	17,775,200	13,273,801	-	-
Jul 5 - (36)	17,578,223	16,370,700	15,282,138	-	-
Jul 12 - (37)	16,410,738	15,344,500	15,002,086	-	-
Jul 19 - (38)	15,887,522	14,859,500	15,805,787	-	-
Jul 26 - (39)	12,604,931	11,757,700	16,329,080	-	-
Aug 2 - (40)	10,048,259	10,877,600	14,340,041	-	-
Aug 9 - (41)	8,464,610	10,688,600	12,841,542	-	-
Aug 16 - (42)	7,533,332	9,896,600	11,008,544	-	-
Aug 23 - (43)	6,154,004	9,335,700	10,556,027	-	-
Aug 30 - (44)	5,176,543	7,846,400	11,525,555	-	-
Sep 6 - (45)	3,232,989	6,806,400	10,947,154	-	-
Sep 13 - (46)	2,490,995	3,711,700	8,574,546	-	-
Sep 20 - (47)	2,436,002	3,671,300	7,322,915	-	-
Sep 27 - (48)	2,037,561	3,069,100	5,575,260	-	-
4th QTR SubTotal	3,069,096	2,732,200	20,429,808		
Season-to-Date	137,786,804	120,486,900	112,562,536	144,064,436	125,002,979
% of Crop	37%	33%		39%	34%
Crop Size	369,000,000	369,000,000	369,000,000	Left to Harvest	Left to Ship
Crop Variance	6,277,632	23,577,536	31,501,899	224,935,564	243,997,021

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

(May 10 – June 1)

Summary- The prevailing pattern is a high pressure ridge west of California 135W, and a quasi-stationary trough or upper low, around 145-151W 30-40N (NNE of Hawaii).

Troughing will persist off the Pacific Northwest and NW California coast through May 20. During May 20-30th troughing shifts to the central coast, and produces showers into the central Sierras.

The MJO is emerging from an activity minimum, and progressing toward a maximum in activity about May 18-25. This will tend to support a cooler period with more showers into central and N California.

CFSDailyAI and CFSv2 suggest some rains or showers in the first week of June for N California to central SierraNV.

Sea surface temperature anomalies (SSTA) have increased off Baja and near the SOCAL coast. This will tend to favor weak troughing off SOCAL as we progress into hurricane season (June-August). It is not clear whether this will increase the occurrence of tropical moisture coming into SOCAL, but it may, so is worth watching.

Potential Dates of Precipitation (from Fox Weather's CFSDAILYAI system):

Salinas Valley-San Luis Obispo Co- S SierraNV - (Rains and Mountain Snows):

Central-S Sierra: 5/13, 5/17-19

Central Sierra: 6/2-3

Salinas Valley: 5/12-13, 5/18-19, 6/2-3

San Luis Ob/Edna: 5/12, 5/19, 6/2-3

Southern California Citrus/Avocado Area, San Luis Obispo Co to San Diego Co - (Rains and Mountain Snows):

Santa Barbara Co: : 5/13, 15, 19, 6/2-3

Ventura Co: 5/13, 15, 19, 6/2-3

San Diego/Orange: 5/13, 19, 6/3

Summary – June 4-16...In Northern and Central California, after troughing and showers about June 2-3rd, it turns recurrently hot coastal hills, foothills, coastal valleys, the central valley, and lower mountain slopes during June 5-12. During about the 14-16th it turns cooler with deeper marine layer and coastal drizzle.

San Luis Obispo Co...After troughing and showers about June 2-3rd, it turns recurrently hot coastal hills, foothills, coastal valleys, and lower mountain slopes during June 5-12. During about 14-16th it turns cooler with deeper marine layer and coastal drizzle.

Southern California...After the rains of 2-3rd, a period of deeper marine layer and cool coastal eddy conditions develop June 8-16th with some morning drizzle.

Seasonal Outlook June 16 – July 16... Northern and Central California overall pattern....Below normal rainfall. Above normal temperatures continue in mid-June – mid-July.

For central California (Sierras and central coastal valleys): Near normal rainfall. Upper lows will develop at the Central Coast, and these will tend to spawn thunderstorms in the SierraNV in afternoons. Temperatures above normal for Monterey Co north during June.

For San Luis Obispo Co south: Coastal low clouds and recurrent coastal eddy conditions. Usual coastal low clouds and fog in mornings.

For the Delta/S Sacramento Valley, there is a better chance for cooling Delta breeze conditions to develop in July through the Carquinez and into the southern Sacramento Valley.

Southern California: San Luis Obispo Co, Santa Barbara Co, and Ventura to San Diego Counties east through Los Angeles to San Bernardino, Riverside and Imperial Counties...Our latest guidance is suggesting a hot month in N and Northcentral California during late June – mid July, but near normal behavior of the marine layer at the SOCAL coast and valley areas. Although cloud amounts should be about normal, temperatures will tend to drift above normal due to warmer sea surface off Baja, and SOCAL. Troughs and upper lows will intermittently develop and deepen the marine layer as is normal for summer. There is not yet indication of above normal rainfall amounts, but that could change if upper lows become more active off SOCAL, as supported by the emerging sea surface temperature anomaly SSTA pattern off S California. Tropical moisture can be entrained into these lows. Above normal sea surface temperature has started to increase again off Baja as we approach summer.

Alan Fox...Fox Weather, LLC

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