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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 Special Board Meeting

May 5

May 5

Time: 9:00am – 12:00pm

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

### CAC Board Meeting

May 19

May 19

Time: TBA

Location: TBA

## REMINDER: Complete the Crop Survey Today!

Industry indicators have predicted a 306 million pound California avocado crop for 2022. To help the California Avocado Commission fine tune that estimate and better predict the harvest flow to market, California avocado growers are encouraged to complete CAC's annual crop estimate survey. The survey also assists the Commission in assessing the status of the industry's overall productivity and current farming practices such as bearing, non-bearing and high-density planting. Individual data from the survey is for the Commission's use only and will remain confidential.

The brief survey was mailed to all producers on record in early April. The deadline for submissions is April 30, 2022. The survey can be:

- Returned via the postage paid self-mailer
- Faxed to 949.208.3503
- [Completed online](#)

A PDF version of the annual crop survey is available in the right-hand navigation, [here. Step-by-step avocado crop estimation instructions are available online.](#)

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.

## **Small Farm Program Provides Resources for Small-Scale Operators**

The [University of California Small Farms Program](#) is designed to help small-scale farm operators manage the challenges they face with field and marketing research focused on this sector of the industry. As part of the UC Agriculture and Natural Resources division, the Small Farms Program provides small farm advisors and small farm workgroups across the state that share information and resources with growers. Services include the following:

- On-farm consultations
- Technical assistance
- Food safety outreach
- Educational outreach
- Applied research
- Extension publications and resources

The Small Farms Program also provides growers with a variety of resources, including a [map indicating which specific regions each Small Farms Advisor serves](#). Below is a list of Small Farms Advisors who serve California avocado growing regions.

- Kirsten Pearsons and Maria De Lourdes Orozco Ramirez — San Luis Obispo and Santa Barbara
- Ramiro Lobo — San Diego
- Hung Doan — San Bernardino and Riverside

The website also includes relevant news and videos, small farm and agritourism blogs, farm management resources, marketing resources, and [food safety materials](#).

## **Commission Demonstrates Industry Support and Showcases California Avocados at FPFC Luncheon**

On March 16, more than 150 industry members gathered at the Langham Hotel in Pasadena, California for the Fresh Produce and Floral Council Membership Luncheon. The robust attendance at the event demonstrated the interest and commitment of the produce industry to re-engage in in-person events as the pandemic recedes. The luncheon sponsorship offered the California Avocado Commission an impactful opportunity to build awareness of and loyalty to the fruit.

As a key sponsor of the luncheon, the Commission was afforded the opportunity to showcase the quality of California's healthy 306-million-pound crop during a presentation by CAC Retail Marketing Director Carolyn Becker. The onscreen presentation also spotlighted the Commission's consumer marketing program, including CAC's montage video, digital ads, advertising partners and integrated content platforms. Becker closed the presentation by demonstrating how CAC's retail partners utilize the Commission's advertising program, retail display bins and point-of-sale materials to generate excitement about the California avocado season and encourage avocado shoppers to find and buy the fruit.

Commission staff were on hand in the key sponsor area to answer attendees' questions, build and maintain relationships with industry leaders and discuss advertising components with potential retail partners. By broadening awareness of the California avocado crop and the Commission's award-winning marketing programs, the Commission helps secure procurement of the crop heading into the peak season.



*John Fujii, of Gelson's Markets, with Jan DeLyser, CAC vice president marketing.*

### **Commission Networks with Collegiate and University Foodservice Industry to Reach Gen Z**

From March 1 – 3, the California Avocado Commission foodservice team attended the National Association of College and University Food Services Pacific/Continental regional conference, building relationships with West Coast-based college and university foodservice directors to help encourage demand for and loyalty to California avocados. The event offered CAC the perfect opportunity to showcase the versatility of the fruit in trending menu applications and promote the use of California avocados for attendees' Gen Z customers — the next generation of avocado fans.

The Pacific/Continental regional conference held in Reno, Nevada, gathered college and university foodservice directors, managers, culinarians and registered dietitians from public and private schools that are self-operated or managed by a contract management company. During the educational networking forum, professionals shared insights concerning new dining platforms, menu redesign launches and how to properly code and track ingredients for allergens — knowledge critical to an industry focused on residential dining for college and university campuses.

The Commission foodservice team networked with West Coast-based college and university personnel to discuss opportunities to add and promote California avocados on residential dining menus. They also talked about opportunities for retail foodservice outlets located on campus for Summer 2022 and Spring 2023. CAC's foodservice team connected with 27 directors, managers and dietitians from 15 colleges and universities.

On the last day of the event, the team sponsored a table offering samplings of California Avocado Flatbread and California Avocado Roll Bowl Salad to demonstrate how easy it is to incorporate California avocados in menu applications that are favorites among students. The recipes also showcased the versatility of avocados across hot and cold applications and global, plant-based dishes, demonstrating the fruit's expansive appeal to Gen Z customers.



*Alexei Rudolf discusses the versatility of serving California avocados in hot and cold applications with David Moody of Brigham Young University.*

## 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 27, 2022

	Conventional #1	Organic #1
<b>California Hass</b>	(Field Price Per Lb)	(Field Price Per Lb)
#32's	\$2.58 - \$2.65	\$2.58 - \$2.66
36's	\$2.58 - \$2.65	\$2.58 - \$2.66
40's	\$2.44 - \$2.50	\$2.76 - \$2.86
48's	\$2.38 - \$2.46	\$2.80 - \$2.90
60's	\$1.90 - \$2.00	\$2.34 - \$2.40
70's	\$1.42 - \$1.48	\$1.80 - \$1.94
84's	\$0.98 - \$1.06	\$1.02 - \$1.10

\*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)

<b>WEEKLY VOLUME SUMMARY</b>				
<b>(Volume in Pounds)</b>				
	<b>Week Ending 05/01/2022</b>		<b>Season-to-Date since 11/01/2021</b>	
	<b>(CA) Harvest / (Import) Arrivals</b>	<b>Shipped by AMRIC Handlers</b>	<b>(CA) Harvest / (Import) Arrivals</b>	<b>Shipped by AMRIC Handlers</b>
<b>California Detail</b>				
HASS	14,541,182	12,772,718	116,108,472	98,709,376
LAMB	0	0	0	0
GEM	638,749	337,175	2,214,361	1,214,025
OTHER	0	75	337,274	233,325
<b>CALIFORNIA TOTAL</b>	<b>15,179,931</b>	<b>13,109,968</b>	<b>118,660,107</b>	<b>100,156,726</b>
<b>INDUSTRY ADJUSTED</b>	<b>15,470,754</b>	<b>13,365,430</b>	<b>120,982,276</b>	<b>102,154,246</b>
<b>Imported Hass Detail</b>				
MEXICO	42,261,009	22,319,156	1,146,340,398	701,391,846
PERU	240,000	184,700	1,080,000	1,451,637
CHILE	0	0	12,161,105	12,104,634
COLOMBIA	470,000	200,275	8,830,000	3,995,650
NEW ZEALAND	0	0	0	0
DOMINICAN	0	0	940,000	1,433,200
<b>IMPORT TOTAL</b>	<b>42,971,009</b>	<b>22,704,131</b>	<b>1,169,351,503</b>	<b>720,376,967</b>
<b>Other Detail</b>				
CA EXPORT	0	16,000	0	879,575
CA ORGANIC	0	1,212,967	0	9,070,798
IMPORTED (Greens)	1,360,000	0	55,540,000	0
FLORIDA	0	0	6,038,230	0
<b>GRAND TOTAL</b>	<b>59,801,763</b>	<b>36,069,561</b>	<b>1,351,912,009</b>	<b>822,531,213</b>



## Crop Statistics

Favorable market conditions have kept California harvest coming off the trees at a steady pace, with no signs of slowing at this point in the season. A month into the 2<sup>nd</sup> quarter and actual volume has exceeded projections by over 7.5 million pounds, however high weekly harvest rates now will require adjustment later in the season. The Commission is currently conducting the mid-season grower and handler crop surveys to fine tune the total volume of the crop, as well as project the duration of the season. To ensure marketing support for the duration of the season, CAC needs your response to the Crop Survey! Please take a moment and respond using the self-mailer provided, or online through the grower website at <https://www.californiaavocadogrowers.com/industry/crop-statistics/crop-estimate-form>.

<b>2022 California Crop Weekly Harvest Statistics</b> <b>4-Year Historical - AMRIC Handler Forecast - Actual Volumes</b> <b>All Varieties</b>			
<b>Week Ending</b>	<b>4-Year Historical Forecast</b>	<b>AMRIC Handler Forecast Feb 2022 Update</b>	<b>Industry Adjusted Actual Weekly Volume</b>
<b>1st QTR SubTotal</b>	<b>39,044,300</b>	<b>71,018,700</b>	<b>71,333,172</b>
10-Apr	8,529,300	7,557,600	8,929,303
17-Apr	10,678,900	9,474,000	11,354,179
24-Apr	13,290,000	11,772,400	13,847,611
1-May	14,573,700	12,917,600	15,470,754
8-May	14,451,900	13,414,500	
15-May	13,738,400	12,748,100	
22-May	13,384,700	12,431,900	
29-May	13,769,400	12,772,300	
5-Jun	12,866,500	12,581,800	
12-Jun	12,533,100	12,260,500	
19-Jun	12,168,300	11,897,300	
26-Jun	12,750,900	12,471,000	
3-Jul	12,704,000	10,084,100	
<b>2nd QTR SubTotal</b>	<b>165,439,100</b>	<b>152,383,100</b>	<b>49,601,847</b>
<b>3rd QTR SubTotal</b>	<b>94,477,800</b>	<b>81,805,800</b>	<b>-</b>
<b>4th QTR SubTotal</b>	<b>7,038,800</b>	<b>792,400</b>	<b>-</b>
<b>Total</b>	<b>306,000,000</b>	<b>306,000,000</b>	<b>120,935,019</b>

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

(April 29 – May 29)

### BASIC PATTERN:

Large Scale Pattern –

- A. We start with a dry period of the last week of April. There are few periods of showers in May...5-7 and 10-12 in the nearest term.
- B. The large-scale pattern of recurrent troughs in the northcentral Pacific encourages additional risk of short hot events in California during the late spring, until the onset of the summertime pattern. This pattern is forced by the current sea surface temperature anomalies, which are colder than normal off the California coast for 100-150 miles.
- C. 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...low to mid-90s during the periods of late May and June. The highest probability of near 100-degree temperatures is in the warmest intermediate valleys as high pressure rebuilds behind cold fronts. Some highs of 110-115 are possible in SOCAL inland valleys and inland foothill areas during the June heat waves. This includes highs in the 103-108 range in hilly areas near Escondido-Fallbrook, and 110-116 in Riverside, Perris, Hemet, as well as the southern Deserts (Imperial and Coachella Valleys) of S California. Other areas that are more normally hot in such early summer heat waves are: counties of Kings, Kern, Tulare, and the lower Sierra foothills region areas during high-sun periods when there is lack of the cooling Delta breeze.
- D. Precipitation trend: Approximate dates of precipitation are: May 5-7,10-12, 13-15, 18, and 21-23.
- E. 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.
- F. 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 eventually contribute to stronger onshore flow and persistent or recurrent marine fog. For the north and central California coast, this will eventually encourage persistent or recurrent conditions in May for fog drip in the coastal forests especially at elevations at or below 1300 feet on the windward slopes (facing W or NW), as the springtime fog-and-stratus season becomes established.
- G. During periods of stronger fronts that break the marine inversion (mainly early May), we expect episodes of sunny, very warm conditions, followed by redevelopment of a marine layer with fog-drip events in coastal forests.
- H. For May: It turns much warmer than normal away from the coast, and in coastal hills above the marine inversion (1200 ft), and valleys (interior Salinas Valley, Central Valley-both Sacramento and San Joaquin portions, and Delta. Again, the Redwood Coast will tend to be cool and drippy with recurrent onshore flow.

### FORECASTS FOR CALIFORNIA

#### Forecast for Northern and Central California:

NORCAL Rains: May 5-7, 10-12, 13-15, 18 and 21-23.

CENTRAL CALIF Rains: May 7 (light rain N areas), 11-12 and 22-23.

WARM SPELLS: May 1-4, 16-17, 20, 25-29.

COLD SPELLS: May 6-7, 11-12, 14-15, 18 and 21-23.

FRONTS WITH RAINS: May 5, 10, 13, 18 and 21.

FROST RISK: Apr 27-28, May 8-9, 16, 19.

**Forecast for S California:**

SOCAL RAINS: May 7, 12, 15, 23.

SOCAL WARM SPELLS: May 1-5, 8-9, 16-18 and 25-29.

SOCAL COOL OR COLD SPELLS: May 7, 11-15 and 22-23.

FRONTS WITH RAIN/DRIZZLE: May 7, 12, 15 and 23.

**Central Sierra Nevada:**

Dates of mountain rains and snows are: May 6-7, 11-15, 18 and 22-23.

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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.

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**Southern California Deserts Outlook for Apr 29- May 29, 2022**

Highlights: End of April – late May is a changeable time, with periods of gusty NW winds and cool nights, followed by less wind, but sharply warmer days.

**Looking Ahead – Long Range Outlook**

May 29- June 29, 2022... N and Central California: NORCAL and Central California: Consistently warmer than normal in May 20 onward with some hot conditions (highs in the mid to upper 90s possible around May 15-20 and also near end of May. Above normal temperatures are expected for June, with a well established, although shallow marine layer.

For SOCAL May 29 - June 29, 2022 mountains westward to coast: Progressive trend towards above normal temperature and below-normal rainfall for May. There is potential to turn hot and dry again for end of May and June, with foothill and coastal valley highs m90s (avocado areas), and intermediate valleys peaking into the u90s to L100s on occasion before a persistent but shallow marine layer pattern becomes well established.

In summary, due to the drier than normal rainy season, watch for seriously low reservoir levels at the beginning of the long dry hot season. Watch for some 100+ hot spells early in the summer season (late May and end of May) and in June while cool fogs hang at the immediate coast/beach through most days from the end of May through June.

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

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

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