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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>

## Production Agricultural Water E-learning Series

The University of California Cooperative Extension is offering a free e-learning series concentrated on addressing agricultural water concerns relevant to California growers. Registration required. [More information here.](#)

**May 6, 13 and 20**

**May 6, 13 and 20**

**Time:** 1:00pm – 3:00pm

**Location:** Virtual

## CAC Board Web/Teleconference

**May 20**

**May 20**

**Time:** TBA

**Location:** Web/Teleconference

## San Diego County Virtual Climate Action and Agriculture Symposium

The University of California Cooperative Extension is hosting a virtual Climate Action and Agriculture Symposium that will share information concerning the policies, research, program, strategies and resources needed to support sustainable agriculture and reduce greenhouse gas emissions in San Diego County. Registration required. [More information here.](#)

**May 24-28**

**May 24-28**

**Time:** TBA

**Location:** Virtual Webinar

## **Reminder: Growers Encouraged to Complete Annual Crop Survey to Help Assess the Industry's Overall Productivity**

The California Avocado Commission's annual grower crop survey plays a critical role in helping the Commission ascertain and address the challenges growers face and to accurately predict the flow of avocados to market. By completing the survey, California avocado growers can provide the Commission with information that will help CAC better assess the status of the industry's overall productivity and current farming practices (high-density planting trends). Individual data from the survey is for the Commission's use only and is kept confidential.

Growers are highly encouraged to complete the survey, which was mailed to all producers on record in early April. The deadline for submissions is April 30, 2021. 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 [here](#).

For additional assistance, California avocado growers may [access online step-by-step avocado crop estimation instructions](#).

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.

## **AMRIC Data Confirms California Avocados Have Delivered FOB Price Advantage Over Imports for the Past Seven Years**

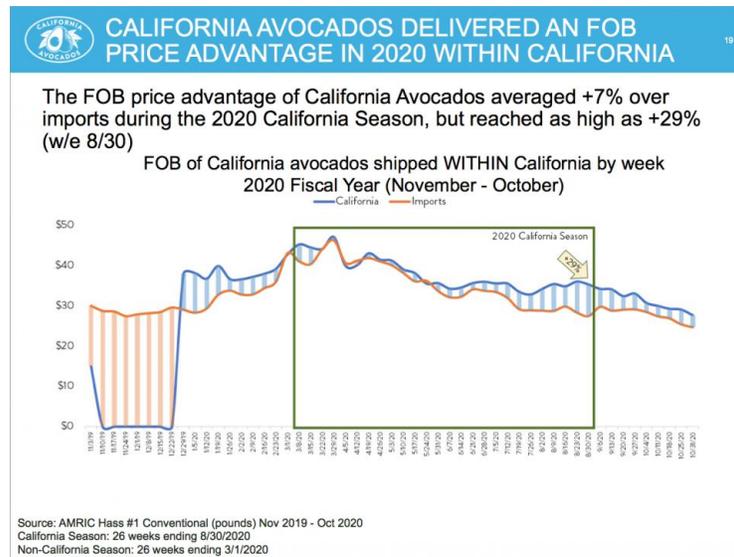
At the end of each California avocado season, the California Avocado Commission utilizes AMRIC data to analyze and compare FOB pricing for California avocados and imported fruit within and outside California. The data is reported annually in the Tiered Account program, a comprehensive report designed to help Commission staff and industry stakeholders measure the overall timing and performance of CAC's marketing efforts and adjust them as needed to improve performance the following year.

Through the Tiered Account program, the Commission can measure the price premium received by California avocados over imports when and where California avocados are available — thus monitoring and measuring the value created by CAC's marketing programs each year and over time. In 2020, the Tiered Account program reported the average weekly FOB price of California avocados was 7% higher than imports in the California region and reached as high as 29% at the end of August. The four-year average has been a 16% FOB premium over imports.

While California is a primary destination for the fruit, California avocados also deliver an FOB advantage on shipments outside of California. Beyond the state, California avocados showed an average FOB price advantage of 5% over imports, reaching as high as 19% at the beginning of September. AMRIC data also reveals that over the past four California seasons, California avocados averaged a 7% FOB premium versus imports outside California. "According to the 2020 California Avocado Tracking Study\*, 81% of avocado shoppers in the U.S. say that it's important that their avocados are grown in the U.S. and these shoppers are willing to pay a premium for California avocados," states Jan DeLyser, CAC's vice president of marketing. "CAC communicates information like this to targeted customers, helping build willingness among these gatekeepers to pay a premium FOB price for California avocados."

By tracking California avocado price premium over time, the Commission gains insights into the short- and long-term effectiveness of the Commission’s marketing programs. For each of the past seven years, California avocados have delivered an FOB price advantage over imports, reaching highs of 22% in both 2015 and 2019 in the California region. Insights from this data assist the Commission in adjusting its marketing program as needed and ensuring retail partners in targeted markets are provided with resources that promote the sales of California avocados and increase the value of the fruit for all stakeholders. In turn, this data helps the Commission and shippers synchronize marketing activities with retailers — ensuring California avocados are optimally promoted when and where they are available.

\*Source: 2020 California Avocado Tracking Study. QC1. Price and ripeness are sometimes important factors in purchasing avocados. How important are each of the following when purchasing avocados (Grown in the U.S.) Answers: extremely/very/somewhat important.



*In 2020, California avocados sold within the state received a 7% FOB premium over imports, reaching as high as 29% in August.*

## Central Coast Water Board Approves Ag Order 4.0

Ag Order 4.0, which addresses waste discharge requirements for irrigated lands, is now in effect after being approved by the Central Coast Water Board on April 15. The Ag Order’s requirements are designed to minimize nutrient, pesticide and sediment discharges to surface water as well as protect riparian and wetland habitats.

Ag Order 4.0 includes incentives for:

- The use of compost, organic fertilizers and cover crops to improve soil health, moisture retention and carbon and nitrogen sequestration
- The utilization of nitrogen in irrigation water to reduce fertilizer applications of nitrogen
- The formation of third-party programs to provide compliance assistance

Growers may comply with the Ag 4.0 requirements individually, or as a member of a third-party program.

The Central Coast Water Board will provide an updated compliance calendar, workshop opportunities and further details concerning Ag Order 4.0 in the near future. The California Avocado Commission will keep growers updated as more information is released.

Below are links to the [approved Ag Order 4.0 documents](#).

- [Ag Order 4.0](#)
- [Attachment A: Findings](#)
- [Attachment B: Monitoring and Reporting Program](#)
- [Attachment C: Acronyms, Abbreviations, and Definitions](#)

For additional information, contact the Irrigated Lands Program staff at [AgNOI@waterboards.ca.gov](mailto:AgNOI@waterboards.ca.gov) or 805.549.3148.

## Virtual Avocado Field Day Videos Available Online

As part of the California Avocado Growers Seminar Series, a virtual avocado field day seminar entitled “Zooming to Healthier Trees and Soils” was held on April 14. [Videos from this informative event are now available online.](#)

Below are links to the presentations by the key speakers:

- [Pruning strategies for optimum yield and quality](#) — Gabriel Filipe, Senior Director of California Sourcing and Farming, Mission Produce
- [Trialing new rootstock varieties](#) —Lauren Garner, Professor of Horticulture, Cal Poly San Luis Obispo
- [Scouting for pests and updates on biological pest control](#) —David Headrick, Professor of Entomology, Cal Poly San Luis Obispo
- [Building berms for hillside orchards](#) —Johnny Rosecrans, Senior Farm Technician, Cal Poly San Luis Obispo
- [Cover crops and soil health](#) — Charlotte Decock, Assistant Professor of Soil Science, Cal Poly San Luis Obispo

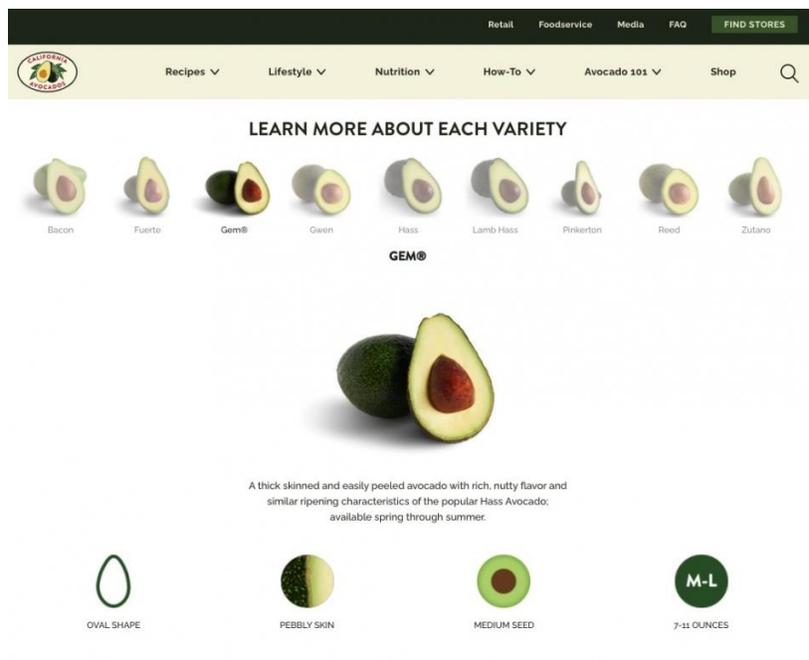
A [complete YouTube playlist of the video presentations is available](#), as well as the [complete “Zooming to Healthier Trees and Soils” webinar recording](#) and [responses to the questions posted during the virtual session](#).

## California GEM® Added to CaliforniaAvocado.com

With the GEM® avocado variety acreage increasing in California groves and gaining increased popularity as a point of discussion with retailers, the California Avocado Commission has added the GEM® variety to the CaliforniaAvocado.com website. In tandem with this initiative, the Commission also has made concerted efforts to better position California avocados on search engines by updating the avocado variety browser on the consumer website.

The Commission has positioned itself as the go-to resource — for media, its assorted partners and consumers by providing relevant and engaging content for consumers as well as quality, Commission-owned and branded assets for members of the media, retailers and influencers. To that end, the Commission produced high-quality GEM® photos and assets and made them available to site visitors in the [Commission’s online press room](#) where they can simply download the high-quality images for use on websites, social media and in press materials. These assets, when used by industry partners, help ensure ‘California’ is communicated in articles, social media posts, ads and POS.

The Commission also uses high quality and high equity search terms to “California’ize” conversations around avocados. The Commission has optimized its [online avocado variety browser](#) — and added GEM® to the browser — to strengthen its position when people look for avocado varieties using online search engines. As a result, the Commission’s avocado variety browser has achieved the number one position on Google with more than 40 million results. In short, when people look for ‘avocado varieties’ online the search engine results lead them to the Commission’s variety browser — thus increasing California Avocados brand awareness and securing the Commission’s credibility as the source for all things avocado. CAC’s avocado variety browser currently garners about 69,000 visits each year — approximately 2.5% of all traffic to the site.



*The Commission has added GEM® to its popular avocado variety browser as the varietal becomes more popular in groves and with customers.*

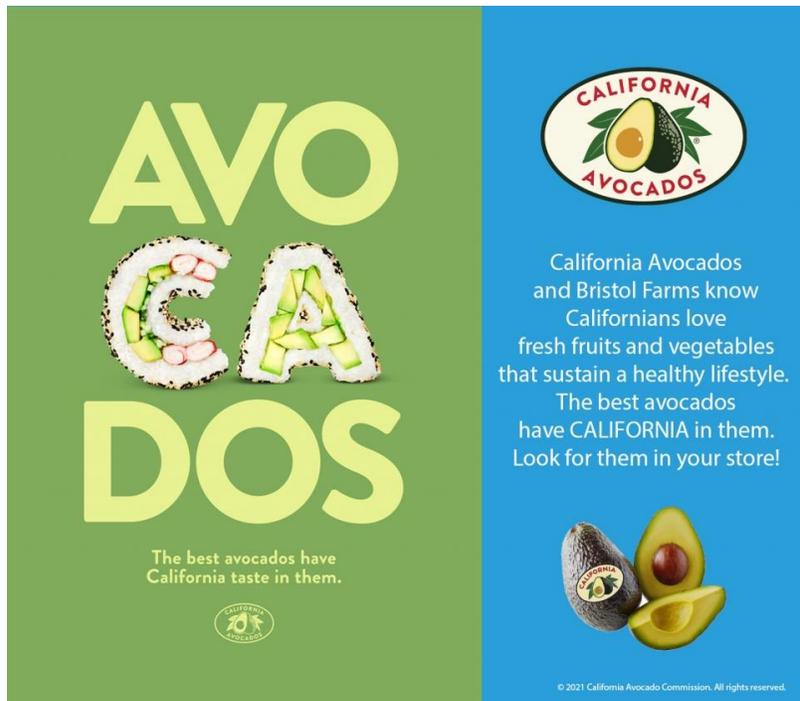
## Major Chain Retailers Celebrate Start of the California Avocado Season

As California avocado growers begin harvesting fruit, in-store and digital promotions by retail chains generate excitement among consumers that boost spring sales volume and build a powerful momentum to help move a higher volume of fruit during the peak season. Typically, early season support for California avocados comes primarily from local and specialty retailers who can easily adjust their supplies of fruit commodities. The examples below highlight a range of retailers who are merchandising and marketing California avocados, demonstrating the value these chains place on the California Avocados brand.

Local Southern California retailer Bristol Farms, whose 19 stores are located within influential neighborhoods where shoppers are willing to pay premium prices for quality fruit like California avocados, was a supporter of the California avocado crop again this season. From March 31 – April 25 the chain posted on their website, sent emails and ran consumer ads and social media promotions announcing California avocados are now in season and available at their stores. In addition, the California Avocado Commission sponsored an ad in the Bristol Farms Passport to Savings program, which will reach more than 100,000 shoppers via email. The ad and online direct-to-ordering features the California Avocados brand logo and the new consumer advertising creative, the best avocados have California in them.

Starting in April, Southern California-based Ralphs stores, the largest division of Kroger, displayed their preference for quality California avocados and demonstrated support of California avocado growers by transitioning bulk fruit and bagged fruit into California origin. This season Ralphs is promoting both smaller size California avocados in bags and larger California avocados in bulk. In April, Ralphs promoted the small fruit in ads and through online ordering, bringing California avocados to the attention of consumers.

From April 24 – 31, 161 Sam’s Club locations in the Western U.S. featured secondary displays promoting early season California avocados. Sam’s Club doubled the count of their club stores merchandising California avocados this year, adding clubs in Arkansas, Iowa, Kansas, Missouri, Nebraska, Oklahoma and Texas featuring secondary displays, in-store loop video runs, posters with QR codes and shopper carts all promoting that California avocados are a heart-healthy superfood.



The Bristol Farms Passport to Savings ad was emailed to more than 100,000 shoppers.

## 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 28, 2021

	Conventional #1	Organic #1
California Hass	(Field Price Per Lb)	(Field Price Per Lb)
#32's	\$1.42 - \$1.52	\$1.62 - \$2.02
36's	\$1.42 - \$1.52	\$1.62 - \$2.02
40's	\$1.42 - \$1.54	\$1.94 - \$2.28
48's	\$1.42 - \$1.54	\$2.22 - \$2.40
60's	\$1.16 - \$1.27	\$1.94 - \$2.06
70's	\$0.74 - \$0.84	\$1.56 - \$1.66
84's	\$0.52 - \$0.60	\$0.56 - \$0.66

\*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 4/25/2021	Season-to-Date (since 11/01/2020)	2021 Year to Date
Hass	12,072,072	76,637,788	69,620,616
Lamb	0	0	0
Other (Greens)	14,100	245,117	202,773
<b>California Total</b>	<b>12,086,172</b>	<b>76,882,905</b>	<b>69,823,389</b>
Florida	42,625	5,594,050	1,690,810
Chile	0	0	0
Mexico	51,240,645	1,330,804,228	941,959,010
Peru	191,410	231,410	231,410
Other (Imports)	740,000	38,330,000	30,630,000
<b>Import Total</b>	<b>52,172,055</b>	<b>1,369,365,638</b>	<b>972,820,420</b>
<b>USA Total</b>	<b>64,300,852</b>	<b>1,451,842,593</b>	<b>1,044,334,619</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

As seen in the table below, California harvest continues to outpace February 2021 AMRIC handler projections, currently running about one week ahead of schedule from the AMRIC handler projections. It is estimated nearly 12 million pounds of fruit was harvested for week ending 5/2/2021, putting our year-to-date harvest at about 82 pounds, and 11 million pounds over pre-season projections. As of the end of April, California's crop is now about 30 percent harvested, with a majority of the remaining crop expected to be harvested through July. The Commission is currently analyzing mid-season grower and handler surveys and will publish an updated crop volume and harvest projections in the next few weeks. Over the next month we will begin to see crop from other countries arriving in the US market, the Commission recommends that growers continue to communicate with their handlers and grove managers on a regular basis to plan and update their harvest strategy to maximize opportunities in the market.

2021 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)	Feb 2021 Update	Feb 2021 Update	AMRIC Harvest	AMRIC Shipments
<b>1st QTR SubTotal</b>	<b>30,812,400</b>	<b>27,127,000</b>	<b>25,915,478</b>	<b>16,367,912</b>
Apr 4 - (22)	6,053,600	5,543,400	9,303,883	5,835,962
Apr 11 - (23)	8,227,200	7,534,200	10,220,550	8,891,378
Apr 18 - (24)	10,400,300	9,535,400	12,881,848	10,255,023
Apr 25 - (25)	10,239,300	9,391,000	12,325,387	11,769,502
May 2 - (26)	13,899,900	12,744,300	-	-
May 9 - (27)	14,122,800	13,931,900	-	-
May 16 - (28)	13,248,600	13,069,800	-	-
May 23- (29)	13,592,700	13,412,300	-	-
May 30 - (30)	13,440,700	13,258,500	-	-
Jun 6 - (31)	13,560,100	15,606,100	-	-
Jun 13 - (32)	11,110,400	12,778,600	-	-
Jun 20 - (33)	11,569,600	13,329,400	-	-
Jun 27 - (34)	12,497,500	14,352,700	-	-
<b>2nd QTR SubTotal</b>	<b>151,962,700</b>	<b>154,487,600</b>	<b>44,731,668</b>	<b>36,751,865</b>
<b>3rd QTR SubTotal</b>	<b>96,559,900</b>	<b>104,994,700</b>	-	-
<b>4th QTR SubTotal</b>	<b>12,665,000</b>	<b>5,390,700</b>	-	-
<b>Season-to-Date</b>	65,732,800	59,131,000	70,647,147	53,119,774
<b>% of Crop</b>	23%	20%	24%	18%
<b>Crop Size</b>	<b>292,000,000</b>	<b>292,000,000</b>	<b>Left to Harvest</b>	<b>Left to Ship</b>
<b>Crop Variance</b>	4,914,347	11,516,147	221,352,853	238,880,226

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

(April 26 – May 26)

Summary- The *La Niña* pattern is still strong. Don't see much change with this pattern over the next few months. This will continue the tendency for weak westerlies in the midlatitude and subtropical eastern North Pacific with a general high pressure near the west coast of the U.S. The MJO is inactive which keeps conditions dry across the W U.S. A more active MJO starts around Apr 25 and continues through Apr 30. Somewhat wetter briefly through northern California with conditions a bit more favorable for some rain. A very dry pattern will continue.

The Sea Surface Temperature Anomaly (SSTA) Pattern supports upper high pressure recurring near the California coast from Point Conception north to the California – Oregon Border during May and June. This will keep a very dry & much warmer than normal pattern across the region.

Development Trend - The cyclogenetic centers are currently weak in our IVTinit™ analysis, dated 4/24/2021. The trend forced by sea surface temperature anomalies in the Central and Eastern North Pacific will continue to encourage troughing north of Hawaii, and development of upper high pressure near but just west of California. This will tend to maintain the dry pattern in California. For the west coast, fronts will approach then tend to weaken upon approaching the coast, then redevelop as they move into the central and southern Rockies and Arizona. Any storms that do move into the high pressure are weakened considerably with less moisture.

Precipitation Trend – Current most likely NORCAL Precipitation Dates (from our CFSDaily products out 30 days): May 1-2 (light rain far N), 8 (sprinkles far N), 9-10 (light rain), 15 (light rain), 17-19 (showers north coast), Jun 4-6 (light rain). Continued well below normal rainfall is expected through the next 60 days.

In S California – SOCAL Warm Spells, from our CFSDailyAI - dates from models GFS and CFSDailyAI: Warm spells: May looks unusually dry and warm with well above normal temperatures expected. Mild to warm nights are expected with little chance of frost/freezes. Above normal temperatures will continue through the middle of June. Hotter periods will be from May 3-4, 7-8, 11-18, 21-Jun 3, Jun 7-10 Chances of frost/freezes are possible Apr 28 with little chance of frost in May.

Central Sierra Nevada best chance for Precipitation: May 1-2 (light), 8 (light), 9-10 (most light), 14, 19 (light) and Jun 4-5 (most light). This is a very dry pattern with weak systems as high pressure remains locked over the region. Late season snow accumulation will be well below normal due to high pressure being locked over the region. Light snow at times with the weak storms mentioned above but due to warmer than normal temperatures, snow levels will be high with rain in other areas except the crest. Below normal precipitation is expected through the middle of June.

Possible frost/freezes in north and northcentral California valley cold spots: May 7, (frost pockets), 11 (frost pockets). Less frost than normal due to a warm high pressure over the region with also warmer nights expected.

Fire danger: An increase in fire danger across the state is expected in May and June, earlier than normal. Higher fire dangers will be due to above normal temperatures and below normal rain which will dry out vegetation early.

The listing of dates normally included for hot and cold spells, and precipitation are based on our CFSDaily and CFSDailyAI forecast products, and present generally expected trends in precipitation (both products) 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 APR 28 – JUN 26: Highlights: Very dry with much above normal temperatures will continue through the month of May and likely through the first half of June as a strong high pressure remains near or just west of the coast. The latest models show little chance of rain into the region though weak upper low development could still bring some light rain and showers at times. A possible upper low could bring a few showers into the desert region from May 8-9. Other than this system little or no chance of rain is expected. Occasional minor fluctuations of the high pressure will bring brief cooling to SoCal and the desert region but overall a very warm, above normal pattern with very dry conditions will continue through the middle and likely the end of June.

\*\*\*Looking Ahead – Long Range Outlook May 30 - Jun 27 N and Central California with comments into early July \*\*\*

*La Niña* will continue with a strong high pressure and ridging near the west coast of the U.S. and California continuing as the dominant weather feature. This will keep very warm temperatures and dry to very dry conditions. Weak systems at

times will brush through NoCal but CenCal and SoCal look very dry with recurrent hot periods and little or no chance of rain. Deep troughs are unlikely in May or June in central or S California. In July the storm track is generally well north of the region. Monsoonal moisture is expected to be near normal this year. Some monsoonal moisture usually starts to approach SoCal by the middle of July with an increase in mountain thunderstorms into SOCAL by end of July. Watch for an early start to the fire season. Excessive heat and lightning are the most likely contributors to fire in the early to mid-summer.

May 30 - Jun 27 N and Central California... Only weak storm systems at times will brush through the high pressure that will generally stay locked over the region through the end of June. Above normal temperatures with much drier than normal precipitation is expected. Brief weak systems that are weakened by the high pressure could bring light rain to NoCal Jun 4-6. A slight chance of light rain into northern areas of CenCal are possible on Jun 5-6. Otherwise, little or no chance of rain for CenCal or NoCal are expected with June looking very dry! As mentioned earlier, an early start to the fire season is expected due to the dry and very warm pattern with mid to late June possibly seeing some severe fire danger in some areas!

For SOCAL: Very warm and dry with little or no chance of rain is expected through the month of June. July will likely start dry but could see some monsoonal moisture creep into the region later in the month.

Dry also in the mountains and deserts as rain is unlikely. Frost/freezes are unlikely in a normal year after the start of May. This year's temperatures will stay above normal with no frost or freeze risk expected during June.

SierraNV mountain snow accumulation: With the weaker storms and above normal temperatures, a dry pattern will bring only weak storms through the high pressure. Well below normal late season snow is expected through the mountains. Any weak systems will only bring light snow to the highest elevations in late May with a slight chance of light snow in the highest peaks Jun 4-6. Fire danger will be high this year in the SierraNV due to the below normal rainfall/snowpack and higher than normal temperatures. Expect high to severe fire dangers by early June throughout the mountain areas!

July-Aug 2021: Monsoonal season will bring the best chance of rain and showers along with thunderstorms to SoCal though showers into the central and N SierraNV and NoCal are possible at times. General monsoonal rain starts south areas by the middle or end of July and increase through the start and middle of August. With the high pressure remaining across the western U.S. an average monsoonal flow into California is expected. Near normal occurrence of showers and thunderstorms are indicated for August across most mountain areas of California including the Sierra and the deserts of southeast California.

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

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