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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>

### Ventura County RCD Fire Preparedness and Recovery Virtual Seminars

The Ventura County Fire Resource Conservation District is offering a series of free wildfire prevention virtual workshops. The series will discuss wildfire prevention and tips, how to prepare for potential wildfires and allow participants to ask questions of a variety of wildfire personnel and professionals. Registration required. [More information here.](#)

#### November 2

##### November 2 ("Understanding Insurance and Wildfire")

**Time:** 6:00pm – 7:00pm

**Location:** Webinar

### Farm and Nursery Expo

The San Diego County Farm Bureau is preparing for the Farm & Nursery Expo. The free Expo will feature a variety of seminars. Registration required. [More information here.](#)

#### November 4

##### November 4

**Time:** 9:00am – 4:00pm

**Location:** 340 North Escondido Boulevard, Escondido, CA

### Healthy Soils Program Grant Opportunity Workshop - Virtual and In-person Options

The San Diego County Farm Bureau is hosting a free Grant Opportunity Workshop to assist California growers with applying for the Healthy Soils Program. Registration required. [More information here.](#)

#### November 16

##### November 16

**Time:** 10:00am – 12:30pm

**Location:** San Diego County Farm Bureau, 420 South Broadway, Escondido, CA

November 18

Time: TBD

Location: Web/Teleconference

## California Avocado Commission Annual Meeting Materials Available Online

On October 26, the California Avocado Commission hosted a virtual Annual Meeting for members of the California avocado industry. A [recording of the event is now available on the Commission's YouTube channel](#).

The [CAC Annual Meeting presentation also is available on the California avocado growers website](#). The PDF presentation includes:

- An overview of the California Avocado Commission, including its Vision, Mission, goals and staff members
- A summary of the CAC Board composition and production statistics for each of the five districts the board represents
- Highlights from the Grower Profitability Study
- A look at the new California avocado sustainability webpage
- A review of the 2021-22 CAC budget, including a diagram of the business planning cycle
- An in-depth profile of CAC's consumer targets
- Highlights from the 2021 marketing program, including marketing measurements and monitoring data
- A preview of 2022 marketing plans
- Findings from the:
  - State of the Avocado Category Study
  - California Promotional Retail Study
  - Avocado Ripeness Study
  - 2021 California Avocado Tracking Study

## State Water Efficiency and Enhancement Program Applications Being Accepted

The California Department of Food and Agriculture is now accepting applications for the [State Water Efficiency and Enhancement Program](#) with a deadline of January 18, 2022. The SWEEP program will award grants on a first-come, first-serve basis therefore California avocado growers are encouraged to apply early.

The SWEEP program provides financial assistance to growers who implement irrigation systems that reduce greenhouse gases and save water. Grants can be used for soil moisture monitoring, drip systems, pump retrofits, low pressure irrigation systems and renewable energy technologies. Agricultural operations can apply for up to \$200,000 for projects.

To assist applicants, the CDFA is hosting three free online SWEEP application workshops. Those workshops will be held as follows (click on the link below to register for a workshop):

- [October 25 from 10:00 a.m. – 12:00 p.m.](#)
- [November 4 from 9:00 a.m. – 11:00 a.m.](#)
- [November 15 from 1:00 p.m. – 3:00 p.m.](#)

[SWEET applications are available online.](#)

## **Workshop Offers Assistance with Healthy Soils Program Application Process**

The San Diego County Farm Bureau is hosting a free Grant Opportunity Workshop to assist California growers with applying for the [Healthy Soils Program](#). The workshop will take place on October 27 and November 16 from 10:00 a.m. – 12:30 p.m. Interested parties can choose to attend on either date and can attend in person or virtually. The in-person sessions will take place at the San Diego County Farm Bureau located at 420 South Broadway, Escondido, CA.

The Healthy Soils Program provides up to \$100,000 in grant funds for eligible agricultural management practices that sequester carbon, reduce greenhouse gases and improve soil health. [Eligible practices relevant to California avocado groves](#) include:

- Compost application
- Conservation cover
- Cover crops
- Filter strips
- Mulching
- Hedgerow planting
- Nutrient management (15% reduction in fertilizer)
- Residue and tillage management
- Whole orchard recycling
- Windbreak/shelterbelt establishment

Presenters at the workshop will summarize the benefits of soil conservation practices and guide attendees through the HSP application process. The presenters include:

- Dr. Oli Bachie, San Diego and Imperial County Director, UCCE
- Dr. Esther Mosase, Community Education Specialist, UCCE
- Mary Matava, Agronomist and Owner, Agriservice
- Joel Kramer, Agricultural Specialist, Research Conservation District of Greater San Diego

[Registration for the workshop is available online.](#) Complete [information about the Healthy Soils Program can be found online.](#) The workshop is co-sponsored by the University of California Cooperative Extension and the Research Conservation District of Greater San Diego. For more information about the workshop, contact Dr. Mosase at [enmosase@ucanr.edu](mailto:enmosase@ucanr.edu) or Mr. Kramer at [joel.kramer@rcdsandiego.org](mailto:joel.kramer@rcdsandiego.org) or 619.562.0096, ext. 103.

## California Certified Organic Farmers' Video Training Available Online

The California Certified Organic Farmers Foundation Organic Training Institute has a wide array of training videos available online for organic farmers. The library can be found on [CCOF's YouTube channel](#) as well as its [CCOF video library webpage](#).

The library is searchable by topic and covers the following topics of interest to growers:

- Go Organic — covers what the current demand for organic is, what certification is like and whether organic farming is the right choice for you
- Grower — pertains to marketing, packaging, food safety resources, cultural management, crop profitability, recordkeeping, financial planning and more
- Organic Certification/Recordkeeping — focuses on certification, recordkeeping and food safety
- Organic Production — includes seedling production, soil and irrigation concerns during drought, food safety, nitrogen management and keeping records
- Food Safety — covers FSMA requirements for various sized farms
- Soil dynamics — includes biodynamics, nitrogen management and drought
- Crop Insurance/Disaster — provides a guide to organic crop insurance and how to access insurance for diversified farms
- Business/financial management — includes marketing, ownership, insurance, financial planning, profitability and breaking into retail

[CCOF encourages organic growers to submit ideas concerning topics they would like covered in a future Organic Training Institute event.](#)

## Onsite Events Revive Opportunities to Showcase California Avocado Menu Items in Person

With the return of in-person events, the California Avocado Commission once again has the opportunity to build awareness and expand penetration of fresh California avocados on foodservice chain menus by serving unique and inspirational menu items to key foodservice chain decision makers. In September, CAC celebrated the California avocado season with R&D/product innovation, corporate and executive chefs, purchasing/supply chain and marketing personnel from restaurant chains across the nation at the Flavor Experience conference and FoodOvation Second Harvest event.

The Flavor Experience conference took place in Monterey, California from September 6 – 8. During the three-day event, attendees sampled three trend-forward California avocado menu ideas designed to inspire chains to add fresh California avocados to their menus. The California Avocado Cacio e Pepe Grilled Cheese Sandwich featured the popular flavors of the Cacio e Pepe pasta dish with the California avocados balancing its peppery flavor and adding a buttery texture to the crunch of the grilled bread. The CAC foodservice team also served the newly created California Avocado Bloody Mary Sandwich — a reimagining of the flavor profile of a Bloody Mary using all the fixings of a sandwich. The California avocados incorporated into this unique menu presentation toned down the spicy flavors of this recipe while adding a buttery richness. Attendees also enjoyed an Asian-Latino fusion menu item: a Birria Lamb in Bao Bun with California Avocado Slaw and Pickled California Avocado.

Members of CAC's foodservice team also met and networked with marketing, culinary/menu development executives and supply chain/purchasing decision-makers at the Flavor Experience conference. Conversations focused on proposing and planning menu items featuring fresh California avocados in 2021.

The invitation-only FoodOvation Second Harvest event took place from September 26 – 28 in Sun Valley, Idaho. Here, the foodservice team hosted 40-minute one-on-one meetings with specific target chains in the western region, as well as with national chain representatives who expressed interest in U.S./California-grown avocados. During these in-person sessions, the CAC team discussed seasonality and why California avocados are the premium choice. They also walked through a demo exercise pairing California avocados with spices to build unique flavor profiles and then conducted tasting sessions of menu concepts while discussing how the concepts could fit within the chain’s menu offerings. The concepts presented included: Whipped Feta Dip with California Avocados, California Avocado Sushi Roll Salad, BLT-California Avocados with an Upscale Twist; and Birria Tacos with Pickled California Avocados. Organizers of the event informed the team that many of the operators complemented the California avocado session and spoke positively about the flavor pairing exercise and flavorful dishes presented.

Both of these events were a welcome return to in-person meetings that provided the Commission with the opportunity to increase demand of fresh California avocados by showcasing menu items attendees could sample for themselves. The menu items served as a powerful conversation piece that allowed CAC staff to elaborate on why consumers who enjoy avocados are attuned to the source of origin of the fruit and to demonstrate the positive associations and “halo effect” of California avocados on the menu. By meeting one-on-one with attendees, the Commission was able to expand its target base of chain contacts for future promotion opportunities and cement existing relationships. Overall, 28 new contacts were made with an additional six new leads for menu ideation sessions and five new leads for menu promotion support.



*Discussing California avocado menu ideas with a Flavor Experience conference attendee.*

### **Late-Season Living Well Brand Advocate Program Secures More Than 3 Million Impressions**

The California Avocado Commission’s Living Well Brand Advocates program raises awareness of the premium quality of California avocados and their health benefits by leveraging respected third-party nutrition, wellness and healthy lifestyle experts who share their love for the fruit on digital and social media channels. This season, the program consisted of six registered dietitian nutritionists and health and wellness influencers who showcased innovative California avocado recipes and created website and social media content for their own channels and those of the Commission. Featured here are highlights from three of the six Brand Advocates’ late-season activations.

From July – August, Manuel Villacorta, MS, RDN, Sophie Uliano, Board Certified Holistic Nutritionist, and Patty Mastracco, Culinary Expert shared their preference for California avocados and encouraged their followers to look for the California avocado label when shopping for avocados. These Living Well Brand Advocates crafted articles, videos, recipes and

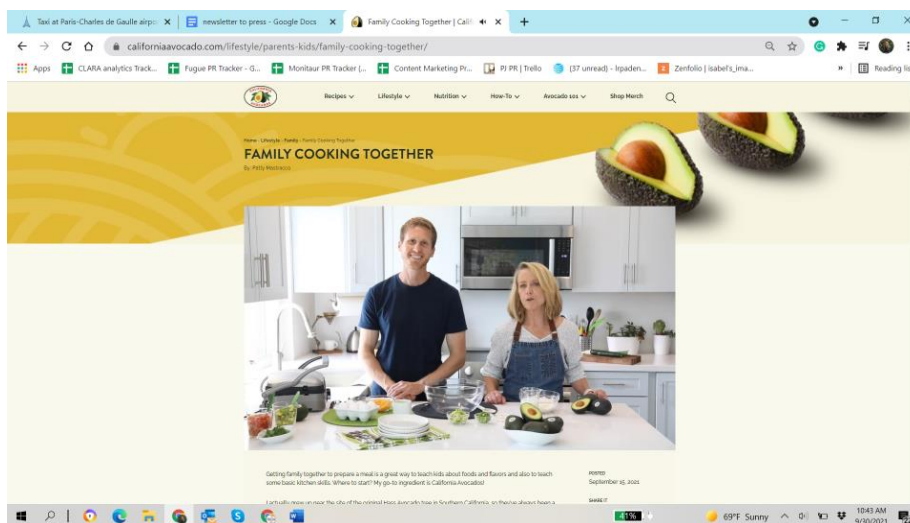
creative social media content showcasing the versatility of California avocados, the fruit’s seasonality and the benefits of adding the fruit to a healthy lifestyle and diet. They also encouraged their fans to visit the CaliforniaAvocado.com website by embedding links to the site within their digital content.

Each of the advocates created California avocado recipes around a specific on-trend theme. Manuel Villacorta focused on the “Meat and Veggie Blend Trend” by developing a creative comfort food — *California Avocado Veggie-packed Meatloaf*. He created a video, which he [shared on his YouTube channel](#), demonstrating how to prepare the recipe while discussing the nutritional benefits of California avocados and incorporating California difference messages. To broaden the reach of his video, Manuel shared it on his Facebook and Instagram pages and promoted it in his newsletter, which is distributed to 10,000 subscribers.

Sophie Uliano concentrated her efforts around a Lifestyle and Your Immune System theme. During her popular Monday night Facebook Live session, Sophie spoke about the four immune-boosting foods she “cannot live without” and showcased her preference for California avocados and the ease with which the fruit pairs with her other immunity-boosting favorites. She also wrote an [article around this same theme that was shared on the California avocado consumer website](#) with an embedded link to a recording of her Facebook Live California avocado session.

With families spending more time together, Patty Mastracco shared the benefits of cooking together as a family by producing a video with her son — Plant-based Food Coach Ben Mastracco — demonstrating how to make *California Avocado, Zucchini and Cheddar Waffles*. This simple recipe demonstrated how children could learn to cook and help get meals on the table. During the video, they discussed the versatility of California avocados and how to get kids cooking in the kitchen. Patty also [shared an article around this same theme on the California avocado consumer website](#).

In total, the late-season activations of these three Living Well Brand Advocates contributed to the more than 3 million impressions secured by this robust program, helping the Commission build awareness about California avocados with a consumer audience interested in nutrition, wellness and healthy lifestyle habits.



*Patty and Ben Mastracco demonstrated how to make California Avocado, Zucchini and Cheddar Waffles together as a family.*

## 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 – October 28, 2021

	Conventional #1	Organic #1
<b>California Hass</b>	<b>(Field Price Per Lb)</b>	<b>(Field Price Per Lb)</b>
#32's		
36's		
40's		
48's	Insufficient Volume to Quote	
60's		
70's		
84's		

\*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 10/24/2021	Season-to-Date (since 11/01/2020)	2021 Year to Date
Hass	0	252,584,002	243,858,614
Lamb	0	10,358,309	10,208,189
Other (Greens)	0	669,106	601,259
<b>California Total</b>	<b>0</b>	<b>263,611,417</b>	<b>254,668,062</b>
Florida	508,255	24,681,060	20,777,820
Chile	940,178	3,661,139	3,661,139
Mexico	58,341,295	2,353,470,199	1,964,624,981
Peru	0	196,335,488	196,335,488
Other (Imports)	900,000	71,790,000	64,090,000
<b>Import Total</b>	<b>60,181,473</b>	<b>2,625,256,826</b>	<b>2,228,711,608</b>
<b>USA Total</b>	<b>60,689,728</b>	<b>2,913,549,303</b>	<b>2,504,157,490</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

The 2020-21 California harvest is now complete. The Commission is currently preparing for the annual pre-season crop survey of handlers to establish the pre-season estimate for the 2022 crop. Please check back in late-December for an update on the 2022 estimated crop volume and weekly/monthly harvest projections.

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

(Nov. 1-30)

### BASIC PATTERN:

#### Large Scale Pattern –

- A. A moderate to strong sea surface temperature anomaly gradient, coinciding with the dashed curve off the N California and Pacific Northwest coast will be the main player for storm developments into N California in Nov and Dec. Along this persisting frontal zone, smaller troughs and lows will tend to develop.
- B. Soils and vegetation have moistened in N California and Sierras (North and Central) from the recent storms. This has greatly decreased the fire risk in the near term. We still need to monitor high Haines Index coupled with dry downslope NE-E wind events in the N Sierras for a little while, into Nov.
- C. Wetter periods now appear to a couple of storms in early, and mid Nov. Dec will have near normal rainfall most areas. The best chance for above normal rainfall would be along the central coast from Monterey Co to Sonoma Co.
- D. Dry conditions return for midwinter months of Jan – Feb in northcentral through S California, as the La Nina pattern re-establishes and remains dominant through the rest of the season into Mar. Apr has a better chance for near normal rainfall (for end of the usual wet season).

### FORECASTS FOR CALIFORNIA

- A. Troughs and lows bring the possibility of rains and showers into N California, and a few showers into central California during Nov. Dec appears most prolific for rain amounts for N and Central California per model guidance from CFSv2. A stronger La Nina pattern is expected to shift the pattern to dry in most of California during late Dec 2021, and continued unusually dry in Jan-Feb 2022.
- B. Precipitation Trend Nov 1-30: Dates of rain are: Nov 2, 4-5, 7, 11-12, 16-25, 26-27 and a good set of storms in early to mid-Dec.
- C. Nov 1-30: N and Central California: Troughs and cold fronts become more active in Nov. Mid Nov is the time of the frequently occurring early period of general winter rains.

NORCAL Rains: Nov 2, 4-5, 7, 11-12, 16-25, and 26-27.

CENTRAL CALIF Rains: Nov 5, 12-13, 17-18, 20-21, and 23-28.

WARM SPELLS: Seasonable temperatures with few warm spells across N California due to a wetter than normal series of storms N Calif warm spells: Oct 31-Nov 1 and Nov 28-30.

COLD SPELLS: N Calif: 3-7, 12-13, 17-19, 22-25, and 27. 29-30.

Frosts: Best chance of frost/freezes for N Calif: Nov 3, 6, 13-15, 19, 22 and 29-30.

- D. Forecast for S California – Nov 1-30: SOCAL Rains: Continued very dry with possible light showers Nov 8, 13, 21 and 27-28. SOCAL Warm Spells: Oct 30-Nov 1, Nov 2, 11-12, 18 and 24. SOCAL Cool or Cold Spells: Cooler Nov 8-9, 19-20 and 25-26. Fronts with rains: Nov 8, 13, 21 and 27. (small rains are expected with drier than normal conditions continuing. Frosts may follow showery fronts on Nov 9, 14, 22 and 29-30.
- E. Sierra Nevada: Nov 1-30... Date of Mountain Rains and Snows: Nov 5-6, 13-14, 17-18, 21-22, and 24-28.



- F. N and Central California Fire Risk: Fire risk is reduced due to wetter soils and seasonably cooler weather. Some brief increase in fire risk: Nov 6, 9-10, 14-15 and 28-30.

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 Nov 1-30:**

Highlights: Well below normal precipitation will continue. although a couple of deeper troughs could bring a few showers and light cool rains into the desert region on Nov 8, 13, 21 and 27-28. Temperatures will be near or above normal through most of the period with high pressure aloft to the south and SW.

Forecast: Warmer than normal with below normal precipitation is expected for southern California and the desert region through Nov. A couple of deeper troughs could bring some increase in brief showers with the more likely dates of light rain and showers listed above. There is a slightly wetter trend, although overall drier than normal in early Dec.

**\*\*\*Looking Ahead – Long Range Outlook Dec 1 – Jan 31 2022... N and Central California:**

Latest versions of CFSv2 monthly guidance suggest near normal rainfall in Dec. Above normal precipitation for N and Central California and Sierras for Dec in a few spots. Heaviest rains will be expected in Dec, followed by a midwinter dry spell, with mainly sparse rains after 1 Jan. Late Jan, Feb, and Mar 2022 appear abnormally dry for most of California.

**For SOCAL Dec 1 - Jan 31 2022:**

In Dec, above normal rainfall is possible early to mid-month, followed by a turn to dry and cold (frosty) for the holidays. Rainfall continues below normal in Jan, Feb, followed by a possible return to normal in early Mar 2022. Best chance for rains in SOCAL appears to be in early to mid Dec, then dry and frosty for the Dec holidays.

General Frost Risk....Dec 1 – Jan 31 2022...: It trends to colder than normal after mid Dec. We suspect that the most significant periods for frost would be end of Dec and early to mid Jan 2022, as cold lows and windy cold fronts alternate with Santa Ana wind events.

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

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