



IN THIS ISSUE, YOU'LL FIND:

[CAC Virtual GEM Presentation and Grower Panel](#)

[New Global Produce Industry Announced](#)

[Commission's 2020-2021 Social Media Activity Garner More Than 24 Million Impressions](#)

[Market Trends](#)

[Crop Statistics](#)

[Weather Outlook](#)

Calendar

For a listing of industry events and dates for the coming year, please visit:

<http://www.californiaavocadogrowers.com/commission/industry-calendar>

CAC Web/Teleconference Board Meeting

November 18

Time: 9:00am – 12:15pm

Location: Web/Teleconference

CAC Virtual GEM Presentation and Grower Panel

The California Avocado Commission is hosting a virtual seminar concerning the GEM variety, which is becoming increasingly popular in California groves. [More Information here.](#)

November 30

Time: 9:00am – 10:30am

Location: Webinar

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.](#)

December 7 ("Community Efforts and Opportunities to Reduce Wildfire Risks Panel Discussion")

Time: 6:00pm – 7:00pm

Location: Webinar

CAC Marketing Committee Web/Teleconference

December 9

Time: 10:00am – 12:00pm

Location: Web/Teleconference

CAC Virtual GEM Presentation and Grower Panel

On Tuesday, November 30, 2021, from 9:00-10:30 am, the California Avocado Commission will host a virtual informational meeting concerning the GEM variety. The session will include information concerning the following:

- Current and projected California production volumes/acres
- Size curves
- Pricing
- CAC promotional activities

In addition, a grower panel will discuss their experiences with the GEM variety, including high-density plantings, and respond to questions from attendees. The panel will include GEM growers Henry Dominguez, Sal Dominguez, Robert Jackson and Jaime Serrato. California avocado growers are encouraged to attend this virtual meeting and learn more about the GEM variety and its growing popularity in California groves.

Registration for this virtual meeting is not required. Attendees may participate via the Zoom web link or telephone call-in information provided below:

Zoom Web Link:

<https://californiaavocado.zoom.us/j/84138780855?pwd=UkNhdfZ4Y0RicGZSSjFxYUZGVkhMdz09>

Meeting ID: 841 3878 0855

Passcode: 407721

OR

Phone Call-in:

(669) 900-6833

Meeting ID: 841 3878 0855

Passcode: 407721

New Global Produce Industry Announced

On October 28, the Produce Marketing Association and United Fresh Produce Association announced the name of the new global organization resulting from the merger of their two organizations: the International Fresh Produce Association. The IFPA — which will begin on January 1, 2022 — will be based in Delaware.

In announcing the name of the new organization, IFPA leadership reiterated their commitment to promoting all domestic and global sectors of the fresh produce and floral supply chains. The Co-CEOs of IFPA, Cathy Burns and Tom Stenzel, were joined by Executive Committee members to share details concerning the new organization, including its Board of Directors. Cathy Burns will take the role of CEO of IFPA in January 2022.

Members of the fresh produce and floral industries have long recognized the potential value that might be achieved by combining PMA and United Fresh, and multiple attempts to do so in the past were not successful. However, in 2021 the boards of both organizations endorsed an Agreement in Principle to form a new association designed to serve today's global fresh produce and floral industries and the current organizations' CEOs, Burns and Stenzel, share that commitment.

The California Avocado Commission has been a member of both the PMA and United and plans to continue with membership in the IFPA. CAC has played a leadership role in the PMA and has a long history of active participation with the organization. The Commission will continue to leverage the events, research, assets and networking opportunities of this organization as a means of demonstrating its industry leadership and building awareness beneficial to the California avocado industry. The Commission will exhibit at IFPA's new "The Global Produce and Floral Show" in Orlando, Florida from October 27 – 29, 2022.

California avocado industry stakeholders are encouraged to [view the complete list of IFPA-organized events for 2022](#). For more information about the merger of the two organizations, interested parties can [view the IFPA frequently asked questions online](#).



IFPA is committed to growing profitability and demand for domestic and global produce and floral sectors.

Commission's 2020-2021 Social Media Activity Garner More Than 24 Million Impressions

The California Avocado Commission's social media program offers the Commission an opportunity to engage with its target consumers, called "Premium Californians" and expand the California avocado fan base via entertaining and informative content. By sharing diverse social content, the Commission builds awareness of the fruit's unique locale, its seasonality, availability, and fresh premium quality thereby driving brand loyalty and preference for California avocados both in and out of season. Further, California avocado fans can share key brand messaging directly with their own audiences on social media increasing brand credibility and preference naturally through word-of-mouth exposure. From November 2020 through October 2021, the Commission's social posts on Instagram, Twitter, Facebook and Pinterest generated more than 24 million impressions and 2 million engagements.

This past season the Commission expanded its "The best avocados have California in them" campaign with new creative rolled out across its social channels. With more Americans taking road trip vacations, the Commission shared a series of road trip videos highlighting unique California avocado recipes paired with iconic California locations. The videos, which were showcased during peak California avocado season, provided fans with recipe inspirations well suited to on-the-go vacations. In addition, new campaign creative was shared during peak cultural conversations, such as Earth Day, to embed California avocados in trending discussions on social media. To keep California avocados at the forefront of culinary culture, the Commission also developed recipe content that reflected hot trends in meal preparation such as multicooker California avocado recipes.

Consistent recipe content posts, which piqued fans' interest in a variety of California avocado dishes, were supplemented by social posts highlighting California avocado nutrition information and how-to tips during peak season. To make it easy for consumers to locate California avocados in stores nearby, the Commission relied on promoted social retail content to drive Premium Californians in geo-targeted areas to local retail stores carrying the fruit. By pairing California avocados' brand messaging with specific retailer messaging in targeted, paid posts the Commission was able to illustrate the California difference and why the premium price of California avocados is worth it. Other social media posts included links to the Commission's online store locator tool to encourage California avocado purchases at retail partners' locations. Paid retail content on Instagram, Facebook and Twitter yielded more than 2.8 million impressions and 24,500 engagements.

The Commission also amplified the presence of the California Avocado Merchandise Shop throughout the season with a variety of creative social media tactics designed to drive traffic to the online store. To draw attention to the merchandise

shop during key selling moments, social posts featured special promotional codes — a 15% discount for Black Friday weekend and one week in December — as well as compelling calls-to-action, such as “Free shipping for orders over \$60.” Creative California avocado merchandise visuals and pictorial carousels were created to capture the interest of online fans and paired with shoppable integration features on Instagram and Facebook that allow consumers to seamlessly purchase featured items directly from a social media post. To inspire consumers with gift-giving ideas, the Commission crafted Pinterest Pins and Instagram Story gift guides highlighting California avocado merchandise uniquely suited to Premium California passions.

During the peak summer months, social posts featured California avocado merch with messaging celebrating California Avocado Month, the start of summer holidays (near Memorial Day) and the Fourth of July. To celebrate National Avocado Day, the Commission launched an Instagram giveaway featuring the online shop and gifting ten California avocado fans with merchandise they could wear in their local communities to showcase their love of the Golden State fruit and build word-of-mouth awareness of California avocados.



Learn More



Liked by shawsimpleswaps and 35,968 others

ca_avocados Comment with an 🥑 if eating fresh California Avocados are part of your summer plans! Find them near you with our Store Locator.

This Instagram post promoted the Commission’s online store locator tool to help consumers find fresh California avocados at the start of summer.

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 – November 11, 2021

	Conventional #1	Organic #1
California Hass	(Field Price Per Lb)	(Field Price Per Lb)
#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.

California Avocado Commission Weekly Volume Summary (Pounds)

California Avocado Commission Weekly Volume Summary (pounds)			
	Week Ending 11/7/2021	Season-to-Date (since 11/1/21)	2021 Year to Date
Hass	0	0	243,858,625
Lamb	0	0	10,208,189
Gem	0	0	2,497,088
Other Varieties	5,520	5,520	607,515
California Total	5,520	5,520	257,171,416
Florida	492,800	492,800	21,770,925
Chile	341,660	341,660	6,454,981
Colombia	0	0	5,290,000
Mexico	49,492,457	49,492,457	2,051,655,926
Peru	0	0	190,446,309
Other (Imports)	2,280,000	2,280,000	68,250,000
Import Total	52,114,117	52,114,117	2,322,097,216
US Market Total	52,612,437	52,612,437	2,601,039,557
Source(s):	California = CAC (AMRIC), Chile = Comité de Paltas, Chile		
	Florida = Florida Avocado Admin Committee		
	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. 12 – Dec. 12)

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 recurrent frontal zone, smaller troughs and lows will tend to develop.
- B. It rains occasionally, but there is insufficient moisture, even in N California. Soils and vegetation have moistened in N California and Sierras (North and Central) from storms in 1 to 8 Nov. It appears that we have difficulty reaching a level of regular winter moisture recharge.
- C. Latest updated CFSv2 forecast model results show a tendency for a return of near or a little above normal rain amounts for N and Central California coast and mountain areas for Nov. SOCAL will remain drier than normal, although some rains of interest are possible in Nov, and in Dec.
- D. Wetter periods appeared in a couple of early storms for Oct and Nov in early, and mid Nov. Given the focus of moisture mainly to the north of California, it is not reasonable to expect dependable rains. Bottom line...appreciate the rain and snow events when they occur!
- E. 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 March.

FORECASTS FOR CALIFORNIA

- A. We had some good rains on 1st, 4th, and 8th Nov. Troughs and lows bring the possibility of rains and showers into N California, and a few showers into central California during Nov. However, with the sea surface temperature anomaly (SSTA)– based support favoring the continued focus of troughing into the central Pacific, Dec has a chance for being meager for rain amounts. Jan and Feb continue the drier than normal pattern. A stronger La Nina pattern is expected to shift the pattern to dry in most of California in late Dec 2021. Continued dry in Jan-Feb 2022.
- B. Precipitation Trend Nov 13-Dec 22: Dates of rain are: Nov 16-17 showers, 19-20, 25, 29-30. Dec 1-3, Dec 12-15.
- C. N and Central California- Nov 13-Dec 13: Troughs with strong west flow occur at times across northern California through November with near normal to slightly above normal precipitation in some areas. Lighter rain through Central California but near normal conditions are likely in Nov. Average precipitation early in Dec across N California.

NORCAL Rains: Nov 16-17, 19-20, 25, 29-30. Dec 1-3, 12-15.

CENTRAL CALIF Rains: Nov 16, 25, 29-30, Dec 2, 12-14.

WARM SPELLS: Nov 18-19, 25-27, Dec 1, 4-7, 12-16, 19-21.

COLD SPELLS: Nov 15-16, 21-22, 28, Dec 3, 7, 9-10, 16-17.

FROST AND FREEZE: Nov 21, 23, 30, Dec 3-4, 7-8, 11-12, 17-18.

Forecast for S California – Nov 13 – Dec 13:

SOCAL Rains: Nov 21, 29, Dec 3, 12, 17.

SOCAL WARM SPELLS: Nov 13-15, 25-28, Dec 6-8, 14-15, 19-21.

SOCAL COOL OR COLD SPELLS: Nov 21-23, 29-30, Dec 3-4, 10-12, 17-18.

FRONTS WITH RAINS: Nov 21, 29, Dec 3, 10, 17.

Frosts may follow on: Nov 23-24, Dec 4-5, 19-20.

Sierra Nevada: Nov 13-Dec 13:

Dates of mountain rains and snows: Nov 16, 21-22, 28-29, Dec 2-3, 9, 17-18.

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 13-Dec 13:

Highlights: Not much precipitation is expected into the desert region though if any will fall it will be in Nov with little or none expected in Dec. Possible light rain dates into the southern California deserts will be Nov 22, 29, Dec 10. Above normal temperatures are expected through the rest of Nov with even warmer than normal temperatures through the start of Dec.

Forecast: High pressure will continue to dominate the weather pattern with the storm track staying to the north of SOCAL deserts. Occasional weakening systems will bring some light showers on the precipitation dates listed above. With high pressure comes warmer and drier than normal conditions.

Looking Ahead – Long Range Outlook

Dec 13 – Jan 31 2022... N and Central California. Latest versions of CFSv2 monthly guidance suggest a few fronts with near normal precipitation across northern California in Dec, but drying out at the holidays. Drier across northern California in January as La Nina develops. For central California: Some rain reaches central California in early Dec with drier conditions late in the month and very dry through all of Jan.

For SOCAL Dec 13 - Jan 31 2022:

In Dec: Dec dries out almost completely across southern California though a couple of deeper troughs will bring a little light rain into mainly north areas (Ventura County to the N) Dec 3, 10, 17. A few sprinkles but no rain of consequence is expected through most of southern California with these weak systems.

In Jan: January will be very dry with near or a little colder than normal. Some Santa Ana wind episodes will continue at times in Jan. Watch for dry freeze events and wetbulb freezes in Jan for SOCAL valley areas. General Frost Risk...Dec 1 – Jan 31 2022...: Dec 1-2, 5, 13-14, 19-20, 27-30. Frosts in Jan will usually follow dry fronts with lighter offshore winds. Stronger offshore flows will bring stronger winds which blow out the valley inversions (cold air) with warmer valleys lows expected.

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

Alan Fox & Zane Stephens...Fox Weather, LLC
Copyright © 2021, Fox Weather, LLC, Used by permission.