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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 Board Meeting

November 21

November 21

Time: 9:00 a.m. – 1:15 p.m.

Location: CAC Board Room, 12 Mauchly, Suite L, Irvine , CA

Third Annual Organic Grower Summit

The Third Annual Organic Grower Summit is designed for organic growers, producers and processors and includes educational sessions, keynote presentations, a trade show floor and networking events. Registration required. [More information here.](#)

December 4 & 5

December 4

Time: 6:30 a.m. – 9:30 p.m.

Location: Monterey Conference Center, 1 Portola Place, Monterey, CA

December 5

Time: 6:30 a.m. – 4:00 p.m.

Location: Monterey Conference Center, 1 Portola Place, Monterey, CA

Spray Safe Meeting — Ventura County

Members of the California avocado industry who are interested in learning more about preventing pesticide exposure are encouraged to attend. The seminar will cover pesticide safety, application technology and regulatory issues.

March 24

March 24

Time: 10:00 a.m. – 6:00 p.m.

Location: Ventura County Fairgrounds, 10 West Harbor Boulevard, Ventura , CA

2019-20 Avocado Release Dates

The California Department of Food and Agriculture's (CDFA) Avocado Inspection Program (AIP) announced the avocado release dates for the 2019-20 season. The Gem release dates are provisional and will remain in effect from November 1, 2019 through October 31, 2020. Release dates for Reed avocado will be published later in the season. A copy of AIP's announcement [is available here](#).

A complete list of the [2019-20 release dates](#) is available on the California avocado grower website. For additional information, contact AIP at 760.743.4712.

Post-fire Avocado Grove Recovery Plans Require Patient Assessment

Following a wildfire, it can be tempting to begin repairing apparent damage in the grove immediately. But as Dr. Ben Faber notes in his latest [blog post](#), "The important rule to follow after a fire is to do nothing — don't prune, don't fertilize and maybe don't water. Or rather, water very carefully." The reason Dr. Faber cautions growers to be patient is that the full extent of damage is not always visible until months later — actions taken in the immediate aftermath of a fire may be a waste of time (dieback can occur for many months) or could, in some cases, complicate the recovery process. Take irrigation, for example. Defoliated trees are unable to transpire water, thus irrigating these trees could lead to root rot.

What are the first steps a California avocado grower could take? Whitewash trees that have lost leaves in order to protect the vulnerable trees from sunburn. Focus on the upper surface of large horizontal limbs and the south sides of trunks. To protect defoliated trees, also cap or plug emitters in their vicinity until the trees begin to leaf out.

Pruning should wait until new growth is evident (between 3 – 6 months). Once a tree puts out new growth, start with "shallow, infrequent irrigations." If a tree does not create vigorous sprouts within this time frame, it's best to remove it.

For additional information about fire prevention and recovery, visit the California Avocado Commission's ["Fire" section of the Cultural Management library](#). ["Post-fire Grove Recovery"](#) provides an overview of post-fire management practices.

CDFA Wildfire Recovery Website

The California Department of Food and Agriculture (CDFA) [Wildfire Recovery Resources](#) website provides a wide range of information for those impacted by wildfires and power outages. Below is a list of highlighted content from the website.

- [Power Outage and Fire Response Resources](#) — this site lists resources related to power outages and wildfires, including: current wildfire incidents, available shelters, impacts on transportation, health services assistance, food banks, public safety power shutoff notices and preparedness advice
- [California Office of Emergency Services News](#) — this resource provides links to California power company websites, the latest [road closure](#) information and resources related to specific, current California wildfires
- A list of Farm Service Agency (FSA) programs and services, including:
 - [Emergency Conservation Program](#)
 - [Tree Assistance Program](#)
 - [Emergency Loans](#)
 - [Emergency Assistance for Honeybees](#)
 - [Non-insured Crop Disaster Assistance Program](#)

- Contact information for the Risk Management Agency, Natural Resources Conservation Service, Rural Development, UC Agriculture and Natural Resources Cooperative Extension

Spray Safe Meeting

The Ventura County Spray Safe seminar will take place on Tuesday, March 24, 2020 at the Ventura County Fairgrounds located at 10 West Harbor Boulevard, Ventura, CA. The seminar will be held from 10:00 a.m. – 6:00 p.m.

Members of the California avocado industry who are interested in learning more about preventing pesticide exposure are encouraged to attend. The seminar will cover pesticide safety, application technology and regulatory issues.

More details concerning the presentations, demonstrations and breakout sessions will be available in the coming months. The California Avocado Commission will share more information as it becomes available.

PMA's Fresh Summit Draws Record Crowds

The Produce Marketing Association's (PMA) Fresh Summit 2019 broke general attendance records this year, with more than 24,000 attendees, and secured a record-breaking audience at the Women's Fresh Perspectives breakfast moderated by Jan DeLyster, CAC vice president Marketing, and headlined by Queen Latifah. Fresh Summit, which took place from October 17 – 19 at the Anaheim Convention Center, gathered retailers, industry stakeholders, media, dietitians and students from across the globe. The aforementioned breakfast session garnered widespread attention in trade media both before and after the summit.

The California Avocado Commission (CAC) exhibited along the "broadway path" on the expo floor, drawing good traffic along the heavily-traveled walkway. Members of the Commission staff were joined by John Lamb, chairman of the CAC board of directors, and his wife Carol. Throughout the expo, CAC representatives met with booth visitors, including retailers, retail dietitians, industry stakeholders and the media, to discuss the upcoming California avocado season, the fresh-to-market advantages of the premium fruit and CAC marketing programs to support the crop.

CAC also participated in a Hass Avocado Board meeting where DeLyster highlighted CAC's marketing initiatives. In addition, CAC sponsored the Produce for Better Health 2019 Education2Action Retail Dietitians at Fresh Summit program. As part of this sponsorship, dietitians visited the Commission's booth in small groups to learn about avocado nutrition and available programs to support their California avocado communications.

The record-breaking summit showcased more than 1,200 exhibitors and provided the Commission with an important opportunity to remind customers of the value of California avocados.



CAC Vice President Marketing Jan DeLyster moderating the discussion with Queen Latifah at the Women's Fresh Perspectives breakfast.

Commission Strengthens Chain Relationships at Two Recent Industry Events

Members of the California Avocado Commission’s (CAC) foodservice team recently attended the Sixth Annual Global Culinary Innovators Association (GCIA) Combine and International Corporate Chefs Association (ICCA) Board/Sponsor Meeting held in Charleston, South Carolina. Each of the events provides an opportunity to secure new — and confirm returning — menu items on partner menus.

The GCIA event gathered research and development/product innovation staff members and corporate and executive chefs from the 201-400 ranked restaurant chains in the nation, while the ICCA gathered similar representatives from the top 200 ranked national restaurants. During both events, members of the CAC team met with culinarians and menu decision-makers to discuss the crop and availability in 2020, versatility and perceived value of California avocados, as well as to propose and plan menu items featuring the fresh fruit. The Commission secured new contacts with First Watch Restaurants, Grand Lux Café and Whiskey Cake Kitchen and Bar.



Kim Kurata (CAC), Rick Findlay (DFW), Bob Karisny (Taco John), Brad and Ashley Creel (Ballard Brands) and Jason Hernandez (CAC) at the dinner co-hosted by the Commission and the Dairy Farmers of Wisconsin.

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 13, 2019

| | 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)

| | Week Ending 11/10/2019 | Season-to-Date (since 11/01/2019) | 2019 Year to Date |
|-------------------------|------------------------|-----------------------------------|----------------------|
| Hass | 0 | 0 | 198,552,471 |
| Lamb | 0 | 0 | 11,499,336 |
| Other (Greens) | 0 | 0 | 476,565 |
| California Total | 0 | 0 | 210,528,372 |
| Florida | 568,150 | 1,366,310 | 38,192,330 |
| Chile | 89,948 | 557,663 | 26,646,276 |
| Mexico | 43,029,046 | 94,938,711 | 1,830,001,773 |
| Peru | 0 | 0 | 184,344,980 |
| Other (Imports) | 0 | 780,000 | 34,590,000 |
| Import Total | 43,118,994 | 96,276,374 | 2,075,583,029 |
| USA Total | 43,687,144 | 97,642,684 | 2,324,303,731 |

Sources:

California = CAC (AMRIC)

Florida = Florida Avocado Admin Committee

Chile = Comite de Paltas, Chile

Mexico = APEAM

Peru = ProHass

Other Imports = USDAAMS website

Crop Statistics

The 2018-19 California avocado season has wrapped up harvest at approximately 215 million pounds, 40 million pounds over pre-season estimates and just 3 million pounds shy of the May 2019 mid-season grower estimate. Very early 2019-20 California crop estimates have come in between 370-377 million pounds, however CAC's official estimate will not be released until the final pre-season handler survey has been conducted in December 2019.

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

(November 16 – December 7)

Summary- The long term *El Niño*-Southern Oscillation (ENSO) remains in a neutral phase through the winter (through Feb 2020), and turns to a slightly positive (weak *El Niño*) phase in Mar-Apr 2020 (early spring). As we have seen in past *El Niño* seasons, weak *El Niño* are often minimal help in assisting development of rain-bearing storms into California. In fact, winter 1976-77 consisted of a weak *El Niño*, with upper lows over western Mexico, and persistent longwave high pressure over and west of California, along with well above normal sea surface temperatures (actually similar to this season).

A mostly dry autumnal WNW flow aloft continues up to Nov 14th with a weak trough coming through on the 14-15th. In general, airmasses are mild with clouds and a few showers in far N California. Lower frost risk is indicated going forward to the 16th. More rains occur from the 17-18th in N California with a cold front through the SierraNV on 18-19th and Sierra snow.

A more normal November pattern is indicated for the rest of the month, Another rain event blasts through quickly with a fast-moving cold front on Nov 25th, followed by freezes or frosts in many agricultural areas, as well as low snow levels in the Sierra. Dry warm upper high pressure builds in the current scenario during the 27-30th.

Troughing will continue near and off the Pacific Northwest coast.

Although we have been very dry, the pattern is turning toward a more normal late autumn pattern of precipitation, even if temperatures continue above normal.

Outlook maps (monthly time scale) for Dec and Jan currently suggest above normal rainfall for northern and central California during those two months. For southern California, i.e. Tehachapi Mountains and south, below normal precipitation continues.

In the Near Term – Nov. 16-30... Salinas Valley-San Luis Obispo Co...The best chance for showers is indicated during the 18-19th, 21st and 25th. Dry winds occur from the 22-24th and 27-30th. Snow focuses in the SierraNV during the 18-19th and 25th.

In the southern California avocado growing areas, from San Luis Obispo south, the best chance for showers is indicated during the 18-19th and the 25th, focusing in the S SierraNV, Tehachapi's, and higher mountain areas of Ventura Co. Otherwise, dry winds occur with the frontal passages on the 21st, 25-26th. Watch for frosts in the cold airmasses following the fronts on the 19th or early 20th, 23-24th, and 27-30th.

Summary – December 8-31... The general synopsis for Northern, Central and Southern California is that the jet stream will become more active about Dec 11, 15, 18, 21, 23-24 and 26-29th. In this cold pattern, fronts will tend to occur from Dec 8-10th, 13-14th and the 30th to Jan 1.

Seasonal Outlook / El Niño Update... January 1-31... In January, the rainy periods (and mountain snows) occur most likely during the 3-15th, followed by a dry period during the 15-26th, then another showery or rainy period around the end of the month.

For southern California, rains appear most likely to occur during Jan 3-12th, followed by a dry period with possible Santa Anas. Another wet period is possible around the end of Jan about the 28-30th.

Alan Fox...Fox Weather, LLC

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