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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>

Avocado Production Course for New Growers

The University of California Cooperative Extension (UCCE) is offering a six-week Avocado Production Course for New Growers. Two field trips will be included as part of the course; the dates and locations for those trips will be announced at a later date. Registration required. [More information here.](#)

October 1 – November 12

October 1, 8, 22 & 29 and November 5 & 12

Time: 1:00 p.m. – 3:00 p.m.

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

Pesticide Safety Instructor Training Workshops

Updates to the Federal Worker Protection Standard (WPS) now mandate that all field workers complete annual pesticide safety training and that those who provide the training must attend updated and approved train-the-trainer courses. For those who need to complete the instructor training, the UC IPM and Western Center for Agricultural Health and Safety are offering new Pesticide Safety Instructor Training workshops approved by the California Department of Pesticide Regulation. Registration required. [More information here.](#)

October 1 & 2

October 1

Time: 8:00 a.m. – 5:00 p.m.

Location: **ENGLISH VERSION:** UCCE Ventura, 669 County Square Drive, Suite 100, Ventura, CA

October 2

Time: 8:00 a.m. – 5:00 p.m.

Location: **SPANISH VERSION:** UCCE Ventura, 669 County Square Drive, Suite 100, Ventura, CA

104th California Avocado Society Annual Meeting

The 104th California Avocado Society Annual (CAS) Meeting will include a field tour at the Hansen Agricultural Research & Extension Center followed by a BBQ lunch presentation and a brief general meeting. Registration required. [More information here.](#)

October 4

October 4

Time: 8:00 a.m. – 2:00 p.m.

Location: Hansen Agricultural Research & Extension Center, 287 South Briggs Road, Santa Paula, CA

CAC Finance Committee Meeting

October 8

October 8

Time: 3:00 p.m. – 4:30 p.m.

Location: CAC Conference Room, 12 Mauchly, STE L, Irvine , CA

CAC Executive Committee Meeting

October 8

October 8

Time: 4:30 p.m. – 5:15 p.m.

Location: CAC Conference Room, 12 Mauchly, STE L, Irvine , CA

CAC Board Meeting

October 9

October 9

Time: 8:30 a.m. – 11:45 a.m.

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

CAC Election Ballots Due October 25

Ballots for the annual [California Avocado Commission \(CAC\) Election](#) were mailed to all producers and handlers of record on September 23, 2019. Ballots must be postmarked by October 25, 2019 and sent in the postage paid envelope provided.

The elections will be held for one producer member seat and one producer alternate seat in each of the five CAC districts, as well as one handler member seat and one handler alternate seat.

Please note that the 2019 General Election ballots have a new format. Voters will cast their vote by ranking candidates in order of their preference (1st choice, 2nd choice, etc). The candidate receiving the highest number of first choice votes will be offered their choice of available seats. The candidate receiving the highest combined total of first and second choice votes will be offered the second available seat.

A summary of open seats and the complete election schedule can be found [online](#).

Reminder: California Avocado Society Annual Meeting October 4

California avocado growers are encouraged to attend the 104th [California Avocado Society Annual \(CAS\) Meeting](#) on Friday, October 4. The meeting will include a field tour at the Hansen Agricultural Research & Extension Center located at 287 South Briggs Road, Santa Paula, CA, followed by a BBQ lunch presentation and a brief general meeting. Attendees also can visit the 33rd Annual [Carpinteria Avocado Festival](#), which is taking place October 4 – 6 at 900 Linden Avenue.

The field tour will include:

- Mature high-density plantings and pruning
- Test planting of three scions on nine different rootstocks
- Fire damage recovery
- Grafting demonstration for commercial avocado propagation

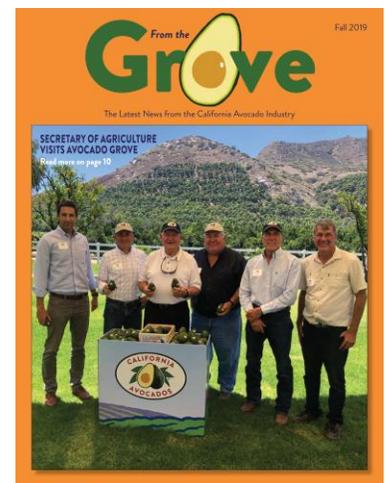
During lunch, guest speaker Ventura County Agricultural Commissioner Ed Williams will speak about glyphosate, conflicts between hemp production and avocado farms and other topics of interest to California avocado growers.

Registration is available via [pdf form](#) or [online](#). Attendees also can register at the door. Fees are \$35 for CAS members, (\$40 at the door) and \$50 for non-members.

Fall 2019 From the Grove Available Online

The Fall 2019 issue of [From the Grove](#) is now available on the California avocado growers website. Below are highlights from the issue.

- California Avocado Commission (CAC) President [Tom Bellamore](#) discusses the record-setting per pound price California avocados commanded this season and the power of the California Avocado brand
- CAC Chairman [John Lamb](#) provides an overview of budgetary and assessment rate planning for the upcoming 2019-20 season
- A look at CAC's [extended media buy](#) to support an uptick in late season volume
- Highlights from the Commission's targeted [retail and foodservice programs](#), as well as CAC's consumer-oriented [Mythbuster](#) program
- A preview of CAC's appearance at the [2019 PMA Fresh Summit](#)
- A summary of [U.S. Secretary of Agriculture Sonny Purdue's](#) California avocado grove visit
- An in-depth look at the yield potentials of [high density groves](#), as well as a deep dive into the important role of [macronutrients](#) in a fertilization program
- A discussion of the challenges and benefits of [cover crops](#) in California avocado groves
- A review of the [Spanish avocado market](#)
- A profile of the [Leavens](#) family's California avocado enterprise
- Insights from [California avocado handlers](#) as they discuss the past season and look forward to 2019-20



Soil Health Seminar to Focus on Cover Crops, Compost and Grant Opportunities

The University of California Cooperative Extension is hosting a free Soil Health and Cover Crop Field Day October 31 from 9:00 a.m. – 11:00 a.m. at the Hansen Agricultural Research and Extension Center located at 287 South Briggs Road, Santa Paula, CA.

The seminar will cover the following topics:

- Cover crop seed selection
- Appropriate mixes for different cropping systems
- Cover crop management issues
- Compost applications
- Healthy Soils grant opportunities
- Technical assistance availability

Online registration for the event is now [available](#).

Online Farmer Resource Portal Now Available

The California Department of Food and Agriculture (CDFA) has launched a new [Farmer Resource Portal](#) in an effort to help ensure all farmers have access to information and resources critical to their agricultural operations. The portal contains:

- [CDFA](#) and [USDA](#) grant and loan programs, including those that prioritize funding for beginning farmers, female farmers, veteran farmers and socially disadvantaged farmers
- Easy-to-understand summaries of CDFA policies and regulations
- Informative and relevant videos
- Links to [resources and information](#) concerning:
 - Organic farming certification
 - Selling products to schools or farmers markets
 - Community Supported Agriculture
 - Farm produce safety programs
 - Marketing orders
 - [Information](#) concerning:
 - Pollinator protection
 - Reporting plant pests
 - Quarantines
 - Bee management laws

- An index of CDFA [boards and commissions](#), including contact information, meeting locations, membership details and open positions on boards
- English and Spanish language press releases
- Links to English and Spanish language CDFA social media channels

Webinar to Address Avocado Cankers

As part of its UC Ag Experts Talk series, the University of California will host a webinar entitled, “Avocado Cankers and Their Causes.” Dr. Ben Faber, crops advisor for Ventura and Santa Barbara counties, will discuss:

- How to identify various avocado cankers
- The biology of various avocado cankers
- Grove management practices to minimize cankers

The webinar will take place October 23 from 3:00 – 4:00 p.m.

Interested growers should register for the webinar [online](#). Recordings of the UC Ag Experts Talk series can be found on the [UC IPM YouTube channel](#).

California Avocado Fans Celebrate the Fruit at Morro Bay Festival

The California Avocado Commission joined nearly 12,000 California avocado fans at the Morro Bay Avocado and Margarita Festival held along the picturesque waterfront on September 7. The event provides the Commission with an opportunity to provide fans with new California avocado recipes and usage ideas, nutrition information, CAC-branded avocado cutters, bumper stickers and magnets while answering their questions about growing the fruit and more.

As a title sponsor of the event, the California Avocado brand logo was prominently featured on the festival website, signage and event handout —building awareness of the California avocado premium brand at this popular northern California festival. The event included live music, a variety of vendors showcasing California avocado menu items, contests, a raffle to win a year’s supply of California avocados, an avocado art class and family-friendly activities.



CAC provided California avocado-branded items and new recipe ideas to festival attendees.

CAC Prepares for PMA Fresh Summit 2019

The California Avocado Commission (CAC) is preparing for the Produce Marketing Association (PMA) Fresh Summit event in its home territory this year. Fresh Summit will take place at the Anaheim Convention Center in Anaheim, Calif., from October 16 through 19, and the Commission will have a booth (#3937) during the Expo on Friday, October 18 and Saturday, October 19.

At Fresh Summit the Commission will wrap up the celebration of its 40-year anniversary and kick off its next 40 years of groundbreaking avocado marketing, showcasing innovation, creativity and focused customer service. The Commission's key objectives for the event include building awareness of the competitive advantages of California avocados and communicating information about the 2020 California avocado season expectations and marketing support.

With the California avocado industry anticipating a larger crop with promotable volume in 2020, the CAC marketing team is working on programs that build shopper anticipation for seasonal availability of fresh California avocados next year. The marketing lineup includes innovative advertising and customer-specific programs. As it has in prior years, health and wellness communications will be integrated into the Commission's plans.

"CAC is proud to be a sponsor of the Produce for Better Health Foundation Education 2Action Retail Dietitian Summit and welcome the influential retail dietitians, as well produce retailers and industry stakeholders to booth #3937," said DeLyser. "We'll have a double-decker booth again this year, which provides nice spaces for private meetings as well as casual conversations."

CAC's merchandising and marketing team will be available at the booth during Expo hours, including David Anderson, Carolyn Becker, Zac Benedict, David Cruz, Jan DeLyser, Angela Fraser, Marji Morrow and Steven Muro. The latest category data will be available for retailers and other stakeholders.



CAC is a sponsor of Produce for Better Health's (PBH) 2019 Education 2Action program at Fresh Summit. PBH President and CEO, Wendy Reinhardt Kapsak, second from right, and dietitians were among the many visitors to CAC's booth in 2018.

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 – September 25, 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 9/22/2019	Season-to-Date (since 11/01/2018)	2019 Year to Date
Hass	531,937	198,232,070	197,836,492
Lamb	207,025	11,367,310	10,918,768
Other (Greens)	0	690,460	475,493
California Total	738,962	210,289,840	209,230,753
Florida	1,397,935	35,995,465	31,128,350
Chile	2,129,511	38,719,151	16,372,389
Mexico	36,676,058	1,853,135,466	1,496,781,702
Peru	237,039	183,314,980	183,314,980
Other (Imports)	270,000	40,370,000	30,660,000
Import Total	39,312,608	2,115,539,597	1,727,129,071
USA Total	41,449,505	2,361,824,902	1,967,488,174

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

Below are the California Crop Weekly Harvest Projections versus Actual Harvest/Shipments for 2019. With the season's harvest largely wrapped up, the total 2019 volume will finish just above 210 million pounds.

**2019 California Crop Weekly Harvest Projection
Weekly Crop Movement vs. Distribution Projections
All Varieties**

Week Ending (CAC Week)	4-Year Historical Forecast	AMRIC Handler Forecast	Industry Adjusted		
	2019 Pre-Season Crop Estimate	May 2019 Update	AMRIC Harvest	AMRIC Shipments	Crop Size Indicator
1st QTR SubTotal	28,968,293	8,570,500	9,088,266	5,722,201	
Jun 2 - (31)	7,648,747	6,656,300	9,725,414	8,380,505	192,361,719
Jun 9 - (32)	6,794,936	8,693,500	10,753,155	11,084,147	193,398,228
Jun 16 - (33)	7,174,220	9,174,700	11,305,158	10,449,531	196,024,662
Jun 23 - (34)	7,439,590	9,502,600	12,949,517	11,875,141	199,072,642
Jun 30 - (35)	7,044,822	8,933,400	14,126,304	12,435,425	204,262,885
2nd QTR SubTotal	95,274,149	111,477,100	135,154,493	118,530,115	
Jul 7 - (36)	7,183,374	7,654,800	13,056,239	13,325,006	209,399,586
Jul 14 - (37)	6,864,306	7,283,300	13,196,924	12,125,979	214,721,313
Jul 21 - (38)	7,056,509	7,483,600	10,199,390	11,270,316	215,612,788
Jul 28 - (39)	5,684,434	6,043,600	7,775,647	10,462,878	211,441,150
Aug 4 - (40)	4,904,787	4,741,000	5,571,768	7,768,763	215,245,835
Aug 11 - (41)	4,180,595	4,040,700	4,332,022	6,479,019	214,398,380
Aug 18 - (42)	3,655,708	3,531,300	3,980,064	5,583,347	213,897,876
Aug 25 - (43)	2,905,312	2,805,900	3,103,562	4,740,909	213,454,376
Sep 1 - (44)	2,336,529	2,256,400	2,302,827	4,062,457	212,910,891
Sep 8 - (45)	1,527,122	1,245,200	1,132,053	2,441,347	212,476,102
Sep 15 - (46)	1,095,437	886,900	1,177,604	2,037,644	212,327,902
Sep 22 - (47)	1,071,316	855,200	738,963	1,267,958	212,213,552
Sep 29 - (48)	868,897	693,500	631,328	921,499	211,978,578
3rd QTR SubTotal	49,334,327	49,521,400	67,198,391	82,487,122	
4th QTR SubTotal	1,423,231	431,000	-	-	
Season-to-Date	173,576,769	169,569,000	211,441,150	206,739,438	
% of Crop	99%	100%	124%	122%	
Crop Size	175,000,000	170,000,000	Left to Harvest	Left to Ship	
Crop Variance	37,864,381	41,872,150	(41,441,150)	(36,739,438)	

[Click Here to View the Complete 2019 Crop Projection](#)

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

(September 18 – October 6)

Summary- A moist, late-season monsoonal flow pattern with showers and thunderstorms (TSTMS) continues over western Mexico, but has become less active. GFS has shown some tendency for NNW movement of tropical waves associated with dissipating tropical cyclones coming NNW along the coast towards S California. Moisture comes mainly to far SE Arizona. Moisture may reach into SOCAL the first few days of October.

The cold SSTA pattern recurs intermittently in the Baja California region.

Some occasional troughing or upper lows will continue in the NE Pacific near or just west of central and N California.

Unusually warm sea surface temperatures near and west of California will tend to maintain warm or hot days and mild nights during this period.

Oct 2019 appears to have a better chance than normal for cutoff lows into central and southcentral California. With sea surface temperatures further west of SOCAL being warmer than normal, there is a chance for above normal rainfall in SOCAL and the S Deserts in Oct as moisture is entrained into the lows and their associated fronts. However, the SSTAs would tend to encourage above normal rainfall into Oregon and Washington, instead of N and central California through mid Oct.

Outlook maps (monthly time scale) for the months of Nov and Dec suggest above normal rainfall for central California, followed by another rainy month in Dec for N California but less rain in SOCAL. Jan and Feb 2019 preliminary guidance from CFSv2 suggest drier and warmer than normal.

In the Near Term – Sept. 20 – Oct. 4... Salinas Valley-San Luis Obispo Co...A front slides inland over Northcentral and Central California and showers are possible from October 1-3 Oct.

In the southern California avocado growing areas, from San Luis Obispo south, some morning low clouds/fog are indicated for the period. However, there will be much opportunity for clear skies, warm coastal and foothill temperatures. There continues a chance for tropical moisture reaching into SOCAL from the south-southwest. The warmer sea surface temperature anomalies (SSTAs) in the Baja California region will tend to steer tropical cyclones into the Baja area. Residual moisture drifting into SOCAL may cause clouds and a some showers over higher terrain in SOCAL as well as Arizona and central California during the period.

Summary – October 6-23... The general synopsis for Northern, Central and Southern California is that upper low activity continues off the central coast and may drift south to the latitude of Pt Conception. S-SE flow will tend to bring more moist tropical airmasses. Showers, thunderstorms (TSTMS) and rains with high snow levels, for southern California would tend to be a logical result. This may again provide tropical moisture inputs for TSTMS in SOCAL mountains and deserts, as well as the SierraNV. Showers and TSTMS will be primarily forced by upper lows drifting near the coast of N and Central California, and occasionally to SOCAL, with the lows being the primary driver of the flow of subtropical moisture during this early autumn period. Upper high pressure will continue at times in the Colorado-New Mexico region. Recurrent dry lightning events should be in the preparation plans for Fire Weather, especially in mountain areas of N, Central and S California.

Seasonal Outlook / El Niño Update... October 23 – January 15... For northern and central California we continue to see support for a return of possibly significant rains in Nov and Dec 2019, but do not see a clearly defined trend for Feb 2020. With *El Niño* diminishing after January 2020, we expect a return of dry conditions in the latter part of the season (Feb-Mar 2020).

Watch for development of some cutoff lows, with risk of heavy convective rainfall in Nov, and sometime during Jan and Feb 2020. With warmer than normal sea surface in the vicinity, there will tend to be more moisture available in general. This will tend to support a higher risk of rains this October, and in late Dec-Jan.

For southern California, cutoff lows developing off SOCAL in late Oct - Dec may include some support for higher risk of local heavy rains in late or end of Oct through Nov and into Dec. Oct continues the warmer than normal trend, even if there is a better chance for rains.

Alan Fox...Fox Weather, LLC

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