



## IN THIS ISSUE, YOU'LL FIND:

- [California Avocado Commission to Host Virtual Annual Meeting](#)
- [Virtual CAS Annual Meeting to Cover Topics of Interest to California Avocado Growers](#)
- [Free Webinar Assists Growers in Applying for Pandemic Cash Relief by October 12 Deadline](#)
- [Wildfire Prevention Virtual Speaker Series Available](#)
- [California Avocado Fertility Seminar Materials Available Online](#)
- [2020-21 Retail California Avocado Summer Promotions](#)
- [Consumers Share Their Love of California Avocados on Social Media](#)
- [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>

### "How to Get COVID Relief Farmers Assistance" Webinar

To assist interested Corona Financial Assistance Program 2 applicants, Interfaith Food is hosting a free webinar to provide information on how to apply. Registration required. [More information here.](#)

#### October 4

##### October 4

Time: 4:00pm – 5:00pm

Location: Webinar

### CAC Finance Committee Web/Teleconference

#### October 11

##### October 11

Time: 1:00pm – 2:30pm

Location: Web/Teleconference

### CAC Board Meeting Web/Teleconference

#### October 13

##### October 13

Time: 10:00am – 12:30pm

Location: Web/Teleconference

## Virtual CAS Annual Meeting

The California Avocado Society will host a virtual Annual Meeting that will cover a range of current topics that are of great interest to California avocado growers. Registration required. [More information here.](#)

**October 15**

### October 15

**Time:** 10:00am – 12:30pm

**Location:** Webinar

## CAC Virtual Annual Meeting

To ensure interested parties can learn more about the California Avocado Commission's marketing programs and the activities staff has conducted in 2021, the Commission will host a virtual 2021 CAC Annual Meeting. Registration required. [More information here.](#)

**October 26**

### October 26

**Time:** 9:30am – 11:00am

**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.](#)

**November 2**

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

**Time:** 6:00pm – 7:00pm

**Location:** Webinar

## California Avocado Commission to Host Virtual Annual Meeting

To ensure interested parties can learn more about the California Avocado Commission's marketing programs and the activities staff has conducted in 2021, the Commission will host a virtual 2021 CAC Annual Meeting.

The virtual session will take place on Tuesday, October 26, 2021, from 9:30 a.m. –11:00 a.m. Members of the California avocado industry are encouraged to join the meeting and will have the opportunity to ask questions during the session.

[Registration for the virtual 2021 CAC Annual Meeting is now available.](#)

## Virtual CAS Annual Meeting to Cover Topics of Interest to California Avocado Growers

On October 15, the California Avocado Society will host a virtual Annual Meeting from 10:00 a.m. – 12:30 p.m. The meeting will cover a range of current topics that are of great interest to California avocado growers. The meeting will consist of:

Virtual tours of three California avocado groves to learn about:

- High density management

- Wildfire recovery
- Windbreaks

The meeting also will include discussions concerning Ventura County water and recognition of CAS annual award recipients. A question and answer sessions also will take place.

[Online registration for the virtual CAS Annual Meeting is now available.](#)

### **Free Webinar Assists Growers in Applying for Pandemic Cash Relief by October 12 Deadline**

The deadline to apply for the Corona Financial Assistance Program 2 has been extended to October 12. This program helps farmers replace revenues lost due to the COVID pandemic. Fruit, vegetable and other specialty crop growers (including avocados) can have up to 10.6% of their revenue replaced.

To assist interested CFAP2 applicants, Interfaith Food is hosting a free webinar on Monday, October 4 from 4:00 – 5:00 p.m. to provide information on how to apply. [Registration for the “How to Get COVID Relief Farmers Assistance” webinar is available online.](#)

For more information about CFAP 2, [visit the U.S. Department of Agriculture’s CFAP website.](#)

### **Wildfire Prevention Virtual Speaker Series Available**

In light of the continuing threat of wildfires, the Ventura County Resource Conservation District is hosting a free wildfire prevention and education speaker series. The series includes virtual workshops that provide attendees with information on wildfire education and prevention strategies, and allow time for question and answer sessions.

The [calendar of speakers for the wildfire speaker series is available online.](#) On November 2, the topic will be “Understanding Insurance and Wildfire.” The December 7 topic is “Community Efforts and Opportunities to Reduce Wildfire Risks.” Both events will be held virtually from 6:00 – 7:00 p.m.

[Registration for the virtual speaker series is available online.](#) For more information, contact [andydpyrka@vcrd@gmail.com](mailto:andydpyrka@vcrd@gmail.com) or 806.764.5135.

### **California Avocado Fertility Seminar Materials Available Online**

On September 15, the California Avocado Commission hosted an Avocado Fertility: Right Time, Right Source, Right Rate, Right Place webinar. A [video recording of the avocado fertility webinar](#), as well as a copy of Dr. Danny Klittich’s presentation are available on the California avocado growers website.

During the webinar, Dr. Klittich discussed:

- The avocado tree alternate bearing phenology
- Soil and water tests
- Fertilization timing
- Sourcing of fertilizer
- Rate and placement of fertilizer

- Avocado nutrient needs and their impact on fruit yield and quality

During the seminar, the Commission also discussed the fertility program used at the Pine Tree Ranch to maximize growth and productivity.

The [webinar video is available on the Commission's YouTube channel](#) and [Dr. Klittich's presentation is available here](#).

## **2020-21 Retail California Avocado Summer Promotions**

During the summer, the California Avocado Commission worked with major retailers on in-store promotional opportunities and integrated social media campaigns to drive awareness of California Avocado availability. Partnerships such as these help the Commission secure distribution opportunities, expand brand awareness, create a sense of urgency among consumers to enjoy the fruit during its peak season and broaden usage of the fruit among targeted audiences.

In July, CHEF'STORE locations promoted bulk and bagged California avocados with two feature ads, advertising flyers and an in-store sales contest. CAC hosted additional sales contests throughout July and August at Albertsons/Vons/Pavilions, Bristol Farms and Gelson's. Save Mart, including Lucky and Food Maxx, also participated in a CAC sales contest, featured the fruit in social media posts and in a Summer Blast co-promotional opportunity with the California Milk Advisory Board Campaign. The chain also featured a California campaign ad on a digital billboard near a new Lucky California store in Pleasanton. Additional programs pairing California avocados with Hatch chiles took place at Gelson's, Mollie Stone's and Save Mart.

Helping to expand usage of the Golden State fruit, Kroger ran a promotion featuring a unique California avocado recipe ebook and showcased the Commission's Avocado and Egg Breakfast Muffins recipe. Nugget Markets conducted a California Avocado Blitz through the latter portion of the summer while Stater Bros. ran Summer Grill and Chill promotions that featured a new California Avocado Hatch Chile Grilled Cheese recipe. Hy-Vee units featured California avocados as the Dietitian's Pick of the Month for July and Sprouts featured the fruit in its California-themed in-store campaign. Raley's showcased fresh California avocados in their Summer Promotion and Safeway NorCal made a California-focused merchandising push and ran summer ad features. New Seasons shared a digital flyer to encourage consumers to purchase the fruit during peak season and PCC Community Markets held a member event in which attendees learned how to incorporate California avocados when entertaining.

The Commission also helped targeted retailers integrate in-store California avocado promotional activities with coordinated social media posts. CAC planned, developed and implemented a variety of multi-platform social media programs unique to each targeted retailer that could be shared on a retailer's digital and social platforms, and crafted complimentary social and digital advertisements. These assets also were shared on the Commission's Facebook, Instagram and Twitter channels to promote the availability of the fruit at retail partners' locations with links to the "store locator" on the CaliforniaAvocado.com website.

Social media support was provided to a variety of key retail partners. Nugget Markets ran two summer-themed giveaways that were shared on their social media platforms. Their Daily Dish e-newsletter encouraged consumers to enter the California avocado-themed contests and spotlighted the fruit in a "Foodie FAQs Part II: Avocados" article. CAC worked with Mollie Stone's on a "Meet the Farmer" thematic featuring California avocado growers Dorcas McFarlane and Gordon Kimball that was shared on the Mollie Stone's website and Facebook and Instagram channels.

By providing retailers with social media support the Commission was able to promote availability of the fruit, drive consumers to participating retail stores and leverage the communications power of third-party advocates who shared key California avocado messaging, recipes, usage and versatility ideas across their websites, e-newsletters and social media channels. The social media activities, which kicked off in March, have garnered 4.1 million impressions thus far.



*This CHEF'STORE's ad, which ran in mid-July, featured the California Avocados brand logo.*

## **Consumers Share Their Love of California Avocados on Social Media**

Social media platforms provide the California Avocado Commission with creative opportunities to engage with existing fans and reach new targeted audiences while reinforcing key California avocado messages during the peak season. By posting relevant and interesting calls to action on its social channels, the Commission sparks conversations that fans in turn share with their own audiences, thereby increasing credibility and preference for California avocados through free word-of-mouth exposure.

Throughout California avocado season, the Commission encouraged fans to join top-of-mind conversations, share their own ideas and content, as well as answer prompts for an opportunity to receive giveaways from the Commission. Fans eagerly responded to open-ended questions such as "How are you celebrating California Avocado Month?" or "What is your favorite way to use California avocados in a dessert?" by sharing their own avocado go-to recipe and summer entertaining ideas. To encourage consumers to comment on a post and tag a friend's social handle, the Commission would make suggestions such as "Tag your California avo-squado in the comments!"

In other instances, consumers earned giveaway opportunities by responding to prompts such as, "We're surprising 10 people who comment on this post with their favorite California avocado recipe for #NationalAvocadoDay!" thus building awareness of the fruit's seasonality and encouraging sales of the fruit by providing inspiring recipes for consumers. When sharing CAC-created content on social channels, the Commission sought input from consumers by asking questions such as, "What are your top tips for lowering food waste?" — encouraging them to supplement ideas presented by the Commission with tips of their own.

By actively engaging with consumers on its social channels and encouraging fans to share California avocado content on their own social platforms, the Commission helps increase brand awareness, build brand affinity among new consumers, reinforce preference with existing consumers and ultimately encourage sales of the fruit. From June through August the California avocados Instagram account was tagged in more than 450 public consumer Instagram in-feed posts that live on a consumer's public profile. On Twitter, the @ca\_avocados page was tagged more than 630 times by consumer and

partner pages. In total, California avocado social content that included a participatory call-to-action organically (unpaid) yielded more than 6,100 engagements and reached more than 42,230 fans.



*A fan shared information about California Avocado Month and reinforced the fruit’s peak seasonality and freshness with compelling visuals.*

### 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 22, 2021

California Hass	Conventional #1 (Field Price Per Lb)	Organic #1 (Field Price Per Lb)
#32's	\$1.98 - \$2.10	\$2.00 - \$2.06
36's	\$1.98 - \$2.10	\$2.00 - \$2.06
40's	\$1.98 - \$2.10	\$2.00 - \$2.06
48's	\$1.98 - \$2.10	\$2.22 - \$2.28
60's	\$1.40 - \$1.50	\$1.86 - \$1.92
70's	\$0.84 - \$1.00	\$1.50 - \$1.56
84's	\$0.64 - \$0.75	\$0.60 - \$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 9/26/2021	Season-to-Date (since 11/01/2020)	2021 Year to Date
Hass	1,385,861	252,506,558	243,781,923
Lamb	4,651	10,358,309	10,208,189
Other (Greens)	0	669,106	601,259
<b>California Total</b>	<b>1,390,512</b>	<b>263,533,973</b>	<b>254,591,371</b>
Florida	1,318,295	21,258,025	17,354,785
Chile	50,000	50,000	50,000
Mexico	56,102,274	2,165,856,558	1,777,011,340
Peru	5,517,047	193,203,966	193,203,966
Other (Imports)	1,160,000	67,940,000	60,240,000
<b>Import Total</b>	<b>62,829,321</b>	<b>2,427,050,524</b>	<b>2,030,505,306</b>
<b>USA Total</b>	<b>65,538,128</b>	<b>2,711,842,522</b>	<b>2,302,451,462</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 of week ending 9/26/2021 the California harvest has essentially come to a close, with less than 200,000 pounds expected to be harvested in the final week of September, resulting in an estimated final 2021 crop size of just over 257 million pounds. While industry members were busy finishing up harvest, CAC was able to get a very preliminary AMRIC handler estimate on next year's crop size, which appears to be in the 300-million-pound range. September is extremely early to estimate the crop that will be harvested next spring, however this information will be used to assist the Board in establishing budgets and assessment rates at their October Board meeting. Official 2022 crop estimates and weekly projections will be finalized and distributed to the industry in December.

**2021 California Crop Weekly Harvest Projection**  
**Weekly Crop Movement vs. Distribution Projections**  
**All Varieties**

	4-Year Historical Forecast	AMRIC Handler Forecast	Industry Adjusted		Crop Size Indicator
Week Ending (CAC Week)	July 2021 Update		AMRIC Harvest	AMRIC Shipments	
<b>1st QTR Subtotal</b>	<b>26,470,000</b>	<b>25,915,479</b>	<b>25,915,478</b>	<b>16,367,912</b>	
<b>2nd QTR Subtotal</b>	<b>130,536,100</b>	<b>143,600,075</b>	<b>143,600,074</b>	<b>142,205,510</b>	
Jul 4 - (35)	10,530,000	8,622,491	8,622,491	11,210,570	250,404,898
Jul 11 - (36)	10,841,500	6,701,284	6,701,284	7,227,526	247,597,679
Jul 18 - (37)	10,227,800	9,777,812	9,777,812	9,215,907	249,600,687
Jul 25 - (38)	9,668,500	7,731,800	10,993,612	10,469,183	253,519,299
Aug 1 - (39)	7,295,800	7,538,200	10,389,872	10,289,754	257,281,871
Aug 8 - (40)	5,784,100	6,997,500	9,077,298	11,073,472	259,444,286
Aug 15 - (41)	5,120,700	6,906,400	7,522,684	10,261,210	259,841,286
Aug 22 - (42)	5,124,200	6,928,100	7,016,279	9,406,953	259,641,317
Aug 29 - (43)	4,874,100	6,167,200	6,523,397	6,693,740	259,766,227
Sep 5 - (44)	4,250,900	3,413,371	4,926,040	6,406,652	261,201,233
Sep 12 - (45)	3,430,600	2,813,200	2,524,349	3,929,591	260,774,583
Sep 19 - (46)	2,750,000	2,204,000	2,108,020	3,645,438	260,579,969
Sep 26 - (47)	2,258,900	1,701,788	1,390,512	2,546,403	260,192,047
<b>3rd QTR Subtotal</b>	<b>82,157,100</b>	<b>77,503,146</b>	<b>87,573,650</b>	<b>102,376,398</b>	
<b>4th QTR Subtotal</b>	<b>10,836,800</b>	<b>2,981,300</b>	-	-	
<b>Season-to-Date</b>	<b>239,163,200</b>	<b>247,018,700</b>	<b>257,089,204</b>	<b>261,082,190</b>	
<b>% of Crop</b>	96%	99%	103%	104%	
<b>Crop Size</b>	<b>250,000,000</b>	<b>250,000,000</b>	<b>Left to Harvest</b>	<b>Left to Ship</b>	
<b>Crop Variance</b>	17,926,004	10,070,505	(7,089,204)	(11,082,190)	

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

(Oct. 1-22)

**BASIC PATTERN:**

Large Scale Pattern –

- A. A warm sea surface temperature anomaly continues to support development of troughs near the S California coast and the mid North Pacific region.



- B. Northern California had another rain Sep 27th (Mon). Rain amounts were generally light and insufficient for wetting vegetation and soils in forest lands. Central California continued to be plagued by fires in the giant sequoia redwood forest areas of the central and southern Sierra Nevada mountains.
- C. Latest updated CFSv2 forecast model results show a tendency for a return to near normal rain amounts for N and Central California coast and mountain areas in mid to late Oct.
- D. Wettest months of this fall now appear to be Nov, and Dec, with above normal rainfall now suggested for Santa Barbara Co north, mainly coastal range west to the Oregon state line for those two months.
- E. As the La Nina pattern strengthens in late Dec through Jan. most of California turns unusually dry again. The CFSv2 model suggests near normal precipitation for N and NW California in Feb, from Salinas north, and in the Sierra Nevada from Yosemite NP north.

## **FORECASTS FOR CALIFORNIA**

- A. Summary: Troughs and lows bring the possibility of rains and showers into N California, and a few showers into central California during Oct. Dec appears most prolific for rain amounts for N and Central California per model guidance from both NMME and 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 Oct 1 – Nov 5: Rain dates are currently: Oct 5-6, 11-12, Oct 14-22, Oct 27-31
- C. Oct 1 – Nov 5: N and Central California: Troughs and cold fronts become more active in end of Sep and about four periods in Oct. Most of the precipitation activity remains in N and Central California during Oct 14-22 and 27-31.
- D. In S California – Oct 1 – Nov 5: SOCAL Warm Spells: Warm to very warm Oct 8-9, 13-15. High pressure will continue dominant. A weak trough will bring some cooling into S California Oct 5-6 Oct 11-12, Oct 15-22, and Oct 27-31. Cooling this time of year usually takes the form of a deeper marine layer with drizzle along the SOCAL coast and coastal eddy. Showers accompany stronger fronts about 16-18, 21-22, and Oct 28-30.
- E. Sierra Nevada: Oct 1 – Nov 5: Central Sierras remain a little drier than normal during Oct. Troughs or fronts bring showers or rains on Oct 6, 11-12, 15-22, and Oct 27-31.
- F. N and Central California Fire Risk Oct 1 – Nov 5: Best chances for enhanced fire risk would be from increased instability in a dry airmass ahead of an approaching front. Fire risk and potential fire severity recur in the high category during dry periods in Oct. Decreases in fire risk accompany rain events with fronts around the following dates: Oct 14-22, Oct 27-31, per the latest CFSDaily and GFS guidance.

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 Oct 1 – Nov 5:**

#### **Highlights:**

Conditions are mostly on the dry side through first week of Oct. During Oct 11-12, 15-20, and Oct 28-31, cool windy periods are indicated as the Southern portions of fronts come through.

**\*\*\*Looking Ahead – Long Range Outlook Nov 5 – Jan 10 2022... N and Central California:**

Both the latest versions of CFSv2 monthly guidance suggest near normal rainfall in October, but distinctly above normal precipitation across N and Central California for late Nov and Dec. It appears that the heaviest rains occur in Nov and Dec, followed by a midwinter dry spell, with mainly sparse rains during late Dec and Jan 2022. There is a chance for return of near normal rainfall for Feb 2022 in N and Central California.

**For SOCAL Nov 5 – Jan 10 2022:** Nov 2021 is suggested wetter than normal for N and central California. This argues for near normal frequency of frontal passages in Nov for SOCAL, but a little below normal rainfall. The Santa Ana winds usually start before end of Oct, and increase the first week or so of Nov. Mid Nov often has a well defined frontal passage with rains, followed by a Santa Ana. This year, the best chances for showery periods in the fall season appear to be in mid Nov, followed by a best chance for rains in early to mid Dec. Drier than normal in late Dec - Jan 10.

**Fire Risk...Nov 5 – Jan 10 2022:** Southern and central California could remain unusually dry with high fire risk from 1 Nov until rains start in mid Nov. Subsequent to one or two cold fronts with meager rainfall, watch for Santa Ana winds possibly during the first few days of Nov and again around the Thanksgiving holiday. It appears that we head into a period of significant rains throughout central and N California, and the possibility of near or above normal rainfall in SOCAL....Santa Barbara Co north... during the first part of Dec. This would be good news for a possible break in the fire risk during Dec.

**Frost Risk...Nov 5 – Jan 10 2022:** As mentioned for N California, we see indications in the monthly guidance for warmer than normal conditions in Nov, then near normal in Dec. Keep in mind that warmer than normal with dry weather does not necessarily mean lower frost risk. We suspect that the worst periods for frost would be late Dec and early to mid Jan 2022, as cold lows and windy cold fronts alternate with Santa Anas. Winterime Santa Anas dry out the airmass, and contribute to wetbulb freeze on the colder nights, and possibly even some hard freezes when inversions form between cessation of Santa Ana winds, and increase of clouds ahead of the next fronts.

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

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