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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>

## Fall Management Practices to Improve Spring Flower — Index Fresh Seminar

The free seminars will be presented by Gerardo Aldunate and will cover the factors that influence fruit set and the tasks growers should undertake during autumn to optimize next year's fruit set and crop size. Registration required. [More information here.](#)

### October 17, 23 & 31

#### October 17

**Time:** 9:00 a.m. – 11:00 a.m.

**Location:** Embassy Suites SLO, South Room, 333 Madonna Road, San Luis Obispo, CA

#### October 23

**Time:** 9:00 a.m. – 11:00 a.m.

**Location:** Museum of Ventura, Pavilion Room 100, East Main Street, Ventura, CA

#### October 31

**Time:** 9:00 a.m. – 11:00 a.m.

**Location:** Pala Mesa Resort, Live Oak Room 2001, Old Highway 395, Fallbrook, CA

## 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 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

### **Avocado Cankers and Their Causes Webinar**

As part of its UC Ag Experts Talk series, the University of California will host a webinar entitled, “Avocado Cankers and Their Causes.” Registration required. [More information here.](#)

**October 23**

#### October 23

**Time:** 3:00 p.m. – 4:00 p.m.

**Location:** Online webinar

### **UCCE Soil Health and Cover Crop Field Day**

The University of California Cooperative Extension is hosting a free Soil Health and Cover Crop Field Day. Registration required. [More information here.](#)

**October 31**

#### October 31

**Time:** 9:00 a.m. – 11:00 a.m.

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

### **San Diego Farm and Nursery Expo**

The San Diego County Farm Bureau's fifth annual Farm and Nursery Expo is a free event that features agriculture vendors, the latest technologies and equipment, and a series of seminars. Registration required. [More information here.](#)

**November 6**

#### November 6

**Time:** 9:00 a.m. – 4:00 p.m.

**Location:** California Center for the Arts, 340 N. Escondido Blvd, Escondido, CA

### **CAC Board Meeting**

**November 21**

#### November 21

**Time:** TBD

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

### **Reminder: 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](#).

## Santa Ana Wind Conditions Affect Avocado Tree Water Use

We recently experienced our first significant Santa Ana wind event of the season. Fortunately, this event was relatively mild — both in terms of wind speed and temperatures — for most of our growing areas. However, it’s important to understand how these events, even mild ones, affect your trees’ water use.

Transpiration is the movement of water from the soil, into the roots, through the vascular system of the tree, and exiting through stomates (pores) in the leaf to the atmosphere as water vapor. Transpiration occurs along a water energy gradient, from high energy to low energy, which is largely driven by atmospheric conditions. When humidity is low, the gradient from inside a moist leaf to the dry atmosphere is very large causing transpiration to increase. Wind also affects the gradient by disrupting the boundary layer, a layer of high humidity air right at a leaf’s surface. When the boundary layer is disrupted, the humidity surrounding the leaf is effectively decreased, thus increasing the gradient and transpiration. Temperature also affects transpiration because warm air is able to hold more moisture. Thus, as temperatures go up, relative humidity goes down, and transpiration goes up.

During a Santa Ana wind event all three of the above-mentioned conditions can, and often do, occur. However, even during a mild event such as the one that occurred last week, plant water use can more than double. The table below shows how evapotranspiration (the combination of transpiration and evaporation from the soil surface) was forecast to change from Friday during the Santa Ana event through Tuesday, October 15 for several locations around southern California. Note that the forecast temperatures during and after the Santa Ana event did not fluctuate severely. The high evapotranspiration was largely driven by the high winds and low humidity air they brought.

As we go through future Santa Ana wind events, it is important to keep their effect on tree water use in mind, and irrigate prior to the onset of the winds, even if temperatures are not forecast to be very warm. Additionally, California public utilities can now conduct Public Safety Power Shutoffs (PSPS) during wind events to help prevent wildfires. These power shutoffs may make it impossible to irrigate your trees during periods of high wind and high tree water need, making proactive irrigation even more important.

There are many forecast options available to predict evapotranspiration. A good one is the [National Weather Service’s Forecast Reference Evapotranspiration \(FRET\)](#) tool. To get a localized forecast for your area, including predicted FRET values, enter your address or zip code in the search box in the upper left corner of the map.

**Forecast evapotranspiration and daily high/low temperature for several locations throughout southern California for Friday, October 11 (Santa Ana winds) through Tuesday, October 15 (post Santa Ana winds).**

**Source: National Weather Service.**

	Oct. 11	Oct. 12	Oct. 13	Oct. 14	Oct. 15
	Forecast evapotranspiration (inches)				
<b>Fillmore</b>	0.45	0.32	0.17	0.16	0.15
<b>Oxnard</b>	0.38	0.23	0.14	0.12	0.11
<b>Oceanside</b>	0.28	0.16	0.10	0.10	0.11
<b>Escondido</b>	0.38	0.25	0.13	0.11	0.11
	Forecast daily high/low temperatures (°F)				
<b>Fillmore</b>	82/54	82/50	81/49	77/50	77/51
<b>Oxnard</b>	83/53	80/49	75/50	73/48	73/49
<b>Oceanside</b>	78/54	76/54	73/54	74/55	76/56
<b>Escondido</b>	87/52	83/49	79/50	81/50	84/51

## January 2020 FSMA Compliance Deadline for Very Small Growers

Per the Food Safety Modernization Act (FSMA), which became law in 2016, growers and harvesters are required to demonstrate that their policies, procedures and workers all comply with food safety practices. The FSMA law allowed for operations of varying sizes to demonstrate compliance over the course of the past three years, with large and small business compliance deadlines occurring in 2018 and 2019, respectively.

The last category of growers — very small businesses (more than \$25,000, but no more than \$250,000 in average annual produce sales during the previous three-year period) — must be in compliance by January 26, 2020. As part of that compliance, “at least one supervisor or responsible member of the farm” must complete food safety training approved by the Federal Department of Agriculture (FDA).

Agricultural organizations subject to this FSMA training requirement are encouraged to attend one of the FDA-approved Produce Safety Alliance grower training sessions, a few of which are listed below. Additional training sessions are added on an on-going basis, a listing of which can be found [here](#).

### **October 21, 2019**

8:00 a.m. – 5:00 p.m.

#### [Ventura County Food Safety Association](#)

Visitor’s Center at Limoneira

1141 Cummings Road

Santa Paula, CA

Fee: \$200

RSVP: [info@vcfsa.org](mailto:info@vcfsa.org) or 805.415.1113

### **November 6, 2019 (ENGLISH SESSION)**

7:30 a.m. – 4:30 p.m.

SCCCD Herndon Campus

390 West Fir Avenue

Clovis, CA

Fee: \$25 (includes course materials, lunch and certificate)

Register at: 559.243.7530

### **November 7, 2019 (SPANISH SESSION)**

7:30 a.m. – 4:30 p.m.

SCCCD Herndon Campus

390 West Fir Avenue

Clovis, CA

Fee: \$25 (includes course materials, lunch and certificate)

Register at: 559.243.7530

(More California training sessions available. For more information, [click here](#).)

## **Gem Avocado Presentation Now Available Online**

In September, Dr. Jonathon Dixon, former California Avocado Commission Research Program Director and current Chief technical officer for Seeka, a New Zealand-based produce company, conducted a seminar on Gem avocados. His presentation is now available on the California avocado grower [website](#).

Highlights from the presentation include:

- The characteristics of Gem avocados that make it an attractive option for growers, including its compact growth habit, its tolerance for extreme temperatures and less impactful alternate bearing cycles
- An overview of the Gem industry in New Zealand
- Dr. Dixon’s observations of newly-planted Gem groves, including challenges faced and lessons learned
- A review of fertilizers and their effectiveness
- Best practices to avoid quality issues
- A summary of efforts to establish dry matter maturity standards for Gem
- Tree spacing and the benefits of various tree support structures
- A synopsis of future Gem research projects

### **Upcoming Avocado Crop Insurance Deadline**

The deadline to apply for crop insurance for avocados is November 30, 2019. It is important California avocado growers review, modify or purchase their policies prior to this deadline in order to obtain protection against:

- Adverse weather
- Earthquake
- Fire
- Failure of irrigation supply
- Insect or plant disease (excludes damage caused by insufficient or improper application of control measures)
- Volcanic eruptions
- Wildlife
- All commercially grown Hass, Lamb-Hass and Gem avocados are insurable if the crop is irrigated and has reached the sixth growing season after being set out, or has produced at least 2,000 pounds of avocados per acre in one of the most recent three crop years. The insurance is available in Monterey, Orange, Riverside, San Luis Obispo, Santa Barbara, San Diego and Ventura counties.

Because the guarantee is based on a grove’s production history, growers will have to provide 4 – 10 years of production records when applying for insurance. Coverage levels range from 50 – 75 percent of the grower’s approved yield and crop insurance premiums are subsidized.

The [Avocado Crop Insurance Fact Sheet](#) has not yet been updated for the 2021 crop but the prices for the 2021 crop have been set as follows:

- Established price Conventional = \$0.97/lb
- Catastrophic price Conventional = \$0.54/lb
- Established price for Certified organic = \$1.31/lb
- Catastrophic price for Certified organic = \$0.73lb

- Transitional organic is the same price as conventional fruit.

Please note the CAT administrative fee has increased to \$655 per commodity per county for the 2021 crop year.

Crop insurance may be purchased from private insurance agents. A list of crop insurance agents is available [online](#). For more information, contact the Risk Management Agency at 530.792.5870 or [rsoca@rma.usda.gov](mailto:rsoca@rma.usda.gov).

## **San Diego Water Board Stepping Up Enforcement of Commercial Agriculture Regulatory Program Enrollment**

The San Diego Regional Water Quality Board (SD RWQB) announced that it is stepping up enforcement against growers who have not enrolled in a third-party group for the [Commercial Agriculture Regulatory Program](#). SD RWQB noted it sent 128 enforcement letters in September, will send at least 100 more letters in October and will continue to do so until all non-compliant growers have been notified that they are subject to enforcement action and penalties (a fine of up to \$1,000 per day).

All farms, nurseries, orchards and vineyards that produce a crop with the intent to make a profit are required to enroll. If any one of the following is true, a grower must enroll. If the grower:

- Files IRS Form 1040 Schedule F with federal taxes
- Receives agricultural water use rate or variance
- Has a pesticide use permit or identification number

Growers can enroll as an individual (fee is \$50) or as part of a Third-Party Group. Third-Party Group members receive a reduced annual permit fee, share sampling and reporting costs and gain assistance with enrollment, document uploads and compliance. Farm bureau members in San Diego and Orange County can enroll in the [San Diego Regional Irrigated Lands Group](#).

## **Seminar to Address Fall Avocado Grove Management Practices to Boost Flower Production**

Index Fresh is hosting a series of free “Fall Management Practices to Improve Spring Flower” seminars in California avocado growing regions. The seminars will be presented by Gerardo Aldunate and will cover the factors that influence fruit set and the tasks growers should undertake during autumn to optimize next year’s fruit set and crop size.

The seminars will be held as follows:

### **San Luis Obispo**

October 17

9:00 – 11:00 a.m.

Embassy Suites SLO, South Room

333 Madonna Road

### **Ventura**

October 23

9:00 – 11:00 a.m.

Museum of Ventura, Pavilion Room

100 East Main Street

### **Fallbrook**

October 31

9:00 – 11:00 a.m.

Pala Mesa Resort, Live Oak Room

2001 Old Highway 395

For those interested in attending, they should contact their field representative or RSVP with J.R. Ramos at 909.877.0999 x 258 or [JRamos@IndexFresh.com](mailto:JRamos@IndexFresh.com).

## **San Diego Farm and Nursery Expo**

The San Diego County Farm Bureau will host the fifth annual Farm and Nursery Expo on November 6 from 9:00 a.m. – 4:00 p.m. at the California Center for the Arts located at 340 N. Escondido Blvd., Escondido, CA. This free event features agriculture vendors, the latest technologies and equipment, and a series of seminars.

Seminar series topics include:

- Organic certification
- Ag labor and employment updates
- State of water in California
- Basics of starting a farm operation
- Grant opportunities for farmers

Pre-registration for the free event is available [online](#).

## **Commission’s Partnerships with Registered Dietitian Nutritionists Encourage Consumers to Purchase California Avocados**

According to the International Food Information Council Foundation’s 2018 Food and Health Survey, Registered Dietitian Nutritionists (RDNs) are one of the top trusted sources for nutrition information (76 percent of Americans age 65 and over and 65 percent of younger adults stated they trust registered dietitians). To provide consumers with relevant nutrition information about the benefits of California avocados, the California Avocado Commission (CAC) partnered this season with Liz Shaw, MS, RDN, CLT, CPT and Manuel Villacorta, MS, RDN.

The RDNs developed four new California avocado recipes that demonstrate the healthful versatility of the fruit:

- [Wild Rice Pilaf with California Avocado](#)
- [Mashed Cauliflower with California Avocado](#)
- [California-style Stuffed Bell Peppers](#)
- [California Avocado Loaded Sweet Potatoes](#)

To celebrate California Avocado Month, Liz Shaw took over CAC’s Instagram channel and shared an Instagram story demonstrating how to “Build Your Own” vegetarian bowl with fresh, in-season California avocados. In July, she again took the helm of CAC’s Instagram channel for the day and shared posts inspiring followers to incorporate California avocados into their lifestyle and personal meal plans. In August, she shared a post on CAC’s The Scoop blog entitled, “[The Food That Fits Your Lifestyle](#).” The post encouraged readers to embrace the California style of cooking with fresh, in-season produce. She also helped consumers address the challenge of entertaining friends — with various dietary preferences — by

providing readers with a variety of healthy California avocado recipes suited to any occasion and a wide range of eating habits.

Manuel Villacorta created a “gut health” video series that lives on CAC’s YouTube channel. The series addresses a variety of health issues and incorporates California avocado recipes, including:

- [Benefits of Monounsaturated Fatty Acids](#)
- [How to Reduce Visceral Fats with California Avocados](#)
- [How to Reduce Chronic Inflammation](#)
- [Benefits of Probiotic and Prebiotic Foods in Gut Health](#)
- [Three Types of Fiber in California Avocados](#)

As part of California Avocado Month, the Commission showcased Manuel Villacorta’s blog “[The Benefits of Eating in Season](#),” on The Scoop and shared his corresponding [video](#) on the CAC YouTube Channel. The Commission crafted a Superfood Spotlight handout for Retail Dietitians using information from Villacorta’s blog post. The handout was provided to retail shoppers in June at a variety of cooking classes, in-store demos and tours and one-on-one nutrition counseling appointments.

As respected experts, the Commission’s RDN advocates share relevant California avocado nutrition information with consumers, while building awareness of the importance of eating fresh produce in season and selecting premium California avocados when shopping.



*Manuel Villacorta, MS, RDN shared unique California avocado recipes and important nutritional information via his “gut health” YouTube video series.*

## **Commission Joins Agriculture and Culinary Leaders to Share Ideas About Industry’s Future**

The Culinary Institute of America’s 2019 “Flavor, Quality and American Menu” conference brought together agriculture and culinary leaders to advance agriculture and the industries that depend upon it, by sharing ideas and openly exchanging information. The California Avocado Commission (CAC) joined chain culinarians, commodity board members, food manufacturers and American farmers and growers in broad discussions concerning the challenges and opportunities of the related industries.

At the three-day event, which was held at the Culinary Institute of America’s Copia Campus in Napa, California, the Commission also met one-on-one with research and development/product innovation personnel, corporate and executive chefs, purchasing/supply chain representatives and marketing team members to discuss California avocado promotion

opportunities. To demonstrate the versatility of California avocados and the value they add to foodservice menus, the fruit was included in the hands-on “Market Basket” cooking activity. Teams of chefs and sponsors were challenged to create innovative menu applications from the ingredients at hand. Teams added fresh California avocados to a wide assortment of dishes ranging from a Poke Bowl (served on California avocado peels) to a Three-Mushroom Chili.

By participating in this event — which brought together a wide range of leaders from agriculture and agriculture-dependent industries — the Commission was able to position itself as a leading force in the domestic agricultural sphere. In addition, with the goal of expanding penetration of fresh California avocados on foodservice chain menus CAC staff met with current foodservice partners and secured 13 new foodservice contacts.



*Matt Harding, senior vice president culinary and menu innovation, gearing up for the Market Basket challenge.*

## 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 16, 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 <a href="http://www.CaliforniaAvocadoSociety.org">www.CaliforniaAvocadoSociety.org</a> .		

## California Avocado Commission Weekly Volume Summary (Pounds)

	Week Ending 10/13/2019	Season-to-Date (since 11/01/2018)	2019 Year to Date
Hass	13,077	198,949,439	198,552,471
Lamb	162,231	11,971,728	11,499,336
Other (Greens)	0	691,620	476,565
<b>California Total</b>	<b>175,308</b>	<b>211,612,787</b>	<b>210,528,372</b>
Florida	900,405	39,509,580	34,642,465
Chile	1,596,657	45,185,808	22,839,046
Mexico	49,552,751	2,000,794,877	1,644,441,113
Peru	0	183,314,980	183,314,980
Other (Imports)	0	40,990,000	31,280,000
<b>Import Total</b>	<b>51,149,408</b>	<b>2,270,285,665</b>	<b>1,881,875,139</b>
<b>USA Total</b>	<b>52,225,121</b>	<b>2,521,408,032</b>	<b>2,127,045,976</b>

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

(October 15 – November 15)

Summary- A mostly dry autumnal WSW-W-NW flow aloft has developed. High pressure will tend to focus near the California coast. Troughing will continue near the Pacific Northwest coast.

Unusually warm sea surface temperatures near and west of California will tend to maintain warm days and seasonably mild nights during this period for the most part.

Mid-to-late October appears to have a better chance than normal for high pressure aloft and some more offshore flow. Cutoff lows will tend to focus further to the west near 140W 30-35N.

Outlook maps (monthly time scale) for Nov and Dec currently suggest below normal rainfall for central California in Nov. Near normal rainfall is suggested for SOCAL and NORCAL in Nov. With temperatures continuing anomalously warm, below normal snowfall is indicated for the Sierras.

In Dec, above normal rainfall is suggested by both CFSv2 and NMME models for the northern half of California. The area of above normal rainfall may reach into Santa Barbara and Ventura Counties in SOCAL.

**In the Near Term – Oct. 19 – Nov. 2...** Salinas Valley-San Luis Obispo Co...Rain occurs on Oct 19th, then dry and windy on the 20th. This is followed by a possible frost/freeze early on the 21st and in King City and Paso Robles areas on the 22nd. Dry and warmer days occur from the 20-27th. Another warm spell is possible during the 28-31st.

In the southern California avocado growing areas, from San Luis Obispo south, rain on the 19th may miss SOCAL, with only light drizzle. Watch for cold mornings on from the 20-22nd followed by a Santa Ana wind on 22-23rd.

**Summary – November 3-17...** The general synopsis for Northern, Central and Southern California is that the jet stream will become more active during Oct 18-22nd with rains developing at least to N and Central California. After a dry frontal passage through SOCAL, Santa Ana winds are more likely during Oct 24-27th and possibly again about the 29-31st and Nov 6-9th.

**Seasonal Outlook / El Niño Update... November 17 – January 31...** We continue to see support for a return of Santa Ana winds in Nov, and rains finally developing in the first couple of weeks in Dec. Predominantly dry conditions develop in mid-to-late Jan 2020. Feb 2020 currently appears to be predominantly warm and dry, per latest versions of the short-term climate models (CFSv2 and NMME).

With *El Niño* diminishing after January 2020, we expect a return of dry conditions in the latter part of the season (Feb-Mar), along with a possible late but robust frost period in late Feb and Mar 2020 as a *La Niña* pattern tries to develop.

Watch for development of some cutoff lows, with risk of heavy convective rainfall in Dec especially in central and southcentral California (Santa Barbara/San Luis Obispo Counties) to Santa Cruz Co during Dec, and sometime during early Jan 2020. Late Jan and Feb appear to be mostly dry.

For southern California, cutoff lows developing off SOCAL in Nov - Dec may include some support for higher risk of local heavy rains in Dec for SOCAL.

Alan Fox...Fox Weather, LLC

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