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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

October 9

Time: TBD

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

California Avocado Society Annual Meeting

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.

SWEEP Funds Offer Growers with Opportunity to Improve Water Management

The [State Water Efficiency and Enhancement Program](#) (SWEEP) provides up to \$100,000 for practices that improve water use efficiency and reduce energy used for water management. While the California Department of Food and Agriculture has not yet established a date to reopen the SWEEP application process, it is scheduled to reopen in late 2019.

California avocado growers are encouraged to apply for SWEEP funds as the program provides grants for a wide range of integrated practices and improvements, including:

- Installing more efficient irrigation systems
- Replacing pumps that use fossil fuels with those that use renewable energy sources (e.g., solar pumps)
- Retrofitting pumps
- Utilizing tools such as moisture sensors, flow meters, weather stations, automatic shut off valves
- Adding variable frequency drives
- Converting water delivery pipes to reduce friction losses
- Applying mulch
- Irrigation management training

Now is the perfect time to review the list of [2018 SWEEP grant recipients](#) to gather some ideas concerning irrigation efficiency projects and then begin gathering the data needed to complete the application. The California Avocado Commission will keep growers apprised of the SWEEP program and its expected grant application process reopening date.

Western Growers Urges Growers to Stop UFW Housing Bill

The Western Growers Association is urging its constituents to contact their senators and urge them to stop or delay passage of AB 1783 until amendments are made.

According to Western Growers, AB 1783 creates a new permitting process for farmworker housing located on agricultural land that is “unworkable”. According to the bill, permits for housing will be issued only if the operation is turned over to a third party who would operate it via a 35-year deed restriction. However, the landowner would remain responsible for the housing and assume full liability of any claims associated with the operation.

AB 1783 also prohibits state funding for the “planning, development and operation” of housing for H-2A employees. In addition, any state funding secured for domestic worker housing would have to be reimbursed to the state if H-2A workers are housed in those facilities. These mandates are discriminatory and counter to California’s Constitution, which prohibits discrimination in housing based on immigration status.

For more information, read the [coalition letter](#) opposing AB 1783. Interested parties can sign an [online petition](#) and are urged to call their senators immediately as AB 1783 has already passed in the California Assembly.

Pesticide Safety Instructor Training Workshops Available

Updates to the Federal Worker Protection Standard (WPS) now mandate that all fieldworkers 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.

Those who complete this training will be qualified to provide pesticide safety training to fieldworkers and pesticide handlers as required by the WPS. The courses will be held as follows:

October 1 — ENGLISH VERSION

October 2 — SPANISH VERSION

8:00 a.m. – 5:00 p.m.

UCCE Ventura

669 County Square Drive, Suite 100

Ventura, CA

The workshop is \$50 per person and includes breakfast, lunch, educational materials and a certificate of completion. Space is limited to 30 people, so interested persons are encouraged to register now. [Online registration](#) for the sessions is available.

Please contact pesticidesafety@ucanr.edu or 530.750.1353 with any questions you may have or to request being placed on a waiting list (if the class is full).

Late Season California Summer Entertaining Program Secures More Than 50 Million Impressions

As the season progressed, the California Avocado Commission (CAC) launched the California Summer Entertaining campaign — a robust program that piqued the interest of consumers with unique recipes, interesting blog posts and mouth-watering photography, urging them to purchase California avocados while they were still in season.

The Commission targeted Sacramento — a culinary region recently noted in the 2019 California Michelin Guide — by partnering with East Sacramento-based Michelin-recognized Chef Brad Cecchi, Executive Chef and Partner of Canon, a fine-dining destination. To showcase the premium quality of the fruit, Chef Cecchi crafted two recipes: Quinoa Crusted Avocado Salad and Grilled Trout with California Avocado Watermelon Slaw and Green Goddess Dressing.

Chef Cecchi was invited to prepare one of his recipes on local broadcast affiliate Good Day Sacramento and discuss safe ways to handle avocados at home. California Bountiful will air another broadcast segment featuring Chef Cecchi's recipes and helpful avocado usage and prep tips later this year.

To expand the reach of this partnership, the Commission distributed mat and press releases and conducted targeted regional outreach promoting Chef Cecchi and his California avocado recipes as the must-see and must-haves for late summer. Supplementing the chef outreach, the Commission partnered with 13 blogger advocates and additional recipe developers to create California avocado recipes, high-quality photographs and entertaining blog posts. Each of the content creators featured delicious California avocado frozen treats — including [Blueberry Matcha Avocado Popsicles](#) and a [Vegan Mint Chip Avocado Milkshake](#) — perfect for entertaining on hot summer days. These recipes, which showcased the versatility of the fruit, were shared on the content creators' social media channels and blogs as well.

More than 49 million impressions were generated by the California Summer Entertaining campaign with another 1.3 million social media impressions garnered via CAC's blogger partners.



California Avocado Commission Artisan Chef Partner Brad Cecchi demonstrates his Grilled Trout with California Avocado Watermelon Slaw and Green Goddess Dressing, on Good Day Sacramento.

Customized Retail Influencer Programs Reach Consumers in Stores, on Digital Channels and via Print

By partnering with targeted retailers and crafting marketing programs specifically tailored to the retailers' customers, the California Avocado Commission (CAC) can share California avocado brand messaging, unique recipes and versatile usage ideas with consumers in stores, at home or on the road. This season CAC's retail partners — each of whom has demonstrated a willingness to pay a premium for the fruit — showcased California avocados at point-of-purchase, in mailers, on their websites and social media channels. In total, the retail influencer program secured more than 900,000 impressions.

Albertsons-Safeway hosted California avocado samplings of California Roll Poke Bowl at four of its locations, two in Southern California and two in Northern California. More than 900 samples of the recipes were dished out to customers, as well as more than 750 California avocado cutters and a collection of handouts showcasing CAC messaging and Albertsons-developed California avocado recipes. To leverage the communications power of third-party advocates, CAC RDN partner Manuel Villacorta hosted in-store demos at the San Francisco Safeway sharing his love for avocados and important nutrition information about the fruit with customers. Using his social media channels, Villacorta encouraged fans to visit him at the in-store demo. For those who couldn't make it to the demos, videos of the California Roll Poke Bowl preparation were shared on Villacorta's, Albertsons' and Safeway's social media channels.

The Commission also provided custom content to a variety of targeted retailers that was popular with customers. The Commission worked with Gelson's marketing department to develop a California avocado-themed consumer sweepstakes. The contest attracted twice as many entries and "likes" than any other Gelson's sweepstakes. In addition, CAC provided custom content for Sarah Wright, Gelson's staff nutritionist, that she shared in her "Avocados Every Day, Every Way" blog. The post reached more than 3,200 people.

CAC developed an online sweepstakes with Raley's marketing team that had a reach of nearly 45,000. Mollie Stones shared an Instagram post, a Facebook post and a blog titled, "California Avocado's 4 Tips for Cutting Avocados Safely," utilizing custom content provided by the Commission. The posts and blog garnered almost 2,000 impressions." Assisted by content from CAC, Stater Bros. "The Best Way to Tell if Your Avocados Are Ripe" blog post attracted an audience of 200,000.

Finally, Kroger featured a grilled California avocado recipe in its nationally distributed Live Naturally magazine. A URL for the recipe was shared in the print version and a live link to the recipe was included in the online version. Together, the print and online magazines were circulated to 650,000 consumers.



CAC RDN Manuel Villacorta encouraged his followers to join him at the San Francisco Safeway to enjoy samples of California Roll Poke Bowl.

Diverse California Avocado Menu Featured at 15th Annual Flavor Experience Conference

From August 19 – 21, Research and Development/product innovation, corporate and executive chefs, purchasing/supply chain and marketing personnel from restaurant chains spanning the nation gathered in Newport Beach, CA for the 15th Annual Flavor Experience Conference. Members of the California Avocado Commission’s foodservice team were on hand to inform attendees that consumers who enjoy avocados are attuned to source or origin of the fruit, and share the positive associations and “halo effect” of fresh California avocados on the menu. The team’s conversations focused on proposing and planning California avocado menu items for 2020 with new and current foodservice contacts.

Throughout the conference attendees dined on high-profile fresh California avocado dishes designed to inspire them to add the fruit to their menus in trend-setting dishes. The California avocado menu items included three recipes submitted by the Commission (California Avocado and Tabbouleh Salad, California Avocado Yuzu “Key Lime” Pie and California Avocado, Braised Chicken, Roasted Poblano Salad Arepa), as well as dishes created by other sponsors. EPI sponsored a South of the Border Shrimp Po-boy with Avocados; California walnuts sponsored a California Walnut Smoothie with Avocados; Halliburton sponsored Tacos de Zarandeado with Avocado Cream and Thomas Foods sponsored Gaucho Breakfast Power Bowl with Avocado Salsa.

The Commission was able to bolster relationships with 41 existing partners and expand its target base with 30 new contacts at the conference.



David Bolosan, Black Angus Steakhouse, Dave Cruz and Susan Hughes at the 15th Annual Flavor Experience Conference.

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 11, 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 9/08/2019	Season-to-Date (since 11/01/2018)	2019 Year to Date
Hass	1,099,304	196,776,205	196,383,448
Lamb	32,750	11,109,190	10,670,833
Other (Greens)	0	690,460	475,493
California Total	1,132,054	208,575,855	207,529,774
Florida	1,505,735	33,014,245	28,147,130
Chile	2,405,388	33,757,970	11,411,208
Mexico	40,172,094	1,769,128,890	1,412,775,126
Peru	1,280,008	182,414,233	182,414,233
Other (Imports)	250,000	39,930,000	30,220,000
Import Total	44,107,490	2,025,231,093	1,636,820,567
USA Total	46,745,279	2,266,821,193	1,872,497,471

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. As the season comes to a close actual harvest volumes should continue to track the projected volumes, with the bulk of the fruit harvested in the next few weeks and resulting in a final crop volume around 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	212,476,102
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	-	-	
Sep 22 - (47)	1,071,316	855,200	-	-	
Sep 29 - (48)	868,897	693,500	-	-	
3rd QTR SubTotal	49,334,327	49,521,400	64,650,496	78,260,022	
4th QTR SubTotal	1,423,231	431,000	-	-	
Season-to-Date	170,541,118	167,133,400	208,893,255	202,512,338	
% of Crop	97%	98%	123%	119%	
Crop Size	175,000,000	170,000,000	Left to Harvest	Left to Ship	
Crop Variance	38,352,137	41,759,855	(38,893,255)	(32,512,338)	

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

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

(September 2 – October 2)

Summary- The monsoon continues active in western Mexico, S Rockies and Arizona/New Mexico, although there are some indications of a drier and breezy period developing with warm or hot north winds possible. Thunderstorm occurrence will approach normal in S California, the SierraNV, above normal in Tahoe-Yosemite areas of the SierraNV, and normal in N California during this period.

Colder than normal sea surface temperatures will encourage tropical cyclones to weaken as they turn NW-ward near the coast of Baja California. These will eventually turn west and die. A tropical cyclone may turn inland during Sept 15-25th to produce showers into southern California and the SierraNV.

Some intermittent troughing 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, hot days and mild nights during this period.

October 2019 appears to have a better chance than normal for cutoff lows into S 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 October as moisture is entrained into the lows and their associated fronts.

Outlook maps (monthly time scale) for the months of November and December support below normal precipitation in November (for both NMME and CFSv2). December is below normal per NMME, and for CFSv2. However, the forecast solution has been very inconsistent with some forecast results showing above normal rains for Nov 2019 then dry for Dec 2019!

For western Mexico the Sierra Madre Occidental have above normal rainfall due to thunderstorms (TSTMS) in August. This trend appears to continue in September. Despite the increase of rainfall in W Mexico, the overall effect of high pressure aloft appears minimize TSTM activity and rainfall in SOCAL during the early fall in September. Arizona has the best chance to receive rains from monsoonal southerly flow. Some of this rain may reach into the SierraNV and SOCAL eastern deserts in early September.

In the Near Term – Sept. 6-20... Salinas Valley-San Luis Obispo Co...For the agricultural valleys, some further cooling is possible from Sept 6-9th with onshore flow. On the 10-13th it turns warmer with partly cloudy afternoons, and chance for a shower or TSTM in the central SierraNV. Cooler with deeper marine layer from the 19-21st.

In the southern California avocado growing areas, from San Luis Obispo south, after a hot period with thunderstorms in the mountains/deserts, it is cooler from the 6-8th, with cooling working its way inland from the coast. Onshore flow and deeper marine layer occur from the 6-8th. As troughing develops with S-SE flow on 9-14th, there is a chance for some tropical moisture coming into SOCAL from the south. Although the sea surface temperature anomaly (SSTA) pattern will tend to weaken tropical cyclones that may drift into the Baja California region, residual moisture could still cause clouds and a few light showers over higher terrain from the 9-14th. Cooler with deeper marine layer from the 19-21st.

Summary – September 21 – October 7... The general synopsis for Northern, Central and Southern California is that a front comes through with cooler conditions and deeper marine layer for most of coastal California on 20-21st. Thereafter, upper low activity continues off the central coast and may drift south off the SOCAL coast. SE flow may again provide tropical moisture inputs for thunderstorms (TSTMS) in SOCAL mountains and deserts, as well as the SierraNV. Monsoonal TSTM activity 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 moist tropical flow during this early autumn period. Upper high pressure continues 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 8 – December 31... Comments here apply to SOCAL as well as for N and Central California. We see that *El Niño* has persisted, for the most part, through the summer. We continue to see support for a return of possibly significant rains in Nov 2019 and Feb 2020. With El Nino diminishing after Feb, we expect a return of dry conditions in the latter part of the rainy 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 SOCAL, the October portion of the tropical cyclone season is being interrupted at times by the colder than normal sea surface along and off the coast of Baja. Cutoff lows developing off SOCAL in October may include some support for higher risk of local heavy rains in October for SOCAL. October continues the warmer than normal trend, even if there is a better chance for rains.

Alan Fox...Fox Weather, LLC

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