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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 Branch Canker Disease Virtual Field Day

The California Avocado Commission will host a virtual field day concerning Avocado Branch Canker disease that will consist of two 45-minute presentations by Dr. Themis Michailides, University of California Kearney Agricultural Center and Dr. Liz Dann, University of Queensland, followed by a question-and-answer session. Registration required. [More information here.](#)

### September 17

#### September 17

**Time:** 3:30 p.m. – 5:00 p.m.

**Location:** Online Webinar

## REMINDER - Avocado Branch Canker Disease Virtual Field Day Tomorrow, September 17th

The California Avocado Commission (CAC) will host a virtual field day concerning Avocado Branch Canker disease on Thursday, September 17, at 3:30 p.m. The virtual seminar will consist of two 45-minute presentations by Dr. Themis Michailides, University of California Kearney Agricultural Center and Dr. Liz Dann, University of Queensland, followed by a question-and-answer session. [Registration for the virtual event is now open.](#)

Avocado Branch Canker is a ubiquitous disease of avocados in California caused by a group of fungi in the family Botryosphaeriaceae. These fungi, which normally are not problematic, have arisen as a major group of pathogens of many crops around the world in recent years. In California they have become major disease organisms in pistachios, almonds, and walnuts as well as avocados. Elsewhere in the world, this group of pathogens causes leaf and flower blight on avocados and are major contributors to yield loss. Why this group of pathogens has suddenly become problematic is uncertain.

Dr. Themis Michailides, Professor of Plant Pathology, is one of the world's leading experts on this group of fungi. He has been working on a CAC-funded project since October 2018 to determine exactly what pathogens cause avocado branch canker in California, the extent of their presence in California avocado groves and how they can be managed. He will

present his research results to date and discuss why he believes this group of pathogens has become problematic in recent years.

Dr. Liz Dann is a Principal Research Fellow with the Queensland Alliance for Agriculture and Food Innovation at the University of Queensland, Australia. She has worked extensively on avocado diseases in Australia and has recently started studying the role of the Botryosphaeriaceae in flower blight of avocados in Australia. She will share her knowledge of these pathogens with growers and the impacts they have on avocado production in Australia.

## **Housing for Harvest Program Available in Riverside and Santa Barbara Counties**

The [Housing for Harvest](#) program provides safe, temporary hotel housing for agricultural workers who test positive, or were exposed to COVID-19. The program allows workers to self-isolate and receive quarantine support while protecting their loved ones and co-workers from possible exposure. Participants will not be asked about their immigration status.

To qualify the person must:

- Work in California food processing or agriculture
- Have tested positive or been exposed to COVID-19, as documented by a public health official or medical health professional
- Be unable to self-isolate at home

The Riverside County program includes:

- A free hotel room for up to 14 days
- Free meals
- Free transportation
- Free wellness checks
- Financial assistance

The Santa Barbara County program includes:

- A free hotel room for up to 14 days
- Free meals
- Free transportation
- Free wellness checks

Qualified persons can contact the Riverside County program at 888.863.3291 or [campo@todec.org](mailto:campo@todec.org) and the Santa Barbara County program at 805.325.5341.

English- and Spanish-language Housing for Harvest program posters are available in the right-hand navigation [here](#).

## **Online Document Provides Easy Guide to USDA Disaster Programs**

The U.S. Department of Agriculture (USDA) has released a [four-page online document](#) that summarizes USDA Disaster Programs in an easy-to-understand table format. The [USDA Disaster Assistance Programs at a Glance](#) table lists each of its disaster programs, the agency responsible and indicates which natural disasters are applicable to the specified program.

Disaster programs relevant to California avocado growers include:

- Crop insurance
- Emergency Conservation Program
- Farm Loans
- Environmental Quality Incentives Program
- Emergency Watershed Program
- Tree Assistance Programs

Additional programs for honeybees, livestock and forest are also listed.

## **Avocado Weed Management Seminar Recordings Now Available on YouTube**

Avocado industry members who were unable to attend the August California Avocado Society webinar can now view the two-part seminar on YouTube. The presentations for the seminars also are available. The seminar, which was co-hosted by the California Avocado Commission and University of California Cooperative Extension (UCCE), addressed weed control in California avocado groves and microbial soil amendments.

Simply click on the links below to access the materials.

- [Avocado Grove Weed Control and Microbial Soil Amendments video recording](#)
- Dr. Ben Faber — [Microbial Amendments presentation](#)
- Dr. Sonia Rios — [Weed Management presentation](#)

## **Commission Launches California Avocado Merchandise Shop**

On September 8 the California Avocado Commission (CAC) launched a California avocado merchandise shop to sell California avocado-branded merchandise online. The shop is designed to satisfy consumers who have asked where to buy such items and to promote the California avocado brand via its aficionados.

“The California Avocado Commission team has worn California avocado-branded apparel at festivals and events for years, and we always hear ‘where can I buy a shirt/hat/bag like that?’”, said CAC vice president marketing, Jan DeLyser. “Now fans will have a convenient online shop where they can finally purchase merchandise and show off their love of California avocados.”

Shoppers can find the merchandise at [shop.californiaavocado.com](http://shop.californiaavocado.com) and will be able to purchase directly from social media platforms Facebook and Instagram. Some of the merchandise showcases art from CAC’s advertising campaign, “The best avocados have California in them.” Other items for sale feature a variety of designs promoting the brand, such as a t-shirt with artwork of the California flag that use an avocado instead of the State’s bear, California avocado socks and more. The shop includes other apparel as well as novelty items. Fresh avocados, however, are not among the goods for sale.

“The Commission is not in the business of selling avocados, not through traditional channels and not through the online store,” said DeLyser. “This program is all about dynamic and engaging marketing to support the California avocado brand.”

The purpose of the California avocado merchandise shop is to promote California avocados through graphics on items consumers will wear and use publicly. The business plan proposes an eventual break-even operation that generates enough sales and profit to cover cost of goods, operating and marketing costs to run it.

Marketing support for the California avocado merchandise shop began in early September. CAC sent media kits with an offer for sample merchandise to about a dozen top-tier food and lifestyle reporters under embargo, meaning they had to hold coverage until Shop.CaliforniaAvocado.com went live. An email blast announced the launch of the shop to nearly 200,000 California avocado newsletter subscribers. Now, a social campaign is highlighting the array of merchandise, and an influencer marketing program involving twenty social influencers is encouraging engagement with the shop.



*The Commission launched an online California avocado merchandise shop on September 8, 2020.*

## **California Avocado Blogger Advocates Share Their Love for Avocados**

Blogger partners provide the California Avocado Commission (CAC) with an entertaining and informative means of connecting with consumers interested in health, wellness and lifestyle trends. This year, CAC selected 11 individuals to participate in its blogger advocate program, carefully selecting bloggers with compelling storytelling capabilities, a knack for capturing beautiful photography and an existing love for the fruit that could be genuinely woven into the bloggers' content and shared with their loyal followers.

The Commission partnered with six health, wellness and lifestyle bloggers for the 2019-20 season:

- Cara Cifelli of [Cara's Kitchen](#)
- Elaine Gordon of [Eating by Elaine](#)
- Haley Davis of [Brewing Happiness](#)
- Sarah Copeland of [Edible Living](#)
- Cherlyn Rumsey of [Wildly Wholesome](#)
- Beth Brickey of [Tasty Yummies](#)

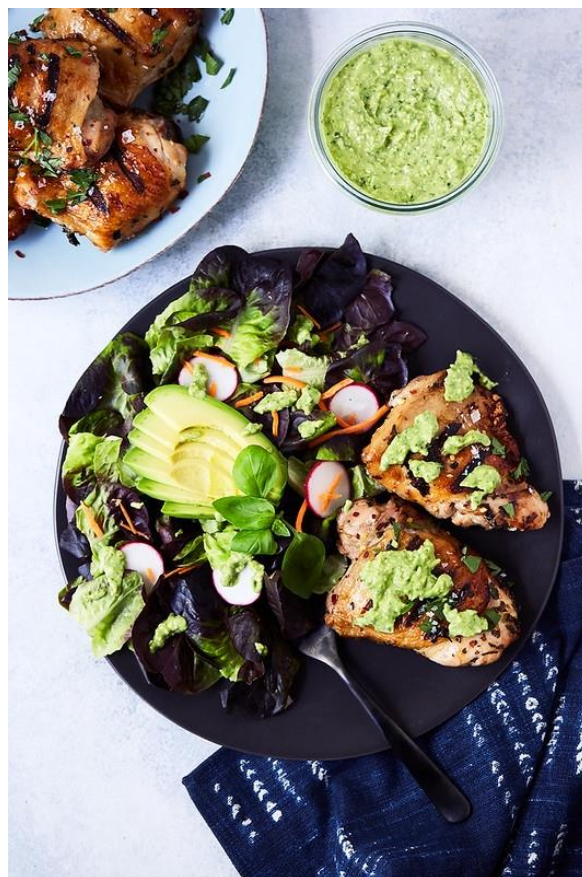
In addition, the Commission showcased inspirational content from five bloggers during the month of July:

- Danielle Kartes of [Rustic Joyful Food](#)
- Dara Michalski of [Cooking Canuck](#)
- Lindsey Baruch of [Lindsey Eats LA](#)

- Brita Britnell of [Food with Feeling](#)
- Alexa Soto of [Alexa Fueled Naturally](#)

Throughout the summer, the bloggers published summer-themed California avocado posts and photography on their personal blogs and social media channels showcasing recipes and nutritional information to drive interest in the fruit during its peak season. In keeping with a favorite summer pastime, the bloggers created recipes that utilized grilling as the primary method of preparing the fruit. Their unique creations, accompanied by mouth-watering photography, were shared across Facebook, Instagram and Pinterest. To drive traffic to the Commission’s social channels, the bloggers tagged the brand as part of their informational and engaging posts. The bloggers also reminded their followers that California avocados were in season and encouraged them to look for California on the label when shopping at their local stores.

By providing inspirational and relevant content to consumers through trusted and respected third-party bloggers advocates, the Commission was able to pique the interest of consumers across a wide range of social and digital channels. In July alone, the blogger partners garnered nearly 17 million impressions with blogs and social posts that drove interest in the locally grown fruit and encouraged sales during the height of summer.



*Beth Brickey of Tasty Yummies shared Grilled Marinated Chicken Thighs with a California Avocado Basil Pesto sauce.*

## 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>.



	Conventional #1	Organic #1
<b>California Hass</b>	(Field Price Per Lb)	(Field Price Per Lb)
#32's	\$1.12 - \$1.20	\$1.34 - \$1.58
36's	\$1.12 - \$1.20	\$1.34 - \$1.58
40's	\$0.96 - \$1.20	\$1.28 - \$1.58
48's	\$0.96 - \$1.20	\$1.70 - \$2.10
60's	\$0.72 - \$0.98	\$1.50 - \$1.74
70's	\$0.52 - \$0.64	\$1.32 - \$1.38
84's	\$0.44 - \$0.56	\$0.52 - \$0.68

\*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 9/13/2020	Season-to-Date (since 11/01/2019)	2020 Year to Date
Hass	5,863,973	333,891,229	333,864,987
Lamb	261,355	10,579,334	10,579,334
Other (Greens)	82,222	1,753,534	1,546,480
<b>California Total</b>	<b>6,207,550</b>	<b>346,224,097</b>	<b>345,990,801</b>
Florida	1,080,695	29,510,463	22,012,705
Chile	50,794	2,576,460	496,300
Mexico	41,917,070	1,878,329,775	1,467,844,941
Peru	4,124,472	181,312,933	181,312,933
Other (Imports)	760,000	42,740,000	34,300,000
<b>Import Total</b>	<b>46,852,336</b>	<b>2,104,959,168</b>	<b>1,683,954,174</b>
<b>USA Total</b>	<b>54,140,581</b>	<b>2,480,693,728</b>	<b>2,051,957,680</b>

Sources:

- California = CAC (AMRIC)
- Florida = Florida Avocado Admin Committee
- Chile = Comité de Paltas, Chile
- Mexico = APEAM
- Peru = ProHass
- Other Imports = USDA AMS website

### Crop Statistics

Below are the weekly harvest projections and actuals through week ending 9/13/2020, where year-to-date harvest volumes are just over 350 million pounds, still tracking about 2.5 million pounds less than projected. Weekly harvest volumes continue to track closely to projections and with just 22 million pounds remaining to reach the 373-million-pound crop estimate, it is looking highly-likely that the industry will meet the mid-season estimate. CAC is currently working to survey handlers regarding the 2021 crop volume and assess the impact that the recent extreme heat across all avocado growing regions may have had on estimated volume. These preliminary crop estimates will be available in October, with the 2021 pre-season estimate finalized in December.

**2020 California Crop Weekly Harvest Projection  
Weekly Crop Movement vs. Distribution Projections  
All Varieties**

Week Ending (CAC Week)	4-Year Historical Forecast 2020 Crop Estimate	AMRIC Handler Forecast July 2020 Update	Industry Adjusted		
			AMRIC Harvest	AMRIC Shipments	Crop Size Indicator
<b>1st QTR SubTotal</b>	<b>46,970,300</b>	<b>62,797,900</b>	<b>62,632,891</b>	<b>52,385,402</b>	
<b>2nd QTR SubTotal</b>	<b>208,904,900</b>	<b>180,168,200</b>	<b>183,472,758</b>	<b>181,250,607</b>	
Jul 5 - (36)	17,578,200	14,163,600	12,177,567	11,574,500	374,673,325
Jul 12 - (37)	16,410,700	13,601,000	11,798,416	13,322,977	372,105,745
Jul 19 - (38)	15,887,500	10,485,100	10,492,982	15,018,629	372,149,541
Jul 26 - (39)	12,604,900	9,917,300	9,778,341	12,642,478	372,000,478
Aug 2 - (40)	10,048,300	9,504,100	9,606,655	9,872,224	372,159,315
Aug 9 - (41)	8,464,600	9,925,700	9,865,726	9,555,162	372,114,152
Aug 16 - (42)	7,533,300	9,558,200	8,963,219	9,861,463	371,447,339
Aug 23 - (43)	6,154,000	9,476,700	8,183,969	10,729,539	370,029,021
Aug 30 - (44)	5,176,500	8,960,900	8,756,953	9,712,553	369,882,962
Sep 6 - (45)	3,233,000	7,779,100	8,747,545	9,530,575	370,995,973
Sep 13 - (46)	2,491,000	6,776,200	6,209,499	6,981,700	370,435,815
Sep 20 - (47)	2,436,000	6,790,200	-	-	
Sep 27 - (48)	2,037,600	5,674,000	-	-	
Oct 4 - (49)	1,089,700	3,120,200	-	-	
Oct 11 - (50)	640,000	1,864,400	-	-	
Oct 18 - (51)	270,900	845,300	-	-	
Oct 25 - (52)	266,400	831,300	-	-	
Nov 1 - (1)	155,900	479,700	-	-	
Nov 8 - (2)	7,700	8,900	-	-	
Nov 15 - (3)	3,800	4,500	-	-	
Nov 22 - (4)	40,600	47,800	-	-	
Nov 29 - (5)	24,100	28,400	-	-	
Dec 6 - (6)	23,600	1,600	-	-	
Dec 13 - (7)	52,800	72,200	-	-	
Dec 20 - (8)	263,300	65,200	-	-	
Dec 27 - (9)	230,300	52,300	-	-	
<b>2nd Half SubTotal</b>	<b>113,124,700</b>	<b>130,033,900</b>			
<b>Season-to-Date</b>	<b>361,457,200</b>	<b>353,114,000</b>	<b>350,686,521</b>	<b>352,437,809</b>	
<b>% of Crop</b>	97%	95%	94%	94%	
<b>Crop Size</b>	<b>373,000,000</b>	<b>373,000,000</b>	<b>Left to Harvest</b>	<b>Left to Ship</b>	
<b>Crop Variance</b>	<b>(10,770,679)</b>	<b>(2,427,479)</b>	22,313,479	20,562,191	

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

(September 5-30)

Summary- A long wave trough will be in the central north Pacific north of Hawaii. This will teleconnect with upper high pressure and a tendency for weakening of systems that approach northern California from the west.

As autumn starts to develop, watch for a possibility of upper lows to develop in southern California on occasion, and Pacific cold fronts into northern California.

Tropical cyclones will continue active near Baja California. Thus far these cyclones have been tracking WNW or NW off the coast. However, late in September and in early to mid-October, these will tend to recurve inland over Baja, producing heavy rains in Mexico states of Sonora and Sinaloa, Chihuahua and Durango-Guerrero. Tropical cyclones in Mexico may continue to push temperatures to very hot levels at times through mid-October.

Our latest CFSDailyAI™ system is suggesting thunderstorms (TSTMS) through central Arizona during September 22-25th, and 26-28th. Rains in October appear to focus on 6-8th in central and S California and Sierra Nevada south of Tahoe. There appear to be some good rains on October 7-8 through northern and northcentral California with a cold front on October 1 and 5. GFS suggests troughing in N California about Sept 14-16, but overall cooling is unlikely in NORCAL for more than a day or two.

Looking well ahead... both the CFSv2 and NMME models (North-American-Multi-Model-Ensemble) suggest very hot conditions in both Sept and Oct and continued unusually warm and dry in Nov, with more frequent dry downslope wind events.

According to the very latest NMME model results, Sept and Oct are excessively dry and warm. November is also warm with dry, hot upper high pressure dominant in central and S California. Only North or Northwest California have a chance for some rains per the NMME guidance.

The only month currently shown by CFSv2 with a chance for wetter than normal conditions is Dec 2020 for N and central California. SOCAL, currently, remains drier than normal in Dec.

The most severe issue appears to be the persistent lack of rain during the winter rainy months of Nov, Jan, and Feb. We note that the extremely dry conditions throughout California that develop in Nov return in Jan-Feb 2021. The NMME model suggests that February is extremely dry through all of California.

These extremely dry conditions are consistent with the trend we are already seeing in the SSTA pattern that has been shown by Fox Weather's IVTinit™ maps. With support for cyclogenesis remaining far to the west of California this late summer/early fall, the stage is set for an extremely dry winter rainy season, with Dec being the only wet winter month. Warm temperatures in Oct, Nov often associate with dry Santa Ana winds. This year, with the unusually hot summer, there is risk that the usual fire season may not end until Dec when rains finally return.

#### **Potential Dates of Precipitation (from Fox Weather's CFSDailyAI system):**

The listing of dates for warm and cool spells, and for precipitation are based on our CFSDailyAI system, which presents basic trends in precipitation and temperature 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 CFSv2 maps.

#### **Salinas Valley-San Luis Obispo Co:**

Salinas Valley: Central Coast: Precipitation: Few drizzles/sprinkles from marine layer low clouds. Temperature trend: Mostly mild Salinas valley, but briefly hot on 9/27-29, Inland: Warm 9/14-17, Hot 9/27-29. Warm/Very Warm 10/8-12.

San Luis Obispo/Edna - Precipitation: Few drizzles from marine layer low clouds. Temperature trend: mostly mild Edna but briefly hot 9/27-29th. Inland: Warm 9/14-17, Hot 17-20th. Hot 9/27-29. Warm/Very Warm 10/8-12.

#### **Southern California Citrus/Avocado Area, San Luis Obispo Co to San Diego Co:**

Santa Barbara, Ventura to San Diego Co - Precipitation: TSTM Tehachapi mountains and E Deserts 9/24, 10/3-4. Hot spells: Mild 9/24, and 9/30 – 10/6, Inland: Warm 9/14-17, Hot 17-20th. Hot 9/27-29. Warm/Very Warm 10/8-12.



Orange/San Diego Co's - Rainfall: 9/24, 10/3-4 San Bernardino Co E and N Deserts, otherwise none. Hot spells: Hot Mild 9/19-20, Mild 9/24-25, Very Warm 9/27-29, Mild 9/30-10/6. In the hot spells, watch for highs in the 106-111 range inland valleys, and 102-106 Escondido.

**Summary – October 8-22...** Salinas Valley: Central Coast - Precipitation: no rain of consequence. Hot spells: Very Warm 9/26-27th , Mild 9/30-10/3. Mild 10/5-7. Warm 10/8-12, Hot 10/12-18.

San Luis Obispo/Edna - Precipitation: None of consequence. Hot/Cool spells: Mild 10/5-7, warm 10/8-12, Warm to Hot 10/12-18.

Southern California - Santa Barbara, Ventura Co's to San Diego Co: Rain unlikely except 10/4 W Arizona westward to eastern deserts San Bernardino Co. Dry windy cold frontal passage about October 12<sup>th</sup> followed by hot weather and Santa Anas. Warm to mild 10/8-12. Hot periods: Hot with Santa Anas 10/13-18. Watch for highs in the 95-102 inland valleys, and 90-95 Escondido,~95 Chino.

**Seasonal Outlook** - The long range outlook for Oct 23, 2020 – Feb 2021... A dry and warm fall continues to be indicated, with recurrent Santa Anas for SOCAL and coastal mountains of the central coast, and in the Sierra west slope. December is wetter than normal for NORCAL, and marginally wet for Central and Southern California. Jan and Feb 2021 currently look quite dry throughout California, as does Nov 2020. This appears to be a La Niña season for 2020-early 2021, with persistent upper high pressure near the coast of N and central California for extended periods. It may be difficult to realize precipitation approaching normal in central and Southern parts of California, including most of the central and part of the north-central Sierra. Temperature anomalies decrease to near normal in Dec and Jan, arguing for about the normal number of frosts and freezes, mainly focusing in Dec, and Jan to early Feb 2021.

Alan Fox...Fox Weather, LLC

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