

The GREENSHEET

CALIFORNIA AVOCADO INDUSTRY NEWS

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Calendar

February is a busy month for industry stakeholders featuring a number of meetings and events from Grower Seminars to Security Tradeshows.

For a listing of industry events and dates for the coming year, please visit:
<http://www.californiaavocadogrowers.com/upcoming-meetings-events/>

CDFA Ecosystem Services Survey

While it is recognized that California growers take great pride in maintaining and enhancing the environmental quality of their land through a number of ecosystem services, including soil enrichment, natural pest control, enhanced pollination services, etc., currently the California Department of Food and Agriculture (CDFA) lacks the data needed to highlight and promote these efforts. This is where you can help! The CDFA is currently looking for grower cooperators to participate in a survey to assist the department in identifying and acknowledging the many environmental benefits that California agriculture provides. By completing the Ecosystem Services Survey you'll be providing CDFA with information vital to acknowledging the positive impact California's growers are having on the environment. Please note that the survey is completely voluntary and anonymous. For further information please contact CDFA at (916) 654-0433 or EcoSysServices@cdfa.ca.gov.



[Click here](#) for a hard copy of the Ecosystem Services Survey

USDA Risk Management Workshops

AgriLogic Consulting, LLC will be hosting educational workshops for local Hispanic, women, and new agricultural producers, in coordination with the USDA Risk Management Agency. Risk management topics will include: decision support tools, specialty crop insurance, enterprise budget development, financial planning, record keeping, identification of risk bearing ability and tolerance, and Food Safety and Good Agricultural Practices program development (USDA-GAP).

The workshop is open to all types of agricultural producers with a special emphasis on Hispanic, women and beginning producers, as well as industry representatives and students pursuing a career in agriculture. There is no cost to attend. For more information, visit www.farmriskonline.com, and view the schedule below for a workshop in your area.

San Luis Obispo - February 14, 2013 - 8:30 a.m. to 11:30 a.m. (sign-in begins at 8:00 a.m.)

San Luis Obispo County Cooperative Extension, 2156 Sierra Way, Suite C, San Luis Obispo, CA

Buellton - February 15, 2013 – 8:30 a.m. – 11:30 a.m. (sign-in begins at 8:00 a.m.)

Santa Barbara County Farm Bureau, 180 Industrial Way, Buellton, CA

Santa Paula – February 18, 2013 – 8:30 a.m. – 11:30 a.m. (sign-in begins at 8:00 a.m.)

UC Hansen Agricultural Research and Extension Center, 14292 W. Telegraph Road, Santa Paula, CA

Moreno Valley – February 19, 2013 – 8:30 a.m. – 11:30 a.m. (sign-in begins at 8:00 a.m.)

Riverside County Cooperative Extension, 21150 Box Springs Road, Suite 202, Moreno Valley, CA

San Diego – February 20, 2013 – 8:30 a.m. – 11:30 a.m. (sign-in begins at 8:00 a.m.)

San Diego County Cooperative Extension, 9335 Hazard Way, Suite 201, San Diego, CA

San Diego County to Host a Farm Security Tradeshow

The San Diego County Farm Bureau, in partnership with the District Attorney and Sheriff departments, is hosting a Farm Security Tradeshow to provide local farmers and property owners with the best tools and information on protecting their property. Scheduled for Thursday, February 21, 2013 the show will feature vendors offering equipment, tools, and information will show what can be done to first and foremost prevent theft and second to identify thieves and vandals during and after a crime. There is no cost for this event and all are welcome to attend.

Farm Security Tradeshow

Thursday, February 21, 2013 - 2:00 p.m. to 5:00

California Center for the Arts, 340 North Escondido Blvd., Escondido, CA 92025.

California Avocado Growers Seminar Series 2013: February Seminars

The first set of this year's CAS/CAC/UCCE grower seminars were held this past week in San Luis Obispo, Ventura and Temecula, with more than 150 growers attending. The topics covered in this installment of the series were harvesting strategies, post-harvest handling and H2A labor updates.

Dr. Mary Lu Arpaia, UC Riverside Extension Specialist, presented a well-received seminar in which she described the unique quality attributes of California avocados, and how cultural practices can influence that quality in the post-harvest chain leading to the consumer. Several things make avocado fruit unique: they keep growing until harvested, they are high in phytonutrients making them a very healthy fruit, and they accumulate oils rather than sugars. Growers also learned that the main limitation to an avocado's shelf life is its sensitivity to cold temperatures. Storage of 3 to 4 weeks at 41 °F leads to significant fruit injury, making them unacceptable to the consumer. Although typically the time from harvest to the consumer is less than 2 weeks, market conditions can result in an inventory build-up, and the fruit may take 3 to 4 weeks to reach the consumer.

Dr. Arpaia emphasized that avocado quality can only decline after harvest, so it is important to maximize quality at the time of harvest through cultural practices. By doing so, growers can help ensure that a quality piece of fruit reaches the consumer, even though much of the post-harvest supply chain is out of their hands. Early, mid and late season fruit differ in their maturity, and thus, their susceptibility to post-harvest problems. Mid-season fruit tend to have the highest quality from an eating and flavor standpoint, and the lowest incidence of post-harvest rots and disorders.

The most important thing a grower can do ensure quality fruit is to manage the levels of nitrogen and calcium in the fruit. This is achieved through good irrigation practices, adequate fertilization, and canopy management to control canopy density and tree vigor. Vigorous trees tend to produce lower quality fruit because they have a lighter crop than a less vigorous tree. Vigorous vegetative growth outcompetes the fruit for nutrients (primarily nitrogen and calcium), resulting in low quality fruit.



When harvesting, it is important to avoid picking fruit for about 48 hours following rain. Fruit become very turgid immediately after rainfall, and the turgid cells can easily rupture resulting in decay before the fruit reach the consumer. Harvesting should also be avoided on hot days (above 90-95 °F). Dr. Arpaia presented data showing that fruit flesh temperatures can be as much as 20° above air temperature on hot days. Thus, bins of picked fruit should be placed in the shade and moved out of the grove as soon as is possible to avoid fruit damage.

Mr. Rodolfo Alvarez, CEO of Guest Worker Specialists, made a short presentation on the H2A guest worker program. Mr. Alvarez stressed that it is important to prepare your documentation and become certified to bring in H2A labor early, since the process can take 6 months to 1 year. He also emphasized that growers can look to the H2A program as a safety net. Since there is no penalty for being certified and not bringing in workers it is an "ace up your sleeve" if your normal labor source dries up. Mr. Alvarez is willing to answer your questions about H2A with no obligation to use his company's services. He can be reached at Rodolfo@usgws.com.

Lastly, representatives from the handlers spoke about the California avocado crop for this year. With a 2013 crop estimate of about 500 million pounds, growers were urged to put some serious thought into their harvesting strategy. Specifically, do not wait too long before relieving the trees of some of the heavy crop load, start your harvest early to make sure you have labor available for harvest, and consider harvesting over a longer period than you normally would to minimize your exposure to uncertain market fluctuations.

Dr. Arpaia's presentation will be available for download from the CAC website: www.CaliforniaAvocadoGrowers.com in the coming days. The next seminars will be held April 2 to 4 in San Luis Obispo, Ventura, and Temecula. The topic will be

Chemical Strategies and Pest Updates. Mark your calendars and come and learn about the best practice for using pesticides responsibly. Don't forget to mark your calendars.

Managing Pesticide Resistance in Avocados

The California Avocado Commission, in cooperation with Dr. Joe Morse, UC Riverside Professor of Entomology, will be holding two seminars for PCAs in early March. The seminars will review the principles of pesticide resistance management, and how to develop an effective avocado pest control program based on these principles. The seminars will be held in the north on Tuesday March 5th at the Ventura County Cooperative Extension office from 10:00 to 12:00, and in the south on Thursday March 7th in San Diego County (time and location to be determined). If you're a PCA interested in attending one of these seminars, please send your contact information to Tim Spann at tspann@avocado.org to make sure you receive future meeting notices.

FSMA Raises Serious Concerns over Dropped Fruit

In January the Food and Drug Administration released the draft Food Safety Modernization Act (FSMA) Rules outlining procedures and standards that growers must comply with to meet specific food safety requirements. The FSMA establishes science-based minimum standards for the safe production and harvesting of raw agricultural commodities (including avocados) by determining that such standards minimize the risk of serious adverse health consequences or death. In short, the FSMA is designed to mitigate potential risk of microbial contamination. Overall the CAC-GAP program, when followed, meets the necessary requirements in most of the critical areas, with one major exception. Under the FSMA dropped fruit is not allowed to be harvested. This means that neither windfall fruit nor fruit that comes in contact with the ground during harvesting is allowed to be distributed. CAC staff is in the process of reviewing the draft Produce Rule and will provide comment, if warranted, by the May 16, 2013 deadline. In terms of the proposed dropped fruit section, though, there does not appear to be much room for negotiation. The following is the key part of the text under the Dropped Fruit section:

“Proposed §112.114 would prohibit you from distributing produce that drops to the ground before harvest (dropped produce) unless it is exempt under §112.2(b) (i.e. if it receives commercial processing to adequately reduce the presence of microorganisms of public health significance). Dropped produce does not include root crops (such as carrots) that grow underground or crops (such as cantaloupe) that grow on the ground. However, produce that grows off the ground, such as tomatoes and apples, and that drop to the ground before harvest would be considered dropped produce.”

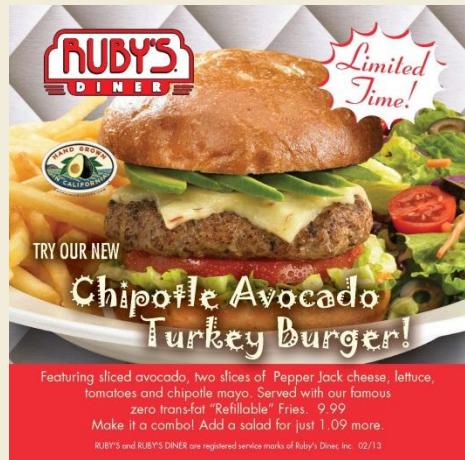
As an industry this will necessitate some changes in our current windfall and harvesting practices that will likely prove to be challenging, but inescapable, if we are truly committed to protecting and maintaining our Hand Grown in California brand and reputation.

Ruby's Diner Features a New Chipotle Avocado Turkey Burger

This article is about this season's first California avocado foodservice promotion with Ruby's Diner.

How this information/activity helps California avocado growers: Promotions with foodservice chains that feature fresh California avocados boost sales and promote the brand.

Securing foodservice chain promotions that feature Fresh California Avocados in season is a high priority for the California Avocado Commission (CAC). These programs boost fresh California avocado sales volume with chain restaurants while promoting new avocado usage ideas. Ruby's Diner, with 29 locations in Southern California, kicks off the 2013 season showcasing fresh California avocados on one of the chain's legendary burgers.



For a limited time only – February 12 through the end of April – Ruby's is featuring a new Chipotle Avocado Turkey Burger. Combining top quality, all natural ingredients, Ruby's layers fresh California avocado slices, Pepperjack cheese, lettuce and tomatoes on a hot-from-the-grill turkey burger for "gotta have one" flavor. For Valentine's Day, grab a date and head to Ruby's to fall in love with their newest burger.

Additional promotions and avocado features are planned throughout the California season, stay tuned for updates!

Fresh Produce & Floral Council Annual Dinner Dance Provides Networking Opportunities

This article is about the annual Fresh Produce and Floral Council Dinner Dance Event.

How this information/activity helps California avocado growers: At the FPFC event CAC staff interacts with retailers from Southern California, the largest market for California avocados, providing retailers with crop information and marketing updates.

The Fresh Produce & Floral Council (FPFC) kicks off each year with the Annual Dinner Dance event. This year the event was held on Saturday, January 26th, at The Langham Hotel in Pasadena with produce retailers and industry vendors in attendance, providing an excellent opportunity for networking. California Avocado Commission (CAC) staff used this time to connect with existing retailers and to make new contacts while communicating information about the California crop and marketing programs designed to drive sales of California avocados.

Jan DeLyser, CAC's vice president of marketing was honored as Past Chairman of the FPFC Board; Dave Howald and Connie Stukenberg, Retail Marketing Directors for CAC, were recognized as current year Board Directors.



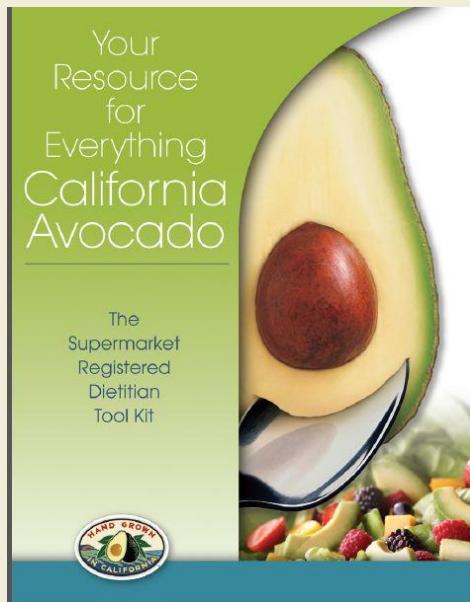
Former chairpersons of FPFC, including CAC Vice President of Marketing, Jan DeLyser and executives from Bristol Farms, Stater Bros. Vons and others from the produce and floral organizations were honored at the FPFC Annual Dinner Dance in Pasadena.

Southern California retailers at the event included: Bristol Farms, Gelson's, Ralphs, Stater Bros., Smart & Final, Vons and numerous independent markets were represented.

Under Construction: Supermarket Registered Dietitian Tool Kit

This article is about the Supermarket Registered Dietitian Tool Kit that is currently in development.

How this information/activity helps California avocado growers: Supermarket Registered Dietitians reach the California avocado customer at point of purchase. By providing them with ready-to-use nutrition information, marketing materials and usage ideas they become our in-store ambassadors.



The California Avocado Commission (CAC) has been working with Supermarket Registered Dietitians (SRDs) for the past several years and has witnessed the growth of their influence in retail communication. A recent headline in the New York Times declared: "Employing Dietitians Pays Off for Supermarkets." The article, which ran on August 24, 2012, went on to say that it's "...a phenomenon sweeping the grocery business..." .

This year, CAC is developing a California Avocado Supermarket Registered Dietitian Tool Kit to serve as a resource "for everything California avocado" which will be distributed to SRDs leading up to and during the California season. While some supermarket chains employ only one or a handful of SRDs, some employ many more, including one Midwestern chain with one for every store – 190 SRDs in all!

Dietitians have indicated that they want to be "California avocado experts," and CAC is providing the tools to enable them to do just that. In early April, more than 125 SRDs will receive the Tool Kit for use in communication with their retail shoppers throughout the season.

The information-packed Tool Kit will include California avocado how-to demo information for in-store demos, reproducible recipes (with photos and nutrition information) featuring California avocados, seasonally themed (American Summer Holidays) information, new usage suggestions, dietary information and details on how to order additional information directly from the Commission.

Providing SRDs the tools to be experts on and ambassadors for California avocados both in-store and in their market areas is a great way to reach (and influence) consumers at the point of purchase. SRDs help shoppers understand food labels,

decipher the information pulled from the internet, create healthy alternatives to a favorite recipe and provide nutrition counseling, among other services. They also contribute articles and recipes to their magazines, websites and blogs, post nutrition tips and ideas on social media sites and develop recipes for their shoppers. In-store, they conduct culinary classes, demos, sampling and health events.

This influential group also has an increasingly high profile within their local communities where they are frequently quoted in local newspapers and appear as guests on radio and TV. Store-based dietitians are knowledgeable professionals that offer consumers an accessible “go to” health and diet resource. In every case, these health professionals are sharing their knowledge with an interested audience eager to learn more about nutrition information for themselves and for their families.

Consumers look to SRD's to provide usage ideas and nutrition information, and CAC continuously seeks opportunities to engage this important audience.

Nutrition Corner: Avocados and Heart Health

This article is about nutrition information about avocados and heart health, and how CAC uses this information in marketing outreach.

How this information/activity helps California avocado growers: Knowledge of positive avocado nutrition information encourages consumer avocado demand.

As Valentine's Day nears it is a natural time to think about the heart, but for the California Avocado Commission (CAC) every day is an opportunity to share with influencers and consumers that California avocados can help them meet the dietary guidelines of the American Heart Association (AHA).

Heart disease is the leading cause of death in the United States. According to the AHA, mono and polyunsaturated fats, when consumed in moderation and eaten in place of saturated or trans fats, can help reduce blood cholesterol levels and decrease risk for heart disease. The avocado is virtually the only fruit that has heart-healthy monounsaturated fat.

The facts above are examples of information that CAC shares with health and nutrition influencers, such as the media, medical professionals, and registered dietitians, including supermarket registered dietitians who work for retailers. These influencers spread the news to their patients, readers and other consumers.

Heart-Healthy Favorites That Treat Your Taste Buds



Salmon and California avocados are a delicious nutritional power couple.

(NAPS)—Whether you're barbecuing with the family or hosting a get-together with neighbors on a warm sunny day, you can treat them to a meal that appeals to their taste buds as well as their hearts. Some foods, such as California avocados and certain types of fish, feature heart-healthy fats and are flavorful options that can leave guests feeling satisfied and while still following a healthy diet.

Did You Know?

California avocados are one of the few fruits that provide "good" fats. Seventy-five percent of the fat in a California avocado is unsaturated fat, or 3.5 grams per ounce serving). Replacing some saturated fat with unsaturated fat lowers both total cholesterol and low-density lipoprotein (LDL) cholesterol levels, the so-called "bad" cholesterol.

As a bonus, naturally sodium and cholesterol free, one-fifth of a medium California avocado (1 ounce) contributes nearly 20 vitamins, minerals and phytonutrients that can contribute to the nutrient quality of your diet. Phytonutrients are thought to help prevent heart disease. And the avocado's versatile flavor profile makes it a great, refreshing addition to a number of favorites.

Omega-3s Provide Added Benefits

According to the American Heart Association, certain types of fatty fish, including salmon, mackerel, herring, lake trout, sardines and albacore tuna, are high in omega-3 fatty acids, which have been shown to provide heart health benefits, including a decreased risk for irregular heartbeats, a decrease in triglycerides, a slowing of the plaque buildup and slightly lower blood pressure.

Heart disease is the leading cause of death in the United States. To help reduce risk of

developing cardiovascular disease, the American Heart Association recommends eating at least two servings of fish (particularly fatty fish like salmon) a week. A serving is 3.5 ounces of cooked fish, or about ½ cup of flaked fish.

The Power Pair

California avocados and heart-healthy fish can be quite the power couple. You may like to try this simple recipe for Glazed Salmon with California Avocado Slaw recipe that can wow your guests at their next barbecue.

For other delicious recipe ideas that feature fresh California avocados, visit the California Avocado Commission website at www.CaliforniaAvocados.com or on Facebook at www.facebook.com/CaliforniaAvocados.

¾ cup sliced water chestnuts, cut into thin strips

1 medium carrot, shredded

1 red bell pepper, thinly sliced

3 oz. shredded Napa cabbage

Salt and ground black pepper, to taste

1 lb. Pink California Avocado, peeled, seeded

and cut into ½-inch cubes

Instructions:

1. Place soy sauce, garlic, ginger, honey, sesame oil, vinegar and olive oil in a food processor or blender. Blend until smooth and creamy.

2. Place salmon filets in a shallow dish and pour half the sauce over them. Turn, turning filets to coat on all sides. Set aside.

3. Place water chestnuts, carrots, bell pepper and cabbage in a medium bowl and toss with remaining soy sauce mixture. Season with salt and pepper. Add avocado and toss to combine. Set aside.

4. Heat small amount of oil in a large nonstick skillet over medium-high heat. Place salmon skin-side up and cook until nicely browned, about 6 minutes. Place salmon and cook until it is cooked through, about 6 minutes more.

5. To serve, plate salmon and top slaw over each fillet.

Nutrition Information Per Serving: Calories 399; Total Fat 26 g; Saturated Fat 8 g; Poly 5 g; Monounsaturated Fat 80 mg; Sodium 330 mg; Total Carbohydrates 26 g; Dietary Fiber 6 g; Protein 22 g

* Large avocados are recommended for this recipe. A large avocado averages about 8 ounces. Use smaller or larger size avocados; adjust the quantity accordingly.

Glazed Salmon with California Avocado Slaw

Prep Time: 10 minutes
Cooking Time: 15 minutes
Total Time: 25 minutes

Ingredients:
3 Tbsp. soy sauce
1 clove garlic, peeled
1 tsp. peeled and finely chopped fresh ginger
2½ Tbsp. honey
1 tsp. sesame oil
½ tsp. seasoned rice vinegar
½ cup olive oil
4 (5-oz.) salmon fillets

Food Ideas

Some foods, such as California avocados and certain types of fish, feature heart-healthy fats and are flavorful options that are sure to leave your guests feeling satisfied and with any guilt. For avocado nutrition information and recipes, visit www.CaliforniaAvocado.com.

Whether you're barbecuing with the family or hosting a get-together with neighbors on a warm sunny day, you can treat them to a meal that appeals to their taste buds as well as their hearts. // Heart-Healthy Favorites That Treat Your Taste Buds

Example of a California Avocado Commission mat release sent to newspapers.

Supermarket registered dietitians have included avocado nutrition news in retailer publications that reach directly to supermarket shoppers. CAC also includes information about avocados and heart health in consumer communications such as CaliforniaAvocado.com, recipe emails, social media and retail recipe booklets.

Here's another example of heart health messaging: According to the American Heart Association, when eaten in moderation and used to replace saturated fats or trans fats, monounsaturated fats can have a beneficial effect on health by helping to reduce bad cholesterol levels in your blood. Avocados are naturally cholesterol free.

Learn more about avocados and your heart at californiaavocado.com/avocados-and-your-heart/.

California Market Trends

To view all market trend graphs, including "Avocado Volume Summary," "Weekly Price Range" and "U.S. Avocado Supply," please visit: <http://www.californiaavocadogrowers.com/market-information/>.

California Avocado Commission Weekly Volume Summary (pounds)			
	Week Ending 2/3/2013	Season-to-Date (since 11/1/12)	2013 Year to Date
Hass	1,929,392	5,667,770	4,308,648
Lamb	0	0	0
Other (Greens)	91,131	646,242	587,301
California Total	2,020,523	6,314,012	4,895,949
Florida	378,950	12,279,245	2,674,100
Chile	432,033	21,735,624	5,033,200
Mexico	28,846,856	401,152,035	170,356,951
Other (Imports)	1,530,000	14,840,000	5,830,000
Import Total	30,808,889	437,727,659	181,220,151
USA Total	33,208,362	456,320,916	188,790,200
Source(s):	California = CAC (AMRIC) Florida = Florida Avocado Admin Committee Chile = Comite de Paltas, Chile Mexico = APEAM Other Imports = HAB and USDA AMS website		

California Avocado Society 2/4/2013

Weekly Newsline* Avocado Prices

	FOB price (25# carton)	Field price (per pound)	Retail price (per each)	Last Year FOB (25# carton)
California Hass				
#2's	10.00-15.00	0.20-0.40		
32's-36's	22.00-23.00	0.68-0.72		30.00-31.00
40's	23.00-24.00	0.72-0.76	1.29	30.00-31.00
48's	23.00-24.00	0.72-0.76		25.00-26.00
60's	20.00-21.00	0.60-0.64		19.00-21.00
70's	16.00-18.00	0.44-0.52		17.00-18.00
84's	14.00-15.00	0.41-0.45	4/2.00	14.00-15.00
Mexican Hass				
All Sizes	12.00-18.00	N/A	2/0.99-1.49	14.00-29.00
Chilean Hass				
All Sizes	14.00-21.00	N/A	5/3.99	14.00-30.00
Peruvian Hass				
All Sizes	N/A			

*To subscribe to The Weekly Newsline please contact California Avocado Society at (951) 225-9102 or www.californiaavocadosociety.org

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

Synopsis... Conditions were milder this past week with upper high pressure predominating for most of the period. We had some rain in southern California from subtropical moisture. The main issue now is the continued changes of the two main factors that are weakening the southern storm track: the change to weak *La Niña* conditions (colder than normal sea surface in the east equatorial Pacific), and colder than normal sea surface temperatures to the west of California.

In the Near Term - February 6 to 22... The MJO cycle supports rains for the 7th and 8th, and showers in southern California on the 9th and 10th. It will be cold on the 11th, with residual troughing in southern California and western Mexico on the 12th. At the same time, high pressure will build in the Pacific Northwest with offshore flow into northern and central California from the 9th to 12th.

Plenty of freezes will follow these rains. It will be a cold period with some temperatures in the 20's in the San Joaquin Valley on the 11th and 12th. This may be the case in the colder southern California valleys as well. At this point, the good news for southern California is the decreased support now for Santa Anas; the bad news is the freezes that will be accompanying these weak, dry, lingering upper troughs and lows.

High pressure will continue to build in northern and central California through the 14th. During the 15th to the 21st, we see a resumption of western flow. However, with troughing in the central and eastern U.S. so strong, it will be difficult to get a storm track into California during this period. If rains occur during this period, they will most likely be into northern and central California. Model guidance shows a good storm track finally breaking through on the 20th and 21st, with rains throughout California. This may, however, be optimistic.

In the Near-Term - Southern California Avocado Region, Feb 6 – 22... Rains will focus on the 9th and 10th with cold showers, a few thunderstorms (small hail), and low snow levels. Freezes would be indicated by the residual troughing and dry airmass lingering across southern California (and lack of Santa Anas) from the 11th to the 13th. It will be warmer on the 14th and 15th with high pressure and weak offshore flow.

February 22 to March 5... With the cold sea surface temperatures off the coast, there is support for troughing, which can either produce rains or colder than normal conditions. We are suggesting colder than normal, rather than wet conditions, at this point. As a stronger storm track develops, with stronger troughs moving in from the west, we can expect rains and some lower elevation snow in the Sierras, but, on the whole, not above normal. It appears that there is basis for a late season increase in troughs and rainy periods for southern California.

February 22 to March 5... Southern California Avocado Region... It is true that troughing should increase for a while in February. However, even with the increased troughing, we still can expect subnormal rainfall in February.

Dates with greater chance for rain in southern California would be February 25 to March 1.

Seasonal Outlook/*El Niño* Update...(March 1 - May 1)... The latest guidance from NOAA's Climate Forecast System (CFS) still suggests troughing along the west coast during March. Sea surface temperatures are still be cooler than normal from the California coast westward to about 150W. This pattern will continue to bring a cool and dry influence to our weather in late February accompanied by a risk for freezes. We still expect a late season increase in the storm track into central Calif. With the energy focusing into central Calif, the area of normal rain amounts may not extend south of Ventura County in southern California.

Southern California Avocado Region...(Mar 1 - May 1) We do not expect the return of a well developed storm series into central and southern California. The sea surface temperature anomaly patterns do not support it, but instead support weaker than normal storm track and drier than normal airmasses from the west and northwest. Lack of energy in the storm track usually translates to more frequent occurrence of erratically moving cutoff lows and weak troughs that produce frosts instead of rains. We still expect some lows to develop that will bring showers into southern and central California.

...Alan Fox, Fox Weather LLC...