

# 2015 Mid-Season Crop Update

The California Avocado Commission (CAC) would like to thank all of the growers who participated in the recently concluded Grower Crop Estimate Survey. Survey forms were mailed out in mid-April with a return date of May 8, 2015. This year's response represented 50 percent of the bearing California avocado acreage, and is on par with the Crop Estimating Team's preferred response rate.

Using various statistical analyses to evaluate information gathered

through the crop survey, satellite imagery and 2014 acreage inventory results, the Crop Estimating Team has estimated the 2014-15 California avocado crop to be coming in at 283 million pounds -- a decrease of 44 million pounds from the initial pre-season estimate of 327 million pounds. CAC management projects that the expected crop shortfall could result in a loss of assessment revenues of nearly 1.9 million dollars and has already taken proactive steps to adjust spending plans to account

for nearly 1 million dollars of the potential lost revenues. Rest assured that despite the cuts, the Commission's marketing efforts continue in full force, with programs structured to promote California avocados with key accounts and markets committed to California avocados throughout the remainder of the season.

Below, please find details of the mid-season crop estimate results including variety breakdowns and production by county. 🥑



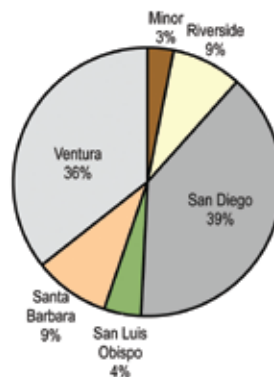
## California Avocado 2014/15 Mid-Season Crop Estimate Update

Variety	Bearing Acres	Estimated Yield		Response %
		Lbs/Acre	Lbs (MM)	
Hass	49,023	5,511	270.2	51%
Lamb-Hass	1,612	6,276	10.1	47%
Other	843	3,513	3.0	41%
<b>Total</b>	<b>51,478</b>	<b>5,503</b>	<b>283.3</b>	<b>50%</b>

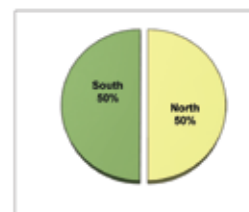
County	Hass Only			All Varieties		
	Bearing Acres	Lbs Per Acre	Lbs (MM)	Bearing Acres	Lbs Per Acre	Lbs (MM)
San Diego	17,405	5,920	103.0	18,439	6,015	110.9
Riverside	5,414	4,397	23.8	5,496	4,365	24.0
Orange	1,198	4,894	5.9	1,250	4,700	5.9
Ventura	15,881	6,088	96.7	16,925	5,961	100.9
Santa Barbara	4,748	5,390	25.6	4,839	5,360	25.9
San Luis Obispo	3,766	3,329	12.5	3,821	3,304	12.6
San Joaquin	143	2,947	0.4	191	2,206	0.4
Other	468	4,769	2.2	517	5,044	2.6

Estimated yields are on tree forecasts and do not attempt to adjust for weather factors or project carry-out. Bearing acres include producing and topped/stumped trees four years or older. ACE Statistics: 05/18/15

## Crop Distribution by County



## 2014-2015 Crop



## Last Five Years Estimated Hass Yield By County

