

2014 Mid-Season Crop Update

The California Avocado Commission (CAC) would like to thank all of the growers who participated in the recently concluded Crop Estimate Survey. Survey forms were mailed out in mid-April with a return date of May 7, 2014. This year's response represented 49 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 acreage inventory results, the Crop Estimating Team has estimated the 2013-14 California avocado crop to be coming in at 315.7 million pounds, about 10 million pounds less than the initial

pre-season estimate of 325 million pounds. Despite the expected crop shortfall, market performance to date indicates that CAC should still meet, if not exceed, revenue projections for the 2013-14 fiscal year. Below, are details of the mid-season crop estimate results including variety breakdowns and production by county. 🥑



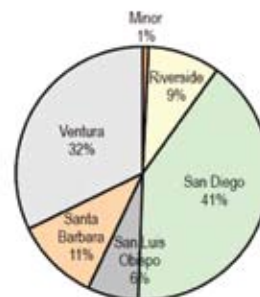
California Avocado 2013/14 Mid-Season Crop Estimate Update

Variety	Bearing Acres	Estimated Yield		Response %
		Lbs/Acre	Lbs (MM)	
Hass	54,429	5,555	302.4	49%
Lamb-Hass	1,801	4,732	8.5	40%
Other	989	4,799	4.8	41%
Total	57,219	5,516	315.7	49%

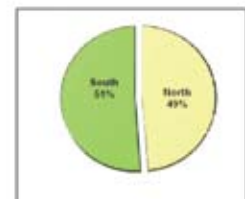
County	Hass Only			All Varieties		
	Bearing Acres	Estimated Yield		Bearing Acres	Estimated Yield	
		Lbs Per Acre	Lbs (MM)		Lbs Per Acre	Lbs (MM)
San Diego	19,784	6,018	119.0	21,082	5,956	125.6
Riverside	6,169	4,553	28.1	6,264	4,537	28.4
Orange	1,198	5,660	6.8	1,250	5,435	6.8
Ventura	16,621	5,647	93.9	17,692	5,623	99.5
Santa Barbara	5,778	5,690	32.9	5,893	5,623	33.1
San Luis Obispo	4,268	4,621	19.7	4,330	4,611	20.0
San Joaquin	143	1,607	0.2	191	1,203	0.2
Other	468	3,773	1.8	517	3,983	2.1

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: 05/13/14

Crop Distribution by County



2013-2014 Crop



Last Five Years Estimated Hass Yield By County

