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CALIFORNIA AVOCADO FORECAST SHOWS INCREASE OVER LAST SEASON

IRVINE, Calif. (January 31, 2022) – The California Avocado Commission’s 2022 pre-season forecast projects a 306-million-pound crop, which is nearly a 15% increase over the last fiscal year. The majority of the harvest will be the Hass variety; Lamb Hass, GEM and other varieties also are being commercially grown.

“California avocado growers welcomed rains in December and January because they moved the region from severe drought to moderate drought conditions, and rain usually has a positive impact on tree health and avocado sizing,” said Jan DeLyser, California Avocado Commission vice president marketing. “We’re expecting a good mix of sizes to support a variety of customer needs.”



Market conditions will be a key factor for when California avocado growers begin harvesting; some growers have already begun to pick. Volume is expected to ramp up in earnest around March. While the Commission’s fiscal year runs from November 2021 through October 2022, about 80% of the California avocado season volume is expected to occur from April through August, with the season winding down starting in September.

“We are looking forward to the 2022 California avocado season with additional volume for promotions and creative California avocado marketing to support our customers,” said DeLyser.

The Commission’s marketing support for the season, which includes baseline year-round support including social media activity behind the Big Game, also ramps up beginning in March. CAC is continuing its advertising campaign “the best avocados

have California in them,” targeting avocado super users and select consumers in California and the west. Consumer research has shown that the creative ads are very effective at building awareness for the California avocado season and maintaining brand preference among targeted consumers.

Customized retail and foodservice promotions with targeted customers continue to be key components of California avocado marketing support. Media support will include audio advertising, streaming video and other digital media throughout the season. Outdoor boards supplement the activity in California in peak months. The Commission’s merch store, Shop.CaliforniaAvocado.com, features new California-avocado centric items that complement the advertising campaign.

About the California Avocado Commission

Created in 1978, the California Avocado Commission strives to enhance the premium positioning of California avocados through advertising, promotion and public relations, and engages in related industry activities. California avocados are cultivated with uncompromising dedication to quality and freshness, by about 3,000 growers in the Golden State. The California Avocado Commission serves as the official information source for California avocados and the California avocado industry. Visit CaliforniaAvocado.com, join us at Facebook.com/CaliforniaAvocados and @CA_Avocados on Twitter, Pinterest and Instagram or shop for California avocado merchandise at Shop.CaliforniaAvocado.com.

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