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CALIFORNIA AVOCADO CROP FORECAST ALMOST DOUBLE 2017 HARVEST

Commission estimates nearly 375 million pounds of California avocados in 2018

IRVINE, Calif. (January, 30, 2018) – After weeks of reviewing the impact of wind and fire to California avocado groves, the California Avocado Commission (CAC) announced a 2018 crop forecast: 374.6 million pounds of avocados. The total, despite the ravages of Mother Nature in California’s avocado growing regions, is nearly double the yield of last year’s crop and considerably better than some had feared.

“The CAC 2018 pre-season crop estimate of 374.6 million pounds of California avocados means there will be solid volume for retailers and foodservice operators to work with,” said Tom Bellamore, California Avocado Commission president. “Despite some harsh blows from Mother Nature, California avocado growers are resilient, and the industry is expecting a good year.”



The crop forecast comes after a series of weather events, including the Lilac fire in Riverside county and the Thomas fire in Ventura and Santa Barbara counties. The Thomas fire, which began on December 4 and burned more than 280,000 acres over than a month, was the largest wildfire in recorded California history. Wind and mudslides also have taken a serious toll on the region. However, the impact on California avocados was relatively limited.

“Many California avocado growers experienced loss, both personal and professional, and our hearts go out to them. Across the industry, though, only about 5 percent of the crop was damaged,” said Bellamore.

To support the 2018 crop, the California Avocado Commission will continue its *Made of California* marketing campaign with new creative executions. Customized marketing plans for targeted customers will be a focus, and CAC has a full slate of innovative programs in development.



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 commercially cultivated with uncompromising dedication to quality and freshness, by

more than 2,000 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, or join us on [Facebook](#) at Facebook.com/CaliforniaAvocados and @CA_Avocados on [Twitter](#), [Pinterest](#) and [Instagram](#) for updates.

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