



Fresh Alert
October 24, 2007 - Avocados

Hi, this is Jim Naylor with another produce FreshAlert...for FreshPoint. Over a quarter of a million people were evacuated from Southern California homes as 15 large fires raged through the southland, whipped by strong Santa Ana winds. San Diego County is ground zero for those fires, and that Avocado country. Roughly 85% of U.S. grown avocados are grown in San Diego County. The fires have raged through many Avocado orchards, mainly destroying plastic irrigation lines, lower leaves and ground cover. Most growers are telling us that most of the damages have come from the strong Santa Ana winds, with gusts over 60 miles per hour. Some growers have lost over a third of their crop to the Santa Ana winds. Overall, roughly 35 million pounds of Avocados on the ground, blown off the trees by the winds. This accounts for about 10% of this year's crop, estimated to be around 350 million pounds. Growers have been kept out of the orchards until the fires are more contained. Once growers are back in the orchards, we will have a more reliable look at Avocado damage. Your FreshPoint salesperson will keep you up-to-date with the latest information.