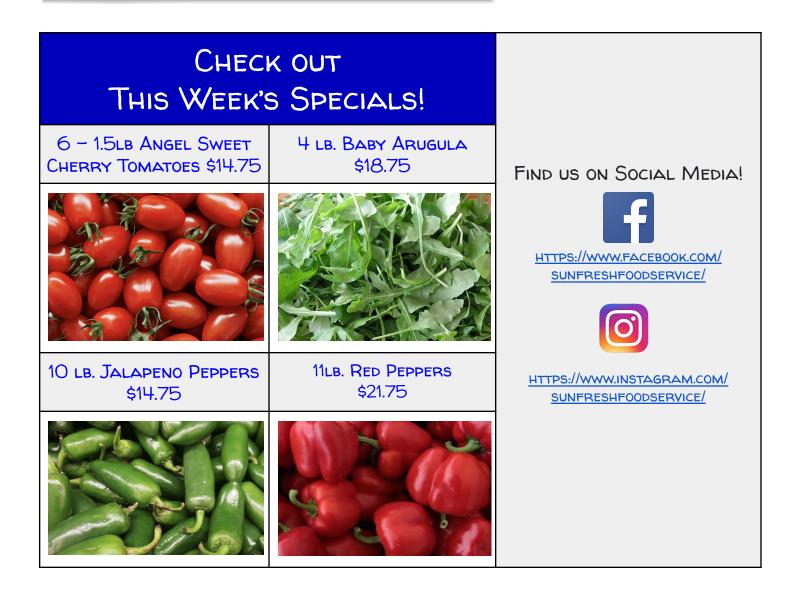


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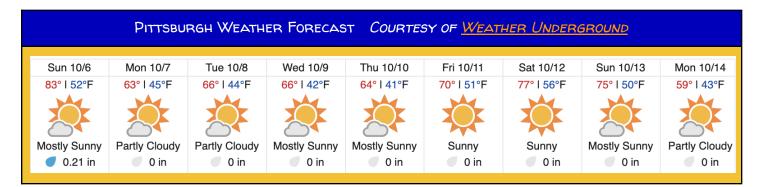
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## California avocado growers optimistic about 2025 crop

California avocado growers aren't counting their 2025 harvest before its time, but the current fruit set on avocado trees across multiple growing regions in the state is considerably higher this year than in previous years.

That leads many California growers to project the 2025 crop harvest may yield an increase in crop size compared to recent seasons, according to a news release from the California Avocado Commission.

Bountiful rains in the 2023 and 2024 seasons were partially responsible for a smaller-than-normal crop in 2023 and a delayed harvest in 2024, but these rains also contributed positively to soil and tree health, the release said.

"The commission is very enthusiastic about the possibility of larger crops in the near future," California Avocado Commission Vice President of Marketing Terry Splane said. "However, we're tempering that enthusiasm with caution, as many factors could positively or negatively affect the size of the 2025 California avocado crop, such as excessive heat, wind or frost. It's just simply too early to know for sure."

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