



## IN THIS ISSUE, YOU'LL FIND:

- [Reminder: Commission to Host Labor and Immigration Seminars this Week, August 2 and 3](#)
- [Deadline to Enroll in San Diego Agricultural Order Is August 7](#)
- [CAS to Host a Seven-day Mexican Avocado Tour for CAS Active Members](#)
- [California Avocados Featured at Jason Mraz's Hollywood Bowl Concert](#)
- [Retailers Celebrate California Avocado Month with Contests, Cross-promotions and Special In-store Events](#)
- [Social Media Platforms Broaden the California Avocado Month Campaign](#)
- [Fresh California Avocado Dishes Inspire Chain Menu Decision Makers at ICCA](#)
- [Market Trends](#)
- [Weather Outlook](#)

## Calendar

*For a listing of industry events and dates for the coming year, please visit:*  
<http://www.californiaavocadogrowers.com/commission/calendar>

### CAS Seminar: Florida's Issues with Laurel Wilt

The California Avocado Society (CAS), California Avocado Commission and the University of California Cooperative Extension are hosting a series of seminars addressing "Florida's Issues with Laurel Wilt." The speakers will be Jonathan Crane and his team of researchers. Dr. Crane is a Tropical Fruit Crop Specialist at the University of Florida.

#### August 1-3

##### August 1

**Time:** 1:00 p.m. – 3:00 p.m.

**Location:** UC Cooperative Extension Office Auditorium, 2156 Sierra Way, San Luis Obispo, CA

##### August 2

**Time:** 9:00 a.m. – 11:00 a.m.

**Location:** UC Cooperative Extension Office Auditorium, 669 County Square Dr., Ventura, CA

##### August 3

**Time:** 1:00 p.m. – 3:00 p.m.

**Location:** Fallbrook Public Utility District Board Rm., 990 East Mission Rd., Fallbrook, CA

### CAC Labor and Immigration Seminars

The California Avocado Commission (CAC) will host two grower seminars and provide a status update on possible legislative efforts along with information on the H2A Temporary Agricultural Workers program. [More information available here.](#)

#### August 2-3

## **August 2**

**Time:** 9:00 a.m. – 11:00 a.m.

**Location:** Grand Tradition Estate, 220 Grand Tradition Way, Fallbrook , CA

## **August 3**

**Time:** 9:00 a.m. – 11:00 a.m.

**Location:** Ventura County Agriculture Museum, 926 Railroad Avenue, Santa Paula, CA

### **Second Ag Innovations Conference: Microbial Control**

The University of California Cooperative Extension (UCCE) is holding a one-day conference in conjunction with the 50th Annual Meetings of the Society for Invertebrate Pathology (SIP) at UC San Diego, La Jolla. Registration required. [More information available here.](#)

## **August 13**

**Time:** 7:30 a.m. – 5:30 p.m.

**Location:** The Great Hall, University of California San Diego, La Jolla, CA

### **CAPCA ED Half-day Shot Hole Borer Seminar**

CAPCA ED is offering a half-day rate (\$50) for growers who would be interested in attending the shot hole borer (SHB) portion of a full-day seminar. Registration required. [More information available here.](#)

## **August 15**

**Time:** 7:30 a.m. – 11:45 a.m.

**Location:** Green Dragon Tavern and Museum, 6115 Paseo del Norte, Carlsbad, CA

### **CAC Board Meeting**

## **August 17**

**Time:** TBD

**Location:** CAC Office, 12 Mauchly, STE L, Irvine, CA

### **Reminder: Commission to Host Labor and Immigration Seminars this Week, August 2 and 3**

The availability for skilled farm labor throughout agriculture continues to be an issue of concern. With this year's smaller California avocado crop, farmers — in most instances — found the necessary harvest labor. However, as this season's harvest nears completion, the focus is shifting to next year and early projections are for a much larger crop.

The current Immigration and Customs Enforcement (ICE) activities, whether real or perceived, are a limiting factor on the availability of agricultural labor with an already aging workforce. To make matters worse, Congress continues to lack the political will to pass legislation that would provide both a legal path for existing farmworkers to remain and create a program for new workers.

The California Avocado Commission is advocating on the importance of an agricultural workforce and the need for a guest worker program at all levels of government. In August, we will host two grower seminars and provide a status update on possible legislative efforts along with information on the H2A Temporary Agricultural Workers program. Speakers will include Craig Regelbrugge, Senior Vice President, Industry Advocacy & Research for AmericanHort and Co-Chairman, Agriculture Coalition for Immigration Reform (ACIR); and, Jason Resnick, Vice President and General Counsel for Western

Growers. Both have significant experience on the labor issues facing agriculture and are key players in the efforts to find solutions.

Presentation topics will include, “Workforce changing demographics; present-tense political dynamics and outlook;” and “H-2A Temporary Agricultural Workers program, requirements and challenges.” There also will be a panel discussion to include growers who are currently utilizing the H2A program, along with time for questions.

The Commission does not believe the H2A program is the long-term solution. However, in facing the reality of the current challenges on labor availability and with no solution in sight, it’s imperative that growers consider all existing options to ensure that the California avocado crop makes it to market.

Seminar information as follows:

**Wednesday, August 2, 2017**

Grand Tradition Estate  
220 Grand Tradition Way, Fallbrook  
9:00 AM – 11:00 AM

**Thursday, August 3, 2017**

Ventura County Agriculture Museum  
926 Railroad Ave., Santa Paula  
9:00 AM - 11:00 AM

**Deadline to Enroll in San Diego Agricultural Order Is August 7**

The deadline to enroll in the [San Diego Agricultural Order](#) is August 7, 2017. The San Diego Water Board adopted the Agricultural Order — which is a set of monitoring and reporting requirements regulating pollutant discharges from agricultural and nursery operations — in November 2016.

Approximately 6,000 agricultural operations will be subject to the Order. To comply with the Agricultural Order, growers can join a third-party group, such as the [San Diego Region Irrigation Lands Group](#), or apply as an individual operation. The Order requires agricultural operations to implement effective management practices to minimize or eliminate the discharge of pollutants that may adversely impact waters. In order to be in compliance, agricultural operations must complete two hours of water quality training each year, prepare a Water Quality Protection Plan, submit quarterly self-inspection reports and an annual report, conduct surface water monitoring and sample well water for nitrates.

Complete information can be found [online](#). For more information growers also may contact Barry Pulver at 619.521.3381 or [Barry.Pulver@waterboards.ca.gov](mailto:Barry.Pulver@waterboards.ca.gov).

**CAS to Host a Seven-day Mexican Avocado Tour for CAS Active Members**

The California Avocado Society (CAS) will host a seven-day excursion to the heart of Mexico’s avocado industry — Uruapan, Michoacán — for CAS active members. Michoacán is known for its lakes, volcanoes, stunning landscapes, vibrant indigenous cultures and handicrafts.

The CAS Mexican Avocado Tour will take place from October 3-9, 2017. The cost of the tour is \$1450.00 and includes:

- Roundtrip airfare on a major carrier from Tijuana International Airport.
- Six nights hotel with breakfast daily at the splendid Hotel Mansión del Cupatitzio, Uruapan (adjacent to

- National Park Barranca del Cupatitzio)
- Two Dinners (one on day of arrival)
- Ground transportation to and from hotel and five days of excursions
- CBX Border crossing ticket to Tijuana (parking fees not covered)
- Travel insurance

The tour itinerary is as follows.

- Day 1 — Departure and Arrival, Tijuana International Airport to Lic. and Gen. Ignacio López Rayón International Airport, Uruapan. Transportation to hotel followed by dinner.
- Day 2-4 — Visit and explore some of Mexico’s oldest avocado ranches, packing houses and processing plants near Uruapan. Learn about Mexico’s export business to the United States and have the opportunity to ask questions.
- Days 5-6 — Cultural tours to Morelia and Patzcuaro.

Those interested in participating in the tour must secure their spot with a \$700 deposit by August 15, with the \$750 balance due September 15.

For more information, contact Sawsan Knobel at [CaliforniaAvocadoSociety@gmail.com](mailto:CaliforniaAvocadoSociety@gmail.com) or 949-940-8869.

### **California Avocados Featured at Jason Mraz’s Hollywood Bowl Concert**

California avocado grower — and Grammy-award winning musician — Jason Mraz invited the California Avocado Commission (CAC) to his 40th birthday celebration concert at the Hollywood Bowl. The event, which had a celebratory carnival atmosphere, featured California avocado jugglers touting the fruit’s virtues and an informational table manned by CAC staff distributing recipes and nutrition information while answering fans’ avocado questions.

The Hollywood Bowl concert provided the Commission with a unique opportunity to engage with premium Californians one-on-one. In addition, the event was held within walking distance of one of the Commission’s wild postings. The posting, which evokes the California lifestyle and pairs the natural beauty of the state with California avocados, provided avocado fans with the perfect opportunity to take a selfie and share it on their social media channels. The concert was attended by approximately 15,000 people.



*Larry and Louise Ravera Balma with April Aymami at the Hollywood Bowl concert.*

## Retailers Celebrate California Avocado Month with Contests, Cross-promotions and Special In-store Events

Throughout the month of June, targeted retailers across the state celebrated California Avocado Month with a variety of unique events, demos, contests and recipes showcasing how easily the fresh local fruit can be incorporated into summertime meals and holiday menus. As part of the celebration, the California Avocado Commission (CAC) hosted a California Avocado Display and Sales Contest for targeted retail partner produce and service deli departments.

Working with the Commission, each retail partner crafted unique California avocado events and promotions. For Gelson's, CAC created a display contest. The stores also provided shoppers with fresh samples of California avocados and Houweling's tomatoes served on Gelson's artisanal bread and copies of the United Plates of America recipe booklets. From June 1 – 25, Gelson's ran a coloring contest for youth in four California counties, providing winners with a CAC swag bag and a \$25 American Express Card.

Gelson's also hosted a California Avocado Festival where children of all ages participated in Father's Day events — coloring avocado-themed pages and taking home California avocado bumper stickers and tattoos.

Bristol Farms and Lazy Acres also participated in a display and sales contest, creating in-store promotional displays that showcased locally grown avocados and fresh-made California avocado guacamole.

The Commission played host to Albertsons, Vons and Pavilions bloggers and its marketing team with a California Avocado Grove Tour. The tour kicked-off the retailer's Local Grown Campaign, which features California avocado grower signage in their produce departments.

In Northern California, Raley's ran a consumer California avocado Summer Best BBQ recipe sweepstakes as part of their California Avocado Month celebration. To encourage Raley's shoppers to enter the contest, the Commission crafted customized images that were shared on Raley's social media channels. In addition, the Commission encouraged its Facebook fans to enter the sweepstakes. Weber BBQ grills were awarded to two winning consumers.



*The Commission took Albertsons, Vons and Pavilions bloggers and marketing team on a tour of a California avocado grove.*

## Social Media Platforms Broaden the California Avocado Month Campaign

While consumers increasingly associate avocado dishes with summer, some may be unaware that June is California Avocado Month. To broaden awareness of California Avocado Month and encourage consumers to enjoy the fruit during the height of its season, the California Avocado Commission (CAC) utilized its social media platforms to share recipes, events, nutritional information and live demonstrations with fans. By doing so, the Commission was able to reach a diverse audience of California avocado fans who could, in turn, share their love of avocados with their friends on their own social media pages. Overall, the California Avocado Month social media posts garnered more than 1 million impressions.

The Commission provided its fans with the opportunity to engage with an avocado expert by hosting a [Facebook Live video event](#) with Bonnie Taub-Dix (MA, RD, CDN). To generate excitement about the live social media event, [CAC shared Facebook posts](#) encouraging fans to save the date and tune into the live stream Q&A session. During the video stream, Bonnie shared nutritional information and California avocado recipe tips while answering fans' questions. After the event, Bonnie continued to answer fan questions posted in the comments. To date, the video has received 92,000 views.

Manuel Villacorta (MS, RD) shared educational information with California avocado fans that demonstrates how the fresh fruit can provide the prebiotic and probiotic nutrition needed for a healthy gut. The information, which was shared on [Facebook](#), [Instagram](#) and [Twitter](#), reached more than 15,000 users.

CAC also partnered with HelloSociety to create eight unique Instagram posts to build excitement for California Avocado Month. The posts — crafted and shared by Instagram influencers [Erica Coffman](#), [Julie Lee](#) and [Lee Tilghman](#) — included beautiful food images and a collage with California avocados. Julie Lee's son was featured in one of the posts eating his favorite food — California avocados.

Finally, to encourage consumers to shop at retail locations celebrating California Avocado Month, the Commission shared recipes and retailer content across all its social media channels throughout June — promoting in-store demos, events and consumer recipe contests featuring the fruit.

The California Avocado Month content reached more than 232,000 users. The Instagram influencer content delivered more than 818,000 impressions and more than 26,600 engagements.



*Bonnie Taub-Dix answered California avocado fans' questions while demonstrating avocado preparation tips and new sharing new recipe ideas during a Facebook live video event.*

## Fresh California Avocado Dishes Inspire Chain Menu Decision Makers at ICCA

California Avocado Commission (CAC) staff met with chain menu developers and R&D decision-makers at the 2017 International Corporate Chef Association (ICCA) 15th Annual Summit in Portland, Oregon from June 25 – 28. The event, which was held at the Benson Hotel, played host to key contacts from the nation’s top 200 chain restaurants.

Throughout the conference attendees sampled a variety of fresh California avocado menu items during meals and breaks, including: Deep-fried California Avocados, California Avocado Vegetarian Quiche, Pollock Taco with California Avocado Crema, California Avocado Croque ‘Oscar’ and Fresh California Avocados at the omelet station.

CAC staff discussed fresh California avocado menu ideas and the benefits of adding the dishes to 2018 menus with representatives from Applebee’s, El Pollo Loco, Elior North America, Jason’s Deli, Landry’s Seafood Restaurant, Nordstrom Restaurant Division, Peet’s Coffee & Tea (food division), Pei Wei Diner, Qdoba Restaurant Corporation, Taco John’s International and Touchpoint Support Services (a division of Compass).



*Todd Huppert (L) and Jason Henderson of Captain D’s eagerly reach for Deep Fried California Avocados.*

## California Market Trends

To view all market trend graphs, including “Weekly Volume Summary,” “Weekly Avocado Prices” and “U.S. Avocado Supply,” please visit: <http://www.californiaavocadogrowers.com/industry/market-statistics>.

### California Avocado Commission Weekly Volume Summary (Pounds)

	Week Ending 7/30/2017	Season-to-Date (since 11/1/16)	2017 Year to Date
Hass	5,145,472	192,810,932	192,411,118
Lamb	821,970	4,139,690	4,139,690
Other (Greens)	18,714	1,484,643	1,346,983
<b>California Total</b>	<b>5,986,156</b>	<b>198,435,265</b>	<b>197,897,791</b>
Florida	0	22,800,580	14,746,270
Chile	0	36,717,089	16,643,743
Mexico	21,520,613	1,281,934,146	1,011,846,695
Peru	8,817,836	108,867,305	108,817,305
Other (Imports)	250,000	30,510,000	21,070,000
<b>Import Total</b>	<b>30,588,449</b>	<b>1,458,028,540</b>	<b>1,158,377,743</b>
<b>USA Total</b>	<b>36,574,605</b>	<b>1,679,264,385</b>	<b>1,371,021,804</b>
Source(s):	California = CAC (AMRIC), Chile = Comite de Paltas, Chile		
	Florida = Florida Avocado Admin Committee		
	Mexico = APEAM, Peru = ProHass		
	Other Imports = USDA AMS website		

	Organic #1	Conventional #1	Conventional #1
California Hass	(Field Price Per Lb)	(Field Price Per Lb)	(Carton Price)
#32's	\$2.08-\$2.18	\$1.60-\$1.84	\$45.25-\$51.25
36's	\$2.08-\$2.18	\$1.60-\$1.84	\$45.25-\$51.25
40's	\$2.18-\$2.24	\$1.60-\$1.84	\$45.25-\$51.25
48's	\$2.18-\$2.50	\$1.60-\$1.84	\$45.25-\$51.25
60's	\$2.18-\$2.38	\$1.54-\$1.76	\$43.75-\$49.25
70's	\$1.94-\$2.02	\$1.36-\$1.48	\$39.25-\$42.25
84's	\$0.98-\$1.10	\$0.92-\$1.08	\$25.49-\$28.13

\*To subscribe to the Weekly Newslines, please contact the California Avocado Society at (949) 940-8869 or [www.CaliforniaAvocadoSociety.org](http://www.CaliforniaAvocadoSociety.org).

### Weather: 30-Day Outlook For California's Coastal & Valley Areas

Summary- The basic pattern consists of high pressure continuing for the SW US and Great Basin/Rockies, with a tendency for troughing to the west of Oregon and NW Calif. Pacific into Oregon. High pressure will steer tropical cyclones NW or WNW past S Baja, and then turn westward towards Hawaii. Upper high pressure contributes hot weather for the near term (first week of Aug), followed by troughing during August 9-10th, most of which focuses in N Calif and Oregon. Beginning August 9th, we enter a succession of troughing and ridging, producing alternately cool and possibly showery periods in the mountains of N Calif/SierraNV, then followed by hot upper high pressure.

The solar eclipse on August 21st currently falls into one of the sunny and dry breaks, then is followed by a period of showers and TSTMS on the 23-27th. Tropical cyclones continue more likely to move WNW or NW, then turn westward without recurving to the N during August. Moisture for TSTMS in the SierraNV continues to be intermittent but is occasionally active thru August. Sea surface temperature anomalies (SSTA) have decreased off S Baja, while warmer than normal SSTAs remain over the region near and west of Baja. This will provide a good energy source for cyclones moving NW-WNW off S Baja, and will help to maintain warmer than normal weather in Calif and the far W US. Usually, cyclones begin to recurve N towards SOCAL bringing moisture and TSTMS into S and central Calif about 1 Sept.

A large area of warm SSTAs will continue from S Calif and N Baja WSW to Hawaii. This gives some support for redevelopment of intermittent subtropical westerlies developing in early season Oct–Nov–Dec, mostly directed into N Calif and Oregon.

*El Niño*, though weakly present in June and July has become quiescent. The ENSO index appears to remain neutral during the upcoming wet season 2017-18. The SSTA pattern now, if continued thru winter as suggested by NMME, focuses rain into central and N Calif with below normal rainfall in late fall-early winter for SOCAL.

**In the Near Term – Aug. 3-17...** In the southern California avocado growing areas from Santa Barbara County to San Diego County, it continues to be hot inland with persistently warmer than normal conditions. Coastal eddy conditions have increased probability during August 10-11th, and 15-16th. TSTMS continue a daily occurrence in the mountains – deserts.

**Summary – Aug. 18-31...** In the southern California avocado growing areas, from San Luis Obispo south, prolonged hot periods occur during Aug 18-31. TSTMS occur mostly in the afternoons-evenings in the mountains and deserts of S Calif. The period of August 23-31st has potential for an increase in TSTMS again in SOCAL mountains and deserts.

**Seasonal Outlook / *El Niño* Update...September 1 – November 30, 2017...** As normally occurs, there will be some monsoonal SE flow episodes with TSTMS in the mountains and deserts of SOCAL, and some early rains from cutoff lows occurring in central coast and central Calif during Oct and Nov.

*El Niño* continues to be subdued, followed by ENSO-neutral conditions thru mid-Fall to early winter. However, sea surface temperature anomalies in the mid-latitude Pacific favor development of a WSW-ENE storm track oriented toward northcentral and N Calif, producing a wet Oct -Dec in the N half of Calif. *El Niño* Conditions are currently not indicated for Nov-Dec 2017, and above normal rainfall in SOCAL is not indicated. Wetter than normal conditions are more likely for the central and N SierraNV in Oct – Nov – early Dec.

...Alan Fox, Fox Weather LLC...