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Calendar

For a listing of industry events and dates for the coming year, please visit:

<http://www.californiaavocadogrowers.com/commission/calendar>

CAC Governance Committee Meeting

August 17

Time: 10:00 a.m. – 12:00 p.m.

Location: CAC Office, 12 Mauchly, Suite L, Irvine, CA

CAC Finance Committee Meeting

August 17

Time: 1:00 p.m. – 3:00 p.m.

Location: CAC Office, 12 Mauchly, Suite L, Irvine, CA

CAC Board Meeting

August 18

Time: 9:00 a.m. – 2:15 p.m.

Location: CAC Board Room, 12 Mauchly, Suite L, Irvine, CA

Reminder: Proposals for Agricultural Management Services at Pine Tree Ranch Due August 26, 2016

The California Avocado Commission (CAC) is seeking a farm management service provider to deliver customized agricultural management and grove development services for the Pine Tree Ranch property located at 19455 E. Telegraph Road, Santa Paula, California. To that end, the Commission has issued a Request for Proposals (RFP) to those parties interested in providing management and development services from October 1, 2016 — October 31, 2017. The proposals are due August 26, 2016 and the Commission will make a selection by September 9, 2016.

The property, which the Commission began leasing in July 2013, serves as a demonstration grove for the state's nearly 4,000 avocado growers. The Commission's lease consists of approximately 11 acres — eight acres of newly planted avocados, two acres of mature Hass avocado trees and one acre of open ground. Because this property is a demonstration grove, interested parties will need to demonstrate their ability to provide customized services as outlined by the Commission in the RFP.

Interested parties may download the Commission's RFP for Agricultural Management Services by clicking here, or by downloading the file located in the right-hand navigation. To complete the RFP, parties must:

- Complete the RFP Questionnaire
- Submit a fee estimate
- Demonstrate availability, skills and experience of personnel
- Provide references

Proposals may be submitted as follows:

Mail

California Avocado Commission
Attn: Pine Tree Ranch Proposals
12 Mauchly, Suite L
Irvine, CA 92618

Email

April Aymami
Subject: Pine Tree Ranch Proposals
RFP@avocado.org

Fax

California Avocado Commission
RE: Pine Tree Ranch Proposals
949.208.3503

Reminder: CAC Board Nomination Packets Due August 26, 2016

In October 2016, the California Avocado Commission (CAC) will hold its regularly scheduled annual election to fill available seats on the Commission's Board of Directors. Nomination packets were mailed to all producers and handlers on record with the Commission on July 15. These packets contain information and forms on how to nominate yourself for a seat on the CAC Board. Completed nomination packets are due on or before August 26. Reapportioned district lines, effective November 1, 2016, have resulted in some growing areas being assigned to new districts and therefore your previous district may have changed. Please refer to the city and zip code list to determine the district in which your grove is located.

Effective November 1, 2016 the Commission's Board of Directors will be composed of 21 individuals serving as producers, handlers and public members. This year, due to redistricting a number of Producer Member and Alternate seats are up for election. As concerns producer members, in addition to the standard two-year terms up for election annually, Districts 3 and 4 have open seats for one-year producer member and alternate member terms. These mid-term openings exist due to the recent required reapportionment of districts, which resulted in some producer members and alternates becoming ineligible to continue serving in their current seats. In such situations, nominations and elections will be conducted without regard to the length of term of office. After the election tally, the candidates that receive the highest vote totals will be offered seats on the Commission, with the candidate receiving the highest number of votes for that district offered first choice of the respective seats available.

In addition, two handler member seats are open. Handlers elected to each of these seats would serve a two-year term, ending on October 31, 2018.

The following seats are available:

<u>District</u>	<u>Member</u>	<u>Alternate</u>
1	One 2-Year Term	None
2	One 2-Year Term	None
3	One 1-Year Term One 2-Year Term	One 1-Year Term
4	One 1-Year Term One 2-Year Term	One 1-Year Term
5	One 2-Year Term	None
Handler	Two 2-Year Terms	None

Producer and handler nomination materials as well as documents outlining CAC election procedures and CAC voter access procedures are available on the [grower website](#). This webpage provides a summary of open seats and a 2016 election schedule. Official election ballots will be mailed out September 23.

If you are interested in serving as a member or alternate of the Commission and would like further information, please visit our [general election page](#), or contact April Aymami at (949) 341-1955 ext. 118 or aymami@avocado.org.

Upcoming Entomology Conference Includes PSHB Overview

The San Diego chapter of the California Association of Pest Control Advisers (CAPCA) and UC-Riverside will host a one-day [Entomology Conference](#) on October 13, 2016 at the South Coast Winery & Spa in Temecula, California located at 34843 Rancho California Road, Temecula, CA 92591.

The fee for the conference is \$90. Interested California avocado growers may register [online](#) or mail in a registration form (listed in the right-hand navigation). Online registrations are due by October 2, 2016.

The conference will include sessions on transgenic insects, native pollinators and the polyphagous shothole borer. The conference begins at 7:00 a.m. and ends at 5:00 p.m.

For more information, visit the [CAPCA website](#) or download the [Entomology Conference flyer](#) and registration sheet listed in the right-hand navigation.

CAC Focuses on Kid-friendly Meals in July

Each summer the California Avocado Commission (CAC) shares a variety of recipes that showcase California avocados during the peak season. This July the Commission put a fresh “twist” on its summer recipe offerings — providing fans with entertaining and healthful recipes that children and parents can make together while children are out of school. The #SummerSnacks initiative was designed to encourage families to prepare meals together, offer children a fun summertime activity and introduce a new generation to the versatile fruit.

The #SummerSnacks social media campaign was a huge success. The initiative was launched with a Facebook post featuring a creative *Ladybugs on a Stick* recipe that included celery, cherry tomatoes and fresh California avocados. The Commission’s [Facebook post](#) garnered 16,000 likes and more than 1,500 shares and 247 comments.

The second Facebook post featured a smiling salad “face” with a [California avocado smile](#). More than 9,000 fans liked the post and a number of fans offered their own ideas for making salads fun — including photos of their own avocado salad creations.

On Twitter, the Commission highlighted “Tiny cups for tiny hands” — [easy-to-make avocado hummus cups with fresh vegetable dippers](#). The fresh snack was noted as a “great idea” by 1st Quality Produce. An Instagram post highlighting an easy lunch option, *Turkey Bacon Avocado Croissants*, earned more than 500 favorites from fans.



California avocado fans shared the Ladybug on a Stick recipe more than 1,500 times.

Restaurant Chains Showcase California Avocados on Summertime Salads and Burgers

IHOP and zpizza, two California-based restaurant chains, are celebrating summer with unique limited-time-offer (LTO) California avocado menu items. Each of the chains will showcase the dishes on menus, merchandising tools, social media and coupon advertising, garnering additional exposure for peak-season California avocados across the U.S. and in Western regional markets.

Newport Beach-based zpizza is featuring a *California Avocado and Mango Salad* in 75 locations throughout the United States. As part of the promotion, the California avocado logo is prominently featured next to the fresh salad on LTO cash wraps and window banners. The chain also will share the special promotion with its fans in the chain’s newsletter and on its social media platforms.

IHOP is launching its new line of burgers and featuring fresh California avocados as an add-on. IHOP, which is based in Glendale, California, will run the promotion at 380 units located in the Western region. Syrup caddies promoting the new summer burger line will include the California avocado logo. Customers will be encouraged to add fresh California avocado to any menu item in a series of email blasts and social media posts.



IHOP encourages customers to add California avocado to its new summer burger line.

CAC Demonstrates Value of California Avocados to Southern California Retailers

On July 19, nearly 900 retail and foodservice industry members attended the Fresh Produce & Floral Council (FPFC) Southern California Expo hosted at Disneyland Hotel in Anaheim, California. Staff from the California Avocado Commission (CAC) was on hand at the event to meet with key retail and foodservice personnel, discuss the value of carrying California avocados and showcase promotional opportunities. CAC met with representatives from retailers including Albertsons Companies, Gelson’s Markets, Ralphs Grocery Company, Stater Bros. Markets and Whole Foods Market.

The Expo provided a unique one-day opportunity to showcase California avocados to a diverse set of attendees ranging from store level to executive level retail and foodservice personnel. The Commission was one of 200 exhibitors at the event. California avocado handlers (Calavo, Giumarra, Mission and West Pak) also exhibited at the FPFC Expo.

In addition, the Commission was the lead sponsor of the popular Keynote Awards Breakfast session. Chef Fabio Viviani delivered the keynote address during the breakfast session, followed by the presentation of the Norman H. “Buz” Bolstad Produce and FPFC Floral Achievement Awards.



CAC’s Connie Stukenberg and Dave Cruz discuss California avocado promotions with Ralphs Grocery Company representatives Miguel Garcia, vice president produce floral and merchandising (left) and Brian Balladares, director of produce.

CAC Introduces California Avocado Learning Tools to Chef Educators

From July 17 – 18, the California Avocado Commission (CAC) foodservice team attended the American Culinary Federation (ACF) National Convention to introduce the Commission’s educational resources to this select group of culinary experts. The event took place in Phoenix, Arizona at the JW Marriott Desert Ridge Resort and Spa and was attended by chef educators and onsite, catering and hotel executive chefs.

At the show, CAC’s foodservice team showcased creative avocado applications to inspire the professional culinarians to incorporate California avocados in their menus. Attendees sampled *Mini California Avocado Bruffins* and *California Avocado BLT Toast*. Visitors to the CAC booth learned more about the Commission’s ACF-accredited course, *Primer for Fresh California Avocados*. Those who complete the course, available on the Commission’s foodservice website, earn one Culinary Education Hour toward ACF certifications such as the Certified Executive Chef.

The ACF Convention provided the Commission with the unique opportunity to increase knowledge and build confidence among professional culinarians concerning the use of fresh California avocados. CAC’s team provided attendees with information concerning California avocado availability, size and ripening information. In addition, they shared CAC’s Lesson Plans with culinary educators and encouraged them to incorporate the lessons into their culinary curriculum.



Albertson’s Senior R&D Chef Eric Koyama discusses menu ideas while snacking on California Avocado BLT Toast.

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 8/14/2016	Season-to-Date (since 11/1/15)	2016 Year to Date
Hass	7,833,348	349,028,138	348,988,204
Lamb	313,240	12,054,843	12,054,843
Other (Greens)	17,172	2,768,513	2,438,978
California Total	8,163,761	363,851,494	363,482,025
Florida	2,540,120	28,424,036	20,923,960
Chile	47,487	19,883,787	12,542,195
Mexico	21,975,828	1,426,323,817	1,113,803,631
Peru	3,784,704	63,981,526	63,981,526
Other (Imports)	80,000	11,390,000	10,890,000
Import Total	25,888,019	1,521,579,130	1,201,217,352
USA Total	36,591,900	1,913,854,660	1,585,623,337
Source(s):	California = CAC (AMRIC), Chile = Comité de Paltas, Chile		
	Florida = Florida Avocado Admin Committee		
	Mexico = APEAM, Peru = ProHass		
	Other Imports = USDA AMS website		

California Avocado Society Weekly Newslines* Avocado Prices – August 8, 2016

	FOB Price	Field Price	Last Year FOB
California Hass	(25# carton)	(per pound)	(25# carton)
#32's	54.75-57.75	1.98-2.10	35.00-37.00
36's	54.75-57.75	1.98-2.10	35.00-37.00
40's	52.75-57.25	1.90-2.08	37.00-39.00
48's	52.75-56.25	1.90-2.04	37.00-39.00
60's	32.75-38.75	1.10-1.34	32.00-35.00
70's	27.25-30.25	0.88-1.00	30.00-31.00
84's	18.89-21.09	0.62-0.72	23.00-24.00

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

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

Summary - The basic pattern consists of high pressure and warm dry conditions in northern California, and a weak trough in south-central California, including a dry southwestern flow into the Sierras, resulting in minimal thunderstorm activity; weak but persistent low pressure to the west of Baja California; sea surface temperature influence continues to force a weak east to west trough to the west of northern Baja; seasonable tropical cyclone activity will occur off southwestern Mexico. Monsoonal moisture and occasional southeast flow will bring occasional thunderstorms to southern California, but most thunderstorms will focus in Arizona; wetter than normal conditions in western Mexico and southeast Arizona will tend to turn dry during September; drier than normal conditions focus in all of Pacific Northwest and far northern California, and hot dry conditions occur in Florida, but turn wetter than normal for a little while in Louisiana to the southern Appalachians.

In the Near Term – August 19 – 31... The NOAA/CPC outlook shows a surge of cool air into the central United States from the Rockies to the Appalachians. However, above normal temperatures are indicated for the Pacific northwest states and northern California. We appear to head into more troughing for the subtropical area west and southwest of southern California. In the southern California avocado growing areas during this period it continues somewhat hot inland with a shallow marine layer for the most part. Cooling with deeper marine layer and coastal drizzle appears to develop during the 23rd-26th, followed by possibly some dry north-northwest winds and sundowner conditions again in Santa Barbara County on the 27th-30th. A tropical cyclone recurving northwest to north-northwest off southern Baja will give support for a ridge of high pressure over all of California the last few days of August and the beginning of September.

Summary – September 2 – 15... Warmer and drier than normal in northern and central California, then below normal rainfall occurs in the Sierras Lake Tahoe north, and at the coast from Sonoma County north, with recurrent but brief hot spells in the coastal hills and foothills of northern California. In the southern California avocado growing areas this looks like a very hot period through about September 5th, then cooler with a chance or some tropical showers, and mountain thunderstorms sometime during September 6th-10th.

Seasonal Outlook/El Niño Update...September 15 – November 30... The cold sea surface temperature anomaly (*La Niña*) will continue to develop and broaden along the equator. The other cold sea surface temperature anomaly, extending from California westward along 35-30N will continue to broaden as well. This will tend to induce cutoff lows and troughs off southern California with an east-west oriented ridge of high pressure along 40N.

Tropical cyclones will occur off Baja and western Mexico, but fewer than normal, in general.

There is higher than normal risk for extreme heat in southern California during the first few days of September, and again during the 22nd-30th, as well as during Santa Ana events in October. There is risk for periods with highs 100+ in the Avocado belt (Temecula-Fallbrook) in September and during Santa Anas in October.

In the longer term, we continue to expect a stronger damping influence for troughs moving east into California in October and November to early December, associated with *La Niña*. The colder than normal sea surface temperatures along 30N will tend to reduce the available moisture, producing below normal rainfall for most of the fall.

Model guidance is showing much warmer than normal conditions for September through November, below normal rainfall for September through October, and extremely dry conditions in November throughout California. This dryness continues even into December. High pressure oriented west to east from west of central California to inland will tend to produce the anomalously dry and warm conditions. The CFSv2 model now suggests normal temperature and rainfall in December. December may be our best chance for rain, because January and February 2017 are looking warmer and drier than Normal...February currently looks extremely dry. This is bad news, especially due to the lack of rainfall experienced in most of California during last year's *El Niño* situation.

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