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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 PrimusGFS Food Safety Workshops

To assist California avocado growers in becoming GFS certified, the Commission will host food safety grower workshops that provide training on the new CAC Food Safety Manual. The free workshops include Spanish translation. [More information available here.](#)

January 30 - February 1

January 30

Time: 1:00 p.m. – 3:00 p.m.

Location: San Luis Obispo Farm Bureau, 4875 Morabito Pl., San Luis Obispo, CA

January 31

Time: 9:00 a.m. – 11:00 a.m.

Location: Santa Paula Ag Museum, 926 Railroad Ave., Santa Paula, CA

February 1

Time: 9:00 a.m. – 11:00 a.m.

Location: Grand Tradition Estate and Gardens, 220 Grand Tradition Way, Fallbrook, CA

UCCE Hosting Labor Management Seminar and Training Workshops

The University of California Cooperative Extension (UCCE) in San Diego is hosting two events — a seminar and a workshop — focused on labor management issues. [More information available here.](#)

February 1 - February 2

February 1

Time: 7:00 a.m. – 5:00 p.m.

Location: Wilson Creek Winery and Vineyards, 35960 Rancho California Road, Temecula, CA

February 2

Time: 7:00 a.m. – 5:00 p.m.

Location: Wilson Creek Winery and Vineyards, 35960 Rancho California Road, Temecula, CA

Grower Workshop to Focus on CAC's New Food Safety Manual

In response to the Food Safety Modernization Act (FSMA) and retailers' and foodservice customers' demand for produce that has been certified according to the Global Food Safety Initiative (GFSI), the California Avocado Commission (CAC) has modified its food safety program and manual to align with the Primus GFS standard. To assist California avocado growers in becoming GFS certified, the Commission will host food safety grower workshops that provide training on the new CAC Food Safety Manual.

California avocado growers are strongly encouraged to attend the sessions to ensure their fruit meets the preferred standards of buyers. The free workshops will include Spanish translation and will be held as follows:

Monday, January 30, 2017

- 1:00 -3:00 p.m.
- San Luis Obispo Farm Bureau
4875 Morabito Pl.
San Luis Obispo, CA 93401

Tuesday, January 31, 2017

- 9:00 – 11:00 a.m.
- Santa Paula Ag Museum
926 Railroad Ave.
Santa Paula, CA 93060

Wednesday, February 1, 2017

- 9:00 – 11:00 a.m.
- Grand Tradition Estate and Gardens
220 Grand Tradition Way
Fallbrook, CA 92028

December is Farm to Food Bank Month

California farmers and ranchers have donated more than one billion pounds of food to the [California Association of Food Banks'](#) Farm to Family Program. The California Association of Food Banks represents more than 40 food banks that have partnered with 6,000 charities to provide food to Californians in need.

December is Farm to Food Bank Month and California producers are encouraged to donate. Donated food can be picked up at a production facility or farm. California avocado growers who would like to schedule a donation, or make a pledge, can do so by contacting Steve Linkhart, Director of Farm to Family, at 866.321.4435 or stevelinkhart@cafoodbanks.org. Additional information can be found on the California Association of Food Banks [website](#).

UCCE Hosting Labor Management Seminar and Training Workshop

The University of California Cooperative Extension (UCCE) in San Diego is hosting two events — a seminar and a workshop — focused on labor management issues that may be of interest to California avocado growers. The California Farm Labor Contractor Association, Zenith Insurance and the Wilson Creek Winery are partners in the events.

The “Challenges and Strategies in Agricultural Labor Management” seminar will take place on February 1 at the Wilson Creek Winery and Vineyards, 35960 Rancho California Road, Temecula, CA, 92591. The registration fee for this seminar is \$80 if paid online by January 20; the registration fee after this date will be \$100. Seminar topics include:

- Overview and discussion of labor management issues in Southern California
- Wage and hour labor law updates
- Managing joint liability under AB 1897
- Compliance and best practices in legal and effective hiring and orientation for agricultural laborers
- Effective management of work injuries and how to reduce litigation
- Developing effective and compliant worker safety programs
- Identifying effective front-line supervisors
- Coping with labor shortages

In addition, a “Farm Labor Supervisor Training” session will take place on February 2 at the Wilson Creek Winery and Vineyards as well. The workshop will be delivered in Spanish. The fee for this workshop is \$60 if paid online by January 20; the registration fee after this date will be \$80. The workshop will cover the following topics:

- Roles and responsibilities for front-line supervisors
- Managing crew safety — an overview of regulations and best practices
- Importance of communication in the workforce
- Updates concerning wage, hour and MSPA compliance
- Preventing and reporting sexual harassment and bullying

Parties interested in attending both sessions may do so at a bundled discounted rate of \$120 prior to January 20 or \$140 after that date. Registration is available online. For more information about the session content, contact Ramiro Lobo at 858.246.1860 or relobo@ucanr.edu. For information concerning registration, contact Erin Thompson at enthompson@ucanr.edu or Roland Hills at rhills@ucanr.edu.

Commission’s Participation in Produce for Better Health Provides Extensive Exposure for California Avocados

The California Avocado Commission’s (CAC) participation in the Produce for Better Health Foundation’s (PBH) diverse outreach programs is a critical means of growing awareness of the nutritional benefits and versatility of California avocados for targeted consumer, retail and foodservice audiences. Throughout the year, the Commission attended PBH events and meetings and sponsored PBH initiatives in support of their mission — increasing consumption of fruits and vegetables for better health. Following is a summary of key events and initiatives the Commission participated in, as well as PBH awards and recognition the Commission received.

- The Commission attended the PBH Annual Meeting and met individually with SRDs from targeted accounts including Albertsons, Giant Eagle, Hannaford, Kroger/The Little Clinic, Schnuck Market, Shari Meijer, Skogen’s Festival Foods, Wakefern and Wegmans.

- CAC, a member of the PBH Research and Marketing and Communications Committee, provided input concerning PBH programs and messaging concerning California avocados for the trade and consumer audiences.
- California avocados took part in PBH Twitter parties that reached an average of 790,000 fans for a total of more than 4.6 million impressions.
- Angela Fraser, CAC marketing manager, was recognized as a PBH Ambassador.
- Connie Stukenberg, CAC marketing director, accepted the PBH Role Model Award on behalf of the Commission.
- CAC sponsored the MyPlate PBH Half Your Plate initiative and created the *Salmon, California Avocado and Strawberry Rice Bowl* recipe and education sheet, which were posted on the PBH website and social media sites, garnering some of the highest shares, reach and media impressions recorded by the PBH Half Your Plate program.
- SRDs from 13 states and Canada, representing nearly 7,000 stores nationwide, participated in the Fifth Annual PBH SRD program sponsored by CAC at the PMA Fresh Summit in Orlando, FL.
- California avocados were featured in the PBH Health and Wellness Resource Guide for Fruits and Vegetables, which was distributed to more than 2,000 PBH donors, members and partners; the guide was also posted to the PBH website.



Connie Stukenberg, CAC marketing director, accepted the PBH Role Model Award on behalf of the Commission and Angela Fraser, CAC marketing manager, was recognized as a PBH Ambassador.

CAC Meets One-on-one with Foodservice Publication Editors

The California Avocado Commission’s (CAC) foodservice program recently participated in the International Foodservice Editorial Council (IFEC) event held October 26-28 at the Radisson Blu Downtown in Minneapolis, MN. The event offers the opportunity to meet one-on-one with foodservice publication editors and provide them with information about CAC foodservice programs, as well as photos and recipes that are available for their use.

The Commission scheduled “office hours” appointments with 12 editors of print, online and video trade publications, including those from *Plate, Restaurant Hospitality, Flavor & the Menu* and *Foodservice Director*. The editors and CAC staff planned publicity placements for 2017, and discussed the quality and versatility of California avocados and the unique terrior (soil, climate and environmental conditions) of the fruit.

The Commission, along with three other sponsors, also hosted a networking event for 23 editors in Minneapolis. The evening of “sips and snacks” was held at The Bachelor Farmer, winner of the 2016 James Beard Best Chef-Midwest.



Danny Klein and Nicole Duncan, QSR/FSR, (foreground) and Liz Grossman, Plate, (background) enjoy “sips and snacks” at the networking event co-sponsored by CAC.

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 12/11/2016	Season-to-Date (since 11/1/16)	2016 Year to Date
Hass	67,268	67,268	370,506,974
Lamb	0	0	12,326,731
Other (Greens)	0	93,283	2,688,653
California Total	67,268	160,551	385,522,358
Florida	910,690	6,398,095	47,939,355
Chile	1,458,652	17,496,114	57,385,718
Mexico	39,357,015	189,242,727	1,637,893,038
Peru	0	50,000	70,504,922
Other (Imports)	1,170,000	7,060,000	25,300,000
Import Total	41,985,667	213,848,841	1,791,083,678
USA Total	42,963,625	220,407,487	2,224,545,391
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 Newsline* Avocado Prices – December 11, 2016

	FOB Price (25# carton)	Field Price (per pound)	Last Year FOB (25# carton)
California Hass			
#32's			
36's			
40's			
48's	Insufficient Volume to Quote		
60's			
70's			
84's			

*To subscribe to the Weekly Newsline, 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 jet stream (or storm track) will be orienting W-E into California through December 15th. This will bring more rains and moisture into all of California, especially in the central and northern portions. Cold NW-NNW flow returns from December 16-27. Cold sea surface temperatures (SSTs) are supporting a generally colder airmass. For us in California, this means a higher risk of frosts and freezes, and lower snow levels during the rain events. This will be producing abundant snowfall in the Sierras. Support for the longwave trough near the coast of central California in the eastern north Pacific (130W) and a longwave ridge out at 140-150W will continue into the first week of January 2017.

In the Near Term – December 17 – January 6...The NOAA/CPC outlook for December 20-26th shows a return of dry conditions for central and southern California but near normal or wet conditions for the Bay Area north.

In the southern California avocado growing areas from Santa Barbara County to San Diego County from December 17-31 and January 4-9 it will be colder than normal with plenty of freeze risk days between Santa Anas. Besides the rains on December 15-16th, another chance for rains occurs on December 26-28th, and January 3-5, and around January 9-10.

Summary – January 8-22... In the southern California avocado growing areas from San Luis Obispo south, it looks mostly dry overall. There is a chance for some light showers on January 9-10th and 11th. It appears that January 12-22 may be persistently dry with recurrent freezes, per CFSv2.

Seasonal Outlook/La Niña Update...January 22 – March 1, 2017...During this period, although *La Niña* is present, and is normally a producer of dry and cold conditions, we will intermittently see a subtropical storm track develop into California from the west in mid portions of January and February 2017. At the current time, the greatest chances for rains are during the 10-20th of each month for January and February. Rain can still occur at other times, but these are very approximate timings of maximum probability of storms. In addition, there are usually maxima during January and February during the 6th thru 20th, and periods of minimum probability of rain during January 22-30 and again in February during the 22-28th.

The CFSv2 guidance suggests drier and near normal temperatures in late January followed by a trend towards near or above normal rainfall in February, but with most of the rain occurring on February 7-20th in the northern third of California.

It should be mentioned that the NMME (Multi Model Ensemble) was suggesting near normal rainfall throughout California in February, again probably occurring during the first half of the month.

For southern California there is higher than normal risk for dry windy Santa Anas alternating with freezes, but few periods of showers in January. There is a chance for a possible peak in rain occurrence during February 8-19th, although rainfall as a whole for southern California remains below normal. After a cold first half of February, it appears that we may be more likely to see above normal temperatures in Arizona and the southern deserts during the second half of February.

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