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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>

#### Meet the Buyers: L.A. Produce Market Tour for Southern California Growers

The University of California Cooperative Extension (UCCE) is hosting a free one-day event for California avocado growers interested in exploring new markets, meeting produce buyers and learning more about produce distributors in the Los Angeles area. Registration required. [More information here.](#)

##### December 2

**Time:** Bus departs at 5:00 a.m. and returns at 3:00 p.m.

**Location:** Meet at - Park and Ride on I-15 and Hwy 76, Los Angeles, CA

#### San Diego CAPCA Laws and Regulations Seminar

The CAPCA seminar will cover a variety of topics. Registration required. [More information here.](#)

##### December 2

**Time:** 7:55 a.m. – 12:00 p.m.

**Location:** San Diego Farm Bureau, 1670 E. Valley Parkway, Escondido, CA

#### CAC Governance Committee Meeting

##### December 9

**Time:** 9:00 a.m. – 10:30 a.m.

**Location:** CAC Santa Paula Field Office, 705 E. Main Street, Suite A, Santa Paula, CA

#### Human Resource Management and Legal Update for Agricultural Employers Seminar

This seminar will cover a variety of topics. Registration required. [More information here.](#)

##### December 9

**Time:** 7:30 a.m. – 5:00 p.m.

**Location:** San Diego County Farm Bureau, 1670 East Valley Parkway, Escondido, CA

## 2016 SWEEP Funding Available

The California Department of Food and Agriculture (CDFA) is currently accepting applications for the State Water Efficiency and Enhancement Program (SWEEP). Nearly \$16 million is currently available to provide financial assistance to growers implementing irrigation systems that reduce greenhouse gases and conserve water. Agricultural operations can apply for funding up to \$200,000 per project. In order to qualify, the project must be on a California agricultural operation.

SWEEP workshops will be hosted as follows:

- Kern County — Tuesday, December 1, 2015 from 1:00 pm to 4:00 pm
- Orange County — Friday, December 4, 2015 from 1:00 pm to 4:00 pm
- Sacramento County — Tuesday, December 8, 2015 from 9:00 am to 12:00 pm
- Merced County — Wednesday, December 9, 2015 from 9:00 am to 12:00 pm

CDFA staff will provide guidance on the application process, provide several examples and answer any questions at the free seminars.

To register for a seminar, email [grants@cdfa.ca.gov](mailto:grants@cdfa.ca.gov) and include your name, contact information, the workshop you would like to attend and the number of seats required. A webinar will be made available on December 19, 2015, 1:00 pm to 4:00 pm. Details will be provided upon registration.

Applications may be completed online using the [Financial Assistance Application Submittal Tool](#). SWEEP applications are due January 8, 2016. Funding will be announced in March 2016.

For more information, review the [SWEEP FAQs](#) or visit the [SWEEP website](#).

## Farm-to-Food Bank Month

Currently, more than four million Californians are food insecure and could use some assistance this holiday season. Farm-to-Food Bank Month (December) is designed to do just that. Launched in 2010 by the State Board of Food and Agriculture and the California Association of Food Banks (CAFB), this initiative provides California avocado growers with a means of helping to alleviate hunger in the state.

Making a donation is simple. Interested growers may contact Steve Linkhart, CAFB, at 510.350.9916 or [SteveLinkhart@cafoodbanks.org](mailto:SteveLinkhart@cafoodbanks.org).

California growers have made a tremendous impact on alleviating hunger in California over the last five years and growers are encouraged to make a donation. This year, the goal is to provide 200 million pounds of food to California food banks.

## USDA Launches Website for New Farmers

The United States Department of Agriculture (USDA) has launched [newfarmers.usda.org](http://newfarmers.usda.org), a website designed specifically for new farmers, women in the agriculture industry, farmers in transition and veterans and youth interested in farming. The website was created based on feedback from farmers and ranchers across the nation to assist those new to farming in finding resources and support.

The website provides:

- A personalized [Discovery Tool](#) designed to help farmers find information relevant to them, including specific USDA programs and services
- Information concerning how to write a [business plan](#), obtain [loans](#) and file [taxes](#)
- An [Ask the Expert forum](#) that allows farmers to post questions
- Resources to help youth [support agricultural programs at their school](#)
- [Farming Success Stories from veterans](#) and [women](#)
- [Facebook](#) and [Twitter](#) feeds

## **PBH Activities — Year in Review**

The California Avocado Commission (CAC) has a long-standing relationship with the Produce for Better (PBH) Foundation, a nonprofit organization whose aim is to increase daily consumption of produce. As part of this year's partnership, the *California Avocado Super Summer Wrap* recipe and educational sheet were created as part of the PBH Half Your Plate program. Highlights from this program include:

- Recipe and education sheet posted on PBH website and shared on PBH Facebook, Twitter, Instagram and Pinterest social media channels
- Assets posted on [Fill Half Your Plate](#), [Before & After](#), [Recipe Database](#), and [Education Sheets](#)
- *California Avocado Summer Wrap* recipe featured on [USDA MyPlate website](#)
- Recipe featured on [What's Cooking? USDA Mixing Bowl](#), the USDA's interactive recipe website and the USDA's [MyPlate Facebook](#), [@MyPlate Twitter](#), and [MyPlate Recipes Pinterest Page](#); Facebook posts reached more than 629,000 people and received more than 14,670 likes and 6,180 shares

CAC attended the PBH 2015 Annual Conference in March to meet with Supermarket Registered Dietitians (SRDs) and discuss California avocado communications and promotions at the store level.

At the conference, CAC received PBH's most prestigious award — the Role Model Award. CAC was recognized for its support of the Fruits & Veggies—More Matters brand and national health campaign and its efforts to increase fruit and vegetable consumption. Angela Fraser also was recognized as a PBH Ambassador.

Additionally CAC was a platinum sponsor of the PBH 2015 SRDs at PMA's Fresh Summit program in October. As part of the sponsorship SRD's were treated to a four-course California avocado-centric meal at the Saturday night SRD dinner. During the dinner the chef spoke to the participants about why he loves preparing meals with California avocados.

During the Fresh Summit, CAC met with 23 influential SRDs from targeted retailers. Jan DeLyser, vice president of marketing, and Carolyn O'Neil, RD/media personality/author, gave a presentation that was live tweeted and posted to Instagram. The total social media impressions garnered from the event topped 105,000.



*Angela Fraser and Jan DeLyser with the Ambassador and Role Model Awards*

### **California Avocado Fans Flock to Redesigned Consumer Website**

Much has changed since the California Avocado Commission's (CAC) consumer website was redesigned in 2011. Smartphones have become increasingly important — consumers expect information to be accessible to them no matter where they are. And social “sharing” has skyrocketed on platforms like Twitter, Instagram and Pinterest. Since 2011, Facebook alone has grown from 500 million members to more than 1.4 billion.

To keep pace with changing technologies and consumer trends, the Commission redesigned the consumer website and unveiled it In March 2015. The new website automatically scales the view based on the type of device a visitor is using, be it a mobile device, tablet or computer. And content — ranging from recipes to nutrition information and avocado preparation tips — can be easily shared on any social media platform. In order to help users more easily locate content, the search capability was optimized to provide more precise and accurate searching.

New software allows the Commission to customize content to specific types of users and test new website functionality to determine how well it resonates with our targeted audience. The new website also hosts a variety of ready-to-use technologies that allow the Commission to utilize and more quickly implement the latest plugins and fixes.

As a result, the site is more visually appealing and content is easier to find and share on social media channels. Fans have responded positively to the changes:\*

- 82 percent increase in traffic (overall visits)
- 92 percent increase in unique visits
- 43 percent increase in page views
- 209 percent increase in blog page views
- 31 percent increase in time spent on blog site
- 19 percent decrease in bounces (i.e., fewer people leaving the site after viewing only one page)

The Commission will continue to assess new technologies and trends, and update the site on a regular basis to ensure this critical content hub remains relevant and compelling for California avocado fans.

\*all data is year-over-year



*A snapshot of the redesigned CaliforniaAvocado.com website.*

## CAC Showcases California Avocado Content for International Foodservice Editorial Council

The International Foodservice Editorial Council (IFEC) gathered in Portland, Maine at the Westin Portland Harborview from November 2 – 4. Key editors from print, online and video trade publications were present, as well as foodservice communicators from chains, vendors, suppliers, manufacturers and commodity boards.

The California Avocado Commission (CAC) met with editors from *Plate*, *Restaurant Hospitality*, *Flavor & the Menu* and *Foodservice Director*, among others to discuss and plan publicity placements for the upcoming year. The meetings afforded the opportunity to provide the editors with advance notice of leads, potential photos and recipes that the Commission has available.

The Commission sponsored the printed conference agenda and co-hosted a festive dinner for the participants.



*CAC was a co-sponsor of a festive evening on the town for IFEC attendees.*

## 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>.

<b>California Avocado Commission Weekly Volume Summary (pounds)</b>			
	Week Ending 11/29/2015	Season-to-Date (since 11/1/15)	2015 Year to Date
Hass	0	0	261,332,529
Lamb	0	0	13,385,333
Other (Greens)	37,200	37,200	1,915,640
<b>California Total</b>	<b>37,200</b>	<b>37,200</b>	<b>276,633,502</b>
Florida	540,375	4,001,690	49,332,560
Chile	835,951	3,028,092	16,315,388
Mexico	38,426,491	165,011,939	1,622,530,894
Other (Imports)	80,000	290,000	122,321,331
Import Total	39,342,442	168,330,031	1,761,167,613
<b>USA Total</b>	<b>39,920,017</b>	<b>172,368,921</b>	<b>2,087,133,675</b>
Source(s):	California = CAC (AMRIC)		
	Florida = Florida Avocado Admin Committee		
	Chile = Comite de Paltas, Chile		
	Mexico = APEAM		
	Other Imports = USDA AMS website		

<b>California Avocado Society Weekly Newslines* Avocado Prices</b>				
<b>11/30/2015</b>				
	FOB Price	Field Price	Retail Price	Last Year FOB
<b>California Hass</b>	(25# carton)	(per pound)	(per each)	(25# carton)
#2's				
32's-36's				
40's				
48's	Insufficient Volume			
60's				
70's				
84's				
<b>Mexican Hass</b>				
All Sizes	15.00-21.00	N/A	2/0.99-1.69	15.00-29.00
<b>Chilean Hass</b>				
All Sizes	N/A	N/A		
<b>Peruvian Hass</b>				
All Sizes	N/A	N/A		

\*To subscribe to the Weekly Newslines, please contact the California Avocado Society at (951) 225-9102 or [www.CaliforniaAvocadoSociety.org](http://www.CaliforniaAvocadoSociety.org).

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

Synopsis – The rains and snows have been below normal but should continue with some regularity as we head through the first two weeks of December. The longwave trough over the Great Basin and Arizona should result in rain for San Diego and San Bernardino Counties. The greatest energetic input from *El Niño*, which occurs near the time of highest equatorial sea surface temperatures, is in the late summer months in the southern hemisphere. Therefore, following the historical pattern of strong *El Niños*, we would tend to expect the heaviest rains into southern and central California to be in late January, February and early March.

The large area of above normal sea surface temperatures continues to influence the local short period climate by assisting the development of upper high pressure along the California coast. This opposes the influence of *El Niño*. However, *El Niño*, should eventually win the competition, and we should see some above normal rainfall in January and February 2016. The zone for the genesis of fronts and troughs continues out at 140W and in the Great Basin-Rockies. Troughs have begun to move onshore into northern California with some regularity. Thus far, rain volumes have been small as we begin the rainy season. This basic pattern may continue through the middle of December.

There continues to be increased support for troughing in the Gulf of Alaska. This will tend to interrupt the so-called “rex block” pattern that characteristically occurs during *El Niño* seasons and helps to increase flow in the subtropical westerlies. So far, the focus of activity still remains well to the west of California. Systems coming onshore still tend to weaken as they move to the coast and inland. Temperatures continue to be a little below normal in the interior western U.S., but continue to be above normal in most of the eastern and southeastern U.S.

**In the Near-Term – Avocado Growing Areas – December 4 to 19...** Conditions will be mostly dry and warmer. There is less chance for frost through December 15. Showery periods with cold frontal passages may occur on the 4th, 8th, 13th and 14th. A cold and showery period, with a return of frosts/freezes, may occur from the 15th to the 20th.

**Summary – December 20 to January 3...** *El Niño* may continue to have difficulty getting a consistent pattern going. We will need to watch the possibility of some arctic cold fronts coming into southern California. We saw this in November, and we may see a few more instances before *El Niño* finally gets going in January.

For the avocado growing areas, it appears that a nice period may occur from the 20th to 23rd. Some heavy rains may develop again between 24th and 29th with a break in the rains for New Years.

**Seasonal Outlook/*El Niño* Update – January 4 to February 28...** CFSv2 and NMME model guidance is telling us the same basic story. It will be wet in February and March in central and southern California. We believe that there is still a risk of a late or intermittent start to the heavy rains of winter.

After some good rains in late December, it will turn dry and warm in January for northern and central California, while upper lows with some showers linger in southern California. In February the southern storm track will break through and persists over southern California for most of the month. All of California will be wetter than normal, and there will be abundant snow in the Sierras. February will also have the highest risk of flash flooding in southern California.

It should be remembered that the unusually widespread warm sea surface temperature pattern in the eastern North Pacific inserts a different mid-latitude influence not seen in previous *El Niño* seasons (1978, 1983, 1998, & 2003). This increases the uncertainty of the amount and timing of the expected rainfall. We are pretty sure that heavy rains will occur, but this season may have more interruptions than previous ones.

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