

GreenSheet

CALIFORNIA AVOCADO INDUSTRY NEWS



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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>

Pollinators, Pollination and Behavior of the Avocado Trees

This seminar is part of the California Avocado Society's California Avocado Growers Seminar Series 2016. [Please see article below for more information.](#)

January 19-21

January 19

Time: 1:00 p.m. – 3:00 p.m.

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

January 20

Time: 9:00 a.m. – 11:00 a.m.

Location: UC Cooperative Extension Office Auditorium, 669 County Square Drive, Ventura, CA

January 21

Time: 1:00 p.m. – 3:00 p.m.

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

CAC Board Meeting

January 26

Time: 9:00 a.m. – 1:45 p.m.

Location: Mullen Lowe, 2121 Park Place, Suite 150, El Segundo, CA 90245

California Avocado Growers Field Day — Decline in Mature Avocado Trees and Effects of El Nino

CAC has experienced some decline issues with a number of mature avocado trees and has learned that a number of other growers in Ventura County have noticed similar problems in their groves. [More information here.](#)

February 10

Time: 10:00 a.m. – 12:00 p.m.

Location: Pine Tree Ranch Demonstration Grove, 19455 E Telegraph Road, Santa Paula, CA

Section 18 for Tilt (propiconazole) Fungicide Not Viable

The California Avocado Commission was anticipating submitting a Section 18 Emergency Exemption Application for the use of Tilt® (propiconazole) fungicide against the shot hole borer vectored Fusarium dieback disease in early 2016. However, during the first week of January 2016 we learned that the efficacy data from Commission funded trials did not support the application.

Although Tilt® was very effective in laboratory studies against Fusarium dieback, field trials on mature trees revealed that the product does not move well after being injected into the tree. It could take six months or longer for the material to be translocated and provide protection against attack. Unfortunately, these results do not provide the strong support necessary for a Section 18 and we would ultimately be recommending that growers spend money on a minimally effective product, which we would not want to do. Although other formulations of propiconazole have shown better movement in the tree, they are not able to be registered on food crops because of inert ingredients.

We are continuing our research efforts with Dr. Akif Eskalen to find a solution to fusarium dieback. We are exploring the potential to produce a commercially viable product based on a *Bacillus* species that Dr. Eskalen cultured from an avocado tree that is showing good efficacy against the fusarium. We will also continue to explore as many other avenues of research as possible to bring a viable solution to growers.

California Avocado Grower Field Day to Address Decline Issues in Avocado Trees and Effects of El Nino

The California Avocado Commission (CAC) will host a California Avocado grower field day at the Pine Tree Ranch demonstration grove on February 10 from 10:00 a.m. – 12:00 p.m.

CAC has experienced some decline issues with a number of mature avocado trees at Pine Tree Ranch and has learned that a number of other growers in Ventura County have noticed similar problems in their groves. The field day will cover this topic, as well as the effects of El Nino. Dr. Ben Faber, UC Cooperative Extension Ventura County, will be a presenter.

The field day will include the following topics:

- What is known about the recent decline in mature avocado trees and what may be causing it
- The effect of El Nino's recent rains
- Tips for managing avocado groves during an El Nino spring
- What growers should be aware of as many groves receive their first significant rainfall in several years

New Seminar Addresses Pollinators and Avocado Trees

As part of its California Avocado Growers Seminar Series 2016, the California Avocado Society (CAS) will host a seminar entitled, "Pollinators, Pollination and the Behavior of the Avocado Trees." The guest speakers will be Gordon Frankie, Professor and Research Entomologist in the Division of Insect Biology, College of Natural Resources, UC Berkeley and Mary Lu Arpaia, CE Subtropical Horticulture Specialist.

The seminar will take place at three different locations, as noted below:

San Luis Obispo

Tuesday, January 19, 2016, 1:00 p.m. – 3:00 p.m.

UC Cooperative Extension Office Auditorium, 2156 Sierra Way, San Luis Obispo, CA 93401

Ventura

Wednesday, January 20, 2016, 9:00 a.m. – 11:00 a.m.

UC Cooperative Extension Office Auditorium, 669 County Square Dr. Ventura, CA 93003

Fallbrook

Thursday, January 21, 2016, 1:00 p.m. – 3:00 p.m.

Fallbrook Public Utility District Board Rm. 990 East Mission Rd. Fallbrook, CA 92028

The seminars are presented by CAS, the California Avocado Commission and the University of California Cooperative Extension.

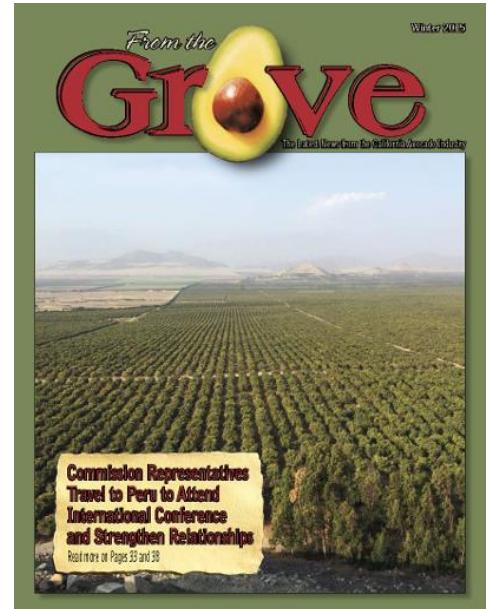
Information can be found [online](#).

Winter Issue of From the Grove Available Online

The Winter 2015 issue of From the Grove is now available [online](#). From the Grove provides members of the avocado industry with the latest research, marketing, cultural management, advocacy and pest management news from California and around the world.

The Winter 2015 issue features the following:

- A look at “[history in the making](#)” — as representatives from the Asociación de Productores y Empacadores Exportadores de Aguacate de México provide Dr. Richard Stouthamer with funds to support his research on the polyphagous shot hole borer (PSHB).
- [Updates](#) concerning PSHB, Fusarium Dieback (FD) and Kuroshio shot hole borer (KSHB), including [recent finds in Ventura County](#), Temecula and Orange County, as well as [PSHB/KSHB research updates](#) and recommended [PSHB/KSHB traps and lures](#).
- A [synopsis of avocado fertilization practices](#), essential nutrients and the importance of nutrient balance in the fight against pests and disease.
- Dr. Tim Spann’s assessment of the [Avocado Brainstorming 2015 session and the World Avocado Congress](#) held in Peru.
- A [review of CAC’s production research initiatives](#) and how priorities have evolved over the past several years in response to recent challenges such as PSHB/KSHB.
- Ken Melban’s reflections upon his [visit to Peruvian avocado groves](#) and meetings with Peruvian avocado leaders.
- A review of the Commission’s latest [efforts to expand trade opportunities](#), including Japan and China.
- [Testimonials](#) from the California Avocado Commission’s (CAC) trade and marketing partners.
- [Reflections](#) upon the efficacy of the “California Grown” label by California avocado handlers and marketers.
- A look at the Commission’s [tiered account marketing program](#).



- Highlights from the [PMA Fresh Summit 2015](#).
- Findings from the Commission's [Fall 2015 Avocado Tracking Study](#).
- A high-level review of the [Board-approved 2015-16 budget, business plan and assessment rate](#), as well as the [2015 CAC general election](#) results.
- A profile of [California avocado grower Shawn Martin](#), whose grove is located in La Conchita.

California Invasive Species Committee Seeks Six Members

The California Invasive Species Advisory Committee (CISAC) provides advice to the Invasive Species Council of California concerning a wide range of topics including:

- Prevention of the introduction of invasive species
- Controlling and eradicating invasive species
- Minimizing ecological, economic and human health impacts caused by invasive species

CISAC currently has six vacancies and is seeking qualified persons to join the committee. CISAC's goal is to promote dialogue concerning the above-mentioned topics in order to provide advice to other stakeholders and organizations concerned with invasive species.

Prospective nominees should be knowledgeable in and represent one or more of the following:

- Biology - Industry Representatives
- Ranchers - Educators
- Foresters - Tribal Government Representatives
- Farmers - Information / Database Managers
- Academics / Researchers – Economists
- Public Health Specialists - Risk Assessment Analysts
- Weed Science - Entomology
- Nematology - Plant Pathology
- Veterinary Medicine - Public Health/ Epidemiology
- Federal Government Representatives
- County Agricultural Commissioner Representatives
- Invasive Species Management Specialists
- Persons involved with Global Commerce
- Non-Governmental Environmental Representatives
- Expertise in Climate Change and Ecosystems

- Public Relations Specialists
- Lawyers specializing in Invasive Species Policy
- Public Member

No member may serve on CISAC for more than two consecutive terms and all terms are limited to three years. This is an unpaid position, but members may be reimbursed travel expenses while away from their home or business and working on behalf of CISAC.

The Commission encourages interested members of the California avocado industry to apply. To do so, complete the following:

1. A brief summary of no more than two pages explaining the nominee's suitability to serve on CISAC.
2. A resume or curriculum vitae.
3. At least two letters of reference.

Nominations should be postmarked no later than Friday, March 11, 2016, to the following address:

David Pegos
Invasive Species Council of California
Executive Office
1220 N Street, Suite 221
Sacramento, California 95814.

Additional information can be found [online](#).

California "Avocado IOU" Facebook Post Generates Holiday Cheer for Fans

Engaging California avocado fans in the off-season is a great way to generate excitement and interest about the upcoming avocado season. In mid-December, the California Avocado Commission (CAC) shared an "Avocado IOU" post on its Facebook site that read, "We would try to fit down the chimney, but this is easier. Who's been on the nice list and wants a box of #avocados?" The post was accompanied by a photo of California avocados in a beribboned holiday gift box.

The response to this holiday post was overwhelmingly positive. The post was "liked" by nearly 2,400 fans, was shared more than 90 times and generated 452 comments from fans noting they would "love a box of California avocados." Overall, the post reached nearly 52,000 people.

Once a steady supply of California avocados is available, the Commission will fulfill the "Avocado IOU" and send 24-count boxes of fresh, premium California avocados to a few lucky fans for sharing their love for California grown avocados.



Plenty of holiday cheer was generated by the Commission's "Avocado IOU" post.

CAC Trade Merchandising Team Discusses Upcoming Season with Handlers

In preparation for the 2015-16 California avocado season, the California Avocado Commission (CAC) retail merchandisers, foodservice representatives and marketing personnel met with many of the AMRIC handlers to discuss the opportunities presented by the new season. The meetings provide an important connection between CAC's retail marketing directors and foodservice team members with the handlers' sales teams in an effort to ensure that timing of promotions are well coordinated for CAC's targeted accounts.

The meetings in mid-December provided an opportunity to discuss the crop size and transition timing for the coming season.



McDaniel Fruit Co. and 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 1/17/2016	Season-to-Date (since 11/1/15)	2016 Year to Date
Hass	616,395	1,036,201	996,267
Lamb	0	0	0
Other (Greens)	287,171	700,866	371,331
California Total	903,566	1,737,067	1,367,598
Florida	781,275	11,774,181	4,274,105
Chile	1,592,407	12,074,152	4,732,560
Mexico	51,130,056	447,297,659	134,777,473
Other (Imports)	300,000	800,000	300,000
Import Total	53,022,463	460,171,811	139,810,033
USA Total	54,707,304	473,683,059	145,451,736
Source(s):	California = CAC (AMRIC) Florida = Florida Avocado Admin Committee Chile = Comite de Paltas, Chile Mexico = APEAM Other Imports = USDA AMS website		

California Avocado Society Weekly Newsline* Avocado Prices				
1/11/2016				
	FOB Price (25# carton)	Field Price (per pound)	Retail Price (per each)	Last Year FOB (25# carton)
California Hass				
#2's				
32's-36's				
40's				
48's	Insufficient Volume			
60's				
70's				
84's				
Mexican Hass				
All Sizes	11.00-25.00	N/A	0.69-1.69	12.00-32.00
Chilean Hass				
All Sizes	N/A	N/A		
Peruvian Hass				
All Sizes	N/A	N/A		

*To subscribe to the Weekly Newsline, please contact the California Avocado Society at (951) 225-9102 or www.CaliforniaAvocadoSociety.org.

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

Synopsis – We continue to be in a period of periodic frontal passages with rain. Some of these rains may be heavy. The MJO index continues to be active but was starting to decrease on January 11. Active fronts will continue to move into central and northern California about every other day or two over the coming week. The current active period of the MJO cycle, occurring in phase with the contribution from *El Niño*, appears to favor a good series of storms with plenty of rain but with relatively high snow levels between now and the 27th.

In addition to the support for troughing near Baja California, there are also:

- A. A well-developed storm track along 40N from the Dateline and extending east to 133W;
- B. A few interruptions in the contribution of *El Niño*, marked by emergence of cold sea surface temperatures along 10-20N from the Dateline to 125W;
- C. Continuation in the CFSv2 model guidance towards a little above normal rainfall for southern California in February;
- D. A more consistent development of a southern storm track from north of Hawaii, to western Mexico, and to the Gulf Coast.
This is consistent with the classical and expected contribution from *El Niño*.

In the Near-Term – January 14 to 28... In the avocado areas it will be warmer with fewer freezes. Frosts will mostly occur on the mornings of the 14th to 19th. It then appears that rains may occur on the 20th, 22nd, 25th and 26th. Frosts are still possible in the interim periods between rains, especially on the 21st and 23rd.

Summary – January 29 to February 12... *El Niño* will continue to force the mild, wet pattern mentioned earlier from the 29th through the first few days of February. Troughing is expected to minimize periods of freeze during the first part of February, but some cold episodes again are possible as the old Mode 1 (i.e. troughing in the Great Basin/Arizona, NW Mexico and southeast California) tries to redevelop during the first week of February.

In the avocado areas, fronts or troughs will develop and then tend to intensify near northern Baja and southern California. This may produce rains or showers during the 29th to 31st, and again on about the 10th to 12th of February. Frost-freeze mitigation should be a regular part of practices for this time of year despite the presence of the potential moderating effects of moist western flow.

Seasonal Outlook/*El Niño* Update – February 13 to April 15... In general we look for above normal rainfall during this period, with March having the highest anomaly of monthly precipitation. The good news is that we will swing into a warmer than normal pattern, according to the CFSv2, beginning in March and continuing through April.

In mid to late February, we expect above normal rainfall in north-central and central California. Above normal rainfall for southern California is also indicated during this period.

In March, the active westerlies will continue to produce well above normal rainfall in northern and central California. The upper low pressure or troughs recurring near Baja and southern California may bring an increase in wet conditions in March.

For April, troughing will continue near the California coast. This will bring above normal precipitation for the first part of April.

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