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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>

CAS Seminar - Walk About: Six Stations in a Local Avocado Grove

[More information available here.](#)

June 7-9

June 7

Time: 1:00 p.m. – 3:00 p.m.

Location: Cal Poly San Luis Obispo Crops Unit, Highland Drive Parking Unit, San Luis Obispo, CA

June 8

Time: 9:00 a.m. – 11:00 a.m.

Location: Barnard Ranch, 3593 Sycamore Rd, Fillmore, CA

June 9

Time: 12:00 p.m. – 3:00 p.m.

Location: Park & Ride, Hwy 76 and I-15, Fallbrook, CA

CAC Marketing Committee Meeting

June 8

Time: 10:00 a.m. – 12:00 p.m.

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

CAS Seminar Includes Grove Tours and PSHB, Weed, Pruning and Drought Information

As part of CAS' California Avocado Grower Seminar Series, growers are invited to attend this informative tour of local avocado groves. Topics for each of the seminars are as follows.

June 7, 1:00 - 3:00 p.m. — Cal Poly San Luis Obispo Crops Unit. This seminar will focus on irrigation and salinity management, including information about free irrigation system evaluations from the resource conservation district. A brief session concerning PSHB trapping will be held as well.

Speakers will include:

- **Maria Murrietta:** UCCE San Luis Obispo, Trapping for PSHB
- **Johnny Rosecrans:** Cal Poly San Luis Obispo, Water Management at the Cal Poly Grove
- **Mary Bianchi:** UCCE San Luis Obispo, Salinity Management
- **Devin Best:** Upper Salinas Las Tablas Resource Conservation District, Irrigation Evaluations

Parking for the June 7 meeting is at the Highland Parking Kiosk ([click here for directions](#)). Attendees should purchase a two-hour parking pass (\$3.00), proceed towards campus on Highland Ave and take the first left turn on Mt. Bishop. Signs will be posted that will lead attendees to the meeting location.

June 8, 9:00 - 11:00 a.m. — Barnard Ranch, 3593 Sycamore Rd, Fillmore, CA. This seminar will cover maladies that result from a lack of rain, monitoring tree moisture, new pumps and irrigation systems, irrigation system efficiency, PSHB symptoms, weed management and avocado tree pruning.

Speakers will include:

- **Ben Faber:** Farm Advisor in Ventura and Santa Barbara Counties and his primary crop involvement are avocados and citrus.
- **Sabrina Drill:** Natural Resources Advisor in Los Angeles County. Watersheds, aquatic and terrestrial invasive species specialty.
- **Andre Biscaro:** Farm Advisor in Ventura County. Irrigation and nutrient management specialty.
- **Travis Bean:** Assistant Weed Science Specialist in Riverside County.
- **Jamie Whiteford:** Resource Conservation District Mobile Lab in Ventura County.
- **Kyler Zike:** Farm Manager on Barnard Ranch new irrigation system

June 9, 12:00 - 3:00 p.m. Meet at the Park & Ride, Hwy 76 and I-15, Fallbrook, CA. Topics and speakers TBA. Attendees should arrive at the Park & Ride located by Hwy 76 and I-15 by 12:00. Attendees will be required to carpool and growers with four-wheel drive SUVs and trucks with extended cabs are asked to bring their vehicles and serve as carpool drivers. The carpool group will leave the Park & Ride at 12:45.

Results of 2015-16 Mid-season Crop Survey and 2015 Acreage Inventory Now Available

The results of the 2015-16 mid-season grower crop survey and the 2015 avocado acreage inventory are now available online.

The 2015-16 grower crop survey results have been compiled and the California avocado mid-season crop estimate is now available [online](#). Despite California reporting smaller sized fruit this season, the survey has returned a total crop size of 390.9 million pounds — 2 million pounds less than the pre-season estimate of 392.5 million pounds. Crop survey results have been provided by variety and county, with prior years' mid-season estimates provided for comparison.

In order to complete the mid-season estimate, each year the California Avocado Commission conducts an inventory of California avocado acreage. The acreage inventory summary is conducted in conjunction with GeoSpatial Partners, LLC and utilizes the latest remote sensing techniques to evaluate the state's avocado acreage.

The 2015 California Avocado Acreage Inventory survey has been completed and is now available [online](#). Results from the recent acreage survey indicate a small increase in acreage, approximately 400 acres, which is largely attributed to young and topped trees throughout the state coming into production. In total, avocado acreage in California continues to remain at just under 52,000 bearing acres.

Materials from Water Savings Grower Meeting Now Available

Handouts from the recent Water Savings Incentive Program for Avocado Growers seminar are now available online. The handouts include the following two presentations.

Water Efficiency Incentives for Agriculture. Highlights from this presentation include:

- An overview of the Metropolitan Water District (MWD) of Southern California
- A summary of Southern California water sources, including the percentage of water they supply
- MWD's Integrated Water Resources Strategy (IRP)
- An overview of water conservation incentives programs available to growers in MWD's service area — including eligibility requirements, applicable rebates, the application process and incentive calculations — for the following programs: commercial landscape surveys, the Innovative Conservation Program, SoCal WaterSmart Rebate Program and the Water Savings Incentive Program

Using Soil Moisture Sensors to Improve Irrigation Efficiency. Highlights from this presentation include:

- A step-by-step graphic summary of how to read and utilize soil moisture sensor data — including field capacity, permanent wilting point and potential water savings
- A sample chart illustrating better soil availability in an avocado grove during a three-month period utilizing soil moisture sensor data

Contact information for the vendors present at the seminar is listed below:

- Irrrometer, <http://www.irrometer.com/>, Brad Adams, brada@irrometer.com
- Anything Weather, <http://www.anythingweather.com/>, Gregg Potter, gregg@anythingweather.com
- Aqua Spy, <http://aquaspy.com/>, Carlos Ibarra, cibarra@aquaspy.com

- Irrigation Matters, <http://irrigationmatters.com/>, Pat Bidy, pat@irrigationmatters.com
- Crop Connect, <http://cropconnect.com/weather/>, Ken Wahlen, ken.wahlen@cpsagu.com
- McCrometer, <http://www.mccrometer.com/>, Steve Grove, steveg@mccrometer.com
- Observant, <http://observant.net/>, Phil Reh, phil.reh@observant.net
- Signature Control Systems, <http://www.signaturecontrolsyste.ms.com/>, Brian Smith, brian.smith@scsma.il.com

Please note that water incentive rebates are not limited to products solely from these companies and that the California Avocado Commission is not endorsing the above-noted companies. The Commission recommends that all growers fully research any company and product before making a purchase.

California Avocados Make a Lasting Impression at Chipotle Cultivate Festival

The California Avocado Commission (CAC) has had a presence at the Chipotle Cultivate Festival in years past, but this year the Commission set out to make a more lasting impression with attendees by providing them with a makeshift photo booth, fun props, temporary tattoos and engaging social media posts. Even with the stormy weather causing an early end to the event — the Commission’s presence at Cultivate was very popular.

California avocado industry representatives engaged with attendees at the Phoenix event both in person and on social media. The California avocado booth provided attendees with information about how avocados are grown, California avocado plant-based diet recipes and California avocado summer recipes. CAC also set up a “photo booth” stocked with fun props and then CAC staff, armed with a camera, took photos of avocado fans and posted them to a Facebook album. Fans also were encouraged to take their own photos and share them on their favorite social media channels.

Numerous families stopped by the CAC booth to join the fun — getting temporary California avocado tattoos and a keepsake photo to capture the moment. Football fans were excited to see that Arizona Cardinal, Matt Barkley, stopped by the Commission’s booth to take a photo with his family. CAC shared the photo on Twitter and Matt retweeted the Commission noting that California avocados make the perfect Chipotle guacamole.

Young families weren’t the only ones who took advantage of the fun at the Commission booth. Fans of all ages enjoyed the temporary California avocado tattoos and shared the images on their social media channels. The event ended early due to lighting, but the Commission encouraged California avocado fans on Twitter to enjoy guacamole indoors.

The Chipotle Cultivate event was a considered a success for CAC because the Commission had the opportunity to engage with the nearly 21,000 fans in attendance and to use real-time social media posts to provide avocado fans who could not attend the event with a “taste” of the festival. CAC created a Snapchat Geofilter for the event that garnered more than 17,000 views and nearly 400 uses. The California avocado Chipotle Cultivate social media posts on Twitter garnered hundreds of likes during the one-day event. By engaging with fans in person and on social media, the Commission created a lasting impression with festival growers that will likely lead them to look for California on the label when shopping for avocados.



California Avocados
@CA_Avocados

It's family bonding, California-style.
#ChipotleCultivate



RETWEETS
3

LIKES
9



Families stopped by the Commission's booth to get temporary tattoos for their children and capture the moment with a photo.

Noodles & Company Features California Avocados in "World Tour" Promotion

In 2014, the California Avocado Commission (CAC) foodservice team met with the Noodles & Company culinary team to discuss opportunities to incorporate fresh California avocados into the chain's existing menu. Chef Dave Woolley led the on-site culinary development session, preparing California avocado-centric menu concepts demonstrating the versatility of the fruit. During the session, the Noodles team learned about California avocados and CAC staff discussed operational issues and concerns that arise when adding a new ingredient.

As a result of this ideation session, Colorado-based Noodles & Co. is featuring California avocados in a *Chicken Veracruz Salad* as part of its "World Tour" limited time offer (LTO) promotion. The new California avocado logo is prominently positioned in a variety of point-of-sale (POS) pieces, merchandising tools, coupon advertising and on the chain's social media platforms. The California avocado promotion will run from May 25 – August 31 in 380 Noodles & Co. locations nationwide.

The inaugural Noodles & Co. promotion will garner additional awareness of the 2016 peak California avocado season and is expected to encourage sales in Western regional markets.



The Noodles & Co. in-store poster features the new California avocado logo prominently displayed next to the salad bowl.

Commission Engages with Female Leaders of the Produce Industry

More than 200 female produce industry leaders gathered for seminars, lectures and industry-related activities at the Women’s Fresh Perspectives conference held in San Diego, California from April 17 – 19. The California Avocado Commission (CAC) was a proud sponsor of the event, which was hosted by the Produce Marketing Association’s Center for Growing Talent.

As part of its sponsorship, the California avocado logo was prominently featured on event signage and during presentations. During the event attendees enjoyed a variety of California avocado dishes that demonstrate the versatility of the fruit, including *California Avocado and Melon Shooter*, *California Avocado Toast* and *California Avocado Deviled Eggs*. The event also provided CAC staff with the opportunity to participate in informative seminars while discussing evolving produce industry trends with female retailers, distributors, packers, growers and educators.



From left, LeighAnne Thomsen, Marketing Manager, Mission Produce; April Aymami, Industry Affairs Manager, CAC; and Cathy Burns, President of the Produce Marketing Association at the Women's Fresh Perspective Conference.

Commission Networks with Key Southern California Retailers at Luncheon

The Fresh Produce & Floral Council Southern California Luncheon, held in Cerritos, California on April 27, presented the California Avocado Commission (CAC) with the perfect opportunity to network with local retailers and California avocado handlers. CAC staff met with Roger Schroeder, vice president of produce and floral at Stater Bros.; Scot Olson and Kip Martin of Grocery Outlet; and Nathan Neuske of Gelson's Markets among others. The Commission also spoke one-on-one with Don Gann, produce director at Stater Bros., who served as the emcee of the event.

As a sponsor of the luncheon, the Commission had a booth showcasing CAC's new portable pop-up banners, a California avocado display bin brimming with avocados featuring the California avocado label and the new Plant-Based Diet recipe booklets. In addition, CAC's Retail Marketing Director, Connie Stukenberg, delivered a short presentation outlining the Commission's marketing programs and providing updates concerning the 2016 California avocado crop. Chef Jet Tila, the luncheon's guest speaker, also mentioned fresh California avocados during his speech. By participating in the luncheon, the Commission was able to demonstrate its category leadership and provide relevant California avocado information to key Southern California retailers.



Kip Martin and Scott Gonzales (Grocery Outlet), Marvin Quebec (Quebec Distributing Co.), Chef Jet Tila and Scot Olson (Grocery Outlet) with Connie Stukenberg and Dave Cruz.

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 5/29/2016	Season-to-Date (since 11/1/15)	2016 Year to Date
Hass	19,868,890	185,727,081	185,687,147
Lamb	0	12,752	12,752
Other (Greens)	15,697	2,206,243	1,876,708
California Total	19,884,587	187,946,076	187,576,607
Florida	0	13,417,361	5,917,285
Chile	0	19,616,300	12,274,708
Mexico	29,535,398	1,204,681,139	892,160,953
Other (Imports)	1,608,499	13,081,219	12,581,219
Import Total	31,143,897	1,237,378,658	917,016,880
USA Total	51,028,484	1,438,742,095	1,110,510,772
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 Newslines* Avocado Prices				
5/23/2016				
	FOB Price	Field Price	Retail Price	Last Year FOB
California Hass	(25# carton)	(per pound)	(per each)	(25# carton)
#2's	6.00-33.00	0.10-1.12		12.00-29.00
32's-36's	36.00-37.00	1.24-1.28		37.00-39.00
40's	37.00-38.00	1.28-1.32	5/4.99-1.99	37.00-39.00
48's	38.00-39.00	1.32-1.36	1.49	37.00-39.00
60's	27.00-29.00	0.88-0.96	0.99	27.00-29.00
70's	22.00-24.00	0.68-0.76	5/5.00	22.00-23.00
84's	16.00-17.00	0.50-0.55	2/0.99	16.00-17.00
Mexican Hass				
All Sizes	16.00-39.00	N/A	2/3.00	15.00-36.00
Chilean Hass				
All Sizes	N/A	N/A		
Peruvian Hass				
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.

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

Summary - The basic pattern consists of a broad area of troughing over the central Rockies and Great Basin. Conditions will be cooler than normal over most of the interior western U.S., but warmer than normal in coastal California and the Pacific Northwest. An *El Niño*-like influence still persists in the near term to force a southern branch of the westerlies and troughing in the southwest. This inhibits tropical cyclone formation and maintains a southwestern flow across central Mexico. A persistent trough near 135W teleconnects with the high pressure off the Pacific Northwest coast. Conditions will be wetter than normal over the Great Plains with an above normal risk of severe weather.

In the Near Term – May 27 to June 20... The NOAA/CPC outlook shows cooler than normal conditions through the southern Rockies and northcentral Mexico. Warmer than normal conditions will persist in the Pacific Northwest. In our analysis, we indicate near normal rainfall in the Sierras. Otherwise it will be mostly dry in northern California. Fox Weather's Outlook map suggests high pressure will be centered near the northern California coast. In the avocado growing areas we can expect it to be abnormally cool in May. Conditions in June will be more normal with some low clouds and deep marine layer and drizzle. In June we also expect the normal amounts of afternoon sunshine.

Summary – June 15 to 30... Continued troughing in western Mexico and coastal eddy circulations in southern California will encourage normal thunderstorm activity in the mountains and deserts. In the avocado growing areas, there will be a warm period early in June. This will be followed by the usual coastal eddy conditions bringing drizzle in the middle of the month. This will be followed by hot conditions in the inland foothills and deserts. Coastal temperatures will return to normal levels.

Seasonal Outlook/*El Niño* Update – June 30 to August 30... The *El Niño* sea surface temperature anomaly along the equator will decrease and then cease by about July 1st. The cold anomaly (*La Niña*) will continue to expand in late June and July and bring an end to troughs in the southwestern U.S. The first monsoonal burst should appear in the middle of July and bring thunderstorms to the mountains and deserts. In the longer term, this year's monsoonal season may turn quiet after the first of August. It will be dryer than normal in the usually wet desert areas of southern California and Arizona. It will also be drier than normal in what is normally an active region of western Michoacán. August will also be drier than normal. The dry anomaly will increase in magnitude and extent during August and September in Mexico. This is indicative of a near-shutdown of the monsoonal rains in mid-season. We expect recurrent hot and dry periods during the second half of August as well as in early September as upper high pressure develops and persists over the southwestern U.S. Looking into the fall months, there are indications for summer-like conditions that will "refuse to quit." Despite the late end of the current rainy season, the overall drought will continue and will increase the competition for water supplies at the end of the long dry season.

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