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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>

### **Index Fresh Avocado Orchard Rejuvenation Seminar**

RSVP required. [More information available here.](#)

#### **June 21-23**

##### **June 21**

**Time:** 9:00 a.m.

**Location:** Embassy Suites, Los Osos Meeting Space, 333 Madonna Road, San Luis Obispo, CA

##### **June 22**

**Time:** 9:00 a.m.

**Location:** Hilton Garden Inn, Oxnard/Somis Meeting Space, 2000 Solar Drive, Oxnard, CA

##### **June 23**

**Time:** 9:00 a.m.

**Location:** Pala Mesa Resort, Live Oak Meeting Space, 2001 Old Highway 395, Fallbrook, CA

### **CAC Production Research Committee Meeting**

#### **June 29**

**Time:** 9:00 a.m. – 2:00 p.m.

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

## Current Hot Topics in Avocados

Speakers include Ben Faber, a farm advisor located in Ventura and Santa Barbara Counties, and Sonia Rios, an Area Subtropical Horticulture advisor for Riverside and San Diego Counties. [More information available here.](#)

### August 9-11

#### August 9

**Time:** 1:00 p.m. – 3:00 p.m.

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

#### August 10

**Time:** 9:00 a.m. – 11:00 a.m.

**Location:** UC Cooperative Extension Office Auditorium, 669 County Square Dr. , Ventura, CA

#### August 11

**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

### August 18

**Time:** TBA

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

## Tim Spann and Dan Pinkerton Selected for California Invasive Species Advisory Committee

Dr. Tim Spann, research program director for the California Avocado Commission (CAC), and Dan Pinkerton, California avocado grower, were recently appointed to the California Invasive Species Advisory Committee (CISAC). The Committee assists the Invasive Species Council of California in addressing invasive species prevention, control and eradication.

Dr. Spann holds a Ph.D. in Plant Biology from the University of California, Davis, as well as a M.S. and B.S., with honors, in Horticulture. He has served as an Associate Professor, Assistant Professor and Extension Specialist at the University of Florida, held the Rodger B. Jensen Endowed Professorship in Pistachio Physiology and Pomology at California State University and is the current Research Program Director for CAC. Dr. Spann is also a past President and Vice President for the Plant Growth Regulation Society of America. He is a member of the American Society of Horticultural Science and the International Society for Horticultural Science.

Dan Pinkerton is a California avocado grower and partner in GP Strata Holdings, LP, producers of avocados and lemons. Dan is a third generation Santa Paula, California resident, a Vietnam veteran and a retired Captain (and helicopter pilot) for the U.S. Naval Reserve Force. Dan earned his B.S. at the University of Southern California. He currently serves on the Board of Directors for the Middle Road Mutual Water Company and the Farmer's Irrigation Company. He has been an active member of a wide range of community and agricultural organizations, including the United Water Conservation District, Fruit Growers Lab, Ventura County Farm Bureau, Ventura County Agricultural Advisory Committee, the California Agricultural Leadership Associates and CAC's Good Agricultural Practices Committee.

Both of the newly elected Committee members will utilize their experience and expertise to address the effects invasive species have on California's agricultural, human health and government services sectors.

## Reed Avocado Release Dates

The California Department of Food and Agriculture's Avocado Inspection Program (AIP) has announced the 2016/2017 release dates for Reed avocados sizes 36, 40, 48, 60, 70 and smaller. As of June 9, 2016, the Reed release dates are as follows:

- Size 36: 6/9/16
- Size 40: 6/16/16
- Size 48: 6/23/16
- Size 60: 6/30/16
- Size 70 and smaller: 7/7/16

The AIP announcement can be found [here](#).

## California Avocado Society Seeks Weekly Newline Editor

The California Avocado Society, Inc. (CAS) is seeking an editor for its Weekly Newline. Duties for this position include:

- Compiling industry data
- Communicating with industry members
- Writing articles concerning U.S. market conditions, trends and pricing, as well as providing written commentaries on industry issues
- Publishing Newline — both print and digital versions
- Attending California Avocado Commission (CAC) board, committee and field meetings, as well as CAS board meetings

The candidate should be knowledgeable about the California avocado industry and reside in a California avocado grower region. Applicants should not be employed or affiliated with any avocado packing or marketing entity, other than avocado growers.

Compensation is dependent upon the number of Newline subscribers, with a current estimated annual salary of \$28,000. The complete [Weekly Newline editor job description](#) is available online.

Interested persons should submit a letter of interest, résumé, and two 450-500-word articles. One article should pertain to marketing and the other should cover an issue of interest to the California avocado industry. Submission materials should be submitted to the Executive Administrator for CAS at [californiaavocadosociety@gmail.com](mailto:californiaavocadosociety@gmail.com).

Jim McCormac, current CAS Newline editor, is retiring from the position. Jim has been an important member of the California avocado industry for more than 30 years and the Commission wishes him the best as he enjoys his retirement.

## Avocado Inspection Committee Seeks to Modernize Packing Regulations

The California Avocado Inspection Committee (AIC), which operates under authority of the California Department of Food and Agriculture (CDFA), has submitted a petition to the Department seeking to modernize regulations governing the packing of California avocados. The regulations have not undergone significant changes or updates since the late 1960s.

A good example of the need for an update is the widespread use of reusable plastic containers or RPCs. RPCs have become increasingly common over the past 15 years, yet the regulations regard them as “irregular” because of their dimensions and require labeling them as such. This leaves room for confusion and misperception among retailers and consumers, who may conclude that the designation pertains the avocados packed in the RPC rather than the container itself.

The proposed regulatory changes are expected to improve the uniformity of the pack and eliminate long-standing disparities that disadvantage California avocados in comparison to those imported into California. AIC has requested that CDFA publicize and invite public comment on the proposed regulatory changes as soon as possible, and the Department has indicated that it will expediently move forward with the process of considering the Committee’s proposal.

## **Avocado Orchard Rejuvenation Seminar**

Index Fresh will host three Orchard Rejuvenation seminars for California avocado growers in June. Growers are invited to attend the seminar, which will feature Claudio Hernandez Artaza and Felipe Brunet Munnich both of whom are Agronomists, and Avocado and Citrus advisors for the technical team of Propal.

The seminars will take place as follows:

### **San Luis Obispo**

- June 21, 2016
- 9:00 a.m.
- Embassy Suites, Los Osos Meeting Space, 333 Madona Road, San Luis Obispo, CA

### **Oxnard**

- June 22, 2016
- 9:00 a.m.
- Hilton Garden Inn, Oxnard/Somis Meeting Space, 2000 Solar Drive, Oxnard, CA

### **Fallbrook**

- June 23, 2016
- 9:00 a.m.
- Pala Mesa Resort, Live Oak Meeting Space, 2001 Old Highway 395, Fallbrook, CA

Interested growers should RVSP at [ssoto@indexfresh.com](mailto:ssoto@indexfresh.com).

## **USDA Issues Final Rule on Mexican Avocado Import Program**

On May 26, the U.S. Department of Agriculture (USDA) announced that it will be issuing the Final Rule on the Mexican Hass Avocado Import Program on May 27, 2016. A pre-publication copy of the rule can be found here: <https://www.federalregister.gov/public-inspection>. USDA first announced its intention to allow exports from all of Mexico on February 18, 2015. The Final Rule is expected to be effective 30 days from the time of its publication in the Federal Register, i.e. on or around June 27, 2016. Following that, the U.S. and Mexico must modify the operational work plan which specifies the protocol for shipping Hass avocados from Mexico to the U.S. Making the necessary modifications will take some additional time.

Below are some critical excerpts from the Final Rule as presently written:

- “We will be requiring 2 years of survey data for the pests of concern from each Mexican area seeking approval to export fresh Hass avocado fruit to the continental United States, Hawaii, and Puerto Rico.”
- “Only 15 percent of Mexico’s fresh Hass avocado fruit is grown outside of the State of Michoacán (3 percent in Jalisco). As stated in the proposed rule, the whole of Mexico will not immediately begin shipment of fresh Hass avocado fruit to the continental United States, Hawaii, and Puerto Rico. Rather, Mexican States will likely be approved piecemeal as they meet the requirements established in the regulations. Currently, only the State of Jalisco is prepared to meet the requirements set out in the regulations for eligibility to ship fresh Hass avocado fruit into the continental United States, Hawaii, and Puerto Rico.”
- “Jalisco, the only other Mexican State prepared to meet the phytosanitary requirements necessary to export fresh Hass avocado fruit to the United States, produces 3 percent of Mexico’s fresh Hass avocado fruit, and only a fraction of Jalisco’s avocado production volume is expected to meet the rigorous phytosanitary requirements necessary for export to the United States.”
- “There are 2,653 hectares in Jalisco that are registered in Mexico’s SRRC (Contamination Risk Reduction System) as qualified to export fresh Hass avocado fruit to the United States. Avocados are expected to be shipped from one-half of these orchards (1,326.5 hectares) in the first year that this rule is implemented. Assuming an average yield of 10 metric tons (MT) per hectare, we expect fresh Hass avocado fruit imports from Jalisco to total approximately 13,265 MT (29 million pounds) in the first year, and between 13,265 and 26,530 MT (29 to 58 million pounds) in subsequent years.”

CAC’s Vice President of Industry Affairs, Ken Melban, traveled to Mexico recently, accompanied by Ramon Paz, representing APEAM. Ken has been observing, first hand, growing and packing compliance in Jalisco with the USDA protocols required for export certification. Despite the numbers provided by USDA, above, our intelligence from the trip suggests that of the total 17,000 hectares in Jalisco, 12,000 hectares are in municipalities which are free of pests, and nearly 6,000 hectares of those are ready to export. Total volume potential from those 6,000 hectares is estimated to be 100 to 110 million pounds.

Those 100-110 million pounds are already being consumed in the global market, since Jalisco has been shipping to Canada, Europe and Japan for years. Further, it is expected that once the U.S.-Mexico work plan is finalized, China will also modify its agreement with Mexico, allowing Jalisco to ship to that country, which is currently prohibited. Jalisco’s season generally runs from May through late January.

Given the timing of the Final Rule and the necessity of modifying the operational work plan between USDA and the Government of Mexico, it is not anticipated that Jalisco will be a major factor in the U.S. market this season. The amount of fruit that might come to the U.S. from Jalisco will ultimately be determined by pricing in global markets. In any case, for this season, volume directed to the U.S. should arrive after much of the California harvest is completed.

## **Social Media Provides Real-time Engagement with California Avocado Fans**

The California Avocado Commission’s (CAC) social media channels are an important means of connecting with fans — providing avenues for sharing California avocado-friendly content and receiving feedback from the fan base.

In May, the Commission inspired its fans to enjoy California avocados at home — or on the go — with a series of California avocado-centric recipe posts on Facebook. One of the fan favorites was the [California Avocado Bell Pepper Quiche Cups](#) — a versatile recipe perfect for any time of the day. CAC playfully encouraged fans to enjoy a [California Avocado Chocolate and Almond Butter Smoothie](#) noting, “Drink it with a straw or eat it with a spoon. With this creamy mix of California Avocado, chocolate and almond butter, you’re sure to swoon.”

CAC's Twitter fans were introduced to its adorable mascot, Cali, using a [fun GIF](#) that touted Cali as a foodie who loves California adventures. In another tweet, fans were asked to identify the [iconic California location](#) where Cali was photographed on a #TravelTuesday (Cali was shown on the Santa Monica Pier).

California avocado fans' favorite [Instagram post](#) in May featured a freshly picked avocado with the caption, "When you pick the perfect California Avocado..." Fans immediately joined the conversation, declaring their love for California avocados.



*The Commission's California Avocado Chocolate and Almond Butter Smoothie recipe highlighted the versatility of the fruit.*

## Connie Stukenberg Recognized as One of the Top Women in Produce

On April 18, *The Packer* recognized California Avocado Commission (CAC) Retail Marketing Director Connie Stukenberg as one of the top women in produce today. *The Packer*, which has a circulation of 22,000, released a *Women in Produce* supplement and profiled Stukenberg's work with the Commission, including a quote from Jan DeLyser, CAC's vice president marketing.

Connie Stukenberg has more than 30 years of experience within the produce industry. Prior to joining CAC, she played an important role as an implementer of in-store juice extractor programs in an era that preceded refrigerated juices. In 1987, she co-founded Citrus Connection and built it into a fresh juice powerhouse company until it was purchased by California Day Fresh Foods, a Chiquita subsidiary. Today, the product is marketed as the popular Naked Juice.

Stukenberg joined the Commission in 2000 and currently serves as the retail marketing director of Southern California, Northern California and Arizona markets, and handles the Costco and Albertsons Companies corporate accounts. She also is the Chairman-elect of the Fresh Produce and Floral Council.



*Connie Stukenberg, CAC retail marketing director, was recently recognized by The Packer as one of the top women in the produce industry.*

## **West Coast Del Taco Chain Showcases California Avocados Throughout the Summer**

Peak season California avocados will gain additional exposure in Western regional markets courtesy of Del Taco's limited-time-offer promotion (LTO) showcasing the fruit and California avocado logo on menus, point-of-sale materials and other merchandising tools, free standing insert coupon and the chain's social media platforms. The promotion, which runs from May 19 – September 1, is featured in 550 Del Taco units throughout Arizona, California, Oregon, Nevada, Texas and Utah.

Del Taco's California avocado LTO features several menu items, including the *Bacon Ranch Chicken Avocado Epic Burrito* and the *Chicken Bacon Avocado Salad*. Del Taco's coupon advertising flyers also showcase the *Bacon Ranch Chicken Avocado Epic Burrito* with various other offers.



*The California avocado logo figures prominently in the Del Taco Chicken Bacon Avocado Salad window decal.*

## 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 6/12/2016	Season-to-Date (since 11/1/15)	2016 Year to Date
Hass	19,324,229	220,006,202	219,966,268
Lamb	48,546	61,298	61,298
Other (Greens)	21,244	2,261,831	1,932,295
<b>California Total</b>	<b>19,394,018</b>	<b>222,329,331</b>	<b>221,959,861</b>
Florida	28,380	13,445,741	5,945,665
Chile	0	19,616,300	12,274,708
Mexico	19,309,118	1,246,736,774	934,216,588
Other (Imports)	4,210,483	20,792,553	20,292,553
<b>Import Total</b>	<b>23,519,601</b>	<b>1,287,145,627</b>	<b>966,783,849</b>
<b>USA Total</b>	<b>42,941,999</b>	<b>1,522,920,699</b>	<b>1,194,689,375</b>
Source(s):	California = CAC (AMFIC)		
	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>6/13/2016</b>				
	FOB Price	Field Price	Retail Price	Last Year FOB
<b>California Hass</b>	(25# carton)	(per pound)	(per each)	(25# carton)
#2's	10.00-32.00	0.22-1.08		12.00-29.00
32's-36's	38.00-39.00	1.32-1.36	1.99	37.00-39.00
40's	38.00-39.00	1.32-1.36	5/5.99	37.00-39.00
48's	37.00-39.00	1.28-1.36	1.49	37.00-39.00
60's	28.00-30.00	0.92-1.00	1.69	27.00-29.00
70's	21.00-23.00	0.64-0.72	5/5.00	23.00-24.00
84's	15.00-16.00	0.45-0.50	0.69	16.00-17.00
<b>Mexican Hass</b>				
All Sizes	16.00-36.00	N/A	3/5.00-1.99	14.00-35.00
<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

Summary - The basic weather pattern consists of high pressure aloft over southwestern U.S. Conditions are warmer and drier than normal in the Pacific Northwest and California. The sea surface temperature influence continues to force a trough well to the west of California and high pressure over all of California. There is limited tropical cyclone activity in the eastern north Pacific Ocean.

**In The Near Term – June 15 to July 6...** Rainfall will be below normal in most of California except for a few thunderstorms here and there. It appears that the Pacific Northwest will turn dry after a wet period start around the 16th. In California, after cool weather in the middle of June, conditions will turn sharply warmer from the 20th to the 26th. In southern California we will continue to have the usual coastal low clouds and a deep marine layer. There will be drizzle at the times when coastal onshore flow, or eddies, appear to have the best support aloft.

**Summary – July 1 to 15...** It appears that this will be a warmer than normal period that will be dominated by upper high pressure. Thunderstorm activity should stay below normal in the mountains and deserts, and near or below normal in the Sierra Nevada mountains. In southern California it will be hot during the 2nd to the 10th with high pressure aloft. Flow aloft still appears unfavorable for monsoonal thunderstorms, although some thunderstorms may occur as flow from the southeast develops around the 5th to the 10th. Some limited tropical cyclone activity will help to intensify the high pressure aloft over central California. Some cooling and a little deeper marine layer are possible from the 11th to the 15th.

**Seasonal Outlook/El Niño Update – July 16 to September 30...** The cold sea surface temperature anomaly (*La Niña*) will continue to expand along the equator in July-August. Tropical cyclones will become more frequent off southern Mexico and southern Baja in mid to late July through early August. In the longer term, the monsoonal season this year still appears to be somewhat inactive during mid to late August and dry in September. Near normal temperatures are indicated through September, and near or below normal rainfall is expected for most of central and southern California. October looks well above normal for temperatures in central and southern California, but possibly above normal for precipitation in the northwest coastal mountains with the possibility of significant rains developing on the northwest California coast in October.

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