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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>

FSMA Educational Outreach Seminars

[See article below for more information.](#)

March 2-3

March 2

Time: 2:00 p.m. – 4:00 p.m. (NEW TIME)

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

March 3

Time: 9:00 a.m. – 11:00 a.m.

Location: San Luis Obispo County Farm Bureau, 4875 Morabito Place, San Luis Obispo, CA

Spray Safe Ventura County Meeting

Spray Safe will host a free educational seminar in Ventura County featuring presentations, equipment displays and exhibits. RSVP required. [More information here.](#)

March 2

Time: 7:30 a.m. – 1:30 p.m.

Location: Ventura County Fairgrounds, 10 West Harbor Boulevard, Ventura, CA

27th Annual Vertebrate Pest Conference

[More information is available here.](#)

March 7-10

March 7

Time: 7:30 a.m. – 5:00 p.m.

Location: Fairmont Newport Beach Hotel, 4500 MacArthur Boulevard, Newport Beach, CA

March 8

Time: 9:00 a.m. – 5:30 p.m.

Location: Fairmont Newport Beach Hotel, 4500 MacArthur Boulevard, Newport Beach, CA

March 9

Time: 8:10 a.m. – 6:00 p.m.

Location: Fairmont Newport Beach Hotel, 4500 MacArthur Boulevard, Newport Beach, CA

March 10

Time: 8:10 a.m. – 4:00 p.m.

Location: Fairmont Newport Beach Hotel, 4500 MacArthur Boulevard, Newport Beach, CA

CAC Board Meeting

March 17

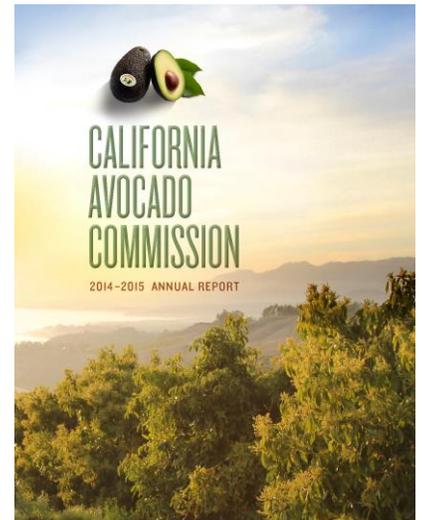
Time: TBD

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

California Avocado Commission FY 2014-15 Annual Report Available Online

The [CAC 2014-15 Annual Report](#) is now available online. This report provides an overview of the Commission's FY 2014-15 activities and financials. Highlights include:

- A recap of the California avocado season and the Big Game day promotions that launched the season
- A timeline summarizing the Commission's research and advocacy efforts to stem the spread of the polyphagous shot hole borer (PSHB) and Kuroshio shot hole borer (KSHB)
- Recent developments in CAC-funded PSHB, KSHB and fusarium dieback research
- A review of the Commission's critical drought management initiatives
- Summaries of independent research studies tracking avocado category growth and consumer preferences
- A synopsis of the Commission's tiered marketing approach and the successes of its tier one retail and foodservice outreach and marketing efforts
- A second-year review of the California avocado label initiative
- Highlights from the Commission's trail-blazing retail communications campaign
- Statistics summarizing the impact and reach of CAC's retail and consumer advertising and public relations initiatives, including social media impressions
- Audited Financial Statements (2014-15)
- Ten-year Industry Statistical Data



If you would like to request a hard copy of the *CAC 2014-15 Annual Report*, you may do so by completing the form found [here](#), or by contacting the Commission at 949.341.1955.

Shot Hole Borer Alert: Beetles Found in Traps Adjacent to Temecula Avocado Groves

The California Avocado Commission was notified that two shot hole borer traps adjacent to avocado groves in the Temecula area had positive beetle finds the week of February 15th. Both traps are located along Via Vaquero Road to the east of downtown Temecula. Previously, polyphagous shot hole borer beetles had been found in traps near packinghouses in Temecula in late 2015, but these are the first finds in avocado groves in Riverside County. We are awaiting laboratory test results to confirm if these new finds are PSHB or Kuroshio SHB.

It is critical for growers to familiarize themselves with beetle attack symptoms and to be actively scouting their groves. To assist growers, the Commission and UC Riverside researchers have produced a number of helpful handouts that can be accessed online. These include signs and symptoms of attack on avocados in both [English](#) and [Spanish](#), [harvesting best practices](#) to minimize spread of shot hole borers (bilingual), and [shot hole borer symptoms on non-avocado host trees](#) (bilingual). In addition, if you find a tree in your grove that you suspect may be attacked by one of the shot hole borers you are encouraged to report the find to researchers for confirmation. You can report the find by completing the [Suspect Tree Report](#) form on Dr. Akif Eskalen's website. These resources and many others can also be accessed by going to www.CaliforniaAvocadoGrowers.com and <http://eskalenlab.ucr.edu/>.

The Commission is expecting to receive a decision about our Hero® Section 18 application from the U.S. Environmental Protection Agency at any time. The application cleared the California Department of Pesticide Regulation and was forwarded to the EPA in late December.

Avocado Grower's Guide to New Food Safety Regulations Available

On January 26th, 2016, the Food Safety Modernization Act (FSMA) became law. Most growers will have two (or more) years to demonstrate compliance as determined by size of business. We have completed a [synopsis](#) of the new regulations as a guide for California avocado growers. The [synopsis](#) compares the new regulations with provisions in the Commission's current Good Agricultural Practices (GAP) program. Based on our review it appears if a grower is GAP certified a majority of FSMA requirements will be met. One area where growers will have to do more is in water testing frequency. It also seems clear that the harvest of windfall fruit will no longer be an option once FSMA is fully implemented. We will work in the future to revise the GAP program to fully reflect the FSMA requirements.

Reminder: FSMA Educational Outreach Seminars – March 2 and 3

The Food Safety Modernization Act (FSMA) was finalized in November, 2015, and became effective on January 26, 2016. FSMA is the federal government's response to the increasing number of food safety outbreaks linked to the consumption of fresh produce and meat that have resulted in human illness and in some instances death. Under FSMA the Food and Drug Administration has the legal responsibility and authority to better protect public health by helping to ensure the safety and security of the U.S. food supply.

FSMA includes five separate Rules. Avocados grown for commercial purposes are covered under the Produce Safety Rule: Standards for the Growing, Harvesting, Packing, and Holding of Produce for Human Consumption (Rule). This Rule covers the production and harvesting of raw commodities for all produce sold in the United States, including produce grown internationally. The Rule mandates that all but very small farms will have to demonstrate compliance.

Although most farms will have up to two years to demonstrate compliance, it's important you begin now to understand the requirements and, where necessary, implement changes to your water testing, production practices, training and record keeping. Almost all major retail and foodservice buyers of avocados already require or are in the process of requiring fruit that is Good Agricultural Practices (GAP) certified.

Seminar information will include:

- FSMA Compliance Dates and Exemptions
- Key requirements of FSMA including:
 - Worker Training and Health and Hygiene
 - Agricultural Water (Quality and Testing)
 - Biological Soil Amendments
 - Domesticated and Wild Animals
 - Equipment, Tools and Buildings
- Overview of the Commission's GAP program
- Explanation of the GAP certification process from handler representatives
- Does the Commission's GAP program meet FSMA requirements?
- What does FSMA say about harvesting Windfall fruit?
- Questions and answers

It's imperative that California's avocado growers keep up with buyer and consumer food safety expectations. If your grove has not been GAP certified you are encouraged to attend and learn what the law requires. All farmers, grove managers and their employees are invited to these free workshops.

Spanish translation will be provided.

Dates, Times, and Locations:

- **Santa Paula:** Wednesday, March 2nd, 2:00 to 4:00 pm (NEW TIME)
Santa Paula Agricultural Museum, 926 Railroad Ave., Santa Paula
- **San Luis Obispo:** Thursday, March 3rd, 9:00 to 11:00 am
San Luis Obispo County Farm Bureau, 4875 Marabito Place, San Luis Obispo

Early Season California Avocados Featured in El Pollo Loco Tostadas

This spring, El Pollo Loco's popular Signature Avocado Tostada line will be featured in 436 units located throughout Arizona, California, Nevada, Texas and Utah. The limited time only (LTO) tasty tostadas, which were launched in 2015, will be available March 12 – April 22 as part of a promotion celebrating the start of the California avocado season.

Customers can choose from four unique menu items: the Chicken and Shrimp Avocado Tostada, Southwestern Chicken Avocado Tostada, Chicken Mango Avocado Tostada and Ultimate Double Chicken Tostada. The popular tostada line will be promoted in-store with eye-catching tray liners promoting fresh avocadonutrition messaging. Free standing insert coupons will feature mouth-watering images of the Signature Avocado Tostadas and the new California avocado logo. To generate excitement with its fans, El Pollo Loco will promote the specialty LTO menu items on its social media channels as well.



Free standing insert coupons showcase the popular and diverse Signature Avocado Tostadas.

California Avocados Take Center Stage at FPFC Annual Dinner Dance

Nearly 500 retailers, wholesalers, foodservice operators and suppliers gathered for the Fresh Produce and Floral Council (FPFC) Dinner Dance, an industry event with a networking reception as well as an evening of dinner and dancing at the Langham Huntington Pasadena Hotel on January 30. The industry members attending included key retailers from Northern and Southern California.

California Avocado Commission (CAC) Chairman Doug O’Hara and CAC staff enjoyed the opportunity to engage with a variety of local retailers including Roger Schroeder, Vice President of Produce and Floral at Stater Bros. Markets; Mark Carroll of Gelson’s Markets; Rick Cruz and Sheryl Salazar, both Assistant Produce Sales Managers at Albertsons-Vons-Pavilions; Raul Gallegos, Bristol Farms; Miguel Garcia of Ralph’s, Will Miller and Kent Kuwata, Smart & Final; and Greg Corrigan, Raley’s.

The Commission sponsored the band that provided the evening’s musical entertainment. As a sponsor, California avocados received top billing at the event with prominent California avocado signage in the lobby and next to the band. The California avocado logo was included in the evening’s program and will be included in the FPFC Digest when the event coverage is reported. The Chairman of the FPFC Board also recognized CAC’s sponsorship in his welcome address while a California avocado beauty shot was featured in the continuous background slide show.

Next year the Chairman of the FPFC Board will be CAC retail marketing director Connie Stukenberg. Participation on the Board provides unparalleled opportunities for interaction with retailers in California avocado growers’ local territories.



As a sponsor of the band California avocados received prominent placement at the dinner.

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 2/28/2016	Season-to-Date (since 11/1/15)	2016 Year to Date
Hass	4,889,176	19,027,953	18,988,019
Lamb	0	0	0
Other (Greens)	192,547	1,526,439	1,196,903
California Total	5,081,724	20,554,392	20,184,923
Florida	73,370	13,207,316	5,707,240
Chile	934,466	18,214,973	10,873,381
Mexico	42,416,622	712,133,828	399,613,642
Other (Imports)	440,000	4,870,000	4,370,000
Import Total	43,791,088	735,218,801	414,857,023
USA Total	48,946,182	768,980,509	440,749,186
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

2/22/2016

	FOB Price	Field Price	Retail Price	Last Year FOB
California Hass	(25# carton)	(per pound)	(per each)	(25# carton)
#2's	10.00-18.00	0.23-0.52		12.00-25.00
32's-36's	23.00-25.00	0.72-0.80		35.00-38.00
40's	24.00-26.00	0.76-0.84		35.00-38.00
48's	25.00-27.00	0.80-0.88	1.49	35.00-38.00
60's	23.00-24.00	0.72-0.76	5/6.00	27.00-29.00
70's	20.00-22.00	0.60-0.68		23.00-24.00
84's	13.00-14.00	0.36-0.41		16.00-17.00
Mexican Hass				
All Sizes	12.00-21.00	N/A	0.69-1.69	14.00-37.00
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

General Synopsis... The basic weather pattern consists of:

- A well-developed ridge of high pressure off central California to Hawaii, and low pressure and troughing to the west of Baja;
- A strong *El Niño* pattern. This tries to increase the speed of the westerlies, but is opposed by: 1) Troughing in the eastern U.S. which teleconnects with blocking high pressure in the western U.S.; 2) a persistent trough near 140W; and 3) the current focusing of greatest forcing from El Nino to 140-150W, in the eastern N Pacific well to the west of California;
- The influence from the strong *El Niño* pattern is being interrupted by the factors indicated above. *El Niño*, though strong, is still not strong enough to produce the precipitation amounts in California that are usually associated with *El Niño* anomalies of this magnitude; and
- The resumption of above normal rainfall for northern California in March still appears likely, but southern California may stay drier than normal.

In the Near Term - February 24 to March 9... Rain in March will be pretty sparse. Conditions will be dry and warm on the 24th to 26th and then cooler on the 27th with clouds but a minimal chance for rain. It will be warm from the 29th to March 1, and then a front will approach on the 2nd but dissipate on the 3rd. Strong high pressure with hot conditions and Santa Anas will occur on the 5th and 6th. A cutoff low off southern California may bring a hint of rain on the 7th and 8th, but with a minimal chance for rain. This will be followed by another brief offshore wind on the 9th and 10th. This is a difficult way to end a rainy season in which hopes had been so high for rain. Instead, the storm track focused into western Mexico and was fueled by the belt of subtropical westerlies which stayed unusually far to south (21-27N) and with a storm track originating south of Hawaii.

Summary – March 10 to 25... *El Niño* will continue to force the westerlies though to a smaller degree than earlier in January. Cutoff lows will become more frequent, and these will tend to insert dry, warm offshore flow conditions between brief rain events. The storm

track appears to be either too intermittent, or too far north to deliver normal rainfall in SOCAL from Santa Barbara County and to the south.

The longwave trough will continue near 140W. Fronts or troughs will develop and reach maximum intensity at about 140W and then move onshore into northcentral California while starting to weaken. A couple of showery fronts or upper lows may reach into southern California and produce rain mostly in Santa Barbara, San Luis Obispo, Ventura, L.A. and San Bernardino Counties. When troughs happen to come through dry, then frost is more likely. Be prepared to frost-protect, despite the overall warmer than normal pattern.

Seasonal Outlook/El Niño Update – March 26 to May 31... The *El Niño* sea surface temperature anomaly along the equator will remain moderate from the middle of March to early April and then weaken. This will tend to provide enough energy for upper lows to develop and stagnate near the coast in late March and through most of May. During late April and May, we expect abrupt warming that will be well above normal according to current numerical guidance. This should cause some hot days during the periods of offshore flow as the upper lows move east or southeast during this mid to late spring period.

In late March, active westerlies will continue to produce above normal rainfall in northern California. Upper low pressure or troughs recurring near southern California may bring cool, cloudy days with showers to northern California. Despite the chance for above normal rainfall currently indicated for March in southern California, we expect near or below normal rainfall.

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