



### IN THIS ISSUE, YOU'LL FIND:

- [Growers Affirm Continuation of Commission Operations](#)
- [Hundreds Attend CAC's FSMA Education Seminars — Presentation Slides Now Available Online](#)
- [Profile of a Ventura County Avocado Thief](#)
- [New Workshop Helps Growers Address Heavy Rainfall Events](#)
- [New Plant-Based Diet Recipe Booklet Encourages California Avocado Sales](#)
- [Ruby's Diner Showcases Early Season California Avocados on Cobb Burgers and Wraps](#)
- [Market Trends](#)
- [Weather Outlook](#)

### Calendar

For a listing of industry events and dates for the coming year, please visit:

<http://www.californiaavocadogrowers.com/commission/calendar>

#### CAC Finance Committee Meeting

**March 16**

**Time:** 3:00 p.m. – 5:00 p.m.

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

#### CAC Board Meeting

**March 17**

**Time:** 9:00 a.m. – 2:30 p.m.

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

#### Surviving the Storms Workshop

The University of California Cooperative Extension San Diego Office is hosting a free “Surviving the Storms” workshop and will share best practices for handling heavy rainfall events. RSVP required. [More information here.](#)

**March 19**

**Time:** 10:00 a.m. – 11:30 a.m.

**Location:** Fallbrook Public Utility District Boardroom, 990 E. Mission Road, Fallbrook, CA

#### Contrast Between Conventional and Organic Grove Practices

This lecture is part of the California Avocado Grower Seminar Series, hosted by the California Avocado Society.

**April 5-7**

**April 5**

**Time:** 1:00 p.m. – 3:00 p.m.

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

**April 6**

**Time:** 9:00 a.m. – 11:00 a.m.

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

### April 7

**Time:** 1:00 p.m. – 3:00 p.m.

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

### **CAC Annual Meeting**

Participate in a California Avocado Commission Annual meeting by attending one of these meetings. No RSVP required.

### **April 12-14**

#### April 12

**Time:** 10:00 a.m. – 12:30 p.m.

**Location:** Grand Tradition Estate and Gardens, 220 Grand Tradition Way, Fallbrook, CA

#### April 13

**Time:** 10:00 a.m. – 12:30 p.m.

**Location:** Museum of Ventura County, 100 East Main Street, Ventura, CA

#### April 14

**Time:** 9:00 a.m. – 11:30 a.m.

**Location:** SLO Veteran's Building, 801 Grand Avenue, San Luis Obispo, CA

### **Growers Affirm Continuation of Commission Operations**

By law, every five years the California Department of Agriculture (CDFA) must hold a referendum vote that allows California avocado growers to determine whether the California Avocado Commission (CAC) may continue operations. On March 10, 2016, the CDFA notified CAC that growers affirmed continuation of operations with an 84 percent majority vote — well above the simple majority requirement. The Commission is authorized to operate for another five years through October 31, 2021.

The [official CDFA notice](#) indicates that of the 3,456 ballots issued, 1,076 eligible producers cast valid ballots, with 903 favoring continuation. A look back at the Commission's [referendum statistics](#) indicates that the 31-percent voter participation rate is on par with the last three industry referenda. The 84-percent favorability rate demonstrates an increase of 8-percent over the previous referendum vote in 2011.

“The affirmation of California avocado growers for their Commission clearly demonstrates the value they see in this organization,” said Doug O’Hara, CAC chairman. “The Board and management of the Commission are dedicated to fostering a vibrant California avocado industry and enhancing grower returns through effective marketing, industry affairs and production research programs. The continued influx of imported avocados into the United States presents a challenging reality for California avocado growers, and it is critical for CAC to encourage demand and bolster the premium position of California avocados.”

The Commission will remain at the forefront of developing marketing programs to build demand for the California avocado brand, advocating for the California avocado industry and funding research to ensure a sustainable future for the industry.

“The California avocado industry has supported the Commission for nearly four decades,” said Tom Bellamore, CAC president. “With this referendum vote we rededicate our commitment to foster a vibrant industry through the premium California avocado brand, innovative marketing and continual industry advances.”

## **Hundreds Attend CAC's FSMA Education Seminars — Presentation Slides Now Available Online**

On March 1, 2 and 3 the California Avocado Commission conducted educational seminars in Fallbrook, Ventura and San Luis Obispo to inform the California avocado industry about the Food Safety Modernization Act (FSMA). Nearly 300 growers and handler representatives attended the seminars.

Ken Melban, vice president of Industry Affairs for the Commission, directed the discussion at the seminars. He explained that the purpose of FSMA is to minimize the risk of adverse health consequences and death related to consumption of fresh produce. Under FSMA growers and harvesters will have to demonstrate that their policies, procedures and workers all comply with the law. The detailed FSMA presentation is available here: [FSMA EDUCATIONAL SEMINARS PRESENTATION](#).

FSMA became effective on January 26, 2016, and while most California avocado growers will have two or more years to demonstrate compliance with the law, Melban noted the practical reality is that major avocado buyers will require even more stringent compliance than that required for FSMA in the near future. Pursuing or maintaining Good Agricultural Practices (GAP) certification is one of the key steps California avocado growers can do to ensure they will have a market for their fruit in coming years.

Melban observed that most of the requirements in FSMA reflect the good practices California avocado growers already have in place, but additional documentation of those practices will be required. One key difference between the FSMA Produce Safety Rule (Rule) and CAC's current GAP program is in the Agricultural Water section, specifically increased testing frequency. Another difference is that the Rule disallows the harvesting of windfall fruit. These changes are thoroughly explained in a guide developed by the Commission, which is available by clicking here: [A CALIFORNIA AVOCADO GROWER'S GUIDE TO NEW FOOD SAFETY REGULATIONS](#).

In the near future CAC will update the Commission's GAP manual to address the agricultural water requirements of the new Rule and continues to provide tools and training necessary for growers to become GAP certified. Melban also encouraged growers to take advantage of the services offered by handlers to help them prepare for audits and certification.

### **Profile of a Ventura County Avocado Thief**

Agriculture Crimes Detective Chip Cadman recently released information concerning the theft of avocados in the Santa Paula area. Deputies detained and later arrested Jorge Chavez for petty theft with priors and receiving stolen property in an unincorporated area of Santa Paula. Chavez was found walking away from a local avocado property with sweatpants made into a makeshift backpack containing avocados. Chavez told Deputies he had permission to harvest the fruit, but Deputies quickly established this was a lie. Chavez then told Deputies that it was the ranch owner's fault for not building a fence high enough to protect the avocado trees and keep him out.

Detective Cadman cautions avocado growers in the area to take steps to protect their property. If growers witness suspicious activity, they should report it immediately by calling 911. Note the suspect's age, height, weight, facial hair, clothing and shoe type. If a vehicle is involved, note the license plate, make of the vehicle and any distinguishing features of the vehicle. Also note the time of the incident and the direction in which the suspect(s) travelled.

Below is a photo of Chavez. Please make note of the photo and contact the Sheriff's department if he is, or has been, sighted on your property. Detective Cadman can be reached at 805.384.4726 or [greg.cadman@ventura.org](mailto:greg.cadman@ventura.org).



*Please make note of this photo and contact the Sheriff's department if he is, or has been, sighted on your property.*

### **New Workshop Helps Growers Address Heavy Rainfall Events**

The University of California Cooperative Extension San Diego Office is hosting a free “Surviving the Storms” workshop on March 19 from 10:00 a.m. – 11:30 a.m. The workshop will share best practices for handling heavy rainfall events. The workshop will be held at the Fallbrook Public Utility District Boardroom, 990 E. Mission Road, Fallbrook, CA, 92028.

Daniel Holtz, Agricultural Engineer with the Natural Resources Conservation Service, will discuss the following topics:

- Controlling runoff
- Reducing erosion
- Managing storm water during and after heavy rains

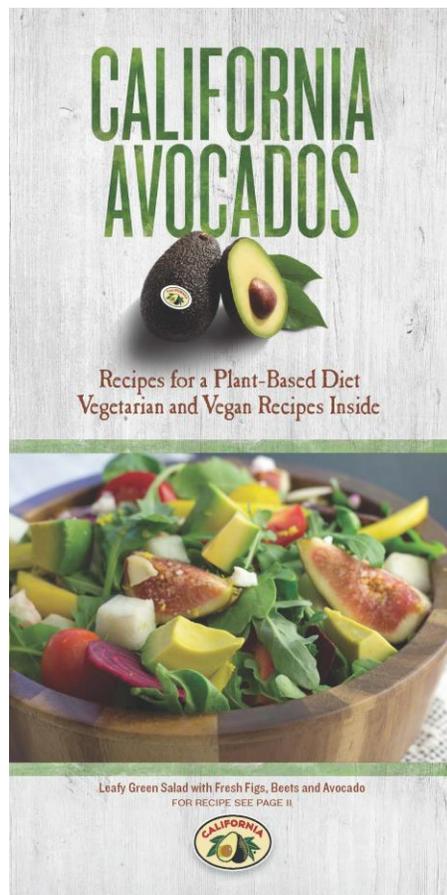
Growers interested in attending the workshop should RSVP with Karla Standridge at [karla@missionrcd.org](mailto:karla@missionrcd.org) or 760.728.1332.

### **New Plant-Based Diet Recipe Booklet Encourages California Avocado Sales**

The California Avocado Commission (CAC) has produced a Plant-Based Diet Recipe Booklet for the growing number of consumers interested in produce-rich recipes. The booklet features 19 recipes and tips that appeal to vegans, vegetarians, flexitarians and those who simply want to increase the amount of fresh fruits and vegetables in their diets.

The recipes — which include snacks, salads, soups, sandwiches, entrees, beverage, and dessert — were developed by the Commission and its chef partners, blogger ambassadors and registered dietitian ambassadors. The family of Duncan Abbott, a California avocado grower, also contributed a recipe — the *Abbott Family Gazpacho with California Avocado*. The booklet also provides consumers with avocado nutrition information and encourages them to “Look for California” on the label.

The principal use of this booklet is by retailers who merchandise them with displays of California avocados to encourage purchase of California avocados as well as other fruits and vegetables. CAC also provides the booklets to Supermarket Registered Dietitians for use in their programs and distributes them at consumer and trade events throughout the season.



*The Commission's new recipe booklet appeals to the growing number of consumers interested in increasing their intake of fruits and vegetables.*

### **Ruby's Diner Showcases Early Season California Avocados on Cobb Burgers and Wraps**

To celebrate the launch of the California avocado season, Ruby's Diner is providing customers at 29 units in California and Nevada with the opportunity to enjoy early season California avocados on a burger or within a seafood or turkey wrap. The chain will initially feature California avocados in its Cobb Burger promotion. The early season campaign, which runs from February 15 – March 7, includes a fifteen-second tag after the Food Network "Beat Bobby Flay" ad. The tag features a mouth-watering image of the popular Ruby's Diner Cobb Burger topped with fresh slices of California avocado.

Beginning March 1, and running through May 31, Ruby's Diner is offering three limited time offer (LTO) wraps, two of which include fresh California avocados: the *Crispy Baja Fish Wrap* and the *Turkey Cobb Wrap*. The updated California avocado logo will be featured on all wrap merchandising, including T-stands, menu outserts, email blasts to loyalty club members and the Ruby's Diner website and social media channels.

**NEW!**

**SEARED AHI SALAD!**

Love the Ahi Burger? Try Ahi sliced up and topped over a bed of fresh cabbage, iceberg lettuce, chopped celery, green onions, red bell peppers, crispy wontons, cilantro, hand tossed in a peanut dressing. Served lightly drizzled with spicy Sriracha hot sauce.

*Limited Time!*  
**\$13.99**

**IT'S A WRAP!**

Each wrapped up in a tomato basil tortilla and served with bottomless fries.  
*only \$9.99 each!*

**THAI CHICKEN WRAP** >>>  
Chicken breast, Romaine lettuce, cabbage, celery, green onion, and cilantro all chopped/diced and then tossed with crispy wontons in a peanut dressing.

**CRISPY BAJA FISH WRAP** <<<  
Crispy battered and diced cod, cabbage, shredded Jack and Cheddar cheese, sliced green onion, homemade salsa, and Fresh California Avocado tossed in tartar sauce and Sriracha hot sauce.

**TURKEY COBB WRAP** >>>  
Roasted diced turkey, Romaine lettuce, Blue cheese crumbles, sliced green onion, bacon, tomato, and Fresh California Avocado tossed in ranch dressing.



T-stands in 29 Ruby's Diner locations will showcase the Crispy Baja Fish Wrap and the Turkey Cobb Wrap featuring fresh California avocados.

## 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 3/13/2016	Season-to-Date (since 11/1/15)	2016 Year to Date
Hass	6,097,237	32,129,372	32,089,439
Lamb	0	0	0
Other (Greens)	39,046	1,687,352	1,357,817
<b>California Total</b>	<b>6,136,282</b>	<b>33,816,724</b>	<b>33,447,255</b>
Florida	44,110	13,355,651	5,855,575
Chile	322,123	19,168,795	11,827,203
Mexico	42,866,425	799,805,000	487,284,814
Other (Imports)	870,000	7,270,000	6,770,000
<b>Import Total</b>	<b>44,058,548</b>	<b>826,243,795</b>	<b>505,882,017</b>
<b>USA Total</b>	<b>50,238,940</b>	<b>873,416,170</b>	<b>545,184,847</b>
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

3/14/2016

	FOB Price	Field Price	Retail Price	Last Year FOB
California Hass	(25# carton)	(per pound)	(per each)	(25# carton)
#2's	9.00-18.00	0.18-0.52		11.00-26.00
32's-36's	23.00-24.00	0.72-0.76		37.00-38.00
40's	23.00-24.00	0.72-0.76		37.00-38.00
48's	25.00-27.00	0.80-0.88	1.49	37.00-38.00
60's	23.00-24.00	0.72-0.76	5/6.00	27.00-29.00
70's	18.00-19.00	0.52-0.56	5/5.00	22.00-23.00
84's	9.00-10.00	0.18-0.23		13.00-15.00
<b>Mexican Hass</b>				
All Sizes	12.00-20.00	N/A	0.69-1.69	11.00-35.00
<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 Newsline, 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 low pressure and troughing west of Baja and a decreasingly active western flow into the western U.S. and Rocky Mountains. The *El Niño* pattern has decreased a bit but still exerts an influence. The forcing from *El Niño* is trying to maintain a robust western flow into California. Forces that compete with this are 1) a persistent trough near 135W with high pressure in N Calif and troughing near Baja; and 2), above normal rainfall for northern California has occurred in March but the rainfall anomaly is decreasing as we approach April.

**In the Near Term – March 16 to 31...** The NOAA/CPC outlook indicates drier than normal conditions across most of California but wetter than normal conditions in the Pacific Northwest. NOAA suggests that ridging will be over the western third of the U.S., and a longwave trough will be in the east. Fox Weather stayed with a persisting wet solution for Texas and the Rockies, in agreement with the latest CFSv2 guidance. NOAA's change to drier than normal forecast for most of California will continue into April. In the avocado growing areas, conditions are expected to be dry. Frosts are indicated for the 16th and 17th, the 23rd, and the 27th and 28th.

Showers are possible around March 29 and 30.

**Summary – April 1 to 14...** *El Niño* will continue to force the westerlies but with a decreasing trend. Cutoff lows will become more frequent and contribute dry, warm offshore flow conditions between brief periods of showers. The storm track will be intermittent. There will also be a tendency for dry offshore flow events in the coastal counties of northern California while upper lows force some showers into the Sierra Nevadas. In the avocado growing areas, a few showery fronts or upper lows may reach into southern California and produce rains mostly in Santa Barbara, San Luis Obispo, Ventura, L.A. and San Bernardino Counties. Frost will become less likely in this period. However, when troughs come through dry, minor frost can still occur into the first week of April in the coldest spots. Be prepared to frost-protect, just in case.

**Seasonal Outlook/*El Niño* Update – April 14 to June 1...** The *El Niño* sea surface temperature anomaly along the equator will tend to force upper lows to develop off south-central and southern California during April and early May. This will tend to produce

thunderstorms over the Sierras and dry, warm offshore flow events in northern California. Troughing or upper lows may recur near or off the coast of southern California. It will turn dry and warm in most areas.

In April for southern California, there may be some changeable conditions between hot offshore flow and deep, low clouds with drizzle or light rain depending on the location of the upper lows. In central and northern California, offshore flow and dry, hot conditions may occur more frequently than in the southern California coastal areas. In May, upper lows will tend to recur near or off the coast of Baja California. It will turn dry and be persistently warm in most areas of northern and central California. Coastal fog will be below normal in central California but should be about normal in southern California. It will be warmer than normal even in the foggy areas due to a warm sea surface temperature anomaly.

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