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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>

UCR Avocado Field Day

The University of California – Riverside (UCR) is hosting its annual UCR Avocado Field Day at the UCR field research station. Registration required. [More information here.](#)

November 17

Time: 11:00 a.m. - 3:30 p.m.

Location: UCR Field Research Station, 1060 Martin Luther King Blvd, Riverside, CA

California Women for Agriculture - San Diego Chapter Meeting

The San Diego CWA generally meets the second Tuesday of each month. Yearly membership is \$40; student memberships are \$25.

November 17

Time: 6:00 p.m.

Location: Buca di Beppo, 1921 Calle Barcelona, Carlsbad, CA

CAC Board Meeting

November 19

Time: 9:00 a.m. – 2:15 p.m.

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

PSHB Update Grower Meeting

The Commission will host a grower information meeting at the Ventura County Ag Museum. Drs. Richard Stouthamer, Akif Eskalen and Frank Byrne will share with growers the latest information about PSHB, monitoring and scouting for the beetle, and possible control strategies.

December 1

Time: 10:00 a.m. – 12:00 p.m.

Location: Ventura County Ag Museum, 926 Railroad Avenue, Santa Paula , CA

Meet the Buyers: L.A. Produce Market Tour for Southern California Growers

The University of California Cooperative Extension (UCCE) is hosting a free one-day event for California avocado growers interested in exploring new markets, meeting produce buyers and learning more about produce distributors in the Los Angeles area. Registration required. [More information here.](#)

December 2

Time: Bus departs at 5:00 a.m. and returns at 3:00 p.m.

Location: Meet at - Park and Ride on I-15 and Hwy 76, Los Angeles, CA

San Diego CAPCA Laws and Regulations Seminar

The CAPCA seminar will cover a variety of topics. Registration required. [More information here.](#)

December 2

Time: 7:55 a.m. – 12:00 p.m.

Location: San Diego Farm Bureau, 1670 E. Valley Parkway, Escondido, CA

Human Resource Management and Legal Update for Agricultural Employers Seminar

This seminar will cover a variety of topics. Registration required. [More information here.](#)

December 9

Time: 7:30 a.m. – 5:00 p.m.

Location: San Diego County Farm Bureau, 1670 East Valley Parkway, Escondido, CA

Early- to Mid-November PSHB Updates

Since the beginning of November, there have been a number of developments concerning the polyphagous shot hole borer (PSHB) and Kuroshio shot hole borer (KSHB). Following is a summary of those events.

PSHB Detected in Ventura County

During the first week of November, two specimens captured in two traps in Ventura County were confirmed as PSHB. The traps are located near the avocado growing area around Santa Paula and in Ojai. Neither trap is located in a commercial avocado grove.

These finds are about 28 miles and 35 miles, respectively, in a straight line from the previously closest known PSHB infestation in the Calabasas area near the Los Angeles/Ventura County border. At this point it is unknown if the beetle traveled this distance naturally, without being captured in any of the detection traps between the county border and Santa Paula/Ojai, or if this was facilitated movement (firewood, greenwaste, etc.).

During the second week of November, one grove in Ventura County was found to have trees with beetle activity. The grove is located on the western edge of Santa Paula, approximately 2-miles from the early PSHB trap find.

Ground surveys to look for symptomatic trees, both avocado and other hosts, are underway in an attempt to delimit the extent of the infestation. In addition, the Commission is actively working with our trap monitoring partners from the

Ventura County Agriculture Commissioner's Office to increase the density of traps in both the Ojai and Santa Paula areas. Both of these efforts are an attempt to determine if there is an established population of PSHB in Ventura County or if the trap captures were isolated events due to the movement of infested material.

PSHB/KSHB Grower Information Meeting in Santa Paula – December 1, 2015

The Commission is hosting a PSHB/KSHB grower information meeting on Tuesday December 1st at the Ventura County Ag Museum, 926 Railroad Avenue, Santa Paula from 10:00am to 12:00pm. Drs. Richard Stouthamer, Akif Eskalen and Frank Byrne will share with growers the latest information about PSHB, monitoring and scouting for the beetle, and possible control strategies.

KSHB Found in Orange County

On November 12, Dr. Richard Stouthamer, UC Riverside Professor of Entomology, reported that genetic analysis confirmed a beetle specimen collected in a trap in an avocado grove in Orange County and tests indicated the specimen was KSHB.

This marks the first time that the KSHB and PSHB are known to be present in the same area. Prior to this find, KSHB was only known to be present in San Diego County. It is unknown what affect this will have on the potential impact of these beetles or if it will allow for the two species and their respective fungal symbionts to merge.

It is important to stress that this newest KSHB specimen was in a trap and not found in avocado trees. Additionally, there is a firewood facility very near to the trap location where the beetle was collected. Although there is no way to be certain, the KSHB may have moved from San Diego County to Orange County through infested firewood movement. The grower, in cooperation with researchers, is working to increase the number of traps between the firewood facility and the grove.

Section 18 Emergency Exemption Update

As a reminder, the Commission submitted a Section 18 Emergency Exemption application for Hero[®] insecticide to CDPR at the end of September. That application is making its way through the review process and we have been in regular contact with DPR staff regarding its progress. Although the review process does take time, we are monitoring the application's progress and remain optimistic that we will have a decision by the end of the year.

PSHB and KSHB Resources Available

Growers are reminded that because of the large host range of these beetles and the unregulated status of this pest, it may appear anywhere regardless of previous known infestation boundaries. All avocado growers, whether in a known shot hole borer infested area or not, are encouraged to educate themselves on the symptoms of shot hole borer attack and to actively scout their groves and surrounding areas on a regular basis for any signs of the beetle.

The Commission's [grower website](#) and the Eskalen lab website both have informational handouts on beetle attack symptoms, known host tree species, and what to do if you have a suspect find. To help 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.

The Commission will communicate to the industry any new information about the extent of the presence of PSHB and KSHB as it becomes available.

CAC Board Approves 2015-16 Budget, Business Plan and Sets Assessment Rate

At its October 15, 2015 meeting the California Avocado Commission (CAC) Board of Directors took up the annual task of approving the budget, business plan and annual assessment rate for the fiscal year commencing November 1, 2015.

The approved budget of \$15.3 million is based on a crop size of 360 million pounds (all varieties) and an assessment rate of 2.30 percent. Programs outlined in the business plan reflect a robust marketing spend of \$9.8 million, 64.2 percent of the total budget, with 6.4 percent dedicated to Production Research projects and 7.6 percent going towards Industry Affairs activities.

Details of CAC's planned programs and activities for the 2015-16 fiscal year can be found in the [Commission's 2015-16 Business Plan](#).

Specialty Crop Block Grant Technical Review Committee Seeks Volunteer Members

The California Department of Food and Agriculture (CDFA) is looking for California specialty crop industry members to volunteer to serve as reviewers on the 2016 Specialty Crop Block Grant Program (SCBGP) Technical Review Committee. The committee is responsible for reviewing, evaluating and making recommendations to the CDFA on grant proposals submitted to the SCBGP. Interested California avocado growers are encouraged to volunteer.

The committee will meet three times between January and May 2016 to make recommendations on the grant proposals. Interested individuals must submit a completed application form and a copy of their resume to grants@cdfa.ca.gov before 5 p.m. on December 10, 2015.

Individuals will be asked to identify at least one of the following SCBGP funding categories as an area of expertise:

- Market Enhancement: California Grown Promotion
- Market Enhancement: Market Expansion and Access
- Training and Education: Specialty Crop Nutrition Education
- Training and Education: Equipping Current and Next Generation Specialty Crop Farmers
- Research: Environmental Stewardship and Conservation
- Research: Plant Health and Pest Management

The committee application is available [online](#). For more information, contact the CDFA's Office of Grants Administration at 916.657.3231 or grants@cdfa.ca.gov.

California Women for Agriculture Opens San Diego Chapter

California Women for Agriculture (CWA) is an all-volunteer agricultural organization engaged in public relations, education, events, fundraising and legislative advocacy that supports local agricultural interests across the state. The CWA has more than 2,000 members and recently opened a San Diego chapter to support the more than 6,000 farms located in the region (of which nearly 27 percent are owned by women).

The San Diego CWA generally meets the second Tuesday of each month at 6:00 p.m. In November, the meeting will be held at 6:00 p.m. on the 17th at Buca di Beppo, 1921 Calle Barcelona, Carlsbad, CA, 92009. The chapter is involved in the Adopt-a-Legislator program, supports "Ag-in-the-Classroom" projects, participates in Capitol Ag Day and offers scholarships to college bound students and local educators.

To learn more about the CWA San Diego chapter, visit the organization's [website](#). Interested persons can [subscribe to the CWA newsletter](#), [join the chapter](#) and view regional [news and events](#) on the website. Yearly membership is \$40; student memberships are \$25.

For more information, email Jena Francis, San Diego CWA President, at jfrancis@sandiegocwa.org.

L.A. Produce Market Tour for Southern California Growers

The University of California Cooperative Extension (UCCE) is hosting a free one-day event on December 2 entitled, "Meet the Buyers: L.A. Produce Market Tour for Southern California Growers." California avocado growers interested in exploring new markets, meeting produce buyers and learning more about produce distributors in the Los Angeles area are encouraged to attend. The tour will provide growers with the opportunity to gain a better understanding of how each of the buyers operates and to explore different distribution channels.

The agenda is as follows:

- 5:00 a.m. — Meet and depart from the Park and Ride on I-15 and Hwy 76
- 8:00 a.m. — Tour [Harvest Sensations](#)
- 10:00 a.m. — Visit [Melissa's/World Variety Produce](#)
- Noon — Tour the [Whole Foods](#) Distribution Center
- 2:00 p.m. — Visit [Health and Lejeune](#)

The tour should end at approximately 6:30 p.m. Advance registration is required and space is limited. Interested growers can register [online](#). The deadline for registration is November 27. Lunch, snacks and handout materials will be provided.

For more information, contact Roland Hills at 858.822.7711.

Upcoming San Diego CAPCA Laws and Regulations Seminar

On December 2, CAPCA will host a seminar entitled, "San Diego CAPCA Laws and Regulations." The seminar will cover the following topics:

- San Diego Issues Pertaining to Agriculture and Nursery Water Use
- Options for Control of Vertebrate Pests
- Safe Use of Neonicotinoids in Pollen Bearing Plants
- State Groundwater Regulations Updates
- Applicator's Certificate Test Preparation and Review

The seminar will be held from 7:55 a.m. – 12:00 p.m. at the San Diego Farm Bureau located at 1670 E. Valley Parkway, Escondido, CA. The seminar fee is \$50.

The seminar agenda is available [online](#) as is the event [registration](#). For more information, contact Brian Vander Mey at 760.715.8083 or bvandermey@ucanr.edu.

Human Resources Management and Legal Update Seminar for Agricultural Employers

California avocado growers interested in learning more about human resource compliance, safety, training and legal issues are invited to attend a seminar entitled, “Human Resource Management and Legal Update for Agricultural Employers.” The seminar will be held on December 9 at the San Diego County Farm Bureau located at 1670 East Valley Parkway, Escondido, CA, 92027.

The seminar agenda is as follows:

7:30 a.m. — Registration, breakfast, welcome

8:30 a.m. — Compliance Issues and Best Management Practices for Hiring

10:15 a.m. — Wage and Hour Update: Paid Sick Leave, Beyond Hourly Pay

12:15 p.m. — Lunch

1:15 p.m. — Effective Strategies to Help Control and Reduce Your Workers’ Compensation Costs

3:00 p.m. — Why Should Employers Update their Safety Programs?

4:00 p.m. — Facilitated Discussion on Local Agriculture Human Resources Issues and Training Needs

The seminar fee is \$60 per person for registrations prior to December 4. After that date, registrations will be permitted as space allows for a \$75 registration fee. The fee covers handout materials, a continental breakfast, lunch and refreshments.

Interested California avocado growers can register [online](#). An [informational flyer](#) is also available online and in the right-hand menu.

The seminar is presented by the University of California Cooperative Extension and the San Diego County Farm and Home Advisor, in collaboration with the California Farm Labor Contractor Association, Zenith Insurance Company and the San Diego County Farm Bureau.

More than 100,000 People Attend the Carpinteria California Avocado Festival

From October 2 through October 4, more than 100,000 California avocado fans gathered along Linden Avenue in downtown Carpinteria to enjoy family-friendly events, unique California avocado dishes (including avocado ice cream) and learn more about the state’s premium fruit at the 29th Annual California Avocado Festival. The California Avocado Commission (CAC) exhibited at the popular event, providing attendees with new California avocado recipes, nutrition information and California Avocado scoopers. CAC staff and California avocado growers Rick and Trish Shade, Bradley Miles and Will Carleton also were on hand to answer questions about growing avocados. April Aymami, CAC’s industry affairs manager, had the honor of serving as one of the judges for the Annual Best Guacamole Contest.



California avocado fans queue up for new recipes, nutrition information and avocado scoopers.

CAC's High-profile Menu Items Inspire Restaurant Decision Makers

Marketing and culinary research and development decision makers enjoyed unique California avocado menu items at the 2015 National Restaurant Association's Marketing Executive Group (MEG) Fall Conference held at the Westin Gaslamp Hotel in San Diego. The newly created *Mini California Avocado Bruffins* and *Spicy Carrot, Cucumber and California Avocado Salad* were served during the afternoon break to inspire attendees and demonstrate the benefits and value of offering fresh California avocados on the menu.

The event provided the Commission with an excellent opportunity to network with chain marketing decision-makers and industry peers. Conversations with the culinary decision makers focused on proposing and planning new menu items featuring fresh California avocados. The unique California avocado menu items also were of interest to foodservice trade publication media members who monitor and share industry trends with their readers.



Guests sampling California avocado dishes including Spicy Carrot, Cucumber and California Avocado Salad during the event's afternoon break.

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 11/8/2015	Season-to-Date (since 11/1/15)	2015 Year to Date
Hass	0	0	261,332,529
Lamb	0	0	13,385,333
Other (Greens)	0	0	1,874,363
California Total	0	0	276,592,225
Florida	1,014,640	1,014,640	46,345,510
Chile	682,926	682,926	13,970,222
Mexico	36,315,142	36,315,142	1,493,834,097
Other (Imports)	80,000	80,000	122,111,331
Import Total	37,078,068	37,078,068	1,629,915,650
USA Total	38,092,708	38,092,708	1,952,853,385
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				
11/9/2015				
	FOB Price	Field Price	Retail Price	Last Year FOB
California Hass	(25# carton)	(per pound)	(per each)	(25# carton)
#2's				
32's-36's				
40's				
48's	Insufficient Volume			
60's				
70's				
84's				
Mexican Hass				
All Sizes	16.00-26.00	N/A	2/0.99-1.69	16.00-35.00
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

Synopsis – We are starting to see cold fronts coming southeast from Washington State, but the flow over the north Pacific has continued to be from the west. Even though some frosts have occurred these past few days, the airmasses have been less cold than usual for this time of year. The *El Niño* anomaly is starting to provide more energy to force troughing over southern California and the Great Basin.

In the Near-Term – Southern California – November 13 to 28... Recurrent troughing will continue to occur near or over southern California with a weak southern branch of the westerlies occurring. The latest guidance does support the development of the southern storm track beyond its current intensity. The longwave trough is starting to focus into Arizona. Showers are possible from frontal remnants on the 16th to 18th and the 20th and 21st.

Summary – November 22 to December 10... Drier than normal conditions will return in central and northern California while southern California may have normal rainfall. Temperatures may be near normal, and the frost risk will be minimal. A series of Santa Anas is possible from the 22nd through the end of November, followed by a return of rains from December 3 to 10.

Forcing by the strong *El Niño* will continue. Upper lows will continue to approach California from the southwest with the strongest fronts occurring near 140W and secondary troughing in the Great Basin and Arizona.

In the avocado growing regions, after the 23rd and through the holiday period, we expect an increase in the risk of dry northeast wind events (Santa Anas) with high temperatures into the upper 70's and lower 80's along the coast and coastal valleys.

Seasonal Outlook/*El Niño* Update – December 11 to February 28... CFSv2 and NMME model guidance are telling us the same basic story. It will be wet in January through March through all of northern California. It will be wet in February and March in central and southern California. The start of the heavy rains of winter may be late or intermittent until late January.

In December it will be drier than normal in northern California. Southern California will have decent rains but in near normal amounts. Temperatures will be near or a little warmer than normal.

In January it could be very wet in central California with slightly above normal rainfall in southern California. After some good rains in the first 10 days of January, it will turn dry and warm for a while in central and northern California, while upper lows will linger in southern California with possible showers. The snowpack will be at higher elevations in the Sierra Nevada Mountains.

The southern storm track will break through and persist over southern California for most of February. All of California will be wetter than normal. February will be the most likely time for storms and for the highest flash-flood risk in southern California. In particular, flash flood events would be most likely to occur from February 9 to 20, and February 27 to March 5. This assumes that the dates of such events will occur around the same time as such events occurred in the years of similarly active *El Niño*'s.

However, it should be remembered that the current and unusually widespread warm sea surface temperature pattern in the eastern North Pacific will insert a different mid-latitude influence than in the previous active *El Niño* seasons. This increases the uncertainty in the amount and timing of rainfall. We are pretty sure that some heavy rains will occur, but the season may be shorter and with more interruptions than in previous seasons.

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