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## Calendar

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

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

## Pesticide Safety Instructor Training Workshops

The UC Integrated Pest Management Program and AgSafe are offering Pesticide Safety Instructor Training Workshops that qualify participants to train fieldworkers and pesticide handlers according to the revised Worker Protection Standards. Registration required.

[More information available here.](#)

**September 20 & October 10, 25 and 26**

### September 20

**Time:** 8:00 a.m. – 5:00 p.m.

**Location:** UCCE Ventura Office, 669 County Square Drive #100 (Spanish), Ventura, CA

### October 10

**Time:** 8:00 a.m. – 5:00 p.m.

**Location:** Cal Poly Pomona, Agriscapes classroom, 4102 S University Drive (English), Pomona, CA

### October 25

**Time:** 8:00 a.m. – 5:00 p.m.

**Location:** Betteravia Farms/Bonipak, 1850 W. Stowell Rd (English), Santa Maria, CA

### October 26

**Time:** 8:00 a.m. – 5:00 p.m.

**Location:** Betteravia Farms/Bonipak, 1850 W. Stowell Rd (Spanish), Santa Maria, CA

## CAC Production Research Committee Meeting

**September 26**

**Time:** 9:00 a.m. – 12:00 p.m.

**Location:** Calavo Growers, Inc., 1141 Cummings Rd., Santa Paula, CA

## Grower Field Day — Crop Estimating, Winter Prep and Energy Efficiency Programs

The final installment of the California Avocado Commission's 2016-17 grower field days will feature presentations on crop estimating, reading avocado trees and energy efficiency programs for irrigation pumps. [More information available here.](#)

September 27

**Time:** 9:00 a.m. – 11:00 a.m.

**Location:** Pine Tree Ranch Demonstration Grove, 19455 E Telegraph Rd., Santa Paula, CA

## CAC Board Meeting

October 12

**Time:** TBA

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

## Pine Tree Ranch Grower Field Day to Cover Crop Estimating, Winter Prep and Energy Efficiency Programs

The final installment of the California Avocado Commission's 2016-17 grower field days will feature presentations on crop estimating, reading avocado trees and energy efficiency programs for irrigation pumps. The Field Day will take place on Wednesday September 27, 2017 from 9:00 a.m. – 11:00 a.m. at the Pine Tree Ranch Demonstration Grove located at 19455 E Telegraph Rd., Santa Paula, CA 93060.

Field reps from several handlers will walk growers through their process of crop estimating to help growers better predict their grove's yield for next year.

Mike Mobley, Progressive Land Management, will discuss with growers how to read their trees going into winter—touching on things such as tree nutrition, grove maintenance tasks, pest and disease management and other issues to address at this time of year.

Olivier Jerphagnon and Laura Crawford from PowWow Energy will talk to growers about improving yield while reducing energy and water inputs. PowWow's Pump Monitor™ is a compliance software to track water supplies and field Evapotranspiration (ET) demand without having to deploy new hardware devices. It leverages existing smart meters and weather stations across California. A pilot program sponsored by Southern California Edison is running in 2017 and 2018, and a demonstration will be presented to growers who are interested in joining the energy efficiency program and collecting daily private water records.

## FDA Considering Extending Timelines for FSMA Water Testing Requirements

Based on input from the produce industry, including the California Avocado Commission (Commission), the Food and Drug Administration (FDA) has re-opened the Food Safety Modernization Act (FSMA) rule-making process to consider amending the Produce Safety and the Preventive Controls for Human Foods Rules (Produce Safety Rule). The [proposed rule was published in the Federal Register](#) on September 13, 2017 and has a 60-day comment period.

If finalized, the rule would extend the compliance dates for the agricultural water provisions of the FSMA Produce Safety Rule by an additional two to four years for produce (other than sprouts). The proposed extension is meant to provide FDA with the opportunity to review and revise the FSMA Produce Safety Rule's agricultural water standards based on upcoming stakeholder input to ensure these standards enhance public health and are feasible and practicable for farmers to implement.

FDA's new proposed agricultural water compliance date for the largest farms is January 26, 2022. Small farms and very small farms would have until January 26, 2023 and January 26, 2024, respectively (definitions below).

To be clear, if the proposed rule is approved, growers will still be required to demonstrate compliance with all other FSMA mandates according to the following dates:

- Very small businesses, those with more than \$25,000 but no more than \$250,000 in average annual produce sales during the previous three-year period: Four years (January 26, 2020).
- Small businesses, those with more than \$250,000 but no more than \$500,000 in average annual produce sales during the previous three-year period: Three years (January 26, 2019).
- All other farms: Two years (January 26, 2018).

FDA does not expect on-farm inspections to occur until 2019. However, as previously stated, farms will still be expected to meet all produce safety requirements set by the Produce Safety Rule for produce (other than sprouts), except those related to agricultural water, by their original compliance dates. This means January 2018 for the largest produce farms.

The California Department of Food and Agriculture (CDFA) will work as FDA's state partner and is in the process of determining how best to enforce FSMA. CDFA is developing a plan to conduct industry education on the FSMA requirements and likely inspection process, prior to the initiation of on-farm inspections. The Commission is part of those discussions. One possibility for industry outreach includes On-Farm Readiness Reviews. These On-Farm Readiness Reviews would be conducted by a team of state officials, cooperative extension agents and FDA produce experts that provide farmers with an assessment of their "readiness" to meet the new FSMA Produce Safety rule requirements. If you are interested in learning more about possibly participating in an On-Farm-Readiness Review please send an email to [cac.iaf@avocado.org](mailto:cac.iaf@avocado.org).

The Commission will continue to provide information concerning FSMA and working with growers to ensure FSMA compliance. If you have not become food safety certified, you are encouraged to review the [Commission's Food Safety program](#) and talk with your handler.

### **California Avocado Society Annual Meeting Includes Field Tour, Conference and Awards**

The California Avocado Society (CAS) will hold its annual meeting from October 20 – 21, 2017 in Ventura County. The two-day event will include a field tour and annual meeting with presentations from industry experts, a grower panel and award presentations.

The field tour will take place on Friday, October 20 from 12:00 – 4:30. The tour begins at [Hansen Agricultural Center](#) located at 14292 West Telegraph Road, Santa Paula, CA. The tour will take place as follows:

- Calavo Avocado Ripening Facility — Review avocado ripening technology and management
- Fruit Growers Laboratories — Examine leaf and soil analysis technologies
- Brokaw Orchard — Tour high density groves and discuss management changes over time
- Domingues Orchard — Review high density management and pruning practices

The tour will finish with a BBQ and reception at [Limoneira Ranch Headquarters](#) from 4:30 – 7:30 p.m. The cost of the tour is \$25 for CSA members and \$35 for non-members.

The CAS Annual Meeting will take place at the Four Points by Sheraton located at 1050 Schooner Drive, Ventura, CA on Saturday, October 21 from 7:30 a.m. – 2:45 p.m. The cost for this portion of the two-day event is \$85 for members and \$95 for non-members. The speakers for the annual meeting include:

- Scott Bucy, Vice-President, Fruit Growers Laboratories — Soil and Plant Analysis: Common and Not So Common Problems
- Dr. Raquel Folgado, Cryopreservation Researcher, The Huntington — Cryopreservation of Avocado Germplasm and New Technology Spin-offs for Propagation and Breeding
- Consuelo Fernandez, Director of International Cooperation, Brokaw Nursery — Gem Variety Management, and New Rootstocks
- Dr. Peggy Mauk, UCR Director of Ag Operations and CE Subtropical Specialist — Rootstock Trial Progress
- Brittany Collins, Owner and Chief Pilot, HawkEye Imaging — Remote Sensing Technology—Now and in the Future
- M. Cristina León, CAS Board Member — Highlights of the CAS tour to Michoacan
- Grower Panel — Shawn Martin, Organic Grower Carpinteria; Kevin Ball, Ag Land Services; Ed McFadden, Orchard Manager. Moderated by Susan Estrada, Newslite Editor.
- The session will include award presentations for the Oliver Atkins Award and the Award of Honor.

Interested parties can register for the CAS Field Tour and Annual Meeting [online through the CAS website](#).

### **Specialty Crop Block Grant Program Seeks Technical Review Committee Members**

The California Department of Food and Agriculture (CDFA) is seeking volunteers with experience and knowledge concerning California's specialty crop industry to join its Specialty Crop Block Grant Program Technical Review Committee. The committee reviews, evaluates and makes recommendations to the CDFA on funding proposals submitted to California's [Specialty Crop Block Grant Program](#).

Technical Review Committee members attend one webinar and one in-person meeting between November 2017 and March 2018 to discuss and make recommendations concerning proposals. The program provides funding designed to help those in the specialty crop industry (fruits, vegetables, tree nuts, dried fruits, horticulture and nursery) enhance their competitiveness. Grants range from \$25,000 – \$300,000 per project and may last up to two years and six months.

Interested individuals must submit an [application form](#) and a copy of their resume to [grants@cdfa.ca.gov](mailto:grants@cdfa.ca.gov) before 5:00 p.m. on October 12, 2017. Applicants must identify at least one of the following grant categories as related to their area of expertise:

- Specialty crop access and nutrition education
- Equipping current and next generation specialty crop farmers
- Environmental stewardship and conservation
- Plant health and pest management

For a more complete explanation of the above-noted categories and details about the grant program, review the [2018 Request for Concept Proposals](#).

For more information, contact the CDFA's Office of Grants Administration at 916.657.3231 or [grants@cdfa.ca.gov](mailto:grants@cdfa.ca.gov).

## Commission's Social Media Posts Reach More Than 2.2 Million at the End of Summer

As summer winds down, so too does the California avocado season. That said, fans may not be aware of the seasonal availability of California avocados, or may “forget” during the final heady days of the season. To ensure California avocado fans enjoy their favorite premium fruit before autumn returns, the California Avocado Commission (CAC) highlighted the closing of the California avocado season on its social media channels from the end of July through August. In doing so, the Commission reached more than 2.2 million consumers by sharing a variety of educational content, summer recipes and inspirational ideas for using avocados in new ways on its Instagram, Facebook and Twitter channels.

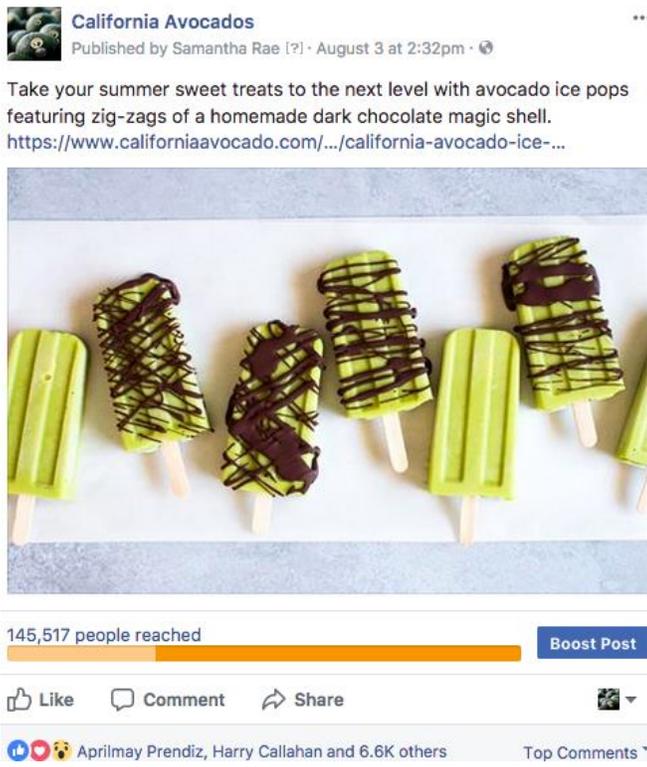
To emphasize the seasonality of California avocados, the Commission shared educational blog content on [Instagram](#), [Twitter](#) and [Facebook](#). The posts showcased photos of California avocado groves, reminded fans the California avocado season was winding down and encouraged them to use the Store Locator to find California avocados nearby. These posts reached more than 523,000 California avocado fans.

The Commission also provided refreshing California avocado recipes perfect for the hottest months of summer in support of American Summer Holidays . Recipes ranged from light salads with international flare, to frozen avocado desserts. [Facebook](#) fans commented on CAC's unique [Chicken and Avocado Vietnamese Salad](#) recipe, [Twitter](#) users celebrated #NationalPicnicMonth with fresh avocado toast snacks and [Instagram](#) followers shared CAC's colorful fresh fruit salad recipe with their friends. The late summer California avocado recipes were a big hit with consumers — reaching more than 1.6 million social media users. Content supporting American Summer Holidays, like a [Facebook](#) post featuring a summer chow chow relish recipe perfect for hot dogs, has reached more than 10 million social media users this summer.

To demonstrate the versatility of California avocados, CAC shared content illustrating unique ways to use the fruit. CAC also engaged with parents by sharing a podcast on [Twitter](#) noting how parents can incorporate avocados into a baby's diet. Overall, more than 73,000 fans engaged with the social media posts showcasing California avocado diversity.

CAC's social media fan base has substantially increased, as has fan feedback and commentary. To ensure CAC can respond to fans' comments, questions and messages in a timely, coordinated manner, the Commission acquired a community management tool that aggregates all social media mentions of “California avocados” — from Facebook, Twitter and Instagram — into one place. This allows CAC to respond to fans and targeted consumers who are sharing content about the brand on their social media channels. In addition, the tool gathers all Twitter conversations about “avocados” and the “avocado industry” into one content stream, allowing CAC to review the online conversations and engage with users who align with CAC's target audience even when they aren't mentioning the California Avocado brand directly. In this manner, the Commission is better equipped to interact with all avocado fans, providing relevant and interesting content that will inspire them to check the label and purchase California avocados.

By providing consumers with such a diverse range of California avocado content, the Commission was able to capture the attention of more than 2.2 million social media users during the final weeks of summer. Since leveraging the community management tool, the Commission has seen a strong uptick in fan engagement. User replies on Twitter California Avocado brand content increased by 19 percent and comments on brand Instagram content increased by 83 percent compared with the previous reporting period. California Avocado brand replies on Facebook increased by a whopping 200 percent as compared to the previous reporting period.



*Frozen avocado treats were a hit with California avocado fans during the hot, final weeks of summer.*

## **Supermarket Dietitians Share Their Love of California Avocados in Targeted Retailers**

For shoppers, Supermarket Dietitians (SD) serve as a trusted resource for nutritional information and usage ideas — be it in the store, on social media, in print or on the television. To ensure consumers have a variety of California avocado recipes and information available to them, the California Avocado Commission (CAC) partners with targeted retail SDs on a wide range of promotional activities tailored specifically to each retailer and their customers. More importantly, the SD programs help direct shoppers to stores merchandising California avocados.

Raley’s stores hosted a month-long “Build a Better Barbecue with California Avocados” promotion targeting both consumers and team members. More than 1,100 Raley’s team members took part in a wellness recipe challenge using California avocados as a key ingredient; a similar consumer recipe contest reached more than 64,000 Raley’s shoppers. Participants in the Raley’s Leadership Summit for District and Store Managers sampled California avocado-centric dishes while learning more about the nutritional benefits of avocados and the hand grown process of nurturing and harvesting the fruit. The Raley’s SD also showcased California avocados as a source of “good fats” during a [TV segment](#) on Sac & Co that reached nearly 200,000 viewers.

For Father’s Day, Gelson’s hosted a family-friendly California Avocado Festival for 600 children. The kids enjoyed California avocado coloring pages and donned temporary tattoos while making guacamole and sushi for their dads. They then went home with a California avocado bumper sticker in hand. The chain also held a four-county children’s coloring contest during California Avocado Month and provided the winners with a CAC gift bag and a \$25 American Express Card. The family-friendly events were shared on Gelson’s social media channels and more than 400,000 homes received a free coupon mailer celebrating California Avocado Month.

PCC Markets held two “Superfoods for Dudes” cooking classes that demonstrated the healthful benefits and the versatility of the fruit with a variety of California avocado recipes. As part of the California Avocado Month celebration, PCC featured the fruit in its June newsletter — which was sent to 58,000 homes — and named avocados as the Nutritionist Pick of the Month. PCC’s nutrition educator also served as a guest blogger for The Scoop with a post entitled “Top 5 Superfoods for Dudes.”

California avocados were the subject of a feature article entitled "[Advocating for Avocados](#)" in the summer issues of Kroger's *Live Naturally* and *Optimum Wellness* magazines. The article, credited to CAC, provided readers with nutritional facts, information about how to select, ripen and handle avocados and a wide range of California avocado recipes including soup, muffins and cheesecake. More than 435,000 copies were distributed to 1,200 King Soopers, Fred Meyer, Ralph's, Fry's, Smith's, QFC and Kroger stores in Atlanta, Cincinnati, Michigan and Texas.

Bristol Farm celebrated California avocados with two cooking classes: "Kids in the Kitchen: Dad's Day BBQ" helped children plan the perfect Father's Day grill-out session, while "Afternoon Tea" showcased light California avocado snacks perfect for entertaining.



## Skinny on Healthy Fats

*Raley's Supermarket Dietitian discussed "good fats" and California avocados on a Sac & Co TV segment.*

### California Avocados Showcased at 2017 Flavor Experience Conference

Marketing, culinary, menu development and purchasing executives gathered at the Marriott Newport Beach Spa and Resort Hotel from August 14 – 16 for the 2017 Flavor Experience Conference. The California Avocado Commission (CAC) sponsored the event and members of the foodservice team participated, eager for the opportunity to meet with chain decision makers to propose and plan 2018 menu items featuring California avocados.

As a sponsor of the conference, the CAC logo was featured on the event's lunch menu hosted at the Oak Grill. Attendees had the opportunity to sample high-profile fresh California avocado menu items such as *California Avocado Flatbread*, a *California Avocado Bowl* and *California Avocado Shishito Pepper "Relleno"*.

The CAC foodservice team networked with 61 existing chain contacts and secured 28 new contacts by the end of the three-day event.



The California Avocados logo was prominently featured on the Oak Grill menu.

## 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 9/10/2017	Season-to-Date (since 11/1/16)	2017 Year to Date
Hass	243,988	204,549,888	204,150,074
Lamb	36,162	7,239,156	7,239,156
Other (Greens)	2,344	1,541,528	1,403,823
<b>California Total</b>	<b>282,493</b>	<b>213,330,573</b>	<b>212,793,053</b>
Florida	130,240	39,267,030	31,212,720
Chile	6,306,792	53,598,381	33,525,035
Mexico	24,869,769	1,426,493,948	1,156,406,497
Peru	5,843,001	143,233,161	143,183,161
Other (Imports)	30,000	31,380,000	21,940,000
<b>Import Total</b>	<b>37,049,562</b>	<b>1,654,705,491</b>	<b>1,355,054,694</b>
<b>USA Total</b>	<b>37,462,296</b>	<b>1,907,303,094</b>	<b>1,599,060,467</b>
Source(s):	California = CAC (AMRIC), Chile = Comite de Paltas, Chile		
	Florida = Florida Avocado Admin Committee		
	Mexico = APEAM, Peru = ProHass		
	Other Imports = USDA AMS website		

	Organic #1	Conventional #1	Conventional #1
California Hass	(Field Price Per Lb)	(Field Price Per Lb)	(Carton Price)
#32's			
36's			
40's			
48's	Insufficient Volume to Quote		
60's			
70's			
84's			
*To subscribe to the Weekly Newslines, please contact the California Avocado Society at (949) 940-8869 or <a href="http://www.CaliforniaAvocadoSociety.org">www.CaliforniaAvocadoSociety.org</a> .			

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

Summary- Upper low pressure near central and southern California will continue some support for showers in the SierraNV, and possibly also in southern California. Another tropical cyclone is suggested to move into W Mexico on September 17-19th, producing rains in Sinaloa/Sonora, thence into S Arizona and New Mexico. The active trough in California will tend to steer the tropical cyclone into W Mexico and New Mexico rather than into S California.

Support exists in the sea surface temperature anomaly (SSTA) field for a long wave trough in the central North Pacific near 140W, a robust storm track developing from E of Hawaii to the British Columbia coast, but high pressure continuing in the interior W and NW US states. This often associates with troughing near southern California.

**In the Near Term – Sept. 15-28...** In the southern California avocado growing areas, from Santa Barbara County to San Diego County, it will be cool with troughing and showers from September 13-16th and again from the 18-20th with coastal drizzle and deeper marine layer developing. Hot and dry Santa Ana conditions develop on September 24-25th, followed by the return of troughing and a deeper marine layer again with coastal drizzle.

**Summary – Sept. 29 – Oct. 15...** In the southern California avocado growing areas, from San Luis Obispo south, a cool period with deeper marine layer and drizzle/light rain or light showers are possible during most of October 1-11th. A period of hot Santa Ana winds is possible during October 13-16th.

**Seasonal Outlook / El Niño Update...October 16 – December 31, 2017...** After a hot and dry period during mid to late Oct, wet conditions return to NW California and Siskiyou's at times from the end of Oct through most of Nov. Best chances for rains in Nov are usually during 10-20th, and again around 28-30th. A period of heavy rains and storm events often occurs during December 18-23rd and 27-30.

A *La Niña* pattern has appeared in the sea surface temperature anomaly field, and this supports a shift to drier than normal conditions in central and S Calif around the end of Dec and into January 2018. There is a suggestion of colder than normal conditions developing for California in early to mid-January 2018.

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