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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>

### **CAS/CAC/UCCE Grower Seminar Series: Fertilization Techniques, PGRs and Local Issues Updates**

#### **August 06**

**Time:**

1:00 - 3:00 pm

**Location:**

San Luis Obispo, Cooperative Extension Office/Auditorium, 2156 Sierra Way, San Luis Obispo

#### **August 07**

**Time:**

9:00 - 11:00 am

**Location:**

Ventura, Cooperative Extension County Office/Conference Room, 669 County Square Drive, Ventura

#### **August 08**

**Time:**

9:00 - 11:00 am

**Location:**

Temecula, Temecula Civic Center, 41000 Main Street, Temecula

### **CAC Board Meeting**

#### **August 27**

**Time:**

TBD

**Location:**

CAC Office, 12 Mauchly, Suite L, Irvine, CA 92618

## Grower Discussion Groups

*By Dr. Jonathan Dixon*

In the Winter 2011 issue of *From the Grove* I outlined a number of initiatives the Commission was going to undertake on outreach. One of the activities put forward in the article was the creation of Grower Discussion groups where small numbers of growers would meet regularly to discuss their own grove management decisions. The groups are voluntary and managed by growers with some help from the Commission to get established and for ongoing support. In June three more groups had their first meeting, two in San Luis Obispo County and one in Santa Barbara County. The meetings were a great start with the growers discussing issues most important to their situation and learning from each other the different ideas that have been tried. The two main topics of discussion were rodent control, in particular managing ground squirrels and gophers, and irrigation practices. The drought over winter appears to have affected many trees badly with reduced fruit size. Sharing ideas of what has and has not worked with other growers can be a good way to figure out cultural management options. Each new group agreed to meet on a regular schedule and to rotate their meetings around the different groves. I look forward to re-visiting each group once or twice a year to see the progress being made on improving their cultural management.

If you would like to start or participate in a Grower Discussion group please complete the form found on our website at <http://www.californiaavocadogrowers.com/growing/regional-grower-groups> or you can contact Jonathan Dixon at (949) 341-1955 for further information.

## Firewood Task Force Meeting

The California Firewood Task Force met on June 20 at the USDA office in Davis. This is the second Task Force meeting with CAC participation. The Task Force is charged with educating Californians about the risks of spreading pests and diseases that moving firewood poses. CAC's involvement with the Task Force stems from the Polyphagous shot hole borer and potential for that pest and the fungi it carries to move in firewood. The Task Force's representative from the American Firewood Producers and Distributors Association informed the group that the AFPDA has developed silver and gold standards for treating firewood to ensure it is pest free. These standards will be voluntary, but producers following them will receive the USDA's Agricultural Marketing Service seal of approval on their product. This is a very positive voluntary step forward by the firewood industry. They hope to have the program rolled out later this year. Another major point of discussion at the meeting was around the fact that there are no regulations governing the movement of firewood within the state. Pests such as PSHB that are restricted to specific areas of the state could easily be moved in contaminated firewood since there is no regulation. It is important that avocado growers and other groups affected by the pests that can move in firewood be aware of this and, if necessary, do what they can to lobby for a legislative solution. As part of the new USDA grant that CAC has received for outreach on PSHB we are working to establish a PSHB working group. The Firewood Task Force has been a great way to make contact with representatives from the state and national forest service and secure their involvement in the PSHB working group.

## Production Research Proposals Submitted

The deadline for submitting proposals to the Production Research Committee was Monday June 24. We received a total of 10 proposals; five to continue existing areas of research and five to initiate new projects. The continuing proposals are on the topics of plant breeding (both rootstocks and scion varieties), and the Polyphagous shot hole borer and its associated fungi. The new proposals are in the areas of enhancing productivity/fruit size, screening rootstocks for salinity tolerance, preserving avocado germplasm, and understanding the specific genetic effects of crop load on flowering. These proposals will now be reviewed by the PRC and selected proposals discussed at a PRC meeting to be scheduled for the week of July 15.

## Senate Passes Immigration Reform Legislation

Yesterday (June 27), the Senate passed the Border Security, Economic Opportunity, and Immigration Modernization Act (SB 744), after months of negotiations and intense debate. The bill passed 68-32, a fairly bipartisan accomplishment as all 52 Democrats voted in favor along with 2 Independents and 14 Republicans. The Senate Gang of Eight, who authored the bill, was hoping for 70 votes to send a strong bipartisan signal to the House, but fell 2 votes shy. It's now up to the House to keep the landmark effort for immigration

reform moving. The Senate's bill is comprehensive, addressing issues like border security and an agricultural worker system, while many within the House majority are looking at a piece meal approach. Piece meal simply means introducing separate bills to address the areas individually. There are concerns that any attempt to move legislation in the House through piece meal will be difficult for agriculture to support as there are no guarantees agriculture's need for an ongoing worker program will be included. For example, E-verify legislation could be enacted with the promise that a system for providing ag workers will soon follow, only to see that never come to fruition. Considering the failure of the House to pass a Farm Bill last week, which typically is a truly bipartisan effort, the chances for passage of immigration reform there are less likely. The Commission will continue to work with Congress members and communicate the critical need for immigration reform.

## Avocado Growing Regions Throughout California Declared Drought Disaster Areas

Last week Tom Vilsack, U.S. Secretary of Agriculture, issued the disaster designations for 2013, of which most all major California avocado growing regions throughout the state were listed as primary natural disaster areas due to drought conditions. A map of the 2013 Secretarial Disaster Designations can be found [here](#).

Growers within designated disasters areas are eligible for a variety of programs offered through the USDA Farm Service Agency (FSA), including emergency loans, emergency conservation program, federal crop insurance and non-insured crop disaster assistance. To learn more about these programs please contact your [local FSA office](#), or visit <http://www.fsa.usda.gov/FSA/>.

## Farm Bill Fails House Vote

On June 20th the House of Representatives failed to pass an extension of the Farm Bill (bill) by a vote of 195 to 234 — just ten days after the Senate passed their version on June 10th. Opposition from Republicans stemmed primarily from the failure of John Boehner's (a Republican from Ohio) proposed amendment to remove dairy production limits from the bill. Democrats opposed the bill's proposed cuts to the Supplemental Nutrition Assistance Program (food stamp program).

The failure of this bill jeopardizes funding for specialty crops in areas such as the Specialty Crop Research Initiative and Clean Plant Network, which could affect avocado growers. The Commission will continue to work with Congress for authorization of a new bill.

## Food Bloggers Can't Stop Talking about California Avocados



Food bloggers continue to be key influencers in the marketplace. Many have a large number of followers who rely on them to guide grocery shopping decisions. This is why the California Avocado Commission (CAC) has taken a multi-pronged approach to leveraging bloggers to promote consumption of fresh California avocados.

This year, CAC's enthusiastic team of blogger ambassadors have created more than a dozen new recipes highlighting the quality, versatility and seasonality of California avocados. More than 40 additional avocado recipe blog posts and a total of nearly **1.7 million media impressions** were garnered during a Cinco de Mayo recipe contest hosted by two of our blogger ambassadors.

The reach of these blog posts have proven to be extensive-- for example, a recent CAC blogger ambassador recipe for [Quinoa Avocado Sushi](#) was shared on Pinterest by more than 2,000 people and counting. RecipeGirl.com named the sushi post her "Recipe of the Week," promoting the CAC recipe to more than 25,000 of her Twitter followers. This is just one example of how the buzz through CAC's blogger outreach efforts has reverberating effects.

Another element of this program was CAC's title sponsorship of the first annual Big Traveling Potluck, a food blogger conference, attended by 75 popular bloggers. The event was held April 26-28, at a private residence in Murrieta on an avocado grove. CAC's participation at the event included organizing a grove tour that gave influential media and bloggers a better understanding of the distinctive qualities and consistent reliability of California avocados.

As part of the weekend's programming, CAC blogger partner Gaby Dalkin presented a "make your own guacamole" challenge where media had the chance to combine fun ingredients together to make their own unique guacamole creations.

CAC also hosted a California avocado-centric dinner which included a demo by Chef Mary Sue Milliken of the Too Hot Tamales. Guests raved about the menu, which included avocado quinoa fritters, grilled halibut topped with avocado and more.



As they were leaving the following day, each guest was gifted with a bag of California avocados. Many of the bloggers then used those avocados to [create beautiful recipes](#) for their blogs after the event which happened to be the week leading into Cinco de Mayo.

In total, the event garnered **157 CAC-related tweets**, reaching **465,049 followers**. Additionally, there were **60 Instagram posts**, resulting in **78,134 impressions**, and **23 blog posts** reaching **497,575 readers**.

## Add-vocado! to Your Subs at SUBWAY®

During the month of July, SUBWAY® restaurants in the Los Angeles area (more than 1,200 locations) will encourage customers to "Add-vocado!" to their subs. All area stores will feature the *Turkey & Spinach with Avocado* and *Subway Club® with Avocado* subs and spotlight fresh California avocados. SUBWAY® restaurants in the Los Angeles area will promote the *Turkey & Bacon Avocado* sub in a newspaper coupon freestanding insert (FSI) that drops July 16<sup>th</sup>. FSI visuals include the **Hand Grown in California** logo running alongside the *Turkey & Bacon Avocado* sub.

During the month of July, Subway restaurants in the San Diego, Santa Barbara and Bakersfield areas will encourage customers to "Add-vocado!" to their subs, while promoting fresh California avocados. After significant increments in 2012, more than 335 locations will be looking to repeat that performance. Subway crew buttons will feature the **Hand Grown in California** logo and encourage customers to "Add-vocado!" to their subs.

**\$3.00 SUB!** Buy ANY regular 6-inch sub or 6-inch Flatbread for only \$3!

**\$5.00 MEAL!** Buy ANY regular 6-inch FRESH MEAT MEAL™ for \$5.00. Includes regular 6-inch sub, 21 oz. drink and chips.

**\$14.00 DEAL!** Buy ANY 3 regular FOOTLONG® subs for just \$14.00!

**ADD-VOCADO!** TURKEY & BACON AVOCADO

**HAND GROWN IN CALIFORNIA**



### CAC Representatives Attend the United Grocers Show

CAC representatives attended the United Grocers show held in Long Beach, California on June 19 and 20. Retail chains and independent operators throughout the west coast attended the two-day buying show to see new products.

Retail Marketing Director Dave Howald and Marketing Programs Manager Dave Cruz informed retailers about the California avocado crop and this season's opportunity to promote smaller fruit through second size displays or custom bagged configurations. The show also gave CAC the opportunity to remind retailers of the co-marketing program with Bud Light® beer. Retailers attending the event included Cardenas Markets, Gelsons, Haggen, Northwest Fresh, Northwest Grocers, Superior Markets, Vallarta and many independent operators.



*Dave Howald (left) and Dave Cruz discuss CAC Programs with Scott Byers of Unified Grocers*



*CAC's Dave Howald, left, with Joseph Traver of Index Fresh at the United Grocers show*

## Join the California Club at Togo's

From May 29 through August 27, Togo's, the San Jose, California-based sandwich chain, brings back its hugely popular *California Club* sandwich promotion. Offered in 6" or 9" size, Togo's describes the *California Club* as served California-style, stuffed with "fresh cut avocados, slow roasted turkey, Black Forest ham, Applewood smoked bacon and buttermilk ranch dressing."

Throughout the summer, the *California Club* promotion will run in 246 Togo's corporate and franchise locations (California, Oregon and Arizona) and will be supported with digital marketing on Facebook and Twitter, as well as featured prominently—with the **Hand Grown in California** logo—on in-store menu boards.



**#36 California Club**  
California style with fresh cut avocado, slow roasted turkey, Black Forest ham, Applewood smoked bacon and buttermilk ranch dressing.

**6" Regular 5.95** Calories **780**  
**9" Large 7.70** Calories **1190**



## California Market Trends

To view all market trend graphs, including "Avocado Volume Summary," "Weekly Price Range" and "U.S. Avocado Supply," please visit: <http://www.californiaavocadogrowers.com/selling-avocados>.

California Avocado Commission Weekly Volume Summary (pounds)			
	Week Ending 6/23/13	Season-to-Date (since 11/1/12)	2013 Year to Date
Hass	17,836,975	246,289,113	244,742,924
Lamb	609,001	802,515	802,515
Other (Greens)	69,930	2,046,285	1,987,344
<b>California Total</b>	<b>18,515,906</b>	<b>249,137,913</b>	<b>247,532,783</b>
Florida	1,338,260	16,682,560	7,077,415
Chile	0	22,731,637	6,029,213
Mexico	16,280,757	869,161,052	638,365,968
Other (Imports)	2,610,000	29,619,000	20,609,000
<b>Import Total</b>	<b>18,890,757</b>	<b>921,511,689</b>	<b>665,004,181</b>
<b>USA Total</b>	<b>38,744,923</b>	<b>1,187,332,162</b>	<b>919,614,379</b>

Source(s):

California = CAC (AMRIC)  
Florida = Florida Avocado Admin Committee  
Chile = Comite de Paltas, Chile  
Mexico = APEAM  
Other Imports = HAB and USDA AMS website

## California Avocado Society Weekly Newslines\* Avocado Prices 6/17/13

	FOB Price	Field Price	Retail Price	Last Year FOB
California Hass	(25# carton)	(per pound)	(per each)	(25# carton)
#2's	7.00-25.00	0.10-0.80		7.00-25.00
32's-36's	33.00-34.00	1.12-1.16	1.99	28.00-31.00
40's	34.00-35.00	1.16-1.20	5/5.99	31.00-32.00
48's	34.00-36.00	1.16-1.24	1.49	31.00-32.00
60's	21.00-23.00	0.64-0.72	0.99	21.00-24.00
70's	13.00-15.00	0.32-0.40	4/3.99	16.00-18.00
84's	10.00-11.00	0.23-0.27	3/0.99-4/2.99	13.00-14.00
<b>Mexican Hass</b>				
All Sizes	14.00-34.00	N/A	2/2.50	14.00-28.00
<b>Chilean Hass</b>				
All Sizes	N/A			
<b>Peruvian Hass</b>				
All Sizes	N/A			

\*To subscribe to the Weekly Newslines, please contact 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

Synopsis... A warm sea surface temperature anomaly exists along 30N to 47N in the Pacific from the 165W to 135W. The sea surface is still a little colder than normal near the California coast and between Baja California and Hawaii. The main issue this week, and over the weekend of the 23rd, was the rain in northern and north-central California.

**In the Near-Term -- Southern California Avocado Region -- June 26-July 11-** Troughing and cool coastal eddy conditions will linger through the 27th in southern California. We will warm up from the 28th through the 3rd, but this will be followed by troughing and coastal eddy conditions from July 4 to 6. Dry and hot conditions are indicated for the 7th to the 11th, with a shallow marine layer. Numerical guidance suggests a robust increase in tropical easterly waves across southern Mexico and the initiation of an active period of tropical cyclone developments for the southwest coast of Mexico and westward from about June 28 through the 4th of July holiday.

**July 11 to 25... Southern California Avocado Region -** This period will start with hot conditions and a shallow marine layer under strong upper high pressure. For now, the moist easterly flow appears ready to remain in Mexico, for the most part, through this period.

A well developed regime of monsoonal thunderstorms is not expected to develop until a deep southeastern flow forms and extends from the southern Gulf of California into southeastern California and Arizona. This could develop for a few days from July 11 to 17.

**Seasonal Outlook/El Niño Update...(July 25 to October 25)...** About the middle of summer (late July), weak *El Niño* conditions are expected to begin. This will be followed by a gradual increase in *El Niño* conditions this fall with further increases during late winter and spring of 2014.

In August and September, we start the transition to *El Niño* with warmer than normal equatorial sea surface east of 130W. It is too early to say much about the upcoming wet season this winter. It is beyond the scope of this seasonal outlook.

**Southern California Avocado Region... (July 25-October 25)** In response to *El Niño*, we should see an increase in thunderstorms and rains from cutoff lows this October and possibly in late September. With the current NOAA outlook of warmer than normal sea surface temperatures (positive SSTA) to the south and west of Baja in late August and September, plus the developing *El Niño*, there is a slightly higher risk of significant rains in southern California from a tropical cyclone in September. However, such well-organized tropical cyclone events in southern California are to be considered rare and exceptional.

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