



IN THIS ISSUE, YOU'LL FIND:

- [Six-week Avocado Production Course Available](#)
- [Spring 2016 Issue of From the Grove is Now Available Online](#)
- [Hero® Insecticide Section 18 for Polyphagous Shot Hole Borer](#)
- [Article Highlights UCI PSHB Research](#)
- [Grants Available for Growers Who Install New Irrigation Technology](#)
- [USDA Reports Growth in Organic Operations and Consumer Interest in Local Food](#)
- [California Avocado Emoji Petition](#)
- [Celebrating the Start of California Avocado Season with Grain Bowls](#)
- [California Avocados Join Trending Social Media Conversations](#)
- [Commission's New Retail Advertising Campaign Debuted in March](#)
- [California Avocado Toast Featured at The Egg and I](#)
- [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>

Canaries in a Coal Mine: Why Pollinators are Sensitive to Global Change and How You Can Help Them

[More information available here.](#)

April 19

Time: 6:00 p.m. – 7:00 p.m.

Location: UCR Palm Desert Center, 75080 Frank Sinatra Drive, Palm Desert, CA

CAC Production Research Committee Meeting

April 20

Time: 9:00 a.m. – 2:00 p.m.

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

Change is the Only Constant: 10,000 Years of Climate Variability in California and What it Means for Our Water Supply

[More information available here.](#)

April 21 & 26

April 21

Time: 6:00 p.m. – 7:00 p.m.

Location: UCR Extension Center, 1200 University Avenue, Riverside, CA

April 26

Time: 6:00 p.m. – 7:00 p.m.

Location: UCR Palm Desert Center, 75080 Frank Sinatra Drive, Palm Desert, CA

Catching Rays: Solar Energy for Today and Tomorrow

[More information available here.](#)

April 28 & May 3

April 28

Time: 6:00 p.m. – 7:00 p.m.

Location: UCR Extension Center, 1200 University Avenue, Riverside, CA

May 3

Time: 6:00 p.m. – 7:00 p.m.

Location: UCR Palm Desert Center, 75080 Frank Sinatra Drive, Palm Desert, CA

CAC Production Research Committee Meeting

April 29

Time: 8:00 a.m. – 1:00 p.m.

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

CAC Board Meeting

May 19

Time: TBD

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

Six-week Avocado Production Course Available

The University of California Cooperative Extension (UCCE) is hosting a six-week avocado production course for growers who are new to the industry and experienced avocado growers interested in expanding their knowledge of grove management. The instructor will be Dr. Gary Bender, UCCE Farm Advisor Emeritus and Sonia Rios, Farm Advisor UCCE, Riverside and San Diego Counties.

The course consists of six weekly classes held on Wednesday afternoons from 2:00 – 4:00 p.m. at the San Diego County Farm Bureau located at 1670 East Valley Parkway, Escondido, CA. The course will end with a Saturday field trip to the UCCE High Density Trial and a commercial grove.

The classes are as follows:

- April 27 — Introduction to Agriculture in San Diego County, History of Avocado Production in California
- May 4 — Botany, Flowering, Varieties, Harvest Dates, Rootstocks
- May 11 — Irrigation Systems, Irrigation Scheduling, Salinity Management
- May 18 — Fertilization, Organic Production
- June 1 — Canopy Management, Tree Spacing, Disease and Root Rot Control
- June 8 — Avocado Insects and Mites, Polyphagous Shot Hole Borer and Fusarium Disease
 - Speakers include Mark Hoddle Ph.D., UCCE Entomology Specialist and Akif Eskalen Ph.D., UCCE Subtropical Plant Pathologist
- June 11 (9:00 a.m., Saturday) — Field Trip to High Density Trial and a Commercial Grove

- Valley Center California Speaker Niamh Quinn, UCCE Area Vertebrate Pest Advisor, will demonstrate trap and bait station setting techniques

The fee for the six-week course is \$105 and includes Dr. Bender's *Avocado Production in California* (Books 1 and 2); the ANR publication, *IPM for Avocados*; and *The International Avocado Quality Pocketbook*. Please note that refunds will not be issued for missed classes.

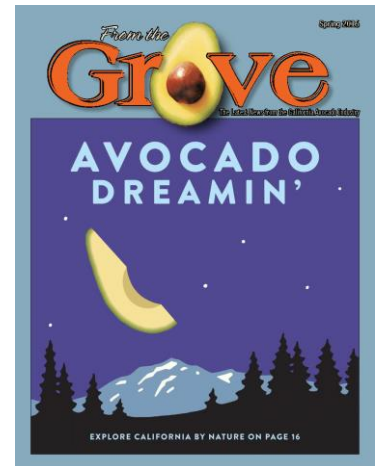
Interested growers can register [online](#). For more information, contact Quang Tong at qtong@ucanr.edu or 858.534.0947. A [brochure is also available](#).

Spring 2016 Issue of From the Grove is Now Available Online

The [Spring 2016 From the Grove](#) is now available online in pdf format.

The spring issue covers a wide range of topics of interest to members of the California avocado industry including:

- A look at the [complexities of U.S. trade policy](#), how it affects the Commission's efforts to gain access to global markets and the extent to which the Commission can advocate on behalf of growers concerning global imports of avocados
- A review of the [2015-2020 Dietary Guidelines](#) and what they mean for California avocados
- An interview with [California avocado growers Joe and Reuben Ellis](#)
- A profile of the new [World Avocado Organization](#) and its planned marketing programs
- An in-depth look at the new [Food Safety Modernization Act](#) and how it impacts California avocado growers
- Interviews with handlers concerning the [2016 crop and market predictions](#)



Cultural management highlights:

- A summary of the [EPA's tour](#) of shot hole borer (SHB) infested areas with the Commission and updates concerning newly secured SHB funding
- The science of [fertilizing avocado trees](#) and best practices for California groves
- A summary of the [USDA's drought management conference](#)
- Dr. Tim Spann's insights concerning the [recent decline of avocado trees](#) in Ventura County and northern growing areas

Marketing highlights:

- A summary of the Commission's successful [#BigGameAdd campaign](#), which took place during the football championship
- A sneak peek at the new "[California by Nature](#)" consumer advertising campaign
- A synopsis of the season's [trade advertising campaign](#) and a look at how the [Commission's trade marketing team](#) prepares for the season

Hero® Insecticide Section 18 for Polyphagous Shot Hole Borer

The California Department of Pesticide Regulation issued a Section 18 Emergency Exemption for the use of Hero® EW Insecticide against the polyphagous shot hole borer (PSHB) on Monday April 11, 2016. This section 18 is effective for 1-year and expires on April 8, 2017. You must follow all of the restrictions and reporting requirements specified on the

[Section 18 Label](#) to use Hero® under this emergency exemption. This includes obtaining a permit from your County Agricultural Commissioner's office prior to application.

The California Avocado Commission (Commission) will be working to schedule grower outreach and education seminars on the proper application and use of this new tool to combat PSHB.

The Commission has been working for more than a year with researchers at the University of California, Riverside to develop the required efficacy data and develop the application for this emergency exemption. We gratefully acknowledge all of their assistance. The Commission will continue to do everything in our power to help growers find solutions to this pest.

Article Highlights UCI PSHB Research

A recent [article in the Los Angeles Times](#) provided a compelling portrait of the damage the polyphagous shot hole borer (PSHB) has caused on the University of California-Irvine (UCI) campus. Hundreds of native willows, goldenrain, cottonwood and coral trees have perished as a result of the campus PSHB infestation. Recent surveys indicate 2,000 trees on the campus are infested and will most likely have to be cut down.

While the damage is disheartening, the concentrated devastation on the UCI campus provides near-ideal conditions for controlled studies that could be critical to finding a means of stopping the spread of PSHB, the Kuroshio shot hole borer (KSHB) and Fusarium Dieback (FD). The article highlights on-campus research being conducted by Dr. Akif Eskalen. Eskalen is currently testing chemical and biological treatments on 130 affected trees. The trees have been divided into four groups of 10, with one control group and the other three groups receiving varied treatments.

Eskalen's team is painstakingly counting and marking the holes the beetles leave behind to determine the effectiveness of the treatment over time. The researchers have also developed a means of determining which holes are in use, providing critical data that helps them understand the biology of the beetle. Traps designed by UC Riverside entomologist Dr. Richard Stouthamer are also being utilized by Eskalen's team.

According to Eskalen, pesticides are not the answer — natural predators are. In an effort to identify these predators, the Commission funded Eskalen's earlier research trips to Vietnam and Taiwan where the beetle population does not run as rampant as it does in the U.S.

The California Avocado Commission continues to make SHB research a priority, working to understand the biology of the pest while seeking natural predators, fungicides and insecticides that will impede its progress into California avocado territories and beyond. To read the complete article, click [here](#).

Grants Available for Growers Who Install New Irrigation Technology

San Diego Gas and Electric awarded the San Diego County Farm Bureau with a \$50,000 grant in order to provide qualified growers with mini-grants up to \$1,000 each. The grants will be made available to qualified growers who install new irrigation technology as part of the Permanent Load Shift Technology Program (PLSTP). Growers who participate in PLSTP will gather data via wired or wireless moisture sensors from their high-energy use pumps. This data will provide growers with more targeted irrigation and will allow them to shift the times of their pumping and irrigation to off-peak times. As a result, growers should experience both increased water and energy savings.

To apply, interested growers must complete the [PLSTP application](#). Growers will need to provide a brief description of how they currently use water pumps in their groves.

USDA Reports Growth in Organic Operations and Consumer Interest in Local Food

The U.S. Department of Agriculture (USDA) recently announced double-digit growth in the number of organic operations in the U.S. — a 12 percent increase between 2014 and 2015. According to the [USDA](#), there has been a 300 percent increase in organic farms since 2002 and the total retail market for organic products is now valued at \$39 billion in the United States.

The USDA also noted that consumer interest in locally grown foods has continued to increase. Current industry estimates indicate that U.S. local food sales totaled at least \$12 billion in 2014. In 2008, this figure was \$5 billion.

The USDA has a number of [online resources available](#) for California avocado growers interested in organic production. The USDA organic agriculture webpage provides:

- [Information concerning the organic certification process](#)
- [Organic fact sheets](#) and a [blog](#)
- [Financial resources](#)
- Links to [production and conservation assistance](#)
- [Economic and market information](#)
- [Crop insurance resources](#)
- [Assistance with exporting organic products](#)

California Avocado Emoji Petition

On April 13, the California Avocado Commission (CAC) launched a [petition](#) advocating that The Unicode Consortium implement an avocado emoji as part of its upcoming [update](#). An emoji is a small digital image or icon used to express an idea or emotion in electronic communications such as text messages, Facebook posts and the like. Emojis are managed by The Unicode Consortium, a nonprofit organization that regulates the coding standards for written computer text.

Upon launching the petition, the Commission shared it with California avocado fans on CAC's social media channels. The Unicode Consortium then announced that the avocado emoji is one of the 63 emoji character candidates for 2016. If the avocado is chosen, the emoji will be launched in mid-2016 — at the height of California avocado season.

Emojis for other fruits and vegetables exist (a full list of food-related emojis currently available can be found [here](#)). The Commission's goal is to have the avocado emoji added to that list. To make that happen, CAC is seeking to gather 1,000 signatures on its petition in hopes of encouraging the Consortium to launch the avocado emoji. The proposed artwork for the avocado emoji can be viewed [online](#).

The Commission will continue to promote the avocado emoji and its petition in its online marketing initiatives and on its social media channels. In doing so, the Commission can inject "California" into an otherwise generic avocado emoji conversation and thus drive brand awareness.

If you are interested in signing the Commission's emoji petition, simply click [here](#).



Proposed artwork for the avocado emoji that would be released in mid-2016.

Celebrating the Start of California Avocado Season with Grain Bowls

Each year, the California Avocado Commission (CAC) announces the start of the California avocado season by releasing delicious, on trend recipes that demonstrate the premium quality of the fruit and provide consumers with inspiration for meals they can prepare at home. This year, the Commission kicked off the 2016 California avocado season by distributing a press release featuring three California avocado grain bowl recipes created by three of its Artisan Chef partners.

The Artisan Chefs crafted three unique recipes that showcase new and exciting ways to incorporate the delicious, fresh California fruit in healthful meals. Ivy Start, of Dos Caminos, New York City, created a [Chimichurri Steak and Grilled Avocado Ancient Grain Bowl](#). Erik Tanka, who hails from Seattle's Tanakasan / Tom Douglas Restaurant Group featured seafood in his recipe: [Salmon and Brown Rice Bowl with California Avocado Hollandaise, Shiitake Relish and Ginger Kale](#). And Los Angeles-based Josef Centeno, of Orsa & Winston, Ledlow, Baco Mercat, created a meatless [Seasoned Farro with Burrata, Nori, Marinated Cucumbers and California Avocado](#).

The 2015 season opener press release, which featured California avocado toast recipes, garnered more than 5 million media impressions. It is expected that the 2016 season opener release will reach a similar audience.



CAC launched its season and the Super Food Bowls promotion with three new California avocado grain bowl recipes created by three Artisan Chef partners.

California Avocados Join Trending Social Media Conversations

The beauty of social media is that it allows the California Avocado Commission (CAC) to engage with its audiences in real time, taking part in relevant online conversations that inspire consumers to enjoy California avocados while they are in season. In early March, as Southern California began to receive much-needed rain, #LARain tweets dominated the Twitter sphere. The Commission joined the conversation, sharing photos of young avocado trees in San Diego County.

When a popular blogger shared a photo of California avocados featured in a salad bowl, CAC shared and commented on the delicious photo effectively beginning a ‘bowl’ conversation that integrates well with the Commission’s new season opening bowls. In a similar fashion, the Commission shared an eye-catching photo of avocado “ribbons” and acknowledged the beauty of this popular and trending new preparation method.

And who could forget St. Patrick’s Day? It’s not only one of the higher consumption events for avocados, it’s also a popular topic on social media. The Commission monitored for trending topics on Twitter and leveraged #StPaddysDayin5Words by sharing a mouthwatering photo of guacamole. The Commission’s followers responded positively to the post and then shared it with others.



With one of CAC’s initiatives being Super Food Bowls this year, CAC set out to share a popular blogger’s photo that included California avocados to start this ‘bowl’ conversation.

Commission’s New Retail Advertising Campaign Debuted in March

The new 2016 creative for the California Avocado Commission (CAC) premiered in retail print publications and digital platforms in March. The campaign, which is designed to have synergy with the Made of California consumer campaign, will run through early October.

The ads feature two headlines: *California Gold* and *California Red, White and Blue*. *California Gold* ads will launch and close the California avocado season while the *California Red, White and Blue* campaign will be utilized for the American summer holidays. Ad copy in the call-to-action section will include “Produce of the U.S.A” — highlighting the fact that only California can lay claim to the American grown label for Hass avocados.

The campaign premiered in one of the season’s first publications — *Produce Business’* Master of Merchandising — with an editorial feature on CAC’s social media and integrated marketing programs. A full-page California Gold ad was also placed in this issue. To build brand awareness and reinforce the brand’s premium position, 45 trade print ads will run in *The Packer*, *Produce News*, *The Shelby Report*, *Produce Business*, *The Fresh Digest*, *Progressive Grocer* and *The Snack* magazine. The ads will secure prime positioning with a combination of front cover half-page ads, strip ads, spadia and cover tips in key trade publications. In addition, 64 combined digital ads will be placed as follows:

- Digital ads in *The Packer*, *Produce News* and *Smart Brief* newsletters
- Website banner ads in *Produce News*, *Progressive Grocer* and *Fresh Plaza*
- Trailers and emails ads in *AndNowUKnow*

Finally, the Commission’s public relations campaign will work in tandem with the retail ad campaign, ensuring ample coverage for the entire California avocado season.



CAC’s digital trade ads will be placed in online industry newsletters.

California Avocado Toast Featured at The Egg and I

At 116 The Egg and I units in the western U.S., diners will have the opportunity to enjoy a breakfast favorite — California Avocado Toast. The “Spring Fresh. New Season. New Flavors” promotion will run from March 28 – May 29. The California Avocado Toast features whole grain toast topped with fresh smashed California avocados, extra virgin olive oil, lemon, sea salt and two eggs.

The promotion will showcase the new California Avocados logo on the limited time offer (LTO) menu sheet and the popular breakfast item will be featured on the restaurant chain’s website, Yelp and Facebook platforms. Sharing new breakfast menu items such as this inspire consumers to look for California on the label and then incorporate fresh California avocados in meals at home.

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 4/10/2016	Season-to-Date (since 11/1/15)	2016 Year to Date
Hass	9,414,660	74,899,944	74,860,010
Lamb	0	2,996	2,996
Other (Greens)	96,951	1,925,401	1,595,865
California Total	9,511,612	76,828,341	76,458,871
Florida	0	13,363,131	5,863,055
Chile	0	19,616,300	12,274,708
Mexico	42,655,976	958,256,261	645,736,075
Other (Imports)	310,000	9,810,000	9,310,000
Import Total	42,965,976	987,682,561	667,320,783
USA Total	52,477,588	1,077,874,033	749,642,709
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

4/11/2016

	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		11.00-27.00
32's-36's	24.00-25.00	0.76-0.80		36.00-37.00
40's	24.00-25.00	0.76-0.80	5/4.79-1.49	36.00-37.00
48's	22.00-25.00	0.68-0.80		35.00-36.00
60's	20.00-21.00	0.60-0.64	0.99-5/6.00	27.00-29.00
70's	14.00-16.00	0.36-0.44	5/5.00	22.00-23.00
84's	10.00-11.00	0.23-0.27	2/0.99-6/2.99	14.00-15.00
Mexican Hass				
All Sizes	10.00-22.00	N/A	0.99-1.69	14.00-36.00
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

Summary - The basic weather pattern consists of low pressure and troughing off the California coast, over the Great Lakes/Ohio Valley, and in the deep subtropics west and southwest of Baja California. Upper high pressure will occur in the Pacific Northwest and western Canada. The *El Nino* influence continues to force troughing and low pressure off southern Baja. *El Nino* also tends to encourage troughs and severe weather events in Texas and southwestern Great Plains. A persistent trough near 135W teleconnects with high pressure over northern California and the Pacific Northwest. Above normal rainfall will continue to be focused in the Sierras, and the snow level will be at higher elevations in a generally warmer than normal regime.

In the Near Term – April 14 to 30... Temperatures will be above normal for all of central and northern California, the southeastern deserts, and in Arizona. In our analysis for April 15 to May 8, we indicate near or a little above normal rainfall for most of California but drier than normal for northwestern California. The airmasses are arriving from the central Pacific and temperatures are expected to continue to be mild.

In the avocado growing areas, there still is a chance for above normal rainfall due to the continuing influence of *El Nino* to influence the formation of troughs, lows, and the intensification of existing fronts that move onshore. We saw these conditions on the 8th and 9th. Frosts are expected to be minimal due to mild and moist airmasses.

Summary – May 1 to 15... *El Nino* will continue to force a weak acceleration of the westerlies with the focus of fronts and showers into southern California to include San Luis Obispo County, the Tehachapi's, and San Bernardino Mountains.

Cutoff lows will continue and contribute occasional dry, warm offshore flow events in northwestern California. The storm track will be intermittent with a tendency for dry offshore flow events in the coastal counties of northern California.

In the avocado growing areas, a few showery fronts, or upper lows, may drift into southern California having been forced by erratic cutoff lows. These will tend to produce rains mostly over Santa Barbara, San Luis Obispo, Ventura, L.A. and San Bernardino Counties.

Seasonal Outlook/*El Nino* Update – May 16 to July 5... According to the North American Multi-Model Ensemble (NMME), the *El Nino* sea surface temperature anomaly along the equator will decrease substantially during the months of May and June. This is considered normal. Upper lows may still form off southcentral and southern California at least through the middle of May. According to CFSv2 guidance, thunderstorms are expected in May in the central Sierras. However, the latest CFSv2 solutions assert that by the end of May

and into June, precipitation will mostly be over in southern California and over the Sierras. Once this occurs, thunderstorms will be minimal until the summer monsoon begins in the middle of July.

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