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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>

CAC Production Research Committee Meeting

April 3

April 3

Time: 9:00 a.m. – 2:00 p.m.

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

Safe Food California

Members of the California avocado industry interested in learning more about food safety are encouraged to attend the Safe Food California conference in Indian Wells, California. The conference includes keynote addresses, educational breakout sessions and the opportunity to network with other industry members. Registration required. [More information available here.](#)

April 3-5

April 3-5

Time: Schedule varies each day.

Location: Hyatt Regency Indian Wells Resort & Spa, 44600 Indian Wells Ln, Indian Wells, CA

CAC Production Research Grower Listening Sessions

The California Avocado Commission (CAC) will hold a series of area grower meetings and listening sessions to help improve CAC's grower outreach and education efforts and to learn more about the issues growers are struggling with to better inform CAC's production research program. RSVP required. [More information available here.](#)

April 4, 10, 11 & 12

April 4, 10, 11 & 12

[See the article below for time and location information.](#)

PSA-Approved Food Safety Workshop

The CCOF Foundation and UC Cooperative Extension are offering a Produce Safety Alliance-approved Food Safety Workshop session that meets the Food Safety Modernization Act (FSMA) training requirement for produce growers. Registration required. [More information available here.](#)

April 11

April 11

Time: 8:00 a.m. – 5:30 p.m.

Location: UCCE-San Diego office, 9335 Hazard Way, Suite 201, San Diego, CA

Safe Food Alliance Produce Safety Training Sessions

The Safe Food Alliance and the California Department of Food and Agriculture (CDFA) are offering a Produce Safety Training session for produce growers, buyers and others interested in learning about produce safety, the Food Safety Modernization Act Produce Safety Rule, Good Agricultural Practices and co-management of natural resources and food safety. Registration required. [More information available here.](#)

April 17

April 17

Time: 8:00 a.m. – 5:00 p.m.

Location: Farm Bureau Office, 420 South Broadway, Escondido, CA

California Avocado Society Seminar: Old and New Smart Agriculture

The guest speakers for this seminar are Khaled Bali, director and irrigation/water management advisor at UCCE- Imperial County/UC Desert Research and Extension Center; and Tim Spann, California Avocado Commission research program director. [More information available here.](#)

April 17-19

April 17

Time: 1:00 p.m. – 3:00 p.m.

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

April 18

Time: 9:00 a.m. – 11:00 a.m.

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

April 19

Time: 1:00 p.m. – 3:00 p.m.

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

CAPCA Spring Summit

CAPCA's 2018 Spring Summit will cover the following topics that might be of interest to California avocado industry members: Key issues for the Southern California region (including shot hole borer), Healthy Schools Act, and insect control with biopesticides. Registration required. [More information available here.](#)

April 24-25

April 24

Time: 12:30 p.m. – 6:30 p.m.

Location: Pechanga Resort and Casino, 45000 Pechanga Parkway, Temecula, CA

April 25

Time: 7:00 a.m. – 5:00 p.m.

Location: Pechanga Resort and Casino, 45000 Pechanga Parkway, Temecula, CA

Produce Safety Alliance Training

To help avocado growers and related industry members comply with the mandatory Produce Safety Alliance training, CAC, in partnership with California avocado handlers, has scheduled two Produce Safety Alliance trainings exclusively for California avocado growers. Registration required. [More information available here.](#)

April 24 & 26

April 24

Time: 8:00 a.m. – 5:00 p.m.

Location: San Diego County Farm Bureau, 420 S. Broadway, Escondido, CA

April 26 (SOLD OUT)

Time: 8:00 a.m. – 5:00 p.m.

Location: Museum of Ventura County, 100 E. Main Street, Ventura, CA

Area Grower Meetings and Listening Sessions

The California Avocado Commission (CAC) will hold a series of area grower meetings and listening sessions. The goals of these meetings are to help improve CAC's grower outreach and education efforts and to learn more about the issues growers are struggling with to better inform CAC's production research program.

The first of these meetings will take place during the next two weeks according to the schedule below. In the coming weeks, additional meetings will be scheduled in Morro Bay, San Luis Obispo, Goleta, Somis, Moorpark and Oxnard. If you are interested in having a meeting scheduled in your area please let us know by completing the [area grower meeting signup sheet](#) on the California Avocado Growers website.

Upcoming meetings:

- Escondido, Wednesday April 4, 9:00am – 11:00am
- Camarillo, Tuesday April 10, 9:00am – 11:00am
- Carpinteria/north Ventura, Tuesday April 10, 1:00pm – 3:00pm
- Ojai, Wednesday April 11, 9:00am – 11:00am
- Santa Paula/Fillmore, Wednesday April 11, 1:00pm – 3:00pm
- Temecula, Thursday April 12, 9:00am – 11:00am
- Fallbrook/Bonsall, Thursday April 12, 1:00pm – 3:00pm

Space is limited for each meeting and an RSVP is required. To RSVP and receive meeting location details, please contact Tim Spann at tspann@avocado.org or 949.754.0732.

ProGibb LV Plus (Gibberellic Acid) Available for Use on Avocados

The California Avocado Commission is pleased to announce the availability of ProGibb LV Plus Plant Growth Regulator Solution (gibberellic acid) for use on avocados in California under a Special Local Needs (SLN) registration effective March 27, 2018. ProGibb has been shown to effectively increase fruit size and set when applied at the cauliflower stage of bloom.

ProGibb LV Plus can be applied from the ground or by air. Ground applications should be made by mixing 12.5 fluid ounces of product in 100 gallons of water per acre. Aerial applications should be made by mixing 12.5 fluid ounces of product in 75 gallons of water per acre. Only one (1) application is allowed per year.

The restricted entry interval (REI) is 4 hours, and the preharvest interval (PHI) is 0 days, so ProGibb LV Plus can be used with minimal disruption to harvesting and other grove management activities.

Please note:

- [A copy of the SLN Label](#) must be in the possession of the user at the time of application.
- The signature of the County Agricultural Commissioner or their designee must be obtained prior to the use of ProGibb LV Plus.
- This SLN is only valid for the ProGibb LV Plus product manufactured by Valent BioSciences Corporation. Generic gibberellic acid products may not be used under this SLN.

The California Avocado Commission wishes to thank Dr. Carol Lovatt, University of California Riverside, for her many years of dedicated research that made this registration possible. We also thank the many growers, PCAs, and pesticide applicators who participated in the research trials.

If you have any questions about this SLN registration and the use of ProGibb LV Plus, please consult with your local PCA or you may contact Tim Spann at tspann@avocado.org.



Cauliflower stage inflorescence during early bloom of 'Hass' avocado.

PSA-Approved Food Safety Workshop

The CCOF Foundation and UC Cooperative Extension are offering a [Produce Safety Alliance-approved Food Safety Workshop](#) session that meets the Food Safety Modernization Act (FSMA) training requirement for produce growers. Produce farms that gross between \$250,000 - \$500,000 in annual sales may be required by the FSMA Produce Safety Rule to have a supervisor attend a PSA-approved workshop by January 2019.

The workshop will be held at the UCCE-San Diego office located at 9335 Hazard Way, Suite 201, San Diego, CA on April 11 from 8:00 a.m. – 5:30 p.m. The workshop is appropriate for organic and non-organic growers. An RSVP is required to attend the workshop. Interested parties can RSVP for the [English workshop](#) or the [Spanish workshop](#).

The cost for the workshop is \$35 and includes lunch, course materials and certificate fees. The workshop will cover the following:

- Introduction to produce safety
- Worker health, hygiene and training
- Soil amendments
- Wildlife, domesticated animals and land use

- Agricultural production and postharvest water
- Postharvest handling and sanitation
- Farm food safety plan development

Participants must complete the entire one-day training course and submit the appropriate paperwork after the workshop in order to obtain a certificate from the Association of Food and Drug Officials.

For more information, view the [workshop flyer](#) or contact the CCOF Foundation at ccofoundation@ccof.org or 831.423.2263.

Commission Generates Pre-California Avocado Season Excitement on Its Social Media Channels

Throughout the months of January, February and March, the California Avocado Commission engaged with fans on its social media channels, generating excitement for the start of the 2018 California avocado season.

As fans eagerly awaited the arrival of their favorite California fruit in stores, they turned to the Commission’s social media platforms for [updates about the upcoming season](#), usage tips and nutritional information about avocados. The Commission shared inspirational recipe ideas related to current trending topics on social media and encouraged California avocado fans to [share their favorite avocado recipes](#).

The Commission also hosted a [Facebook live stream with Manuel Villacorta](#), MS, RD. During the live stream video event, Manuel shared tips about incorporating avocados into meals to help improve gut health. Fans who commented and asked questions during the interview had the opportunity to win a three-month supply of California avocados and Manuel’s book Flat Belly 365. The live stream event generated more than 71,000 video views, 130,000 impressions and 800 engagements — including more than 100 comments.

In support of [American Heart Month](#) and the #WhatsInYourFruitBowl social campaign led by USA Pears, CAC shared nutritional facts and recipes that showcased ways avocados can be incorporated into a healthy diet. The content shared on [Twitter](#), [Instagram](#) and [Facebook](#) as part of this campaign yielded more than 2,000 organic (unpaid) engagements and 55,000 impressions.



Posts such as this one educated fans about the two-year California avocado growing season while informing fans the fruit would arrive shortly in their local stores.

Chipotle Spotlights Fresh California Avocados in Regional Promotion

Throughout the month of April, 589 Chipotle locations in Arizona, California, Nevada, Oregon and Washington will showcase their extra(ordinary) guacamole made with California avocados. The promotion will include customized point-of-purchase material (POP) prominently featuring the California avocado logo and noting that Chipotle sources “millions of Hass avocados picked from the orchards of California.”

By partnering with Chipotle, the California Avocado Commission will reach countless California avocado fans in the western states and build greater awareness for the brand.



Chipotle POP shines a spotlight on fresh California avocados during this year's April menu promotion.

Commission's 2018 Marketing Programs Highlighted at Industry Luncheon

On February 22, 2018, more than 200 members of the produce and floral industry gathered at the Castlewood Country Club in Pleasanton, California, for the Fresh Produce and Floral Council (FPFC) Northern California Luncheon.

As a sponsor of the event, the California Avocado Commission (CAC) had the opportunity to place California avocado pop-up banners and display bins with CAC's American Heart Association-certified recipe booklets in key locations. Connie Stukenberg, CAC retail marketing director, also delivered a presentation highlighting the 2018 California avocado consumer, trade, online and retail marketing programs and CAC's key messaging points.

During the event, Commission staff networked with key customers, providing them with updates on the crop and new marketing programs that will assist them in promoting California avocados. Staff met with representatives from Berkeley Bowl, Grocery Outlet, Raley's and Safeway.



Commission staff with representatives from Grocery Outlet and Calavo.

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 3/25/2018	Season-to-Date (since 11/01/2017)	2018 Year to Date
Hass	5,157,537	45,158,147	44,508,159
Lamb	0	6,754	6,754
Other (Greens)	35,315	835,754	549,874
California Total	5,192,852	46,000,655	45,064,787
Florida	13,805	397,265	165,110
Chile	0	11,638,216	1,511,965
Mexico	40,809,087	896,270,481	545,127,717
Peru	0	0	0
Other (Imports)	1,070,000	22,630,000	13,290,000
Import Total	41,879,087	930,538,697	559,929,682
USA Total	47,085,744	976,936,617	605,159,579

Sources:

California = CAC (AMRIC)

Florida = Florida Avocado Admin Committee

Chile = Comite de Paltas, Chile

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	\$1.54-\$1.62	\$1.28-\$1.44	\$37.25-\$41.25
36's	\$1.54-\$1.62	\$1.28-\$1.44	\$37.25-\$41.25
40's	\$1.54-\$1.62	\$1.30-\$1.44	\$37.75-\$41.25
48's	\$1.54-\$1.68	\$1.32-\$1.44	\$38.25-\$41.25
60's	\$1.34-\$1.42	\$1.00-\$1.14	\$30.25-\$33.75
70's	\$1.04-\$1.14	\$0.82-\$0.88	\$25.75-\$27.25
84's	\$0.58-\$0.65	\$0.58-\$0.65	\$18.01-\$19.55

*To subscribe to the Weekly Newsline, please contact the California Avocado Society at (949) 940-8869 or www.CaliforniaAvocadoSociety.org.

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

Summary- Mostly dry and somewhat inactive period through April 3, with a minor cold front on the 27th. Unusually warm and dry.

Support continues in the mid-latitude Pacific sea surface temperature field, for high pressure near 145-160W 37-43N, a longwave trough near 135-128W with active westerlies into the N and central California coast, moist and recurrent WSW-SW flow into N and central California with significant rains returning during April 3-14.

Warm sea surface temperature anomalies persist off to the W and SW of San Diego. This will tend to provide abundant moisture for upper lows, troughs, and fronts that develop or move into California from the W.

The *El Niño* Southern Oscillation (ENSO) continues in the cool (*La Niña*) phase. This supports drier than normal conditions in California during March 26 – April 2, and again after about April 14.

In the Near Term – March 29 - April 12... In the southern California avocado growing areas, from San Luis Obispo County to San Diego County, drier than normal conditions and warmer days occur through March 30th. Chances for showers return about April 4-6 and 7th, then again about the 10-11th. The best chance for rains will remain north of the Thomas Fire burned areas (Santa Barbara Co).

The cold sea surface temperature anomaly off N California may increase risk of cold nights in the normally coldest valleys in early to mid-April, during clear periods between fronts and rains.

Rains are possible about April 4-7th, and 10-11th from San Luis Obispo Co north, but unlikely further south.

Summary – April 13-27... In the southern California avocado growing areas, from San Luis Obispo south, the best chance for cold nights occurs during April 13-23rd. Precipitation turns below normal.

Seasonal Outlook / *La Niña* Update...April 23 – June 10... Below normal rainfall is suggested by CFSv2 for April after the 20th, with a turn to above normal temperatures after the 22nd. In late April, this can mean warm days with highs approaching the mid-80s in the coastal valleys and S California foothills-valleys, and upper-90s in the deserts.

Going forward, the main issue of concern is unusually warm conditions around the end of April followed by a hot and dry May.

For Southern California it appears to be warmer and drier than normal during this period. May is the season for fog and stratus in coast and valley areas. The usual fog/stratus regime will be occasionally interrupted by a warm or hot day, with minimal fogs at the coast, and shallow marine inversion.

Warm and dry conditions in May are followed, according to CFSv2, by some possible troughing during the first week or so of June. This troughing would tend to support TSTMS in N California, but a deeper marine layer and seasonally cool drizzly coastal marine layer conditions in SOCAL coast and valleys.

Looking out further into the summer, NMME (ensemble) guidance is suggesting conditions that support an unusually hot summer. If warmer than normal conditions develop in mid to late June, some of the hottest days of the year can occur in the SOCAL deserts. These are supported by a high solar angle, and long periods of daytime heating during high sun, together with the highest probability of possible sunshine.

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