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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>

### San Luis Obispo County Ag Worker Housing Workshop

The San Luis Obispo County Board of Supervisors will discuss the Ag Worker Housing ordinance currently being developed. The San Luis Obispo County Farm Bureau is hosting an Ag Worker Housing Plans workshop. Registration required. [More information available here.](#)

#### August 2

##### August 2

**Time:** 10:00 a.m. – 11:30 a.m.

**Location:** Pismo Oceano Vegetable Exchange, 1731 Railroad Street, Oceano, CA

### CAC Production Research Committee Meeting

#### August 7

##### August 7

**Time:** 9:00 a.m. – 12:00 p.m.

**Location:** CAC Board Room, 12 Mauchly, STE L, Irvine, CA

### CAC Finance Committee Meeting

#### August 15

##### August 15

**Time:** TBA

**Location:** Kona Kai Resort and Spa, Del Mar Room, 1551 Shelter Island Dr, San Diego, CA

## CAC Board Meeting

August 16

### August 16

**Time:** TBA

**Location:** Kona Kai Resort and Spa, Coronado Room, 1551 Shelter Island Dr, San Diego, CA

### **San Diego CAPCA/UC Riverside Entomology Conference**

The conference will cover a wide range of topics of interest to California avocado growers including: Regulations Updates; Legislative Efforts to Boost Funding for Invasive Species Management and Research Efforts in California; A New Pest Threat for California?: Biology and Management of Brown Marmorated Stink Bug; Push-Pull: Advances in Attract and Kill and Repel for Management of Pest Insects; Advanced Pheromone Delivery Systems for Pest Mating Disruption in Fruit and Nut Crops. Registration required. [More information available here.](#)

September 12

### September 12

**Time:** 8:00 a.m. – 4:00 p.m.

**Location:** California Center for the Arts, 340 North Escondido Boulevard, Escondido, CA

### **Reminder: Nominations for 2018 CAC Election Due August 24**

The annual California Avocado Commission (CAC) General Election will be held in October 2018 and nominations are now being accepted. The deadline for receiving all relevant nomination materials is August 24.

The CAC Board of Directors is comprised of 19 individuals serving as producers, handlers and public members. The CAC General Election will be held for one producer member seat in each of the five CAC districts and two handler member seats. Elected producer members shall serve a two-year term, ending on October 31, 2020. As concerns the handler member seats, one seat will be for a standard two-year term and one seat for a partial one-year term — through October 31, 2020 or October 31, 2019, respectively.

Assessment-paying producers of avocados may nominate themselves for a CAC Board seat in their district and must submit a complete [Producer Nomination packet](#), including a Producer Affidavit of Eligibility, Producer Nomination Signature Petition, Producer Disclosure of Affiliations and Producer Candidate Statement.

Handlers who handle no less than one percent of the total industry volume of avocados in the preceding market year are eligible to nominate themselves for a CAC Board seat. Handlers must complete a [Handler Nomination packet](#), including a Handler Affidavit of Eligibility, Handler Nomination Signature Petition, Handler Disclosure of Affiliations and Handler Candidate Statement.

Completed forms must be submitted by August 24 via mail (12 Mauchly, Suite L, Irvine, CA 92618), fax (949.341.1970) or email ([aaymami@avocado.org](mailto:aaymami@avocado.org)).

For complete information about the CAC 2018 election, visit the [California avocado grower website](#) or contact April Aymami at 949.341.1955 or [aaymami@avocado.org](mailto:aaymami@avocado.org).

### **California Avocado Commission Secures GEM Crop Insurance Eligibility**

Over the last few months the California Avocado Commission (Commission) has worked with USDA's Risk Management Agency to pursue inclusion of the GEM variety for federal crop insurance. On August 1, 2018 the Commission learned that the Federal Crop Insurance Corporation has approved the GEM as an eligible avocado variety for crop insurance.

This eligibility has been approved for all covered counties beginning in reinsurance year 2019, which is fruit for the 2020 crop year. Interested growers will need to purchase crop insurance by the sales closing date of November 30, 2018 for crop year 2020.

Avocado crop insurance is available in the following counties: Monterey, Orange, Riverside, San Diego, San Luis Obispo, Santa Barbara, and Ventura. If production is outside of these counties, a grower can request insurance via a written agreement.

If you have questions please contact your crop insurance agent or Ken Melban at the Commission office (949.341.1955).

### **Ag Worker Housing Workshop for San Luis Obispo County Farmers**

The San Luis Obispo County Farm Bureau is hosting an Ag Worker Housing Plans workshop August 2 at the Pismo Oceano Vegetable Exchange located at 1731 Railroad Street, Oceano, CA from 10:00 a.m. – 11:30 a.m. The San Luis Obispo County Board of Supervisors will discuss the Ag Worker Housing ordinance currently being developed.

California avocado growers are encouraged to attend the workshop and provide input concerning the County Guestworker Housing Ordinance, the varied needs for employee housing and the different types of employment job descriptions. Interested growers should [RSVP](#) for the meeting via [email](#) or by calling 805.543.3654.

### **Reminder: USDA California Farm Service Agency Office in San Diego Now Open**

In response to a high need for agricultural assistance, the United States Department of Agriculture (USDA) California Farm Service Agency (FSA) has opened an office in San Diego County. The FSA office is located at 900 Canterbury Place, Suite 320, Escondido, CA. Office hours are 10:00 a.m. – 3:00 p.m. with FSA staff available on the first and third Thursday of each month.

The FSA offers a number of assistance programs for producers, including:

- Non-insured Disaster Assistance Program — financial assistance for producers of non-insurable crops for low yields, inventory loss or prevented planting due to natural disasters
- Tree Assistance Program — financial assistance to replant or rehabilitate eligible trees, bushes or vines damaged by natural disasters
- FSA Farm Loan Programs — funds to start, improve, expand, transition, market and strengthen family agricultural operations

For more information, or to make an appointment, contact the local County Executive Director at 760.347.3675.

### **New E-newsletter Focuses on Produce Food Safety Rules**

The California Department of Agriculture's Produce Safety Program has launched a monthly e-newsletter that focuses on topics related to the Food Safety Modernization Act's (FSMA) Produce Safety Rule.

The Produce Safety Program e-newsletter will include:

- [Blog posts](#) from the Produce Safety Program [website](#)
- On-Farm Readiness Reviews information
- Updates concerning the FSMA Produce Safety Rule
- Information to help California farmers ensure they are in compliance with the Produce Safety Rule

California avocado growers are encouraged to sign up to receive this e-newsletter as it will provide valuable information that can help growers prepare for the implementation of Produce Safety Rule government inspections in 2019. Interested growers can subscribe to the newsletter by completing an [online subscription form](#).

## **Training Available for New California Avocado Growers**

The University of California Cooperative Extension (UCCE) is hosting an [Avocado Production for New Growers](#) seminar in San Diego. The six-week course will be led by Dr. Gary Bender, UCCE Farm Advisor Emeritus and Sonia Rios, UCCE Farm Advisor and consists of six (6) two-hour class sessions as well as a field trip to the UCCE avocado pruning/planting density trial.

The course will cover the following topics:

- Introduction to agriculture in San Diego County
- History of avocado production in California
- Botany, flowering, varieties, harvest dates, rootstocks
- Irrigation systems, irrigation scheduling, salinity management
- Fertilization, organic production, economics
- Insect and mite control, disease control and weed management
- Canopy management, tree spacing and frost management

The first session will take place August 23 from 2:00 – 4:00 pm. The final course schedule will be available soon. The fee for the course is \$150.

Space in the course is limited, thus growers are encouraged to [register](#) well in advance. For more information, contact the UCCE San Diego office at 858.822.7711.

## **Carbon Farming Project Tour**

The Resource Conservation District of Greater San Diego County is hosting a Carbon Farming project tour for growers interested in learning more about carbon farming techniques. A tour of the small-scale experimental carbon farming project will take place on August 14 at the Tijuana River Valley Community Garden located at 2100 Hollister Street, San Diego, CA.

Attendees will meet head gardener Gregg Cady who will discuss weed management, carbon farming practices, soil health and climate change. He also will showcase four carbon farming practices utilized at the experimental site: composting, mulching, and two types of cover crops.

Growers interested in attending the event can register [online](#).

## **Cookbook Pairs California's Unique Regional Music with California Avocados**

To celebrate and communicate to consumers that it is peak California avocado season, the California Avocado Commission has released a one-of-a-kind California Avocado Summer Soundtrack Cookbook. From appetizers and entrees to desserts and beverages, the digital cookbook features a collection of recipes inspired by various musical genres with West Coast roots. The Commission collaborated with Artisan Chef partner Chef Phillip Lee Frankland and several other popular tastemakers to develop unique West Coast recipes, including Chef Lee's *Seafood Ceviche with California Avocado Mousse*

*and Pickled Onions*. The release of the cookbook is specifically timed to ensure consumers are aware of peak availability of the fruit and encourage consumers to enjoy California avocados in a variety of different dishes throughout the remainder of the season.

To generate buzz around the July 17 release of the California Avocado Summer Soundtrack Cookbook, the Commission distributed a press release and shared posts on its social media channels encouraging California avocado fans to download the cookbook via The Scoop blog. Chef Lee, blogger advocates and influencers will generate additional excitement for the unique summer cookbook by sharing posts on their digital and social media websites.

This program highlights the versatility of avocados through utilization in a variety of dishes, meals and recipes. It spotlights the urgency to purchase California avocados while they are in peak supply.



*The California Avocado Summer Soundtrack Cookbook was featured in a The Scoop blog post where it is easily downloadable by fans.*

## **California Avocados Celebrated at Peak Season Foodservice Events**

In June, members of the California Avocado Commission's foodservice team attended foodservice events on both coasts in order to engage with product innovation and R&D executives about advancing healthy menu options for consumers.

From June 18 – 19, members of the Healthy Menu R&D Collaborative (HMC) met at the Culinary Institute in Hyde Park, New York to discuss how they can promote healthy menu options by fostering innovative supplier-operator partnerships focused on critical health and wellness initiatives. The Commission's foodservice team joined these select high-volume foodservice representatives at a series of collaborative workshops focused on plant-forward menus, process and ingredient purity, protein quality, policies and promotion. The CAC team also participated in activities assisting culinary, marketing and industry leaders with developing healthy menu choices.

California avocado menu items also were showcased at the International Corporate Chefs Association (ICCA) summit in Napa, California that was held June 24 – 26. R&D/Production Innovation Executives and Executive Chefs from the top 200 restaurant chains had the opportunity to sample a variety of fresh California avocado menu items that demonstrated the versatility of the fruit, including a California Avocado Smoothie, California Avocado Maria, California Avocado Chimichurri, California Avocado Toast, California Avocado Margarita Cream Parfait, California Avocado Elote and California Avocado Grilled Cheese. The Commission foodservice team held meetings with key contacts during which they were able to confirm returning and new fresh California avocado menu items on partner menus.

The Commission solicited 13 new contacts at HMC with 7-Eleven, Aramark, Black Angus, Culver's, Dunkin' Brands, Harvard, Panera Bread, Red Lobster, Sodexo, Sonic Drive-in, Subway, Wendy's and Yale. In addition, the Commission secured 10

new contacts at ICCA/GCIA with Craftworks Restaurants & Breweries, Eat 'n Park, El Pollo Loco, Logan's Roadhouse, Kona Grill, Sizzler, SONIC America, The Cheesecake Factory and Wawa.



Menu ideation exercise to build healthy bowls. CAC foodservice team members Kim Kurata and Alexi Rudolf, center, with Lanette Kovachi (Subway) and Lisa Feldman (Sodexo).

## 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 7/29/2018	Season-to-Date (since 11/01/2017)	2018 Year to Date
Hass	6,423,588	263,479,591	262,829,603
Lamb	791,842	5,412,090	5,412,090
Other (Greens)	45,197	1,941,205	1,655,325
<b>California Total</b>	<b>7,260,627</b>	<b>270,832,886</b>	<b>269,897,018</b>
Florida	774,180	5,267,185	5,035,030
Chile	0	11,638,216	1,511,965
Mexico	25,600,468	1,557,954,258	1,206,811,494
Peru	11,994,153	76,054,904	76,054,904
Other (Imports)	390,000	28,900,000	19,560,000
<b>Import Total</b>	<b>37,984,621</b>	<b>1,674,547,378</b>	<b>1,303,938,363</b>
<b>USA Total</b>	<b>46,019,428</b>	<b>1,950,647,449</b>	<b>1,578,870,411</b>

Sources:

California = CAC (AMRIC)

Florida = Florida Avocado Admin Committee

Chile = Comité de Paltas, Chile

Mexico = APEAM

Peru = ProHass

Other Imports = USDA AMS website

California Avocado Society Weekly Newslines\* Avocado Prices – July 25, 2018

	Organic #1	Conventional #1	Conventional #1
<b>California Hass</b>	(Field Price Per Lb)	(Field Price Per Lb)	(Carton Price)
#32's	\$1.52-\$1.60	\$1.18-\$1.42	\$34.75-\$40.75
36's	\$1.52-\$1.65	\$1.18-\$1.42	\$34.75-\$40.75
40's	\$1.54-\$1.66	\$1.18-\$1.42	\$34.75-\$40.75
48's	\$1.70-\$1.85	\$1.20-\$1.50	\$35.25-\$42.75
60's	\$1.46-\$1.55	\$1.10-\$1.32	\$32.75-\$38.25
70's	\$1.34-\$1.43	\$0.90-\$1.02	\$27.75-\$30.75
84's	\$0.64-\$0.77	\$0.54-\$0.67	\$17.13-\$19.99

\*To subscribe to the Weekly Newslines, please contact the California Avocado Society at (949) 940-8869 or [www.CaliforniaAvocadoSociety.org](http://www.CaliforniaAvocadoSociety.org).

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

Summary- Strong upper high pressure will continue over the central Great Plains WSW to central and S California.

Troughs and upper lows will tend to form off the coast of California as well as inland over the Pacific Northwest.

Upper high pressure will tend to develop south of Alaska and into the Gulf of Alaska, at 45-55N, 145-155W. This recurrent feature will tend to encourage troughing into the northern Rockies and Idaho and troughing to the west of California.

A warmer than normal sea surface and strong high pressure in the SW U.S. will tend to support tropical cyclone formation during this most active part of the season.

Anomalously hot periods with unusually high risk of wildland fires will continue into the early fall.

As troughs develop further south in late Aug and Sept, there appears to be an above normal risk of tropical cyclone moisture coming north into California and Arizona.

The *El Niño* (warmer than normal sea surface) along the equatorial central and east Pacific, continues to show some development through the fall, as suggested by the latest NMME and CFSv2 forecast models.

**In the Near Term – Aug 4 – Aug. 18...**Salinas Valley-San Luis Obispo Co...A cool period occurs between Aug 4-7th, with a deeper marine layer and drizzle. Low clouds extend inland through the Salinas Valley for a few days. Hot weather returns to inland areas on Aug 10-16th with a shallower marine layer.

...S Calif Avocado Area, San Luis Obispo Co to San Diego Co...A cooler period with a little deeper marine layer occurs for a few days during Aug 6-9th. During the 10-18, hot weather returns with a shallow marine layer and hottest conditions into the Riverside Valley and interior San Diego Co on the 16th and 18-19th, as well as the S Deserts.

**Summary – Aug. 18 – Sept 2...** In the southern California avocado growing areas, from San Luis Obispo south, fairly uneventful conditions are suggested from Aug 19th through the end of the month. However, there is suggestion of cool drizzly mornings on Aug 27-31st. This is followed by a hot spell from Sept 2-5.

**Seasonal Outlook / *El Niño* Update...Sept 2 – Nov 15...** Warming of equatorial temperatures in the NMME Model forecast through the fall confirms an *El Niño* pattern expected to develop. However, with warmer than normal sea surface in most of the eastern N Pacific and Gulf of Alaska, the mid-latitude Pacific SSTA (sea surface temperature anomaly) pattern does not yet add support for a wet *El Niño* season.

For southern California, occasional surges of monsoonal moisture are possible, especially as troughs dig further south to tap tropical moisture left by tropical cyclones near Baja in Sept – early Oct. Because of proximity to tropical cyclones,

SOCAL may see some rains in early to mid Sept as troughs deepen southward off the coast. Near or perhaps a little above normal rainfall for Sept may occur in SOCAL, followed by a continuation of showery conditions for a few days in early Oct. During late Oct, we are more likely to see Santa Anas.

Latest updates of the CFSv2 are suggesting a warm and dry Nov (offshore flow events and Santa Anas).

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