



IN THIS ISSUE, YOU'LL FIND:

- [Avocado Heat Damage Follow-up](#)
- [Field Day to Focus on Identifying and Managing Stressed Avocado Trees](#)
- [Employers Take Note: Heat Illness Risk Reduction](#)
- [Interior Secretary Visits Reservoirs and Discusses Water Plans and Timber Removal](#)
- [Reminder: Nominations for 2018 CAC Election Due August 24](#)
- [San Diego Farm to Fork Celebration](#)
- [Registration Open for Organic Grower Summit](#)
- [Morro Bay Avocado and Margarita Fest Will Offer More Avocado Dishes](#)
- [Commission Demonstrates Support for the Growing Organic Market](#)
- [Peak Season California Avocado Foodservice Chain Promotions Provide Exposure in Key Western Markets](#)
- [California Avocado Commission Sponsors FPFC's Southern California Reception and Expo](#)
- [Market Trends](#)
- [Weather Outlook](#)

Calendar

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

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

Morro Bay Avocado and Margarita Street Festival

Tickets available online or at the event. [See the article below for more information.](#)

September 8

September 8

Time: 10:00 a.m. – 7:15 p.m.

Location: 714 Embarcadero Drive, Morro Bay, 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

Pine Tree Ranch Field Day: Managing and Recovering from Plant Stress

Dr. Ben Faber, University of California Cooperative Extension, will lead attendees on a grove walk, looking for subtle — and not so subtle — indicators of stress on avocado trees. He'll talk about grove management principles for managing stress in your groves.

Dr. Holly Little, Director of Global Commercial Science for Acadian Seaplants, Ltd., and Dr. Danny Klittich, Agronomist with Redox, will present research on managing and helping trees recover from stress events. [More information available here.](#)

September 19

September 19

Time: 9:00 a.m. – 11:00 a.m.

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

Avocado Heat Damage Follow-up

On Friday July 6, 2018, the California avocado industry was hit by an unprecedented heatwave. For many growing areas the heat continued into July 7 and July 8. What made this event so different from previous heatwaves? First, it had been a very mild season up to this point — some growers reported that their groves were in the 70s on July 5 and hit with triple digit temperatures on July 6. Second, this event hit the entire industry; there were very few groves that escaped damage.

What Happens to an Avocado Tree During a Heatwave?

Under normal conditions, an avocado tree is extracting water from the soil through its roots, which moves through the tree and exits through leaf pores known as stomates. Stomates can open and close to regulate the flow of water vapor out of a plant and the entry of carbon dioxide for photosynthesis. The opening and closing of stomates is driven by plant hydration, temperature, relative humidity and wind. The loss of water from a plant's leaves through the stomates acts as an evaporative cooler, maintaining leaf temperature close to that of air temperature.

The purpose of closing leaf stomates under high temperature and/or low humidity is to slow the movement of water from the soil, through the plant, to the atmosphere. If this "flow" is too rapid, the water column — which is under very high tension — can snap, resulting in the formation of an air bubble (embolism) in the water conducting tissue (xylem) of the plant. These air bubbles are nearly irreversible and can lead to permanent damage to the plant.

Avocados evolved in a very moderate climate. As a result, they are poorly adapted to the high temperatures and low humidity that is common in California. Research conducted in the mid-1990s at the University of California, Riverside (UCR), looked at the leaf function of avocados in Irvine at the South Coast Research and Extension Center and on the UCR campus. What they found is that trees that grew in a hotter average climate (UCR campus) were better adapted to high temperatures, but photosynthesis drop off and stomates closed during the afternoon in both locations. Their data show that avocado stomates begin to close when air temperatures rise above about 88 °F.

During a heatwave, the avocado tree's response is to close its stomates to prevent excess water loss and the development of embolisms. This results in leaf temperature increasing because the evaporative cooling has been reduced. Under extreme conditions like we saw on July 6, the leaves and small stems of the tree will overheat and literally cook. The rapid onset of this heatwave meant that the trees had virtually no acclimation to the high temperatures.

Damage

Young trees were severely damaged or even killed in this heatwave. The greater space between young trees, compared with mature trees, allowed the heat to fully surround the trees, exposing them to high temperatures from all sides. Young trees also have less mass and smaller diameter branches. As a result, they have less water content relative to surface area and heat up much more quickly than large trees. Lastly, young trees simply don't have the extensive root system and reserves to weather an event like this and likely closed their stomates sooner than a more mature tree. Mature trees and trees about four years old and older tended to fare much better than the young trees. Damage to the mature trees was primarily across the top of the canopy and on exposed sides of the trees.

As leaves wilted from the heat, they exposed fruit and branches that were previously shaded. This resulted in sunburn damage to small and, in some cases, large branches. These damaged branches may sprout in time, but without some intervention they will never be healthy, fully functional branches in the tree canopy.

Fruit suffered both direct and indirect damage from this heatwave. Mature fruit exposed to heat can become very hot. At the recent Brainstorming meeting in South Africa, a Chilean consultant showed a picture, taken with a thermal imaging camera, of a bin of fruit — half of the bin was shaded and half was not. The shaded fruit had a surface temperature of about 75 °F, whereas the exposed fruit had a surface temperature approaching 110 °F — and this was not under heatwave conditions! Current season fruit on the trees during this recent heatwave softened and became unmarketable. There also is some evidence that a heatwave like this can cause changes in the composition of the various oils in the avocado, resulting in decreased fruit quality.

Young fruit for next season, like a young tree, have very little mass and heat up very quickly. These fruit reached at least ambient temperature all the way to the center of their developing seed, and may have even exceeded ambient temperatures. As a result, the fruit became soft, their developing seed shriveled, and they are no longer viable. In addition, many of these young fruit were severely sunburned as the surrounding leaves wilted and exposed them to direct sunlight.

Recovery

Many growers have probably heard the analogy: treat it like a freeze, wait and see. While this is true, there are some nuances missing in this analogy. Following a freeze, it is difficult to know the full extent of the damage and where the dead tissue ends and live tissue starts. Thus, the common advice is to wait until the tree begins to regrow, indicating where the living tissue is, and then prune back to this new growth. In the case of a freeze, this usually takes several months since we're not in an active period of growth for the tree. And that is the big difference — our trees want to grow now!

In most cases, trees damaged by the heatwave are already sprouting and showing you where the living tissue is. Once this new growth appears, it is safe to come in and prune the dead and damaged wood from the tree. However, sunburn protection is critical!!! Remember, you will be pruning these trees in the middle of summer and they will require protection to prevent more damage. It is very important to pay attention to the weather forecasts and use your best judgement before pruning. If another hot spell is coming, it would be best to wait until temperatures return to more normal levels. Hopefully, by late August or early September the danger of high heat events will be past and it will generally be safe to prune.

Whitewash must be applied the day of pruning — it takes only a very brief exposure to full, mid-day sun for previously shaded branches to burn. Some growers prefer to whitewash their trees prior to pruning. They do this to prevent the whitewash from coating the pruning wound and inhibiting the normal wound healing response of the tree. If using this approach, be sure that all exposed branches are protected after the pruning is complete, and apply additional whitewash if needed. Typical whitewash is a diluted latex paint — use 1-part paint to 1-part water up to 1-part paint and 3-parts water — but some growers, particularly those who are certified organic, prefer to use a natural kaolin clay product (e.g., Surround®).

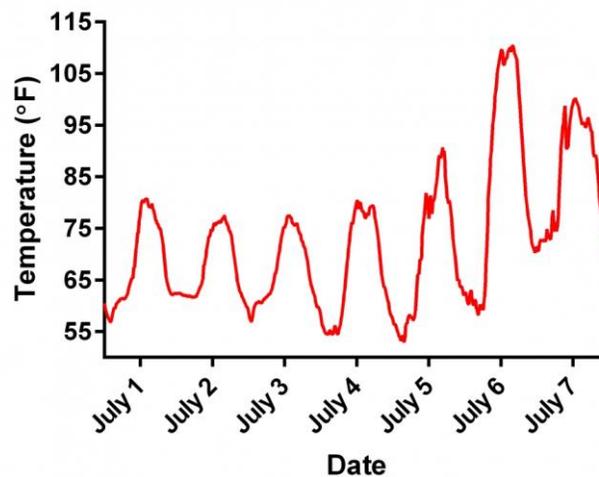
The most devastating aspect of this heatwave was the timing. Most trees were beginning to produce this year's summer flush when the heat hit. This year's summer flush is where the spring 2019 bloom will set to produce the 2020 crop. Thus, the effects of this heatwave will be felt for several years.

For young trees, those less than about 3 years old where most of the canopy was damaged, the goal should be to get leaves back on the trees before the end of this season. These trees are unlikely to bloom in the spring for a 2020 crop. Once these trees are growing, prune away the dead and damaged branches and whitewash the tree. Be judicious with your water and fertilizer application. Remember, the leaf area on these trees has been drastically reduced and thus, so has

their water need. Hand fertilizing with a good quality water-soluble complete fertilizer, rather than fertigation, would be a good way to nurse trees through recovery. This will allow you to tailor the amount of fertilizer applied to each tree based on its level of damage and regrowth.

For larger trees (about 4 years old and older) and mature trees, where only a portion of the canopy was damaged, it's likely there will be some bloom next year. These trees also should be pruned once new growth starts and whitewashed as needed. However, unlike with young trees, the reserves of these larger trees will result in a more rapid regrowth. If well-managed, this regrowth may bloom in spring 2019 depending on how quickly it develops. It will still be important to modify irrigation schedules to account for canopy loss to ensure these larger trees are not over-watered, but their greater size provides some buffering capacity and regular fertilization can resume once new growth starts. Keep in mind that we are still in the middle of summer and these trees have been severely stressed. It is probably best to reduce the duration of each irrigation set, but maintain the frequency of irrigations to avoid additional undue stress from drought that may occur if irrigation frequency is reduced.

The damaged tissue from this heatwave is going to provide a massive opportunity for avocado branch canker (*Botryosphaeria* and *Colletotrichum* fungi) pathogens to enter the trees. It is critical that the damaged branches be removed from the trees before the possibility of winter rains arrive. The damaged tissues are essentially open wounds in the trees. When we get rain, or even high moisture from heavy fog, the avocado branch canker pathogens will release their spores into the air, which will land on the damaged leaves and branches, forming latent infections. When conditions are right, those spores will germinate, and we will see severe cases of avocado branch canker. Thus, it is critical to begin the cleanup process now to prevent more severe damage down the road.



A graph showing the daily high temperatures at Pine Tree Ranch, Santa Paula, leading up to the heatwave on July 6. Note that daily high temperatures were at or below 80 °F most days leading up to the heatwave when the high temperature spiked by more than 30 degrees.

Field Day to Focus on Identifying and Managing Stressed Avocado Trees

The California Avocado Commission (CAC) will host a Pine Tree Ranch Field Day entitled, "Managing and Recovering from Plant Stress." Dr. Ben Faber, University of California Cooperative Extension, will lead attendees on a grove walk, looking for subtle — and not so subtle — indicators of stress on avocado trees. He'll discuss grove management principles for managing stress in your groves.

In addition, Dr. Holly Little, Director of Global Commercial Science for Acadian Seaplants, Ltd., and Dr. Danny Klittich, Agronomist with Redox, will present research on managing and helping trees recover from stress events. Acadian Seaplants is the world leader in seaweed-based plant biostimulants. Through their product development program, they

have amassed huge datasets from world-wide research on plant stress. Redox is a chemistry company focused on root development, plant stress, yield, salinity management, soil moisture management and crop quality. They believe that managing plant health and mitigating stress allows the plant to perform optimally.

The seminar will take place Wednesday September 19, 2018 from 9:00 a.m. – 11:00 a.m. at Pine Tree Ranch, located at 19455 E. Telegraph Rd., Santa Paula, CA 93060.

Employers Take Note: Heat Illness Risk Reduction

California law requires that employers address workplace hazards in order to protect their employees. With recent temperatures and humidity soaring, it is important that employers take special precautions to prevent heat-related illnesses from occurring.

In a [recent blog post](#), Dr. Ben Faber shared tips to help lower the risk of heat illness for employees who work outdoors. It is important for employers to be vigilant during heat and humidity advisories and account for all employees during and after their shift. He notes that heat illness is caused by a number of factors besides high temperatures or humidity, including exposure to sun or radiant heat sources, workload, lack of air flow, age, weight, fitness, medical conditions and use of medications or alcohol.

Below is a synopsis of his directives concerning heat illness risk reduction.

1. **Be cognizant of hazardous heat conditions.** Heat illnesses aren't limited to days when temperatures are extremely high (90° and above); even a 70°F day with high relative humidity can lead to hazardous working conditions. Relative humidity levels of 20 – 40 percent are worth paying attention to as temperatures near 80°F.
2. **Provide ample water.** Employees should consume 3 – 4 glasses of water per hour and hydrate before a shift. Employers must provide two or more gallons per worker for an eight-hour day. It's also important to encourage employees to drink water, even if they don't feel thirsty.
3. **Provide shade.** Allow employees to work in the shade as much as possible. Shaded areas should be available for breaks. Wide brimmed hats also help alleviate the impact of direct sun.
4. **Offer frequent rest breaks.** Allow employees to rest in the shade and encourage them to drink water during the break. Heat illness is a result of the body being unable to dissipate heat; by providing breaks and water, employers allow workers to cool down.
5. **People need to acclimatize to the heat.** Employees doing very heavy work under very hot conditions need to acclimatize over a period of 4 – 10 days, starting in two-hour increments. Employees who have recently been ill or recently moved from a cooler climate also will need to acclimatize.
6. **Provide heat illness training.** Supervisors and employees should be made aware of heat illness symptoms, preventive measures, the importance of hydrating, the need for breaks in the shade and when — and how — to seek medical attention.
7. **Be certain people understand the importance of medical attention.** Early heat illness symptoms include: headaches, muscle cramps and excessive fatigue. **More serious symptoms — that require immediate medical attention** — include: unusual behavior, nausea, vomiting weakness, rapid pulse, excessive sweating, hot and dry skin, seizures, fainting and loss of consciousness. Dr. Faber cautions that **employees with these symptoms should not be sent home or left unattended and that 911 should be called if medical service is not available on site.**

Interior Secretary Visits Reservoirs and Discusses Water Plans and Timber Removal

Interior Secretary Ryan Zinke joined Representatives Jeff Denham, R-Turlock, and Tom McClintock, R-Elk Grove at Don Pedro Lake and New Melones Reservoir to tour the area and discuss the importance of water storage and the impact the Bay-Delta Water Quality Control Plan proposed updates — which would divert 30 – 50 percent of “unimpaired flows” to the ocean — would have on the agricultural industry.

A [recent article in AgAlert](#) summarized the visit. Zinke noted the importance of the federal government serving as a partner in finding solutions for water districts, relayed his desire to streamline the permitting process and stated the importance of prioritizing agricultural needs and addressing the health of the water systems. According to Zinke, “I think the heart of the matter is, you have different bureaus of our government who have different regions, different missions, different biological opinions, different conclusions and that’s unhelpful.”

According to the California Farm Bureau Federation, the updates to the Bay-Delta Water Quality Control Plan proposed by the State Water Resources Control Board would cause people dependent on these watersheds to “lose as much as 800,000 acre-feet of water per year.”

In light of the recent California wildfires, Zinke, Denham and McClintock also discussed the need to harvest dead and dying timber as a means of forest management and wildfire prevention. According to McClintock, onerous permitting processes had led to the decline in timber harvest on federal lands while fires have destroyed increasing acreage.

The entire article summarizing this visit can be found [online](#).

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).

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.

San Diego Farm to Fork Celebration

The [San Diego Farm to Fork Week](#) celebration will take place from September 9 – 16. The event celebrates local farmers, ranchers and fishermen and the chefs, restaurants, wineries and bars that support local agriculture by sourcing local ingredients. The event kicks off on Sunday, September 9 at the Tuna Harbor Docks Market. Throughout the week, participating restaurants will showcase local produce suppliers and offer dining discounts and specials.

Other events include:

- September 10 — Farm Tour and Cooking Class at Dickinson Farm
- September 11 - “Shop Talk” – Farmer, Chef, Industry Mixer at BAR by Red Door
- September 12 - Oceanside Farm and Happy Hour Tour, Epicurean San Diego
- September 14 - North Park Thursday Market Farmer Chat and Chef Demo
- September 15 – Good Food Showcase, Leichtag Center, Encinitas
- September 17 – Farm Tour, Lunch and Fish Breakdown at Cyclops Farms, Oceanside

California avocado growers interested in becoming a Farm to Fork San Diego Member can join [online](#) and are encouraged to take part in the Farm to Fork Week celebration. Farm to Fork membership for farm members is \$52 annually.

California avocado growers are encouraged to share news of the San Diego Farm to Fork Week and build awareness for a movement dedicated to supporting local farms.

Registration Open for Organic Grower Summit

The [Organic Grower Summit](#) (OGS) will be held December 12 – 13 at the Monterey Conference Center, 1 Portola Plaza, Monterey, California. The event, which is hosted by the California Certified Organic Farmers (CCOF) and Organic Produce Network, brings together organic growers, producers, handlers, service providers, supply chain partners, packaging and technology companies for a series of educational and networking opportunities.

[Registration for the summit is now open](#). The attendee registration fee is \$499 and allows registrants access to the opening reception, educational sessions, keynote presentations, breakfast, lunch and the trade show floor. Discounts are available for CCOF members and approved college students and government members.

Highlights from the [schedule](#) are as follows.

Wednesday

- Scaling Up Healthy Soil Practices
- Sustainable Investing in Your Organic Farming Future
- Exhibitions
- Opening Reception
- CCOF Foundation Dinner

Thursday

- PCA Training

- Technology Is Not Just for “Big Ag”
- Managing Organic Production Systems to Promote Plant Health
- Safeguarding the Organic Brand
- Keynote Presentations
- Grower Roundtable
- Exhibitions
- Lunch and Closing Reception

Morro Bay Avocado and Margarita Fest Will Offer More Avocado Dishes

Due to popular request, the organizers of the [12th Annual Avocado and Margarita Street Festival](#) have expanded the footprint of the event and added numerous new food vendors to provide attendees with more space and more California avocado dishes to enjoy while listening to live music. The event, which takes place September 8 in Morro Bay, California, will be comprised primarily of food and beverage vendors and will include a family-friendly “Grom Zone”, bands, performance art, raffles, a variety of contests, the opportunity to win a one-year supply of California avocados and to participate in creating an art mural.

California avocado dishes will include:

- Seafood stuffed avocados
- Smoked avocado
- Avocado stuffed with bacon, eggs and cheese
- Mac and cheese with pulled pork and spicy avocado crème
- Avocado chocolate mousse cups
- Soft and chewy double chocolate avocado cookies
- Fresh donuts with avocado drizzle

As a sponsor of the event, the California Avocado Commission will be on hand to share new California avocado recipes, growing advice and California avocado-branded giveaways. Growers are encouraged to attend the festival and stop by the booth to meet other California avocado growers and Commission staff. Tickets are \$7; children 10 and under are free.

On the evening prior to the festival, California avocado fans can enjoy a farm-to-table meal featuring their favorite fruit at the beautiful, rustic Packing Shed. The [Taste of the Grove](#) event features local dishes by some of the finest chefs in the area. Tickets are limited and the cost is \$75 and includes all food and drink.



The Morro Bay Avocado and Margarita Fest will be comprised primarily of food and beverage vendors and include a family-friendly “Grom Zone”, bands, performance art, raffles, contests, and the opportunity to win a one-year supply of California avocados.

Commission Demonstrates Support for the Growing Organic Market

While organics are currently a small part of the California avocado category, the California Avocado Commission (CAC) demonstrated its support for the growing sector by participating in the Organic Produce Summit held in Monterey, California from July 11 – 12.

The Commission joined more than 130 exhibitors at the sold out event, hosting meetings with retailers and handlers at the Commission booth to discuss the California avocado season and both conventional and organic opportunities. Commission staff met with representatives from Albertsons, Bashas’, Bristol Farms, Costco, Grocery Outlet, Kroger, Mollie Stone’s, New Seasons, Pavilions, Raley’s, Safeway, Save Mart, Target and Vons.

Jan DeLyser, CAC vice president marketing, served as moderator of “The Organic Supply Chain — Opportunities and Challenges” panel discussion. Throughout the summit the Commission hosted an hourly raffle, providing winners with California avocado-themed gifts. The event, which had excellent attendance by retailers, was deemed a success as it provided the Commission with the opportunity show retailers in attendance that the Commission supports organics as well as conventional avocados.



CAC Vice President Marketing Jan DeLyser moderated a panel discussion concerning the challenges and opportunities presented by the organics market.

Peak Season California Avocado Foodservice Chain Promotions Provide Exposure in Key Western Markets

During the peak months of California avocado season, the California Avocado Commission's (CAC) targeted foodservice chain partners showcase a variety of summer-themed California avocado dishes and sides that encourage demand for the fruit while inspiring diners to incorporate California avocados in meals they prepare at home. This summer, the Commission partnered with Real Mex Restaurants, First Watch, Denny's and Garden Fresh to broaden awareness of premium California avocados in targeted western regional markets.

From mid-May through July 1, 74 units of the Real Mex Restaurants' brand ran exclusive fresh California avocado tableside guacamole promotions including table signage and eNewsletters. Social media and digital promotions prominently featuring the California Avocados brand logo provided consumers with an easy-to-use tool that helped them find the nearest Chevy's, El Torito, Acapulco Restaurant & Cantina or Who Song & Larry's location serving the freshly made California avocado guacamole.

First Watch's summer limited-time-offer (LTO) featured fresh California avocados in an Elote Mexican Street Corn Hash at 49 units located in Arizona, California and Texas. The chain's social media channels encouraged consumers to enter their California avocado contest for a chance to win First Watch gift certificates, a case of California avocados and California avocado canvas bags and spreaders. In addition, the chain's chef's blog and eNewsletter showcased the California avocado LTO menu item.

Denny's ran a fresh California avocado "upsell promotion" encouraging diners to add avocado to any item on the menu. Servers at 476 Arizona and California locations wore "add fresh avocado" buttons while Denny's social media posts promoted fresh slices of California avocados atop burgers.

California Avocado BLT Salad was the LTO centerpiece at 97 Souplantation and Sweet Tomato brands' Garden Fresh units across the nation. The foodservice chain rounded out the in-store promotions with coupons, direct mail, eNewsletter features and social media posts.

By featuring their summer LTO California avocado menu items using a variety of California avocado-branded in-store, digital and social media promotions, the Commission's foodservice partners expanded the reach of the premium California avocado brand during peak season.



Denny's fans were encouraged to "Guac On!" in the chain's eNewsletter.

California Avocado Commission Sponsors FPFC's Southern California Reception and Expo

This year the Fresh Produce and Floral (FPFC) SoCal Expo provided the California Avocado Commission (CAC) with an opportunity to showcase California avocados to some of the region's most influential produce managers and retail decision makers. CAC was a co-sponsor of the social media background at the inaugural Monday Night Adventure Reception held at Disney's California Adventure Park. This signage put the California Avocado brand front and center for the 550 retail executives, Expo exhibitors and high-level sponsors who were invited.

On the following day, 700 Expo guests at the CAC-sponsored Keynote Breakfast Session listened to Keynote Speaker, chef Andrew Zimmern. The "Put More on Your Plate" themed event focused on the benefits of fresh fruits and vegetables as part of a healthful lifestyle.

At the Expo session following the breakfast, the CAC team had the opportunity to discuss the California avocado season and customized promotional opportunities with Paul Kneeland, Senior Produce Director, and John Fujii, Senior Produce Buyer for Gelson's Markets; Sheryl Salazar, Produce Sales Manager, Albertsons, Vons; Don Gann, Produce Director for Stater Bros. Markets; John Savidan, Briston Farms; Scot Olson, Produce Director, Daniel Bell, Produce Category Manger for Grocery Outlet; and Kent Kuwata, Produce Merchandiser for Smart & Final. The event exceeded expectations with 1,600 Expo attendees on Tuesday.



CAC Retail Marketing Director Connie Stukenberg joins Elaine Magee, Albertsons Corporate Dietitian, at the FPFC Expo.

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 8/12/2018	Season-to-Date (since 11/01/2017)	2018 Year to Date
Hass	6,575,185	275,936,709	275,286,721
Lamb	925,707	7,359,006	7,359,006
Other (Greens)	14,116	1,988,148	1,702,269
California Total	7,515,008	285,283,863	284,347,996
Florida	1,050,000	7,397,185	7,165,030
Chile	0	11,638,216	1,511,965
Mexico	34,220,938	1,621,214,668	1,270,071,904
Peru	17,019,371	109,904,015	109,904,015
Other (Imports)	500,000	30,150,000	20,810,000
Import Total	51,740,309	1,772,906,899	1,402,297,884
USA Total	60,305,317	2,065,587,947	1,693,810,910

Sources:

California = CAC (AMRIC)

Florida = Florida Avocado Admin Committee

Chile = Comite de Paltas, Chile

Mexico = APEAM

Peru = ProHass

Other Imports = USDA AMS website

California Avocado Society Weekly Newslines* Avocado Prices – August 8, 2018

	Organic #1	Conventional #1	Conventional #1
California Hass	(Field Price Per Lb)	(Field Price Per Lb)	(Carton Price)
#32's	\$1.70-\$1.76	\$1.56-\$1.65	\$44.25-\$46.50
36's	\$1.70-\$1.76	\$1.56-\$1.65	\$44.25-\$46.50
40's	\$1.76-\$1.82	\$1.56-\$1.65	\$44.25-\$46.50
48's	\$1.90-\$2.10	\$1.50-\$1.80	\$42.75-\$50.25
60's	\$1.70-\$1.76	\$1.50-\$1.60	\$42.75-\$45.24
70's	\$1.50-\$1.65	\$1.30-\$1.40	\$37.75-\$40.25
84's	\$0.76-\$0.90	\$0.76-\$0.90	\$21.97-\$25.05

*To subscribe to the Weekly Newslines, 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- Strong upper high pressure will continue over the central Great Plains WSW to central and S California. This supports monsoonal moisture into S California at times.

Troughs and upper lows will form near Washington, and off the N California coast. SW or WSW flow is mostly dry at the coast of Oregon and California.

Upper high pressure will tend to develop south of Alaska and into the eastern Gulf of Alaska at 45-55N, 140-152W. This recurrent pattern will tend to encourage troughing near the Pacific Northwest and California coasts, and on brief occasions into the northern Great Basin -Idaho.

Recurrently warmer than normal sea surface off Mexico, and strong high pressure in the SW U.S. will tend to support tropical cyclones. Moisture will be steered near SOCAL during this more active part of the season.

Although less hot than in the recent past; dry, breezy conditions with higher risk of wildland fires will continue into Sept.

As troughs develop further south in late Aug and Sept, there appears to be increased risk for thunderstorms (TSTMS) in the Sierras. TSTM-related ignition of fires in the Sierras will tend to increase.

The *El Niño* (warmer than normal sea surface) along the equatorial central and east Pacific, continues to show some development through the fall.

In the Near Term – Aug 16 – Aug. 31...Salinas Valley-San Luis Obispo Co...It will be hot from Aug 18-24th then cooler from the 25th – Sept 1st. Deeper marine layer and coastal drizzle are possible in coastal valleys during the 27th – 1 Sept.

...S Calif Avocado Area, San Luis Obispo Co to San Diego Co...Sea surface temperatures along the SOCAL coast will continue to be unusually warm, with temperatures in the mid-70s still possible. Generally, very warm conditions occur through Aug 24th, then it turns cooler with a coastal eddy from the 25th through Sept 1. There is a chance for some warm rains into the SOCAL coast to mountains areas on Aug 31-Sept 1-2. Otherwise, precipitation consists of mostly drizzle accompanying coastal eddies during the cooler periods. A few TSTMs reach westward from Arizona at times during Aug 16-24th, affecting the mountains and deserts.

Summary – Sept 1-15... In the southern California avocado growing areas, from San Luis Obispo south, it will be cool with light drizzly rain possible from a tropical rain event on Sept 1-2, then it turns dry and warmer during Sept 3-4. Cool again with another drizzly period from the coast to mountains areas on the 8-9th due to another tropical rain event. Dry and warmer from Sept 12-15th.

Seasonal Outlook / *El Niño* Update...Sept 15 – Dec... We are already seeing warming of the equatorial sea surface in the far east Pacific near Peru/Ecuador. This trend is expected to continue. The *El Niño*, (warm phase of the ENSO pattern), typically adds extra energy to drive the subtropical westerlies during the winter rain season. The effect of *El Niño* to drive the subtropical westerlies is not limited to winter, but also can start early, e.g in Sep and Oct. In the early part of the season, it tends to assist development of troughs and upper lows along the California coast, and stronger than normal cutoff lows near S California. Because the sea surface this year is significantly warmer (+4 to +5F) than normal off Baja, some of those cutoff lows have greater potential to produce significant rains during the early season, including Oct.

For Nov and Dec, we see the possibility of below normal rainfall for N and northcentral California, but above normal in S California.

For southern California, occasional surges of tropical moisture are possible, especially as troughs dig further south to tap remnants left by tropical cyclones near Baja in Sept – mid Oct. Because of proximity to tropical cyclones, SOCAL may see some rains in mid to late Sept as troughs deepen southward near the coast. Near or perhaps a little above normal rainfall could occur in SOCAL in late Sept.

The probability of rain from cutoff lows is greater in Oct than Sep.

Usually we see a Santa Ana or two in Oct. However, with expected *El Niño* forcing, the chances for Santa Anas may be lower during this Oct due to upper lows, and some attempts to develop a southern storm track.

There continues to be some suggestions of development of early season rains into S California during Sept, sometime in Oct, mid Nov, and in Dec.

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