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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 Marketing Committee Meeting

December 4

December 4

Time: 11:00 a.m. – 1:00 p.m. *(Please note the updated meeting time.)*
Location: CAC Board Room, 12 Mauchly, STE L, Irvine, CA

Invasive Shot Hole Borer Class and Field Training

The seminar will consist of a classroom session followed by a field exercise in which participants will see infested trees, learn how to identify signs of shot hole borer damage, set up a monitoring program and sample trees. Registration required. [More information available here.](#)

December 6-7

December 6

Time: 10:00 a.m. – 2:30 p.m.
Location: Saint Thomas Aquinas Church, 185 St Thomas Dr, Ojai, CA

December 7

Time: 10:00 a.m. – 3:00 p.m.
Location: Gardena Moneta Mason Lodge and Gardena Willows Wetland Preserve, 1250 W 155th St., Gardena, CA

Fox Canyon Advanced Metering Infrastructure/Pilot Water Market Workshop

The workshop will review the ordinance mandating all agricultural well facilities requiring flowmeters have advanced metering infrastructure (AMI) technology installed. [More information available here.](#)

December 11

December 11

Time: 3:00 p.m. – 5:00 p.m.
Location: California Lutheran University, Oxnard Campus, 2201 Outlet Center Drive, Suite 600, Oxnard, CA

Organic Grower Summit

The seminar will consist of a classroom session followed by a field exercise in which participants will see infested trees, learn how to identify signs of shot hole borer damage, set up a monitoring program and sample trees. Registration required. [More information available here.](#)

December 12-13

December 12

Time: 6:30 a.m. – 9:30 p.m.

Location: Monterey Conference Center, 1 Portola Plaza, Monterey, CA

December 13

Time: 6:30 a.m. – 3:00 p.m.

Location: Monterey Conference Center, 1 Portola Plaza, Monterey, CA

CAC Board Vacancy for Handler Alternate Member Seat

The California Avocado Commission (CAC) seeks interested candidates to fill a handler alternate member seat vacancy on the Commission Board of Directors. The person appointed to the position will serve for the unexpired portion of the term through October 31, 2019.

To be eligible for the position, the person must:

- Be actively and directly engaged in the handling of California avocados
- Certify that he or she has a financial interest in handling avocados through involvement with a legal entity which handled no less than one percent of California's total crop volume in the 2017-18 fiscal year
- Submit a qualification form, disclosure form and any other documents required by CAC

The vacancy will be filled by a majority vote of the CAC Board at a meeting Thursday, February 21, 2019.

Interested candidates must submit all [relevant documents](#) no later than January 31, 2019. Materials may be mailed to 12 Mauchly, Suite L, Irvine, CA, 92618-6305, faxed to 949.341.1970 or emailed to aaymami@avocado.org.

For more information, contact April Aymami at 949.341.1955, ext. 118 or aaymami@avocado.org.

Soil Moisture Sensor Cost Share Program and Free Electrical Conductivity Mapping

The Mission Resource Conservation District is offering free electrical conductivity mapping services and a cost share program for the purchase of soil moisture sensors for local growers. The cost share program will provide \$1,000 per station and up to \$5,000 per site for the soil moisture sensors.

Electrical conductivity mapping of soils has been utilized in California to improve the understanding of soil water holding capacity for better irrigation management. This improved efficiency can lead to water conservation that lowers farm operating costs. A refined understanding of soil water holding capacity combined with soil moisture monitoring sensors can lead to delaying the initiation of an irrigation event, which could reduce the total number of events during a year and thus conserve water and lower water bills.

The project is financed under the Safe Drinking Water, Water Quality and Supply, Flood Control River and Coastal Protection Bond Act of 2006 and is administered by the State of California Department of Water Resources.

For more information, contact Lance Andersen, Ag Program Director, Mission RCD at 760.728.1332.

Fruit Tree Growth, Cropping and Management Seminar

The University of California Cooperative Extension (UCCE) and the University of California, Davis Plant Sciences are offering a two-week course entitled, "[Principles of Fruit and Nut Tree Growth, Cropping and Management](#)." The course will be held from February 25 – March 7, 2019 at UC Davis. The second week is optional and involves an additional cost.

Course topics include:

- Tree growth, development and pruning
- Dormancy, chilling and rest breaking
- Flowering, pollination and fruit set
- Fruit development and thinning
- Tree water relations and irrigation
- Plant nutrition and fertilization
- Root growth and rootstocks
- Postharvest quality and technology
- Harvesting

The course includes lectures, lab exercises and field demonstrations. On-campus lectures and labs will run through March 1; the following week participants will take a field trip through fruit and nut growing regions of Northern and Central California.

The cost of the course for the one-week lecture, labs and field excursions is \$1,850 and includes course materials, breakfast/coffee breaks, lunches and an evening graduation reception. The cost of attending the first week and the second week is \$2,850. This option includes course materials, breakfast/coffee breaks, lunches and an evening graduation reception, as well as transportation for the field tours, two lunches and an evening dinner. Students are responsible for their overnight stay in Davis on March 4.

Complete details can be found [online](#). [Registration](#) is now open, with a deadline of February 1, 2019.

Commission Maintains High Profile with Leading Foodservice Trade Editors

Foodservice editors representing some of the top trade publications in the nation joined the California Avocado Commission (CAC) and others at the 2018 International Foodservice Editorial Council (IFEC) Annual Conference in Raleigh, North Carolina from October 24 – 26. On hand at the event were editors representing Campus Dining Today, Catersource, Datassential, Flavor & The Menu, Food Management, Foodservice Director, Foodservice Equipment & Supplies, FSR, Hotel F&B, National Culinary Review, Nation's Restaurant News, Produce News, Plate Magazine, QSR, Restaurant Business, Restaurant Development & Design, Restaurant Hospitality, School Nutrition, Sizzle and The Gold Medal Classroom.

The Commission's foodservice team held a series of one-on-one meetings with 12 editors representing 14 foodservice publications to discuss how CAC could provide their publication with support and assets — such as recipes, photography and operator leads — to fit planned editorial placements in 2019. During the sessions, CAC foodservice team members spoke about the quality and freshness of California avocados, their unique terroir and how the fruit's versatility make them an ideal ingredient in trendsetting menu applications.

CAC joined four other sponsors in hosting a relaxing networking event for 22 editors from 17 respected publications. In addition, the Commission supported IFEC's scholarship program by providing a half-flat of fresh California avocados to the winner of the "Cream of the Crops" raffle that provides the winner with 12 months of fresh produce.

The Commission's presence at events such as this helps raise awareness of the California avocado brand among trade influencers and leads to critical editorial placements that garner significant media impressions throughout the year.



NRN Senior Editor Bret Thorn and Susan Hughes discussed how to incorporate California avocados into current beverage trends.

Commission Pitches Fresh California Avocado Menu Items to Top Chain Culinarians

In preparation for the 2019 California avocado season, members of the California Avocado Commission's foodservice team traveled to Miami, Florida where they met with culinarians of the top 201-400 ranked restaurant chains. The Global Culinary Innovators Association (GCIA) Culinary Combine is a popular, well-respected industry gathering that bring together R&D/Product Innovation, Corporate and Executive Chefs from restaurant chains and suppliers. CAC is a founding sponsor of the GCIA, and this year helped celebrate its 5th anniversary.

During the events, the Commission's marketing team discussed the upcoming season and fresh California avocado menu applications suited to individual foodservice chains.

The team demonstrated the versatility and value of California avocados by showcasing a *California Avocado and Idaho Potato Causa Roll* at the GCIA opening night reception. The chef and others on CAC's foodservice team were on hand to discuss returning and/or new fresh California avocado menu items on current partner menus and answer questions about recipe preparation and menu ideation.

CAC's efforts to increase demand for and expand penetration of California avocados on the menus of these targeted chains led to nine new contacts, including:

- Thunderdome Restaurant Group – Food & Beverage Director
- Cooper's Hawk Winery & Restaurant – Executive R&D Chef
- Real Mex Restaurants – Director, Culinary Services
- Boston Pizza Restaurants – Senior Director of Culinary/Executive Chef

- Entertainment Consultants International – Corporate Chef
- Grand Lux Café – Chef De Cuisine of Menu R&D
- Sodexo Culinary Solutions – Director of Brand Management
- Anjappar Bar & Grill – Executive Chef
- Tijuana Flats Tex Mex – CEO

Only chains with a strong presence in the Western U.S. will be contacted and offered menu promotion and ideation opportunities with CAC.



The versatility of fresh California avocado was showcased in a Causa Roll at the opening night reception.

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 11/25/2018	Season-to-Date (since 11/01/2018)	2018 Year to Date
Hass	0	0	311,660,931
Lamb	0	0	11,093,082
Other (Greens)	37,600	123,835	1,853,164
California Total	37,600	123,835	324,607,177
Florida	515,900	2,408,615	21,287,130
Chile	1,538,804	9,244,097	42,847,233
Mexico	68,269,142	128,016,808	1,763,984,797
Peru	0	0	177,764,347
Other (Imports)	1,150,000	4,740,000	32,000,000
Import Total	70,957,946	142,000,905	2,016,596,377
USA Total	71,511,446	144,533,355	2,362,490,684

Sources:
 California = CAC (AMRIC)
 Florida = Florida Avocado Admin Committee
 Chile = Comité 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			
36's			
40's			
48's	Insufficient Volume to Quote		
60's			
70's			
84's			
*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- Long wave high pressure will be relocating west of the region off the coast which will allow troughs to establish near northcentral and central California. This will bring decent typical December rains through the region with some enhanced rains at times. Some subtropical moisture with atmospheric river (AR) conditions are expected at times.

Sea surface temperatures (SSTs) off the coast of southern California and off the west coast of Baja Mexico will remain warmer than normal. This pattern is favorable and phases with the current *El Niño* pattern now along the equator located at about 120W. This will produce active and moist storms and decent rains into California as indicated by both the CFSv2 and NMME short term climate forecast models.

El Niño is still moderate. Most important is the SSTAs in the mid-north Pacific appear to be working synergistically with the moderate *El Niño* currently in place. This adds confidence to the CFSv2 and NMME forecasts of a wet December to January 2018 to 2019 across California. With a moderate *El Niño* in place a wetter than normal general pattern is expected across the state.

An increase in the strength and the circulation in *El Niño* is currently predicted from December through February of this year (2018) and early next year (2019). And with the increase in *El Niño* activity late in the year through the winter months, this will enhance rainfall across many areas of the state.

The MJO is in a positive phase for the eastern Pacific this will enhance precipitation through California with an uptick in precipitation over the next couple of weeks from late November through the first half of December.

Snow pack across the SierraNV has been below normal for the Fall season but with the cooler trough pattern and wetter active storms moving into the region we are expecting a good increase to the snow pack over the next few weeks.

With the increase in troughs will come cooler temperatures with most areas seasonal to cooler than normal through the next few weeks.

In the Near Term – Dec 1-15...Salinas Valley-San Luis Obispo Co...A wet pattern will continue through this period with good rain through Dec 2nd. Some drying briefly from the 3rd through the 6th but more rain follows with a new trough from late on the 7th through the 9th followed by an even wetter storm system from the 10th through the 13th. Moist air with tropical moisture entrained into the flow is expected at times as atmospheric river (AR) conditions are expected at times. Still a wet pattern continues from the middle of the month through Christmas. Good snows are likely with a quickly increasing snow pack through the southern SierraNV. Heaviest snows will be from the 10th through the 14th.

...S Calif Avocado Area, San Luis Obispo Co to San Diego Co...A series of storms will bring light rain through southern California with occasional wetter storms with moderate and at times heavy rain possible. This wet pattern will continue

from Dec 1st through the 2nd and again from the 8th through the 14th. Dry from the 3rd through the 7th with a dry NW flow over the region. Wetter on the 1st, 11th, 12th and 13th. The models are showing a moderate to strong Santa Ana from Dec 3rd through the 5th.

Summary – Dec 15-29... In the southern California avocado growing areas, from San Luis Obispo south, it will be wet with seasonal to warm temperatures through the region with some decent storms at times bringing good rain to southern California. Snow levels will be high but good snows at higher elevations through southern California's mountains are expected.

Seasonal Outlook / *El Niño* Update... Dec 30 – Feb 15... The wetter pattern should continue due to the warmer than normal SSTs, equatorial forcing, atmospheric rivers and strong subtropical jet stream through Dec 28th. A drier phase is likely from the 29th or 30th through Jan 10th as the MJO becomes less active bringing less precipitation through the region. Likely turning wetter again with much wetter than normal conditions from Jan 11th through the 25th as another active phase of the MJO moves back into the region.

Good increases in mountain snowpack are expected during the wet phases with above normal snow pack likely by the end of January.

For southern California, warmer than normal and wetter than normal overall. Somewhat drier briefly from New Year's through about the 10th. The MJO then is expected to become positive again with many of the wet pattern criteria coming back into phase from Jan 11th through the 25th. Wetter with good rain and some atmospheric river conditions at times through southern California along with some moist upper lows which are prevalent during *El Niño* patterns. These upper lows will also bring good rain at times through southern California. Some snow at the higher elevations are expected with this pattern. Temperatures will continue warmer than normal through the region.

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