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Calendar

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

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

SWEEP Funding Workshops

The Ventura and Santa Barbara County Resource Conservation Districts (RCDs) are hosting four free workshops to assist growers interested in applying for funds from the California Department of Food and Agriculture's State Water Efficiency and Enhancement Program (SWEEP). Reservations required. [More information available here.](#)

February 17, 22, 24 & March 3

February 17

Time: 12:00 p.m. – 4:00 p.m.

Location: VCRCD Office, 380 Somis Rd., Somis, CA

February 22

Time: 2:00 p.m. – 6:00 p.m.

Location: Oxnard City Library, 251 South A Street, Oxnard, CA

February 24

Time: 2:00 p.m. – 6:00 p.m.

Location: Eastside Library, 1102 E Montecito Street, Santa Barbara, CA

March 3

Time: 12:00 p.m. – 4:00 p.m.

Location: CRCD Office, 920 E Stowell Rd., Santa Maria, CA

Pesticide Safety Instruction Training Workshop

The UC Statewide IPM Program and AgSafe are offering a series of Pesticide Safety Instruction Training Workshops designed for ag supervisors, growers, farm labor contractors, safety managers and safety trainers. Registration required. [More information available here.](#)

March 9 & 21

March 9

Time: 7:45 a.m. – 5:00 p.m.

Location: UCCE Ventura Office, 669 County Squire Drive #100, Ventura, CA

March 21

Time: 7:45 a.m. – 5:00 p.m.

Location: Betteravia Farms/Bonipak, 1850 W. Stowell Road, Santa Maria, CA

Israel-AgTech Innovation Showcase

A delegation from 12 companies specializing in crop protection, crop nutrition, plant genetics and breeding, irrigation and decision support tech will visit Encinitas for the Israel-AgTech Innovation Showcase. [More information available here.](#)

March 9

Time: 9:00 a.m. – 1:00 p.m.

Location: Leichtag's Commons, 441 Saxony Rd, Encinitas, CA

2017 CAC Annual Meetings

The California Avocado Commission will hold its 2017 Annual Meetings in three locations: Temecula, Ventura and San Luis Obispo. [More information available here.](#)

March 28-30

March 28

Time: 10:00 a.m. – 12:30 p.m.

Location: South Coast Winery, 34843 Rancho California Road, Temecula, CA

March 29

Time: 10:00 a.m. – 12:30 p.m.

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

March 30

Time: 9:00 a.m. – 11:00 a.m.

Location: SLO Farm Bureau, 4875 Morabito Place, San Luis Obispo, CA

Free SWEEP Funding Workshops

The Ventura and Santa Barbara County Resource Conservation Districts (RCDs) are hosting four free workshops to assist growers interested in applying for funds from the California Department of Food and Agriculture's State Water Efficiency and Enhancement Program (SWEEP). SWEEP provides financial assistance for California agricultural operations that implement irrigation systems that reduce greenhouse gases and save water. Agricultural operations can apply for funding up to \$100,000 per project.

In order to apply for a SWEEP grant, growers must utilize the online Financial Assistance Application Submittal Tool (FAAST). The workshops are designed to provide growers with hands-on application assistance and CDFA staff will provide several examples and answer growers' questions.

Space is limited. For reservations, please contact Jamie Whiteford at 805.764.5132 or jamie.k.whiteford@gmail.com.

Sessions will be held as follows:

February 17, 12:00 – 4:00 p.m.

VCRC Office

380 Somis Rd, Somis, CA

February 22, 2:00 – 6:00 p.m.

Oxnard City Library
251 South A St, Oxnard, CA

February 24, 2:00 – 6:00 p.m.

Eastside Library
1102 E Montecito St, Santa Barbara, CA

March 3, 12:00 – 4:00 p.m.

CRCD Office
920 E Stowell Rd, Santa Maria, CA

Israel AgTech Innovation Showcase Coming to Encinitas

On March 9, a delegation from 12 companies specializing in crop protection, crop nutrition, plant genetics and breeding, irrigation and decision support tech will visit Encinitas for the Israel-AgTech Innovation Showcase. The purpose of the event is to foster collaboration between scientists, engineers, farmers, entrepreneurs and inventors in order to address the challenges of the agricultural industry.

The event will be held from 9:00 a.m. – 1:00 p.m. at Leichtag’s Commons, 441 Saxony Rd, Encinitas, CA, 92024. The agenda is as follows:

- 9:00 – 9:15 Opening remarks
- 9:15 – 9:45 Companies’ presentation
- 9:45 – 11:45 Business to business meetings
- 11:45 – 12:00 Keynote speaker: Kirk L. Haney, CEO and Managing Partner of Radicle Growth
- 12:00 – 1:00 Lunch

For more information, including a list of speakers and featured companies, visit the [AgTech Innovation website](#).

California Agricultural Statistics Review Available

The California Department of Food and Agriculture (CDFA) has released the *2015-2016 California Agricultural Statistics Review*. The Review provides an overview of the state’s agricultural statistics and weather highlights, as well as county-specific and crop-specific data. Overall, California continues to lead the nation as the largest agricultural producer and exporter despite the challenges posed by a fourth consecutive year of drought.

Highlights from the report are as follows:

- California’s agriculture sales decreased by 16.8 percent between the 2014 and 2015 crop years for a total of \$47.1 billion in cash receipts.
- California continues to lead the nation in exports, at \$20.7 billion.
- California exported nearly 26 percent of its agricultural volume. Overall, California’s agricultural exports have grown more than 120 percent during the past decade.
- Fruit and nut crops accounted for 36 percent of gross cash volume in 2015.
- California is the leading agricultural producer in the U.S., representing nearly 13 percent of the U.S. total.
- In 2015, California was home to 77,500 farms, with an average 329 acres — which is smaller than the national average of 441 acres.

- Nearly 27 percent of California farms generate more than \$100,000 in commodity sales; the national average is 20 percent.
- The top five agricultural counties in California were Tulare, Kern, Fresno, Monterey and Stanislaus.
- California is ranked as the number one producer of avocados in the U.S. and produced between 60 and 75 percent of the national production of avocados, which accounted for 93 percent of U.S. receipts.
- California avocados ranked 28th in the state based on total value.

The entire *California Agricultural Statistics Review* is available [online](#).

California Avocado Society Seeks Newsline Editor

The California Avocado Society (CAS) is currently seeking a Weekly Newsline Editor. This is an independent contractor position and compensation, which is paid monthly and dependent on the number of subscribers, is currently at \$28,000 per year. Applicants should be a resident of a California growing area and not employed or directly/indirectly affiliated with an avocado packing or marketing entity (other than as an avocado grower).

Duties and responsibilities for the position are as follows:

- Compile industry data
- Communicate with industry members
- Draft articles and commentaries on industry issues, U.S. market conditions, trends and pricing
- Publish the CAS Newsline on a weekly basis
- Attend California Avocado Commission field meetings, board meetings and some committee meetings
- Attend CAS board meetings

Interested parties should submit a letter of interest, resume and two (2) 450-500 word article samples. One article should address marketing and the other should address an industry issue.

For more information, contact Sawsan Knobel, CAS Executive Administrator at 949.40.8869 or californiaavocadosociety@gmail.com.

New Year's Resolutions Email Touts the Healthy Benefits of California Avocados

By mid-January, despite their best intentions many people have neglected their New Year's resolutions. To help consumers stay or get back on track with their healthy resolutions, the California Avocado Commission (CAC) distributed a New Year's Resolutions themed email blast to its fans showcasing the healthy attributes of California avocados.

The email highlighted the new avocado serving size — one-third of a medium avocado — and reminded California avocado fans that the California avocados are healthy and naturally nutritious. In addition, fans were provided with a variety of appetizing California avocado-centric recipes and a link to CAC's seven-day meal plan created by Registered Dietitian Katie Ferraro.

CAC's email program serves as a year-round resource for California avocado fans — providing fans with nutrition information, recipes and interesting facts about the fruit. Although California avocados are not in season in January, the New Year's Resolutions email served as a reminder of the upcoming California avocado season. By bookmarking the recipes showcased in the email, California avocado fans may be more likely to check the label on the fruit when California avocado season begins.

The New Year's Resolutions email was delivered to 236,000 fans and opened 26,553 times, resulting in an 11.3 percent open rate.

Having trouble viewing this email? [Click here to view online.](#)

NOVEMBER DECEMBER  OUT OF SEASON

RECIPES HOW-TOs  NUTRITION BLOG

2017

It's been weeks since we bid farewell to 2016. Did you make resolutions? And if so, have you kept them?

Coming out of the 2016 announcement by the FDA recognizing avocados as "healthy," we pledged to nourish our body with delicious food while maintaining a strong focus on our favorite green fruit.

Did you know one-third of a medium avocado (50 g) has 80 calories and contributes nearly 20 vitamins and minerals, making it a nutrient-rich choice?

So far, it's been easy to keep our resolution thanks to our virtual recipe book (and because California avocados are just so tasty).

Here are a few highlights.

CAC's New Year's Resolution-themed email elicited a positive response from fans.

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 2/12/2017	Season-to-Date (since 11/1/16)	2017 Year to Date
Hass	306,812	4,508,058	4,108,244
Other (Greens)	0	478,243	340,583
California Total	306,812	4,986,301	4,448,827
Florida	56,265	10,213,555	2,159,245
Chile	1,157,360	28,917,312	8,843,966
Mexico	27,950,164	549,754,341	279,666,890
Peru	0	50,000	0
Other (Imports)	1,400,000	20,450,000	11,010,000
Import Total	30,507,524	599,171,653	299,520,856
USA Total	30,870,601	614,371,509	306,128,928
Source(s):	California = CAC (AMFIC), Chile = Comité de Paltas, Chile		
	Florida = Florida Avocado Admin Committee		
	Mexico = APEAM, Peru = ProHass		
	Other Imports = USDA AMS website		

California Avocado Society Weekly Newslines* Avocado Prices – February 1, 2017

	Organic #1 (Field Price Per Lb)	Conventional #1 (Field Price Per Lb)	Conventional #1 (Carton Price)
California Hass			
#32's	\$1.46-\$1.54	\$1.24-\$1.42	\$36.25-\$40.75
36's	\$1.46-\$1.54	\$1.24-\$1.42	\$36.25-\$40.75
40's	\$1.46-\$1.54	\$1.20-\$1.40	\$35.25-\$40.25
48's	\$1.46-\$1.65	\$1.20-\$1.40	\$35.25-\$40.25
60's	\$1.28-\$1.50	\$0.98-\$1.14	\$29.75-\$33.75
70's	\$0.70-\$1.24	\$0.70-\$0.86	\$22.75-\$26.75
84's	\$0.44-\$0.62	\$0.42-\$0.56	\$14.49-\$17.57
*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- Troughing continues to focus to the west of California between 130W and 145W. Troughing also increases into the southern deserts and SOCAL as the southern storm track becomes more active. Troughing occurs during Feb 16-23 with wet conditions. Troughing migrates slightly east, putting us in a cold pattern with snow showers in the Sierras and return of cold conditions through all of California, with some offshore flow mixed in during February 24 – March 1. For March, the dry, cold pattern with troughs and showers in the southern deserts dominates during the first week of March. Although northern California turns dry for a while in March, SOCAL and the southern deserts have a tendency for recurrent cold showery conditions. There is support for the next series of storms into all of California during March 19-23, after a long, drier than normal pattern. The *La Niña* period ends quickly, and the current trend for an *El Niño* anomaly to develop will continue thru March, to induce more troughing into SOCAL and central California with a continued trend of colder and wetter than normal. As *El Niño* becomes more active during the next two months (March and April), and the southern storm track continues, the incidence of severe thunderstorms (TSTMS) and tornadoes may shift to above normal, along with above normal rainfall for Oklahoma, Kansas, and north Texas.

In the Near Term – February 16 – March 2... The NOAA/CPC outlook for February 21-27 shows wetter and colder than normal for all of California with a trough over California. Precipitation is well above normal for the Sierras, Central Calif south to Ventura County and cold. We agree with this. This argues for temperatures averaging below normal, plenty of snow for the Sierras above 4500 ft, and frosts/freezes in SOCAL in the dry air following frontal passages and any Santa Anas that may occur, especially about the last week of February and first few days of March.

In the southern California avocado growing areas, from Santa Barbara Co to San Diego Co, Rains occur from February 16-18, 20-23 and 25-27. Freezes are most likely February 24 and 28, and March 2.

Summary – March 3 – 17... In the southern California avocado growing areas, from San Luis Obispo south, our guidance from CFSDaily suggests that after a dry period, the rains restart about the March 17 with the southern storm track in place, and *El Niño* forcing starting up, it is reasonable to suggest some rains into SOCAL beginning again about mid-month or March 17. However, until the rains restart, there continues a risk of frosts in early to mid-March with CFS supporting colder than normal conditions overall for the San Joaquin Valley south thru SOCAL.

Seasonal Outlook/*La Niña* Update...March 18 – April 30, 2017... *La Niña* becomes weak or nonexistent before the first part of March, and *El Niño* conditions will continue to increase, inducing troughs in S and SE California – Arizona. The combined effect of large scale mid-latitude and equatorial (*El Niño*) influences will be to maintain a colder and wetter than normal pattern for SOCAL in the latter part of March thru April.

For SOCAL, late March is wetter than normal, with snow in the mountains. Arizona also is wetter than normal due to persistent troughing and an active southern storm track. April continues the trend for cooler and wetter than normal for SOCAL and showers in Arizona.

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