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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>

Pesticide Safety Instructor Training Workshop

The UC IPM 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. Those who complete this training will become qualified to provide pesticide safety training to fieldworkers and pesticide handlers. Registration required. [More information available here.](#)

February 21, 23 & March 20

February 21

Time: 7:45 a.m. – 5:00 p.m.

Location: UCCE Ventura, 669 County Square Drive #10, Ventura, CA

February 23

Time: 7:45 a.m. – 5:00 p.m.

Location: Hansen REC – Small Barn, 14292 West Telegraph Road, Santa Paula, CA

March 20

Time: 7:45 a.m. – 5:00 p.m.

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

Farm Service Agency Office Hours to Assist Growers Affected by Wildfires and Mudslides

The Farm Service Agency (FSA) has established a temporary satellite office in Santa Paula to meet with growers affected by the Thomas Fire and mudslides. Growers are encouraged to schedule an appointment by calling 805.933.2926, or to visit the satellite office during office hours. Additional dates and hours will be added as needed. [More information available here.](#)

February 22

February 22

Time: 10:00 a.m. – 2:00 p.m.

Location: Ventura Ag Commissioner's Office, 815 East Santa Barbara Street, Santa Paula, CA

CAC Executive Committee Meeting

February 28

February 28

Time: 8:00 a.m. – 9:45 a.m.

Location: Ojai Valley Inn - Hacienda Room, 905 Country Club Rd, Ojai, CA

CAC Board Meeting

February 28

February 28

Time: 10:00 a.m. – 4:00 p.m.

Location: Ojai Valley Inn - Hacienda Room, 905 Country Club Rd, Ojai, CA

CAC Board Meeting

March 1

March 1

Time: 8:30 a.m. – 1:15 p.m.

Location: Ojai Valley Inn - Hacienda Room, 905 Country Club Rd, Ojai, CA

Secretary Ross Inspired by Optimism of California Avocado Growers

In February, the California Avocado Commission (CAC) invited California Department of Food and Agriculture Secretary Karen Ross to tour California avocado groves in Ventura County affected by the Thomas Fire. Avocado groves were particularly susceptible to the fire because they are located at higher elevations where the Thomas Fire was most destructive. During the tour, Secretary Ross had the opportunity to speak with California avocado growers about the devastation, the challenges of post-fire recovery and the progress made thus far.

Notably, Secretary Ross was grateful for the opportunity to meet with growers and tour the groves. In particular, she [commented](#) on their fortitude and positive outlook. “I wish to thank the California Avocado Commission for hosting my visit. The farmers I met with last week are already looking to the long-term, talking about opportunities to rebuild rather than focusing on what was lost. Their sense of cooperation and commitment to community is truly inspiring.”

You can read Secretary Ross’ entire article in the [Planting Seeds blog](#).



Secretary Ross joined the Commission on a tour of California avocado groves damaged by the Thomas Fire.

Pine Tree Ranch Field Day: Focus on Food Safety

The Produce Safety Rule of the Food Safety Modernization Act became effective on January 26, 2018 for farms that produce more than \$500,000 in average annual produce sales during the previous three-year period. All remaining farms will be phased in over the next two years (details below). Beginning in 2019, the California Department of Food and Agriculture (CDFA), acting as enforcement agents for the U.S. Food and Drug Administration, will commence random farm compliance inspections.

To help California avocado growers prepare for these random inspections, the California Avocado Commission is holding a field day at our Pine Tree Ranch demonstration grove, located at 19455 E. Telegraph Road, Santa Paula, CA 93060, on Wednesday, March 7, 2018 from 9:00 am – 11:00 am, to provide growers an understanding on Produce Safety Rule implementation requirements. CDFA staff will be present and walk growers through an On-Farm Readiness Review at Pine Tree Ranch so you know what to expect if your operation is selected for inspection.

Deadlines for all producers are as follows:

- January 26, 2020 deadline for very small businesses — more than \$25,000 but no more than \$250,000 in average annual produce sales during the previous three-year period
- January 26, 2019 deadline for small businesses — more than \$250,000 but no more than \$500,000 in average annual produce sales during the previous three-year period
- January 26, 2018 deadline for all other farms

Industry Stakeholders Encouraged to Participate in Commission's Annual Meetings

The California Avocado Commission (CAC) will hold its 2018 Annual Meetings in Temecula, Ventura and San Luis Obispo this March. The meetings will cover important updates concerning the Commission and the avocado industry, and input from industry stakeholders is highly encouraged. Annual meeting invites will arrive in mailboxes next week.

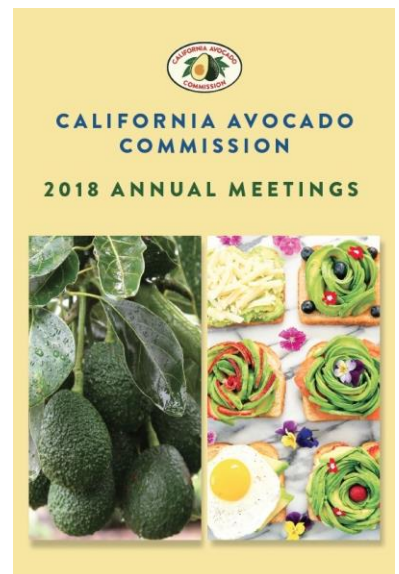
The meetings will be held as follows:

Temecula — Tuesday, March 20, 2018

10:00 a.m. – 12:30 p.m.
South Coast Winery
34843 Rancho California Road
Temecula, CA 92591
Lunch provided

Ventura — Wednesday, March 21, 2018

10:00 a.m. – 12:30 p.m.
Ventura Museum
100 East Main Street
Ventura, CA 93001
Lunch provided



9:00 a.m. to 11:00 a.m.
SLO Farm Bureau
4875 Morabito Place
San Luis Obispo, CA 93401
Breakfast provided

No RSVPs are required. For more information, contact CAC at 949.341.1955 or cac.iaf@avocado.org.

CAC and Packers to Host Produce Safety Alliance Trainings in Escondido and Ventura

Registration is required for these training sessions and seats are filling up fast, so take advantage of this low cost opportunity and register now.

The first deadline for growers under the Food Safety Modernization Act's (FSMA) Produce Safety Rule was January 26, 2018. Accordingly, any farming operation with more than \$500,000 in average annual produce sales during the previous three-year period must be ready to demonstrate compliance now! (all other deadlines are listed below). A major compliance requirement of the FSMA Produce Safety Rule is outlined in § 112.22(c) that requires 'At least one supervisor or responsible party for your farm must have successfully completed food safety training at least equivalent to that received under standardized curriculum recognized as adequate by the Food and Drug Administration.' Growers or farm representatives must go through a one-time 8-hour Produce Safety Alliance training or equivalent.

The California Avocado Commission (CAC) has provided information on upcoming Produce Safety Alliance trainings, but these trainings have in many instances sold out very quickly and/or are costly. 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 for a very modest fee of \$35 (fee includes refreshments, lunch, training materials, and the official training certificate from the Association of Food and Drug Officials).

The following two avocado industry Produce Safety Alliance trainings have been scheduled:

- April 24, 2018 from 8:00am to 5:00pm at the San Diego County Farm Bureau, 420 S. Broadway in Escondido, CA 92025. [REGISTER HERE](#)
- April 26, 2018 from 8:00am to 5:00pm at the Museum of Ventura County at 100 E. Main Street in Ventura, CA 93001. [REGISTER HERE](#)
- A major portion of the cost for this training is being underwritten by CAC and California avocado packers*. As such, this is exclusive to California avocado producers, California avocado grove managers, and California avocado packing representatives.

It's important to note that the training follows the person — if a designated food safety employee who receives the training leaves your company, another employee will need to be trained. Even if your business is under the \$500,000 threshold, you will still be required to complete this one-time training within the next two years. CAC encourages you to sign up now and get the training requirement done as soon as possible. Seating is limited.

Produce Safety Rule deadlines for all producers:

- January 26, 2020 deadline for very small businesses — more than \$25,000 but no more than \$250,000 in average annual produce sales during the previous three-year period

- January 26, 2019 deadline for small businesses — more than \$250,000 but no more than \$500,000 in average annual produce sales during the previous three-year period
- January 26, 2018 deadline for all other farms

CAC would like to thank the following packers for their generous contributions in support of these Produce Safety Alliance trainings: Calavo, Del Rey, Eco Farms, Giumarra, Henry Avocado, Index Fresh, McDaniel Fruit, Mission, West Pak, Westfalia.

Fire Recovery Best Management Practices Program

The Ventura County Resource Conservation District (VCRCD) was awarded approximately \$152,000 in grant funding through the State Water Resources Control Board to purchase materials for erosion control purposes on fire-impacted lands within Ventura County. Landowners impacted by the Thomas Fire are able to apply for the materials they need to help mitigate fire-based erosion on their properties.

Materials include, but are not limited to:

- Silt fencing
- Jute netting
- Sandbags
- Filtrexx Siltsoxx
- Livestock fencing
- Native plants
- Seed
- Straw wattles
- Alternative water supplies (livestock)

The last day to apply for erosion control materials is March 19, 2018.

For more information, or to apply for the program, [click here](#).

New Pesticide Training Workshops Available

The UC IPM 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. Those who complete this training will become qualified to provide pesticide safety training to fieldworkers and pesticide handlers.

The cost for the workshop is \$200 per person. The fee includes breakfast, lunch and educational materials. Sessions will be offered in English and Spanish.

Registration for each session closes two full business days before the noted training dates. Interested persons can register [online](#). For more information, contact pesticidesafety@ucanr.edu or 530.750.1252.

Ventura (in English)

- February 21, 2018
- UCCE Ventura
- 669 County Square Drive #10

Santa Paula (in Spanish)

- February 23, 2018
- Hansen REC – Small Barn
- 14292 West Telegraph Road

San Diego (in Spanish)

- March 20, 2018
- UCCE San Diego
- 9335 Hazard Way, Suite 201

Commission Networks with Key California Industry Members at Dinner Dance

The Fresh Produce and Floral Council (FPFC) Annual Dinner Dance took place at the Disney Grand California Resort on January 27, 2018. As the primary entertainment sponsor, the California Avocado Commission (CAC) received top billing with the Commission's logo showcased on the event invitation, on the program, on signage throughout the resort as well as verbal mention during the presentation. The California Avocado Commission logo also appeared on signage in the lobby and alongside a California avocado product shot in the event slide show.

The Commission was honored to host Sheryl Salazar, assistant sales manager for Albertsons-Vons, at the event where more than 510 industry stakeholders gathered to enjoy an evening of live music, dinner and dancing. Throughout the evening, Commission staff had the opportunity to network with retailers, wholesalers, foodservice operators and suppliers from Northern and Southern California. A popular topic of conversation was the expected higher volume and extended season for 2018. CAC representatives mingled with Lee Groon, Albertsons-Vons; Brian Balladares, Produce Merchandising and Dan Moore, Produce Marketing Director, Ralphs Grocery Company; David Martus, Produce Merchandising, Stater Bros. Markets; Senior Produce Buyer, John Fujii, Gelson's Markets; John Savidan, Produce Director, Bristol Farms; Will Miller, V.P. Produce & Floral and Kent Kuwata, Smart & Final; Greg Corrigan, V.P. Produce Marketing, Michael Schutt, Produce Merchant, Raley's; and Alfonso Cano, Produce Director, Northgate Gonzalez Markets.

CAC's Retail Marketing Director Connie Stukenberg — who served as the 2017 FPFC Chair of the Board — officially passed the gavel to 2018 Chair of the Board Alfonso Cano. Connie will continue to serve on the FPFC Board and Executive Committee as FPFC Past Chair of the Board.



Connie Stukenberg, 2017 FPFC Board Chair passed the gavel to 2018 Board Chair Alfonso Cano.

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)

CALIFORNIA AVOCADO COMMISSION WEEKLY VOLUME SUMMARY (POUNDS)

	Week Ending 2/11/2018	Season-to-Date (since 11/01/2017)	2018 Year to Date
Hass	3,137,118	14,077,549	13,427,561
Lamb	0	6,754	6,754
Other (Greens)	18,686	711,129	425,249
California Total	3,155,804	14,795,432	13,859,564
Florida	15,730	344,630	112,475
Chile	0	11,638,216	1,511,965
Mexico	36,267,181	621,750,806	270,608,042
Peru	0	0	0
Other (Imports)	1,090,000	16,900,000	7,560,000
Import Total	37,357,181	650,289,022	279,680,007
USA Total	40,528,715	665,429,084	293,652,046

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	\$1.50-\$1.60	\$1.24-\$1.32	\$36.25-\$38.25
36's	\$1.50-\$1.60	\$1.24-\$1.32	\$36.25-\$38.25
40's	\$1.50-\$1.60	\$1.24-\$1.32	\$36.75-\$38.25
48's	\$1.58-\$1.66	\$1.24-\$1.32	\$36.75-\$38.25
60's	\$1.34-\$1.44	\$0.98-\$1.08	\$29.75-\$32.25
70's	\$1.04-\$1.18	\$0.62-\$0.82	\$20.75-\$25.75
84's	\$0.50-\$0.75	\$0.46-\$0.60	\$15.37-\$18.01

*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- The MJO Cycle has passed maximum as of 12th. The expected increase in in number of frontal passages has occurred, but rain amounts have remained small.

Support continues in the mid-latitude sea surface temperature anomaly (SSTA) field W of California to anchor the troughing into the Pacific Northwest (Oregon-Washington and Idaho-Montana, while persistent ridging continues at 120-135W and 85 to 100W in the central US and Rockies.

The current pattern of troughing in California and high pressure off the coast differs from what we have expected from the sea surface temperature anomaly pattern. Although the pattern may persist for about 10 days, eventually we expect a return of the upper high and drier conditions in California about Feb 26-28th – Mar 3. Until the transition is complete, we should expect some inconsistency in the extended range forecasts.

The *El Niño* Southern Oscillation (ENSO) continues in the cool (La Nina) phase. This continues to support decreased energy in the subtropical westerlies from about 140W in the Pacific to S California. Mainly weak disturbances or lows near central and S California and between Mexico and Hawaii are most likely.

We are seeing some more snow in the SierraNV, which is lucky in this current pattern. There will continue a lack of moisture to produce the usual February-late winter-type snow amounts. Upper lows continue to develop off central and S Baja, which is logical for late winter and the current active phase of the MJO cycle.

In the Near Term – Feb. 16 – March 3... In the southern California avocado growing areas, from San Luis Obispo County to San Diego County, after a dry and warmer period, Feb 16-17th, the next chance for rains in SOCAL would be about the 21-23rd from another upper low that develops from a cold frontal remnant.

Frost occurrence will continue mitigated somewhat by unusually warm sea surface temperatures near the coast of central and S California. Our CFSDaily system is showing a possibly significant rain about March 5.

Summary – March 5-20... In the southern California avocado growing areas, from San Luis Obispo south, this period appears to have the best chance for showers overall in SOCAL.

Moderate rains are possible on March 5-6th in an apparently well-defined front. Other rains are indicated for the 10-13th. Heaviest rains occur Mar 12th, and affect both Ventura Co (fire burned areas of Ventura City and foothills), and SE Santa Barbara Co mountains.

Seasonal Outlook / La Niña Update...March 21 – May 15... Latest solutions suggest another rain in California, including both N and S portions of the state about the 19-20th. Otherwise, near or a little below normal rainfall is suggested by

consensus of cFSv2 and NMME for the last week of March. April turns sharply warmer and drier per both NMME and CFSv2 solutions.

As mentioned in last week's report, unusually warm sea surface temperatures west of central and S California have been inhibiting the usual occurrence of cold and frosty nights this midwinter, and this trend may continue into the spring frost season for the vineyard regions of NW California. The main issue of concern, that begins to develop in the long range guidance (CFSv2) is unusually warm conditions in mid to late April, followed by a hot first part of May.

In central California, there is a chance for some frosts in the first week or so of April in coastal valleys, including Salinas, Pajaro, San Benito Valleys, and Edna Valley. A shift to warmer and drier than normal is suggested during April 11-25.

For S California, the ensemble (NMME) model suggests showers some cold nights in SOCAL during late March – April 1. After the first few days of April, SOCAL appears to turn warmer and drier than normal.

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