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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>

### **CAS Irrigation Management and Automation Seminar**

The California Avocado Society (CAS), California Avocado Commission and the University of California Cooperative Extension are hosting a series of "Irrigation Management and Automation" seminars. [More information available here.](#)

#### **February 7-9**

##### **February 7**

**Time:** 1:00 p.m. – 3:00 p.m.

**Location:** UC Cooperative Extension Office Auditorium, 2156 Sierra Way, San Luis Obispo, CA

##### **February 8**

**Time:** 9:00 a.m. – 11:00 a.m.

**Location:** UC Cooperative Extension Office Auditorium, 669 County Square Dr., Ventura, CA

##### **February 9**

**Time:** 1:00 p.m. – 3:00 p.m.

**Location:** Fallbrook Public Utility District Board Rm., 990 East Mission Rd., Fallbrook, CA

### **Southern California Green Waste – Wood Biomass Management Symposium**

The University of California Cooperative Extension is offering this seminar for arborists/foresters/tree care professionals, land managers, researchers, industry stakeholders, elected officials and county agricultural commissioners, members of city parks and public works departments and those involved in waste management, water/air quality control and biomass processing. [More information available here.](#)

#### **February 9**

**Time:** 8:00 a.m. – 5:00 p.m.

**Location:** Handlery Hotel, 950 Hotel Circle N, San Diego, CA

### **CAC Board Orientation Meeting**

#### **February 15**

**Time:** 12:00 p.m. – 4:00 p.m.

**Location:** CAC Office, 12 Mauchly, Suite L, Irvine, CA

**Time:** 9:00 a.m. – 2:30 p.m.

**Location:** CAC Office, 12 Mauchly, Suite L, Irvine, CA

### **Pesticide Training Available**

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. The course meets the newly established 2018 Worker Protection Standard of the U.S. Environmental Protection Agency and the California Department of Pesticide Regulation. Those who complete this training will become qualified to provide pesticide safety training to fieldworkers and pesticide handlers.

Workshops will be offered in a variety of locations and there are options for both English and Spanish workshop sessions.

Topics include:

- Pesticide exposure
- Signs and symptoms of illness
- Emergency medical care
- Proper use of personal protective equipment
- Safe handling/transportation of pesticides
- Laws/regulations concerning labels and safety data sheets

The cost of the sessions is \$150 and includes breakfast, lunch and educational materials. Refunds will not be accepted, but if you cannot attend the session another person can attend in your place. Space is limited to 25 people for each session. If the session you choose is full, you can be added to the waiting list. Registrations must be completed [online](#) and registration will close 48 hours prior to each specific training date. You will receive an email confirmation upon completing your registration and submitting payment.

Each session begins with breakfast and check-in at 7:45 a.m. and will end at 5:00 p.m.

#### **San Diego**

**(This course will be conducted in Spanish)**

February 7, 7:45 a.m. – 5:00 p.m.

San Diego County Farm Bureau  
1670 East Valley Parkway

#### **Ventura**

**(This course will be conducted in English)**

March 9

UCCE Ventura Office  
669 County Squire Drive #100

#### **Santa Maria**

**(This course will be conducted in Spanish)**

March 21

Betteravia Farms/Bonipak  
1850 W. Stowell Road

For more information, contact [pesticidesafety@ucanr.edu](mailto:pesticidesafety@ucanr.edu) or 530.750.1252.

## 2017 SWEEP Applications Now Being Accepted

The California Department of Food and Agriculture (CDFA) is now accepting applications for the State Water Efficiency and Enhancement Program (SWEEP). Approximately \$3.75 million is available to provide 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.

To be eligible, the irrigation project must be on a California agricultural operation and the project must reduce greenhouse gases and save water. Applications must provide supporting documentation related to actual on-farm water consumption and greenhouse gas emissions during the prior growing season. SWEEP funding cannot be used in combination with USDA, NRCS Environmental Quality Incentive Program financial assistance.

In addition, SWEEP funds cannot be used to:

- Expand existing agricultural operations
- Install new groundwater wells or increase well depth
- Test new technology or perform research

To apply for SWEEP funding, interested growers will need to utilize the online Financial Assistance Application Submittal Tool (FAAST) and [register for a FAAST account](#). The CDFA website provides useful information for those interested in applying for SWEEP funding:

- [SWEEP Request for Grant Applications](#) — provides background information, timelines, eligibility and exclusions guidelines and information concerning the application process
- [Frequently Asked Questions](#)
- [A Step-by-Step Guide to Completing a 2017 SWEEP Application](#) (pdf version)

The CDFA will host free workshops and a webinar to provide interested parties with information about the program requirements and the FAAST application process. If you would like to attend a workshop, email [grants@cdfa.ca.gov](mailto:grants@cdfa.ca.gov) with your contact information, the number of people attending and the location of the workshop.

The workshop nearest to California avocado growing regions will be held in San Diego County, Wednesday, February 8, 2017 from 9:30 a.m. – 11:30 a.m. at the San Diego County Farm Bureau located at 1670 East Valley Parkway, Escondido, CA, 92027. The webinar will be held on February 10 from 9:00 a.m. – 11:00 a.m. To register for the webinar, contact [grants@cdfa.ca.gov](mailto:grants@cdfa.ca.gov) to obtain the webinar registration link.

More information about the SWEEP program can be found [online](#).

## Tracking Study Indicates California Avocados Remain the Preferred Avocado

The California Avocado Commission (CAC) conducts an annual tracking study to evaluate the efficacy of its marketing campaigns and measure changes in consumer preferences, avocado usage and attitudes concerning origins of the fruit. Findings from the study help the Commission adjust its marketing plans to ensure they operate efficiently and effectively and deliver maximum value to growers.

The survey was conducted with American avocado purchasers beginning in mid-August and concentrated on California avocado advertising markets. The results were presented to the CAC Board at the November meeting.

Highlights from the 2016 California Avocado Tracking Study are as follows:

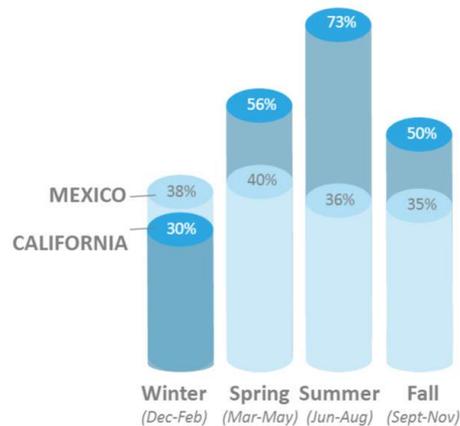
- California avocados remain the most recognized and preferred avocado among U.S. avocado consumers and the California fruit outranked avocados from other origins on all measures included in the survey
- Awareness of Mexican avocados and advertising campaigns continues to increase
- The Commission has been trying to build consumer associations between California avocados and the American Summer Holidays since 2012; this year, more than half of the consumers surveyed associated the California fruit with those holidays
- Overall, California avocados are very strongly associated with summer, more than other origins are with summer and more than with other seasons

California Avocado Commission  
Tracking Research 2016  
Ad Markets



### SEASON ASSOCIATION

California Avocados are most strongly associated with summer.



*Overall, California avocados are very strongly associated with summer.*

## **Chefs and Culinarians Enjoy Innovative California Avocado Menu Items at International Networking Sessions**

In November, the California Avocado Commission (CAC) joined R&D/product innovation executives, executive chefs, chain culinarians and menu decision makers in Atlanta, Georgia for the Third Annual Global Culinary Innovators Association (GCIA) Culinary Combine and the International Corporate Chefs Association (ICCA) Board and Sponsors meeting. The meetings brought together executive chefs and decision makers from the 201-400 ranked restaurant chains in the nation, providing the Commission with the opportunity to showcase the versatility and value of fresh California avocados.

Innovative California avocado dishes were showcased during the three-day GCIA event to demonstrate unique avocado usage ideas for breakfast, lunch, dinner and snacks. GCIA attendees sampled *Hot and Crunchy California Avocado Cones*, *California Avocado Bacon Muffins*, *California Avocado Toast-adas*, *Healthy Benedicts* and *California Avocado Pork Belly Sliders*. CAC staff met with a variety of culinary decision-makers to propose and plan menu items featuring fresh California avocados for 2017 and beyond. As a result, the Commission met with eight new contacts from Buffalo Wings & Rings, Coopers Hawk Winery & Restaurant, Cotton Patch, Hickory Tavern Restaurants, The Krystal Company, Toolay's Original Gourmet Deli and Tropical Smoothie Café.



Lake Dawson, Tropical Smoothie, ends his day with the Pork Belly Slider with California Avocado.

## 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<br>1/29/2017                                  | Season-to-Date<br>(since 11/1/16) | 2017<br>Year to Date |
|-------------------------|---|-----------------------------------|----------------------|
| Hass                    | 1,067,987   | 2,919,075                         | 2,519,261            |
| Other (Greens)          | 52,448  | 445,562                           | 307,902              |
| <b>California Total</b> | <b>1,120,435</b>  | <b>3,364,638</b>                  | <b>2,827,163</b>     |
| Florida                 | 123,530   | 10,143,870                        | 2,089,560            |
| Chile                   | 1,111,063   | 26,648,825                        | 6,575,479            |
| Mexico                  | 42,147,577  | 490,870,677                       | 220,783,226          |
| Peru                    | 0   | 50,000                            | 0                    |
| Other (Imports)         | 2,490,000   | 17,150,000                        | 7,710,000            |
| <b>Import Total</b>     | <b>45,748,640</b>   | <b>534,719,502</b>                | <b>235,068,705</b>   |
| <b>USA Total</b>        | <b>46,992,605</b>   | <b>548,228,010</b>                | <b>239,985,428</b>   |
| Source(s):              | California = CAC (AMRIC), Chile = Comite de Paltas, Chile |                                   |                      |
|                         | Florida = Florida Avocado Admin Committee                 |                                   |                      |
|                         | 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           | \$1.46-\$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](http://www.CaliforniaAvocadoSociety.org).

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

Summary- High pressure will dominate the central Pacific near the Dateline and into the Bering Sea, while troughing continues to focus to the west of California between 130W and 155W. In the near term, troughing returns on February 1-3 with wet conditions. The latest indications are that periods of warm and dry upper high pressure with sunny conditions in the mountains and patchy fog in central valley area of Calif will focus in central and southern California during February 4-6th, followed by rains mostly in the northern half of California on the 7-8th and again on the 12-14th. General wet periods are Possible about February 19-22nd and 25-26th. Most of these rains also appear to focus in the northern portions of California.

**In the Near Term – February 1-22...** In the southern California avocado growing areas, from Santa Barbara County to San Diego County, after showers on February 2-3rd, we transition into a dry and warmer period, starting with freezes on the mornings of the 4th and 5th. Warmer than normal days and crisp cold nights in the valleys occur, going forward during the 5-11th. Santa Ana winds are still possible during this period, and recur during the 15-18th. Fronts affect central and northern California on the 12-14th, and the 19-22nd, but may only produce minimal rain for SOCAL.

**Summary – February 23 – March 9...** In the southern California avocado growing areas from San Luis Obispo, south, our guidance from CFSDaily suggests that the next rains in northern and central Calif focus on 22-23rd, 26-28th, and Mar 9-10th. In SOCAL these rains may tend to be sparse, or not extend into the SOCAL avocado/citrus areas. For those areas, we still see a risk of frosts in early to mid-March with CFS suggesting colder than normal conditions overall for the San Joaquin Valley and most of Calif, including SOCAL.

**Seasonal Outlook/La Niña Update...March 11 – April 30, 2017...** *La Niña* becomes weak or nonexistent. Guidance from the NMME (Ensemble) model show *La Niña* ending this spring, followed by an onset of *El Niño* conditions by June in the equatorial Pacific. While this would not be expected to affect California rains in the near term, it could produce a cool start to summer, and then gain importance for production of rainfall in SOCAL and central California for the fall tropical cyclone season, and next winter rainy season beginning in Nov 2017.

For SOCAL, March has a little rain, focusing in San Diego and west Riverside Counties. Arizona also turns wetter than normal in the north with snow on the northern Plateau. April continues the cooler than normal and showery trend for SOCAL and Arizona.

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