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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>

CAPCA SHB Educational Seminars

CAPCA Ed will host a "SHB Road Show" seminar in both Temecula and Ventura. Registration required. [More information available here.](#)

January 25-26

January 25

Time: 7:30 a.m. – 12:15 p.m.

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

January 26

Time: 7:30 a.m. – 12:15 p.m.

Location: City of Temecula Conference Center, 41000 Main Street, Temecula, CA

CAC Food Safety Workshops

To assist California avocado growers in becoming GFS certified, the Commission will host food safety grower workshops that provide training on the new CAC Food Safety Manual. The free workshops include Spanish translation. [More information available here.](#)

January 30 - February 1

January 30

Time: 1:00 p.m. – 3:00 p.m.

Location: San Luis Obispo Farm Bureau, 4875 Morabito Pl., San Luis Obispo, CA

January 31

Time: 9:00 a.m. – 11:00 a.m.

Location: Santa Paula Ag Museum, 926 Railroad Ave., Santa Paula, CA

February 1

Time: 9:00 a.m. – 11:00 a.m.

Location: Grand Tradition Estate and Gardens, 220 Grand Tradition Way, Fallbrook, CA

UCCE Hosting Labor Management Seminar and Training Workshops

The University of California Cooperative Extension (UCCE) in San Diego is hosting two events — a seminar and a workshop — focused on labor management issues. [More information available here.](#)

February 1 - February 2

February 1

Time: 7:00 a.m. – 5:00 p.m.

Location: Wilson Creek Winery and Vineyards, 35960 Rancho California Road, Temecula, CA

February 2

Time: 7:00 a.m. – 5:00 p.m.

Location: Wilson Creek Winery and Vineyards, 35960 Rancho California Road, Temecula, CA

CAC Marketing Committee Meeting

February 2

Time: 10:00 a.m. – 12:00 p.m.

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

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

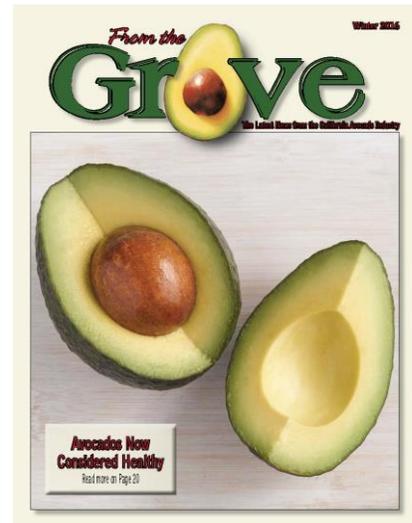
Time: 8:00 a.m. – 5:00 p.m.

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

Winter Edition of From the Grove Available Online

The Winter 2016 edition of *From the Grove* is now available on the [California Avocado Commission \(CAC's\) grower website](#). Highlights from the edition include:

- An introductory essay from [Rick Shade](#), the newly appointed CAC Chairman, concerning his main areas of focus during his term.
- [CAC President Tom Bellamore's overview](#) concerning how the policies of the new federal administration may affect the California avocado industry.
- A summary of the Commission's recent trips to Hong Kong and Tokyo to [explore market opportunities for California avocados](#), as well as a summary of events surrounding the [bilateral meetings](#) held between representatives from the U.S. and China.
- A profile of California avocado grower [Arby Kitzman](#).
- A high-level synopsis of CAC's [2016-17 fiscal year business plan](#), as well as a review of the [2016 CAC General Election results](#) and current CAC Board of Directors.
- Information concerning the [Food and Drug Administration's newly released nutrition guidelines](#) and how those guidelines impact the Commission and avocado marketers.
- A look at how [store-made fresh guacamole](#) has helped provide incremental gains to fresh avocado sales.
- A celebration of the long-awaited [avocado emoji](#) and the Commission's successful efforts to share the news on social media.
- A how-to piece on creating the popular [California avocado rose](#).
- A snapshot of [CAC's 45th exhibition at the PMA Fresh Summit](#).
- Major findings from the [Decision Support Tools \(DST\) final report](#) and information concerning the next steps involved in creating an online DST program for growers.
- The latest news concerning [issues](#) of importance to California avocado growers, including CAC's new food safety manual, Colorado River water supply levels and the lowering of agricultural water rates by the Oceanside City Council.
- A [shot hole borer update](#) and a look at the progress researchers have made in Florida addressing the [Redbay Ambrosia Beetle and laurel wilt pathogen](#).
- Insights from handlers concerning [2017 pre-season avocado crop estimates](#).



Reminder: Grower Workshop to Focus on CAC's New Food Safety Manual

In response to the Food Safety Modernization Act (FSMA) and retailers' and foodservice customers' demand for produce that has been certified according to the Global Food Safety Initiative (GFSI), the California Avocado Commission (CAC) has modified its food safety program and manual to align with the Primus GFS standard. To assist California avocado growers

in becoming GFS certified, the Commission will host food safety grower workshops that provide training on the new CAC Food Safety Manual.

California avocado growers are strongly encouraged to attend the sessions to ensure their fruit meets the preferred standards of buyers. The free workshops will include Spanish translation and will be held as follows:

Monday, January 30, 2017

- 1:00 -3:00 p.m.
- San Luis Obispo Farm Bureau
4875 Morabito Pl.
San Luis Obispo, CA 93401

Tuesday, January 31, 2017

- 9:00 – 11:00 a.m.
- Santa Paula Ag Museum
926 Railroad Ave.
Santa Paula, CA 93060

Wednesday, February 1, 2017

- 9:00 – 11:00 a.m.
- Grand Tradition Estate and Gardens
220 Grand Tradition Way
Fallbrook, CA 92028

Shot Hole Borer Seminars to be Held in Temecula and Ventura

CAPCA Ed will host a “SHB Road Show” seminar in both Temecula and Ventura. California avocado growers are encouraged to attend and learn more about managing this pest-disease complex from some of the most respected researchers in the industry. The following topics will be covered at the seminar:

- Update on the invasive shot hole borers (SHB) in Southern California — Richard Stouthamer, UC Riverside
- Studies on SHB and Fusarium Dieback disease in Southern California — Akif Eskalen, UC Riverside
- Pesticide studies for the control of invasive SHB in avocado — Frank Byrne, UC Riverside
- Control strategies for the invasive SHB in avocado and other host species — Tim Paine, UC Riverside
- Update on urban landscape management of invasive SHB — John Kabashima, UC Cooperative Extension, Emeritus

The seminars will be held at the following locations:

January 25, 2017, 7:30 a.m. – 12:15 p.m.

Museum of Ventura County
100 E. Main Street
Ventura, CA 93001

January 26, 2017, 7:30 a.m. – 12:15 p.m.

City of Temecula Conference Center
41000 Main Street
Temecula, CA 92590

The cost for the seminar is \$50 for members and non-members and \$15 for students. The deadline for registration is January 12, 2017. For more information or to register online, visit the [Temecula event listing](#), the [Ventura event listing](#) or contact Ariana Zamora at 805.704.3255 or ariana@capca.com.

Green Waste-Wood Biomass Management Symposium for Southern California

The University of California Cooperative Extension (UCCE) is offering a seminar entitled, “Southern California Green Waste – Wood Biomass Management Symposium.” The symposium is designed 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.

The symposium will consist of presentations by land managers, industry professionals, experts, scientists and policy makers designed to help attendees learn more about responsibly managing and disposing of green waste and wood biomass. Topics include:

- Impact of the increasing biomass situation
- Threats, challenges and at-risk considerations
- Biomass management methods and resources
- Discussion of current, developing and needed biomass management policies
- Biomass best management practices
- Costs versus benefits of varying biomass strategies

The symposium will take place February 9, 2017 from 8:00 a.m. – 5:00 p.m. at the Handlery Hotel, 950 Hotel Circle N, San Diego, CA, 92108. Details concerning the location and registration information will be released soon. For more information, visit the [symposium website](#) or contact Jan Gonzales at jgonzales@ucanr.edu.

California Avocado Fans Flock to Commission’s Fall Recipes on Social Media

As the California avocado season came to an end, the California Avocado Commission (CAC) engaged one-on-one with its fans through emotionally engaging social media posts that encouraged fans to embrace autumn. The Commission shared a variety of enticing seasonal recipes that prompted fans to enjoy California avocados while they were still available. By sharing innovative recipe ideas with its fans, even after the California avocado season had ended, the Commission maintains its position as a trusted resource for on-trend ideas that can be used when the season begins again.

On Facebook, CAC posted a series of tasty recipes featuring California avocados and fall produce. One of the recipes, [Street Corn Salad](#), featured freshly harvested corn and California avocados. Another Facebook fan favorite was the pairing of a fall favorite — eggplant — with late season California avocados. CAC’s *Eggplant Chicken Chili with California Avocado* was shared 145 times and was liked more than 4,800 times. Together, these two Facebook posts garnered nearly 10,000 likes.

The Commission has built an impressive following on Instagram with more than 33,500 followers. Instagram is a popular social media platform for “foodies” and the Commission continues to engage with this audience by sharing some of CAC’s favorite recipes, as well as fan photos. To celebrate Halloween, the Commission shared a fun and creative [California Avocado Deviled Eggs](#) recipe with eggs topped by black olive “spiders.” California avocado fans loved the creativity, noting how “clever” and “awesome” the Halloween treat was.

CAC also participated in another popular Instagram trend — #ToastTuesday. More than 1,000 fans “liked” a [California avocado toast fan photo shared by the Commission](#). In response to the photo, one fan recommended avocado toast dishes at a favorite restaurant located in the Los Angeles area and the Commission responded by thanking the fan for the tip. This type of one-on-one engagement via social media with California avocado fans is critical to building an emotional connection with the California avocado brand.



California avocado fans enjoyed this clever Halloween-styled recipe.

Fresh Summit Provides Opportunity to Share Data Insights with Target Accounts

The annual PMA Fresh Summit Convention and Expo provided a perfect opportunity for the California Avocado Commission to showcase California avocados to the 20,000+ attendees, and connect in person with retail buyers and other key influencers. In addition to activities and interactions on the booth floor, private business meetings with key retail buyers enabled CAC staff to share data-based category performance and shopper insights documenting the success of the Commission’s integrated marketing campaigns.

One of the most compelling data-based findings presented at the show was drawn from the Commission’s 2016 Avocado Shopper Purchase Trends study. This study, based on data from The IRI Consumer Network™ National Consumer Panel, reports actual household avocado purchases in California and across the nation. In California, where California avocados were readily available, 66 percent of households purchased avocados, compared to only 43 percent of households where most avocados are from other origins. Moreover, in markets where shoppers can readily find California avocados, they purchase avocados more often and spend more per purchase occasion. These trends are good indicators of the positive impact of the Commission’s marketing initiatives in building awareness, preference and loyalty for California avocados.



CAC's Connie Stukenberg and CAC past chairman Doug O'Hara share performance insights about California avocados and the household panel data with Jerry Callahan and Dan Sutton of Albertsons Companies at PMA Fresh Summit.

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 1/15/2017	Season-to-Date (since 11/1/16)	2017 Year to Date
Hass	223,999	991,800	387,169
Other (Greens)	39,627	254,694	67,171
California Total	263,626	1,246,494	454,340
Florida	451,935	9,670,870	980,155
Chile	944,587	22,460,511	1,769,945
Mexico	52,038,930	395,389,802	91,275,335
Peru	0	50,000	0
Other (Imports)	0	11,310,000	710,000
Import Total	52,983,517	429,210,313	93,755,280
USA Total	53,699,078	440,127,677	95,189,775
Source(s):	California = CAC (AMRIC), Chile = Comite de Paltas, Chile		
	Florida = Florida Avocado Admin Committee		
	Mexico = APEAM, Peru = ProHass		
	Other Imports = USDA AMS website		

California Avocado Society Weekly Newslines* Avocado Prices – January 11, 2017

	Organic #1 (Field Price Per Lb)	Conventional #1 (Field Price Per Lb)	Conventional #1 (Carton Price)
California Hass			
#32's	\$1.42-\$1.60	\$1.30-\$1.42	\$37.75-\$40.75
36's	\$1.42-\$1.60	\$1.30-\$1.42	\$37.75-\$40.75
40's	\$1.42-\$1.60	\$1.30-\$1.40	\$37.75-\$40.25
48's	\$1.42-\$1.65	\$1.30-\$1.40	\$37.75-\$40.25
60's	\$1.30-\$1.44	\$1.00-\$1.10	\$30.25-\$32.75
70's	Release Date 1/16	Release Date 1/16	Release Date 1/16
84's	Release Date 1/16	Release Date 1/16	Release Date 1/16

*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- 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 150W. The hard-hitting storm pattern for January 18-23rd is the main near term issue with heavy rains and mountain snows, again with snow accumulating in the Sierras. The latest indications are that February will be a bit warmer, and less wet. General wet periods occurring in February would be around 1-3rd, and 18th. Most of the rains in February appear to focus in northern portions of California, per our daily rain forecast based on the CFS.

In the Near Term – January 24-February 7... The NOAA/CPC outlook for January 24-30 shows a mostly dry and continued cold pattern for most of California, though marginally wet for southern California due to leftover rains on the 24th. The near term pattern continues favorable for laying down a large snowpack in the Sierras. We continue with above normal snowfall for the mountains of central and northern California (mainly the Sierras) thru the 23rd, before the pattern turns dry on 24th.

In the southern California avocado growing areas the coast and coastal valleys, including Oxnard, Orange County and the inland San Diego County and western Riverside County are mostly cooler than normal thru January 24th as the last of the current set of rains moves east. Watch for a Santa Ana event about January 25-26th, then a stronger and more persistent Santa Ana on the 28-31st. The rains indicated on February 1-3 for NORCAL and Salinas north do not reach into SOCAL. Instead, warm and dry offshore flow conditions are indicated, and expected to continue until February 7th.

Summary – February 8 – February 22... 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 California focus on February 18-19th and we believe these will also reach SOCAL as light rains or showers. Otherwise dry and warm conditions are expected.

During February 8-14th there usually is troughing across California. During this February, we would expect more frosts and freezes to develop in response to troughs. There is still a chance that rains or showers will develop in SOCAL during February 10-14th, but not a good one.

Following the rains on February 18-19th, we expect offshore flow and warm or hot temperatures to return.

Seasonal Outlook/La Niña Update...February 22 – April 30, 2017... Interestingly, *La Niña*, while forecasted as strong through January, is on a weakening trend. 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 affect California in the near term, it could gain importance for production of rainfall in SOCAL for the next rainy season beginning in November, 2017.

For southern California there is higher than normal risk for February to be unusually dry from the 22nd onward, with some Santa Anas, morning freezes followed by warm days. March turns wetter than normal for SOCAL, and April shifts to warmer than normal for SOCAL.

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