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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>

Thomas Fire Grower Assistance Workshop

The Santa Barbara Agricultural Commissioner's Office is hosting a Thomas Fire Grower Assistance Workshop.

Representatives from various agencies will be available to speak with individual growers to determine which programs best suit their needs. Registration Required. [More information available here.](#)

January 5

January 5

Time: 9:00 a.m. – 3:00 p.m.

Location: Carpinteria City Council Chambers, 5775 Carpinteria Ave, Carpinteria, CA

Fire Recovery and Frost Refresher

The University of California Cooperative Extension (UCCE), USDA Farm Service Agency (FSA), California Avocado Commission (CAC) and California Avocado Society will host a Fire Recovery and Frost Refresher meeting. [More information available here.](#)

January 10

January 10

Time: 9:00 a.m. – 11:00 a.m.

Location: Santa Paula Agricultural Museum, 926 Railroad Ave, Santa Paula, CA

National Farmers Union "Women in Leadership" Conference

The event is designed to help women in agriculture develop a network of female producers they can reach out to during the course of the year, as well as provide the attendees with tools that can help them operate with success. Registration required. [More information available here.](#)

January 14-18

January 14-18

Time: Schedule varies each day. [Complete agenda is available online here.](#)

Location: Catamaran Resort Hotel and Spa, 3999 Mission Boulevard, San Diego, CA

Coffee Summit

Cal Poly Pomona is hosting the “Coffee Summit” — an all-day event examining the opportunities and challenges of producing coffee in California, including inter-planting coffee with California avocado trees. Registration required. [More information available here.](#)

January 18

January 18

Time: 8:00 a.m. – 4:00 p.m.

Location: AGRIscares Agricultural Outreach Center, Cal Poly Pomona, 4102 South University Drive, Pomona, CA

Santa Barbara County Thomas Fire Grower Assistance Appointments on January 5, 2018

The Santa Barbara Agricultural Commissioner’s Office is hosting a Thomas Fire Grower Assistance Workshop on January 5 from 9:00 a.m. to 3:00 p.m. The workshop will take place at the Carpinteria City Council Chambers located at 5775 Carpinteria Ave, Carpinteria.

Representatives from various agencies will be available to speak with individual growers to determine which programs best suit their needs. To schedule an appointment, call 805.681.5600. Participating agencies include:

- USDA Farm Service Agency
- National Resource Conservation Services
- Employment Development Department
- University of California Cooperative Extension
- Carpinteria Water District
- Santa Barbara Agricultural Commissioner’s Office

In addition, the Santa Barbara County Agricultural Commissioner's Office is responsible for collecting confidential loss report information for natural disasters that affect agriculture. That information is used by other local, state, and federal agencies to provide services, such as recovery assistance, to the agricultural community. If you were affected by the Thomas Fire, please complete an [Agricultural Disaster Loss Survey Form](#) as soon as possible and email it to thomasfire@agcommissioner.com. All information provided is confidential and will be compiled into a single report.

Santa Paula Meeting: Fire Recovery and Frost Refresher on January 10, 2018

The University of California Cooperative Extension (UCCE), USDA Farm Service Agency (FSA), California Avocado Commission (CAC) and California Avocado Society will host a Fire Recovery and Frost Refresher meeting on January 10, 2018 from 9:00 – 11:00 a.m. at the Santa Paula Agricultural Museum located at 926 Railroad Avenue, Santa Paula, CA.

The meeting agenda is as follows:

- Introduction – Ben Faber, UCCE
- Damage to Avocado Orchards – Ken Melban, CAC
- Disaster Resources Available from USDA – Farm Service Agency – Daisy Banda, USDA- FSA
- Assessing Fire and Frost Damage and Recovery Practices – Ben Faber
- Fire Loss Calculator – Eta Takele, UCCE

- Fire Experiences – What Works, What Doesn't and What Might – Grower Panel

Representatives from the Ventura and Santa Barbara Agricultural Commissions will be present. In addition, FSA representatives will be available to take Disaster Applications from 8:00 am -12:00 pm.

If you experienced fire damage, you will need to complete a Fire Damage Assessment Form. Click on the links below to access the forms.

- Ventura County 2017 Fire Damage Assessment Form
- [Santa Barbara County Agricultural Disaster Loss Survey](#)

Refreshments will be served during the meeting. For more information contact Ben Faber at 805.645.1462.

New Seminar Discusses Inter-planting Coffee with Avocado Trees

Cal Poly Pomona is hosting the "Coffee Summit" — an all-day event examining the opportunities and challenges of producing coffee in California, including inter-planting coffee with California avocado trees. California coffee industry leaders from Santa Barbara and San Diego Counties, as well as professionals from the University of California, University of Hawaii and the United States Department of Agriculture will share their expertise with attendees.

Topics include:

- Field trial research examining which coffee varieties are suitable for California production
- Coffee production
- Development of estate coffee
- Inter-planting coffee and avocados
- State of the coffee industry
- Pests and diseases
- Processing methods
- Marketing

The summit will be held on Thursday, January 18, 2018 at the AGRIsapes Agricultural Outreach Center at Cal Poly Pomona, located at 4102 South University Drive, Pomona, CA, 91768. The fee is \$75. Interested growers can find more information and register for the event [online](#).

California Avocado Commission Dashboard 2016-17 Year-End Update

The key performance indicators (KPIs) detailed in the California Avocado Commission's (CAC) 2016-17 [Dashboard](#) Year-End Update report indicate that CAC's marketing programs met or exceeded expectations for the year. The Commission allocated the bulk of its marketing spend on measurable and highly-targeted digital and social media programs that allowed CAC and its content partners to effectively engage with California avocado fans on a variety of platforms.

Marketing program highlights are as follows:

- 410.6 million targeted consumer media impressions (from advertising in print, outdoor, audio, in-store radio, digital, custom content, events and retailer programs including social media and videos)

- 745.7 million consumer public relations (PR) impressions from artisan chefs, blogger ambassadors, public relations partnerships, California Avocado Month and the news bureau
- 2.6 million website visits
- 8.7 million trade advertising impressions
- 8.6 million trade PR impressions
- 13 foodservice chain promotions
- 2.9 million foodservice PR impressions



More information on California Avocado Commission 2016-17 Key Performance Indicators is available in the Marketing Dashboard Report.

Commission’s Data-based Retail Strategies Drive Effective Category Management

The California Avocado Commission (CAC) has long relied on retail sales data to examine the California avocado market, as well as identify opportunities and challenges that affect sales of the fruit and to inform strategies, plans and programs designed to optimize grower returns. The Commission also utilizes that data to engage with its retail partners, helping them better understand the market conditions of the avocado category and the opportunities to improve their performance.

The Commission uses a collection of retail sales data, which comes straight from retail cash registers, and other data sets for a variety of purposes; garnering insights into the avocado category, measuring California avocado performance, building the Tiered Account program and assisting in the determination of which marketing activities to engage in. Commission staff monitor year-over-year and season-over-season performance including volume, sales and average price to gain an understanding of the marketplace. Other data sets help the Commission evaluate the effectiveness of its marketing programs and adjust them as needed throughout the season. By pairing retail sales data with AMRIC data and monitoring, comparing and contrasting FOB prices during the California season to imported avocados during the non-California season, CAC also can examine the impact on FOB pricing.

In order to excel, retailers need a workable understanding of the avocado marketplace, consumer trends and how their specific promotions are faring in comparison to the rest of market. To assist its retail partners, CAC’s Retail Marketing Directors (RMDs) examine data on retailer-specific activities and sales results for the week, month, quarter, year and

California season. Using retailer-specific category management reports that detail current market conditions, RMD's compare a retailer's avocado sales performance to their market and assess the retailer's promotions, then provide suggestions concerning how the retail partner can improve their performance. Depending on the needs of the retailer, RMDs may address frequency and timing of promotions, avocado sizes that are popular in the market, marketing programs, materials or social media initiatives that foster consumer engagement and retail purchase. The Commission's RMDs also provide comparative analysis for retailers, outlining how their various regional divisions are performing against one another and against their market competition thus identifying challenges and opportunities for growth.

Ultimately, retailers manage their business based on the information they have available to them. By providing retail data and fact-based category management strategies for national and regional retail chains, the Commission continues to demonstrate its leadership and secure partnerships that support the California avocado market.



CAC Retail Marketing Director David Anderson (right) presents avocado category data to Mickey Owens from Kroger Wesco.

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 12/31/2017	Season-to-Date (since 11/01/2017)	2017 Year to Date
Hass	241,595	649,988	204,529,638
Lamb	0	0	7,348,634
Other (Greens)	45,867	285,879	1,696,432
California Total	287,462	935,867	213,574,704
Florida	0	232,155	31,974,413
Chile	539,810	10,126,251	79,646,307
Mexico	39,695,938	351,142,764	1,724,895,395
Peru	0	0	144,726,282
Other (Imports)	970,000	9,340,000	37,510,000
Import Total	41,205,748	370,609,015	1,986,777,984
USA Total	41,493,210	371,777,037	2,232,327,101

Sources:

California = CAC (AMRIC)

Florida = Florida Avocado Admin Committee

Chile = Comite de Paltas, Chile

Mexico = APEAM

Peru = ProHass

Other Imports = USDA AMS website

California Avocado Society Weekly Newslines* Avocado Prices – January 2, 2018

	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 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- The MJO Cycle is transitioning to a lower activity level. As this occurs, there will be support for more upper high pressure near the coast and into central California.

Support continues in the mid-latitude sea surface temperature anomaly (SSTA) field west of California for troughing west of California and extending NE into the Oregon-Washington coast.

The *El Niño* Southern Oscillation (ENSO) continues in the cool (*La Niña*) phase. This opposes activity in the subtropical storm track and encourages development of erratically moving cutoff lows.

There is support for troughing and cold conditions in the east-central US. There is support for near or above normal snowfall in the Great Lakes, middle Atlantic region, and NE U.S., as well as Montana – the upper Midwest states through late Jan.

Support exists for intermittent rainy episodes, while snow with high snow levels continues in the SierraNV.

For S California, warm sea surface temperatures are present to the west and southwest, but the *La Niña* pattern tends to discourage development of subtropical westerlies. Lows and troughs develop near SOCAL or in NW Mexico, producing risk of more Santa Anas, or predominant offshore flow.

In the Near Term – Jan. 6-20... In the southern California avocado growing areas, from San Luis Obispo County to San Diego County, we still have risk of warm and dry offshore flow with locally cold nights after mild or warm days. Rains on Jan 4-5th and 9-11th will be light to moderate. During the dry periods, crisp cold nights follow warm days.

Summary – Jan 21 – Feb 3... In the southern California avocado growing areas, from San Luis Obispo south, rains will be mostly occurring in N California and the SierraNV. However, a cutoff low is always possible in such an erratic pattern, with some showers. Mostly above normal temperatures are indicated, but watch for some occasional frost or freeze risk during cold Santa Anas that may develop the last week of Jan or first of Feb.

Seasonal Outlook / *La Niña* Update...Feb 4 – April 4... Latest solutions show colder with more rain and snow in the SierraNV in Feb, while coastal and valley areas continue drier than normal. There is suggestion of a wet March upcoming for all of central and N California, and possibly into Ventura and Santa Barbara Co's in SOCAL.

For N and Central California, of greatest concern is the chance for below normal temperatures indicated for Feb through some of NW and central California, along with dry conditions. This type of configuration points to a higher risk of frosts, at least during early to mid Feb. March appears to be a wet month through central and N California and possibly into Ventura Co.

In central California, the SierraNV has a better than even chance for above normal rain and snowfall, from about Placer Co to Madera Co. Most of the rain appears to develop during Feb 10-19th. March is wet in central California.

For S California, there is support for cold Santa Anas, and accompanying wetbulb freeze events. The first part of Feb is cold and mostly drier than normal in S California. The ensemble (NMME) model suggests more showers in the first half of March 2018 for the southern half of California.

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