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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>

The Future of Avocado Production in Southern California

This workshop is sponsored by the Mission Resource Conservation District and San Diego County. Dr. Gary Bender will share his insights concerning the high density avocado grove planting trial, including findings concerning the study's increased crop yields and reduced water consumption. More information [here](#).

July 22

Time: 6:00 p.m. – 7:30 p.m.

Location: San Diego County Fallbrook Library, 124 South Mission Road, Fallbrook, CA

Effective Solutions for Managing Salinity and Drought in Tree Production Systems

The seminar will address: The physiological effects of salinity and drought (as well as other stresses) on plant growth, development and yield; and practical field-based solutions that have proven effective in managing tree fruit crops under challenging stress conditions.

July 28 and 30

July 28

Time: 9:00 a.m. - 11:00 a.m.

Location: Pala Mesa Resort, 2001 Old Highway 396, Fallbrook, CA

July 30

Time: 9:00 a.m. - 11:00 a.m.

Location: Agriculture Museum, 926 Railroad Avenue, Santa Paula, CA

CAS/CAC/UCCE Grower Seminar: Current Hot Topics in Avocados

Farm advisors will discuss current hot topics in the avocado industry, specific to the growing regions in each seminar location. More information [here](#).

August 4-6

August 4

Time: 1:00 p.m. - 3:00 p.m.

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

August 5

Time: 9:00 a.m. - 11:00 a.m.

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

August 6

Time: 1:00 p.m. - 3:00 p.m.

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

CAC Board Meeting

August 20

Time: TBD

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

Upcoming Seminar on Effective Solutions for Managing Salinity and Drought in Tree Production Systems

On July 28 and July 30, Dr. Andrew Krajewski will speak to California avocado growers about managing salinity and drought in tree crop production systems. Dr. Krajewski is familiar with the challenges faced by California avocado growers due to his experience with the agricultural industry in Western Australia where drought and salinity stress are the two greatest limitations to agriculture in a region that has climates ranging from typical Mediterranean to arid.

The seminar will address:

- The physiological effects of salinity and drought (as well as other stresses) on plant growth, development and yield
- Practical field-based solutions that have proven effective in managing tree fruit crops under challenging stress conditions

The Fallbrook presentation will take place on Tuesday, July 28, from 9 a.m. to 11 a.m. at the Pala Mesa Resort, 2001 Old Highway 396, Fallbrook, CA. The Santa Paula presentation will take place on Thursday, July 30, from 9 a.m. to 11 a.m. at the Agriculture Museum, 926 Railroad Avenue, Santa Paula, CA.

Dr. Krajewski earned a Ph.D. in Horticultural Sciences from the University of Stellenbosch, South Africa. His special research interests include:

- Plant eco- and stress physiology
- Plant nutrition
- Post-harvest physiology
- Practical management of plant health
- Ecology and function of the rhizosphere
- Soil structure and function
- Management of “problem” soils

- Bio-and phytoremediation of degraded or polluted soils
- Carbon sequestration and greenhouse gas emissions
- Derivation of simple, effective and more biocentric production systems for citrus, subtropical and tropical fruit trees

He has served as an extension officer with the South African Cooperative Citrus Exchange and Outspan International, and he was the senior research horticulturist with Capespan Limited, South Africa. He also served as the citrus specialist for Fruit Doctors in South Australia before starting International Citrus Technologies Pty. Ltd. in Western Australia.

Remaining Reed Avocado Release Dates

The California Department of Food and Agriculture’s (CDFA) Avocado Inspection Program (AIP) announced the 2014/15 release dates for the remainder of the Reed avocados. As of July 3, 2015, Reed avocados, size 48, have been released. As of July 17, 2015, all remaining Reed avocados will be released.

The official CDFA announcement is available [here](#).

For further questions regarding avocado maturity release dates please contact AIP at 760.743.4712.

RD Ambassador Touts Nutrition Benefits and Versatility of California Avocados on Television

Research continues to confirm that consumers view registered dietitians (RDs) as a leading source of credible nutrition information. Fans of California avocados have five RD Ambassadors to whom they can turn for unique avocado-centric recipes and nutrition information. One of the California Avocado Commission’s (CAC) best-known RD Ambassadors, Katie Ferraro, MPH, RD, CDE, made three television appearances in April and June, touting the nutritional benefits and versatility of the fruit. Year-to-date, Katie Ferraro’s broadcast media activities have resulted in more than 773,500 impressions.

As RD Ambassador, Katie engages with consumers through a variety of channels to illustrate how fresh California avocados can be part of a balanced diet — as an easily-prepared meal, snack or dessert. This summer, she has shown California consumers how to identify, select and prepare California-grown avocados in three television appearances. On April 30, Katie made a guest appearance in an NBC San Diego segment entitled, “Nutrient Boosting Snacks.” She demonstrated how to prepare *California Avocado Cucumber Cups* and encouraged viewers to look for the California avocado label as a sign of premium avocados on a set that featured beauty shots of sliced and halved avocados, as well as whole pieces of fruit showcasing the California labels.

On June 3, Katie discussed avocados as a superfood and described the carotenoid concentration in the dark green fruit closest to the skin on a Channel 6 San Diego Living segment, “All Things Avocado — Peak Season Produce.” Katie then provided selection and preparation tips while demonstrating two Commission recipes. She ended the segment by encouraging viewers to visit CaliforniaAvocado.com for more recipes and information.

San Diego’s Channel 9 “Weekend Brunch” viewers were treated to appetizing images of whole and sliced California avocados on a set featuring three avocado dishes. Amidst this backdrop Katie demonstrated the nick-and-peel method and discussed avocados’ “good” fat content and the nearly 20 vitamins and minerals present in each serving.

The Commission will continue to collaborate with its media-savvy RD Ambassadors in order to reach consumers hungry for nutrition information and unique recipes to serve to their families.



Katie Ferraro explains to “San Diego Living” viewers why California avocados are a wholesome choice and shares quick and easy preparation tips to enjoy California avocados this season.

Sunset Magazine Fans Celebrate with California Avocados

For the past 18 years, Californians and visitors from around the world have enjoyed the Sunset Celebration Weekend held on the seven-acre campus of *Sunset Magazine*. This year marked the last year the celebration would be held at this location and the California Avocado Commission (CAC) and more than 21,000 *Sunset Magazine* readers gathered to mark the occasion.

As a sponsor of the event, the Commission had the opportunity to host unique avocado-centric events during the two-day celebration. At the Commission-sponsored Sunset Test Kitchen Tours area, attendees sampled slider portions of *California Pulled Pork Sandwiches*. Attendees sampled *Mini California Avocado Cupcakes with Key Lime Buttercream Frosting* and a *California Avocado Breakfast Casserole*, and picked up Commission recipe cards at a tent situated on the main lawn. Signage, advertising and program materials also featured the *Hand Grown in California* logo.

The event, which included food trucks, wine and beer seminars, demonstrations by Chefs Martin Yan and Chris Cosentino and numerous gardening and travel booths, provided the Commission with an opportunity to celebrate — and share fresh California avocados — with CAC’s target consumers.



The CAC booth was popular with the more than 21,000 attendees.

Gelson's California Avocado Sales Contest Increases May Sales

From May 11 – 24, 12 Gelson's Markets stores in the Los Angeles area competed with one another to drive sales of California avocados. Many of the stores reported an increase of 20 percent or more in California avocado sales versus the prior year, with the top-performing store in Culver City posting a sales increase of more than 33 percent.

Throughout the promotion, the Gelson's service delis featured a *California Avocado Salad with Ruby Grapefruit, Fennel and Arugula* developed by Executive Chef Peter Pfiore. The recipe also was showcased in Gelson's monthly publication. Produce departments featured fresh California conventional and organic avocados and hosted in-store demos over the May 15 – 17 weekend. Gelson's supported the promotion with social media posts encouraging shoppers to sample the salad in Gelson's Markets.

Deli department managers with the highest percentage of *California Avocado Salad* sales and produce department managers with the highest avocado sales percentage growth year over year were awarded American Express gift cards.

Other notable performances by Los Angeles area Gelson's stores include a nearly 33 percent increase in avocado sales for Gelson's Silver Lake, a 30 percent increase in sales posted by Gelson's Santa Barbara and a just over 22 percent increase in sales in Gelson's Marina Del Rey.



Gelson's demo of California avocados including CAC's new California Fresh Sandwiches recipe booklet.

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 7/12/2015	Season-to-Date (since 11/1/14)	2015 Year to Date
Hass	7,011,427	222,231,450	222,103,803
Lamb	1,939,769	5,735,097	5,735,097
Other (Greens)	75,597	1,589,475	1,499,032
California Total	9,026,793	229,556,022	229,337,932
Florida	2,255,220	20,462,585	12,102,145
Chile	0	12,650,552	7,894,439
Mexico	31,262,773	1,135,412,571	891,645,885
Other (Imports)	8,744,819	88,105,264	76,175,264
Import Total	40,007,592	1,236,168,387	975,715,588
USA Total	51,289,605	1,486,186,994	1,217,155,665
Source(s):	California = CAC (AMRIC)		
	Florida = Florida Avocado Admin Committee		
	Chile = Comité de Paltas, Chile		
	Mexico = APEAM		
	Other Imports = USDA AMS website		

California Avocado Society Weekly Newsline* Avocado Prices				
7/13/2015				
	FOB Price	Field Price	Retail Price	Last Year FOB
California Hass	(25# carton)	(per pound)	(per each)	(25# carton)
#2's	16.00-31.00	0.50-1.04		17.00-29.00
32's-36's	37.00-39.00	1.28-1.36	1.99	34.00-35.00
40's	37.00-39.00	1.28-1.36	1.99	34.00-35.00
48's	37.00-39.00	1.28-1.40	2/2.00-4/6.00	34.00-35.00
60's	33.00-35.00	1.12-1.20	0.99	36.00-37.00
70's	29.00-31.00	0.96-1.04	4/3.99	33.00-34.00
84's	22.00-24.00	0.77-0.86	4/3.49	22.00-23.00
Mexican Hass				
All Sizes	21.00-38.00	N/A	0.69	22.00-34.00
Chilean Hass				
All Sizes	N/A	N/A		
Peruvian Hass				
All Sizes	20.00-30.00	N/A	5/4.99	18.00-29.00

*To subscribe to the Weekly Newsline, please contact the California Avocado Society at (951) 225-9102 or www.CaliforniaAvocadoSociety.org.

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

Synopsis - It should be said at the outset that we have an unusually persistent troughing pattern over the ocean area between Mexico and Hawaii, as well as off the coast of California. This is a result of the increasing influence of the developing *El Niño* pattern in the equatorial east Pacific.

El Niño consists of warmer than normal sea surface temperatures in the tropical east Pacific between Peru and 140W. *El Niño* influences rainfall in California by providing additional energy to drive the subtropical westerlies at 25-38 N in winter, and 30-40 N in summer. Normally, midsummer is an inactive season for *El Niño*, with minimal if any contribution. We saw *El Niño*'s influence in May and early June with rains, and we are still seeing it in July, as it is still producing troughs in the interior Pacific Northwest and to the S and SSW-SW of California. There is also an unusually warm sea surface off Baja Calif.

Due to influence from *El Niño*, there has been no pause in the MJO cycle, and the MJO affecting the western U.S. and west coast has remained active.

In the Near-Term - southern California avocado area – July 15 to August 3... The usual night and morning coastal low clouds that normally occur may become inconsistent due to influx of tropical moisture and more unstable airmasses. Thunderstorms are possible in the mountains and deserts, especially on or about the 18th and 19th.

Due to the warm sea surface, daily average temperatures will continue about 4-5F above normal. Due to clouds, daytime highs may not deviate much from normal for this time of year, although a few hot spikes are possible depending on wind conditions.

Summary – August 4 to 20... Conditions will be warmer than normal. *El Niño* forcing will continue to support weak troughing from Baja WSW toward Hawaii, and off the southcentral California coast.

In the avocado growing areas, we expect to see an interruption of the usual summer pattern of marine low clouds and fog at the coast. Thunderstorms will be seasonably active in the mountains and deserts. Warmer conditions will increase irrigation requirements. Troughing will produce an increase in onshore flow and a little deeper marine layer at times.

Seasonal Outlook/*El Niño* Update – August 21 to November 15... Anomalously warm sea surface temperatures will persist near Baja California. The *El Niño* contribution, plus the warm ocean in the Gulf of Alaska, may work together to bring a stronger southern storm track into California beginning this fall. As the storm track tries to develop, it will most likely take the form of active cutoff lows which produce above normal rainfall. We are now seeing more consistent and better support in the sea surface temperature anomaly (SSTA) field for the types of rains that we usually see during wet seasons with an active *El Niño*.

September and October continue to look to be wet in southern California due to tropical cyclone remnants or active monsoonal southeast flow.

In the avocado growing areas, the sea surface temperatures will continue to be abnormally warm. In late August, September and early October, we will have the greatest potential for rains from monsoonal thunderstorms and from cutoff lows. With the *El Niño* contribution remaining at least of moderate intensity, there is enough confidence to mention a chance for above normal rainfall during November.

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