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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>

Pine Tree Ranch Field Day and Open House

The California Avocado Commission (CAC) is hosting a field day and open house at Pine Tree Ranch demonstration grove. There will be hourly walking tours of the property, beginning at 10:00am, to highlight the various on-going projects on the ranch. Lunch will be served from 10:45 to 12:45 and CAC staff will be on hand to answer your questions.

July 24

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Time: 10:00 a.m. – 2:00 p.m.

Location: Pine Tree Ranch, 19455 E Telegraph Rd, Santa Paula, CA

California Avocado Society Grower Seminar and Field Tour

There will be presentations by Drs. Lovatt and Bender. Attendees can also tour rootstock/scion blocks with Dr. Mary Lu Arpaia and view herbicide damage on California avocado with Sonia Rios. A variety of irrigation, nutrient management and agricultural machinery vendors will be on premises. Registration required. [More information available here.](#)

August 1

August 1

Time: 10:00 a.m. – 2:00 p.m.

Location: South Coast Research & Extension Center Conference Room, 7601 Irvine Blvd., Irvine, CA

CAC Marketing Committee Meeting

August 1

August 1

Time: 10:00 a.m. – 12:00 p.m.

Location: CAC Board Room, 12 Mauchly, STE L, Irvine, CA

Update on Heat Event; WHIP Payments Available for 2017 Wildfire Damage

Heat Event Update

Some in the industry have asked if an emergency declaration for our industry due to the heat would be issued. This declaration occurs based on a county-by-county basis, and to occur a crop must suffer at least 30 percent damage of an entire year's crop from the disaster within that specific county. While some crop damage did occur, based on the amount of crop that has already been harvested the 30 percent threshold has not been reached from this recent heat event.

Based on conversations with the Farm Service Agency (FSA) the California Avocado Commission (CAC) has learned that a "heat event" is no longer considered an eligible event under the Tree Assistance Program (TAP). This is a policy reversal by FSA from the 2016 extreme temperatures in Riverside County when CAC successfully argued that growers who suffered qualifying tree death should be covered under the TAP. The Commission is once again preparing to make the case with FSA that heat should be a covered event and will keep you posted. If that effort is successful, a "stand" (e.g. grove, block, etc.) must have suffered 18 percent whole tree death to meet the minimum threshold for eligibility. CAC will provide an update once a decision on the appeal is reached.

2017 Wildfires and Hurricanes Indemnity Program

Now a bit of good news. Earlier this year Congress passed the 2017 Wildfires and Hurricanes Indemnity Program (WHIP). California avocado growers who experienced losses due to the 2017 California wildfires are encouraged to sign up for the [2017 Wildfires and Hurricanes Indemnity Program](#) (WHIP). Congress has appropriated \$2.36 billion in disaster relief to offset losses agricultural producers suffered due to these natural disasters. Wildfire recovery funds also will include losses due to mudslides and heavy smoke.

WHIP payments will be determined based on the individual's expected value of the lost crop, the value of the crop harvest, insurance coverage and insurance payments received. The program covers the loss of crops and trees. Producers are limited to a \$125,000 payment unless they can verify that three-fourths or more of their income is derived from an agricultural-based business — then the payment limit is \$900,000. Unlike the Tree Assistance Program, adjusted gross income is not applicable to WHIP.

Both growers with or without federal crop insurance can apply for WHIP, but all producers receiving 2017 WHIP payments will be required to purchase risk management coverage for the next two crop years at a minimum of 60 percent coverage level.

Growers can sign up for the WHIP program beginning July 16, 2018 at their regional FSA office. Producers will need to provide verifiable and reliable production records by crop, type, practice, intended use and acres, and should be prepared to have production records for the last five years. If growers do not have production records, the USDA will calculate yield based on 65 percent of county expected yield.

For more information, visit the USDA's [Disaster Resource Center](#), or call 805.928.9269 ext. 2 (Ventura and Santa Barbara counties) or 760.347.3675 ext. 107 (Riverside and San Diego counties).

Best Practices for California Avocado Groves Impacted by Excessive Heat

In response to the recent heat wave in California and its impact on California avocado groves, Dr. Ben Faber shared a recent [blog post](#) on how growers can alleviate the damage caused by the excessive temperatures.

To begin with, assess the damage to your trees. If your trees have been lightly "toasted," it's best to leave the trees alone. While the terminal buds may have been damaged — and will most likely not flower next spring — flowering should be

sufficient enough to provide a decent crop in the following year. The impact on the flowering will be proportionate to the amount of “toasting” (browned leaves) you see on your trees.

If trees have lost significant portions of leaf canopy, it is important to take action as trees will be susceptible to damage caused by sunburn. Dr. Faber reminds growers that leaves act as the tree’s “radiator” — moving water through the tree to disperse heat that accumulates in branches and stems. When trees lose a significant portion of their leaves, the tree cannot sufficiently cool its self, the bark heats up and tissue is damaged. In addition, the tree can easily be sunburned.

To prevent damage caused by excessive heat, Dr. Faber recommends the following:

- As soon as possible, whitewash branches exposed to the sun with special attention paid to branches on the west and south sides of the tree.
- Trees that lose a significant portion of leaves cannot efficiently move water, therefore restrict irrigation amounts to ensure you avoid creating wet, soggy conditions that can lead to root rot. It’s best to irrigate less frequently and with smaller amounts of water.
- Do not prune your trees — leave hanging leaves in place to protect the tree from sunburn. Once new tree growth has occurred (in the next 3 – 6 months), pruning can take place on living wood.
- Adjust fertilization as you would with a frost-damaged tree: reducing the amount of fertilizer until the tree is re-established. If you see signs of a particular nutrient deficiency, adjust fertilization accordingly.

For growers interested in reading more detailed instructions from Dr. Faber, we encourage you to read his entire [blog post](#).

For growers who have been impacted by the excessive temperatures, it is important you contact your crop insurance agent within 72 hours of the event to determine fruit loss and secure applicable coverage.

Nominations for 2018 CAC Election Now Being Accepted

The annual California Avocado Commission (CAC) General Election will be held in October 2018 and nominations are now being accepted. The deadline for receiving all relevant nomination materials is August 24.

The CAC Board of Directors is comprised of 19 individuals serving as producers, handlers and public members. The CAC General Election will be held for one producer member seat in each of the five CAC districts and two handler member seats. Elected producer members shall serve a two-year term, ending on October 31, 2020. As concerns the handler member seats, one seat will be for a standard two-year term and one seat for a partial one-year term — through October 31, 2020 or October 31, 2019, respectively.

Assessment-paying producers of avocados may nominate themselves for a CAC Board seat in their district and must submit a complete [Producer Nomination packet](#), including a Producer Affidavit of Eligibility, Producer Nomination Signature Petition, Producer Disclosure of Affiliations and Producer Candidate Statement.

Handlers who handle no less than one percent of the total industry volume of avocados in the preceding market year are eligible to nominate themselves for a CAC Board seat. Handlers must complete a [Handler Nomination packet](#), including a Handler Affidavit of Eligibility, Handler Nomination Signature Petition, Handler Disclosure of Affiliations and Handler Candidate Statement.

Completed forms must be submitted by August 24 via mail (12 Mauchly, Suite L, Irvine, CA 92618), fax (949.341.1970) or email (aaymami@avocado.org).

For complete information about the CAC 2018 election, visit the [California avocado grower website](http://Californiaavocadogrowerwebsite) or contact April Aymami at 949.341.1955 or aaymami@avocado.org.

California Avocado Growers Can Now Schedule Produce Safety On-farm Readiness Reviews

In January 2019, the California Department of Food and Agriculture's (CDFA) [Produce Safety Program](#) will begin conducting on-farm inspections to ensure growers are in compliance with the [Produce Safety Rule](#). In an effort to help growers properly prepare for compliance and understand what to expect from a produce safety inspection, the Produce Safety Program is providing California avocado growers with the opportunity to take part in non-regulatory On-Farm Readiness Reviews (OFRR).

Before an agricultural enterprise can schedule an OFRR, one individual employed at the enterprise must have completed an FDA-approved Produce Safety Rule Grower Training course.

The CDFA recommends scheduling the OFRR during harvest periods. To schedule an OFRR, growers should have the following information available:

- Farm name and location
- Contact person and contact information
- Proposed harvest dates

OFRRs can be scheduled via email at producesafety@cdfa.ca.gov or phone at 916.900.5322.

Reminder: Pine Tree Ranch Field Day and Open House on Tuesday, July 24

Please join the staff of the California Avocado Commission (CAC) for a field day and open house at Pine Tree Ranch demonstration grove. It has been five years since CAC embarked on the demonstration grove journey and we want to share our successes (and challenges) with you. There will be hourly walking tours of the property, beginning at 10:00am, to highlight the various on-going projects on the ranch. Lunch will be served from 10:45 to 12:45 and CAC staff will be on hand to answer your questions. Drop by any time and stay as long as you like. We look forward to seeing you!

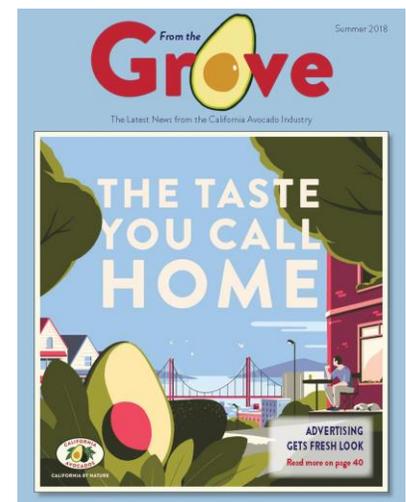
Tuesday July 24, 10:00am to 2:00pm

Pine Tree Ranch, 19455 E Telegraph Rd, Santa Paul 93060

Summer 2018 From the Grove Available Online

The Summer 2018 edition of [From the Grove](#) is now available on the California avocado growers website. The Summer 2018 edition includes the following highlights:

- California Avocado Commission (CAC) President [Tom Bellamore](#) summarizes the ideas the newly-streamlined CAC board of directors compiled at a recent two-day meeting
- CAC Chairman [Rick Shade](#) discusses the importance of communication to address disputes in the agricultural industry
- A review of the increasing importance of [sustainability and produce safety](#) in the agricultural industry, as well as a look at CAC's efforts to gain access to [international markets](#)



- A glimpse at CAC's participation in [local California avocado events](#) and CAC's new creative designs for the [consumer campaign](#)
- A look at the Commission's [early season campaign](#) and its use of traditional, digital and social media channels
- A summary of the presentations and discussions that took place at the [Commission's annual meetings](#)
- A California avocado grower profile focused on the multi-generational [Kimball family ranches and enterprises](#)
- Dr. Tim Spann shares highlights from his recent visit to the [Allesbeste Boerdery, Kwerkery and Padstal avocado growing operation](#) in South Africa
- An introduction to the new online [avocado decision support tool](#)
- An overview of the [2017-18 mid-season California avocado grower crop survey](#)
- A report concerning the use of soil moisture sensors — including which are best suited to California soils — to [schedule avocado irrigation](#)
- An overview of [avocado branch canker](#) and current management recommendations
- A summary of Dr. Carol J. Lovatt's research concerning [ProGibb LV Plus® plant growth regulator](#) and its effects on avocado fruit size and yield
- [Interviews with three retiring produce industry leaders](#) — Mike Aiton, Roger Schroeder and Hugh Topper — as they reflect on the rise of the avocado
- Insights from [avocado handlers](#) concerning the current California crop and forecasts for late season avocado volume

Deadline Extended for San Diego Growers' Needs Assessment Survey

The deadline to complete the UCCE San Diego County Office [growers' needs assessment survey](#) has been extended to July 31. San Diego County California avocado growers are encouraged to complete the survey to ensure their interests are addressed.

The purpose of the survey is to help UCCE learn about the needs, concerns and interests of commercial farm business owners, operators and individuals. Survey responses will remain confidential and be used to develop local agricultural policies and guide the planning and delivery of programs that will help strengthen agricultural businesses, sustain the local agricultural economy and foster food security.

UCCE notes the benefits of this project include:

- Gaining a snapshot of types, changes, challenges, motivations and benefits of farming in San Diego County
- Developing a clearer understanding of gaps in communication
- Providing UCCE, schools and other educational and outreach organizations with a resource that will help them develop programs that best meet the needs of farmers in San Diego County

The online survey will take just 10 – 30 minutes to complete. Participants who complete the survey will have the option to receive a \$25 VISA® voucher and enter a drawing for additional gifts, including a \$500 VISA® voucher.

For complete information about the survey, [visit the project website](#) or contact Ramiro Lobo, UCCE Advisor, at relobo@ucanr.edu or Jan Gonzales, UCCE Project Coordinator, at jgonzales@ucanr.edu.

[Take the survey!](#)

California Avocado Grove Media Tour Connects with Media and Influencer Audience

From June 8 – 10, media members, influencers and supermarket dietitians from around the country joined the California Avocado Commission (CAC) in San Diego County to learn firsthand about the care provided by growers, the technology utilized by handlers and packers, and the versatility and nutritional value of the fruit.

Guests participated in a grove-to-plate weekend experience that included a private grove tour hosted by California avocado growers Chris Ambuul and Mike Sanders. They also visited West Pak Avocado's packing house for a tour of the care taken when packing, ripening and shipping California avocados. During a private lunch nestled in the Rancho Santo Tomas avocado grove, up-and-coming chef Jonathan Bautista shared some of his favorite — and most creative — California avocado dishes while discussing the nutritional merits of the fruit.

Present at the tour were Corey Marshall and Randolph Mansterdam of [Miss Foodie Problems](#); Veronica Sooley Pugh of [AAA Via](#); Lucia Peters of [Bustle](#); Margaret Eby of [Extra Crispy](#); Alexa Weibel of [Rachael Ray Every Day](#); Jessica Hamlin, Freelancer; James Bartlett, Freelancer; Tanaya Ghosh of [Tanaya's Table](#); Erin Alderson of [Naturally Ella](#); Brian and Christina Champlin of [We Like LA](#); Kayla Webb of [And Now U Know](#); Marieke Hemmes of [Fresh Plaza](#); Daniella Malfitano, [Freelancer, Author, Host](#); Kara Behlke of [Schnucks](#) (Nutritionist); Sarah Butterfield of [PCC Markets](#) (Nutritionist); Niki Kangas of [Raley's](#) (Nutritionist); and Sarah Wright of [Gelson's](#) (Nutritionist).

Throughout the tour, participants shared their California avocado enthusiasm, experiences and impressions on their social media channels. To date, the tour garnered more than 730,000 traditional media impressions, nearly 714,000 social media impressions and more than 9,600 engagements. Overall, the California avocado grove tour captured more than 1.4 million impressions.



Media attendees (left to right: Corey Marshall, Tanaya Ghosh, Veronica Sooley-Pugh and Sarah Wright) snap a few photos during a West Pak Avocado, Inc. tour.

Memorial Day California Avocado Promotions Yield Outstanding Results

As consumers prepared for Memorial Day, the California Avocado Commission (CAC) partnered with select retailers to showcase unique and easy-to-prepare ways to enjoy fresh California avocados as part of their summer celebrations.

Gelson's locations across Southern California participated in a three-week California avocado sales contest from May 21 – June 10, creating impactful California avocado displays to drive sales of the fruit. In addition, each retail location housed a one-day cross-promotional demo showcasing slices of Houweling's tomato, fresh California avocado, hard-cooked egg and a smattering of red pepper flakes atop a slice of whole grain bread.

To showcase the ease with which a healthful summer snack can be prepared, 75 Stater Bros. stores in Southern California served Triscuit® crackers topped with California-grown Houweling's tomatoes and sliced avocados. The three-day demo period garnered more than 9,400 shopper intercepts, 51,000 consumer impressions and a combined consumer awareness outreach of 60,525. The units sold during the event exceeded the customer's expectations.

To round out the Memorial Day promotions, 87 Sam's Club stores in Arizona, California Colorado, Nevada, Oregon, Utah, Washington and Wyoming showcased California avocado guacamole with Member's Mark Fresh Salsa during in-store demos. The promotion was a demonstrable success — with participating Sam's Club locations that hosted the California avocado-themed demos selling 70 percent more bags than stores without demos during the promotional week.



56 likes

raybuffer I am in Huntington Beach at Stater Bros., promoting Triscuit, California Avocados and Houweling's Tomatoes!

A food demo coordinator encouraged fans to visit the Huntington Beach Stater Bros. location to enjoy fresh California avocados.

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 7/08/2018	Season-to-Date (since 11/01/2017)	2018 Year to Date
Hass	10,648,893	237,190,851	236,540,863
Lamb	1,316,102	1,630,363	1,630,363
Other (Greens)	164,355	1,862,544	1,576,665
California Total	12,129,350	240,683,758	239,747,891
Florida	646,470	2,763,090	2,530,935
Chile	0	11,638,216	1,511,965
Mexico	34,058,804	1,482,298,766	1,131,156,002
Peru	9,054,874	42,158,385	42,158,385
Other (Imports)	100,000	28,040,000	18,700,000
Import Total	43,213,678	1,564,135,367	1,193,526,352
USA Total	55,989,498	1,807,582,215	1,435,805,178

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 – July 10, 2018

	Organic #1	Conventional #1	Conventional #1
California Hass	(Field Price Per Lb)	(Field Price Per Lb)	(Carton Price)
#32's	\$1.54-\$1.60	\$1.40-\$1.48	\$40.25-\$42.25
36's	\$1.54-\$1.60	\$1.40-\$1.48	\$40.25-\$42.25
40's	\$1.54-\$1.65	\$1.40-\$1.48	\$40.25-\$42.25
48's	\$1.68-\$1.80	\$1.40-\$1.50	\$40.25-\$42.75
60's	\$1.46-\$1.52	\$1.20-\$1.30	\$35.25-\$37.75
70's	\$1.32-\$1.40	\$0.90-\$1.02	\$27.75-\$30.75
84's	\$0.60-\$0.77	\$0.58-\$0.72	\$18.01-\$21.09

*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 is expected to continue in the northcentral and northeast Pacific and W of N California and Oregon 140-150W. Closer to the California coast, recurrent troughing is indicated, focusing off SOCAL.

There continues to be a risk of very hot conditions alternating with very warm and humid weather due to strong upper high pressure in the SW U.S, and weak low pressure off the central and S California coast. Monsoonal moisture and thunderstorms (TSTMS), will increase, following the normal seasonal progression in late July and first part of August.

High pressure will continue to produce very hot and dry conditions over most of Mexico and all of Central America during late July through about 20 August.

Sea surface temperatures have been colder than normal off Baja California, but a shift to unusually warm anomalies (SSTAs) appears to be returning.

The *El Niño* (warmer than normal sea surface along the equatorial central and E Pacific, is developing. This long term process is expected to continue through the fall and upcoming winter.

In the Near Term – July 14 – July 28...Salinas Valley-San Luis Obispo Co...Dry and hot in the coastal valleys and foothills most days, with tendency for recurrent shallow marine layer or breaks in the coastal low cloud/fog regime. Monsoonal TSTMS are possible July 12-13, and 17-23rd in the central SierraNV.

...S Calif Avocado Area, San Luis Obispo Co to San Diego Co...Continued well above normal temperatures through end of July. We had the extremely hot event last weekend that broke records. We had a report from Carpinteria of the temperature at 2am on July 8 of 100 degrees within 6 miles of the beach, combined with gusty northerly (sundowner) winds. Although extremely hot conditions such as this near the coast are not normally indicated, we continue at risk for some very hot conditions, as strong upper high pressure with E flow aloft recurs, and squashes the marine layer to a minimal zone of fog at the immediate coast at times during the rest of July.

Yes, the climate has been changing to warmer, and we should adjust expectations, crop practices, and water supply requests accordingly.

Summary – July 30 – August 15... In the southern California avocado growing areas, from San Luis Obispo south, dry midsummer conditions prevail in coast and valley areas.

Monsoonal TSTMS increase through Arizona, and come through the S Deserts and into the SE SierraNV, and San Bernardino Co mountains and deserts. TSTMS with rain are most likely in the southern and eastern Deserts, lower Colorado River area, mountains of E San Diego Co north to the Mt San Gorgonio area, and possibly Palm Springs-Rancho Mirage/San Jacinto Mountains during this period.

Seasonal Outlook / *El Niño* Update...August 15 – October 15... A few comments about the upcoming (Oct-Feb) *El Niño* pattern suggested for this winter's rain season. Guidance from the NMME (North American Multi-Model Ensemble) for Oct 2018 through Feb 2019 suggests a marginally wet but unusually warm *El Niño*. This translates to some periods of heavy rains in Nov, Dec, and late Jan-Feb. The bottom line-take-home message from the current NMME forecast solution is a few good rains, interspersed with unusually warm periods. Some rains may also be accompanied by warm subtropical airmasses, producing minimal snowpack.

There has been much discussion about Atmospheric Rivers (ARs), and their association with a warming climate. Guidance from the NMME suggests that the Bay Area north through Mendocino Co are those areas most likely to receive heavy rains, as are El Dorado Co to Sierra Co, along the SierraNV west slope.

During late Aug through Sept and into early Oct, mostly dry conditions are suggested. Later in the fall and early winter (Dec), movement and landfall of Atmospheric River systems appear a little more difficult to predict during Nov-Dec than in previous seasons.

SOCAL appears to be warmer (hotter) than normal overall in late Aug and Sept. There appears an increased risk for lightning in SOCAL mountain areas in Aug-early Sept. Most tropical moisture will be recurving across NW Mexico and Baja, thence into Arizona. The best chance for above normal rainfall in SOCAL appears to be late Oct-Nov. After Nov, the focus of rains appears to shift back to N and northcentral California, leaving SOCAL drier and warmer than normal (Dec).

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