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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>

### CAC Production Research Committee Meeting

July 25

**Time:** 9:00 a.m. – 1:00 p.m.

**Location:** University of California, Riverside, Hinderaker B-154, 900 University Ave., Riverside, CA

### CAS Seminar: Florida's Issues with Laurel Wilt

The California Avocado Society (CAS), California Avocado Commission and the University of California Cooperative Extension are hosting a series of seminars addressing "Florida's Issues with Laurel Wilt." The speakers will be Jonathan Crane and his team of researchers. Dr. Crane is a Tropical Fruit Crop Specialist at the University of Florida.

August 1-3

#### August 1

**Time:** 1:00 p.m. – 3:00 p.m.

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

#### August 2

**Time:** 9:00 a.m. – 11:00 a.m.

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

#### August 3

**Time:** 1:00 p.m. – 3:00 p.m.

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

### CAC Labor and Immigration Seminars

The California Avocado Commission (CAC) will host two grower seminars and provide a status update on possible legislative efforts along with information on the H2A Temporary Agricultural Workers program. [More information available here.](#)

## August 2-3

### August 2

**Time:** 9:00 a.m. – 11:00 a.m.

**Location:** Grand Tradition Estate, 220 Grand Tradition Way, Fallbrook , CA

### August 3

**Time:** 9:00 a.m. – 11:00 a.m.

**Location:** Ventura County Agriculture Museum, 926 Railroad Avenue, Santa Paula, CA

### **Second Ag Innovations Conference: Microbial Control**

The University of California Cooperative Extension (UCCE) is holding a one-day conference in conjunction with the 50th Annual Meetings of the Society for Invertebrate Pathology (SIP) at UC San Diego, La Jolla. Registration required. [More information available here.](#)

## August 13

**Time:** 7:30 a.m. – 5:30 p.m.

**Location:** The Great Hall, University of California San Diego, La Jolla, CA

### **CAPCA ED Half-day Shot Hole Borer Seminar**

CAPCA ED is offering a half-day rate (\$50) for growers who would be interested in attending the shot hole borer (SHB) portion of a full-day seminar. Registration required. [More information available here.](#)

## August 15

**Time:** 7:30 a.m. – 11:45 a.m.

**Location:** Green Dragon Tavern and Museum, 6115 Paseo del Norte, Carlsbad, CA

### **CAC Board Meeting**

## August 17

**Time:** TBD

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

### **Nominations for CAC Board of Directors Now Being Accepted**

Nominations for the California Avocado Commission (CAC) General Election, which will take place in October 2017, are now being accepted. The Commission encourages all interested parties to submit nomination packets prior to the August 25 deadline. Eleven seats will be open in the 2017 General Election, including one member and one alternate from each of the five districts as well as one alternate handler. Elected individuals shall serve a two-year term, ending on October 31, 2019.

Those interested in serving on the Board should declare their candidacy for the district in which their grove is located. The CAC District map can be found [online](#). To submit your candidacy, download the [producer](#) or [handler](#) nomination packet. The nomination packets must be received by CAC on or before August 25, 2017. Packets can be mailed to CAC, 12 Mauchly, Suite L, Irvine, CA, 92618-6305, faxed to 949.341.1970 or emailed to [aaymami@avocado.org](mailto:aaymami@avocado.org).

After the election, candidates who receive the highest vote totals will be offered first choice of the seat available (member or alternate) in their district. Effective November 1, 2017, the CAC Board of Directors will be comprised of 19 individuals who serve as producers, handlers and public members.

For complete information, visit the [General Election webpage](#) on the California avocado grower website.

## **Handouts Available for CAC's PSHB and Irrigation Management Field Day Session**

Handouts from the California Avocado Commission's July 13 Field Day are now available online. The Field Day session included presentations from Dr. Jaime Whiteford, District Scientist with the Ventura County Resource Conservation District (RCD) and Dr. Akif Eskalen, Plant Pathology Specialist UC Riverside.

The following handouts are available:

- Ventura County Agricultural Water and Energy Use Efficiency Program Technical Assistance and Equipment Rebate Fact Sheet
- Polyphagous Shot Hole Borer (PSHB) and Fusarium Dieback — A Pest Disease Complex on Avocado in California
- Best Management Practices of Fusarium Dieback PSHB and Kuroshio Shot Hole Borers on Avocado in California

## **California Avocado Menu Items to Be Showcased at Some of L.A.'s Best Restaurants**

For 15 days in mid- to late-July, more than 300 restaurants throughout Los Angeles County participate in the dineL.A. "Summer Road Trip" — a dining event that features specially priced lunch and dinner menus showcasing diverse menu items at some of the best eateries in the area. As a sponsor for this year's event, the California Avocado Commission (CAC) will have the opportunity to engage with a premium foodie audience in the Los Angeles market. California avocados will be featured at some of the best restaurants in the city, and media and influencer coverage of the event will provide broad exposure for the premium California avocado brand.

To generate excitement for dineL.A. Summer Restaurant Week, the Commission launched promotions on June 12 that will last until the end of Restaurant week on July 28. As part of its sponsorship package, the Commission is granted a wide variety of promotional opportunities on digital and social media platforms and at special events. California avocado promotions will be featured on dineL.A.'s website — including a rotator image on dineL.A.'s homepage that will run for four weeks. dineL.A. also will feature California avocados on its Instagram, Facebook and Twitter channels and send two eblasts highlighting California avocado Chef Ambassadors and their unique California avocado dishes to more than 171,000 subscribers.

Seven Chef Ambassadors will showcase California avocados on their Summer dineL.A. restaurant week menu by mentioning the fruit in their dish descriptions and including the California Avocados brand logo. The Chef Ambassadors include:

- Akasha Richmond – AR Cucina
- Chandra Gilbert – Gracias Madre
- David Lefevre – Fishing with Dynamite
- Josiah Citrin – Charcoal Venice
- Neal Fraser – Redbird

- Nick Erven – Erven
- Ted Hopson – The Bellwether

Three short-form videos, which feature California avocados and the Chef Ambassadors, will be promoted on the @discoverLA and @dineLA Instagram, Facebook and Twitter channels. Combined, these three channels have more than 2 million followers. The videos and the California Avocados brand logo will be shared in a discoverlosangeles.com blog post as well.

Selected food industry influencers also will play a role in promoting California avocados and the Summer Road Trip event. The chosen influencers will feature two pieces of custom content promoting California avocado menu items and the dineL.A. event on their Instagram channels. In addition, media members and influencers taking part in a dineL.A. preview dinner will have the opportunity to sample California avocado dishes that will be featured on Chef Ambassador menus during the 15-day event.



*Chef/Owner Ted Hopson of The BellWether in Studio City demonstrated his method of charring California avocados then freezing them at a dineLA preview event.*

### **Shari's Celebrates Summer with California Avocados**

From May 25 – September 4, Shari's is featuring its Fresh Very Berry Chicken Salad with California avocados at 95 locations in the Western United States. The Beaverton, Oregon-based restaurant chain is showcasing the salad as part of its "Summer Berry & BBQ" promotion. Photos featuring fresh slices of California avocado on the summer salad, as well as the California Avocados brand logo, are prominently featured in the promotion's menus and merchandising tools. To drive awareness of the summer campaign, Shari's also is featuring the California avocado menu item and California Avocados brand logo in social media posts.



*Ninety-five Shari's locations in the Western U.S. are showcasing California avocados on their summer menus.*

## **Commission Shares California Avocado Summer Favorites with Its Social Media Fans**

To support the “American Summer Holidays” and California Avocado Month initiatives, the California Avocado Commission (CAC) highlighted summertime recipes throughout the month of June. By providing its fans with unique summer meal ideas, the Commission builds awareness of the California avocado season and encourages fans to try innovative California avocado dishes during the prime season for family grilling and outdoor culinary adventures. By linking California avocados with America’s summer holidays, the Commission also distinguishes this American-grown fruit from its competitors and builds brand loyalty.

As part of the United Plates campaign, CAC’s blog — The Scoop — shared California avocado recipes from various states that featured seasonal favorites such as California Avocado Ice Cream. Another blog post shined a spotlight on unique sandwiches from across America, highlighting favorites from Illinois, Maine, Nebraska and Oregon with a California twist — fresh California avocados. CAC shared the blog post and accompanying recipe cards by utilizing a multi-image carousel post on Facebook featuring a customized United Plates Which Sandwich GIF that linked back to the post. To encourage its Instagram followers to read the sandwich blog post, CAC shared an image from the sandwich portion of the United Plates campaign on its Instagram platform. To engage Twitter fans, CAC encouraged them to vote for their favorite state sandwich — Maine Lobster Roll vs Oregon Porchetta; Illinois Sausage Dog vs Nebraska Reuben. In addition, CAC shared recipes with its Twitter fans that demonstrated how California avocados could be used to tie these unique state dishes together. Twitter fans eagerly voted for their favorites — resulting in 8,800 votes and 325 additional engagements (retweets, likes and replies).

To celebrate Father’s Day, CAC encouraged fans to honor the men in their life and shared recipes perfect for Father’s Day celebrations — avocado ice cream and grilled avocados. The Commission utilized paid support to amplify the reach of these messages and garnered more than 655,000 impressions.

To date, the June 2017 “American Summer Holidays” and United Plates social media content has yielded 95,000 engagements and more than 1 million impressions.



CAC featured sandwiches unique to different states — with fresh California avocados — on its Twitter feed throughout the month of June.

## 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 7/9/2017	Season-to-Date (since 11/1/16)	2017 Year to Date
Hass	4,566,370	171,649,903	171,250,089
Lamb	542,664	1,235,021	1,235,021
Other (Greens)	12,821	1,400,839	1,263,179
<b>California Total</b>	<b>5,121,855</b>	<b>174,285,763</b>	<b>173,748,289</b>
Florida	2,086,040	17,522,395	9,468,085
Chile	0	36,717,089	16,643,743
Mexico	21,898,117	1,209,131,371	939,043,920
Peru	9,434,136	85,542,707	85,492,707
Other (Imports)	250,000	29,790,000	20,350,000
Import Total	31,582,253	1,361,181,167	1,061,530,370
<b>USA Total</b>	<b>38,790,148</b>	<b>1,552,989,325</b>	<b>1,244,746,744</b>
Source(s):	California = CAC (AMFIC), 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 – July 8, 2017

	Organic #1 (Field Price Per Lb)	Conventional #1 (Field Price Per Lb)	Conventional #1 (Carton Price)
<b>California Hass</b>			
#32's	\$2.08-\$2.18	\$1.65-\$1.84	\$46.50-\$51.25
36's	\$2.08-\$2.18	\$1.65-\$1.84	\$46.50-\$51.25
40's	\$2.14-\$2.24	\$1.65-\$1.84	\$46.50-\$51.25
48's	\$2.38-\$2.50	\$1.65-\$1.84	\$46.50-\$51.25
60's	\$2.28-\$2.40	\$1.58-\$1.76	\$44.75-\$49.25
70's	\$1.92-\$2.10	\$1.30-\$1.46	\$37.75-\$41.75
84's	\$0.96-\$1.10	\$0.80-\$1.04	\$22.85-\$28.13

\*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- The basic pattern consists of high pressure over the southwestern US and Great Basin/Rockies, with SW flow to the west of Oregon. This upper high is helping tropical cyclones to develop off SW Mexico and south of Baja Calif. Troughing still occurs in the westerlies, but the westerlies are displaced well to the north now during the early to mid-summer period. Moisture for TSTMS in the SierraNV continues somewhat limited. A pool of cooler than normal sea surface remains in the tropical region S thru WSW of southern Baja Calif. This will discourage intensification of tropical cyclones during July. It also contributes below normal moisture into Baja Calif, resulting in drier than normal conditions in Baja, NW Mexico, and S Calif during July. Monsoonal moisture is still present, but travels northward thru mainland Mexico, and into New Mexico, east Arizona, and the southern Great Plains. *El Niño* continues, but is subdued as is typical in mid-summer. Some redevelopment of *El Niño* is possible in mid-winter 2018, but forecasted results are inconclusive.

**In the Near Term – July 7 – July 21...** In the southern California avocado growing areas from Santa Barbara County to San Diego County, it continues to be unusually hot inland, while typical summertime coastal fog pattern continues. The marine layer will be predominantly shallow. Monsoonal moisture and TSTMS return about on schedule, settling in on July 17-20th.

**Summary – July 22 – Aug. 4...** In the southern California avocado growing areas, from San Luis Obispo south, a marine layer of normal depth is expected, with morning low overcast in coast thru coastal valleys, with troughing again inducing a fairly deep marine layer for July 25th – Aug 3. Low clouds focus in the mornings along the coast and into the valleys, with sunny afternoons, and seasonably warm or occasionally hot inland. Seasonable occurrence of TSTMS is suggested in the guidance for the SierraNV.

**Seasonal Outlook / *El Niño* Update...August 6 – Fall 2017...** The summer currently appears quiet, with regard to tropical cyclones. However, support for troughing will tend to continue off central and N Calif during the summer period, with dry SW flow into southcentral and S Calif. As normally occurs, there will be a few monsoonal SE flow episodes.

*El Niño* continues subdued thru summer, but has a chance to intensify in the mid-fall. In addition, the SSTA pattern in the mid-latitude NE Pacific will continue to support troughing off the coast, centered about 130-140W. Also Supported is a band of westerlies across the mid-Pacific that is further south than normal.

For California, this supports a near normal seasonal trend in the late summer and early fall, without significant precipitation anomalies.

For the late Fall, and December, as we enter winter in Dec above normal rainfall focuses into W Mexico, while a drier than normal pattern focuses in the Pacific Northwest and south thru Calif.

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