



## IN THIS ISSUE, YOU'LL FIND:

[California Avocado Decision Support Tools Now Available Online](#)

[Pine Tree Ranch Field Day and Open House](#)

[USDA California Farm Service Agency Opens Office in San Diego](#)

[Water Monitoring Program Initiated in Ventura County](#)

[Upcoming Entomology Conference](#)

[Fast-growing California Burger Chain Launches Summer California Avocados Promotion](#)

[CAC's Early Summer Social Media Campaign Garneres More than 5 Million Impressions](#)

[Market Trends](#)

[Weather Outlook](#)

## Calendar

*For a listing of industry events and dates for the coming year, please visit:*

<http://www.californiaavocadogrowers.com/commission/industry-calendar>

## Avocado Decision Support Tools Seminars

The California Avocado Commission is hosting a series of seminars to help growers learn how to access and use the online avocado decision support tools (DST). [More information available here.](#)

### July 10-12

#### July 10

**Time:** 9:00 a.m. – 12:00 p.m.

**Location:** Pala Mesa Resort, 2001 Old Hwy 395, Fallbrook, CA

#### July 11

**Time:** 9:00 a.m. – 12:00 p.m.

**Location:** Ventura County Ag Museum, 926 Railroad Ave, Santa Paula, CA

#### July 12

**Time:** 9:00 a.m. – 12:00 p.m.

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

## Organic Produce Summit

Representatives from retail and buying organizations, organic growers, shippers, processors and distributors will gather at the Organic Produce Summit. The event will include retailer and buyer field tours, educational breakout sessions, keynote addresses and a retailer roundtable. Registration required. [More information available here.](#)

### July 11-12

#### July 11

**Time:** 8:00 a.m. – 1:00 p.m., Reception 5:30 p.m. – 7:30 p.m.

**Location:** Monterey Conference Center, 1 Portola Plaza, Monterey, CA

## July 12

**Time:** 7:00 a.m. – 5:30 p.m.

**Location:** Monterey Conference Center, 1 Portola Plaza, Monterey, CA

## 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

## July 24

**Time:** 10:00 a.m. – 2:00 p.m.

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

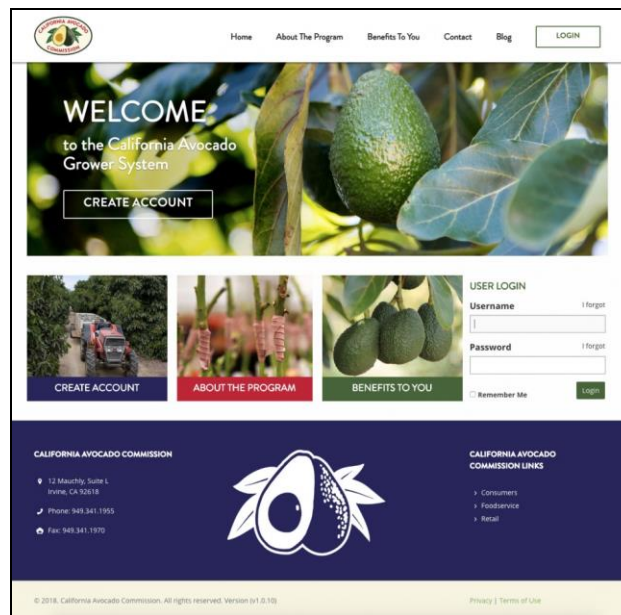
## California Avocado Decision Support Tools Now Available Online

The online [California Avocado Decision Support Tools System](#) (DST) is now available online. This system, designed to help California avocado growers make decisions concerning fertilization and irrigation to help them maximize yield, can be accessed through [CaliforniaAvocadoGrowers.com](#) or directly at [CaliforniaAvocadoGrowersDST.com](#).

The DST site currently houses two tools:

- **Yield Potential Calculator.** Developed based on years of plant tissue sampling research conducted by the University of California, this tool will generate a report indicating how much reduction from maximum yield a nutrient deficiency or excess is causing and a report ranking how critical each nutrient deficiency or excess is.
- **Irrigation Calculator.** Using California Irrigation Management Information System (CIMIS) data and specific grove information, this program generates irrigation system-specific run times by week.

The [Avocado Decision Support Tools page on the California avocado grower site](#) also provides growers with links to other articles and seminars related to the DST.



*The California avocado Decision Support Tools are designed to help California avocado growers make decisions concerning fertilization and irrigation to help them maximize yield.*

## **Pine Tree Ranch Field Day and Open House**

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**

## **USDA California Farm Service Agency Opens Office in San Diego**

In response to a high need for agricultural assistance, the United States Department of Agriculture (USDA) California Farm Service Agency (FSA) has opened an office in San Diego County. The FSA office is located at 900 Canterbury Place, Suite 320, Escondido, CA. Office hours are 10:00 a.m. – 3:00 p.m. with FSA staff available on the first and third Thursday of each month.

The FSA offers a number of assistance programs for producers, including:

- Non-insured Disaster Assistance Program — financial assistance for producers of non-insurable crops for low yields, inventory loss or prevented planting due to natural disasters
- Tree Assistance Program — financial assistance to replant or rehabilitate eligible trees, bushes or vines damaged by natural disasters
- FSA Farm Loan Programs — funds to start, improve, expand, transition, market and strengthen family agricultural operations

For more information, or to make an appointment, contact the local County Executive Director at 760.347.3675.

## **Water Monitoring Program Initiated in Ventura County**

On June 11, 2018 Ventura County farmers and various public officials celebrated the [launch of California's first water monitoring program](#). The program, which resulted from collaborative efforts between growers and public officials, will provide telemetry hardware to monitor actual water usage and allow farmers to profit from conserving water. By October 2019, more than 700 monitors will be installed on agricultural wells across the Oxnard Plain. The cost of installation of the monitors will be covered by grant funds.

In the past, farmers have had to self-report their water usage. With the installation of these monitors, growers can rely on accurate monitoring data to report their water usage. This will assist growers in complying with the Sustainable Groundwater Management Act of 2014. In addition, the monitoring equipment will allow growers to conserve their use of water and re-distribute it to others by selling it on the water market.

In a recent [article](#), Matthew Fienup, executive director of the California Lutheran University Center for Economic Research and Forecasting noted, "The purpose of the water market is to give water users flexibility in the face of regulatory tightening. It will create economic value for the private sector and ensure that farming remains viable in Ventura County."

## Upcoming Entomology Conference

The San Diego CAPCA/UC Riverside Entomology Conference will take place September 12 from 8:00 a.m. – 4:00 p.m. at the California Center for the Arts, 340 North Escondido Boulevard, Escondido, CA. The conference will cover a wide range of topics of interest to California avocado growers including:

- Regulations Updates
- Legislative Efforts to Boost Funding for Invasive Species Management and Research Efforts in California
- A New Pest Threat for California?: Biology and Management of Brown Marmorated Stink Bug
- Push-Pull: Advances in Attract and Kill and Repel for Management of Pest Insects
- Advanced Pheromone Delivery Systems for Pest Mating Disruption in Fruit and Nut Crops

The registration fee is \$125. For more information, contact Kevin Grangetto at 760.801.8701 or [kgran@grangettos.com](mailto:kgran@grangettos.com).

Registration is available [online](#).

## Fast-growing California Burger Chain Launches Summer California Avocados Promotion

Throughout the summer, 93 Farmer Boys locations across California will showcase unique limited-time-offer (LTO) menu items featuring fresh California avocados. To celebrate summer and the California avocado season, the fast-growing California burger chain is promoting a new Avocado Chicken Caesar Salad, a Farmer's Chopped Cobb Salad and two burgers topped with fresh slices of the fruit.

As part of the promotion, the California Avocado Commission logo is prominently positioned on all promotional pieces and the chain is showcasing the seasonal items on its digital and social media channels.



*The popular Farmer Boys chain added a new Avocado Chicken Caesar Salad to its summer LTO menu.*

## CAC's Early Summer Social Media Campaign Garnerers More than 5 Million Impressions

As the California avocado season progressed from spring to early summer, the California Avocado Commission (CAC) alerted targeted consumers to the availability of their favorite fruit, offered refreshing summer-centric recipes and shared relevant and interesting avocado information on its social media platforms.

On social, the Commission celebrated the seasonality and California growing locale of the fruit with compelling social media posts that tied into trending global conversations. As people around the world eagerly awaited the Royal Wedding, CAC issued a tongue-in-cheek [Facebook video invitation](#) to Californian Meghan Markle — offering to host the Royal Wedding in a picturesque California avocado grove. The Commission's [Royal Wedding social media posts](#) showcasing the beauty of California avocado groves and the premium nature of their fruit garnered more than 1 million social media impressions and 364,000 video views.

To build awareness around the unique seasonality of California avocados, CAC shared California [avocado grove beauty shots accompanied by informative text](#) about the fruit's maturation and harvest. Instagram fans were treated to [mouth-watering, luscious photos of freshly-halved California avocados](#) that clearly demonstrated the fruit's premium quality.

The Commission's social media channels were ripe with California avocado recipe posts encouraging consumers to enjoy fresh California avocados while they are in season. Hungry and inspired, fans could easily locate California avocado retailers by accessing the [Commission's store locator tool](#), which was frequently showcased on all of CAC's social media platforms.

From April through early June, the Commission's Facebook, Twitter and Instagram posts about the premium quality, versatility and seasonality of the fruit generated more than 5 million impressions.

**California Avocados**  
Published by Samantha Schaitberger [?] · May 10 · 🌐

Meghan, we cordially invite you to come back to California with the Royal Wedding party to say your vows in the most beautiful place on Earth: a California Avocado grove!

mountains - the beach - California Avocados are truly

401,388 people reached

Boost Unavailable

230K Views

Like Comment Share

1.2K Most Relevant

94 Shares

*Beautiful grove footage with a compelling and comic narrative highlighted the premium nature and unique locale of California avocados while tying into a trending Royal Wedding social media conversation.*

## 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 6/24/2018 | Season-to-Date (since 11/01/2017) | 2018 Year to Date    |
|-------------------------|-----------------------|-----------------------------------|----------------------|
| Hass                    | 11,286,690            | 213,665,417                       | 213,015,430          |
| Lamb                    | 86,739                | 156,597                           | 156,597              |
| Other (Greens)          | 120,095               | 1,682,947                         | 1,397,068            |
| <b>California Total</b> | <b>11,493,524</b>     | <b>215,504,961</b>                | <b>214,569,095</b>   |
| Florida                 | 631,785               | 1,534,500                         | 1,302,345            |
| Chile                   | 0                     | 11,638,216                        | 1,511,965            |
| Mexico                  | 30,306,508            | 1,410,460,934                     | 1,059,318,170        |
| Peru                    | 6,868,495             | 25,301,718                        | 25,301,718           |
| Other (Imports)         | 310,000               | 27,660,000                        | 18,320,000           |
| <b>Import Total</b>     | <b>37,485,003</b>     | <b>1,475,060,868</b>              | <b>1,104,451,853</b> |
| <b>USA Total</b>        | <b>49,610,312</b>     | <b>1,692,100,329</b>              | <b>1,320,323,293</b> |

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 – June 26, 2018

|                        | Organic #1           | Conventional #1      | Conventional #1 |
|------------------------|----------------------|----------------------|-----------------|
| <b>California Hass</b> | (Field Price Per Lb) | (Field Price Per Lb) | (Carton Price)  |
| #32's                  | \$1.54-\$1.62        | \$1.40-\$1.50        | \$40.25-\$42.75 |
| 36's                   | \$1.54-\$1.62        | \$1.40-\$1.50        | \$40.25-\$42.75 |
| 40's                   | \$1.54-\$1.65        | \$1.40-\$1.50        | \$40.25-\$42.75 |
| 48's                   | \$1.66-\$1.85        | \$1.42-\$1.50        | \$40.75-\$42.75 |
| 60's                   | \$1.40-\$1.52        | \$1.14-\$1.24        | \$33.75-\$36.25 |
| 70's                   | \$1.20-\$1.38        | \$0.84-\$0.92        | \$26.25-\$28.25 |
| 84's                   | \$0.56-\$0.77        | \$0.56-\$0.66        | \$17.57-\$19.77 |

\*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- High pressure is to the west of northern California and Oregon 140-150W, with recurrent troughing over California.

Showers are indicated for the SierraNV near Yosemite during July, and central and N SierraNV in late June, but for the most part there continues a noticeable lack of monsoonal thunderstorms (TSTMS) in the SierraNV and NE Plateau region.

High pressure will be building over the interior SW U.S. while moisture comes from the zone of above normal sea surface temperatures S and E of Baja into W Mexico and the SW US...Arizona/New Mexico/Colorado.

**In the Near Term – June 30 – July 15...**Salinas Valley-San Luis Obispo Co...Seasonably warm or hot days during June 30th – July 2. Then cooler and breezy conditions July 2-5. Predominantly cooler and dry downslope winds occur at times. TSTM activity is somewhat limited through July 15.

...S Calif Avocado Area, San Luis Obispo Co to San Diego Co...Periods of night and morning coastal low clouds and fog, otherwise mostly fair days and nights.

**Summary – July 16-30...** In the southern California avocado growing areas, from San Luis Obispo south, dry early to mid-summer conditions prevail. Monsoonal TSTMS increase after July 15 through N Arizona, and into SE SierraNV, and the resulting dry TSTMS will become possible for the E California deserts. TSTMS with rain are most likely in the southern and eastern Deserts, and possibly the mountains of east San Bernardino-Riverside Co's during this period.

**Seasonal Outlook / El Niño Update...July 31 – September...** During July and August, the CFSv2 long term forecast model continues to show a tendency for TSTMS in the central SierraNV Yosemite to Tahoe. This would be most likely associated with monsoonal moisture and upper lows and troughs near the coast of California.

July and August are the most active parts of the tropical cyclone season near and off the coast of SW Mexico and S Baja. Normally in July, these cyclones head westward, then gradually start to head NW near the coast of S Baja. There appears to be less support in the sea surface temperature field for significant tropical cyclone-associated rains than shown earlier in the season (early June).

SOCAL appears to be warmer than normal overall in July-August and September. There appears to be an increased risk for lightning in SOCAL mountain areas. Most of the tropical moisture will be heading into Arizona. It appears that there is still a chance for about normal rainfall in SOCAL during Sept.

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