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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>

## CAS Seminar: Field Trips to See Local Issues

The California Avocado Society (CAS), California Avocado Commission and the University of California Cooperative Extension are hosting a series of field trips that allow California avocado growers to see local issues affecting the industry. Please [click here](#) for more information and detailed directions to Jim Lloyd-Butler's grove and Nick Stehly's farm.

### June 13-15

#### June 13

**Time:** 1:00 p.m. – 3:00 p.m.

**Location:** Mehlschau Ranch, 530 Mehlschau Rd., San Luis Obispo, CA

#### June 14

**Time:** 9:00 a.m. – 11:00 a.m.

**Location:** Jim Lloyd-Butler's Grove, 3135 W. Los Angeles Ave, Oxnard, CA

#### June 15

**Time:** 1:00 p.m. – 3:00 p.m.

**Location:** Nick Stehly Farm, 13268 McNally Rd., Valley Center, CA

## Pine Tree Ranch Grower Field Day - Improving Irrigation Management

Dr. Jaime Whiteford will discuss irrigation management, Dr. Akif Eskalen will update growers on the current shot hole borer situation in Ventura County and growers will have the opportunity to see early progress on the Commission's grove rehabilitation and irrigation automation projects. Please note that the seminar has been moved to 9:00 a.m. due to anticipated warm summer weather. [More information available here.](#)

### July 13

**Time:** 9:00 a.m. – 11:00 a.m.

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

## **2016 California Avocado Acreage Inventory Update Now Available**

Each year the California Avocado Commission (CAC) conducts an inventory of California avocado acreage in order to better understand industry trends and gauge the impact of ever increasing production pressures on California avocado growers. CAC uses the results from the acreage survey to complete a number of industry-related projects including, but not limited to, mid-season crop estimating, grove ID database and annual crop statistic reporting. The acreage inventory summary is conducted in conjunction with GeoSpatial Partners, LLC and utilizes the latest remote sensing techniques to evaluate the state's avocado acreage.

The 2016 California Avocado Acreage Inventory survey has been completed and is [now available online](#). Results from the recent acreage survey indicate a decline from 2015 in bearing California avocado acreage (producing + topped/stumped classification) of approximately 1,000 acres. As noted previously, this decrease is not surprising when factoring in the pressures placed on growers as a result of prolonged drought conditions and water availability. One bright spot in the results, however, was an increase from 2015 of more than 1,600 acres classified as new or young trees. This new/young acreage, totaling 3,500 industry-wide, is comprised of trees identified as four years or younger and is indicative of growers' continued support of the California avocado industry through investment in new plantings and grove rejuvenation.

## **Results of CAC's 2016-17 Mid-Season Grower Crop Estimate Survey**

The 2016-17 grower crop survey responses have been compiled and the results of the California avocado mid-season crop estimate update are [now available online](#).

The mid-season crop update is compiled by applying survey responses to predefined avocado acreage by area, to project an estimated total industry volume. Avocado acreage is updated through an acreage inventory survey conducted annually in the spring (results of the 2016 acreage survey can be found [here](#)). In recent years, the California Avocado Commission (CAC) has used bearing acreage (producing + topped/stumped classification) to calculate the mid-season crop update and, on average, actual volume has been within six percent of the mid-season estimate.

In calculating the 2016-17 mid-season update, using bearing acres, the survey results yielded a crop volume nearly 30 million pounds higher than the pre-season estimate of 215 million pounds. In reviewing the California crop that had already been harvested, as well as industry stakeholder input, these results did not seem feasible. Therefore, crop survey results — specifically estimated yield per acre, by area — were thoroughly reviewed a second time and were deemed to be plausible. With these factors in play, the crop team turned to the bearing acreage figures being utilized to form the estimate, and instead ran the estimate using only producing avocado acreage. The results from this analysis produced an estimated crop size of 212.3 million pounds, which supports crop and industry indicators to-date.

These survey results were presented to the CAC Board in May and there was support to move forward using producing acres and a mid-season estimate update of 212.3 million pounds. While crop estimating can be difficult to perfect, CAC management will continue to review, monitor and evaluate the datasets available to estimate the California crop in an effort to continually provide the industry with the most accurate statistics possible.

## **District 5 Producer Seat Available on CAC Board of Directors**

The California Avocado Commission (CAC) has announced that a District 5 Producer (Grower) seat on the CAC Board of Directors is available. The person appointed to fill the vacant seat would serve for the unexpired portion of the term — through October 31, 2017.

To be eligible to represent the district, the person must be a current assessment-paying producer in [District 5](#). Interested growers must submit a qualification form, disclosure statement, candidate statement and any other documents required by the Commission. The forms must be received at the CAC office no later than Friday, July 21, 2017.

Candidate documents may be submitted to the Commission by fax (949.341.1970), email ([aaymami@avocado.org](mailto:aaymami@avocado.org); include the subject line: "CAC Board Vacancy") or mail: CAC Board Vacancy, 12 Mauchly, Ste. L, Irvine, CA 92618.

## **Reed Avocado Release Dates**

The California Department of Food and Agriculture's (CDFA) Avocado Inspection Program (AIP) has announced the 2016/2017 season release dates for Reed avocados sizes 36, 40, 48, 60, 70 and smaller. As of May 23, 2017, the Reed release dates are as follows:

- Size 36: 5/23/17
- Size 40: 5/30/17
- Size 48: 6/6/17
- Size 60: 6/13/17
- 70 and smaller: 6/20/17

The official CDFA announcement can be found [here](#).

## **CAC Launches "United Plates of America" Promotion for the American Summer Holidays**

The avocado industry estimates that 123 million pounds of Hass avocados will be consumed for Memorial Day weekend activities. In anticipation of this exceptional consumer demand — and the demand for California avocados throughout the summer holidays — the California Avocado Commission (CAC) has developed the "United Plates of America" promotion. The promotion is intended to make California avocados synonymous with key American summer holidays by promoting the fruit's origins and showcasing recipes uniquely suited to summer celebrations.

As part of the promotion, the Commission created a United Plates of America retail recipe booklet filled with 18 recipes and preparation tips. The booklet — as well as demos, point-of-sale materials and display bins — is available to retailers who merchandise California avocados. Jan DeLyser, CAC vice president marketing, observed that for targeted retailers who carry California avocados, "the timing of Memorial Day and crop availability plus California's origin create a golden opportunity for thematic marketing." She further noted that "there really isn't anything that brings people to the table — and to the store — better than the fresh, creamy taste of California avocados in season, and CAC's United Plates of America marketing activities will give shoppers more reasons to do so."

The United Plates of America promotion will be supported by in-store radio and Pandora radio ads targeted to regions where California avocados are distributed, as well as email blasts to California avocado fans and blog posts featuring summer entertaining ideas and recipes. Online advertising, social media and consumer public relations showcasing United Plates of America recipes will round out the campaign.



*United Plates of America recipes pair California avocados with quintessential American holiday food.*

## **Growers Can Help Promote California Avocados with a Simple Selfie**

California avocado fans aren't shy about their love for the fresh fruit — they eagerly share photos of their favorite California avocado meals or selfies of themselves in front of California Avocado Commission (CAC) posters on their favorite social media platforms. This season, the Commission is asking California avocado growers to share their love of California avocados too. CAC is encouraging California avocado growers to help promote this season's crop by snapping a photo of themselves — and other friends and family — in front of the Commission's wild postings.

The wild postings, which evoke the California lifestyle and pair the natural beauty of the state with California avocados, feature the artwork of California artist Michael Schwab. The postings, — located in Los Angeles, San Diego and San Francisco — will be on display through June 25.

It's easy for growers to share a bit of California avocado "love." Simply snap a selfie in front of one of the wild postings ([click here to see the listing of wild posting locations](#)) and then email the photos to Zac Benedict, CAC online marketing director, at [zbenedict@avocado.org](mailto:zbenedict@avocado.org). Those who submit photos will receive their choice of a pair of California Avocado socks or a California Avocado trucker hat.

Please include the following information in the email:

- Names of the people in the photos
- Mailing address
- Grove location
- Wild posting location
- Permission to use the photos
- Choice of California avocado socks or trucker hat

The Commission also encourages growers to share their selfies on their own social media channels with the hashtag @CA\_Avocados.



*CAC Board Member Gene Carbone took this selfie while in Los Angeles.*

## **Del Taco and Farmer Boys Launch California Avocado Summer Promotions**

Throughout the summer, California avocado fans will have the opportunity to enjoy unique meals featuring their favorite California fruit at Del Taco and Farmer Boys locations.

On April 20, Del Taco introduced Wet Burritos topped with three slices of fresh California avocados. The promotion, which ends August 31, will run in 551 Del Taco locations throughout the Western United States. To celebrate the California avocado season, 67 Farmer Boys locations in California are running a “Salad Days of Summer” promotion that features fresh California avocados atop a *Southwest Chicken Salad*. The Farmer Boys limited-time-offer began May 8 and will end September 3.

As part of both foodservice chain promotions, the California Avocados logo is prominently positioned on all marketing pieces, including point-of-sales assets, free-standing-inserts and on each chain’s social media platforms.



*The Wet Burrito promotion, featuring slices of fresh California avocado, will run in 551 Del Taco locations throughout the summer.*



## CAC's Registered Dietitian Nutrition Ambassadors Share Tasty Recipes and Usage Ideas with California Avocado Fans

The California Avocado Commission's (CAC) team of Registered Dietitian Nutrition Ambassadors (RDNAs) kicked off a series of informational media activities in April that will continue throughout the California avocado season. The Ambassadors' appearances provide the Commission with a means of engaging with consumers via a trusted third party. These respected RDNA personalities share important nutrition information about California avocados while promoting the superiority and exclusive seasonal availability of the locally grown fruit.

RDNA Katie Ferraro kicked off the California avocado season with a guest blog post on The Scoop. The blog, titled "[California Avocados as a Perfect First Baby Food](#)," discussed the new trend toward baby-led weaning in which complementary foods are introduced to babies around six months of age to provide babies with nutrients. The post, which included photos and two videos, outlined the nutritional benefits of California avocados, why the texture and flavor of avocados make them a perfect first solid food for babies and tips concerning how to serve avocados to babies. The Scoop blog post netted 70,000 impressions and gathered another 120,000 impressions after Katie promoted the blog post on her Instagram page. In addition, it is a website traffic generator for as long as it lives on CaliforniaAvocado.com. On May 10, she appeared on [Sac & Co ABC10](#) (Sacramento) in a "Get Your Diet in Summer Shape" segment, where she promoted the nutritional benefits of locally grown California avocados.

Bonnie Taub-Dix, another CAC RDNA, appeared in a [national FOX news segment](#) to discuss celebrating Cinco de Mayo with California avocados. The TV segment was distributed to more than 200 FOX affiliates. Bonnie promoted her appearance in two posts to her 1,632 Instagram followers. On May 10, Bonnie's blog "Why Fiber Should be Your BFF" appeared on The Scoop blog along with the recipe she created for the Commission, [Creamy Avocado Pesto Pasta](#).

On May 11, RDNA Michelle Dudash appeared on Arizona Midday in a segment called, "Fresh Summer Recipes that Keep You Cool and Satisfied." During the segment, she demonstrated how easy it is to prepare *Asian Brown Rice Noodle Salad with California Avocados* — a recipe she created for the Commission. Michelle's appearance garnered 10,000 impressions. She also shared the recipe on her [blog](#) and linked it to her [Facebook](#) page as well.



*Bonnie Taub-Dix recipe for "Creamy Avocado Pesto Pasta" was featured on The Scoop blog with her article, "Why Fiber Should be Your BFF".*

## 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 5/28/2017	Season-to-Date (since 11/1/16)	2017 Year to Date
Hass	12,097,452	124,776,111	124,376,296
Lamb	10,038	22,775	22,775
Other (Greens)	3,515	1,155,091	1,017,431
<b>California Total</b>	<b>12,111,005</b>	<b>125,953,977</b>	<b>125,416,502</b>
Florida	209,495	10,654,820	2,600,510
Chile	0	36,717,089	16,643,743
Mexico	23,293,438	1,060,864,885	790,777,434
Peru	9,528,951	19,487,164	19,437,164
Other (Imports)	120,000	27,940,000	18,500,000
Import Total	32,942,389	1,145,009,138	845,358,341
<b>USA Total</b>	<b>45,262,889</b>	<b>1,281,617,935</b>	<b>973,375,353</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 – May 31, 2017

	Organic #1	Conventional #1	Conventional #1
<b>California Hass</b>	(Field Price Per Lb)	(Field Price Per Lb)	(Carton Price)
#32's	\$2.08-\$2.22	\$1.80-\$1.96	\$50.25-\$54.25
36's	\$2.08-\$2.22	\$1.80-\$1.96	\$50.25-\$54.25
40's	\$2.18-\$2.26	\$1.80-\$2.00	\$50.25-\$55.25
48's	\$2.38-\$2.46	\$1.80-\$2.00	\$50.25-\$55.25
60's	\$2.28-\$2.38	\$1.60-\$1.74	\$45.25-\$48.75
70's	\$1.92-\$2.00	\$1.28-\$1.40	\$37.25-\$40.25
84's	\$0.96-\$1.04	\$0.88-\$1.04	\$24.61-\$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 periods of active westerlies, and troughing near and west of N Calif and the Great Basin. A pool of unusually cold water remains W of Calif, and colder than normal sea surface is near and south of southern Baja Calif. The area of cold sea surface temperatures near southern Baja includes most of the region in which tropical cyclones form off the SW coast of Mexico. This argues for a weak or slow start to the tropical cyclone season off W Mexico this June and July. *El Niño* has developed. While *El Niño's* influence is mostly minimal during the mid-summer, the typical moderate to strong *El Niño* pattern is expected to continue thru the summer. As the season changes in the fall, *El Niño* has potential to become more important in modifying the prevailing pattern across Calif and the western U.S. for the 2017-18 winter wet Season, producing support for above normal rainfall.

**In the Near Term – June 3-17 June 8...** In the southern California avocado growing areas from Santa Barbara County to San Diego County, usual deep marine layer conditions will occur during the first half of June. The warmest periods appear to be June 3-8th, then again about the 12-14th.

**Summary – June 18-30...** In the southern California avocado growing areas, from San Luis Obispo south, continuation of normal marine layer condition is expected. With sea surface temperatures below normal off S Baja and SW Mexico, tropical cyclone activity will tend to remain below normal for late June and into early July.

**Seasonal Outlook / *El Niño* Update...July 1 – August 31, 2017...** The summer currently appears quiet, with regard to tropical cyclones. However, troughing will tend to continue off S and central Calif during the summer period, with dry SW flow into southcentral and S Calif.

*El Niño* continues to strengthen during the early to mid-summer. In addition, the SSTA pattern in the mid-latitude NE Pacific will continue to support troughing near the coast of Calif. This may actually promote a warmer than normal July with the trough off the coast and high pressure aloft over central and S Calif and the southern Rockies area. We currently see no evidence in the CFSv2 for unusual rainfall anomalies, although the monsoonal region of western Mexico appears unusually dry. This is bad news for Mexico, because the lack of rain occurs concurrently with the period of maximum surface heating and high solar angle, so evapotranspiration will be at a maximum.

Looking at the fall months, there is support for a dry September, but a return of showery conditions for October, and possibly a wet November, in Calif. including both north and south portions. This is supported both by the CFSv2 monthly outlooks and the projected sea surface temperature anomaly (SSTA) pattern for the fall months.

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