



IN THIS ISSUE, YOU'LL FIND:

- [California Avocado Crop Updates Available on Grower Website](#)
- [Handler Seat Vacancy on CAC Board](#)
- [Commission's RDN Ambassadors Showcase the Nutritional Value of California Avocados](#)
- [California Avocados Delight Superfoodies at the Santa Monica Pier](#)
- [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>

San Diego Area Weed Management Seminar

The San Diego Weed Management Area is hosting a free weed management education seminar for those interested in land and weed management. Registration required. [More information available here.](#)

June 4

June 4

Time: 9:00 a.m. – 2:30 p.m.

Location: San Diego County Operations Center, 5520 Overland Avenue, San Diego, CA

California Avocado Society Seminar: Irrigation — Selection of Sensors, Emitters, Injectors and Reading Water Reports

Stuart Styles, director of irrigation training and research center at Cal Poly, San Luis Obispo will discuss key irrigation topics relevant to California avocado growers. [More information available here.](#)

June 5-7

June 5

Time: 1:00 p.m. – 3:00 p.m.

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

June 6

Time: 9:00 a.m. – 11:00 a.m.

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

June 7

Time: 1:00 p.m. – 3:00 p.m.

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

California Avocado Crop Updates Available on Grower Website

Each spring, the California Avocado Commission (CAC) conducts a California Avocado Grower Crop Estimate Survey and then applies the collected survey responses to predefined avocado acreage according to growing region in order to produce an estimated mid-season crop volume update. The 2017-18 Grower Crop Estimate Survey responses have been compiled and results of the mid-season update are now [available on the California avocado grower website.](#)

This year, the mid-season crop update was compiled using 2016 bearing acres data because CAC has partnered with a new company to complete the acreage survey, which will utilize in-field ground truthing efforts, and the results of that survey will not be available until later this summer. The results of the Grower Crop Estimate Survey have yielded an estimated volume of 340.5 million pounds for all varieties; the pre-season estimate was 374.6 million pounds. CAC's also conducts a handler crop estimate survey, which resulted in a 360.5 million pound mid-season crop estimate. These figures indicate the industry is on track for a sizable crop this season.

The Commission also has updated [weekly crop projections](#) on the California avocado grower website. Data on this page lists weekly crop movement versus distribution projects, as well as weekly harvest projections versus actual harvest.

Handler Seat Vacancy on CAC Board

The California Avocado Commission (CAC) seeks interested candidates to fill a handler seat vacancy on the Commission Board of Directors. The person appointed to fill the vacancy will serve for the unexpired portion of the term through October 31, 2018.

To be eligible for the position, the person must:

- Certify that he or she has a financial interest in handling avocados
- Be actively and directly engaged in the handling of California avocados
- Submit a qualification form, disclosure form and any other documents required by CAC

The vacancy will be filled by a majority vote of the CAC Board at a meeting on Thursday, August 16, 2018.

Interested candidates should submit the required documents prior to Friday, July 20, 2018. The materials can be faxed to 949.341.1970, emailed to aaymami@avocado.org or mailed to 12 Mauchly, Suite L, Irvine, CA, 92618-6305.

For more information, contact April Aymami at 949.341.1955 ext. 118 or aaymami@avocado.org.

Commission’s RDN Ambassadors Showcase the Nutritional Value of California Avocados

Registered Dietitian Nutritionists (RDN) are a trusted source of nutritional and recipe information for American consumers. Each year, the California Avocado Commission (CAC) partners with high-profile RDNs to create interesting and relevant content that can be easily shared with consumers on TV, in print, during live events and on social media and digital channels.

The 2018 season kicked off with a “Healthy Choices = Healthy Habits” article written by Katie Ferraro, MPH, RDN, CDE and shared on CAC’s The Scoop blog. The article explored the benefits of a plant-based diet and showcased the heart-healthy benefits of California avocados.

Chef and nutritionist Michelle Dudash, RDN, prepared her *California Avocado Pad Thai Chicken and Carrots* recipe during an appearance on 12News Arizona Midday in April — reaching 100,000 viewers — and supplemented that appearance with posts on her Twitter and Instagram channels. She also shared her love for California avocados in a May issue of the *Arizona Republic*.

Liz Shaw, MS, RDN, CLT is the host of ShawSimpleSwaps.com, a site dedicated to “swapping” out ingredients in recipes to create a more healthful meal. She developed a *Mediterranean Falafel Bowl with Fresh California Avocado* recipe that was featured in a “California Avocado Superfood Spotlight” that shares ways in which California avocados can be swapped out for other ingredients — such as feta cheese or tahini. The Superfood Spotlight is being distributed in May to more than 200 Supermarket Dietitians who will then share the piece with customers at cooking classes, demos, in-store tours and one-on-one appointments. The Spotlight is expected to reach more than 2,500 consumers.

Rounding out the RDN promotions, Manuel Villacorta, MS, RDN, crafted a new *California Avocado Salmon Bean Salad* recipe while Bonnie Taub-Dix, MA, RDN, CDN, created a recipe for *Savory Butternut Squash California Avocado Muffins*. Both recipes will be featured in The Scoop blog posts, in videos and on social media channels.

CAC’s RDN blog posts attracted 250 people to the Commission’s consumer website that would not have otherwise visited. The visitors spent nearly two minutes reading the RDN content and were more likely to read other content on the blog and website.



RDN Michelle Dudash shared her *California Avocado Pad Thai Chicken and Carrots* recipe with 100,000 television viewers.

California Avocados Delight Superfoodies at the Santa Monica Pier

On March 10, more than 70 of Los Angeles' favorite vendors gathered along the Santa Monica Pier to showcase their culinary talents at the second annual Smorgasburg Popup on the Pier. The California Avocado Commission was the first to sponsor this free event, which was open to all ages and attracted superfoodies from the greater LA area.

Popup events have become increasingly popular on digital channels with attendees sharing their popup experiences and photos on their favorite social media platforms. To capitalize on this trend, Smorgasburg partnered with Tastemade to launch an integrated social media campaign that engaged both those who could — and could not — attend.

As part of that campaign, Tastemade [captured footage](#) of each of the custom California avocado dishes featured at ten select vendors' booths. The footage was used in social media videos that were promoted on Tastemade's and Smorgasburg's Facebook and Instagram pages. A month after the event, Tastemade and Smorgasburg released a [recap video](#) of the event, which has garnered 1.4 million video views on Facebook and Instagram.

During the event, California avocado fans followed custom-branded signage to locate vendors showcasing their favorite Golden State fruit in dishes ranging from iced beverages to spicy salads and indulgent desserts.

- Cheezus — *Raclette with California Avocado*
- Chinese Laundry — *California Avocado Stuffed Scallion Pancake*
- Goa Taco — *Dukkah Crusted California Avocado Paratha Taco*
- Offshore Tea — *Iced California Avocado Matcha Latte*
- Rooster Republic — *Nashville Hot Fried California Avocado*
- Sticky Rice on Wheels — *California Avocado Spicy Crab Salad*
- The Ricans — *Sweet Plantain Canoe with California Avocado Ceviche*
- Todo Verde — *Serio Smoothie with California Avocado*
- Wanderlust — *California Avocado Halo Halo*
- Workaholic — *California Avocado Mandu*

At CAC's custom photo booth fans could capture a California avocado-branded photo and then share those moments with friends and family on their social media channels. The Commission's Snapchat filter, which allowed fans to frame their photos with a California avocado theme, resulted in more than 3,000 impressions. CAC also distributed California avocado themed temporary tattoos and stickers.



Custom California avocado signage made it easy for fans to locate the ten unique California avocado menu items.

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 5/27/2018	Season-to-Date (since 11/01/2017)	2018 Year to Date
Hass	14,751,403	166,495,396	165,845,408
Lamb	0	25,842	25,842
Other (Greens)	46,482	1,307,061	1,021,182
California Total	14,797,885	167,828,299	166,892,432
Florida	0	403,040	170,885
Chile	0	11,638,216	1,511,965
Mexico	41,925,696	1,272,952,991	921,810,227
Peru	8,343,758	8,633,758	8,633,758
Other (Imports)	660,000	26,380,000	17,040,000
Import Total	50,929,454	1,319,604,965	948,995,950
USA Total	65,727,339	1,487,836,304	1,116,059,267

Sources:

California = CAC (AMRIC)

Florida = Florida Avocado Admin Committee

Chile = Comite de Paltas, Chile

Mexico = APEAM

Peru = ProHass

Other Imports = USDA AMS website

	Organic #1	Conventional #1	Conventional #1
California Hass	(Field Price Per Lb)	(Field Price Per Lb)	(Carton Price)
#32's	\$1.52-\$1.62	\$1.34-\$1.44	\$38.75-\$41.25
36's	\$1.52-\$1.62	\$1.34-\$1.44	\$38.75-\$41.25
40's	\$1.54-\$1.62	\$1.34-\$1.44	\$38.75-\$41.25
48's	\$1.68-\$1.78	\$1.34-\$1.46	\$38.75-\$41.75
60's	\$1.40-\$1.48	\$1.00-\$1.12	\$30.25-\$33.25
70's	\$1.16-\$1.26	\$0.70-\$0.80	\$22.75-\$25.25
84's	\$0.50-\$0.75	\$0.50-\$0.60	\$16.25-\$18.45

*To subscribe to the Weekly Newsline, 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 to the west of northern California and Oregon, with mostly dry westerly flow into central and S California. Weak troughing continues W of central and southcentral California.

Troughing occurs over the Great Basin. Moisture is lacking over California due to predominant westerly flow across a colder than normal sea surface to the west.

Support continues in the mid-latitude Pacific sea surface temperature field, for a trough near 135-125W, 30-36N, and another trough near the coast of NW Oregon. Upper high pressure dominates over British Columbia.

Cool sea surface temperatures off N California continue to contribute a dry and cool airmass on frequent occasions, with continued cool mornings and daytimes in the valleys of NW California.

Warmer than normal sea surface off S Mexico and west to south of Baja California contribute to an environment favorable for tropical cyclone development.

In the Near Term – June 3 – June 17...Salinas Valley-San Luis Obispo Co...A cool period occurs From June 3-5th. Warmer on June 6-8th. It is cooler from June 9-11th with a few light showers possible in the central SierraNV. The best chance for rains appears about June 12-13th in Sierra foothills and east San Joaquin Valley.

The cold sea surface temperature anomaly off N California may contribute to an increased risk of late season cold nights in the normally colder valley locations during clear periods behind fronts between deep marine layer episodes.

...S Calif Avocado Area, San Luis Obispo Co to San Diego Co...As is normal in June, we will see quite a few coastal eddy periods with deep marine layer and morning drizzle. Warmest occurs in Ventura Co on June 7th and 24-26th. Consistently cool conditions prevail through the first 17 days of June in San Diego Co, as suggested by our CFSDailyAI long range forecast product.

Summary – June 18 – July 3... In the southern California avocado growing areas, from San Luis Obispo south, dry early summer conditions prevail. Monsoonal TSTMS increase about June 30-July 1 in S Nevada and Arizona, and some of these may drift into the southern and eastern Deserts, and possibly the mountains of east San Diego Co and San Bernardino-Riverside Co's about July 1-2.

Seasonal Outlook / La Niña Update...July 3 – September... During late June through August, the CFSv2 continues to show a tendency for TSTMS in the central SierraNV Yosemite to Tahoe. This is associated with monsoonal moisture and upper lows and troughs near the coast of California. CFSv2 shows a fairly normal progression to monsoonal moist conditions into the SierraNV, and hot weather reaching into coastal areas at times along the central coast as well as in SOCAL.

What is significant in the longer term is the continued tendency for the long range models, (CFSv2 and NMME) to show above normal rainfall in SOCAL during September, focusing into L.A.-Ventura-Santa Barbara Co's, and into the central and S SierraNV.

SOCAL appears to be warmer than normal overall in July-August. There appears an increased risk for rainfall in SOCAL during September, especially the southcentral coast and specifically Ventura-Santa Barbara Co's.

There is a higher than normal chance for upper lows to form off the coast of SOCAL and N Baja. This, combined with warmer than normal sea surface off Baja suggest greater risk of rains and TSTM events in SOCAL during September.

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