



IN THIS ISSUE, YOU'LL FIND:

- [CAPCA Hosting Sustainable/Organic Production Seminar](#)
- [Farm Service Agency County Committee Nomination Period Begins June 15](#)
- [NASS Census of Agriculture Online Demo Available](#)
- [Mraz Family Farms Hosts Farm-to-Table Experience](#)
- [Chipotle Features Extra\(Ordinary\) California Avocado Guacamole](#)
- [California Avocado Month Public Relations Campaign Expected to Reach More than 40 Million Fans](#)
- [Commission Launches California Avocado Site Locator on Website](#)
- [Market Trends](#)
- [Weather Outlook](#)

Calendar

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

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

Sustainable/Organic Production on the Central Coast

This seminar is hosted by the California Association of Pest Control Advisers. Registration required. [More information available here.](#)

June 28

Time: 7:30 a.m. – 2:00 p.m.

Location: Residence Inn by Marriott at River Ridge, 2101 West Vineyard Avenue, Oxnard, 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

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 Board Meeting

August 17

Time: TBD

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

CAPCA Hosting Sustainable/Organic Production Seminar

The California Association of Pest Control Advisers (CAPCA) is hosting a seminar entitled, “Sustainable/Organic Production on the Central Coast.” The seminar will take place in Oxnard, CA, on June 28, 2017 from 7:30 a.m. – 2:00 p.m. at the Residence Inn by Marriott at River Ridge, 2101 West Vineyard Avenue, Oxnard, CA, 93036.

Seminar topics of interest to California avocado growers include:

- A regulatory update from the County Ag Commissioner
- Information concerning the regulatory status of biostimulants and organic production with biopesticides
- Basic and applied aspects of microbial control with entomopathogens:
- Insect management options for organic production
- Organic nematicides
- Organic disease control

Online registration for the seminar closes June 21. [Online registration](#) is now available. Registration fees are as follows:

- \$60 until June 21
- \$80 at the door
- \$25 for full-time students

For complete information, visit the [CAPCA website](#) or contact Ariana Zamora at 805.704.3255 or ariana@capaca.com.

Farm Service Agency County Committee Nomination Period Begins June 15

The nomination period for county committees of the United States Department of Agriculture’s (USDA) Farm Service Agency (FSA) begins June 15. The FSA county committees provide farmers with the opportunity to make decisions concerning how federal farm programs are administered at the local level and to play a critical role in the day-to-day operations of FSA.

County committees are composed of farmers and ranchers elected by other producers in their communities. Farmers may nominate themselves or others. Interested parties can complete the nomination form [online](#). Please note that the 2017

nomination forms must be postmarked or received by your local FSA office by August 1, 2017. You can find your local FSA office, and further information, [online](#).

NASS Census of Agriculture Online Demo Available

The United States Department of Agriculture's (USDA) National Agricultural Statistics Service (NASS) is providing farmers with a means of reviewing the new and improved NASS Census of Agriculture online. The new online Census has been redesigned in order to make it easier for farmers to complete the questionnaire, allowing farmers to skip questions that do not pertain to their enterprise.

We encourage growers to take a moment to review the online NASS Census demo and provide NASS with their feedback. Please contact Jodi Letterman (USDA, NASS) at Jodi.Letterman@nass.usda.gov or 916.498.8629 for more information.

After reviewing farmer feedback, NASS will send growers a link to the official questionnaire in December 2017. Farmers will receive a questionnaire code in the mail.

Mraz Family Farms Hosts Farm-to-Table Experience

On May 20, Visit Oceanside, Green Oceanside, the South Morro Hills Association, and Feeding the Soul hosted San Diego-based food writers, news media, community members and fellow growers at the grove owned by Mraz Family Farms in South Morro Hills, CA. The farm-to-table experience — dubbed the O'Side Feast — was part of an effort to promote agritourism, preserve farmland and support sustainable farming in the Oceanside, CA region.

The California Avocado Commission (CAC) took part in the sold-out event with a table showcasing recipes, information materials and fresh California avocados. Joining the Commission for the farm-to-table experience were a variety of farm stands showcasing locally grown produce and gourmet products. Local restaurants, brewers and winemakers shared samples of their cuisine and beverages with attendees as they enjoyed live music and entertainment. Jan DeLyser, CAC vice president marketing, provided the attendees with an overview of the unique qualities of California avocados.

The week prior to the O'side Feast, Grammy Award winner and California avocado grower Jason Mraz donned a California Avocados t-shirt for an interview with CBS News Channel 8 in San Diego to discuss sustainable agriculture while walking through his avocado grove.



CAC representatives with Jason Mraz.

Chipotle Features Extra(Ordinary) California Avocado Guacamole

Throughout the month of June, 588 Chipotle locations in Arizona, California, Nevada, Oregon and Washington will showcase their “Extra(Ordinary)” Guacamole made with “millions of Hass avocados picked from the orchards of California.” The restaurant chain will feature the fresh California avocado guacamole on in-store POP and on its social media channels. To remind consumers of the guacamole’s local origins, the California Avocados logo will be prominently positioned on in-store promotional pieces.



Chipotle notes that its “rich and silky-smooth” guacamole is made from fresh California avocados.

California Avocado Month Public Relations Campaign Expected to Reach More than 40 Million Fans

Food halls — indoor markets featuring a variety of food vendors and artisans — are spreading across the United States as consumers embrace a European trend that allows them to shop for artisanal products and dine on international fare under one roof. As part of its California Avocado Month campaign, the California Avocado Commission (CAC) is embracing the trend by partnering with restaurants and food bloggers to provide fans with unique California avocado menu items and recipes that showcase the versatility of the fruit and encourage consumers to purchase California avocados at their peak availability.

Throughout the month of June, visitors to Grand Central Market — a food hall located in Los Angeles — can enjoy special, limited-time California avocado dishes at participating vendors including: Belcampo Meat Co., DTLA Cheese and Kitchen, Golden Road Brewing, Horse Thief BBQ, Las Morelianas, La Tostaderia, Olio Wood Fired Pizzeria, Prawn, Ramen Hood and Valerie Confections.

As part of the food hall promotion, Horse Thief BBQ’s pitmaster Anthony Chin developed two Texas-style BBQ recipes that celebrate Southern California’s “fusion flavors” with fresh California avocados. The two recipes — *Brisket Sandwich with Smoked California Avocado Relish* and *Chicken and Kale Salad with Smoked California Avocado and California Avocado Dressing* — were featured in a press release announcing the start of the California avocado season.

The Commission’s Blogger Ambassador Program will incorporate the food hall trend by celebrating international cuisine with a California twist. All eight of CAC’s food and lifestyle blogger partners — All Day I Dream About Food, Cookin’ Canuck, Dine & Dish, Eazy Peazy Mealz, Kirbie’s Cravings, Naturally Ella, The Roasted Root and Yummy Healthy Easy — will develop content and recipes that promote California Avocado Month and share them on their digital and social media platforms.

The California Avocado Month campaign releases, social media posts and events are expected to garner more than 40 million combined impressions.



California avocado grower C.J. Shade and his father, CAC Chairman Rick Shade engaged with the media at the California Avocado Month kick-off event.

Commission Launches California Avocado Site Locator on Website

Last year the California Avocado Commission (CAC) partnered with Tremor, a video network that runs pre-roll video across contextually relevant foodie content on selected websites. The Commission used Tremor’s technology to overlay web content with an interactive video that allowed users to find the nearest retail location with California avocados in stock. While the Commission is utilizing the same store locator video technology again this year, it has expanded the availability of the store locator by creating a permanent page on the CaliforniaAvocado.com website. This page houses a retailer and foodservice store locator that consumers can access throughout the year to locate where and when California avocados are available.

By providing California avocado fans with 24/7/365 store locator technology, CAC is making it easier for consumers to find the fresh fruit — thus encouraging sales of California avocados. An added benefit of the functionality is that it allows California avocado growers to be better informed about where the crop is available throughout the season.



FIND CALIFORNIA AVOCADOS NEAR YOU

California Avocados are in season and available from spring through summer, with the bulk of the fruit staying in the western markets. View our latest update on this year's crop. Select your state below to find California Avocados near you (please note: the availability referenced below is reported to the best of our knowledge).

State:



CAC's store locator is now available on the CaliforniaAvocado.com website, making it possible to locate where and when the fruit is available.

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 6/11/2017	Season-to-Date (since 11/1/16)	2017 Year to Date
Hass	8,841,792	142,788,961	142,389,146
Lamb	96,425	153,434	153,434
Other (Greens)	90,980	1,281,578	1,143,918
California Total	9,029,197	144,223,973	143,686,498
Florida	639,980	11,616,275	3,561,965
Chile	0	36,717,089	16,643,743
Mexico	24,935,603	1,109,580,574	839,493,123
Peru	13,890,461	42,290,276	42,240,276
Other (Imports)	730,000	28,950,000	19,510,000
Import Total	39,556,064	1,217,537,939	917,887,142
USA Total	49,225,241	1,373,378,187	1,065,135,605
Source(s):	California = CAC (AMRIC), Chile = Comité de Paltas, Chile		
	Florida = Florida Avocado Admin Committee		
	Mexico = APEAM, Peru = ProHass		
	Other Imports = USDA AMS website		

California Avocado Society Weekly Newslines* Avocado Prices – June 14, 2017

	Organic #1 (Field Price Per Lb)	Conventional #1 (Field Price Per Lb)	Conventional #1 (Carton Price)
California Hass			
#32's	\$2.08-\$2.18	\$1.60-\$1.90	\$45.25-\$52.75
36's	\$2.08-\$2.18	\$1.60-\$1.90	\$45.25-\$52.75
40's	\$2.14-\$2.24	\$1.60-\$1.90	\$45.25-\$52.75
48's	\$2.38-\$2.48	\$1.60-\$1.88	\$45.25-\$52.25
60's	\$2.28-\$2.38	\$1.50-\$1.68	\$42.75-\$47.25
70's	\$1.92-\$2.00	\$1.20-\$1.40	\$35.25-\$40.25
84's	\$0.96-\$1.04	\$0.80-\$1.00	\$22.85-\$27.25

*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- The occurrence of active westerlies will decrease, and strong warm upper high pressure will build from the Pacific into most of Calif. A pool of unusually cold water has retreated further west of Calif, and its influence is diminished. A pool of unusually cold water remains in the tropical region S thru WSW of southern Baja Calif. This will discourage development and intensification of tropical cyclones during the first part of summer 2017, continuing into early July. It also contributes below normal moisture into Baja Calif, resulting in drier than normal conditions in Baja and W Mexico during late June thru most of July. *El Niño* has become weak, as it usual does, in our summer. Some redevelopment in *El Niño* may occur during Dec – Feb 2018, to produce above normal rainfall in Central and S Calif.

In the Near Term – June 16 – July 6... In the southern California avocado growing areas from Santa Barbara County to San Diego County, it turns hot for June 17-23rd, with a shallow but persistent marine layer S of Pt Conception. Inland valleys will have some L90s possible (Ramona), and a few m90s in the warmest inland valleys (Temecula-Riverside, and u90s Hemet). A cooler pattern follows with a deeper marine layer on June 24-27th, and persistent low clouds with morning drizzle on the 28-30th, and July 1. A return to hot conditions develops on July 2-5.

Summary – July 7-21... In the southern California avocado growing areas, from San Luis Obispo south, a marine layer of normal depth is expected, with morning low clouds and sunny afternoons at the coast and seasonably very warm or hot inland. With sea surface temperatures below normal off S Baja and SW Mexico, tropical cyclone activity will tend to remain weak or below normal for July.

Seasonal Outlook / *El Niño* Update...July 6 – September 6, 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 off the coast of Calif. This may actually promote a warmer than normal July and August, with the trough off the coast and high pressure aloft over central and S Calif and the southern Rockies area. There currently is no evidence in the CFSv2 for unusual rainfall anomalies, although the monsoonal region of western Mexico appears unusually dry, coinciding with the summer hot season. Normally summer is less hot in W Mexico due to monsoonal rains, but if the rains are lacking, then July and August can be hot.

For the fall months, there is support for more rain in W Mexico in Sept, but cont'd dry conditions for central Calif. A return of showery conditions is currently indicated for October, and possibly a wet November in S Calif. However, latest maps from CFSv2 and NMME both suggest a significant dry anomaly developing in N and central Calif during Nov and Dec. The projected sea surface temperature anomaly (SSTA) pattern for the fall months supports troughing to the west of N and north-central Calif, but with the center of activity too far to the west to support significant rains in Calif.

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