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Calendar

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

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

CAC Production Research Committee Meeting

June 26

June 26

Time: 10:00 a.m. – 2:00 p.m.

Location: The Huntington, Danner Conference Room, 1151 Oxford Road, San Marino, CA

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

Avocado Decision Support Tools Seminars

The California Avocado Commission (CAC) is pleased to announce that the avocado decision support tools (DST) will be available online for California avocado growers in early July. The DSTs are statistical models — accessible through a user-friendly website — that have been developed to help guide growers through decisions about fertilization to maximize yield. To help growers learn how to access and use the system, CAC has planned a series of grower seminars. The seminars will walk growers through all the steps from creating a user account to generating reports. In addition, the system includes an irrigation calculator to help you plan and track your irrigation. The DSTs are available to all California avocado growers so please join us to learn how to utilize this new tool to help improve your grove management.

Tuesday July 10, 2018

9:00am to noon

Pala Mesa Resort

2001 Old Hwy 395

Fallbrook, CA 92028

Wednesday July 11, 2018

9:00am to noon

Ventura County Ag Museum

926 Railroad Ave

Santa Paula, CA 93060

Thursday July 12, 2018

San Luis Obispo County Farm Bureau

9:00am to noon

4875 Morabito Pl

San Luis Obispo, CA 93401

San Diego Growers Encouraged to Complete Needs Assessment Survey

The UCCE San Diego County Office is conducting a [growers' needs assessment survey](#), in collaboration with local partners, and seeks input from California avocado growers. The purpose of the survey is to help UCCE develop a clear picture of the current agricultural industry situation in San Diego County in order to develop programs and strategies to help support the industry.

UCCE notes the benefits of this project include:

- Gaining a snapshot of types, changes, challenges, motivations and benefits of farming in San Diego County
- Developing a clearer understanding of gaps in communication
- Providing UCCE, schools and other educational and outreach organizations with a resource that will help them develop programs that best meet the needs of farmers in San Diego County

The online survey will take just 10 – 30 minutes to complete and will address grower needs, concerns and interests. All answers are anonymous and will remain confidential. The results will be shared in aggregate form in reports, presentations and peer-reviewed publications.

San Diego County California avocado growers are encouraged to complete the survey to ensure their concerns and interests are addressed. Participants who complete the survey by June 22 will have the option to receive a \$25 VISA® voucher and entering a drawing for additional gifts, including a \$500 VISA® voucher. The deadline for responding to the survey is June 30.

For complete information about the survey, [visit the project website](#) or contact Ramiro Lobo, UCCE Advisor, at relobo@ucanr.edu or Jan Gonzales, UCCE Project Coordinator, at jgonzales@ucanr.edu.

California Avocado Toast Chocolate Bar Available Worldwide

As a result of last year's successful partnership with renowned Compartés Chocolatier featuring the creation of the first-ever *California Avocado White Chocolate Bar*, Compartés' has introduced a completely new and unique flavor — the *California Avocado Toast Chocolate Bar*.

The release of this one-of-a-kind snack has garnered the attention of leading industry innovators. During the first week of its launch, ten unique media outlets requested exclusive mailers to sample in order to provide editorial coverage of the California avocado chocolate bar. In addition, Bustle lauded praise on the unique flavor pairing in an article titled, "[Compartés' Avocado Toast Chocolate Bar Combines Everything Good In This World Into One Snack.](#)"

Launched in May, the *California Avocado Toast Chocolate Bar* will be available worldwide throughout peak California avocado season on the [Compartés'](#) website — encouraging the California Avocados brand to extend beyond the West Coast to all corners of the world.

If you would like to enjoy a *California Avocado Toast Chocolate Bar*, [simply visit the Compartés website to purchase one.](#)



The California Avocado Toast Chocolate Bar is the first of its kind and has captured the attention of industry innovators.

California Avocados Enter the Online Meal Store Space

On June 14, California avocados broke new ground — entering into the online meal kit marketplace. The California Avocado Commission (CAC) has partnered with Chef'd.com, an online site that allows consumers to select from thousands of pre-proportioned meal kits and have them delivered right to their door.

The Commission provided four iconic California avocado recipes that were adapted by the Chef'd culinary team into unique meal kits that can be purchased online. The California avocado recipe collection includes:

- *California Avocado Grilled Pizza with Watercress Salad*
- *California Fish Tacos with Grilled Avocado and Pico de Gallo*
- *California Roll with Spicy Garlic Edamame*
- *Easy California Eggs Benedict with Citrus Salad*

A [dedicated partner page](#) showcases the California avocado meal kit collection, as well as information about California avocados. For a limited time, those who order one of the California avocado meal kits will receive a California avocado cutter. The meal kits also will be promoted on the Chef'd website, in emails, in a blog post and on Facebook, Instagram, Twitter and Pinterest.

The Chef'd partnership provides the Commission with a new opportunity to reach targeted consumers and provide them with unique California avocado usage ideas in easy-to-prepare meal kits that are delivered to their doorsteps.



The Easy California Eggs Benedict meal kit will encourage fans to explore new ways of enjoying California avocados.

Two Celebrated Food Halls Showcasing Culinary Versatility of California Avocados in June

In the weeks leading up to California Avocado Month, the California Avocado Commission (CAC) stoked California avocado fans' excitement with media outreach, events, digital content and social media posts showcasing new recipes and specialty menu items designed to whet consumers' appetites for their favorite fruit.

This year, CAC has partnered with two well-known food halls — Grand Central Market in Los Angeles, California and Pine Street Market in Portland, Oregon — to showcase California avocados' wide range of culinary possibilities at select restaurants in each food hall. To generate excitement around the California avocado-themed menu items available at these popular food halls, in late May the Commission hosted a California Avocado month Preview Event at each hall where select media and influencer guests could sample — and capture photos of— the unique dishes and then share their experiences on their social media channels. To personalize the California avocado growing process, California avocado growers were on hand to visit with members of the media. Rick Shade, chairman of the CAC Board, joined the media influencers at Grand Central Market; Jessica Hunter, secretary of the CAC Board, shared her experiences with attendees at the Pine Street Market. Chef Margarita Matzke, of Sari Sari Store, served as event spokesperson at Grand Central Market while Chef Kim Malek, of Wiz Bang Bar, was spokesperson at Pine Street Market.

Artisan Chef Partners at each food hall venue developed California avocado recipes showcasing the versatility of the fruit and their own personal style. California Avocado Month dishes at Grand Central Market are available in June as follows:

- **Sari Sari Store.** The *Chicken Adobo Fried Rice Bowl with California Avocados* features organic chicken, garlic rice, pickled chiles and a fried egg topped with fresh slices of California avocado; the *California Avocado Slush* is a refreshing, blended drink perfect for hot summer days
- **Horse Thief BBQ.** A traditional *Brisket Sandwich* topped with a tangy *Smoked California Avocado Relish*
- **Ramen Hood.** The *Spicy California Avocado Tuna (Beet) Crisps* are prepared with red sugar beets, sesame, chili and yuzu sauce
- **Olio Wood Fired Pizza.** The *Shakshuka Bialy Pizza* is filled with Moroccan spiced tomato sauce, cage free egg, crumbled feta, fresh California avocado and roasted pine nuts
- **Golden Road Brewing.** *California Avocado Mashed Potatoes* include tomato, red onion, cilantro, bacon and white cheddar

- **Prawn.** Prepared on a bed of greens, the *California Avocado Shrimp Cocktail* includes Napa cabbage, pickled carrots, pickled red onion and an oregano vinaigrette

The Pine Street Market restaurant partners will offer the following:

- **Wiz Bang Bar.** The *Frozen Yogurt and California Avocado Lime Fudge Parfait* includes Pacific Northwest blueberries and California avocado lime fudge
- **Bless Your Heart Burgers.** Prepared with North West Natural Beef, the *California Avocado Bacon Burger with Ranch* is served on a Martin’s potato roll with Duke’s mayonnaise, shredded lettuce, sweet onions and homemade pickles
- **Checkerboard Pizza.** The *California Avocado and Little Gem Caesar* is prepared with Meyer Lemon and Calabrian chili, marinated California avocado, croutons and Grana Padano
- **Olympia Provisions Public House Annex.** Prepared with Olympia Provisions Andouille sausage, the *Oregon Bay Shrimp Roll with California Avocado* is served on a bun with jalapeno, red onion, shredded lettuce, aioli, Old Bay seasoning and bread and butter pickles

To generate buzz and excitement around the California Avocado Month dishes available at these select vendors — and to inspire fans to try new California avocado dishes when dining out or at home — the Commission and its Chef Partners will showcase these artisanal menu items throughout the month of June on digital and social media channels.



Some of the vendors’ featured California Avocado Month dishes at Grand Central Market.

Retailers Celebrate May with California Avocados

Throughout the month of May, the California Avocado Commission’s retail partners celebrated the start of peak California avocado season with a variety of in-store, social media, online and print promotions encouraging shoppers to purchase California avocados and incorporate them into their early summer celebratory menus.

Safeway NorCal, Bristol Farms and Mollie Stone’s locations hosted display and sales contests using the Commission’s California avocado display bins as an attractive centerpiece. The successful retail promotions resulted in double-digit increases in sales units and dollars over the prior year for the participating stores.

More than 140 Safeway NorCal locations supplemented their sales contest by applying “Made with California Avocado” stickers to their guacamole packages made fresh in-store. As part of Mollie Stone’s promotions, stores shared new recipe

ideas with their shoppers by distributing the Commission’s recipe booklets and tear pads. Bristol Farms ran pre-Cinco-de-Mayo clipless coupon programs as part of its Passport to Savings Program and hosted California avocado in-store demos. The Commission also “took over” Bristol Farms’ Instagram feed, sharing California avocado-branded videos and eye-catching content pieces encouraging shoppers to celebrate Cinco de Mayo with unique dishes featuring their favorite Golden State fruit.

Other California avocado-themed promotions took place at the following retailers:

- Dierbergs showcased California avocados and a guacamole seasoning mix with in-store demos at 25 stores located in and around St. Louis, Missouri
- Walmart conducted a series of California-themed co-marketing demos at more than 125 stores located across Arizona, California, Nevada and Utah
- Prior to Memorial Day, 87 Sam’s Club locations hosted California avocado demos with a salsa partner at locations in Arizona, California, Nevada and Arizona
- The Commission partnered with Pavilions on a May 16 grand opening promotion featuring a California Reed avocado grower, as well as custom POS and California avocado tastings in 27 stores from mid-May to late June



The Commission took over Bristol Farms’ Instagram platform, sharing mouth-watering California avocado recipes perfect for Cinco de Mayo entertaining.

California Avocado Menu Items Showcased at National Restaurant Association Show

Leading chain marketing decision-makers, chain culinarians and menu development executives gathered in Chicago for four days in May to review the latest consumer trends and develop fresh ideas for their menus. Members of the California Avocado Commission (CAC) attended the two events hosted by the National Restaurant Association (NRA) to network with decision makers and propose and plan menu items featuring fresh California avocados.

The Commission was the sole sponsor of the morning break at the 2018 NRA's Marketing Executive Group Spring Summit. During the break, members enjoyed *Poke-cado Toast with California Avocados* and *Eggs-traordinary California Avocado Breakfast Muffins with Avocado Chimichurri*.

On the following day, guests enjoyed *California Avocado Grilled Cheese Sandwiches* and *California Avocado Hummus* at the International Corporate Chef Association (ICCA)/Global Culinary Innovators Association (GCIA) NRA Reception.

By serving high-profile California avocado menu items to industry peers, the Commission was able to demonstrate the versatility of the fresh premium fruit. Commission Chef Partner Dave Woolley also was on hand to discuss the nutritional benefits of California avocados and unique ways of incorporating them into menu applications. While networking with leaders in the restaurant industry, CAC secured 24 new contacts at MEG and an additional 9 new contacts at the ICCA/GCIA reception.



The Commission was able to showcase the versatility of California avocados with unique menu samples — like this California Avocado Hummus — at the ICCA/GCIA NRA Reception.

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 6/10/2018	Season-to-Date (since 11/01/2017)	2018 Year to Date
Hass	13,183,860	189,788,500	189,138,512
Lamb	1,930	66,964	66,964
Other (Greens)	78,262	1,507,310	1,221,430
California Total	13,264,052	191,362,774	190,426,906
Florida	119,240	522,280	290,125
Chile	0	11,638,216	1,511,965
Mexico	35,799,732	1,348,578,887	997,436,123
Peru	3,365,948	12,853,045	12,853,045
Other (Imports)	0	26,920,000	17,580,000
Import Total	39,165,680	1,399,990,148	1,029,381,133
USA Total	52,548,972	1,591,875,202	1,220,098,164

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 12, 2018

	Organic #1	Conventional #1	Conventional #1
California Hass	(Field Price Per Lb)	(Field Price Per Lb)	(Carton Price)
#32's	\$1.54-\$1.62	\$1.38-\$1.48	\$39.25-\$41.25
36's	\$1.54-\$1.62	\$1.38-\$1.48	\$39.25-\$41.25
40's	\$1.54-\$1.62	\$1.36-\$1.48	\$39.25-\$41.25
48's	\$1.68-\$1.78	\$1.38-\$1.48	\$39.75-\$41.75
60's	\$1.40-\$1.48	\$1.02-\$1.16	\$30.75-\$33.25
70's	\$1.16-\$1.26	\$0.72-\$0.84	\$23.25-\$25.25
84's	\$0.54-\$0.75	\$0.50-\$0.62	\$16.25-\$18.89

*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- High pressure is to the west of northern California and Oregon, with persistent or recurrent troughing over California. Showers are indicated for the SierraNV and eastern California mountains areas, Plateau and Siskiyou's. Main dates in the extended period are June 20-25.

High pressure will be building over the interior west US, in response to the normal seasonal trend for the onset of summer.

Subsequent to development of monsoonal upper high pressure over the SW U.S., thunderstorms (TSTMS) develop in Arizona and head NW into the SierraNV.

Warmer than normal sea surface off S Mexico and west to south of Baja California contribute an environment favorable for tropical cyclone formation off S Mexico and south of Baja. Most of these will track westward, with a continued active start to the tropical cyclone season.

In the Near Term – June 15 – June 30...Salinas Valley-San Luis Obispo Co...Troughing continues to bring cool conditions at times in the San Joaquin Valley, and coastal valleys, and some showers to the central and S SierraNV on occasion. The cold sea surface temperature anomaly off N California may contribute to cool nights on during this period in the coastal valleys.

...S Calif Avocado Area, San Luis Obispo Co to San Diego Co...Cool conditions with onshore flow and coastal marine low clouds prevail coast and coastal valleys nights-mornings during June 15-20th. During the 21-24, a moist and warm monsoonal flow brings TSTMS from Mexico into the SOCAL mountains and deserts. However, we transition quickly back to a trough and cool conditions from the 24-27th.

Summary – July 1-15... In the southern California avocado growing areas, from San Luis Obispo south, dry early summer conditions prevail. Monsoonal TSTMS increase about July 13-15.

Through N Arizona, and into SE SierraNV, and the resulting dry TSTMS will need to be figured into the action plans. TSTMS are most likely in the southern and eastern Deserts, and possibly the mountains of east San Diego Co and San Bernardino-Riverside Co's during especially July 13-15.

Seasonal Outlook / El Niño Update...July 15 – 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 plenty of support for development of tropical cyclones off SW Mexico, but there is a lack of support for tropical cyclones approaching S California. There, moisture will be reaching into Arizona and SE California, but no unusual moisture amounts reaching SOCAL per the most current scenarios.

For S California, July 15-September... SOCAL appears to be warmer than normal overall in July-August and September. There appears an increased risk for lightning from TSTMS in SOCAL during September, but not necessarily above normal rainfall. We are not deleting the possibility of above normal rainfall, but only stating that the trend for above normal rainfall, while present in Arizona in July and August, is not present in SOCAL for those months. There is no discernable trend in September for rainfall in SOCAL.

For Oct-Nov-Dec 2018...(NMME Ensemble) We look for development of *El Niño* conditions, but possibly not as wet as most historical *El Niño*'s. Nov and Dec 2018 appear abnormally warm with below normal rainfall in N California, but a little above normal rainfall in SOCAL and central California.

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