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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>

H2A Roundtable Sessions

Roundtable sessions organized by the Agricultural Personnel Management Association. Registration required. [More information here.](#)

June 4 & 6

June 4

Time: 8:00 a.m. – 3:00 p.m.

Location: Salinas Sports Complex, 1034 N. Main St., Salinas, CA

June 6

Time: 8:00 a.m. – 3:00 p.m.

Location: Sonoma County Farm Bureau, 3589 Westwind Blvd, Santa Rosa, CA

CAS Seminar: Vertebrate Management

Niamh Quinn, Human-Wildlife Interactions Advisor will provide vertebrate management best practices. [More information here.](#)

June 11-13

June 11

Time: 1:00 p.m. – 3:00 p.m.

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

June 12

Time: 9:00 a.m. – 11:00 a.m.

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

June 13

Time: 12:30 p.m. – 2:30 p.m.

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

Organic Produce Summit

The Organic Produce Summit is designed to bring together producers and buyers of organic fresh produce. Registration required. [More information here.](#)

June 10-11

June 10

Time: 8:00 a.m. – 7:30 p.m.

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

June 11

Time: 8:00 a.m. – 5:30 p.m.

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

Commission Issues RFP for Pine Tree Ranch Agricultural Management Services

The California Avocado Commission (CAC) has issued a [request for proposals](#), seeking a farm management company interested in partnering with the Commission to provide agricultural management and grove development services at CAC's Pine Tree Ranch property located in Santa Paula, CA.

The services provided by the company will need to be customized based on the Commission's demonstration grove business and development plan. Complete details concerning those plans can be found in the [RFP](#). The RFP details the current status and future plans for the following types of plantings utilized for grower education and outreach at Pine Tree Ranch:

- Mature two-acre block
- Lamb Hass planting
- Standard density planting with and without berms
- High density planting
- Rootstock block
- Irrigation trial
- Open land

The [RFP](#) covers services to be provided from November 1, 2019 through June 30, 2023, with the awardee subject to the Commission's annual contract renewal process.

Interested parties should submit a detailed proposal outlining their schedule of management fees no later than Friday, June 21 at 5:00 p.m. The Commission shall review all submitted proposals and select a partner no later than August 16. Questions can be addressed to April Aymami at 949.341.1955 or aaymami@avocado.org.

RFPs can be submitted via the following means:

Mail

California Avocado Commission
ATTN: Pine Tree Ranch Proposals
12 Mauchly , Suite L
Irvine, CA 92618

E-mail

April Aymami

Subject: Pine Tree Ranch Proposals

RFP@avocado.org

FAX

California Avocado Commission

Re: Pine Tree Ranch Proposals

949.208.3503

CDFA Reed Avocado 2019/2020 Release Dates

The California Department of Food and Agriculture's (CDFA) Avocado Inspection Program (AIP) has announced the 2019/2020 season release dates for Reed avocados. The release dates include avocado sizes 28, 32, 36, 40 and 48 and smaller.

As of May 30, 2019, the Reed release dates are as follows:

- Size 28: 5/25/19
- Size 32: 6/1/19
- Size 36: 6/8/19
- Size 40: 6/15/19
- Size 48 and smaller: 6/22/19

The CDFA Reed release dates announcement can be found [here](#).

UCCE to Open Escondido Satellite Office in Early June

The University of California Cooperative Extension (UCCE) will open a north county satellite office in Escondido on June 3. The office will provide services and programs to those in the commercial and non-commercial agriculture industry, as well as the community. Temporary work stations will be available for visiting academics and staff working in the greater Escondido area.

UCCE welcomes growers to tour the new office, which is located at the San Diego County Farm Bureau AgHub, 420 South Broadway, Suite 202, Escondido, CA, 92025. The hours of operation are 8:00 a.m. – 4:30 p.m.

Ventura County Seeks Grower Input Concerning Its 2040 General Plan

Ventura County's Planning Division is seeking public comment on its Draft 2040 General Plan. This plan is used as the foundation for county policies and ordinances regulating land use in unincorporated areas and can play a large role in limitations applied to farming operations. Ventura County growers are encouraged to review the draft plan — in particular the agriculture and water sections — and submit comments.

The 2040 General Plan is available [online](#), or at the Planning Division located in the County Government Center located at 800 South Victoria Avenue between the hours of 7:30 a.m. – 4:30 p.m., Monday – Friday. Hard copies also can be requested at Ventura County Library locations.

Comments can be submitted via email to generalplanupdate@ventura.org, faxed to 805.654.2509 or mailed to:

Superfood Spotlights Showcase Nutritional Value and Versatility of California Avocados

The California Avocado Commission created a series of Superfood Spotlights to provide targeted retailers with a means of sharing new recipe ideas and nutritional information about California avocados during peak season. The handouts are being shared with Retail Dietitians, Community Affairs and social media contacts at targeted retailers including; Albertsons, Bristol Farms, Gelson’s, New Seasons Market, Mollie Stone’s, PCC, Raley’s and Ralphs.

The double-sided one-page Superfood Spotlight handouts include California avocado nutrition information, versatile recipe usage ideas, the California avocado nutrition facts label and key 2019 marketing messages. The Superfood Spotlight themes are:

- The Food that Fits
- Cook Like a Californian: Fresh, Flavorful, Fun!
- Three Reasons to Eat In-season

Promoting in-season California avocados, the retailers share the handouts at in-store events, demos, cooking classes, community events and grand openings. Albertsons-Safeway will host four three-hour demos (two in Northern California and two in the southern region of the state) and distribute the Spotlights to interested shoppers. The handouts were paired with California avocado cutters as part of the Raley’s Team Education and Wellness Program swag bag. Raley’s also will showcase the handouts as part of the chain’s California Avocado Consumer Sweepstakes Facebook promotion during Memorial Day Week. The Great Gelson’s California Avocado Festival will include CAC’s Superfood Spotlights and recipe booklets as part of their in-store tours. Digital versions also were shared on Gelson’s blog. New Seasons Market is using the Superfood Spotlights at in-store events and as part of their one-on-one nutrition counseling sessions with customers.

By creating and sharing California avocado-branded handouts, the Commission leverages the communications power of third-party influencers at point of purchase, while building loyalty with top-tier retailers to help them promote California avocados in season.

CALIFORNIA AVOCADO SUPERFOOD SPOTLIGHT



CALIFORNIA AVOCADOS THE FOOD THAT FITS.

🥑 In a world where eating plans can have so many foods that are off limits, it is good to know that heart healthy California Avocados are an approved food in most plans. Avocados are extremely versatile and can make everyday dishes healthier by their contribution of naturally good fats and nearly 20 vitamins, minerals and phytonutrients. And, did you know avocados are a good source of fiber? Dietary fiber adds bulk to the diet and can help you feel fuller faster, which can increase satiety and help manage weight.

Here is a review of some of the current popular eating plans and diets that include avocados among their approved foods:

DIET NAME	GENERAL DESCRIPTION	BENEFITS
Mediterranean-style Diet	Whole grains, fruits, vegetables, nuts, legumes, fish and seafood, healthy fats like olive oil and avocados, moderate portions of dairy foods, eggs and small amounts of poultry, eat in small amounts: red meats, sweets, eggs and butter	May lead to more stable blood sugar, lower cholesterol and triglycerides, and a lower risk for heart disease and other health problems ¹
DASH (Dietary Approaches to Stop Hypertension) Diet	Emphasizes vegetables, fruits and whole grains; includes fat-free or low-fat dairy products like poultry, beans, nuts and vegetable oils; limits foods high in saturated fat and sugar (sweetened beverages/sweets)	Shown to lower high blood pressure and improve cholesterol levels, reducing heart disease ²
Vegetarian Diet	Generally focuses on plants for food including fruits, vegetables, dried beans and peas, grains, seeds and nuts; excludes meat	Tends to have lower calories, lower levels of saturated fat and cholesterol, and more fiber, potassium and vitamin C than other eating patterns. Vegetarians tend to have lower cancer rates ³
Vegan Diet	Vegetarian diet excluding animal products	Can get all the nutrients needed from the diet. However, vegans must be careful to eat a wide variety of foods to meet their nutritional needs ⁴
Paleo Diet	High protein diet emphasizing lean meats, fish, seafood, fruits, vegetables, eggs, nuts, seeds and healthy oils; eliminates cereal grains, legumes, dairy products, processed foods, refined vegetable oil, salt and pepper	May help you lose weight or maintain weight ⁵ . However, there are no long-term clinical studies about the benefits of this diet
Whole 30 Diet	Moderate portions of meat, seafood and eggs; lots of vegetables, some fruit, plenty of natural fats, and herbs, spices and seasonings; eat whole and unprocessed foods; avoid sugar, alcohol, grains, dairy and legumes	May help you lose weight ⁶ . However, there are no long-term clinical studies about the benefits of this diet
Keto (Ketogenic) Diet	Very low carb diet comprised of fruits, vegetables, fish and seafood, natural fats, meat and cheese; avoids carb foods containing a lot of sugar and starch	There are no long-term clinical studies about the benefits of this diet

Source: ¹https://www.ncbi.nlm.nih.gov/pubmed/26102018; ²https://www.ncbi.nlm.nih.gov/pubmed/23412341; ³https://www.ncbi.nlm.nih.gov/pubmed/23412341; ⁴https://www.ncbi.nlm.nih.gov/pubmed/23412341; ⁵https://www.ncbi.nlm.nih.gov/pubmed/23412341; ⁶https://www.ncbi.nlm.nih.gov/pubmed/23412341

Note: This list is not a recommendation to use any of the diets above, but a highlight of the eating plans and diets based on the latest information. It is recommended that you consult your physician before starting any diet.

*While many factors affect heart disease, diet is one factor and cholesterol may reduce the risk of heart disease.

One of the Superfood Spotlights showcases how California avocados can be integrated into a variety of eating styles and dietary preferences.

Commission Showcases New Grower Video and Season Highlights at FPFC Luncheon

On May 1, California Avocado Commission (CAC) staff joined nearly 300 produce industry members at the Fresh Produce and Floral Council (FPFC) Southern California Luncheon. As a key sponsor of the event, there was ample opportunity for Commission representatives to network with targeted retail customers and industry leaders to showcase the California avocado premium brand. Executives from a number of the Commission's retail partners attended the luncheon, including Albertsons Companies, Bristol Farms, Gelson's Markets, Grocery Outlet, Ralphs and Stater Bros.

During the luncheon CAC Retail Marketing Director Connie Stukenberg delivered a presentation highlighting the current harvest and CAC's 2019 marketing programs. Connie also shared a video featuring a few of the more than 3,000 California avocado growers and encouraged the audience to look for California on the label when shopping for avocados. Ohannes Karaoghlanian, CAC Vice Chairman of the Board, and AMRIC handlers Calavo, Del Rey, Eco Farms, Giumarra, Henry Avocado, West Pak and Westfalia also were on hand at the event.



Connie Stukenberg shows John Fujii (Gelson's) beautiful, fresh California avocados with California avocado-branded banners as a backdrop.

Commission's Blogger Advocates Garner More Than 3.4 million Impressions

To satisfy California avocado fans eager for recipes showcasing new ways to enjoy the fruit during its peak season, the California Avocado Commission partners with a variety of blogger advocates who share creative, avocado-centric culinary ideas. By partnering with respected top tier influencers who share their preference for California avocados and encourage their fans to look for California on the avocado label, the Commission is able to expand its reach to additional targeted audiences during the California avocado season.

Each month throughout the season, bloggers engage with their fans by sharing mouth-watering California avocado photos, interesting articles and creative recipes on their blogs and social media platforms. To assist bloggers in demonstrating the versatility of the fruit, the Commission provides assigned monthly themes as guidance. For example, in March bloggers focused on brunch ideas and recipes, in April they showcased recipes that met various eating style and diet preferences (i.e., gluten free, paleo, etc.) and in May upgraded and elevated California avocados snacks were the chosen topic.

The Commission's bloggers include:

- Jen Nikolaus, Yummy Healthy Easy
- Julia Mueller, The Roasted Root
- Kylie Mazon, Cooking with Cocktail Rings

- Whitney Bond, Whitney Bond
- Alyssa Gagarin, Meal Prep Chef
- Jennifer Lee, Kirbie’s Cravings
- Elaine Gordon, Eating by Elaine
- Danielle Kartes, Rustic Joyful Kitchen

The Commission’s partnerships with these trusted and credible influencers have provided outstanding results. In March and April alone, the bloggers garnered 1.8 million and 1.6 million impressions respectively. Engaging blogger avocado content helped generate excitement around the California avocado season and a sense of urgency among fans eager to enjoy the fruit while it is available.



CAC blogger Alyssa Gagarin shared eye-catching California avocado toast bar ideas perfect for hosting a brunch.

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 Society Weekly Newslines* Avocado Prices – May 28, 2019

	Conventional #1	Organic #1
California Hass	(Field Price Per Lb)	(Field Price Per Lb)
#32’s	\$1.58 - \$1.64	\$1.98 - \$2.04
36’s	\$1.58 - \$1.64	\$1.98 - \$2.04
40’s	\$1.68 - \$1.74	\$2.16 - \$2.22
48’s	\$1.70 - \$1.76	\$2.24 - \$2.35
60’s	\$1.58 - \$1.64	\$2.16 - \$2.22
70’s	\$1.36 - \$1.42	\$1.92 - \$2.04
84’s	\$0.94 - \$1.00	\$1.24 - \$1.35

*To subscribe to the Weekly Newslines, please contact the California Avocado Society at (949) 940-8869 or www.CaliforniaAvocadoSociety.org.

California Avocado Commission Weekly Volume Summary (Pounds)

	Week Ending 6/02/2019	Season-to-Date (since 11/01/2018)	2019 Year to Date
Hass	9,389,385	94,000,083	93,806,505
Lamb	0	39,600	38,037
Other (Greens)	106,416	430,539	235,076
California Total	9,495,801	94,470,222	94,079,618
Florida	9,460	5,909,915	1,042,800
Chile	0	27,859,040	5,512,278
Mexico	29,686,404	1,412,505,281	1,056,151,517
Peru	10,003,029	26,121,654	26,121,654
Other (Imports)	440,000	33,820,000	24,110,000
Import Total	40,129,433	1,500,305,975	1,111,895,449
USA Total	49,634,694	1,600,686,112	1,207,017,867

Sources:

California = CAC (AMRIC)

Florida = Florida Avocado Admin Committee

Chile = Comite de Paltas, Chile

Mexico = APEAM

Peru = ProHass

Other Imports = USDA AMS website

Crop Statistics

To help California avocado growers make informed harvesting decisions, below is the California Crop Weekly Harvest Projections versus Actual Harvest/Shipments for the first two quarters of 2019. In March the Commission issued revised weekly harvest projections to shift the harvest shortfall from January through March, into the April through June window. Since that time, a mid-season survey was completed with the AMRIC Handlers in May 2019, which indicates a slightly reduced crop size of 5 million pounds, for a total crop volume of 170 million pounds. The weekly projections below are based on the revised May 2019 volume, as well as updated information on timing of harvest. Due to favorable market conditions, actual weekly harvest volumes have outpaced projections, resulting in a season-to-date harvest volume 11 million pounds over projections. CAC recently conducted a round of crop meetings in the North and South, with all indications that current harvest levels would continue strong through the 4th of July period. CAC will remain in contact with industry stakeholders as we near the end of the 2nd quarter to assess the total volume that remains and current harvest strategies in order to ensure marketing support for California fruit throughout the season.

2019 California Crop Weekly Harvest Projection Weekly Crop Movement vs. Distribution Projections All Varieties					
	4-Year Historical Forecast	AMRIC Handler Forecast	Industry Adjusted		
Week Ending (CAC Week)	2019 Pre-Season Crop Estimate	May 2019 Update	AMRIC Harvest	AMRIC Shipments	Crop Size Indicator
1st QTR SubTotal	28,968,293	8,570,500	9,088,266	5,722,201	
Apr 7 - (23)	5,750,819	8,579,700	8,256,079	4,191,696	
Apr 14 - (24)	6,555,329	9,759,200	11,604,261	5,831,398	
Apr 21 - (25)	7,092,633	10,546,100	10,304,053	5,878,068	
Apr 28 - (26)	8,157,305	12,115,600	9,844,728	7,945,623	
May 5 - (27)	8,386,056	7,299,800	7,519,597	9,688,008	
May 12 - (28)	7,694,000	6,695,000	7,003,067	9,527,653	
May 19- (29)	7,355,372	6,401,600	9,685,028	10,140,349	
May 26 - (30)	8,180,321	7,119,600	11,958,087	11,102,573	
Jun 2 - (31)	7,648,747	6,656,300	9,495,801	8,380,505	192,361,719
Jun 9 - (32)	6,794,936	8,693,500	-	-	
Jun 16 - (33)	7,174,220	9,174,700	-	-	
Jun 23 - (34)	7,439,590	9,502,600	-	-	
Jun 30 - (35)	7,044,822	8,933,400	-	-	
2nd QTR SubTotal	95,274,149	111,477,100	85,670,701	72,685,871	
Season-to-Date	95,788,874	83,743,400	94,758,967	78,408,072	
% of Crop	55%	49%	56%	46%	
Crop Size	175,000,000	170,000,000	Left to Harvest	Left to Ship	
Crop Variance	(1,029,907)	11,015,567	75,241,033	91,591,928	

[Click Here to View the Complete 2019 Crop Projection](#)

Weather: 30-Day Outlook For California's Coastal & Valley Areas

(June 8 – July 3)

Summary- Focus of development of troughs and lows continues near the coast of California from 32N (San Diego) to 42N (Oregon state line). Cold fronts coming into the Pacific Northwest tend to turn S then extend or expand SSW-ward then re-develop off the coast of California, consistent with the energy pattern set up by the sea surface temperature anomaly (SSTA) field near and west of California.

El Niño continues to weaken slowly. Cold water has developed off S Baja California.

An area of warm sea surface temperature anomalies (SSTAs) extends from N Baja California WSW towards Hawaii. This provides a zone of development for fronts.

A new zone of development west of central California, which slowly increased during May 25-June 3 supports formation of cold upper lows near the California coast.

The area of colder than normal sea surface temperatures (cold SSTA) persists just west of the coast of central California. It will help to maintain the tendency for recurrent troughs through at least June 25th. The size of this sea surface temperature anomaly has expanded during the past three weeks.

Troughing will continue in the mid-Central Pacific near (north of) Hawaii.

Hot days will occur at times in the inland valleys, and San Joaquin Valley, followed by active troughs. Troughs occur about June 14-16th, and again from the 21-24th producing cooler conditions and some showers mainly in the SierraNV.

In the Near Term – June 8-22... Salinas Valley-San Luis Obispo Co...Precipitation other than coastal drizzle is unlikely for the agricultural valleys. The Yolla Bolly Mountains may receive a thunderstorm (TSTM) about June 5-6th, and about the 22nd. Hot and dry periods are suggested from the 9-12th, and 18-20th.

In the southern California avocado growing areas, from San Luis Obispo south, night and morning coastal low clouds and local fog, with mostly sunny afternoons inland. Coolest and cloudiest days are most likely from June 6-7-8th, and again from the 15-17th. Sunniest days with shallow marine layer are most likely from the 10-12th and again from the 19-22nd.

Summary – June 23 – July 7... The general synopsis for N, and Central California is that upper low activity continues off southern California, and may begin to provide tropical moisture inputs for thunderstorms (TSTMS) in the SierraNV. S Baja and S Mexico, as well as Central America (Guatemala, Honduras, Nicaragua, and Mexico states of Chiapas, Michoacán, Guerrero, and Oaxaca will tend to see below normal rainfall during this normally wet monsoonal period of mid-June through mid-July.

Seasonal Outlook / El Niño Update... July 7 – August 31...As speeds of the westerlies continue to decrease, we should see a few of the usual upper low events, and south winds with a beginning of monsoonal TSTMS by mid-July. Latest indications are that upper low pressure will linger off the California coast, especially in the central and south-central areas (San Luis Obispo).

Sea surface temperatures continue cool to the south of Baja, so it will be difficult to achieve normal monsoonal rainfall for July and at least a portion of early August. The lowering of sea surface temperatures will tend to discourage tropical cyclone development or persistence as the cyclones approach the Baja coast.

For SOCAL, speeds of the westerlies will also decrease, and as the belt of westerlies gradually migrates poleward, we should see a few of the usual upper low events, S-SE winds, and occasional periods of monsoonal TSTMS in July and August. However, this does not appear to be a season of active tropical cyclones due to the depressed sea surface temperatures near Baja and the southern Mexico coast.

Alan Fox...Fox Weather, LLC

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