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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>

### Pesticide Safety Instruction Training Workshop

The UC Statewide IPM Program and AgSafe are offering a series of Pesticide Safety Instruction Training Workshops designed for ag supervisors, growers, farm labor contractors, safety managers and safety trainers. Registration required. [More information available here.](#)

#### March 21

**Time:** 7:45 a.m. – 5:00 p.m.

**Location:** Betteravia Farms/Bonipak, 1850 W. Stowell Road, Santa Maria, CA

### 2017 CAC Annual Meetings

The California Avocado Commission will hold its 2017 Annual Meetings in three locations: Temecula, Ventura and San Luis Obispo. [More information available here.](#)

#### March 28-30

##### March 28

**Time:** 10:00 a.m. – 12:30 p.m.

**Location:** South Coast Winery, 34843 Rancho California Road, Temecula, CA

##### March 29

**Time:** 10:00 a.m. – 12:30 p.m.

**Location:** Ventura Museum, 100 E. Main Street, Ventura, CA

##### March 30

**Time:** 9:00 a.m. – 11:00 a.m.

**Location:** SLO Farm Bureau, 4875 Morabito Place, San Luis Obispo, CA

## Ventura County Ag Summit

This year the Ventura County Ag Summit will focus on the role that STEM (science, technology, engineering and math) disciplines play in the agricultural industry. The free seminar will showcase how innovative technologies support the sustainability of Ventura County agriculture and can help the industry maintain a competitive edge in the future. [More information available here.](#)

**March 31**

**Time:** 8:00 a.m. – 12:30 p.m.

**Location:** Ventura County Office of Education Conference and Educational Services Center, 5100 Adolfo Road , Camarillo, CA

## CAS Rootstocks Seminar

The California Avocado Society (CAS), California Avocado Commission and the University of California Cooperative Extension are hosting a series of "Rootstocks" seminars. [More information available here.](#)

**April 11-13**

### April 11

**Time:** 1:00 p.m. – 3:00 p.m.

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

### April 12

**Time:** 9:00 a.m. – 11:00 a.m.

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

### April 13

**Time:** 1:00 p.m. – 3:00 p.m.

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

## Growers Encouraged to Participate in Upcoming CAC Annual Meetings

The California Avocado Commission (CAC) invites growers and industry stakeholders to attend one of its upcoming 2017 Annual Meetings in order to receive important updates and provide input concerning Commission and avocado industry activities.

This year, the Annual Meeting will address the Commission's efforts to ensure California avocados remain relevant in the ever-expanding market place. Other topics will include a review of recent efforts to modernize the Commission and a look at how CAC addresses the most pressing issues in the California avocado industry, including research and advocacy. A Q&A session will be held after the presentations.

Lunch will be served at 11:30 a.m. for those attending the Temecula and Ventura meetings; breakfast will be served at 8:30 a.m. for those who attend the San Luis Obispo meeting.

Meetings will be held as follows:

### **Temecula — March 28, 2017**

10:00 am – 12:30 pm

South Coast Winery, 34843 Rancho California Road  
Temecula, CA

## Ventura — March 29, 2017

10:00 am – 12:30 pm

Ventura Museum, 100 E. Main Street

Ventura, CA

## San Luis Obispo — March 30, 2017

9:00 am – 11:00 am

SLO Farm Bureau, 4875 Morabito Place

San Luis Obispo, CA

## Commission Negotiates Reduced Ag Water Rate Increase in Ventura County Waterworks District 1

In January, the California Avocado Commission (Commission) was asked by Moorpark area growers to help in a pending water rate increase for Ventura County Waterworks District 1 (VCWD1). Commission staff, local growers and VCWD1 staff attended a meeting hosted by Supervisor Peter Foy, Ventura County District 4, to discuss the potential rate increases. The initial proposed agricultural rate was \$1681.42 per acre foot (PAF), but for the meeting the VCWD1 Citizens Advisory Committee had developed a revised proposed rate for agricultural customers of \$1489.75 PAF. For comparison, in 2016 the VCWD1 agricultural rate was \$783.20 PAF for Tier 1 and \$1352.10 PAF for Tier 2. Under the tiered system growers were given a modest Tier 1 allocation and once that allocation was exceeded Tier 2 rates were applied.

During the meeting, Commission representatives argued that agricultural customers' deliveries are interruptible and therefore they are a different class of customer. In a public health and safety emergency, for instance if Oroville Dam failed, the State Water Project supplies would be significantly curtailed, if not cut off entirely. During this "emergency," agricultural customers would have their deliveries cut. As such, the Commission argued that agricultural customers are a different class of customer than municipal and industrial customers and accordingly, based on reliability, should be charged a different Cost of Service (COS). Storage costs should not be applied to agricultural customers since they are not guaranteed the same level of reliability. Under Proposition 218 this COS basis provides a legally defensible rationale for establishing a lower rate for agricultural customers.

Commission staff worked with Michaela Brown, VCWD1 General Manager, and Jeff Pratt, Director Public Works, Ventura County, to identify an agricultural rate that was commensurate with agricultural water customers' level of reliability. Throughout the process, Supervisor Foy remained a very strong advocate for a more affordable agricultural rate.

On March 14, 2017, the Ventura County Board of Supervisors unanimously approved an agricultural customer rate of \$1123.85 PAF for VCWD1. This represents a reduction of 25 percent from the proposed \$1489.75 PAF for a savings of \$365.90 PAF to growers. Although this is an increase over the 2016 Tier 1 rate, it's lower than the 2016 Tier 2 rate and for many growers may result in a lower aggregate cost for 2017 as compared to 2016. Based on 2016 VCWD1 sales, this agricultural rate will result in a reduction of nearly \$1mm in revenue from agricultural customers for VCWD1. The two primary crops within the VCWD1 are about equally split between avocado and lemons, which means this action potentially saves avocado farmers in the service area roughly \$500,000 in water purchases.

The Commission's experience, coupled with the willingness of Ventura County staff to explore additional rate options, resulted in a considerably smaller rate increase for agriculture water customers than was initially proposed. Good news for the growers in VCWD1.

## Researchers Seek Growers with Salinity or Phytophthora Root Rot Issues for Research Project

CSU Monterey Bay in conjunction with UC Riverside is conducting a research project to help growers diagnose avocado salinity stress and root rot disease early on. Both of these stressors can significantly lower yields. Researchers are interested finding indicator microbes that could help with avocado tree stress detection and potentially identify beneficial microbes. **Researchers are looking for growers who currently have salinity problems and/or Phytophthora root rot** and who would be willing to have them take leaf, root, and soil samples on their properties within the next few weeks. Data and locations will be kept completely confidential. If the researchers select your growing site for the study, they are happy to provide leaf and soil nutrient data to growers for free and will share the results of the microbial study. Please contact Dr. Sharifa Crandall and Dr. Timothy Miles at [scrandall@csumb.edu](mailto:scrandall@csumb.edu) (831) 334-2828 and [tmiles@csumb.edu](mailto:tmiles@csumb.edu) if you would like to participate in the research project.

## Hass Avocado Board Seeks New Members

In light of strong momentum in the Hass avocado market, the Hass Avocado Board (HAB) has established an ambitious [five-year strategic plan](#) to make fresh avocados the number one consumed fruit in the United States. The plan has six strategic priorities: building demand, nutrition, supply and demand, sustainability, industry engagement and quality.

HAB is seeking California avocado industry members to join the HAB board and help them make the plan a reality. HAB Chairman Chris Henry noted, “This is a call to serve, to share expertise in key areas that will help us maximize our very forward-focused plan. We know members of the industry possess the untapped skills and diversity to help us move forward.”

In this year’s HAB election, three open domestic Hass avocado grower seats and two open Hass avocado importer member seats, and their respective alternates, are available. Members and alternates will be appointed by the United States Department of Agriculture’s Secretary of Agriculture and be seated at the November 15, 2017 HAB board meeting.

HAB has mailed announcements of open seats to all eligible producers and importers of Hass avocados. Interested parties must submit their HAB nomination forms by March 29. Candidate statements are due April 12. Visit the [HAB website for a complete election timeline](#).

If you are interested in becoming a Board Member, below is a list of relevant documents.

- [Producer Nomination Packet](#)
- [Importer Nomination Packet](#)
- [Functions/Responsibilities adopted by the Board and approved by the USDA](#)

Ballots will be mailed to producers and importers by April 19 with a deadline for receipt of ballots by May 17.

## Marie Callender’s Showcases California Avocados in Seafood Celebration Pie Combos Promotion

Sixty-two Marie Callender’s locations in California, Idaho, Nevada and Utah are featuring four unique California avocado-centric menu items from March 1 – May 30. The “Seafood Celebration Pie Combos” promotion showcases the California avocado logo next to the *Fresh Avocado and Shrimp Stack Appetizer* on the Seafood Celebration menu. The “Crave & Save” section of the menu also features three California avocado items: *Veggie Tacos*; *Bacon, Cheese and Avocado Smasher*; and the *BLTA* sandwich. Menu items will be included on a variety of Marie Callender’s merchandising tools.

The California avocado menu items also will be featured on Marie Callender’s social media platforms, providing additional exposure during the peak California avocado season via fan’s social media shares, comments and likes.

# SEAFOOD CELEBRATION Pie Combos

**Pick Two Combo 15.99**  
Choose two delicious favorites for your platter:  
St. Louis BBQ Ribs  
Crispy Jumbo Shrimp  
Cajun Grilled Shrimp  
Skewer Chicken Tenders  
Grilled Chicken Breast  
Includes a free slice of pie\*.

Choose two sides:  
Fries  
Loaded Mashed Potatoes  
Almond Coleslaw  
Seasonal Vegetables  
Cup of Soup  
House Salad

**CUP of SOUP (or) HOUSE SALAD \$1.99**  
with any entrée.

**Fresh Avocado and Shrimp Stack Appetizer**  
Fresh avocado, pico de gallo, spicy chipotle ranch dressing layered and topped with Cajun grilled shrimp. Served chilled with crispy tortilla chips. 8.99



**Southern Fried Sole Filets Combo**  
Hand-dipped beer battered sole filets served with fries, almond coleslaw and tartar sauce for dipping. Includes a free slice of pie\*. 13.99



**PARMESAN CRUSTED SOLE COMBO**  
Grilled parmesan crusted sole filets, topped with creamy alfredo sauce. Served with rice and fresh asparagus. Includes a free slice of pie\*. 14.99



ENJOY OUR FLAVORED TEAS



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**VALUE MEALS CRAVE AND SAVE \$6 - \$9 ALL THE TIME**

**\$6**

**Three Cheese Omelette**  
Three-egg omelette with three-cheese blend. Served with tater tots. Cal: 1039

**Gourmet Grilled Cheese with Bacon**  
Grilled parmesan sourdough, cheddar cheese, swiss cheese and applewood smoked bacon. Served with fries. Cal: 1150

**\$7**

**Veggie Tacos**  
Grilled red onions, mushrooms, poblanos peppers, red bell peppers, zucchini and three-cheese blend inside soft corn tortillas. Topped with roasted corn, black beans, avocado and pico de gallo. Served with black beans. Cal: 231

**Marie's Magnificent Six**  
Two eggs\* any style, two pancakes and two bacon (Cal: 250) or sausage (Cal: 910).

**Bacon, Cheese and Avocado Smasher**  
Tater tots covered with scrambled eggs, chopped bacon and melted cheese. Topped with fresh avocado. Cal: 1077

**\$8**

**Fettuccine Alfredo and Salad**  
A perfect portion of Fettuccine Alfredo paired with a side salad. Cal: 786

**Chicken Waldorf Salad Sandwich**  
Chicken waldorf salad made with fresh apples, cranberries and raisins, topped with lettuce and tomato on wheat bread. Served with fries. Cal: 1176

**Meatloaf Sliders**  
Two sliders with home-style meatloaf, caramelized onions and sharp cheddar cheese. Served with fries. Cal: 1208

**\$9**

**Fish & Shrimp Plate**  
A hand-dipped beer-battered sole filet paired with three jumbo fried shrimp. Served with fries and almond coleslaw. Cal: 1799

**Open-faced Hot Turkey Sandwich**  
Fresh roasted turkey, apple-sage stuffing and turkey gravy over grilled sourdough bread. Served with fresh mashed potatoes. Cal: 815

**Quiche and Salad Combo**  
Freshly baked quiche with melted, aged cheddar and jack cheese. Topped with applewood smoked bacon and a tomato slice. Served with a side salad. Cal: 1208

**BLTA**  
Applewood smoked bacon, tomatoes, lettuce, mayonnaise and fresh avocado on toasted sourdough. Served with fries. Cal: 1078

\*Consuming raw or undercooked meats, poultry, seafood, shellfish or eggs may increase your risk of food-borne illness, especially if you have certain medical conditions. Crave and Save Meals is not included in the Perfect Pie Combo promotion.

©2017 Marie Callender Pie Shops, LLC MENU 01 1/17 PL 10

The Seafood Celebration Pie Combos menu features the California avocado logo and four California-avocado centric menu items.

## California Avocado Retail Trade Ad Campaign Extended for a Second Year

Building off the success of the 2016 retail trade advertising campaign, the California Avocado Commission (CAC) kicked off the 2017 activity communicating the season start of fresh California avocados. The trade advertising campaign complements the Made of California consumer campaign. The print ads that enjoyed a strong reception from the retail trade industry last year will be utilized again, complemented with digital banner advertising.

The ads feature two headlines: *California Gold* and *California Red, White and Blue*. The ad copy in the call-to-action section includes "Produce of the U.S.A." — showcasing the fact that only California can claim the American grown label for Hass avocados. The *California Gold* ad will bookend the California avocado season campaign while the *California Red, White and Blue* ad will run from May through early July as part of the American Summer Holidays promotion.

The 2017 retail trade ad campaign launched in *Produce Business*' Master of Merchandising. The issue included a full-page *California Gold* ad and an editorial feature of CAC's integrated marketing programs, including social media and online programs, dietitian programs, the consumer advertising campaign, the new recipe booklet and recipe tear pad, display bins and customized merchandising support.

In addition, the Commission will run print ads in key trade publications such as *The Packer*, *Produce News*, *Produce Business*, *The Fresh Digest* and *The Snack* magazine. Ads will include a combination of premium placements —front cover half-page ads, spadia (ads that wrap around the spine or a section of a publication) and cover tips.

Online digital support for the campaign will be run in *The Packer* newsletters, *The Produce News* newsletters and website banner ads, *Progressive Grocer* banner ads, *AndNowUKnow* trailers and email ads and *Fresh Plaza* newsletter ads.

Extending the retail trade ad campaign from last year also minimizes advertising production costs, allowing funds to be directed toward premium placement in the publications.

The Commission's public relations campaign will work in tandem with the retail ad campaign, ensuring coverage for the entire California avocado season.


AVOCADOS  
California Avocado Commission

**CALIFORNIA GOLD**

Consumers look for the golden seal of approval — the California Label. It's the symbol retail customers rely on for locally grown avocados with homegrown taste, freshness and consistent quality.



**2017 MARKETING PROGRAM**

**Consumer Marketing Support**  
California Avocado marketing programs are local, seasonal and targeted to drive premium avocado shoppers to retailers merchandising California Avocados.



**Customized Marketing Support**  
Targeted social media and online marketing programs inform retail customers when and where California Avocados are available. Creative materials to support the supermarket registered dietitian and consumer communications programs are available at [CaliforniaAvocado.com/retail/supermarket-rds](http://CaliforniaAvocado.com/retail/supermarket-rds).



**Merchandising Materials**  
California-branded display bins, recipe booklets, tear pads and signage are available to encourage sales.



**INSIST ON CALIFORNIA AVOCADOS**  
Visit [CaliforniaAvocado.com/Retail](http://CaliforniaAvocado.com/Retail) or contact your California Avocado Commission Retail Marketing Director to customize a promotional plan with our downloadable images, recipes and social media tools.

**California Avocado Commission**  
12 Mauchly, Suite L  
Irvine, CA 92618-6305  
800.344.4333  
[www.CaliforniaAvocado.com/Retail](http://www.CaliforniaAvocado.com/Retail)  
[dcruz@avocado.org](mailto:dcruz@avocado.org)

XX / MARCH 2017 / PRODUCE BUSINESS \* MASTERS OF MERCHANDISING

The Commission's Master of Merchandising feature in *Produce Business* highlighted tools available to retailers to support California avocados.

## 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 3/12/2017	Season-to-Date (since 11/1/16)	2017 Year to Date
Hass	5,293,696	17,491,020	17,091,206
Lamb	0	0	0
Other (Greens)	72,744	682,565	544,905
<b>California Total</b>	<b>5,366,440</b>	<b>18,173,585</b>	<b>17,636,110</b>
Florida	5,555	10,408,310	2,354,000
Chile	693,232	31,915,329	11,841,983
Mexico	36,717,304	710,453,473	440,366,022
Peru	0	50,000	0
Other (Imports)	0	24,740,000	15,300,000
Import Total	37,410,536	767,158,802	467,508,005
<b>USA Total</b>	<b>42,782,531</b>	<b>795,740,697</b>	<b>487,498,115</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 – March 12, 2017

	Organic #1	Conventional #1	Conventional #1
<b>California Hass</b>	(Field Price Per Lb)	(Field Price Per Lb)	(Carton Price)
#32's			
36's	Current prices from the CAS Newslines are unavailable. Please contact your handler for more information.		
40's			
48's			
60's			
70's			
84's			
*To subscribe to the Weekly Newslines, please contact the California Avocado Society at (949) 940-8869 or <a href="http://www.CaliforniaAvocadoSociety.org">www.CaliforniaAvocadoSociety.org</a> .			

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

Summary- Strong, stationary, warm upper high pressure continued across Calif on March 13, but will weaken on the 14th. We are seeing a shift to a wetter pattern with resumption of a broad belt of westerlies across most of Calif in by March 18-19. The troughing pattern is bi-modal. Most troughs develop near the coast of northcentral and N Calif, but a few develop in the Great Basin and Rockies area. Forcing for troughs occurring from the N and Calif coast and WSW-ward is from the sea surface temperature anomaly (SSTA) pattern W of Calif. Forcing for troughs over the Great Basin is related to the currently weak *El Niño*. The combined effect has been wet in N and northcentral California, and drier than normal in southcentral and S Calif, however this is changing to mostly wet in N and central Calif. We still expect occasional southern storm track conditions, with showers and low snow levels in the Sierras in late Mar and Apr.

**In the Near Term – March 18-31...** The NOAA/CPC outlook for 21-28 Mar shows wetter than normal conditions in all of Calif, with cooler than normal at the coast. This is a change, but a believable one, from the recent very warm period.

In the southern California avocado growing areas from Santa Barbara County to San Diego County, there will be dry and warm days, with an offshore flow at times. Cold mornings occur in the valleys with frost risk, even if foothills are warm.

The best chance for rains to start would be the 19th. Other rains are indicated at times during 21-27th. Watch for a frost briefly about the 27th or 28th, depending on clouds and timing of frontal passages.

**Summary – April 1-15...** In the southern California avocado growing areas, from San Luis Obispo south, the southern storm track is still present, and able to induce development of cutoff lows or fronts. There are showery episodes which appear minor. April currently has below normal temperatures for southcentral Calif, and some of this could also affect S Calif.

**Seasonal Outlook / *El Niño* Update...April 15 – May 31, 2017...** *El Niño* contribution will continue to some extent, although we're coming out of the season for *El Niño* contributions, in general. The usual result would be a little more troughing off Baja and SOCAL, and cont'd offshore flow events San Luis Obispo coast and central Calif. We still have the mid-latitude sea surface temperature anomaly (SSTA) pattern to encourage troughs near the coast of central and N Calif. Currently, in agreement with CFSv2 guidance, we look for a better than average chance for a wet April thru N and northcentral Calif, and in Ventura Co, as well as some late season showers into San Diego Co in April and early May.

Current guidance for temperatures continues near or a little cooler than normal across central Calif and the Sierras. This is good news because it will tend to maintain the current snowpack well into mid-spring.

For SOCAL, April has recurrence of the trend for cooler and possibly a little wetter than normal for San Diego/Orange-San Bernardino Counties.

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