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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 Marketing Committee Meeting

May 9

May 9

Time: 10:00 a.m. – 12:00 p.m.

Location: CAC Board Room, 12 Mauchly, STE L, Irvine, CA

CAC Board Meeting

May 17

May 17

Time: TBA

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

New Produce Safety Program Website Launched

The California Department of Food and Agriculture (CDFA) has launched a new [website](#) focused on helping producers understand Produce Safety Rule compliance. The website can be found here:

<https://www.cdfa.ca.gov/producesafety/about.html>.

While the Produce Safety Rule went into effect nationwide in January 2018, the CDFA's Produce Safety Program — which is responsible for conducting on-farm inspections — will not begin verifying compliance until 2019. In the interim, the CDFA is focused on providing growers with the food safety information and education they need.

The [website](#):

- Introduces growers to the newly minted [Produce Safety Program](#)
- Provides a variety of [resources](#) to assist growers in understanding requirements
- Clarifies required [training](#) stipulations
- Notes how growers can schedule an [on-farm readiness review](#)
- Includes a list of [frequently asked questions](#)

Leopold Conservation Award Nomination Period Open

Applications for the \$10,000 California Leopold Conservation award are now being accepted. The award honors California farmers, ranchers, foresters and other private landowners who demonstrate outstanding stewardship and management of the state's natural resources. The award will be presented in December in San Diego, CA.

Awards are based on the following [criteria](#):

- Responsible management
- Sustainable revenue
- Leadership
- Overall land health
- Innovation
- Outreach

[Nominations](#) must be postmarked by July 13. Nominations should be mailed to:

California Leopold Conservation Award
c/o Sustainable Conservation
98 Battery Street, Suite 302
San Francisco, CA 94111

The award, which recognizes conservation leaders, is sponsored by the Sand County Foundation, the California Farm Bureau Federation and Sustainable Conservation. For more information, visit leopoldconservationaward.org.

New Seminar Discusses Soils, Soil pH and Sustainability

Index Fresh is hosting a series of seminars covering soil health and sustainability. The seminars will be held in Fallbrook, Ventura and San Luis Obispo from May 7 – May 9.

Speakers will discuss the following topics:

- Improving Your Soils — Dr. Grace Chen, California Department of Food and Agriculture, senior environmental scientist, Specialist Healthy Soils Program
- Sulfur Generators and Soil pH — Terry Gong, Harmon Systems Intl.
- Sustainability: What Does It Mean, Why Is it Important — Ken Melban, vice president of industry affairs, California Avocado Commission

The events will be held as follows.

May 7, 9:00 – 11:00 am

Pala Mesa Resort
Sycamore/Cypress meeting space
2001 Old Hwy 395
Fallbrook, CA

May 8, 9:00 – 11:00 am

Museum of Ventura County
Pavilion room
100 E. Main Street
Ventura, CA

May 9, 9:00 – 11:00 am

Embassy Suites
SLO Center, meeting space
333 Madonna Road
San Luis Obispo, CA

For more information, contact Susan Soto at ssoto@IndexFresh.com or 909.877.099 ext. 258.

Registration Open for Organic Produce Summit

From July 11 – 12, representatives from retail and buying organizations, organic growers, shippers, processors and distributors will gather at the Organic Produce Summit in Monterey, California. The event will take place at the Monterey Conference Center located at 1 Portola Plaza, Monterey, CA 93940.

The agenda for the event includes retailer and buyer field tours and an opening reception on Saturday. On Sunday, a series of educational breakout sessions will be offered in the morning covering a variety of topics such as:

- Organic sales and trends
- Organics and media
- Supply chain opportunities and challenges
- E-grocery and the future of organic produce at retail

- New opportunities in the produce department

After the breakout sessions, there will be two keynote addresses and a retailer roundtable including Walmart, Kroger and Meijer. The day will close out with a post-lunch trade exhibition. A complete agenda can be found [online](#). Interested persons can [register online](#) in advance of the event.

Commission Hosts The Packer and The Produce News in Kansas City

On April 4 and April 5, members of the California Avocado Commission (CAC) joined Chef Dave Woolley, Chef Dina Paz, Registered Dietitian Mitzi Dulan and guests from The Packer and The Produce News for intimate get-togethers in Kansas City. The private events provided members of the media with an opportunity to get up-close-and-personal with California avocados — trying their hand at creating a California Avocado Roll, sampling unique dishes and speaking one-on-one with Jan DeLyser, CAC vice president marketing, about the 2018 season and CAC’s innovative marketing programs.

The first event was an intimate dinner with the president of The Produce News, Jack Bricker, and local staff. The chefs served dishes including Mini California Avocado Toast, California Avocado Bisque and California Avocado Mt. Shasta dessert that included an avocado and pistachio ice cream. DeLyser and Bricker discussed plans for the publication to participate in upcoming events.

The second event was hosted in Mitzi Dulan’s home, where she entertained guests from The Packer and provided them with a look at the World Series ring she earned as nutritionist for the Kansas City Royals. At the event, the media members enjoyed food preparation demonstrations that showcased creative avocado usage ideas that could be shared with their readers.

The Packer [showcased photos from the Kansas City event](#), giving “rave reviews” of Chef Dave Woolley’s eight unique California avocado-centric menu creations. Attendees sampled avocado-inspired beverages, furikake-dusted California Avocado Rolls, California Avocado Lumpia with a Calipino dipping sauce, and California Avocado Petaluma Turkey Sliders. The California Avocado Chocolate Pudding Shots, which were served on a cutting from the original Mother Hass avocado tree, were topped with a light pistachio-brown butter crumble.

The CAC-hosted trade public relations event was featured in The Packer’s digital newsletter with an audience of 29,550. In addition, Jan DeLyser was interviewed for a video that will showcase how CAC’s 2018 marketing programs can help drive California avocado consumption.

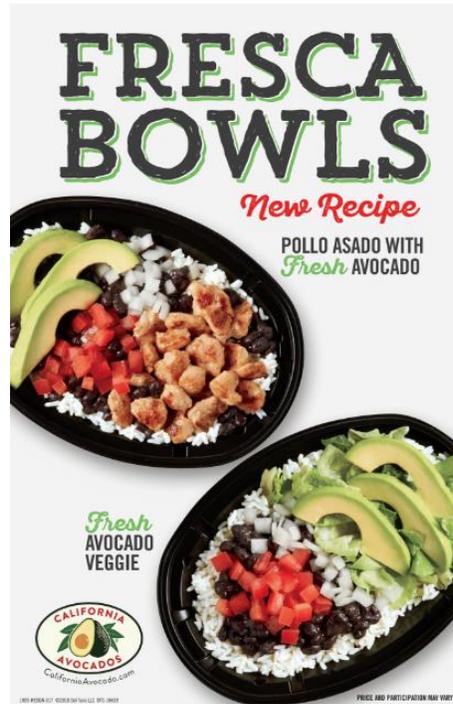


Chef Dave Woolley explains why he loves to use California avocados in his one-of-a-kind dishes.

California Avocado Fresca Bowls Featured in Nationwide Chain

Across the nation, 564 Del Taco units will showcase fresh California avocados in limited-time-offer menu items. From April 19 – June 21, Del Taco diners can enjoy fresh slices of California avocados as part of their Carnitas Street Taco Plato or atop the Pollo Asado or the Avocado Veggie Fresca Bowls.

As part of the promotion, the California Avocado brand logo will be featured prominently on customized point-of-purchase materials — including menu boards, decals, free standing inserts and coupons — and in posts on the chain’s social media channels.



Fresh slices of California avocados will be offered with chicken or veggie Fresca Bowls.

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 4/29/2018	Season-to-Date (since 11/01/2017)	2018 Year to Date
Hass	16,995,491	110,509,463	109,859,475
Lamb	5,014	16,806	16,806
Other (Greens)	26,624	1,075,711	789,832
California Total	17,027,129	111,601,980	110,666,113
Florida	0	403,040	170,885
Chile	0	11,638,216	1,511,965
Mexico	41,406,103	1,125,998,200	774,855,436
Peru	0	0	0
Other (Imports)	260,000	25,030,000	15,690,000
Import Total	41,666,103	1,162,666,416	792,057,401
USA Total	58,693,232	1,274,671,436	902,894,399

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 – April 24, 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	\$1.30-\$1.44	\$37.75-\$41.25
36's	\$1.54-\$1.62	\$1.30-\$1.44	\$37.75-\$41.25
40's	\$1.54-\$1.62	\$1.30-\$1.44	\$37.75-\$41.25
48's	\$1.66-\$1.74	\$1.30-\$1.46	\$37.75-\$41.75
60's	\$1.40-\$1.48	\$1.04-\$1.18	\$31.25-\$34.75
70's	\$1.08-\$1.22	\$0.78-\$0.98	\$24.75-\$29.75
84's	\$0.58-\$0.75	\$0.56-\$0.68	\$17.51-\$20.21

*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- Strong upper high pressure will continue over the central north Pacific, with a stationary trough in the subtropical central Pacific. This supports a transition to colder conditions during April 27-30th and May 1-2.

The low that is north of Hawaii will weaken and elongate WSW-ENE, producing continued showers in Hawaii, and development of high pressure eastward from the central North Pacific to California and the Pacific Northwest (Oregon). Therefore, we transition into a long warm period during May 3-9.

Support continues in the mid-latitude Pacific sea surface temperature field for cold upper troughing to occasionally return near the N and central California coast, with about normal precipitation.

Warm sea surface temperature anomalies persist W and SW of San Diego. This will help support troughing near and off the central California coast.

In the Near Term – April 27 – May 11... In the southern California avocado growing areas, from San Luis Obispo County to San Diego County, there is a chance for cold showers around the 27-29th. There is another chance for light rain or widespread drizzle around May 10-11th.

Summary – May 12-26... In the southern California avocado growing areas, from San Luis Obispo south, cool coastal low clouds and drizzle or light rain occur on May 12-16th for the coast and coastal ranges. Our CFSDailyAI has been showing a chance for persistently warm periods developing about the 17-26th, focusing in the inland valleys and foothills, while coastal low clouds and deeper marine layer conditions return to the coast and coastal valleys on the 20-26th following a brief hot spell on the 17-19th.

Seasonal Outlook / La Niña Update...May 27 – September... A basically normal pattern of minimal rainfall occurs during this period for May 27 through June 1 as a whole. The months of June and July are continuing to be shown as warmer than normal, with the usual monsoonal TSTM activity occurring in July.

For California, there is no significant anomaly of precipitation indicated until the Aug-Sept period. During Aug and Sept, the effects of the warmer than normal sea surface to the W, SW, and S of SOCAL may produce higher risk of rainfall from tropical waves in general, including tropical cyclones.

The positive rain anomaly is currently indicated by both CFSv2 and NMME in Sept for W Mexico, Baja California, and SOCAL to Arizona, as a general trend.

Keep in mind, however, that all we can suggest here are general trends out in the August and September period. There are two indicators suggesting above normal rainfall for S California in August and Sept....the above normal sea surface

temperatures continuing W and SW of Mexico, and the forecast of above normal rainfall from two separate long range models during the time of usual tropical cyclone maximum in the eastern N Pacific.

In general, summers such as this, with warm sea surface temperature anomaly, tend to have more interruptions in the normal marine layer pattern, resulting in hot periods near the coast and coastal hills.

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