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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>

CAC Finance Committee Meeting

May 18

Time: 8:30 a.m. – 9:15 a.m.

Location: CAC Office, 12 Mauchly, STE L, Irvine, CA 92618

CAC Board Meeting

May 18

Time: 9:15 a.m. – 2:30 p.m.

Location: CAC Office, 12 Mauchly, STE L, Irvine, CA 92618

CAS Seminar: Field Trips to See Local Issues

The California Avocado Society (CAS), California Avocado Commission and the University of California Cooperative Extension are hosting a series of field trips that allow California avocado growers to see local issues affecting the industry. Further information will be available [here](#) as details become available.

June 13-15

June 13

Time: 1:00 p.m. – 3:00 p.m.

Location: TBD

June 14

Time: 9:00 a.m. – 11:00 a.m.

Location: TBD

June 15

Time: 1:00 p.m. – 3:00 p.m.

Location: TBD

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

Avocado Inspection Committee Seeks Members

The Avocado Inspection Committee (AIC) is responsible for making recommendations to the California Secretary of Food and Agriculture concerning matters pertaining to the California Avocado Inspection Program. This program ensures that California avocados meet the quality standards established by the industry.

The Committee is seeking individuals who are interested in becoming a member for a two-year term. Members do not receive compensation, but are entitled to reimbursement for traveling expenses. The AIC is currently looking to fill the following seats:

- Three handler members
- One grower member
- One alternate grower member
- One alternate handler member

Individuals interested in serving on the AIC should send the completed [CDFA questionnaire](#) and a letter of recommendation from a member of the industry to Laurel Rudolph, CDFA Inspection and Compliance Branch, 1220 N Street, Sacramento, CA, 95814. Materials may be emailed as well to: laurel.rudolph@cdfa.ca.gov.

For more information, contact Laurel Rudolph at 916.900.5322.

Upcoming Pine Tree Ranch Grower Field Day

On July 13, the California Avocado Commission will host a California avocado grower Field Day. The event will take place from 9:00 a.m. – 11:00 a.m. at Pine Tree Ranch, 19455 E. Telegraph Road, Santa Paula, CA, 93060. Please note that the seminar has been moved to 9:00 a.m. due to anticipated warm summer weather.

The seminar will cover the following topics:

- Dr. Jaime Whiteford, District Scientist with the Ventura County Resource Conservation District (RCD), will discuss irrigation management and the RCD's irrigation improvement cost-share programs. He will also discuss the risks associated with the use of mulch as related to the spread of shot hole borers, and help growers understand how to continue to use mulch safely.
- Dr. Akif Eskalen, Plant Pathology Specialist UC Riverside, will update growers on the current shot hole borer situation in Ventura County, and discuss the results of recent grove surveys conducted by his team.

- Growers will also have the opportunity to see early progress on the Commission’s grove rehabilitation and irrigation automation projects that were initiated in spring of 2017.

White Chocolate and California Avocado Bars

When [Compertes](#) (Los Angeles) reached out to the California Avocado Commission (CAC) to tell us they were interested in producing a white chocolate bar made with local California avocados, we knew we had to seize the opportunity.

Their old-fashioned chocolate factory, established in 1950, showcases the craft chocolate creations of Jonathan Grahm, a third-generation chocolatier who oversees the ideation, production and quality of more than 200 different and often unexpected flavors – like their newest flavor: [White Chocolate and California Avocado Bars](#).

The white chocolate bars are made with in-season, locally grown California avocados and a special blend of white chocolate that is roasted and selected to the specifications of Jonathan himself. The bars are a one-of-a-kind offering and supplies are very limited.

News of the partnership between Compertes and the Commission generated more than 176 million earned media/influencer impressions (as of 4/28/17) with key coverage in top tier outlets such as [PopSugar](#), [BestProducts](#), [epicurious](#) and [Food & Wine](#) ([view more coverage here](#)).

For a behind the scenes look at how Compertes produces their chocolate bars, one small batch at a time, [click here](#).



Jonathan Grahm, a third-generation chocolatier, who oversees the ideation, production and quality of Compertes chocolates has launched their newest flavor: White Chocolate and California Avocado Bars.

CAC’s Instagram Stories Share Fallbrook Avocado Festival Experience with California Avocado Fans

The California Avocado Commission (CAC) has sponsored the Fallbrook Avocado for a number of years to engage one-on-one with California avocado fans. The tradition continued on April 23 on Main Street in downtown Fallbrook.

CAC Board members Leo McGuire, John Burr and Ryan Rochefort joined CAC staff and California avocado grower Charley Wolk in the Commission’s booth. About 80,000 people attended the festival this year, and fans flocked to the booth to gather new California avocado recipes and nutrition information as well as ask questions about growing avocados.

This year the Commission broadened the reach of the Fallbrook Avocado Festival by sharing the experience with California avocado fans — both those at the event and those unable to attend — using the new Instagram story tool. This social media tool provided the Commission a means of connecting with California avocado fans in real time, sharing a slideshow of photos and videos throughout the day. As a result, the Commission garnered more than 30,000 organic (unpaid) impressions on Instagram during the Fallbrook Festival.



Leo McGuire, David Cruz, John Burr and Charley Wolk answer fans' questions about growing and preparing California avocados.

CAC Launches the California Avocado Season with Quintessential California Recipes

In March, as the California avocado season began, the California Avocado Commission (CAC) launched a consumer public relations campaign designed to get the attention — and the palates — of its eager fans. The campaign, which continues throughout the season, focuses on innovative California avocado-centric recipes and messaging that demonstrate the fruit's versatility, generate excitement and make it clear to consumers that California avocados are at their peak availability for a limited time.

For the 2017 season, the Commission has partnered with seven food and lifestyle bloggers who will develop content and recipes promoting California avocados. Those bloggers include:

- Dine & Dish
- Yummy Healthy Easy
- Cookin' Canuck
- The Roasted Root
- Kirbie's Cravings
- All Day I Dream About Food
- Eazy Peazy Mealz

In addition, the Commission has collaborated with three artisan chef partners. Each of the chefs have developed unique recipes that pair or incorporate California avocados with quintessential California dishes such as San Diego’s fish taco and San Francisco’s sourdough bread. Chef Christine Rivera of Galaxy Taco created a *Grilled Al Pastor Yellowtail Taco with Pineapple-Jalapeño Salsa & Lime Marinated California Avocados*. Chef Jonathan Bautista of George’s at the Cove developed *Grilled Tuna Taco with California Avocado Tzatziki* and Chef Sam Goinsalvos of Tartine Manufactory crafted *Smashed California Avocado Tartine with Charred Green Garlic and Roasted Poblano*. Each of these recipes was featured in the Commission’s season opener press release celebrating the launch of the California avocado season.



CAC’s partner blogger Dine & Dish created a California Avocado Chicken Salad Sandwich recipe for the 2017 season.

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 5/14/2017	Season-to-Date (since 11/1/16)	2017 Year to Date
Hass	11,823,818	100,590,092	100,190,277
Lamb	1,986	1,986	1,986
Other (Greens)	17,728	1,138,547	1,000,887
California Total	11,843,532	101,730,625	101,193,151
Florida	0	10,441,585	2,387,275
Chile	147,640	36,717,089	16,643,743
Mexico	31,334,138	1,008,370,243	738,282,792
Peru	3,034,094	3,700,394	3,650,394
Other (Imports)	220,000	27,680,000	18,240,000
Import Total	34,735,872	1,076,467,726	776,816,929
USA Total	46,579,404	1,188,639,936	880,397,355
Source(s):	California = CAC (AMRIC), Chile = Comite de Paltas, Chile		
	Florida = Florida Avocado Admin Committee		
	Mexico = APEAM, Peru = ProHass		
	Other Imports = USDA AMS website		

	Organic #1	Conventional #1	Conventional #1
California Hass	(Field Price Per Lb)	(Field Price Per Lb)	(Carton Price)
#32's	\$2.03-\$2.18	\$1.86-\$1.96	\$51.75-\$54.25
36's	\$2.08-\$2.18	\$1.86-\$1.96	\$51.75-\$54.25
40's	\$2.08-\$2.22	\$1.86-\$1.96	\$51.75-\$54.25
48's	\$2.28-\$2.40	\$1.90-\$1.98	\$52.25-\$54.75
60's	\$2.18-\$2.30	\$1.70-\$1.78	\$47.75-\$49.75
70's	\$1.80-\$1.90	\$1.28-\$1.38	\$37.25-\$39.75
84's	\$0.90-\$1.25	\$0.90-\$0.98	\$25.05-\$26.81

*To subscribe to the Weekly Newsline, 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 basic pattern consists of the tendency for troughing near and over northcentral and N Calif. A pool of unusually cold water off the coast of central and N Calif, while warmer than normal sea surface temperatures are W and SW of SOCAL. The sea surface temperature anomaly (SSTA) pattern in the central N Pacific is strong and persistent enough to continue the tendency for WSW flow towards N Calif and troughing near or just W of Oregon into early June. *El Niño* has developed, and is already interrupting the transition to the warm season. A typical moderate to strong *El Niño* anomaly pattern is expected to develop per the current SSTA pattern and the NMME (North American Multi-Model Ensemble): time frame- later in the summer and autumn.

In the Near Term – May 19- June 2... In the southern California avocado growing areas from Santa Barbara County to San Diego County, it is warm and dry from May 19-24th, then cooler in general from the 25th -31st. Cold mornings are still an issue from May 23-26th. Rain is unlikely, but deep marine layer and drizzle is possible.

Summary – June 3-17... In the southern California avocado growing areas, from San Luis Obispo south, there is risk of a continuation of cool and showery conditions across central and S Calif during the first half of June. This currently appears most likely about June 1-3 and 5-17th. Temperatures average a little cooler than normal in SOCAL overall due to recurrent troughing and recurrent deep marine layer. The rainy or showery periods will most likely be cooler than normal, while the intervening dry and warm periods, if they occur, would be much warmer than normal though brief.

Seasonal Outlook / *El Niño* Update...June 18 – August 1, 2017... Troughing is still possible to some extent, with some drizzly mornings in early to mid-June.

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 near the coast of Calif in early June. Troughing near the Calif coast N of the Bay Area will tend to encourage showers and TSTMS to develop in the Siskiyou's, NW Calif mountains, and in the N SierraNV. Troughing off N Calif may start to come into phase with the summer monsoonal SE flow from Mexico during the first part of July. This would tend to encourage TSTMS in Yosemite and central SierraNV areas.

For the hurricane season west of Mexico, warmer than normal sea surface temperatures will add fuel for developing tropical cyclones off S Mexico, but there lacks the warm sea surface for these to maintain intensity west of S Baja during the first part of summer, i.e. late June thru July. Cyclones that develop will tend to move into Jalisco/Colima/Michoacan during June. It will most likely be early Aug before cyclones maintain intensity when moving WNW past southern Baja.

A few preliminary comments are in order regarding the next wet season: Nov 2017-Mar 2018. For rainy season (winter) 2017-18, there is an active *El Niño* coupled with the residual SSTA pattern left over from the troughing and storms of this late winter and spring. The bottom line is that with both *El Niño* (ENSO warm phase) and the mid-latitude SSTA pattern working together, after opposing each other in the previous two years, we may have a better chance for an upcoming wet winter in 2017-18 for all Calif.

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