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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 Marketing Advisory Committee Meeting

May 20

Time: 12:00 p.m. – 2:00 p.m.

Location: CAC Board Room, 12 Mauchly, Suite L, Irvine CA 92618

CAC Finance Committee Meeting

May 21

Time: 8:00 a.m. – 8:30 a.m.

Location: Hotel Irvine – Salon A, 17900 Jamboree Rd., Irvine, CA 92614

CAC Board Meeting

May 21

Time: 8:30 a.m. – 3:30 p.m.

Location: Hotel Irvine – Salon A, 17900 Jamboree Rd., Irvine, CA 92614

Seminar: Utilizing Sensor Technology to Conserve Irrigation Water

The University of California Cooperative Extension (UCCE) is offering a free workshop to help growers address water challenges caused by the drought and reductions in water deliveries. A downloadable registration form is available [online](#). Participants may also [register online](#). For more information, contact Roland Hills at 858.822.7711.

May 22

Time: 9:00 a.m. – 1:00 p.m.

Location: Center for Applied Horticultural Research, 2280 Tamara Lane, San Marcos, CA

CAS/CAC/UCCE Grower Seminar: Avocado Tree Physiology and Pruning

Speakers include:

- Jim Downer, a farm advisor in Ventura will discuss the basic principles of tree pruning.
- Ben Faber, a farm advisor in Ventura and Santa Barbara Counties whose primary crop involvement is avocados and citrus. He will present information concerning avocado-specific pruning.

June 2-4

June 2

Time: 1:00 p.m. - 3:00 p.m.

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

June 3

Time: 9:00 a.m. - 11:00 a.m.

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

June 4

Time: 1:00 p.m. - 3:00 p.m.

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

Conservation Compliance Deadline is June 1

California avocado growers, producers and affiliated persons must have a Highly Erodible Land Conservation (HELIC) and Wetland Conservation (WC) Certification (AD-1026) on file with the Farm Service Agency by June 1 in order to be eligible for premium support on federal crop insurance. Those growers who only grow perennial crops (such as avocados) are not affected by the HELIC clause, but they still must have a signed AD-1026 on file. No extensions of the deadline will be granted.

The AD-1026 cannot be filed electronically. A copy of the form is listed in the right-hand navigation.

The Natural Resources Conservation Service has created a new tool to assist growers with conservation compliance. The [“Five Steps to Meet Conservation Compliance”](#) web page helps growers:

- Determine whether conservation compliance is applicable to their grove
- See if they are in compliance
- Complete the Form AD-1026
- Get in compliance, if needed
- Ensure their farm stays in compliance

To find your local USDA Service Center, click [here](#).

UCCE Seminar: Utilizing Sensor Technology to Conserve Irrigation Water

The University of California Cooperative Extension (UCCE) is offering a free workshop to help growers address water challenges caused by the drought and reductions in water deliveries. The seminar, “Conserving Irrigation Water through the Implementation of Soil Moisture and Environmental Sensor Technology,” will be moderated by James A. Bethke, County Director and Advisor, UCCE San Diego. Dr. John Lea-Cox, University of Maryland, and Dr. Michael Anthony Mellano, Mellano & Company, will serve as presenters.

At the seminar, growers can learn about recent advances in soil moisture and environmental sensor technology developed as a result of a USDA specialty crop grant. The technology is user-friendly, commercially available and low cost. Growers involved in the USDA trials of this technology have reported 40 to 70 percent water savings from their previous irrigation practices while maintaining crop growth, quality and yields.

The seminar is applicable to avocado groves and will teach participants how to utilize the latest low-cost sensor technology to make critical irrigation decisions and optimize water applications. Growers can participate in hands-on sessions that demonstrate how to set up the monitoring equipment. Participants will learn how easy it is to access the data, including accessing the data from a cellphone. A local grower also will be on hand to discuss how he has utilized the sensor technology to achieve significant savings.

The seminar will take place Friday, May 22 from 9:00 a.m. – 1:00 p.m. at the Center for Applied Horticultural Research, 2280 Tamara Lane, San Marcos, CA, 92069. Lunch will be provided.

A downloadable registration form is available [online](#). Participants may also [register online](#).

For more information, contact Roland Hills at 858.822.7711.

Commission Provides Recipes and Information for Thousands at Fallbrook Avocado Festival

On April 19, the California Avocado Commission (CAC) exhibited at the 29th Annual Fallbrook Avocado Festival — an event attended by an estimated 80,000 – 100,000 avocado fans. The event included an amateur and professional guacamole contest, as well as live music throughout the day.

The occasion provided the Commission with a great opportunity to share avocado nutrition information and offer thousands of avocado fans new recipe ideas and the ever-popular California avocado scoopers. Both Commission staff and California avocado growers were on hand to answer questions from consumers that ranged from growing avocados to ripening and preparing avocados. California avocado growers also stopped by the Commission's booth to speak with other growers about cultural management practices, while new growers had the opportunity to join the Commission's database to ensure they receive timely information from CAC.



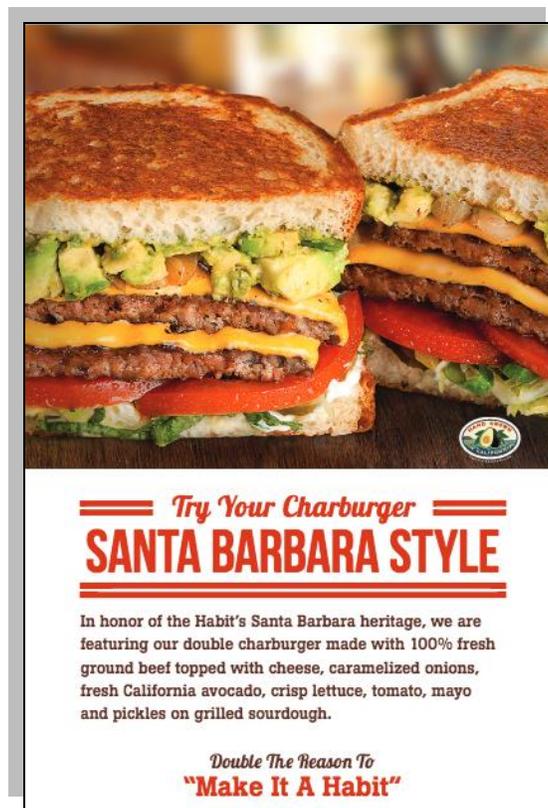
Dr. Tim Spann answering questions about backyard California avocado growing.

Habit Burger and Shari's Showcase California Avocado Menu Items

California avocado foodservice promotions are in full swing. Habit Burger and Shari's are two of the foodservice chains in the Western United States featuring California avocados on their springtime Limited Time Offer (LTO) menus. The promotions help provide additional exposure for California avocados through integrated campaigns that include menus, merchandising tools, social media and coupon advertising.

Habit Burger, an Irvine-based chain with 115 units in California and Utah, is featuring a *Santa Barbara-style Burger* from April 29 through June 16. The burger consists of two char-broiled burgers with cheese, caramelized onions and fresh California avocados. The *Hand Grown in California* logo is featured on in-store POS, on the HabitBurger.com website and in the chain's social media posts.

Shari's units in the Northwest are celebrating the California avocado season with a "Very, Very Berry Summer" promotion from May 1 through June 1. As part of the promotion, the chain has brought back its popular *Strawberry Avocado Chicken Salad*. Shari's also will feature the *Hand Grown in California* logo on the LTO menu and table tent, as well as in social media posts and email blasts.



Diners at Habit Burger can enjoy California avocados on the Santa Barbara-style Burger.

Commission Hosts Annual Behind-the-scenes Grove Media Tour

Members of the media, food bloggers, Registered Dietitians (RD) and industry representatives enjoyed a field to table California avocado journey hosted in the Oxnard/ Ventura region by the California Avocado Commission (CAC) April 24 — 25.

The Grove Media Tour began with a guided tour of the Brokaw Nursery. California avocado grower Randy Axell then provided a tour of his grove, demonstrating the hand grown care and nurturing needed to produce the premium fruit. To complete the field to table journey, attendees were taken on a tour of the new Mission Produce packing house in Oxnard.

Participants dined on avocado-centric meals throughout the weekend, with California avocado growers Ed and Viki McFadden on hand for the opening night dinner to engage with the tour participants and answer questions. The attendees were treated to a California avocado recipe demonstration by RD Ambassador Katie Ferraro and question and answer session with Jan DeLyser, CAC vice president of marketing.

The Commission hosts this Grove Media Tour annually as a means of spreading the California hand-grown story and demonstrating the versatility of the fruit. The participants are key influencers with a wide reach on social media and traditional media channels — last year the tour garnered more than 1 million social media impressions. This year’s early coverage included event coverage in [The Produce News](#) the day after the event.

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 5/10/2015	Season-to-Date (since 11/1/14)	2015 Year to Date
Hass	11,278,987	139,197,735	139,070,088
Lamb	0	3,854	3,854
Other (Greens)	7,090	1,261,558	1,171,114
California Total	11,286,077	140,463,146	140,245,056
Florida	0	12,377,640	4,017,200
Chile	94,815	12,650,552	7,894,439
Mexico	33,249,085	886,142,532	642,375,846
Other (Imports)	0	27,470,000	15,540,000
Import Total	33,343,900	926,263,084	665,810,285
USA Total	44,629,977	1,079,103,870	810,072,541
Source(s):	California = CAC (AMRIC)		
	Florida = Florida Avocado Admin Committee		
	Chile = Comite de Paltas, Chile		
	Mexico = APEAM		
	Other Imports = USDA AMS website		

California Avocado Society Weekly Newslines* Avocado Prices				
5/11/2015				
	FOB Price	Field Price	Retail Price	Last Year FOB
California Hass	(25# carton)	(per pound)	(per each)	(25# carton)
#2's	11.00-28.00	0.27-0.92		13.00-33.00
32's-36's	37.00-39.00	1.28-1.36	1.99	37.00-38.00
40's	37.00-39.00	1.28-1.36	2/3.00-1.99	37.00-38.00
48's	37.00-39.00	1.28-1.36	1.49	37.00-40.00
60's	27.00-29.00	0.92-1.00	0.99	31.00-32.00
70's	21.00-23.00	0.64-0.72	4/3.99	24.00-26.00
84's	15.00-16.00	0.45-0.50	4/3.49	19.00-21.00
Mexican Hass				
All Sizes	15.00-36.00	N/A	2/0.99-2/3.00	19.00-37.00
Chilean Hass				
All Sizes	N/A	N/A		16.00-32.00
Peruvian Hass				
All Sizes	N/A	N/A		

*To subscribe to the Weekly Newslines, please contact the California Avocado Society at (951) 225-9102 or www.CaliforniaAvocadoSociety.org.

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

Synopsis - Although the southern storm track is weaker, troughs and upper lows will move southeast and develop as they move into southern California. As a result, we will remain cooler than normal with near normal rainfall over the next 10 days to two weeks. This provides a chance for some snow in the Sierras. Keep in mind that precipitation will be showery, so despite localized heavy rains, we continue to struggle to reach normal rain amounts. In north-central and northern California, there is a greater chance for dry off-shore flow than in south-central and southern California.

In the Near-Term – May 12 to 27... A significant rain will occur on the 15th, followed by another showery period on the 20th to 22nd.

Summary – May 28 to June 12... Late season *El Niño* forcing will continue to support western flow and troughing into California. This should cause recurrent episodes of coastal drizzle or light rain in late May and the first part of June.

The avocado belt will continue to have a late spring/early summer regime of cloudy, cool conditions with plenty of coastal low clouds and drizzle. The deep marine layer will break to afternoon sunshine. High pressure will tend to build around June 12, with a shallower marine layer, earlier clearing, and warmer conditions in the coastal hills.

Seasonal Outlook/*El Niño* Update – June 13 to September 13... The main issue for the dry months of late May thru August will be the lack of water from snowmelt. After the middle of June, it will turn mostly dry in the Sierras as cutoff lows are weak and moisture for thunderstorms becomes limited.

A quiet June will be followed by a more active July. Expect monsoonal thunderstorms in the mountains and deserts of southern California.

It will be warmer than normal in July, August, and early September. Beginning by the middle of July and continuing through August, we expect to see a fairly regular supply of tropical moisture into the mountains and deserts of southern California. This should produce an above normal occurrence of thunderstorms.

Looking well ahead, the CFS2 (Climate Forecast System) from NOAA/NCEP is showing: 1) above normal rainfall mostly due to rains in the latter part of August, and 2) above normal rainfall in September and October over Baja and western Mexico. California may have above normal rainfall as well. There is a slightly higher risk of heavy convective rain events from tropical cyclones in Baja and western Mexico, and some heavy rains into southern California and Arizona. Also, with tropical cyclone events in Baja, southern California can experience some of its hottest weather as east winds develop in the late summer and early fall. The CFS2 shows above normal rainfall for all of California in September and October.

In the avocado growing regions, sea surface temperatures will return to above normal. This will maintain warmer than normal conditions, especially at night, even if days are cloudy and mild near the coast from coastal marine low clouds. At this time, June appears to be about normal for rainfall.

July is expected to follow the seasonal norm for thunderstorms in the mountains and deserts. This may continue into August.

Late August, September, and October have the greatest potential for heavy rains and thunderstorms from tropical cyclone remnants.

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