



IN THIS ISSUE, YOU'LL FIND:

- [Reminder: Southern California Farm and Nursery Expo – November 3](#)
- [Hass Avocado Board Producer Alternate Vacancies](#)
- [November 30 Deadline for Avocado Crop Insurance](#)
- [California Avocado Release Dates](#)
- [CDFA Seeks Volunteers for Technical Review Committee](#)
- [New Legislation Increases Overtime Pay for Agricultural Workers](#)
- [Registration for Ventura County Water Tour is Open](#)
- [Commission's Late Season Social Media Posts Generate Buzz with California Avocado Fans](#)
- [More than 100,000 California Avocado Fans Attend Carpinteria Festival](#)
- [Market Trends](#)
- [Weather Outlook](#)

Calendar

For a listing of industry events and dates for the coming year, please visit:

<http://www.californiaavocadogrowers.com/commission/calendar>

Southern California Farm and Nursery Expo

The Second Annual San Diego Farm and Nursery Expo that will be held at the Del Mar Fairgrounds. [More information here.](#)

November 3

Time: 9:00 a.m. – 4:30 p.m.

Location: Del Mar Fairgrounds, 2260 Jimmy Durante Blvd. Del Mar, CA

Pesticide Safety Instructor Training Workshop

The University of California Integrated Pest Management (UC IPM) Program and AgSafe are offering a series of Pesticide Safety Instructor Training Workshops for agricultural supervisors, growers, farm labor contractors, safety managers and safety trainers. [More information available here.](#)

November 8 & November 29

November 8

Time: 7:45 a.m. – 5:00 p.m.

Location: (ENGLISH LANGUAGE WORKSHOP) UC ANR Building, 2801 Second Street, Davis, CA

November 29

Time: 7:45 a.m. – 5:00 p.m.

Location: (SPANISH LANGUAGE WORKSHOP) UCCE Tulare Office, 4437 S Laspina St., #B, Tulare, CA

Sustainable Ag Expo

The Sustainable Ag Expo is a multi-day seminar and tradeshow event designed for farmers, agriculture professionals, educators and pest control advisors. [More information available here.](#)

November 14-15

November 14

Time: 8:00 a.m. – 6:00 p.m.

Location: Madonna Inn Expo Center, 100 Madonna Road, San Luis Obispo, CA

November 15

Time: 8:00 a.m. – 4:00 p.m.

Location: Madonna Inn Expo Center, 100 Madonna Road, San Luis Obispo, CA

CAC Board Meeting

November 17

Time: TBD

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

Reminder: Southern California Farm and Nursery Expo – November 3

The Second Annual San Diego Farm and Nursery Expo that will be held at the Del Mar Fairgrounds. The Expo, which is sponsored by the San Diego County Farm Bureau, is a free trade show designed to connect Southern California agricultural industry members with vendors, resources and educational seminars that are applicable to the diverse crops grown in the region.

The California Avocado Commission (CAC) will have a booth in the Resource and Learning Center and growers are invited to stop by. A complete list of exhibitors is available [online](#).

For more information, download the San Diego Farm and Nursery Expo [flyer](#) or visit the [event website](#).

November 3

9:00am - 4:30pm

Del Mar Fairgrounds, 2260 Jimmy Durante Blvd., Del Mar, CA

Hass Avocado Board Producer Alternate Vacancies

The Hass Avocado Board (HAB) has two producer alternate vacancies on the HAB Board of Directors.

To be eligible to serve on the HAB Board, interested parties must meet the definition of a producer, which is as follows:

- Producers must certify that they are engaged in the business of producing Hass avocados in the United States for commercial use, and that they own, or share in the ownership and risk of loss of such Hass avocados.
- Board members and alternates shall be domiciled in the U.S.

Interested parties should email the following information to Silvia Standke at silvia@hassavocadoboard.com:

- Name
- Brief candidate statement

The deadline for email submission is noon (PST), November 15, 2016. Applicants may attend the board meeting and present his/her candidacy at the HAB meeting on November 16 at 1:00 p.m. at the Hyatt Regency Huntington Beach, 21500 Pacific Coast Highway, Huntington Beach, CA.

Please note this HAB Board vacancy request is not related to the 2016 HAB General Election. For more information, contact Silvia Standke with the Hass Avocado Board at silvia@hassavocadoboard.com or Kelly Robertson with USDA AMS at Kelly.Robertson@ams.usda.gov.

Additional information regarding the Hass Avocado Board can be found at www.hassavocadoboard.com/about.

November 30 Deadline for Avocado Crop Insurance

The deadline for California avocado growers to apply for 2018 crop insurance is November 30. The same deadline applies for current policyholders interested in making changes to their existing crop insurance coverage.

Crop insurance provides growers with protection against crop production losses caused by drought, hail, excessive moisture, earthquake, fire, wildlife, failure of irrigation water supply or insects and plant disease (unless control measures have been insufficiently or improperly applied). All commercially grown Hass and Lamb-Hass avocados are insurable if the crop is irrigated and the crop has reached the sixth growing season or has produced at least 2,000 pounds of avocados per acre in one of the three most recent crops. For more specifics concerning avocado crop insurance, download the Risk Management Agency's (RMA) [Fact Sheet](#).

California avocado growers are encouraged to contact a private crop insurance agent to obtain coverage. A searchable [list of crop insurance agents is available online](#). Growers also may utilize the [RMA Cost Estimator](#) to determine premium amounts of crop insurance.

California Avocado Release Dates

The California Department of Food and Agriculture (CDFA) has published the 2016-2017 California avocado release dates for Bacon, Fuerte, Hass, Zutano, Pinkerton, Gwen and Lamb Hass varieties. A copy of the release can be found in the right-hand margin. The 2016/2017 release dates also are summarized below.

Variety	Size 40	Size 48	Size 60	Size 70 & Smaller
Bacon	10/21	11/04	11/25	12/09
Fuerte	10/27	11/10	12/01	12/15
Hass	11/28	12/12	1/2	1/16
Zutano	11/16	11/30	12/21	1/4

Variety	Size 28	Size 32	Size 36	Size 40	Size 48 & Smaller
Pinkerton	11/23	12/7	12/21	12/28	1/11

Variety	Size 32	Size 36	Size 40	Size 48	Size 60 & Smaller
Gwen	2/6	2/20	3/6	3/20	4/3

Variety	Size 32	Size 36	Size 40	Size 48	Size 60	Size 70 & Smaller
Lamb Hass	5/8	5/22	6/5	6/19	7/3	7/17

CDFA Seeks Volunteers for Technical Review Committee

The California Department of Food and Agriculture (CDFA) is accepting applications for 2017 Specialty Crop Block Grant Program (SCBGP) Technical Review Committee volunteers. The role of the committee is to review, evaluate and make recommendations to the CDFA concerning proposals submitted for SCBGP funding. Those with knowledge and expertise regarding the specialty crop industry in California are encouraged to apply.

To apply, individuals must submit an [application form](#) and resume by 5 p.m. on November 18, 2016. Documents should be emailed to grants@cdfa.ca.gov prior to the deadline. Applicants should identify at least one of the following categories as related to their area of expertise:

- Market expansion and access
- Specialty crop nutrition education
- Equipping current and next generation specialty crop farmers
- Environmental stewardship and conservation
- Plant health and pest management

For more information, visit the [SCBGP website](#), call 916.657.3231 or email grants@cdfa.ca.gov.

New Legislation Increases Overtime Pay for Agricultural Workers

California's Governor has signed into law new mandates concerning overtime pay for agricultural workers. Highlights from the new law are as follows:

- Beginning January 1, 2017, employees who work on the seventh consecutive day of the workweek are to receive time-and-one-half pay for the first eight hours they work and double time pay for any time beyond the eighth hour. This applies to all agricultural employees.
- Beginning January 1, 2019, agricultural employers with 26 or more employees must provide overtime pay based on the schedule below. (Employers with 25 or less employees will have an additional three years to come into compliance.)

Year	2019	2020	2021	2022
Hours/Day	9.5	9	8.5	8
Hours/Week	55	50	45	40

Registration for Ventura County Water Tour is Open

California avocado growers interested in learning more about where Ventura County gets its water and how the drought is impacting the agricultural industry are encouraged to register for the Ventura County Water Tour. This one-day tour will take participants to critical water supply and treatment facilities and will provide insights from water supply experts.

The tour will take place on November 10 from 7:00 a.m. – 4:00 p.m. The cost of the tour is \$30 per person. A continental breakfast, boxed lunch, transportation and information packet are included in the fee. The tour will begin and end at 5156 McGrath Street, Ventura, CA, 93003.

Space is limited and registration fees must be paid by November 10. The deadline for registration is November 4. The registration form can be found online or in the right-hand column of this webpage. Completed registration forms should be sent to AWA, 5156 McGrath Street, Suite 104, Ventura, CA, 93003 or to awa@awavc.org.

The tour is hosted by the Farm Bureau and the Association of Water Agencies of Ventura County.

Commission's Late Season Social Media Posts Generate Buzz with California Avocado Fans

In late September and early October, as the California avocado season came to a close, the California Avocado Commission (CAC) kept its fans engaged with a series of social media posts on its Facebook and Twitter channels.

Some of the posts encouraged fans to stock up on late-season California avocados and one fan — Joshua Hager, a Southern California based blogger — responded in kind by mentioning his favorite fruit and sharing his [loaded guacamole recipe video](#) on Twitter. Joshua has a large online fan base of nearly 250,000 people, which led to his post being shared nearly 300 times and garnering nearly 700 likes. To further encourage sales of late-season California avocados, the Commission shared a recipe for [Creamy Avocado Coconut Popsicles](#) — a great frozen option that allows fans to enjoy the fruit after the end of the season.

CAC celebrated California's 166th birthday with a [short animated video on Facebook](#) featuring Cali, CAC's avocado character. The video was viewed more than 81,000 times, shared 175 times and garnered nearly 2,400 likes.

The Commission also shared big news concerning California avocado nutrition information on both Twitter and Facebook. The Commission's [tweet announcing that the FDA now recognizes avocados as "healthy"](#) resulted in more than 2,500 impressions. On Facebook, CAC released a brief [video](#) announcing the updated avocado serving size and the calories, vitamins, minerals and phytonutrients contained in the 1/3 serving. The video was viewed more than 34,000 times.



More than 12,000 California avocado fans liked this Facebook post featuring Creamy Avocado Coconut Popsicles.

More than 100,000 California Avocado Fans Attend Carpinteria Festival

For three days in early October, California avocado fans gathered along Linden Avenue in downtown Carpinteria, California to celebrate everything avocado. The 30th Annual [California Avocado Festival](#) featured live music on four stages, a diverse selection of California avocado dishes, the “world’s largest vat of guacamole” and an AvoEXPO Tent showcasing avocado agricultural photos, lessons in avocado grafting and the “Largest Avocado Contest.”

The event, which attracted more than 110,000 visitors, provided the California Avocado Commission (CAC) with the perfect opportunity to meet fans one-on-one. CAC staff provided visitors to its booth with new California avocado recipes and usage ideas, as well as nutritional information. California avocado grower Jim Swoboda was on hand to answer questions about growing avocados.



Tim Spann, David Cruz and California avocado grower Jim Swoboda answer questions from California avocado fans.

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 10/31/2016	Season-to-Date (since 11/1/15)	2016 Year to Date
Hass	0	370,479,640	370,439,706
Lamb	0	12,326,731	12,326,731
Other (Greens)	0	2,924,905	2,595,370
California Total	0	385,731,275	385,361,806
Florida	1,101,210	49,041,336	41,541,260
Chile	5,396,442	47,261,718	39,920,126
Mexico	49,387,800	1,761,170,497	1,448,650,311
Peru	50,000	70,454,922	70,454,922
Other (Imports)	1,260,000	18,740,000	18,240,000
Import Total	56,094,242	1,897,627,137	1,577,265,359
USA Total	57,195,452	2,332,399,749	2,004,168,425
Source(s):	California = CAC (AMRIC), Chile = Comité de Paltas, Chile		
	Florida = Florida Avocado Admin Committee		
	Mexico = APEAM, Peru = ProHass		
	Other Imports = USDA AMS website		

California Avocado Society Weekly Newslines* Avocado Prices – October 23, 2016

California Hass	FOB Price (25# carton)	Field Price (per pound)	Last Year FOB (25# carton)
#32's			
36's			
40's			
48's	Insufficient Volume to Quote		
60's			
70's			
84's			
*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 - The basic pattern consists of the westerlies continuing to be active, with rains on October 24-27, 29-31, and November 6-14. Early support for a longwave trough in the central northern Pacific (160-170W) will continue to propagate east, reaching finally into mainly northern California during November 6-14th. Off and on rains through October 31 are followed by a dry break during November 1-5th. A very wet pattern covers northern and northcentral California during November 6-14th with limited support for a few rains in southcentral and southern California.

In the Near Term – October 29 – November 17...The NOAA/CPC outlook for November 1-7th shows continued warmer than normal conditions throughout California. Rainfall is above normal over most of the state during this period. In general, this pattern is consistent with the forcing from sea surface temperature anomalies. With the more active pattern, the dry periods will be shorter in duration, with still some warm and dry episodes for a few days in early November.

In the Southern California avocado growing areas rains or showers occur October 28-31st. It will be dry and warmer on November 1-4th, following a locally cold morning November 1st. More rains develop about November 6 after a possible frost on the morning of the 5th.

Summary – November 13 – November 27... In the southern California avocado growing areas it will be showery or some rains possible from November 13-18th, then cold overnights with frosts on the 19-20th followed by dry warm northeast winds on the 20-24th, then cold nights (frost) 25-27th.

Seasonal Outlook/La Niña Update...November 28 – January 24...During this period, the cold *La Niña* anomaly will continue near maximum extent in the equatorial east and central Pacific. Sea surface temperature anomalies support weakening of troughs upon approach to California, but deepening of troughs into the Great Basin. The CFSv2 guidance shows drier and warmer than normal for December and January.

For southern California there is higher than normal risk for dry windy Santa Anas alternating with a few showery cold fronts in December and January, but with rainfall remaining below normal in southern California for mid-January onward after some rains earlier in January, and during December 22-28th.

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