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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 Production Research Committee Meeting

November 7

November 7

Time: 10:30 a.m. – 12:00 p.m.

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

Commission Hosts Grower Meeting with SCE on Public Safety Power Shutoff Protocol

Southern California Edison (SCE) recently announced a Public Safety Power Shutoff (PSPS) protocol that would shut power off during extreme weather events to mitigate the potential for wildfires. The California Avocado Commission is hosting an informational meeting concerning the PSPS protocol. [Please see the article here](#), and [more information available here](#).

November 8

November 8

Time: 10:00 a.m. – 11:30 a.m.

Location: Santa Paula Ag Museum, 926 Railroad Ave, Santa Paula, CA

Sustainable Ag Expo

The three-day [Sustainable Ag Expo](#) showcases the latest farming research, resource issues and business trends that impact sustainable agriculture. A variety of seminars will be available. Registration required. [More information available here](#).

November 12-14

November 12-14

Time: **Nov 12:** 8:00 a.m. – 6:00 p.m., **Nov 13-14:** 8:00 a.m. – 4:15 p.m.

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

CAC Board Meeting

November 13

November 13

Time: TBA

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

San Diego Farm and Nursery Expo

The San Diego Farm and Nursery Expo provides growers and vendors with the opportunity to network, learn about beneficial programs, attend seminars presented by top researchers and authorities and learn about the latest agricultural products and equipment. Registration required. [More information available here.](#)

November 14

November 14

Time: 9:00 a.m. – 4:30 p.m.

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

UC Ag Experts Talk: Avocado Diseases and How to Manage (Webinar)

This University of California webinar will be led by Ben Faber, UCCE Ventura Farm Advisor. The seminar will cover management practices to prevent diseases and the chemicals that can be used to treat them. Registration required. [More information available here.](#)

November 14

November 14

Time: 3:00 p.m. – 4:00 p.m.

Location: Online Webinar

English and Spanish-Language Food Safety Training Sessions Available

The Farm Employers Labor Service is offering a full-day training session that meets the required U.S. Food and Drug Administration's Produce Safety training for growers. The trainers will cover the following topics:

- Introduction to produce safety
- Worker health, hygiene and training
- Soil amendments
- Wildlife, domesticated animals and land use
- Agricultural water — production and postharvest water
- Postharvest handling and sanitation
- How to develop a farm food safety plan

Participants are welcome to ask questions and share their experiences. A number of additional resources will be provided for attendees:

- Materials to help determine how or if the regulation applies to your farm
- Templates for creating records

- A calculation tool to determine if small farms can receive a “qualified exemption”
- A list of allowable water treatment compounds
- Tools to assist with water analysis calculations

Sessions will be held as follows.

Oxnard (English)

January 17, 2019

Courtyard Marriott, 600 East Esplanade

Fallbrook (English)

February 21, 2019

Pala Mesa Resort, 2001 Old Hwy. 395

Escondido (English)

February 22, 2019

San Diego CFB, 420 S. Broadway

Oxnard (Spanish)

March 13, 2019

Courtyard Marriott, 600 East Esplanade

Escondido (Spanish)

April 24, 2019

San Diego CFB, 420 S. Broadway

A variety of other English-language and Spanish-language training sessions are available across the state; a complete listing can be found online.

The cost for the training session is \$35 and includes course materials, coffee, lunch and an official certificate from the Association of Food and Drug Officials. Interested parties can register online.

For more information, send an email to: foodsafety@safefoodalliance.com.

Public Meeting on Draft Produce Safety Guidance

The U.S. Food and Drug Administration (FDA) is holding a public meeting to discuss, evaluate and gather input concerning the draft guidance created to help farmers meet the Produce Safety Rule requirements. The “[Standards for the Growing, Harvesting, Packing and Holding of Produce for Human Consumption: Draft Guidance for Industry](#)” provides information and examples designed to help farmers meet the new rule established by the Food Safety Modernization Act.

Stakeholder panels will discuss the various chapters of the draft guidance:

- General provisions
- Personnel qualifications and training
- Health and hygiene
- Biological soil amendments of animal origin
- Domesticated and wild animals

- Growing, harvesting, packing and holding activities on a farm
- Equipment, tools, buildings and sanitation
- Records
- Variances

Attendees will have the opportunity to ask questions and make public comments.

The meeting will be held November 29 from 8:30 a.m. – 5:00 p.m. at the Doubletree Suites by Hilton/Anaheim Resort Convention Center, 2085 South Harbor Boulevard, Anaheim, CA, 92802. Registration for the meeting is now open [online](#). The deadline to request special accommodations due to a disability and/or to request to make public comments at the meeting is November 9. The registration deadline is November 16.

For general questions about the meeting, or to request special accommodations due to a disability, contact Juanita Yates, FDA, Center for Food Safety and Applied Nutrition, 240.402.1731, e-mail: Juanita.Yates@fda.hhs.gov.

2018-19 Avocado Release Dates

The California Department of Food and Agriculture’s (CDFA) Avocado Inspection Program (AIP) has announced the avocado release dates for the 2018-19 season. The Gem release dates are provisional for 2018-19 and will remain in effect for the period of November 1, 2018 through October 31, 2019. The CDFA’s Avocado Inspection Committee is currently working with the industry to conduct the additional research necessary to establish official Gem release dates in the future.

[The official announcement can be found here](#). For further information, visit the [Maturity Release Date page](#) on the California avocado grower website or contact AIP at 760.743.4712.

Avocado Disease Webinar to be Held in Mid-November

The University of California will host a webinar entitled, “UC Ag Experts Talk: Avocado Diseases and How to Manage.” Ben Faber, UCCE Ventura Farm Advisor, will discuss management practices to prevent diseases and the chemicals that can be used to treat them. He will cover the following diseases:

- Root rot
- Crown rot
- Bacterial canker
- Leaf/stem blight
- Black streak
- Sun blotch

The webinar will be held November 14 from 3:00 – 4:00 p.m. Interested growers can register for the seminar [online](#).

Free Attendee Pre-registration for San Diego Farm and Nursery Expo Is Open

The [San Diego Farm and Nursery Expo](#) provides growers and vendors with the opportunity to network, learn about beneficial programs, attend seminars presented by top researchers and authorities and learn about the latest agricultural products and equipment. This year, the following presentations will take place:

- Eric Larson, San Diego County Farm Bureau Executive Director — Water: Supply Update and Runoff Regulations
- Bryan Little, Chief Operating Officer of Farm Employers Labor Service — The Business of Farming
- Dr. Roger A. Baldwin, UC Davis Wildlife Specialist — An Integrated Approach to Managing Ground Squirrels and Gophers
- Cheryl Wilen, Area IPM Advisor, UC IPM Program — Spray Drift Management
- California Women for Agriculture panel — Women Breaking Ground in Local Agriculture

The free Expo will take place on November 14, from 9:00 a.m. – 4:30 p.m. at the Del Mar Fairgrounds located at 2260 Jimmy Durante Blvd, Del Mar, CA 92014.

The California Avocado Commission will have a booth (#33) at the Expo and invites California avocado growers to stop by.

Free attendee pre-registration is now open [online](#). For more information, contact taylor@sdfarmbureau.org or 760.745.3023.

Redesigned Soil Tools Webpage Provides Access to Data, Maps and More

The United States Department of Agriculture (USDA) has newly redesigned its [Soil Tools Webpage](#) and gathered a variety of resources to help growers evaluate and conserve soil.

The website includes specific portals for:

- [Soil data and maps](#) — a variety of maps that allow users to compare soils, evaluate soils and make conservation plans; also includes access to the [Web Soil Survey](#) and maps that indicate wet areas that would be susceptible to avocado root rot
- Soil databases
- Soil apps — include interactive maps and access to data
- Climate data
- Official soil series descriptions
- Ecological sites
- R for soils — including utilities to support soil surveys
- Calculators — tools to help growers assess soil texture and water budgeting

San Diego County Grower Needs Assessment Findings Available

The University Cooperative Extension San Diego has released the findings from its grower survey in a publication entitled, [Grower Needs Assessment for Sustainable Food Production in San Diego County](#). The survey was conducted in order to better understand the issues, challenges and trends affecting local agriculture and its sustainability.

A majority of the 296 respondents were California avocado growers. Following are highlights from the report:

- A vast majority of respondents (75 percent) use mobile smartphones and computer in their farming operation.
- Nearly 74 percent of respondents indicated they had an income outside of farming.

- A majority (55 percent) use outside labor for farming activities.
- The most common risk management strategies were noted as having liability, property and personal insurance (67 percent), with the majority using production/yield-based crop insurance (52 percent).
- The most significant barrier to adopting new practices was the cost of making those changes.
- The most common conservation practices were mulching, compost application, no-till/reduced-till. The top benefits cited for those practices were drought resistance, environmental stewardship and yield improvements.
- Growers' greatest financial concerns were the costs of farming (63 percent), regulations (46 percent) and labor supply issues (43 percent).
- Growers' top farm production concerns were water/irrigation management, soil/fertility management and insect pests.
- As concerns water management, growers noted the need for irrigation technology and equipment (33 percent), irrigation management assessment (19 percent) and training on current research and best management practices for water efficiency (17 percent).
- The vast majority of growers (74 percent) did not have post-harvest concerns. Those who did have concerns noted harvesting methods/systems and quality control as their top issues.
- The top marketing concerns were sales prices, market niches/windows and market development.

A copy of the report is available [online](#).

Identifying Herbicide Injury to California Avocado Trees

For California avocado growers, it can be difficult to ascertain whether a tree is suffering from disease, pests, nutrient deficiencies or damage caused by insecticides. Dr. Travis Bean's new [blog post](#) examines herbicide damage in California avocado groves, including the specific symptoms associated with different insecticide groups.

Herbicide injury can impact the yield, number of fruit, plant vigor and health of California avocado trees. In most cases, damage occurs because of spray drift, improper application of the herbicide and tank contamination.

When assessing trees, it may be difficult to determine whether a damaged tree has been impacted by an herbicide or some other environmental stressor. In general, if a tree appears "damaged" on just one side, then this could be an indicator of pesticide spray drift. If damage is only visible along the edge of the tree's skirts, then it's likely an indicator of uneven ground spray application.

To determine the specific cause of the damage, Dr. Bean notes it's important to examine a number of factors. Take soil and plant tissue samples, note symptoms and injuries, record herbicide use and weather conditions and determine whether other plant species in the orchard are affected.

The Weed Science Society of America categorizes herbicides by Mechanism of Action (MOA) —the biological processes each herbicide disrupts. Each group has specific injury symptoms that can help California avocado growers determine whether tree damage has potentially been caused by a specific herbicide they are using. For example, Norflurazon damage leads to white/bleached plant foliage. Dr. Bean's blog post includes a [table of eight of the most common herbicides used in California avocado groves](#) and their injury symptoms. In addition, a complete searchable database of pesticide injury images, MOAs and injury symptoms can be found [online](#).

Commission Shares Growing Advice and New Recipes with California Avocado Fans at Street Festival

The three-day Carpinteria California Avocado Fest, known as AvoFest, is one of the largest free festivals in California, with an estimated attendance of more than 100,000. The event features a huge vat of fresh California avocado guacamole made by Carpinteria high school cheerleaders, 75 music acts on four stages, a vast array of California avocado dishes and merchandise and an agriculture tent that showcases avocado history and care.

As such, AvoFest is an ideal event for the California Avocado Commission to share new recipe ideas that inspire thousands of fans to expand their usage of California avocados and enjoy the fruit in their beverages, snacks, desserts and meals. As a sponsor of the festival, the Commission tent had premium visibility at the entrance of the festival. Throughout the three-day event, long lines of fans awaited their turn to ask California growers questions about how to grow avocados in their back yard and to obtain California avocado recipe booklets, nutrition information, bumper stickers, magnets and avocado cutters. CAC staff, volunteers and board members Rick Shade, Gary Caloroso, Jason Cole and Randy Douglas were on hand to meet one-on-one with California avocado fans.

Festivalgoers could share their love of California avocados on social media by using CAC's custom Snapchat filter to decorate photos taken at AvoFest. The filter, which featured California avocado imagery and branding, garnered 1,385 uses and more than 4,200 impressions during the festival.



The California Avocado Commission tent, located at the entrance to the California Avocado Festival, was very popular with attendees.

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 10/31/2018	Season-to-Date (since 11/01/2017)	2018 Year to Date
Hass	336,019	312,310,918	311,660,931
Lamb	7,718	11,093,082	11,093,082
Other (Greens)	0	2,015,209	1,729,329
California Total	343,737	325,419,209	324,483,342
Florida	706,200	19,110,670	18,878,515
Chile	2,528,660	43,729,387	33,603,136
Mexico	40,611,340	1,987,110,753	1,635,967,989
Peru	0	177,764,347	177,764,347
Other (Imports)	1,580,000	36,600,000	27,260,000
Import Total	44,720,000	2,245,204,487	1,874,595,472
USA Total	45,769,937	2,589,734,366	2,217,957,329

Sources:

California = CAC (AMRIC)

Florida = Florida Avocado Admin Committee

Chile = Comité de Paltas, Chile

Mexico = APEAM

Peru = ProHass

Other Imports = USDA AMS website

California Avocado Society Weekly Newslines* Avocado Prices – October 25, 2018

	Organic #1	Conventional #1	Conventional #1
California Hass	(Field Price Per Lb)	(Field Price Per Lb)	(Carton Price)
#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- High pressure remains just off the west coast of the U.S. with a deep trough pattern staying across the Great Basin. A dry NW flow aloft will continue across most of California through November with weak troughs and fronts moving into the high pressure at times bringing, at most, only light rain to northern California at times.

The tropics off Mexico and across the eastern Pacific will remain more active than normal as ocean sea surface temperatures (SSTs) remain warmer than normal for this time of year. Slight cooling off the southern coast of the Baja Peninsula has taken place but still a lot of warmer than normal water is off the west coast of Baja.

El Niño still looks evident but so far has not strengthened. Unless changes occur in November and December this will either be a weak *El Niño* or a late developing *El Niño*.

Development of the *El Niño* pattern is still possible and is currently predicted for 2018-19 winter season, but its effects may be delayed until late in the winter season and maybe more localized than wide spread.

Drier than normal precipitation is expected across most of the western U.S. and especially across northern California and the Pacific NW. Near normal to slightly drier than normal across Central & the northern parts of southern California with near normal or slightly wetter than normal across SE California as upper lows continue to develop off the coast of SW California. This dry pattern across most of the state should continue through the middle and possibly through the latter part of December. Some increase in precipitation is possible later in November as troughs become a little stronger.

Snow pack across the SierraNV will be below normal for the end of Fall and likely for the start of the winter season as the dry NW flow continues across the Sierras. Some increase in snow pack is likely towards the middle of December but conditions will likely still be below normal.

The MJO Cycle continues neutral to weak which weakens any storms that move into the eastern Pacific. Little or no moisture is currently being entrained into fronts with little or no subtropical connection currently in place. This pattern should continue through December 10th but the MJO will likely turn more positive by the middle or end of December.

In the Near Term – Nov 3 – Nov 17...Salinas Valley-San Luis Obispo Co...A very dry pattern will continue with little or no chance of rain expected through the middle of November. The dry NW flow aloft will continue due to high pressure to the west and a trough to the east through the Great Basin. Gusty north winds are possible at times with a higher risk of fire danger, especially in the coastal range and southern Sierras. Weak fronts on Nov 7th and again on the 12th are possible but rain is unlikely.

...S Calif Avocado Area, San Luis Obispo Co to San Diego Co...It looks dry with little or no chance of rain. A trough will remain to the east with a ridge and high pressure to the west. A weak upper low off the coast to the SW will continue but moisture from this low is not expected. A moderate to strong Santa Ana is expected the first four days of November with gusty winds and a high fire danger mainly from southern San Luis Obispo County SE through southern Calif. Strongest gusts as usual will be across the Ventura County mountains.

Summary – Nov 18 – Dec 2... In the southern California avocado growing areas, from San Luis Obispo south, A high pressure ridge should remain centered just west of the region with a trough to the east. This will bring a number of offshore events with some Santa Ana winds at times. A higher than normal fire danger is expected with the windy and dry weather pattern. Upper lows off the coast will be weaker with rain from these lows staying dry for the most part across southern California but bringing some rain to the east across southern Arizona. Warmer than normal temperatures will continue through the start of December.

Seasonal Outlook / El Niño Update... Nov 26 – Jan 15... It will be slightly wetter at the end of November as troughs become a little stronger but conditions will still be drier than normal with a ridge remaining over the region. A gradual wetter trend is likely through December with precipitation becoming closer to normal across most of the state, especially later in the month.

Even though the *El Niño* pattern looks weak some decent rain after the first of January is likely with precipitation finally reaching near normal across most of the state. A subtropical jet with some upper lows developing off the coast will bring an increase in moisture into southern California after the 1st of January.

The tropical season ends in late November for the eastern north Pacific, but we will begin to see subtropical lows strengthening in response to the weak *El Niño* and moving to the coast with enhanced moisture late December through the first half of January. As these come inland, they will affect all of California with mild rainy conditions. The focus of this rain, however, will be across southern California and the southern parts of central California. More subtropical air with these upper lows will keep snow levels in the Sierras higher than normal and thus a less than impressive snow pack is expected through the latter part of December through the start of January.

For southern California, after some late November rains, the next chances for decent rain will be towards the middle of December and again late in the month as storms become gradually stronger and wetter. Slightly drier the first week of

January with rains increasing after the 8th with wetter than normal conditions likely through southern California around the middle of the month. Frost risk will be lower than normal from the end of December through most of January as more subtropical moisture streams through the region.

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