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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>

FDA 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input concerning the "Standards for the Growing, Harvesting, Packing and Holding of Produce for Human Consumption: Draft Guidance for Industry," which provides information and examples designed to help farmers meet the new Produce Safety Rule established by the Food Safety Modernization Act. Registration required. [More information available here.](#)

November 29

November 29

Time: 8:30 a.m. – 5:00 p.m.

Location: Doubletree Suites by Hilton/Anaheim Resort Convention Center, 2085 South Harbor Boulevard, Anaheim, CA

CAC Marketing Committee Meeting

December 4

December 4

Time: 10:00 a.m. – 12:00 p.m.

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

Invasive Shot Hole Borer Class and Field Training

The seminar will consist of a classroom session followed by a field exercise in which participants will see infested trees, learn how to identify signs of shot hole borer damage, set up a monitoring program and sample trees. Registration required. [More information available here.](#)

December 6-7

December 6

Time: 10:00 a.m. – 2:30 p.m.

Location: Saint Thomas Aquinas Church, 185 St Thomas Dr, Ojai, CA

December 7

Time: 10:00 a.m. – 3:00 p.m.

Location: Gardena Moneta Mason Lodge and Gardena Willows Wetland Preserve, 1250 W 155th St., Gardena, CA

Fox Canyon Advanced Metering Infrastructure/Pilot Water Market Workshop

The workshop will review the ordinance mandating all agricultural well facilities requiring flowmeters have advanced metering infrastructure (AMI) technology installed. [More information available here.](#)

December 11

December 11

Time: 3:00 p.m. – 5:00 p.m.

Location: California Lutheran University, Oxnard Campus, 2201 Outlet Center Drive, Suite 600, Oxnard, CA

Organic Grower Summit

The seminar will consist of a classroom session followed by a field exercise in which participants will see infested trees, learn how to identify signs of shot hole borer damage, set up a monitoring program and sample trees. Registration required. [More information available here.](#)

December 12-13

December 12

Time: 6:30 a.m. – 9:30 p.m.

Location: Monterey Conference Center, 1 Portola Plaza, Monterey, CA

December 13

Time: 6:30 a.m. – 3:00 p.m.

Location: Monterey Conference Center, 1 Portola Plaza, Monterey, CA

Avocado Crop Insurance Deadline Is November 30

It is important that California avocado growers purchase, review or modify their crop insurance policies soon as the deadline to apply for crop insurance for avocados is November 30, 2018. Crop insurance provides protection against crop production losses due to natural disasters and incidents, including:

- Drought
- Hail
- Adverse weather
- Fire
- Earthquake
- Excessive moisture
- Insects and plant diseases (does not include damage due to insufficient or improper application of control measures)
- Failure of irrigation water supply (if caused by an insurance peril during the insurance year)
- Wildlife

All commercially grown Hass, Lamb-Hass and Gem avocados are insurable if the crop is irrigated and has reached the sixth growing season after being set out, or has produced at least 2,000 pounds of avocados per acre in one of the most recent three crop years. The insurance is available in Monterey, Orange, Riverside, San Luis Obispo, Santa Barbara, San Diego and Ventura counties.

When applying for insurance growers will be asked to provide 4 – 10 years of production records. Coverage levels range from 50 – 75 percent of the grower’s approved yield and crop insurance premiums are subsidized. To receive premium subsidies the grower must certify they meet the [Highly Erodible Land Conservation and Wetland Conservation](#) requirements.

An [Avocado Crop Insurance Fact Sheet is available online](#). The Fact Sheet has not yet been updated for the 2020 crop but the price election for the 2020 crop has been set at \$0.95 per pound for conventional avocados and \$1.28 per pound for organic avocados.

Crop insurance may be purchased from private insurance agents. A list of crop insurance agents is available [online](#).

For more information, contact the Risk Management Agency at 530.792.5870 or rsoca@rma.usda.gov.

Follow-up Information from CAC Grower Meeting with SCE on Public Safety Power Shutoff

At a recent California Avocado Commission meeting with Southern California Edison (SCE) representatives to discuss their Public Safety Power Shutoff (PSPS), avocado growers expressed several concerns and raised some great questions. As a reminder, SCE’s PSPS protocol would shut power off during extreme weather events to mitigate the potential for wildfires. In response to a couple of those questions, SCE has provided the following information.

SCE Vegetation Management

Growers expressed frustration that SCE had not conducted necessary vegetation management in the past that would have mitigated potential fire fuel. A few growers had recently contacted SCE to identify areas that needed vegetation management but indicated no action had been taken.

SCE has provided the following contacts for growers regarding vegetation management concerns:

Jon Pancoast, Vegetation Management Group Manager

Phone: 310.608.5216

Email: jon.pancoast@sce.com

Matt Saddler, Vegetation Management Technician

Phone: 805.497.5683

Email: matthew.saddler@sce.com

SCE PSPS Notifications

Some growers indicated they had not received communications from SCE regarding information on PSPS actions. SCE has provided the following ways for growers to ensure SCE has their updated contact information:

- Phone: 800.655.4555
- Log on to SCE.com, go into “My Account” and update the contact information

Other considerations raised by growers included the possibility of an SCE rebate for the purchase of generators and questions on the continuation of “Standby Charges” if service may be interrupted under the PSPS. These are both heavy lifts, and the Commission will provide more information on these efforts as it becomes available. Growers should contact [Ken Melban](#), CAC vice president of industry affairs, with any questions they may have.

Fox Canyon Hosting Advanced Metering Infrastructure/Pilot Water Market Workshop

California avocado growers within the Fox Canyon Groundwater Management Agency's boundaries are encouraged to attend a workshop that will review the ordinance mandating all agricultural well facilities requiring flowmeters have advanced metering infrastructure (AMI) technology installed. The AMI must be installed by December 31, 2018. Please note that this is the final workshop to take place before the AMI requirements go into effect on January 1, 2019.

The workshop will provide information about AMI installation/equipment rebates. To be eligible for these rebates, the well must be in compliance with agency regulations and have no outstanding surcharges, fees or fines. Rebates will be awarded on a first come basis and [applications](#) are now being accepted.

Attendees also can learn more about how they can participate in the [water market pilot program](#) for the Oxnard Plain basin and what financial incentives are available.

The workshop will be held on December 11 from 3:00 – 5:00 p.m. at California Lutheran University, Oxnard Campus, located at 2201 Outlet Center Drive, Suite 600 in Oxnard, CA.

For more information, email fcgma@ventura.org.

Shot Hole Borer Training Available

California avocado growers interested in learning more about polyphagous and Kuroshio shot hole borers are encouraged to attend an Invasive Shot Hole Borer (ISHB) Class and Field Training session. The seminar will focus on:

- Identifying ISHB
- Biology of ISHB
- Surveillance techniques
- Managing infested trees and downed wood

The seminar will consist of a classroom session followed by a field exercise in which participants will see infested trees, learn how to identify signs of shot hole borer damage, set up a monitoring program and sample trees.

Speakers include:

- Sabrina Drill, UCCE Natural Resources Advisor
- Bea Nobua-Behrmann, UCCE Research Scientist
- Kim Corella, Forest Pest Specialist, CalFire
- Paul Rugman-Jones, UC-Riverside Research Entomologist

The \$30 registration fee includes lunch, an ISHB Field Guide and ISHB Demonstration Kit.

Seminars will be held as follows.

Ventura County — Ojai

December 6, 2018, 10:00 a.m. – 2:30 p.m.

Saint Thomas Aquinas Church

185 St Thomas Dr, Ojai, CA 93023

[Register for the Ventura County session now!](#)

Los Angeles County — Gardena

December 7, 2018, 10:00 a.m. – 3:00 p.m.

Gardena Moneta Mason Lodge and Gardena Willows Wetland Preserve

1250 W 155th St, Gardena, CA 90247

[Register for the Los Angeles County session now!](#)

Commission Celebrates 40th Anniversary and Earns Marketing Award at PMA Fresh Summit

The Produce Marketing Association (PMA) Fresh Summit 2018 attracted more than 21,000 attendees from 60 nations, providing the California Avocado Commission (CAC) with the perfect opportunity to celebrate its 40th anniversary with retailers, handlers, growers, registered dietitians, educators and media members from around the globe. The event took place at the Orange County Convention Center in Orlando, Florida from October 18 – 20.

Commission staff met with leading industry representatives in a booth festooned with graphics showcasing CAC's advertising, merchandising and nutrition milestones from the past 40 years. The graphics served as a popular selfie backdrop for attendees. Industry stakeholders flocked to the two-story booth to sample fresh California avocado recipes and speak with the members of CAC's marketing team and retail marketing directors about the upcoming California avocado crop and customized marketing support programs.

The Commission also sponsored the Produce for Better Health (PBH) dietitian program. Visits by 19 retail dietitians to CAC's booth were a key part of the PBH program. There they met with the CAC team and Bonnie Taub Dix, MA RDN, CDN and learned more about California avocado nutrition as part of her "Benefits of In-season Eating" presentation.

During the event Jan DeLyser, CAC vice president of marketing, was interviewed by a number of major produce and grocery publications. Jan and the CAC marketing team also were presented with their seventh consecutive Marketing Excellence Award by Produce Business magazine publisher Ken Whitacre.

CAC's award-winning visibility at the event, coupled with its show-stopping 40th anniversary booth graphics, event sponsorship and personal interactions with industry stakeholders effectively showcased California avocados during the off season and raised awareness of the upcoming season's opportunities.

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Registered Dietitian Bonnie Taub Dix presented to retail registered dietitians in CAC's booth.

Commission's Autumn Social Media Posts Garner More Than 1.5 Million Impressions

Even as the California avocado season winds down, it's important for the California Avocado Commission (CAC) to remain engaged with California avocado fans as a trusted resource for information and content concerning their favorite fruit. During the months of September and October, the Commission shared a variety of posts on its Facebook, Twitter and Instagram channels showcasing the history, nutritional value and versatility of the fruit.

By engaging with fans on social media, CAC can dispel common avocado myths and misconceptions about nutrition and seasonality while building brand awareness, loyalty and trust. One of the Commission's videos — which showcased the unique locale, seasonality and limited availability of California avocados — received more than 57,000 views on [Facebook](#).

On [Twitter](#), the Commission showcased the nutritional value of California avocados and linked to The Scoop blog where consumers could learn more about the benefits of incorporating avocados into their diet.


The Commission also shared mouth-watering photos of California avocado-centric dishes on [Instagram](#) — a social media channel that favors photography — that showcased how the fruit can be incorporated into popular food trends. For example, the Commission shared an avocado bean toast photo and recipe with the popular #meatlessmonday hashtag while encouraging fans to check out other plant-based diet tips on The Scoop blog.

Social media posts also are an effective way to engage consumers in popular events such as the Avocado Margarita Festival and the California Avocado Festival. At both events, celebrants could snap photos and share them on Snapchat using CAC's California avocado-branded Snapchat filter.

The Commission's posts on Facebook, Twitter and Instagram generated more than 1.5 million social media impressions for the months of September and October. In addition, the Snapchat filter was used 2,200 times and yielded 6,000 impressions thereby building awareness of the California avocado brand in the off season that will drive consumption of avocados in season.

California Avocados
Published by Samantha Schaitberger [?] · September 21 · 🌐

For California Avocados, spring to early fall is generally the best time to get your hands on this creamy fruit and taste the California difference. Find out more about our avocado season:
<https://www.californiaavocado.com/.../are-california-avocados...>



159,079
People Reached

1,298
Engagements

Boost Post

👍❤️👍 437

16 Comments 61 Shares 57K Views

Content that dispels common avocado misconceptions has been well received — like this video about seasonality that was viewed more than 57,000 times.

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 11/11/2018	Season-to-Date (since 11/01/2018)	2018 Year to Date
Hass	0	0	311,660,931
Lamb	0	0	11,093,082
Other (Greens)	0	0	1,729,329
California Total	0	0	324,483,342
Florida	518,045	1,106,875	19,985,390
Chile	2,322,537	4,823,925	38,427,061
Mexico	4,852,802	18,329,576	1,654,297,565
Peru	0	0	177,764,347
Other (Imports)	0	1,190,000	28,450,000
Import Total	7,175,339	24,343,501	1,898,938,973
USA Total	7,693,384	25,450,376	2,243,407,705

Sources:

California = CAC (AMRIC)

Florida = Florida Avocado Admin Committee

Chile = Comite de Paltas, Chile

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			
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- Long wave high pressure remains just off the coast of Central California. This causes troughs and fronts that approach the coast to weaken and split apart, one portion going into the interior Pacific Northwest, and the other to N Baja California and Arizona.

Sea surface temperatures (SSTs) remain warmer than normal for this time of year.

El Niño continues weak to moderate.

Development of *El Niño* is currently predicted Dec-Mar 2018-19.

Drier than normal conditions are expected for the rest of Nov, with an up-tick in precipitation for Dec.

Snowpack across the SierraNV will be well below normal for Nov- Dec.

In the Near Term – Nov 17 – Nov 30...Salinas Valley-San Luis Obispo Co...Dry with recurrent inversion conditions, and hazy or elevated smoke at times the next few weeks. Minimal or weak fronts coming through. Rain in Central California and the N Sierra on Nov 22nd and 24th, and the 29th. At the coast rains are suggested by our CFSDailyAI system.

...S Calif Avocado Area, San Luis Obispo Co to San Diego Co...It looks dry with continued risk of Santa Ana events, and possibly some showers. Showers will tend to come from erratic upper lows. Possible rains occur on Nov 27 and again about Dec 5.

Summary – Dec 1 – Dec 15... In the southern California avocado growing areas, from San Luis Obispo south, the best chance for rains appears to be from Dec 5-7th, and 9-13th. Persistently warmer than normal overall.

Seasonal Outlook / *El Niño* Update... Dec 18 – Jan 15... A wetter pattern is more likely during mid Dec, followed by a dry period at the end of Dec - early January, then rains again around Dec 10th through mid-Jan.

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 for 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 snowpack is expected through the latter part of December and in early to mid-January.

For southern California, after some late November rains, the next chances for rain 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 into southern California mid-January. Frost risk will be lower than normal from the end of December through most of January as more subtropical clouds and rains develop.

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