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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>

### California Avocado Society 2016 Annual Meeting

California avocado growers are encouraged to attend the 101<sup>st</sup> Annual Meeting of the California Avocado Society. Registration required. [More information available here.](#)

#### October 7-8

##### October 7

**Time:** 9:40 a.m.

**Location:** Carlsbad Desalination Plant VIP Tour, 4600 Carlsbad Blvd., Carlsbad, CA

##### October 7

**Time:** 2:00 p.m. – 4:00 p.m.

**Location:** Mount Palomar Avocados Grove Tour, 18162 Highway 76, Pauma Valley, CA

##### October 8

**Time:** 7:30 a.m. – 2:00 p.m.

**Location:** Annual Meeting, Pala Casino Spa and Resort, 11154 Highway 76, Pala, CA

### CAPCA Entomology Conference

The San Diego chapter of the California Association of Pest Control Advisers (CAPCA) and UC-Riverside is hosting the one-day Entomology Conference. Registration is required. [More information available here.](#)

#### October 13

**Time:** 7:00 a.m. – 5:00 p.m.

**Location:** South Coast Winery & Spa, 34843 Rancho California Road, Temecula, 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.](#)

**October 13 & November 1**

### **October 13**

**Time:** 7:45 a.m. – 5:00 p.m.

**Location:** (ENGLISH LANGUAGE WORKSHOP) Alan Hancock College, 800 S College Drive, Santa Maria, CA

### **November 1**

**Time:** 7:45 a.m. – 5:00 p.m.

**Location:** (ENGLISH LANGUAGE WORKSHOP) DPR Fresno Building, 1130 Shaw Ave # 100, Fresno, CA

## **CAC Board Meeting**

**October 20**

**Time:** TBA

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

## **Southern California Farm and Nursery Expo**

The Second Annual San Diego Farm and Nursery Expo that will be held at the Del Mar Fairgrounds.

**November 3**

**Time:** 9:00 a.m. – 4:30 p.m.

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

## **Reminder: California Avocado Society to Host 101st Annual Meeting**

California avocado growers are encouraged to attend the 101<sup>st</sup> Annual Meeting of the California Avocado Society (CAS), which will be held at the Pala Casino Spa and Resort located at 11154 Highway 76 in Pala, California on October 7 and 8.

On Friday, attendees have two tour options to choose from:

- Field tour of the Mount Palomar Avocados high density planting and reception (\$25)
- VIP Carlsbad Desalination tour, high density field tour and reception (\$40)

The field tour begins at 2:00 p.m. at Mount Palomar Avocados, 18162 Highway 76, Pauma Valley, California. Friday will conclude with a 4:00 p.m. President's Reception at Mount Palomar. The reception will be catered by Hunter Steakhouse BBQ.

On Saturday, registration and a continental breakfast begin at 7:30 a.m. The meeting will officially convene at 8:30 a.m. Speakers for the event include:

- Ramón Paz Vega, APEAM — Global Consumption and Production
- Ken Melban, California Avocado Commission — Food Safety Certification: A Global Requirement
- David Crowley, Ph.D., UCR — Fertilizer Decision Tools
- Eric Larson, San Diego County Farm Bureau — Fixing California's Water

The Oliver Atkins Award and Award of Honor also will be presented on Saturday.

To register for the meeting, download the [Annual Meeting pamphlet](#) and email the completed form to [californiaavocadosociety@gmail.com](mailto:californiaavocadosociety@gmail.com) or fax it to 949.276.9721. [Online registration](#) is also available.

## Ellis Farms to Host California Avocado Society Tour and Reception

As part of the California Avocado Society's (CAS) 101<sup>st</sup> Annual Meeting, attendees will have the opportunity to tour the Ellis Farms Pauma Valley California avocado grove on October 7. The grove will also serve as the site of the CAS President's Reception.

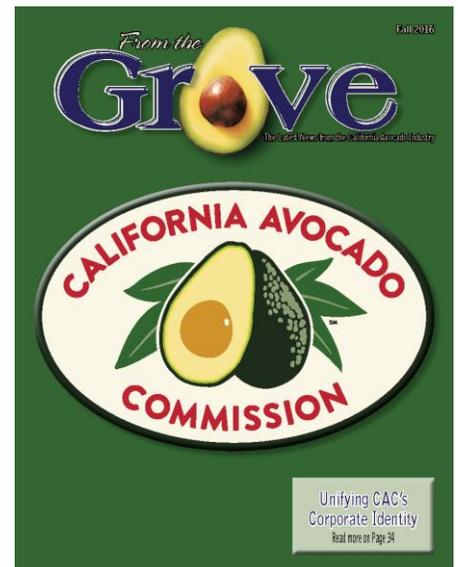
The tour of Ellis Farms will begin at 2:00 p.m. Ellis Farms produces the Hass Dusa® avocado. The Dusa® rootstock originated in South Africa and when paired with grafted Hass fruit, produces avocado trees that are high yielding, saline tolerant and resistant to Phytophthora root rot. Ellis Farms also uses the Brokaw method of growing. This method is a low-water-use, high-density production method. Those who register for the Ellis Farms tour, as part of the CAS Annual Meeting, will have the opportunity to learn more about the new rootstock and Brokaw growing method. The tour will be followed by the CAS President's reception at 4:00 p.m.

The Ellis Farms Pauma Valley grove is located at 18162 Highway 76, Pauma Valley, California. The cost of the tour is \$25. To register for the meeting or tour, download the [Annual Meeting pamphlet](#) and email the completed form to [californiaavocadosociety@gmail.com](mailto:californiaavocadosociety@gmail.com) or fax it to 949.276.9721. [Online registration](#) is also available.

## Fall 2016 From the Grove Now Available Online

The latest edition of the California Avocado Commission's *From the Grove* is available online. The Fall 2016 issue highlights include:

- A synopsis of the Commission's [peak season consumer events](#), which garnered more than 3 million social media impressions, and [California Avocado Month](#) activities
- A review of media attention garnered by California avocados during the summer, including [reports](#) on avocado shortages and CAC's cutting-edge social media campaign
- A behind-the-scenes look at the Commission's [Dinner en Green event and AvoTour](#) in San Diego and Orange counties
- An examination of [high density avocado groves in Chile](#) and a comparative discussion of how high density plantings could effectively be implemented in California
- An overview of buyer demands for [Food Safety Modernization Act](#) (FSMA) compliance and an update on the Commission's revised GAP program
- A profile of California avocado grower [Maura Lundy](#) and her Toro Canyon Road grove
- A look back at the 2016 season and predictions for the 2017 season from each of the Commission's [five districts](#)
- An introductory look at the California Avocado Commission's [new logo and brand colors](#)



- A summary of [shot hole borer research and monitoring programs](#) and the direction these programs will take in the future
- The [handlers' perspective](#) on the 2016 California avocado season and how the lessons learned this year will serve growers in the upcoming year
- Updates concerning [Production Research](#) projects, budget and plans for the 2016-17 fiscal year
- A look at the global avocado market and price fluctuations, and the [Hass Avocado Board's](#) efforts to monitor supply and demand

## CAC American Summer Holidays Consumer Public Relations Outreach Garner Nearly 100 Million Impressions

As part of its American Summer Holidays initiative, in early June the California Avocado Commission (CAC) hosted a Dinner en Green event for San Diego-based bloggers and Registered Dietitian Nutritionists that included a tour of the Rancho Santo Tomas grove, followed by a unique, avocado-centric dinner prepared by partner Chef Trey Foshee. In conjunction with the event, the Commission distributed a press release and mat release featuring one of Chef Foshee's Dinner en Green recipes — *California Avocado Tropical Fruit Salad*. The releases also featured a *Chili and Honey Glazed Shrimp with California Avocado and Goat Cheese* recipe crafted by Chef Pink, of Bacon and Brine in Solvang.

The Commission expanded the Dinner en Green motif by sending flats of fresh California avocados and green décor items to its Blogger Ambassadors and popular blogger influencers. The summer-themed kits were sent to Heather Damron, The Shrinking Kitchen; Colleen Kennedy, Souffle Bombay; Gina Matsoukas, Running to the Kitchen; Dara Michalski, Cookin' Canuck; Jen Niklous, Yummy Healthy Easy; Kristen Doyle, Dine and Dish; Shawn Syphus, I Wash You Dry; and Rachel Matthews, A Southern Fairytale, as well as blog influencers from Bless This Mess, Foxes Love Lemons, Happy Healthy Life, Inspired by Charm, Life Love Sugar, One Lovely Life and Today's Creative Life.

The Dinner en Green California avocado kits inspired a fresh round of new recipes, perfect for summer entertaining. Blogger recipes ranged from panzanella salad to cool and creamy pies. Bloggers shared the recipes on their social media channels and websites, broadening consumer outreach during the peak California avocado season. The 2016 American Summer Holidays consumer public relations program has generated more than 95 million impressions this season.

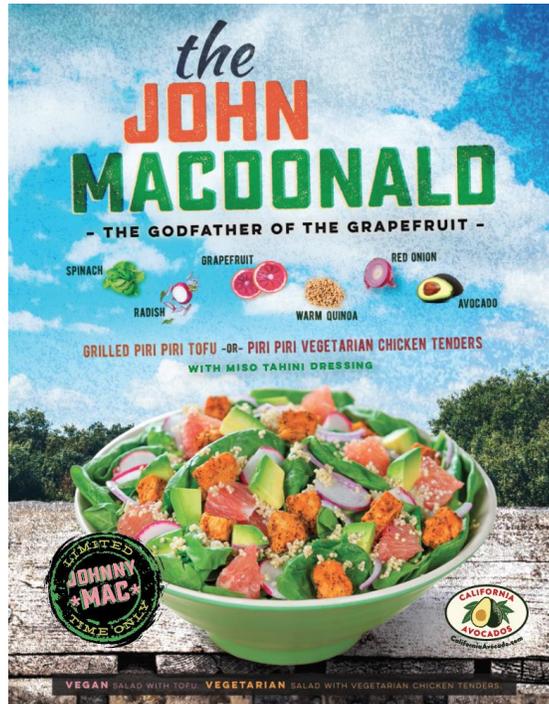


*The Inspired by Charm blog showcased this California Avocado Panzanella recipe after receiving CAC's Dinner en Green summer entertaining kit.*

## California Avocados Featured in MAD Greens' Promotions from June through September

California avocados have been a featured item at MAD Greens restaurants throughout the peak season. The restaurant chain has 25 locations in the Southwest. The limited time offer (LTO) promotion, which ran from June 20 – September 30, showcased fresh slices of California avocados on the chain's popular John MacDonald Salad. The salad is a unique dish featuring spinach, warm quinoa, red onion, radishes, grapefruit and California avocados.

As part of the summer promotion, the new California avocado logo was prominently featured on items including menus, posters, merchandising tools, coupons and on the chain's social media platforms.



*MAD Green's John MacDonald, a favorite of consumers, showcased California avocados from June 20 – September 30.*

## Commission Celebrates California Avocados with Eager Fans in Morro Bay

In late summer, thousands of California avocados fans attend one of the state's most popular events celebrating the fruit — the [Morro Bay Avocado and Margarita Street Festival](#). This year, as a precursor to exhibiting at the Morro Bay festival, the California Avocado Commission (CAC) sponsored [Taste of the Grove](#), an intimate cocktail evening event.

The sold-out September 9 (Friday evening) Taste of the Grove culinary event was hosted at the Packing Shed, a landmark Morro Bay avocado farm. One hundred and fifty people enjoyed farm-to-table meal and beverage pairings featuring California avocado-themed dishes and locally-produced foods, wine and hand-crafted spirits. Guests dined on avocado-centric dishes prepared by locally celebrated chefs while enjoying live music.

On Saturday, September 10, California avocado fans continued the celebration by enjoying fresh guacamole, avocado-centric snacks, margaritas, crafts and live music at the Annual Morro Bay Avocado and Margarita Street Festival. More than 9,300 people attended the festival and more than 9,100 California avocado recipe booklets and handouts were distributed to attendees by Commission staff and California avocado growers. Visitors to the Commission's booth spoke with growers about the process of growing avocados and were eager to learn more about the nutritional value of the fruit and gather new California avocado recipes they could prepare at home.



CACs Stacia Kierulff discussed new usage ideas with California avocado fans.

### California Avocado Commission Celebrates 45th Year as PMA Fresh Summit Exhibitor

This Fall marks the 45<sup>th</sup> year the California Avocado Commission (CAC) has exhibited at one of the global produce industry’s most influential events — the Produce Marketing Association’s (PMA) Fresh Summit Convention and Exposition. The Commission will celebrate its 45<sup>th</sup> anniversary of participation by unveiling its new corporate logo at the Expo. More than 20,000 attendees from 60 countries around the globe are expected to attend the event.

Fresh Summit will be held at the Orange County Convention Center in Orlando, Florida from October 14 - 16. The Commission encourages members of the California avocado industry to stop by the Commission Booth (#2843) during Expo hours on October 15 and 16 to learn about CAC’s plans for the 2016-17 season.

More information about the PMA Fresh Summit can be found [online](#).

### 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 9/25/2016	Season-to-Date (since 11/1/15)	2016 Year to Date
Hass	2,422,583	369,813,442	369,773,508
Lamb	0	12,317,868	12,317,868
Other (Greens)	0	2,922,722	2,593,186
<b>California Total</b>	<b>2,422,583</b>	<b>385,054,032</b>	<b>384,684,563</b>
Florida	2,134,495	41,675,736	34,175,660
Chile	2,312,310	27,085,077	19,743,485
Mexico	31,525,439	1,614,941,161	1,302,420,975
Peru	94,618	70,357,613	70,357,613
Other (Imports)	330,000	13,090,000	12,590,000
<b>Import Total</b>	<b>34,262,367</b>	<b>1,725,473,851</b>	<b>1,405,112,073</b>
<b>USA Total</b>	<b>38,819,445</b>	<b>2,152,203,619</b>	<b>1,823,972,296</b>
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 – September 26, 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 <a href="http://www.CaliforniaAvocadoSociety.org">www.CaliforniaAvocadoSociety.org</a> .			

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

Summary - The basic pattern consists of high pressure off the coast of northern and central California, and troughing off southern California and the southcentral coast (Point Conception to central Baja). The westerlies start to become more active, and troughs and fronts move thru northwestern California and the Pacific Northwest. The overall pattern is a bit changeable as it usually is during transitional seasons, but longwave troughs will tend to be in the west-central Pacific (160-170W) and Great Basin-Rockies. Sea surface temperature influence continues to favor weak troughing along 30N from southwest of southern California and west of central Baja. This may continue to draw tropical airmasses north at times in the first part of October. Other tropical cyclones develop off southern Baja, but the usual pattern in October is for upper high pressure to build briefly to the north with hot weather in northcentral and central California, and the possibility of rain for Baja, western Mexico and Arizona/New Mexico, as tropical cyclone remnants turn inland and move quickly northeast into the southern Rockies and southwest Great Plains. After dry and windy conditions occur along the northern California coastal area on September 28<sup>th</sup> thru 30<sup>th</sup>, rain or showers develop the first few days of October, focusing on the 2<sup>nd</sup>-4<sup>th</sup>. Other troughs move thru with cool conditions recurring on October 4<sup>th</sup>-5<sup>th</sup>, and 8<sup>th</sup>.

**In the Near Term – September 29 – October 14...** The NOAA/CPC outlook for October 4<sup>th</sup>-10<sup>th</sup> shows colder than normal conditions and above normal rainfall for northern California and the Pacific Northwest, and about normal rainfall in central and southern California. However this does not agree with the latest trends from the GFS medium range guidance which shows high pressure building east-northeast into California, briefly around October 6<sup>th</sup>, and then from the 9<sup>th</sup> to 12<sup>th</sup>. We suggest that this alternate scenario is more likely, and more consistent with current sea surface temperature anomaly pattern to the west of California.

In the southern California avocado growing areas a trough or upper low over Baja may induce a few backslope showers in the mountains between September 29<sup>th</sup>-30<sup>th</sup> and October 1<sup>st</sup>. A cold front with cool breezy conditions occur on October 2<sup>nd</sup>-4<sup>th</sup>. Some cold nights, into the 40s in valleys are possible on October 1<sup>st</sup> and 2<sup>nd</sup>, and then again around October 5<sup>th</sup> and 6<sup>th</sup>.

**Summary – October 14 - 28...** In northern and central California it will be drier and warmer than normal, as upper high pressure continues and low pressure develops further to the south and west-southwest. High pressure is off the Pacific Northwest coast, and there are recurrent northern breeze events.

In the southern California avocado growing areas it will be warmer than normal overall, but with some deep marine layer events and drizzle/light rain possible from October 16<sup>th</sup>-17<sup>th</sup>, followed by a period of Santa Ana winds during October 19<sup>th</sup>-

21<sup>st</sup>. It will continue to be dry through October 25<sup>th</sup>, then we usually see a well-defined cold frontal passage again around the 26<sup>th</sup>-28<sup>th</sup>.

**Seasonal Outlook/El Niño Update...October 28 – December 31...**During this period, confidence in timing of rains is normally low, so we rely on the usual climatological trends. The *La Niña* anomaly continues along the equator. The other cold sea surface temperature anomaly, extending from southern California westward along 28-31N will continue as well, with a weak southern storm track at times. This will tend to induce cutoff lows and troughs off southern California with an east-west oriented ridge of high pressure along 40N. This favors dry offshore flow in northern California, but some upper lows and showery periods for far southern California, and San Diego County at times again at the end of October, and about November 10<sup>th</sup>-20<sup>th</sup>.

October is still the tropical cyclone season, so we should expect some tropical cyclone activity off southern Baja for brief periods. These will tend to more persistently recurve northeast into Baja and mainland Mexico around the first week or so the first week of October.

For southern California there is higher than normal risk for hot Santa Ana events in early November, with highs returning to the 90s in the avocado belt (Temecula-Fallbrook).

After the mid-November rains, a frost in northern California is more likely to occur, with cold nights also in southern California. Santa Anas return October 21<sup>st</sup>-29<sup>th</sup> with highs into the mid-80s.

In the longer term, a southern storm track will intermittently occur, but the rain will be unreliable. At this time the only month showing above normal rainfall during the period from late November to March 2017 is Dec 2016. *La Niña* will still have the effect of damping out systems that move east into southern California from the west. Watch for the local influence of *La Niña* to induce troughing over Baja and western Mexico with above normal rainfall in west Mexico but below normal rainfall in most of central and northern California and the Sierras.

The best chance for snow will be in December in the higher portions of the Sierras above 6000 ft.

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