



IN THIS ISSUE, YOU'LL FIND:

[Commission to Host November 8 Grower Meeting in Santa Paula with SCE on Public Safety Power Shutoff Protocol](#)

[California Avocado Grower Irrigation Survey](#)

[CAC Celebrates Its 40th Year: How It All Began](#)

[WHIP Funds Available for Damage Caused by California Wildfires](#)

[Casitas Municipal Water District Hosts Town Hall to Discuss Drought's Impact on Agriculture](#)

[Refunds for Organic Certification Are Available](#)

[Effects of 2018 Fires and July Heat Wave on California Avocados](#)

[Leaf Analysis](#)

[Technical Review Committee Members Needed for Specialty Crop Block Grant Program](#)

[Commission Shares New California Avocado Usage Ideas at Morro Bay Events](#)

[Commission's New Welcome Email Series Surpasses Expectations](#)

[CAC Begins 40th Anniversary Celebration at PMA Fresh Summit](#)

[Market Trends](#)

[Weather Outlook](#)

Calendar

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

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

Invasive Tree Pests Workshop

The UCCE San Diego is hosting an Invasive Tree Pests Workshop concerning Goldspotted Oak Borer, Invasive Shot Hole Borers/Fusarium Dieback Disease and South American Palm Weevils. Registration required. [More information available here.](#)

October 19

October 19

Time: 9:30 a.m. – 2:45 p.m.

Location: Point Event Center, 1010 Santa Clara Place, San Diego, CA

Best Practices for Ground Pesticide Application Webinar

Hosted by the Environmental Protection Agency, this seminar is ideal for growers, pesticide applicators, pest management professionals and other crop production stakeholders. Registration required. [More information available here.](#)

October 25

October 25

Time: 2:00 p.m. – 3:30 p.m.

Location: Online webinar

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 below](#), 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

CAC Board Meeting

November 13

November 13

Time: TBA

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

Commission to Host November 8 Grower Meeting in Santa Paula 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 (CAC) has met with SCE representatives to learn more about the program and to communicate potential impacts on avocado farming if power is cut. Obviously, Commission staff fully support efforts to ensure public safety, but CAC felt it was important SCE realizes the potential impact on avocado growers should power be cut.

SCE will, in a PSPS protocol, proactively shut off power in high fire risk areas to reduce the chances of fire during extreme and potentially dangerous fire conditions. SCE defines extreme fire conditions as “conditions in which a fire would grow rapidly, burn intensely, and/or erratically.” SCE stressed that turning off the power to customers is not something the utility takes lightly and would only be used as a last resort option to mitigate fire risk.

CAC is hosting an informational meeting concerning the PSPS protocol. At the meeting SCE will outline their efforts to develop a robust system that allows them to track critical weather conditions such as low relative humidity, strong winds and hot temperatures in combination with dry fuels.

The service area for SCE includes many groves in Ventura County and north. Growers who are part of the SCE service area are encouraged to attend this informational meeting to learn more about SCE’s PSPS protocol and consider possible steps that could be taken if power is shut off.

The meeting is scheduled as follows:

November 8, 2018

10:00 a.m. – 11:30 a.m.

Santa Paula Ag Museum

926 Railroad Ave., Santa Paula

California Avocado Grower Irrigation Survey

The California Avocado Commission has been receiving grant funding for a soil moisture sensor project that has been ongoing at the Pine Tree Ranch demonstration grove since April 2017. The goal of this project is to look at using soil moisture sensors to aid in irrigation scheduling to better utilize water resources. As part of our funding, we would like to better understand grower awareness and use of various irrigation technologies. To that end, CAC is conducting a brief [online California avocado grower survey](#). The survey is nine questions and should take less than 5 minutes to complete. Your response by October 30 is greatly appreciated.

[Take the online survey now.](#)

CAC Celebrates Its 40th Year: How It All Began

When the California Avocado Commission was established in 1978, the only avocados available to American consumers were those grown upon American soil. Besides perennial weather, pest and water concerns, the biggest hurdles on the horizon were distribution and exploring the lucrative foodservice market. And print advertising was king.

In 2018, California avocado growers still wrestle with the same perennial production concerns, but face new challenges as they compete in a global avocado market. Today, partnerships with targeted retailers and foodservice chains are a mainstay of our portfolio. And campaigns have expanded beyond the printed page — reaching consumers whenever and wherever they are via a variety of digital platforms.

We've come a long way.

How It All Began

In late 1977, the Governor signed into law the establishment of the California Avocado Commission. In quick succession, a referendum was conducted where majority of California avocado growers voted to approve the establishment of the Commission in the summer of 1978 and then elected 15 members to its board of directors — granting them permission to oversee advertising, promotion and market research on behalf of growers.

By establishing the Commission, California avocado growers gained the autonomy and freedom to operate their promotional programs without having to seek permission on advertising matters from the State. The move also provided a new marketing path: cross-promotional advertising that tied in with partners' products. As CAC Chairman Crawford Teague noted after the Commission's first successful year, "...the future looks bright indeed. The commission has given our industry the vehicle it needs to advertise and promote our crops properly."

Since then, the Commission has evolved — expanding beyond a singular promotional mission to one that includes water, labor and legislative advocacy and production research to ensure that California avocado growers have a vast support network to help them produce — and promote — the highest quality fruit in a sustainable manner.

Join us as we explore the Commission's milestones from the past 40 years — tracing the rise of the Commission as a leader in the produce industry and California avocados as a premium product.

WHIP Funds Available for Damage Caused by California Wildfires

California avocado growers who experienced losses due to the 2017 California wildfires are encouraged to sign up for the [2017 Wildfires and Hurricanes Indemnity Program](#) (WHIP). The deadline to sign up for the WHIP program is November 16, 2018.



WHIP payments are determined based on the individual's expected value of the lost crop, the value of the crop harvest, insurance coverage and insurance payments received. The program covers the loss of crops and trees, as well as losses due to mudslides and heavy smoke.

Producers are limited to a \$125,000 payment unless they can verify that three-fourths or more of their income is derived from an agricultural-based business — then the payment limit is \$900,000.

Both growers with or without federal crop insurance can apply for WHIP, but all producers receiving 2017 WHIP payments will be required to purchase risk management coverage for the next two crop years at a minimum of 60 percent coverage level.

To sign up for the program, growers should visit their regional FSA office. Producers will need to bring the following documentation with them:

- Verifiable and reliable production records by crop, type, practice, intended use and acres.
- Production records for the last five years; if growers do not have production records, the USDA will calculate yield based on 65 percent of county expected yield.
- If you do not have a farm tract number, you will need to provide identification (driver's license, Social Security number/card), copy of recorder deed, survey plat, rental or lease agreement of the land, and corporation, estate or trust documents.

For more information, visit the USDA's [Disaster Resource Center](#), or call 805.928.9269 ext. 2 (Ventura and Santa Barbara counties) or 760.347.3675 ext. 107 (Riverside and San Diego counties).

Casitas Municipal Water District Hosts Town Hall to Discuss Drought's Impact on Agriculture

California avocado growers in the Casitas Municipal Water District (CMWD) are encouraged to attend an Agricultural Town Hall hosted by CMWD to discuss the impact of the stage four drought on growers. The event is designed to share critical information with growers and to solicit grower feedback. Participants' comments will be consolidated and delivered to the CMWD Board for their consideration at their October board meeting.

CMWD's Michael Flood will discuss the following:

- Steps being consider for reduction of water use
- Implementation and enforcement of these steps
- Impact of these steps on agricultural customers

The town hall will take place October 17 at 6:00 p.m. at the Oak View Park and Resource Center located at 555 Mahoney Avenue, Oak View, California.

If growers cannot attend the event, they can submit comments to MFlood@casitaswater.com for inclusion in the CMWD board meeting.

Refunds for Organic Certification Are Available

Organic California avocado growers are eligible to receive reimbursements from the [National Organic Certification Cost Share Program](#) (NOCCSP) to help offset the costs of obtaining organic certification and registration. USDA Organic Certified growers who received organic certification between October 1, 2017 and September 30, 2018 are [eligible to apply](#).

Operations that meet NOCCSP's federal eligibility requirements may be reimbursed up to 75 percent of their certification and registration costs with a maximum of \$750 per National Organic Program certification.

To apply for the cost-share funds, growers must submit the following:

- [Federal Organic Cost Share Application](#)
- [California State Organic Program Cost Share Application](#)
- [Payee Data Record Form](#)
- Copy of organic certificate
- Proof of payment

Applications are due October 31, 2018. All documents must be mailed to the following address:

California Department of Food and Agriculture
Organic Cost Share Program
ATTN: Sharon Parsons
1220 N Street
Sacramento, CA 95814

For more information or assistance, contact Sharon Parsons at sparsons@cdfa.ca.gov.

Effects of 2018 Fires and July Heat Wave on California Avocados

A recent [blog post](#) by Dr. Ben Faber provides an overview of the after effects of the 2018 wildfires and July heat wave on the current and future California avocado crops.

Following the December wildfires in California, many of the trees damaged by fire, heat and gases began to re-leaf and flower in the spring. Unfortunately, the mild weather was suddenly interrupted by an excessive heat event July 6 – 8 with temperatures in excess of 120°F. Because the spring and early summer were mild, California avocado trees did not have the opportunity to acclimate to rising temperatures and were caught off guard by the sudden extreme heat. Tree stomates, which act to cool a tree, had to transpire at unusually high rates. Because avocado trees have shallow root systems, they are more susceptible to rapid transpiration. As a result, water flow to the canopy was shut off, leading to the browning and death of foliage and buds. Young trees and trees recovering from fire damage were the most severely affected.

As the canopies wilted, California avocado trees were further damaged by sunburn. Dr. Faber notes that branches that were not whitewashed may never fully recover from the burns.

In addition, fruit also was affected by the excessive heat. Mature fruit softened and became unmarketable; many avocados simply dropped off trees. Fruit that was set on the tree for the 2019 season also shriveled and dropped. As for the fruit that was harvested, the heat may have affected the oils in the avocados leading to a decrease in fruit quality. Because the heat wave took place in July, many trees suffered damage to the summer flush that was set to produce fruit for 2020.

For now, growers should continue to clean up the affected trees to prevent the spread of disease and sunburn. Damaged trees should be whitewashed to prevent sunburn and dead leaves and branches should be removed to prevent the spread of fungal diseases.

Leaf Analysis

Leaf analysis is a critical tool in helping California avocado growers determine whether their trees are receiving the correct levels of nutrients necessary for optimal fruit quality and yields. Recent fire and heat damage may impact which leaves are available for sampling on trees and pruning back damaged limbs will alter nutrient standards. In light of this, Dr. Faber has released a new [blog post](#) about leaf analysis. Following are highlights from his article.

Leaf Selection

- Choose average-sized, healthy, undamaged leaves that are 4 – 6 months old and located on non-fruiting branches
- Do not sample a terminal leaf
- Do not choose the “worst looking” leaves on a tree as the reports from those leaves may mask the true cause of a tree’s decline (if a tree has deficiencies, those deficiencies are normally detected in healthy-looking samples as well)
- Choose one leaf per tree, selecting leaves that represent all four quadrants of the grove’s canopy

Process

- Place leaf samples in a paper bag and protect from excessive heat
- Leaves may be stored in a refrigerator overnight
- Take the leaves to a lab as soon as possible
- Choose a lab that washes leaf samples for you

Timing

- Mid-August through mid-October
- Take samples prior to applying fall fungicidal or nutritional sprays

Technical Review Committee Members Needed for Specialty Crop Block Grant Program

California’s Specialty Crop Block Grant Program (SCBGP) Technical Review Committee seeks members to help review and evaluate funding proposals sent to the committee. SCBGP provides grants to enhance the competitiveness of the state’s specialty crops. Grants range from \$50,000 – \$450,000 per project.

The Technical Review Committee consists of government and non-government representatives who are familiar with California’s specialty crop industry. Members attend one training webinar in November 2018 and one in-person review session in March 2019 during which proposals are reviewed. SCBGP funding categories include:

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

California avocado producers, as specialty crop growers, are encouraged to apply. Persons interested in volunteering for the Technical Review Committee must complete an [application form](#) and submit a copy of their résumé. Documentation can be sent to grants@cdfa.ca.gov and must be received by October 26, 2018. For more information contact the CDFA's Office of Grants Administration at 916.657.3231 or grants@cdfa.org.

Commission Shares New California Avocado Usage Ideas at Morro Bay Events

California avocado fans in the Morro Bay area had the opportunity to learn more about their favorite fruit while sampling a wide range of unique California avocado dishes, desserts and beverages. The California Avocado Commission was a sponsor of the Taste of the Grove event on September 7 and on the following day met thousands of California avocado fans at the Morro Bay Avocado and Margarita Street Festival.

CAC staff joined attendees at the sold-out Taste of the Grove event held on Friday evening at the Packing Shed. The intimate cocktail evening featured farm-to-table avocado-themed culinary pairings created by local chefs and designed to inspire guests to expand their usage of the fruit.

On Saturday, more than 10,000 California avocado fans attended the expanded Morro Bay Avocado and Margarita Street Festival, sampling a broad range of California avocado dishes while enjoying live music and local crafts. The Commission, which sponsored the event, shared new usage ideas and recipe booklets with fans, provided nutrition information and California avocado-themed giveaways. CAC staff and California avocado growers also answered questions about avocados, its nutritional value and how to successfully grow their favorite fruit.



Festival attendees flocked to the CAC tents to pick up recipe brochures and California avocado-themed premiums.

Commission's New Welcome Email Series Surpasses Expectations

The California Avocado Commission's (CAC) email newsletter, which currently has nearly 210,000 subscribers, is an excellent marketing tool to reach devoted California avocado lovers. To enhance California avocado fan engagement with the newsletter, the Commission launched a four-part email Welcome Series for new subscribers. Rather than sending one densely packed email to a new subscriber, the Commission shared four brief, engaging and informative emails introducing them to various facets of the California avocado experience.

The first email welcomed a new subscriber with an introduction to the brand and a sneak peek at key areas of interest — California avocado tips and tricks, recipes and avocado-related trending topics — that will be showcased in future newsletters. The second email provided subscribers with interesting California avocado facts highlighting the seasonality of the fruit, the history of Hass avocados and unique insights about the growing season. Next, new subscribers received an email showcasing fan-favorite recipes with links encouraging fans to explore recipes on the California avocado website.

The final email in the welcome series encouraged subscribers to engage with the Commission by completing an 8-question survey. Feedback from the survey provided the Commission with important insights concerning the interests and questions of newsletter subscribers.

The Commission set specific goals for its efforts to grow and maintain the number of active newsletter subscribers:

- Increasing the average open rate of the welcome email from 55 to 58 percent
- Increasing the average click through rate (The percentage of subscribers who engaged with our email content.) from 27 to 30 percent
- Creating initial benchmarks for the welcome emails and optimizing content strategies based on those results

The four-part Welcome Series surpassed expectations. The average open rate of the first email exceeded CAC’s goal by 20 percent — with the average open rate increasing to nearly 70 percent (a 26 percent increase from the benchmark). The average click through performance for the first email rose to 49 percent — a 78 percent increase from the benchmark.

Overall, the series had a 44 percent open rate and 17 percent click through rate. Social buttons remain the most clicked-on portion of the email with fans favoring Twitter, Facebook, Pinterest and Instagram in that order. Recipes received 20 percent of the total clicks, while the survey garnered 42 percent of total clicks.

The success of the Commission’s four-part welcome email series, which will continue in the coming year, helps to build brand loyalty and awareness while providing consumers with California avocado content they find most engaging, interesting and educational.



Welcome Series Newsletter #1 provided an introduction to the brand and highlights key areas of the California avocado website for subscribers to click through and explore.

CAC Begins 40th Anniversary Celebration at PMA Fresh Summit

From October 18 – 20, thousands of retailers, handlers, growers, media members, educators and other industry stakeholders will gather at the Orange County Convention Center in Orlando, Florida for the Produce Marketing Association’s (PMA) Fresh Summit. The 2018 Fresh Summit occupy the largest space in PMA history, with tens of thousands of attendees expected to tour 330,000 net square feet housing 1,200 exhibitors. This year, the event will

include presentations as part of PMA’s 4 Big Voices program featuring Greg Williams, Wired magazine editor-in-chief, NFL champion and MVP Peyton Manning, actor and singer Leslie Odom, Jr. and Olympic champion skier Lindsey Vonn.

The event is the perfect venue for the California Avocado Commission (CAC) to kick off its 40-year anniversary celebration. This year, the Commission’s two-story booth - #2143 - will feature graphics depicting CAC’s milestones, including advertising, merchandising and nutrition highlights.

Commission staff will meet with targeted retailers — primarily those in and near California — to discuss the value of CAC’s customized marketing support programs and review information including American Summer Holidays sales reports, “super avocado users” profiles and seasonal sales opportunities. To encourage targeted customers and media to come to the booth, during select hours CAC will offer samples of fresh California avocado recipes.

The PMA Fresh Summit provides the Commission with an excellent opportunity to meet with industry stakeholders both in the CAC booth and at convention events. In addition, the summit offers numerous opportunities for the Commission to network with attendees via a variety of workshops, general sessions and receptions.



The two-story CAC booth includes a second-level meeting area and features CAC advertising images.

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 10/14/2018	Season-to-Date (since 11/01/2017)	2018 Year to Date
Hass	821,462	311,162,816	310,512,829
Lamb	2,939	11,085,363	11,085,363
Other (Greens)	0	2,015,209	1,729,329
California Total	824,401	324,263,388	323,327,521
Florida	1,155,825	17,708,005	17,475,850
Chile	3,241,606	39,198,681	29,072,430
Mexico	39,426,886	1,907,804,496	1,556,661,732
Peru	0	177,764,347	177,764,347
Other (Imports)	780,000	34,070,000	24,730,000
Import Total	43,448,492	2,158,837,524	1,788,228,509
USA Total	45,428,718	2,500,808,917	2,129,031,880

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 11, 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 will continue over central and N California, and the eastern N Pacific from N California WSW-ward. This will continue the tendency for drier than normal conditions through the remainder of October and most of November. During Oct 31st through Nov 5th, and 11-17 we expect that the best chance for troughing will occur, within an otherwise dry regime.

Tropical systems will continue through the end of October and likely through the first week to 10 days of November. The tropical season for the eastern N Pacific has been enhanced a bit due to well above normal sea surface temperatures SW of Baja California.

Moisture from the tropical Pacific off southern Baja California may add moisture to a trough that comes through central and N California on Oct 19-20th.

Thus far, the warm equatorial sea surface temperatures associated with *El Niño* are focusing too far east to enhance the westerlies in the near future. The greatest effects of *El Niño* appear to be focusing further east in the US.

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 Dec or Jan.

Below normal precipitation is currently indicated for the Pacific Northwest during November and most of December, and February 2019. For California there still appears to be a tendency for modestly above normal precipitation, along with generally warmer than normal conditions through December and into January.

The MJO Cycle is still in an inactive phase for the eastern Pacific. This enhances high pressure with drier than normal conditions across the west coast and all of California. We expect a shift to a more active MJO around the last week of Oct and the first half of Nov.

In the Near Term – Oct 19 – Nov 2...Salinas Valley-San Luis Obispo Co...It will be dry and warm from Oct 19-22nd. Cooler on the 23rd. Showers or rain with high snow levels are more likely to occur about the 24-25th. Another rain is possible around the 29th – 31st, and Nov 1-2.

...S Calif Avocado Area, San Luis Obispo Co to San Diego Co...There still appears to be support for some tropical activity, with upper lows continuing to develop off Baja or W of San Diego. These are not related to tropical cyclones, but could easily entrain moisture from southern Baja. We already saw a result of an upper low on Oct 11-12-13th in SOCAL. This entrained tropical moisture. There may be another similar subtropical rain about Oct 29-30th.

Summary – Nov 3-17... In the southern California avocado growing areas, from San Luis Obispo south, it remains drier and warmer than normal from San Luis Obispo Co to Ventura Co. The best chance for rains and showers is in the southern portions of SOCAL, including San Diego, Orange, Riverside-San Bernardino Co's and the Southern Deserts, with rains occurring about Oct 21-24th, 30-31st, Nov 4-5th, and in SOCAL and Arizona on Nov 8-9th.

Seasonal Outlook / *El Niño* Update... Nov 12 – Jan 15... A mostly drier than normal pattern occurs from Nov 20-30. In Dec, there is a chance for more consistent rains developing, including some possible heavy rains through Santa Barbara and Ventura Co's, and northcentral coast areas (Sonoma –Napa Co's). With temperatures remaining above normal in Dec, the snow levels in the Sierras will tend to remain higher than usual...around 6000-7000 ft or so.

With *El Niño* expected to develop to moderate intensity, there is some support for a subtropical jet into Mexico and S California. The tropical cyclone season ends in Nov for the eastern N Pacific, but we will begin to see subtropical lows developing and moving to the coast. As these come inland, they will affect all of California with mild rainy conditions, but primarily SOCAL. As we go through Dec into the first part of January 2019, snow levels will tend to remain higher than normal. Although it will be raining, this is not good news for the long term water supply, due to much smaller size of the SierraNV snowpack from the storms occurring in Dec and Jan.

For southern California, after the mid November rains, the next chances for rain appear to be around Nov 22, then again from Dec 10-15 and the 22-30. After a dry start to January, there is another chance for rains, per the climatological pattern, around Jan 10-18.

With sea surface temperatures near Baja California continuing warmer than normal, frost risk will tend to be a little lower in SOCAL than usual during this normally cold period.

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