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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>

31st Annual California Avocado Festival

The 31st Annual California Avocado Festival includes an AvoEXPO tent, the largest avocado contest, a diverse food venue featuring California avocado dishes, a commercial marketplace, arts and crafts, 75 music acts on four stages and a kid-friendly sector. [More information available here.](#)

October 6-8

October 6

Time: 1:00 p.m. – 10:00 p.m.

Location: 800 Linden Avenue, Carpinteria, CA

October 7

Time: 10:00 a.m. – 10:00 p.m.

Location: 800 Linden Avenue, Carpinteria, CA

October 8

Time: 10:00 a.m. – 6:00 p.m.

Location: 800 Linden Avenue, Carpinteria, CA

Management of High Density Orchards and Avocado Varieties - Index Fresh

Hosted by Index Fresh. Paul Nurre, M.S. Cal Poly, will discuss high density orchard management with an emphasis on pruning, control of new shoot growth and girdling. In addition, Dr. Mary Lu Arpaia will discuss old and new varieties and the potential for new variety options for the California avocado industry into the future. Registration required. [More information available here.](#)

October 3, 4 and 11

October 3

Time: 9:00 a.m. – 11:00 a.m.

Location: Hilton Garden Inn, 2000 Solar Drive, Oxnard, CA

October 4

Time: 9:00 a.m. – 11:00 a.m.

Location: Pala Mesa Resort, 2001 Old Highway 395, Fallbrook, CA

October 11

Time: 9:00 a.m. – 11:00 a.m.

Location: Embassy Suites by Hilton San Luis Obispo, 333 Madonna Road, San Luis Obispo, CA

Pesticide Safety Instructor Training Workshops

The UC Integrated Pest Management Program and AgSafe are offering Pesticide Safety Instructor Training Workshops that qualify participants to train fieldworkers and pesticide handlers according to the revised Worker Protection Standards. Registration required.

[More information available here.](#)

October 10, 25 and 26

October 10

Time: 8:00 a.m. – 5:00 p.m.

Location: Cal Poly Pomona, Agriscapes classroom, 4102 S University Drive (English), Pomona, CA

October 25

Time: 8:00 a.m. – 5:00 p.m.

Location: Betteravia Farms/Bonipak, 1850 W. Stowell Rd (English), Santa Maria, CA

October 26

Time: 8:00 a.m. – 5:00 p.m.

Location: Betteravia Farms/Bonipak, 1850 W. Stowell Rd (Spanish), Santa Maria, CA

CAC Finance Committee Meeting

October 11

Time: 3:00 p.m. – 4:30 p.m.

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

CAC Executive Committee Meeting

October 11

Time: 4:30 p.m. – 5:15 p.m.

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

CAC Board Meeting

October 12

Time: 8:30 a.m. – 1:30 p.m.

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

California Avocado Society Annual Meeting

The California Avocado Society Annual Meeting will include a field tour and annual meeting with presentations from industry experts, a grower panel and award presentations. Registration required. [More information available here.](#)

October 20-21

October 20

Time: 12:00 p.m. – 7:30 p.m.

Location: Hansen Agricultural Center located at 14292 West Telegraph Road, Santa Paula, CA

October 21

Time: 7:30 a.m. – 2:45 p.m.

Location: Four Points by Sheraton, 1050 Schooner Drive, Ventura, CA

Join the Commission at the 31st Annual California Avocado Festival

California avocado growers are encouraged to join the California Avocado Commission and celebrate “30 years of peace, love and guacamole” at the free 31st Annual California Avocado Festival. The three-day festival will take place in Carpinteria, California from October 6 – 8 and is expected to attract more than 110,000 California avocado fans.

The festival is not only the state’s largest free music festival, it also plays host to the world’s largest vat of guacamole. The venue includes an AvoEXPO tent, the largest avocado contest, a diverse food venue featuring California avocado dishes, a commercial marketplace, arts and crafts, 75 music acts on four stages and a kid-friendly sector. As always, the festival will feature the fan-favorite guacamole contest and avocado auction.

As a sponsor of the California Avocado Festival, the Commission staff and grower volunteers will be on hand to provide attendees with new California avocado recipes, avocado cutters and to answer fans’ questions concerning the California avocado growing process.

For complete information, visit the California Avocado Festival [website](#) or [Facebook](#) page.



The 31st Annual California Avocado Festival will be held in Carpinteria, CA.

Index Fresh High Density Grove Management Seminar

Index Fresh will host a seminar entitled, “Management of High Density Orchards and Avocado Varieties” in Fallbrook, Oxnard and San Luis Obispo. Paul Nurre, M.S. Cal Poly, will discuss high density orchard management with an emphasis on pruning, control of new shoot growth and girdling. In addition, Dr. Mary Lu Arpaia will discuss old and new varieties and the potential for new variety options for the California avocado industry into the future.

The seminars will be held as follows.

Oxnard — Tuesday, October 3 – 9:00 – 11:00 a.m.

- Hilton Garden Inn
2000 Solar Drive
Oxnard, CA 93036

Fallbrook — Wednesday, October 4 – 9:00 – 11:00 a.m.

- Pala Mesa Resort
2001 Old Highway 395
Fallbrook, CA 92028

San Luis Obispo — Wednesday, October 11 – 9:00 – 11:00 a.m.

- Embassy Suites by Hilton San Luis Obispo
333 Madonna Road
San Luis Obispo, CA 93405

Interested parties should RSVP for the seminar by contacting Susan Soto at 909.877.0999 ext. 258 or ssoto@indexfresh.com.

Reminder: California Avocado Society Annual Meeting Includes Field Tour, Conference and Awards

The California Avocado Society (CAS) will hold its annual meeting from October 20 – 21, 2017 in Ventura County. The two-day event will include a field tour and annual meeting with presentations from industry experts, a grower panel and award presentations.

The field tour will take place on Friday, October 20 from 12:00 – 4:30. The tour begins at [Hansen Agricultural Center](#) located at 14292 West Telegraph Road, Santa Paula, CA. The tour will take place as follows:

- Calavo Avocado Ripening Facility — Review avocado ripening technology and management
- Fruit Growers Laboratories — Examine leaf and soil analysis technologies
- Brokaw Orchard — Tour high density groves and discuss management changes over time
- Domingues Orchard — Review high density management and pruning practices

The tour will finish with a BBQ and reception at [Limoneira Ranch Headquarters](#) from 4:30 – 7:30 p.m. The cost of the tour is \$25 for CSA members and \$35 for non-members.

The CAS Annual Meeting will take place at the Four Points by Sheraton located at 1050 Schooner Drive, Ventura, CA on Saturday, October 21 from 7:30 a.m. – 2:45 p.m. The cost for this portion of the two-day event is \$85 for members and \$95 for non-members. The speakers for the annual meeting include:

- Scott Bucy, Vice-President, Fruit Growers Laboratories — Soil and Plant Analysis: Common and Not So Common Problems
- Dr. Raquel Folgado, Cryopreservation Researcher, The Huntington — Cryopreservation of Avocado Germplasm and New Technology Spin-offs for Propagation and Breeding
- Consuelo Fernandez, Director of International Cooperation, Brokaw Nursery — Gem Variety Management, and New Rootstocks
- Dr. Peggy Mauk, UCR Director of Ag Operations and CE Subtropical Specialist — Rootstock Trial Progress
- Brittany Collins, Owner and Chief Pilot, HawkEye Imaging — Remote Sensing Technology—Now and in the Future
- M. Cristina León, CAS Board Member — Highlights of the CAS tour to Michoacan
- Grower Panel — Shawn Martin, Organic Grower Carpinteria; Kevin Ball, Ag Land Services; Ed McFadden, Orchard Manager. Moderated by Susan Estrada, Newsline Editor.
- The session will include award presentations for the Oliver Atkins Award and the Award of Honor.

Interested parties can register for the CAS Field Tour and Annual Meeting [online through the CAS website](#).

Organic Grower Summit to Be Held in December

The California Certified Organic Farmers (CCOF) and Organic Produce Network will host the Organic Grower Summit from December 13 – 14. The event will bring together organic growers, production, supply chain and support service providers. The summit will take place from 1:30 p.m. – 7:30 p.m. on Wednesday and from 7:00 a.m. – 5:30 p.m. on Thursday at the Hyatt Regency Monterey Hotel & Spa located at 1 Old Golf Course Road, Monterey, CA.

On Wednesday, December 13, the Summit will offer a PCA training session, to be followed by a reception and CCOF Foundation Dinner. On Thursday, educational breakout sessions on a variety of topics will be held. Topics of interest to California avocado growers include:

- Issues facing organic farmers
- Clean and renewable technologies
- Tools for plant and soil health
- Essentials of sustainable packaging
- Leveraging precision agriculture
- The breakout sessions will be followed by keynote addresses and an afternoon exhibition. The exhibition will feature companies that provide services and supplies to organic producers such as seed, soil amendment, packaging, equipment, technology, field production and food safety components. The complete [schedule](#) may be found online.

The registration fee is \$399 in advance (\$459 at the door) and includes all Summit activities and meals including the opening reception, breakfast, educational sessions, keynote presentations, lunch and the exhibition. Registrants can save \$50 on their registration fee by entering their CCOF code when registering online.

Persons interested in attending the summit can register [online](#). For more information, visit the [Organic Grower Summit website](#) or send an email to info@organicgrowersummit.com.

California Avocados Celebrated at Grove Culinary Event and Street Festival

The Morro Bay Avocado and Margarita Street Festival routinely attracts tens of thousands of California avocado fans to the waterfront event featuring California avocado dishes, live music and local vendors.

As a prelude to the festival, the California Avocado Commission (CAC) sponsored the Friday evening Taste of the Grove culinary event at The Packing Shed — an intimate dinner nestled in a rural agricultural setting. The sold-out farm-to-table dinner featured produce from local farmers and unique, tantalizing California-avocado-themed dishes prepared by area chefs. Attendees enjoyed food demos as well as artisanal cuisine, beverages and live music. Sheryl Salazar, assistant produce sales manager for Albertsons/Vons was a guest of the Commission at this event and the festival.

California Avocado Commission staff and local California avocado grower volunteers provided festival attendees with California avocado recipes, nutrition information, bumper stickers and California Avocado Cutters. Throughout the festival, fans flocked to the Commission’s booth to ask questions about growing avocados and gain insights into how California avocados can be incorporated into meals and snacks. Nearly 12,000 people attended the festival, snacking on new California avocado dishes and sampling California avocado guacamole contest submissions while enjoying sunshine, live music and beverages.



Sheryl Salazar, of Albertsons/Vons, with members of the CAC booth team at the festival.

dineLA Event Garner 506 Million Social Media Impressions for California Avocados

For 15 days in July, California avocados were featured in a unique Los Angeles “Summer Road Trip” dining event with specially priced lunch and dinner menus showcasing diverse menu items at some of the best eateries in the area. To generate excitement for the event, kick-off promotions began in mid-June with advertising from mid- to late-July.

As part of the pre-event promotions, dineLA held two media and influencer preview dinners featuring California avocados and the California Avocado Commission’s (CAC) chef ambassador menus. The Commission’s seven chef ambassadors — representing Akasha, Charcoal Venice, Erven, Fishing with Dynamite, Gracias Madre, Redbird and The Bellwether — also showcased their dineLA California avocado dishes and the California Avocados brand logo on their social media channels and websites. Three videos featuring California avocados and the chef ambassadors were promoted on the @discover and @dineLA Instagram, Facebook and Twitter channels.

As a sponsor, the Commission secured a four-week rotator image placement on dineL.A.'s homepage and California-avocado-themed social media posts on dineL.A.'s Instagram, Facebook and Twitter channels. Nearly 200,000 dineL.A. subscribers received two eblasts encouraging them to attend the event and highlighting chef ambassadors' unique California avocado dishes.

"The county-wide dineL.A. program reached our targeted premium consumer during the heart of California avocado season," said Jan DeLyser, CAC vice president marketing. "By sponsoring the event, the Commission promoted the local availability of California avocados and showcased many creative ways to enjoy them." The dineL.A. pre-event promotions garnered 506 million impressions across all social media channels. Instagram influencer content and dineL.A.'s social coverage generated 326 million social media impressions.



CAC's chef ambassadors and their unique California avocado creations were featured in videos on @discoverlosangeles.com.

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 9/24/2017	Season-to-Date (since 11/1/16)	2017 Year to Date
Hass	11,220	204,585,147	204,185,332
Lamb	0	7,243,066	7,243,066
Other (Greens)	0	1,541,528	1,403,823
California Total	11,220	213,369,740	212,832,221
Florida	217,525	39,484,555	31,430,245
Chile	7,694,083	69,665,093	49,591,747
Mexico	32,716,286	1,489,826,072	1,219,738,621
Peru	142,223	144,776,283	144,726,283
Other (Imports)	260,000	32,140,000	22,700,000
Import Total	40,812,592	1,736,407,447	1,436,756,650
USA Total	41,041,337	1,989,261,742	1,681,019,116
Source(s):	California = CAC (AMRIC), Chile = Comite 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, 2017

	Organic #1 (Field Price Per Lb)	Conventional #1 (Field Price Per Lb)	Conventional #1 (Carton Price)
California Hass			
#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- Troughing will continue in the interior west US, while California and the California coast sees a return of drier and warmer than normal conditions. Santa Ana winds, or their central and northern California equivalents will occur during this period.

Support exists in the sea surface temperature anomaly (SSTA) field for a long wave trough in the central North Pacific near 155W, a robust storm track developing NNE of Hawaii to the British Columbia coast, but high pressure extending from the E North Pacific to near the Pacific Northwest coast. Cold fronts coming south from Washington State move into the SierraNV and Nevada-Arizona with a tendency for troughing, cool and gusty winds in the S California deserts and Colorado

River Valley. So, expect some significant Santa Ana winds also to develop in southcentral California (Santa Barbara-San Luis Obispo Counties, and Ventura County after cool and showery during September 22-23rd.

In the Near Term – Sept. 22 - Oct. 5... In the southern California avocado growing areas, from Santa Barbara County to San Diego County, it will be cool with troughing and deep marine layer, and light showers through September 23rd, ending early 24th. Hot and dry conditions (possible Santa Anas) develop on 24-28th, followed by weak upper low pressure and deeper marine layer again about September 30th-Oct 1. Offshore flow and hot conditions with more Santa Anas return October 3-7.

Summary – Oct. 6-25... In the southern California avocado growing areas, from San Luis Obispo south, persistently dry and warm conditions are suggested for this period due to support from the sea surface temperature field, and GFS/CFS guidance. For southern California, this means Santa Anas. However, it also means a greater potential for dry, cold nights with wetbulb temperatures dipping into the 30s.

Seasonal Outlook / La Niña Update...October 26 – December 31, 2017... After a hot and dry period during mid to late October, wet conditions return to NW California and the Siskiyou's at times from the end of Oct through most of Nov. Best chances for rains in Nov are usually during 10-20th, and again around 28-30th. A period of heavy rains and storm events often occurs during Nov 18-23rd and Dec 27-30. December appears wetter than normal for most of central and N California. Southern California rainfall currently is indicated to remain near or a little below normal for Dec.

In agreement with the current *La Niña*, there is suggestion of colder than normal conditions developing for California in mid to late December, and early to mid-January, 2018.

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