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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>

CAC Grower Meeting: PSHB/FD Status Update

The California Avocado Commission will host meetings to update growers on the polyphagous shot hole borer (PSHB) situation.

September 2

Time: 9:00 a.m. - 11:00 a.m.

Location: Ag Museum, 926 Railroad Avenue, Santa Paula, CA 93060

Avocado and Citrus Pest and Plant Health Forums

A citrus and avocado pest and plant health forum is being held in order to determine pest, weed, drought and plant health issues of greatest concern to growers.

September 3

Time: 9:30 a.m. - 11:30 a.m.

Location: Goleta City Council Chambers, 130 Cremona Drive, Goleta, CA

Workshop on Mitigation for the Conversion of Ag Land to Non-agricultural Uses

The Ventura County Local Agency Formation Commission (LAFCo) is hosting a workshop concerning the development of policies pertaining to mitigation for the conversion of agricultural land to non-agricultural and urban uses. [More information available here.](#)

September 10

Time: 9:00 a.m. – 12:00 p.m.

Location: Camarillo Public Library Community Room, 4101 E. Las Posas Road, Camarillo, CA

Agricultural Labor Relations Board to Hold Public Meeting

The Agricultural Labor Relations Board (ALRB) will hold a public meeting to gather input from farmworkers, employers and other interested members concerning the board's proposal to promulgate a rule permitting ALRB staff to visit agricultural work sites and educate farmworkers and field supervisors about the rights and responsibilities provided under the Agricultural Labor Relations Act.

[More information available here.](#)

September 16

Time: 10:00 a.m. – 5:00 p.m.

Location: Courtyard by Marriott, 600 E. Esplanade Drive, Oxnard, CA

Growers Invited to Learn About the State of the Industry at Informal Barbecues

The California Avocado Commission (CAC) will host two informal grower barbecues at the end of September. During the event, growers will:

- Receive insights from industry members concerning the 2016 avocado crop
- Learn about the current state of affairs at CAC
- Review the proposed spending plan for the upcoming fiscal year
- Have the opportunity to meet members of the Mullen Lowe team, CAC's new lead marketing agency

Growers are encouraged to take part in this free event and provide input. Interested growers may RSVP at the links listed below. RSVPs are not required for attendance, but will help the Commission ensure an accurate guest count for lunch. Please RSVP prior to September 25, 2015.

- **RSVP: [Santa Paula Grower District Meeting](#)**
- **RSVP: [Fallbrook Grower District Meeting](#)**

The grower barbecues will take place as follows:

Tuesday, September 29, 2015

11 a.m. – 1 p.m.

Pine Tree Ranch

19455 E. Telegraph Road, Santa Paula, CA 93060

(In case of rain, the event will take place at Santa Paula Ag Museum, 926 Railroad Ave., Santa Paula, CA 93060)

Wednesday, September 30, 2015

11 a.m. – 1 p.m.

Grand Tradition Estate and Gardens

220 Grand Tradition Way, Fallbrook, CA 92028

For more information contact April Aymami at aaymami@avocado.org or 949-341-1955.

Consumers Impress 2015 All American Recipe Contest Judges with Avocado Inventiveness

The [4th Annual All American Recipe Contest](#) hosted by the California Avocado Commission (CAC) received more than 70 creative entries ranging from adult beverages and a crab-laden avocado pizza to burgers and dessert fondue. The contest, designed to encourage Americans to celebrate the 4th of July with innovative recipes featuring California avocados, was hosted on the [Commission's 4th of July web page](#) and promoted via social media and email marketing. The web page featured summer recipes, tips for a festive 4th of July holiday and the 4th of July grove-to-table video featuring California avocado growers.

California avocado fans could submit recipes (and mouth-watering photos) in one of three categories: favorite 4th of July recipe; beverage; and guacamoles, salsas and dips. This year the Commission partnered with the California Cut Flower Commission and added a bonus category — awarding one grand prize and one runner-up prize to recipe photos that best featured fresh cut California floral arrangements.

The Commission panel of judges prepared and tasted the recipes, then awarded one grand prize and one runner up prize to the top two finishers in each of the three categories. [The results of the contest were posted on the Commission's The Scoop blog.](#)

Favorite 4th of July Recipe:

- Grand prize winner: [Avocado Crab Pizza with Fireworks Sauce](#)
- Runner-up winner: [Chicken Avocado Burgers](#)

Beverage Recipe:

- Grand Prize Winner: [Avocado Margarita](#)
- Runner-up Winner: [The Palm Tree](#)

Guacamoles, Salsas and Dips Recipes:

- Grand prize winner: [Chocolate Avocado Fondue](#)
- Runner-up Winner: [Competition Worthy Guacamole](#)



Avocado 4th of July Deviled Eggs was awarded the Grand Prize for the bonus flower feature category.

CAC's Collaboration with Bristol Farms' Results in "California Dreamin'" Website Promotion

As part of its California Avocado Month retailer initiatives, the California Avocado Commission (CAC) made a concerted effort to partner with top tier retailers to design integrated in-store, digital and social media promotions that raised awareness and increased sales of the fruit. One example of this is the customized Bristol Farms "California Dreamin'" program, which featured grower profiles, nutrition messages, preparation tips, information about avocado seasonality and recipes on the retailer's dedicated website.

To develop the unique program, Bristol Farms' produce manager worked with CAC's merchandising and social media teams to plan the retailer's in-store two-week California avocado promotions and then integrate the campaign with social

media posts and information provided on the “California Dreamin’” website. Social media posts were shared with the retailer’s combined Instagram, Facebook and Twitter audience of nearly 15,000.



Bristol Farms featured California avocados on its website as part of its June celebration.

Nationwide “California Fresh Sandwich” Supermarket Registered Dietitian Recipe Contest Generates New Sandwich Recipes for CAC

The California Avocado Commission invited more than 350 influential supermarket registered dietitians (SRDs) and nutrition professionals employed by retailers to create an original “California Fresh Sandwich” suited to a healthy lifestyle and diet. The recipe contest, which took place from May 15 – June 15, supported the Commission’s summer sandwiches initiative while encouraging these influential nutrition professionals to creatively expand their usage of California avocados in season. Entries were received from top retailers including Kroger, Raleys, Giant Eagle and Hy-Vee.

The finalists’ recipes were prepared by Heidi Dilled, RDN and then served to a panel of judges from CAC’s marketing team. The winning recipes included:

- California Savory Summer Sandwich — a vegetarian sandwich served on toasted flaxseed bread with grilled tofu, California avocado, sun dried tomato, lettuce and a lemon-herb marinade
- Kickin’ Chicken and Avocado Sandwich — this spicy sandwich featuring a buffalo-style hot sauce is cooled down with a ranch-flavored creamy fresh California avocado spread
- California Avocado Breakfast Wrap — a warm whole wheat tortilla cradles scrambled eggs, artichoke hearts, sundried tomatoes, olives and fresh California avocados
- Portabella Mushroom with Avocado Sandwich — a favorite of vegetarians, this sandwich combines the fresh California fruit with rich portabellas
- Grilled Flatbread Sandwich with Chicken, Avocado and Fresh Peaches — a playful combination of two fruits atop chicken on a grilled flatbread

The seven sensational California Fresh Sandwich recipe winners will be featured on the California avocado website.



This sandwich features grilled chicken breast with a spicy buffalo-style sauce and cool California avocado spread.

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 8/30/2015	Season-to-Date (since 11/1/14)	2015 Year to Date
Hass	1,924,097	258,230,375	258,102,729
Lamb	392,816	13,123,546	13,123,546
Other (Greens)	14,380	1,921,987	1,831,543
California Total	2,331,292	273,275,908	273,057,818
Florida	2,554,675	39,537,940	31,177,500
Chile	0	12,745,367	7,989,254
Mexico	33,152,009	1,350,580,840	1,106,814,154
Other (Imports)	2,554,675	130,960,492	119,030,492
Import Total	35,706,684	1,494,286,699	1,233,833,900
USA Total	40,592,651	1,807,100,547	1,538,069,218
Source(s):	California = CAC (AMRIC)		
	Florida = Florida Avocado Admin Committee		
	Chile = Comite de Paltas, Chile		
	Mexico = APEAM		
	Other Imports = USDA AMS website		

California Avocado Society Weekly Newsline* Avocado Prices 8/10/2015

	FOB Price	Field Price	Retail Price	Last Year FOB
California Hass	(25# carton)	(per pound)	(per each)	(25# carton)
#2's	16.00-31.00	0.50-1.04		17.00-31.00
32's-36's	35.00-37.00	1.20-1.28		34.00-35.00
40's	37.00-39.00	1.28-1.36	1.99	34.00-35.00
48's	37.00-39.00	1.28-1.36	1.49	33.00-35.00
60's	32.00-35.00	1.08-1.20	0.99-4/5.00	35.00-36.00
70's	30.00-31.00	1.00-1.04	5/5.00	32.00-34.00
84's	23.00-24.00	0.81-0.86	0.69-4/3.49	22.00-25.00
Mexican Hass				
All Sizes	19.00-30.00	N/A	0.69-1.49	19.00-36.00
Chilean Hass				
All Sizes	N/A	N/A		
Peruvian Hass				
All Sizes	19.00-28.00	N/A	5/5.99	18.00-29.00

*To subscribe to the Weekly Newsline, please contact the California Avocado Society at (951) 225-9102 or www.CaliforniaAvocadoSociety.org.

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

Synopsis - A memory of the recurrent troughing pattern continues to occur over the ocean area off central and southern California. This is partly influenced by the action of the current *El Niño* anomaly providing energy to the sub-tropical westerlies even during the time of normally minimal influence from *El Niño*.

Although it now appears that the remainder of August will continue to be mostly dry, the unusually warm sea surface off Baja continues to pose a higher risk of thunderstorms in the mountains and deserts during September.

In the Near Term – August 27 to September 12... The coastal marine layer will be deepest from the 26th to 29th, and again, due to troughing, from the 31st to the 2nd. The upper high pressure will rebuild from the 3rd to the 9th, and bring hot conditions. Cooler conditions will follow during the middle of the month. Watch for thunderstorms in the mountains and deserts, and possibly some showers into the coastal areas if a tropical cyclone remnant becomes entrained into an upper low and brought into southern California.

Due to the warm sea surface, daily average temperatures will continue about 4-5F above normal primarily due to unusually warm temperatures at night.

Summary – September 12 to 26... This period will be warmer than normal with a return to near or above normal rainfall from thunderstorms and showers. Above normal rainfall is suggested for southern California around the 11th to the 18th.

El Niño forcing will continue to support weak troughing. The trough off Baja will continue to have its footprint on the circulation and the tendency for unusually tropical moisture to arrive from the SSW (instead of from SE) will increase. September can be active for rains from late season monsoonal events as well as increased moisture from tropical cyclone remnants.

For this particular season, we have seen tropical cyclone remnant lows occurring further north than usual. There is a lot of moisture with these systems, and it is not difficult for them to be picked up in the WSW flow associated with Pacific frontal systems in late September and October and causing heavy rains in California. Some extreme events include October 13, 2009 and October 12, 1962, both typhoon remnants. Also, weakening tropical cyclones may move northwest, paralleling the southern Baja coast. In mid-

September, some may try to turn NNW or north. This can also produce some abrupt returns to hot offshore flow and the possibility of rains to southern and central California.

Seasonal Outlook – *El Niño* Update – September 27 to December 22... Anomalously warm sea surface temperatures will continue near Baja California and off the Pacific Northwest coast through the Gulf of Alaska. We will need to keep an eye on these two ocean temperature anomalies and *El Niño*. The *El Niño* contribution, plus the warm ocean in the Gulf of Alaska, may work together to bring a stronger southern storm track into California in the fall. As the storm track tries to develop, it will most likely take the form of active cutoff lows which may produce above normal rainfall along the coastal valleys of southern California.

Sea surface temperatures will continue abnormally warm. In late September and early October, there is a higher potential for heavy rains from cutoff lows and possible tropical cyclone remnants. We will transition into a wet period in mid-October followed by Santa Anas from late October through November, and into the middle of December.

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