

GreenSheet

CALIFORNIA AVOCADO INDUSTRY NEWS



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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>

District 5 Grower Meetings

District 5 Commissioners Rick Shade and Jim Swoboda will host two District 5 regional meetings in September. [More information available below.](#)

September 16 & 19

September 16

Time: 8:30 a.m.

Location: Summerland Beach Café, 2294 Lillie Ave., Summerland, CA

September 19

Time: TBD

Location: TBD

Pine Tree Ranch Grower Field Day — Soil Moisture and Avocado Rooting Depth

This seminar will focus on plant water use, soil moisture and avocado grove irrigation. [More information available below.](#)

September 21

Time: 9:00 a.m. – 11:00 a.m.

Location: Pine Tree Ranch, 19455 E. Telegraph Road, Santa Paula, 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

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

District 5 Grower Meetings

District 5 Commissioners Rick Shade and Jim Swoboda will host two District 5 regional meetings in September. California avocado growers from that region are encouraged to attend the informal grower meetings to discuss topics of interest related to the California avocado industry.

The first meeting will be held September 16 at 8:30 a.m. at Summerland Beach Café located at 2294 Lillie Ave., Summerland, CA 93067. The second meeting will be held in Morro Bay on September 19. The time and location of the Morro Bay meeting will be determined soon.

Growers interested in attending these meetings should contact Jim Swoboda at Jim.swoboda@gmail.com or 571.426.0110.

Pine Tree Ranch Grower Field Day Examines Soil Moisture and Avocado Rooting Depth

California avocado growers are encouraged to attend the California Avocado Commission's (CAC) upcoming Pine Tree Ranch Grower Field Day. The session, which will take place on September 21, 2016 from 9:00 a.m. – 11:00 a.m., will focus on plant water use, soil moisture and avocado grove irrigation. Pine Tree Ranch is located at 19455 E. Telegraph Road, Santa Paula, CA 93060.

Dr. Jochen Schenk, Professor, and Miriam Moura, Graduate Student, from California State University Fullerton, will be the featured speakers. Dr. Schenk is a plant ecologist with expertise in plant water relations, the structure and function of plant hydraulics and root ecology. Miriam Moura is working on her Master's Degree under Dr. Schenk's supervision and is studying how to more precisely monitor plant water use and more efficiently apply irrigation to avocado trees.

Dr. Schenk recently installed sap flow sensors on a number of trees at Pine Tree Ranch that will help the Commission better understand the relationship between soil moisture and plant water status in avocados. He also has recently completed a literature survey on rooting depth in avocados and will take a closer look at rooting depth on trees at Pine Tree Ranch in the near future.

At the seminar, Dr. Schenk and Miriam will present their research and discuss the potential benefits from the recently installed sap flow sensors at Pine Tree.

State-wide Pesticide Safety Instructor Training Sessions Available

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. Anyone interested in training fieldworkers or handlers is required to complete an Environmental Protection Agency (EPA) approved Train-the-Trainer program. Participants who successfully complete the workshop will

be qualified to train fieldworkers and pesticide handlers as required by California state regulations and the recently revised EPA 2018 Worker Protection Standards (WPS).

The workshops will be held from 8:00 a.m. – 5:00 p.m. Attendees will check in at 7:45 a.m. The cost is \$150 per person and includes breakfast, lunch and educational materials. Registration is limited to 25 persons. The registration form can be found [here](#).

The dates and locations are as follows:

Ventura — SPANISH LANGUAGE WORKSHOP

September 21, 2016

UCCE Ventura Office

669 County Square Drive, #100

Moreno Valley — ENGLISH LANGUAGE WORKSHOP

September 29, 2016

UCCE Riverside Office

21150 Box Springs Road, Ste 202

Santa Maria — ENGLISH LANGUAGE WORKSHOP

October 13, 2016

Alan Hancock College

800 S College Drive

Fresno — ENGLISH LANGUAGE WORKSHOP

November 1, 2016

DPR Fresno Building

1130 Shaw Ave # 100

Davis — ENGLISH LANGUAGE WORKSHOP

November 8, 2016

UC ANR Building

2801 Second Street

Tulare — SPANISH LANGUAGE WORKSHOP

29 de noviembre 2016

Oficina de UCCE Tulare

4437 S Laspina St # B

Bakersfield — ENGLISH LANGUAGE WORKSHOP

December 1, 2016

UCCE Bakersfield Office

1031 S Mt Vernon Ave

For more information, or to be placed on a waiting list, contact the workshop personnel at pesticidesafety@ucanr.edu or 530.750.1252. A [program flyer is available](#).

These workshops are approved and co-sponsored by the California Department of Pesticide Regulation (CDPR).

Ventura County Sheriff's Office Encourages Growers to Utilize App to Report Crimes

The Ventura County Sheriff's Office Farm Watch has partnered with [Nextdoor](#), a private online social network that makes it easy for neighbors to share real time information about thefts and crime using a cell phone, tablet or computer. The App is free and can be used to:

- Organize a Neighborhood Watch Group
- Share real-time information about a crime in the area
- Instantly share details about a suspicious person, vehicle or activity
- Post pictures of suspicious people, vehicles, vandalism and stolen property

Detective Chip Cadman encourages growers to partner with the Sheriff's Office and utilize the Nextdoor app to report theft, crime and vandalism. When reporting a crime or suspicious activity, it is important to share the following information:

- Age, height, weight, facial hair, clothing and shoe type of suspicious persons
- License plate number, color, body damage, bumper stickers, type of tire, camper shell and other pertinent information concerning suspicious vehicles
- Time and information concerning the last known direction of travel of the person and/or vehicle

California avocado growers can join the Sheriff's Office, Major Crimes Bureau, Agricultural Crime network on Nextdoor by clicking on this [link](#).

For more information, contact Detective Cadman at greg.cadman@ventura.org, 805.384.4726 (office) or 805.797.6424 (cell).

Southern California Farm and Nursery Expo

Growers are encouraged to attend the Second Annual San Diego Farm and Nursery Expo that will be held on Thursday, November 3 from 9:00 a.m. – 4:30 p.m. at the Del Mar Fairgrounds. The Expo, which is sponsored by the San Diego County Farm Bureau, is a free trade show designed to connect Southern California agricultural industry members with vendors, resources and educational seminars that are applicable to the diverse crops grown in the region.

The Expo will:

- Host a variety of free seminars concerning pests, water, weather and new technologies
- Showcase equipment and tools designed to improve operational efficiency
- Feature top researchers and authorities
- Highlight new products and tools available for the agricultural industry
- Provide growers a chance to network with vendors

The California Avocado Commission (CAC) will have a booth in the Resource and Learning Center and growers are invited to stop by. A number of other organizations of interest to California avocado growers will have booths in the Resource and Learning Center, including CDFA Pest Control, Mission Resource Conservation District, the San Diego County Sheriff's Department, UC Cooperative Extension and the Valley Center Fire Department. A complete list of exhibitors is available [online](#).

For more information, download the San Diego Farm and Nursery Expo or visit the [event website](#).

California Avocado Fans Enjoy CAC's Interactive Booth at Cultivate Festival

The California Avocado Commission (CAC) has attended the Chipotle Cultivate Festival for several years — engaging with California avocado fans in a festive environment that combines music, food and ideas. This year, one Chipotle Cultivate event took place in Kansas City, Missouri on a sweltering July 23 day. But the heat didn't deter California avocado fans — they engaged with the CAC team at the festival and on the Commission's social media channels, sharing their love for California avocados.

The Commission's interactive booth offered fans the opportunity to meet California avocado growers and Commission staff, learn how the California fruit is grown and how to prepare a variety of California avocado-centric meals and snacks. Booth visitors received California avocado cutters, recipes, temporary tattoos and bumper stickers. In addition, California avocado lovers could visit the Commission's photo booth and pose with avocado-themed props in front of Michael Schwab's California by Nature signature artwork. Festival attendees also enjoyed "from scratch" California avocado guacamole while listening to live music.

CAC encouraged California avocado fans to share their love for the fruit on the Commission's social media channels with a variety of incentives. As a result, CAC's engagement saw a substantial increase. The Commission's Snapchat filter was viewed more than 28,000 times and was used nearly 600 times. Two of CAC's tweets garnered more than 5,000 impressions and one of the Instagram posts earned more than 500 likes.



Michael Schwab's signature California by Nature artwork provided the perfect backdrop for the Commission's photo booth.

California Avocados Featured at Northwestern and Midwestern Restaurant Chains

This summer, avocado lovers in Northwestern and Midwestern states had the opportunity to enjoy fresh California avocado menu items at select Elmer's, Egg N'Joe, RAM Restaurant and Brewery and CB Potts locations from Washington to Indiana.

Twenty-five Elmer's locations in the Northwestern U.S. and three Egg N' Joe locations in Arizona featured the *Bacon Avocado Cheese Omelet* and the California avocado logo on the front page of the chains' limited time offer (LTO) menu. The promotion was supported on the chains' social media pages and with couponing and in-store merchandising tools.

RAM Restaurant and Brewery and its sister brand, CB Potts, launched a "Summer Salute" promotion in 28 units located in Colorado, Idaho, Illinois, Indiana and Washington. The chains featured a *Chorizo Burger* with mashed California avocados and *Fresh Guacamole*. The peak-season promotion included in-store entry banners, posters, LTO menus and email blasts featuring the LTO menu items and the California avocado logo.



Elmer's locations in the Northwest offered customers a Bacon Avocado Cheese Omelet as part of its summer-time promotions.

Top Tier Retailers Celebrate the American Summer Holidays with California Avocados

The California Avocado Commission's (CAC) American Summer Holidays initiative is critical during the peak California avocado season because the retail promotions provide consumers with unique avocado-centric recipes, nutrition information and usage ideas that can drive sales of the fruit. Throughout June and July, targeted top-tier retailers distributed CAC materials and hosted a series of in-store activities — including giveaways, cooking classes and demos.

Top tier American Summer Holidays retail promotions included the following:

- Feature ads and displays at multiple accounts
- Thirty-five students attended Bristol Farms' "Picnic in the Park" cooking class featuring California avocados.
- Dierbergs' cooking school instructor utilized the Commission's Plant-based Diet recipe booklet for two cooking classes hosted in July. In addition, one of the chain's cooking school instructors shared a blog post on *The Scoop* discussing ways in which to incorporate healthier ingredients in children's meals and featuring an [Avo-licious Brownie](#) recipe.
- Hy-Vee Supermarket Registered Dietitians (SRDs) distributed 5,000 copies of CAC's 2016 Superfood Spotlight: Making Mealtime Easy for Mom and Have a Blast recipe booklets throughout the summer.
- As part of Harmons' Take Your Son or Daughter to Work Day, 90 kids learned how to make sushi with California avocados, received avocado nutrition information and learned how to cut, nick and peel an avocado.

Northgate distributed CAC's American Summer Holidays, 2016 Superfood Spotlight: Making Mealtime Easy for Mom and the Plant-based Diet recipe booklets to its customers.

Superfood Spotlight:

Making Mealtime Easy for Moms

With the pressures of work, after-school activities and homework, the family dinner meal may seem like something from the past. But what if you could make no fuss, nutritious meals with food you have on hand? By using the convenience of fresh produce, we can make the quick and nutritious superfood, California Avocados and other fresh produce, we'll show you how to get a wholesome meal on the table in less than 30 minutes. Our "no recipe" kid-friendly meal ideas are perfect for busy moms, families or anyone on the go and they help to meet the new Dietary Guidelines for Americans 2015-2020 (DGA). Avocados fit into healthy eating patterns listed in the DGA.

SIMPLER SALAD

Chicken and Avocado Pasta Salad

Time: 20 minutes. Serves 4.

Combine 4 cups cooked whole grain pasta (such as rotini or macaroni) with 2 cups chopped skinless rotisserie chicken, 1 cup cherry tomatoes – halved, 2 California Avocados, 1/2 cup shredded cheese and 1 cup cooked vegetables. Toss with your favorite olive oil-based salad dressing. Serve on top of 2-3 cups of pre-washed mixed salad greens.



Nutrition Information Per Serving (Dietary only): Calories 460, Total Fat 14 g (2 g Saturated), Poly 2 g, Mono 8 g, Cholesterol 50 mg, Sodium 36 mg, Potassium 360 mg, Total Carbohydrates 68 g, Fiber 5 g, Sugars 12 g, Protein 32 g, Vitamin A 10%, Vitamin C 40%, Calcium 4%, Iron 15%.

SOUP-ER EASY

Black Bean Soup with Avocado (Vegetarian)

Time: 10 minutes. Serves 4.

Add 2 (15-oz.) cans of low-sodium black beans (drained and rinsed) to a blender along with 1 cup salsa, 1/2 cup water and 1 tsp. cumin. Process until smooth (about 1 minute). Add mixture to a medium soup-cooker and heat over medium/low heat. Ladle into a large soup bowl, top with 1/2 California Avocado, cubed and 1 Tbsp. of Greek nonfat plain yogurt. Serve with a bagged green salad and whole grain bread.



Nutrition Information Per Serving: Calories 280, Total Fat 8 g (1.5 g Saturated), Poly 0 g, Mono 3.5 g, Cholesterol 0 mg, Sodium 400 mg, Potassium 210 mg, Total Carbohydrates 35 g, Dietary Fiber 13 g, Total Sugars 5 g, Protein 12 g, % Daily Value: Vitamin A 1%, Vitamin C 22%, Calcium 1%, Iron 2%.



See how
California
Avocados
fit into a
healthy diet

- Naturally sodium and cholesterol free
- A nutrient-dense food – one-fifth of a medium avocado (1 ounce) has 50 calories and contributes nearly 20 vitamins, minerals and phytonutrients to the diet
- The Dietary Guidelines for Americans 2015-2020 emphasize making small dietary shifts such as replacing foods higher in saturated fats with foods containing good fats, like avocados
- A nutrient-dense superfood, meaning they provide substantial amounts of vitamins, minerals and other nutrients with relatively few calories
- A lifetime of good eating habits can be established early in childhood. Rich, creamy avocados are a kid-friendly fruit in many ways, providing great taste, fun texture and they contribute valuable nutrients including 8% of the recommended Daily Value (DV) for folate and 4% DV for fiber, potassium, and vitamin E

CAC created the Superfood Spotlight with a focus on easy summer recipes for busy moms.

CAC Demonstrates Innovative Menu Concepts at PMA Foodservice Conference and Expo

Nearly 1,800 foodservice operators, distributors and handlers attended the Produce Marketing Association (PMA) Foodservice Conference and Expo held in Monterey, California in August. The California Avocado Commission (CAC) foodservice team also attended the event, taking advantage of the opportunity to discuss the value of California avocado menu items with chain produce purchasing teams and chain buying groups. As a result, the Commission secured 18 new contacts and confirmed California avocado menu items on multiple current partner menus.

The Commission also demonstrated two innovative California avocado menu concepts at its exposition booth. Attendees sampled *California Avocado BLT Toast* and *Roasted Sweet Potatoes with California Avocado Chimichurri* prepared by Chef Selene Johnson of Montrio Bistro.



Dave Cruz and Jan DeLyser of CAC with Mason Citarello (Purchasing/Nordstrom), Courtney Dyess-Mam (National Accounts/NPC, LLC), Daniel Wood (Culinary/Nordstrom) and Tyler Lamb (National Accounts/NPC, LLC).

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 8/28/2016	Season-to-Date (since 11/1/15)	2016 Year to Date
Hass	4,085,605	358,025,503	357,985,569
Lamb	83,734	12,284,193	12,284,193
Other (Greens)	21,922	2,818,817	2,489,281
California Total	4,191,261	373,128,513	372,759,043
Florida	2,263,250	33,259,031	25,758,955
Chile	757,842	21,241,168	13,899,576
Mexico	31,440,527	1,482,849,198	1,170,329,012
Peru	2,223,514	68,002,774	68,002,774
Other (Imports)	200,000	11,770,000	11,270,000
Import Total	34,621,883	1,583,863,140	1,263,501,362
USA Total	41,076,394	1,990,250,684	1,662,019,361
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 Newsline* Avocado Prices – August 29, 2016

	FOB Price (25# carton)	Field Price (per pound)	Last Year FOB (25# carton)
California Hass			
#32's	54.75-59.25	1.98-2.16	33.00-35.00
36's	52.25-59.25	1.88-2.16	33.00-35.00
40's	52.25-58.25	1.88-2.12	33.00-35.00
48's	52.25-57.25	1.88-2.08	33.00-35.00
60's	34.25-38.75	1.16-1.34	32.00-33.00
70's	26.25-32.25	0.84-1.08	30.00-31.00
84's	19.33-22.19	0.64-0.77	23.00-24.00

*To subscribe to the Weekly Newsline, 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 - The basic pattern consists of high pressure and warm dry conditions off the coast of Washington and northern Oregon, and troughing near central and northern California, and near the coast of southern California. This continues to favor mostly dry southwest flow into the Sierras, resulting in minimal thunderstorm activity. Upper lows continue to develop off southern and central California. Weak but persistent low pressure continues to the west of northern Baja California. Sea surface temperature influence continues to force a weak east to west trough extending well west of northern Baja and passing to the north of Hawaii. Below normal tropical cyclone activity will occur off southwestern Mexico. However, September is the time of year most favorable to recurvature of tropical cyclones inland over Baja and infrequently into southern California, with some moisture even drifting into central and northern California. Wetter than normal conditions in western Mexico and eastern Arizona will tend to turn dry after mid-September. Drier than normal conditions focus in all of the Pacific Northwest and in northern California, and hot, dry conditions develop in the southeastern U.S.

In the Near Term – September 2 - 27... The NOAA/CPC outlook shows cool and dry air briefly into the Pacific Northwest and far northwestern California. Cool conditions in northwestern California on September 6th-8th, with a warm up during

September 11th. Hot dry conditions turn cool in the Great Basin, including New Mexico and Arizona, but it stays hot and dry in the southeastern U.S. The cool period in the Pacific Northwest and northern half of California does not persist for long, and a return of the usual September warm or very warm weather is indicated intermittently for September 9th-10th, and the 13th-14th. After September 19th, we appear to head into more troughing for southern California and the subtropical area west and southwest of southern California.

From September 2nd-15th there is the possibility for an early moderate dry northern wind, with Santa Ana conditions in the central coast for a brief time. After an interlude of troughing that maximizes on September 5th-6th with minimal if any showers, we turn to support for a high pressure ridge near the Pacific Northwest coast, and troughing from Arizona-New Mexico southwestward to northern Baja and westward. Because of the upcoming seasonal change, following the showery front on September 5th-6th and early on the 7th, we expect higher risk of windy, dry and warm conditions in northern and central California.

From September 2nd-15th in the southern California avocado growing areas it turns much cooler during the near term, with a deep marine layer and coastal drizzle until late morning. Some pleasant fall days will alternate with the cool drizzly periods that culminate in a light rain about September 6th-7th. A Santa Ana appears to follow on September 8th-10th and another brief hot period on the 13th-14th.

Summary – September 16 – 30... In northern and central California it will be drier and warmer than normal, as troughing lingers in the central and northern Great Basin and Rockies, and high pressure is off the Pacific Northwest coast, and we see recurrent northern wind events. Troughing returns after September 20th. In the southern California avocado growing areas there will be a period of high pressure aloft with potential for very hot conditions begins about September 12th-13th and continues to the 20th. Temperatures approaching 100 in the coastal hills and most valley areas are possible. Troughing and cooler conditions occur September 22nd-28th, with a deeper marine layer.

Seasonal Outlook/*El Niño* Update...October 1 – December 31... The *La Niña* anomaly continues to develop along the equator. The other cold sea surface temperature anomaly, extending from southern California westward along 35-30N will continue as well. This will tend to induce cutoff lows and troughs to develop off of southern California with an east-west oriented ridge of high pressure along 40N. This favors a dry offshore flow in northern California, but some upper lows and showery periods for far southern California and San Diego County at times during October and November.

October is still the tropical cyclone season, so we should expect some tropical cyclone activity off of southern Baja for brief periods, mostly recurving into southern Baja or into the Gulf of California to the Sinaloa coast. Tropical cyclone numbers and intensities will tend to remain below normal, due to a trend towards unfavorable upper air environment for these systems.

There is higher than normal risk for hot weather in southern California during more Santa Ana events from October 15th-20th following a rain event from October 10th-13th. The greatest risk for hot dry winds in California will be in northcentral and northern California, including the Bay Area about October 15th-20th (risk of highs near 90 degrees). In late October there is usually a showery and cool period during October 24th-30th, followed by a Santa Ana around Nov 1st.

For southern California in early November there is risk for highs in the 80s to near 90 in the Avocado belt (Temecula-Fallbrook), due to possible Santa Ana events. In November, there is usually a rain during the 8th-18th time frame, followed by a frost, then Santa Anas again with highs into the low 80s.

In the longer term, we continue to expect a stronger damping influence for troughs moving east into central and southern California in late November and early December associated with *La Niña*. The CFSv2 model suggests warm atmospheric river type rainfall in northern and northcentral California, which is consistent with *La Niña*. CFSv2 also suggests below normal rainfall in November for southern California, possibly continuing to mid-December.

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