



IN THIS ISSUE, YOU'LL FIND:

- [Reminder- Growers Invited to Learn About the State of the Industry at Informal Barbecues](#)
- [District 5 Grower Meetings to Provide Recap of the Last Year and Proposed Budgets for the Upcoming Year](#)
- [PSHB/FD Grower Meeting Presentation Materials Available](#)
- [Fire Readiness and Prevention Article Available](#)
- [100th Annual California Avocado Society Meeting](#)
- [Chef and Blog Partners' American Summer Holidays Promotions Garner More Than One Million Impressions](#)
- [California Avocado Fans Share Their Love for the Fruit on Social Media](#)
- [Eye-catching 4th of July Avocado Displays Drive Sales During the Holiday](#)
- [Unique Avocado Dishes Inspire Fresh Menu Items for Restaurant Chain Decision Makers](#)
- [Market Trends](#)
- [Weather Outlook](#)

Calendar

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

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

Ventura County Farm Day

Ventura County Farm Day is a multi-location event. After the tours are completed, participants are invited to a BBQ at Limoneira Ranch. The BBQ takes place from 4 pm – 9 pm and will feature live music, gourmet salads, and locally-sourced beer and wine. For tickets and more information, click here: <http://venturacountyfarmday.com/>

September 26

September 26

Time: 10:00 a.m. - 3:00 p.m.

Location: Tours at Multiple Locations in Ventura County

September 26

Time: 4:00 p.m. - 9:00 p.m.

Location: BBQ at Limoneira Ranch, 1141 Cummings Road, Santa Paula, CA

CAC Production Research Committee Meeting

September 28

Time: 9:00 a.m. - 2:00 p.m.

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

State of the Industry — Informal Grower Barbecues

The California Avocado Commission will host two informal grower barbecues. Growers are encouraged to take part in this free event and provide input. 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. [More information in the article below.](#)

September 29-30

September 29

Time: 11:00 a.m. - 1:00 p.m.

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

September 30

Time: 11:00 a.m. - 1:00 p.m.

Location: Grand Tradition Estate and Gardens, 220 Grand Tradition Way, Fallbrook, CA

District 5 Grower Meetings

[More information in the article below.](#)

October 2 and 5

October 2

Time: 8:00 a.m. - 9:30 a.m.

Location: Goleta Valley Community Center, 5679 Hollister Ave., Goleta, CA 93117

October 5

Time: 8:00 a.m. - 9:30 a.m.

Location: SLO County Farm Bureau, 4875 Morabito Place, San Luis Obispo, CA 93401

29th Annual Carpinteria California Avocado Festival

The 29th Annual Carpinteria California Avocado Festival will feature more than 75 music acts, the AvoEXPO Tent, the Largest Avocado Contest, the Best Guacamole Contest and lessons in avocado grafting. [More information here.](#)

October 2-4

October 2

Time: 11:00 a.m. - 10:00 p.m.

Location: 800 Linden Avenue, Carpinteria, CA

October 3

Time: 10:00 a.m. - 10:00 p.m.

Location: 800 Linden Avenue, Carpinteria, CA

October 4

Time: 10:00 a.m. - 6:00 p.m.

Location: 800 Linden Avenue, Carpinteria, CA

Reminder - 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.

District 5 Grower Meetings to Provide Recap of the Last Year and Proposed Budgets for the Upcoming Year

California avocado growers are invited to attend District 5 grower meetings assembled by Rick Shade, District 5 Commissioner. The meetings will be held in Goleta on Friday, October 2 and in San Luis Obispo on Monday, October 5. The meetings will cover the following topics:

- Updates concerning California Avocado Commission activities
- Review of the proposed budget and assessments for the upcoming season
- Information concerning the predicted crop size for next year

The meeting will be held in the following locations:

Goleta

Goleta Valley Community Center

5679 Hollister Ave., Goleta, CA 93117

8:00 – 9:30 a.m.

San Luis Obispo (SLO)

SLO County Farm Bureau

4875 Morabito Place, San Luis Obispo, CA 93401

8:00 – 9:30 a.m.

PSHB/FD Grower Meeting Presentation Materials Available

Presentations from the recently held California avocado growers meeting are now available online. The materials focus on the polyphagous shot hole borer (PSHB), Kuroshio Shot Hole Borer (KSHB) and Fusarium Dieback (FD) pest-disease complex. An overview of each of the presentations is provided below. The presentations may be downloaded by clicking on the links in the right-hand navigation.

Pesticide Studies on PSHB and KSHB

- Data from Israel concerning efficacy of systemic insecticides
- Findings from current PSHB and KSHB pesticide studies being conducted in the Escondido Grove and Pine Tree Ranch
- Plans for future pesticide studies using emamectin benzoate and neonicotinoid

Current Studies on polyphagous shot hole borer/*Fusarium* Dieback

- Current distribution of the infestation in California
- Summary of pesticide trials on avocado and landscape trees — including materials, methods, photos, results
- Review of biocontrol studies using Entomophyte and Entomopathogen
- Highlights from pruning wound protection studies
- Updates concerning the monitoring of PSHB/FD in infested groves
- Best management practices for inspecting groves, removing infested material

Fire Readiness and Prevention Article Available

The Fall 2015 UCCE Topics in Subtropics Newsletter is available [online](#) and features an article of interest to California avocado growers entitled, “Avocado Farm Families Still Healing More Than a Decade Later: What Lessons Have We Learned About Fire Readiness and Prevention?”

The article includes:

- A link to an NBC Dateline two-hour documentary about the Cedar and Paradise Fires
- Information concerning the importance of vegetation weed management as a means of creating “defensible space” that can slow the spread of wildfires
- Preventative measures for groves in high fire hazard areas
- Tips for determining the extent of grove damage in the event of a fire
- Strategies for preserving fire-damaged avocado trees

100th Annual California Avocado Society Meeting

The California Avocado Society (CAS) will hold its 100th Annual Meeting on October 9 – 10, 2015 in Ventura, California. The event will commence with a 1:00 p.m. Friday Field Tour of a commercial avocado and citrus nursery, as well as a tour of a high density avocado grove. A President’s Reception will be held Friday evening at the Limoneira Ranch Park from 4:00 – 7:00 p.m. Light food and beverages will be provided at the reception and growers will be able to meet with CAS Sponsors.

The Annual Meeting will be held on Saturday at the Four Points by Sheraton. Registration starts at 7:30 a.m. and includes a continental breakfast. Kevin Ball, President of CAS, will begin the meeting with an overview of CAS history, to be followed by the presentation of the Oliver Atkins Award.

Other presentations include:

- Tim Spann, CAC — Current industry research projects
- Patricia Manosalva, UCR — Avocado Rootstock Breeding Program and new technology for plant breeding
- Akif Eskalen, UCR — Shot hole borer/fusarium disease, ambrosia beetle/laurel wilt disease update
- Tom Bellamore, CAC and Emiliano Escobedo, HAB — Conversation about the future of the avocado business
- Leo McGuire, L&M Fertilizer — Fertilizers, conventional and organic
- Panel of industry leaders — Discussion concerning the World Avocado Congress, Peru 2015

More information concerning the meeting, as well as hotel accommodations, can be found [online](#).

To register for the meeting, growers can [download the registration form at the CAS website](#), or download the form listed in the right-hand column. If you are attending the Friday Field Tour Day, CAS asks that you RSVP by October 2 and include your email address to be certain you receive updates or schedule changes that may occur. The registration fee is \$75 for CAS members and \$90 for non-members. The Field Tour and reception fee is \$25 per person. A late fee of \$25 will be added for registrations submitted after October 2, 2015.

Chef and Blog Partners' American Summer Holidays Promotions Garner More Than One Million Impressions

California avocado fans are eager for new recipe ideas that inspire them to enjoy the premium fruit in unique ways. And they look to the California Avocado Commission's (CAC) renowned and respected partner chefs and food bloggers to provide that inspiration.

As part of the Commission's American Summer Holidays promotion, CAC utilized a combination of press releases, TV appearances, blog and social media posts to demonstrate the versatility of California avocados and provide consumers with a diverse selection of avocado-centric recipes. At the beginning of the summer, the Commission distributed a press release featuring two recipes specially created by CAC Artisan Chef Partner Charlie Kleinman — *Pulled Pork Sandwich with California Avocado Coleslaw* and *Cornmeal Crusted Fried California Avocado with a Tomato Bacon Salad and Molasses Vinaigrette*. Chef Kleinman, of Wexler's in San Francisco, also appeared on a 4th of July-themed DayTimeTV segment. During the segment he shared his favorite ways to enjoy California avocados at summertime BBQs while preparing the pulled pork sandwich and avocado coleslaw.

In addition, CAC sent shipments of fresh, ripe California avocados to influential food bloggers including All Day I Dream About Food, Eazy Peazy Mealz, Food Faith Fitness, Foodie Crush, Foodness Gracious, Happy Food Healthy Life, Lauren's Latest, Lovin from the Oven, Reluctant Entertainer and Two Peas and Their Pod. The bloggers used the fresh fruit to craft new California avocado recipes for summer entertaining and shared the recipe ideas on their blogs and social media channels.

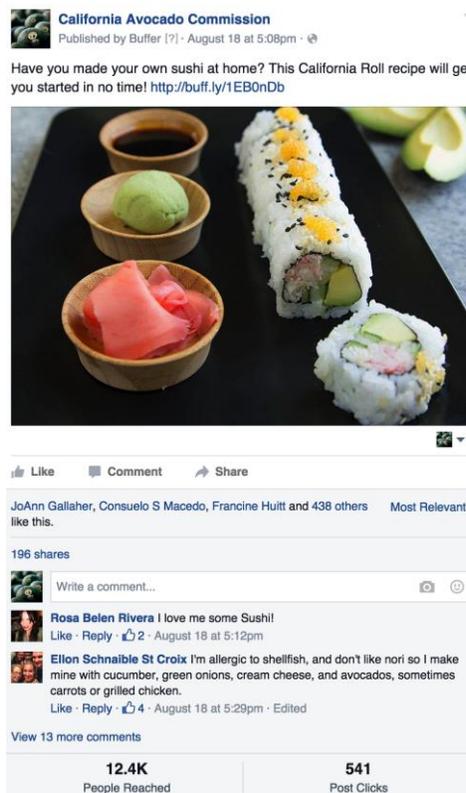
Combined, the blog posts, social media shares and TV appearances resulted in more than one million impressions.



Chef Kleinman created two unique California avocado recipes to help fans celebrate summer.

California Avocado Fans Share Their Love for the Fruit on Social Media

Social media channels remain one of the most effective means of communicating with California avocado fans — providing them with unique avocado recipes and nutrition information that they can access from their mobile devices and computers at any time. As seen in the examples below, the California Avocado Commission (CAC’s) social media channels not only provide the Commission with a means of sharing information, but a means of engaging with California avocado fans. Fans frequently comment on how much they love California avocados and share new consumption ideas and recipes of their own. Better yet, consumers eagerly share their favorite avocado recipes with others, driving traffic to CAC’s website and social media channels. This type of engagement helps CAC drive awareness concerning the availability of the fresh fruit, encouraging consumers to enjoy avocados for snacks and meals throughout the day.



This recipe inspired a fan to share her own unique take on the recipe.

Eye-catching 4th of July Avocado Displays Drive Sales During the Holiday

There's nothing like a friendly sales competition to get produce managers fired up for California avocados and the 4th of July. This year's submissions to the California Avocado Commission's 4th of July/American Summer Holiday Retail Display and Sales Contests were outstanding — a blend of Commission point-of-sale materials, original retailer designs and eye-catching cross-merchandising displays. The result? Participating retailers reported excellent California avocado sales well over last year's 4th of July holiday sales.

Customer-specific sales and display contests were held from early June through mid-July. The displays highlighted California avocados as the perfect fruit for one of America's most celebrated summer holidays. Many retail promotions were supported with feature ads for California avocados. In some cases, retailers also utilized digital geo-fencing to make consumers aware of the availability of fresh California avocados and drive customers to nearby stores.

The following retailers participated in contests:

- Albertsons/Vons/Pavilions Southern California
- Bristol Farms
- Fresh & Easy
- Gelson's Markets
- Haggen Southwest
- Harmons
- Lucky Supermarkets
- Mollie Stone's Markets
- Northwest Grocers
- Save Mart



Mollie Stone's 4th of July California avocado display invited customers to taste the California difference.

Unique Avocado Dishes Inspire Fresh Menu Items for Restaurant Chain Decision Makers

Restaurant chain decision makers from across the nation took part in the 2015 California Avocado Grove Tour and the 11th Annual Flavor Experience Conference hosted in Newport Beach, California from August 2 – 5. The tour and conference provided the California Avocado Commission (CAC) the opportunity to meet, educate and network with foodservice chain corporate and executive chefs, culinary R&D, purchasing/supply chain and marketing decision-makers. CAC also discussed current methods of handling and distributing fresh California avocados to optimize operator/chain usage.

As part of the AvoTour, guests toured the Dangermond Ranch avocado grove, asked questions of the ranch manager, enjoyed a live preparation of a fresh California avocado dish and visited the Index Fresh packinghouse. Throughout both events, participants enjoyed a diverse offering of California avocado-centric dishes that provided diners with inspiration for their own chain menus. California Avocado Commission staff was on hand to answer questions about the fruit, demonstrate the value of fresh California avocados on foodservice menus and propose and plan new menu items.

During the two-day avocado grove tour, fresh California avocados were served at every meal. Before heading out to the groves, participants enjoyed a to-go box including a *Breakfast Sandwich with California Avocado, Swiss Cheese & Pan Fried Egg on Croissant*. At the opening day reception guests snacked on appetizers such as *Chilled California Avocado Soup Shooter Topped with Candied Bacon* and for dinner guests selected from a variety of starters and entrees including: *Ahi, Black Garlic, Fingerlings & California Avocado* and *California Avocado & Lobster Nage*.

Having completed the two-day avocado grove tour, guests visited the 11th Annual Flavor Experience Conference. California avocados were served throughout the two-day event and included dishes such as *Smoked Salmon and Avocado Pasta Salad* and an *AK Pollock Burger with Avocado-Mango and Crunch & Poblano Peppers*.



Chef Dave Woolley demonstrating innovative dishes with California avocados at The Montage.

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 9/13/2015	Season-to-Date (since 11/1/14)	2015 Year to Date
Hass	932,443	260,521,637	260,393,990
Lamb	8,600	13,357,780	13,357,780
Other (Greens)	22,702	1,957,028	1,866,584
California Total	963,745	275,836,444	275,618,354
Florida	1,715,835	44,062,020	35,701,580
Chile	221,205	13,061,385	8,305,272
Mexico	41,454,725	1,428,735,990	1,184,969,304
Other (Imports)	283,853	133,280,933	121,350,933
Import Total	41,959,783	1,575,078,308	1,314,625,509
USA Total	44,639,363	1,894,976,772	1,625,945,443
Source(s):	California = CAC (AMFIC)		
	Florida = Florida Avocado Admin Committee		
	Chile = Comité de Paltas, Chile		
	Mexico = APEAM		
	Other Imports = USDA AMS website		

California Avocado Society Weekly Newslines* Avocado Prices				
9/14/2015				
	FOB Price	Field Price	Retail Price	Last Year FOB
California Hass	(25# carton)	(per pound)	(per each)	(25# carton)
#2's	16.00-29.00	0.50-1.04		17.00-34.00
32's-36's	33.00-35.00	1.12-1.20		37.00-40.00
40's	33.00-36.00	1.12-1.24	5/5.49	37.00-40.00
48's	34.00-36.00	1.16-1.24	1.99	38.00-42.00
60's	32.00-34.00	1.08-1.16	5/6.00	37.00-42.00
70's	30.00-32.00	1.00-1.10	5/5.00	33.00-35.00
84's	24.00-25.00	0.85-0.90		24.00-26.00
Mexican Hass				
All Sizes	21.00-28.00	N/A	0.79-1.99	25.00-36.00
Chilean Hass				
All Sizes	N/A	N/A		
Peruvian Hass				
All Sizes	18.00-27.00	N/A	5/5.49	19.00-33.00

*To subscribe to the Weekly Newslines, 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 – Recurrent troughing appears to be focused near the coast of southern and central California. Another weaker trough is near the southern coast of Baja. The unusually warm sea surface off Baja continues to support tropical cyclones, and the subtropical Pacific 140-150W along 25-30N continues to be unusually warm. The long wave pattern now suggests that a dry and hot pattern will return to central and northern California while troughing reoccurs near or west of southern California.

In the Near-Term – for avocado growing areas - September 17 to October 4... After the subtropical rains on the 14th and 15th, other troughs are possible on the 22nd and 23rd, and the 25th to 27th. High pressure will return during the intervening periods and bring hot conditions.

Summary – October 5 to 20... It looks like it will be warmer than normal through all of California. We expect below normal rainfall in most of northern California and slightly above normal in far southern California, southeastern deserts, and Arizona. There is still some risk of tropical cyclone-associated rains in Arizona during this period. Around the middle of October, we usually see a well-developed cold front passing south through all of California, followed by Santa Anas in the south.

Forcing by the strong *El Niño* will continue as it has during the off-season. The trough west of southern California will continue to leave its footprint on the day-to-day pattern, and there will continue to be a tendency for tropical moisture to arrive from the south as upper lows develop.

During this period, a weakening tropical cyclone may move through Baja and into Arizona and southern Rockies. This may produce a return of hot offshore flow to southern California and the possibility of showers over the Sierras.

In the avocado growing areas, we will start to see a higher risk of hot, dry northeast wind events with temperatures into the mid-90's at the coast and perhaps near 100 in valleys and foothills. Like central California, we are at some risk of tropical moisture coming north with a few showers and thunderstorms at that time.

Seasonal Outlook/*El Niño* Update – October 21 to January 1... Anomalously warm sea surface temperatures will continue near Baja California and off the Pacific Northwest coast. There will be a tendency for lows to develop in the Gulf of Alaska and start to bring cold fronts into California from the northwest.

At this time the *El Niño* contribution will start to increase. This, plus the warm ocean in the Gulf of Alaska, may work together to encourage a stronger southern storm track to develop into California sometime this winter. However, the latest guidance from the CFSv2 model suggests that after a dry late October and November, rains will focus into northern California in December. Normal precipitation is expected in January, but there is much variation in the CFSv2 for this time. February and March still look to be wet with a chance for some heavy snow in the Sierras.

In the avocado areas, sea surface temperatures will continue to be abnormally warm. We should have a brief shot of rains in mid-October to be followed by Santa Anas. November should be dry with Santa Anas. There may be a better chance for showery rains in late December along with the possibility of frost. The main frosty periods, however, are most likely to occur in January, and between rains in February.

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