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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 Meeting

District 5 Commissioners Rick Shade and Jim Swoboda will host a District 5 regional meeting next week.

September 19

Time: 8:30 a.m.

Location: Margie's Diner, 1575 Calle Joaquin, San Luis Obispo, CA

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

Pesticide Safety Instructor Training Workshop

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. [More information available here.](#)

September 21 & 29

September 21

Time: 7:45 a.m. – 5:00 p.m.

Location: (SPANISH LANGUAGE WORKSHOP) UCCE Ventura Office, 669 County Square Drive, #100, Ventura, CA

September 29

Time: 7:45 a.m. – 5:00 p.m.

Location: (ENGLISH LANGUAGE WORKSHOP) UCCE Riverside Office, 21150 Box Springs Road, Ste 202, Moreno Valley, CA

California Avocado Society 2016 Annual Meeting

California avocado growers are encouraged to attend the 101st Annual Meeting of the California Avocado Society. Registration required. [More information available here.](#)

October 7-8

October 7

Time: 9:40 a.m.

Location: Carlsbad Desalination Plant VIP Tour, 4600 Carlsbad Blvd., Carlsbad, CA

October 7

Time: 2:00 p.m. – 4:00 p.m.

Location: Mount Palomar Avocados Grove Tour, 18162 Highway 76, Pauma Valley, CA

October 8

Time: 7:30 a.m. – 2:00 p.m.

Location: Annual Meeting, Pala Casino Spa and Resort, 11154 Highway 76, Pala, 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

Reminder: 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.

Thieves Targeting Micro-Filtration and Irrigation Equipment in Ventura County

Ventura County Agricultural Crimes Detective Chip Chadman is cautioning California avocado growers to be on the alert and take precautionary steps to protect micro-filtration and irrigation equipment and report suspicious activity. According to Detective Chapman, a theft of micro-filtration equipment was recently reported in the unincorporated areas of Ventura/Oxnard.

A collaborative effort is critical to stopping these criminals. He encourages growers who have been a victim of theft to report the crime by contacting the Sheriff's Dispatch at 805.654.9511. Growers should request that a deputy visit the location to complete a crime report.

If you suspect illegal activity on your property, call 911 immediately and make note of the suspect's age, height, weight, facial hair, clothing and shoe type. If you see a vehicle, note its color, license plate number, make and any distinguishing characteristics. Also take note of the person's or vehicle's last known direction of travel and time of departure.

Detective Chapman can be reached at 805.384.4726, 805.797.6424 or greg.cadman@ventura.org.

California Avocado Society to Host 101st Annual Meeting

California avocado growers are encouraged to attend the 101st Annual Meeting of the California Avocado Society (CAS), which will be held at the Pala Casino Spa and Resort located at 11154 Highway 76 in Pala, California on October 7 and 8.

On Friday, attendees have two tour options to choose from:

- Field tour of the Mount Palomar Avocados high density planting and reception (\$25)
- VIP Carlsbad Desalination tour, high density field tour and reception (\$40)

The field tour begins at 2:00 p.m. at Mount Palomar Avocados, 18162 Highway 76, Pauma Valley, California. Friday will conclude with a 4:00 p.m. President's Reception at Mount Palomar. The reception will be catered by Hunter Steakhouse BBQ.

On Saturday, registration and a continental breakfast begin at 7:30 a.m. The meeting will officially convene at 8:30 a.m. Speakers for the event include:

- Ramón Paz Vega, APEAM — Global Consumption and Production
- Ken Melban, California Avocado Commission — Food Safety Certification: A Global Requirement
- David Crowley, Ph.D., UCR — Fertilizer Decision Tools
- Eric Larson, San Diego County Farm Bureau — Fixing California's Water

The Oliver Atkins Award and Award of Honor also will be presented on Saturday.

To register for the meeting, download the [Annual Meeting pamphlet](#) and email the completed form to californiaavocadosociety@gmail.com or fax it to 949.276.9721. [Online registration](#) is also available. The registration deadline is September 23.

California Avocado Commission Explores Eastern Markets at Asia Fruit Logistica

Two representatives of the California Avocado Commission (CAC) — Jan DeLyser, vice president marketing, and Ken Melban, vice president of industry affairs — conducted exploratory work on the markets in Japan, China and Hong Kong while attending the Asia Fruit Logistica show in Hong Kong. Prior to attending the show, they visited stores and restaurants in Tokyo and sampled avocado dishes to assess current usage of the fruit and determine what characteristics of the fruit are most appealing to the Japanese markets.

While in China, DeLyser and Melban took the opportunity to meet with industry members at the Asia Fruit Logistica show in order to better understand current consumer perceptions of avocados, as well as produce purchasing habits. They also met with potential Chinese trade customers to discuss cold chain logistics and ripening challenges for a consumer base interested in “firmer, crunchier fruit.” This trip is a critical first step in understanding how the Commission can best provide California avocado usage ideas to retailers and foodservice companies that complement local diet preferences.

FreshFruitPortal.com covered the Commission’s visit to Hong Kong and noted that Melban is “cautiously optimistic” that next season a plan will be in place that will provide the Commission access to markets in China. A complete version of the article is available online [here](#).

Sustainable Ag Expo to be Held in November

California avocado growers are encouraged to attend the [Sustainable Ag Expo](#) that will be held from November 14 – 16 at the Madonna Inn Expo Center, 100 Madonna Road, San Luis Obispo, California. The Expo is a multi-day seminar and tradeshow event designed for farmers, agriculture professionals, educators and pest control advisors.

The event will provide members of the agricultural industry with the opportunity to discuss and learn more about pests and diseases, natural resource conservation, technology adoption, regulatory compliance and business trends in sustainable agriculture. Attendees also can earn DPR and CCA hours.

Expo topics of interest to California avocado growers include:

- The End of Farm Labor Abundance — information concerning the political, economic and demographic factors affecting farm labor supply in the U.S.
- Next Steps in the Mechanization in California Agriculture
- The Role of Vertebrate Predators in IPM
- An Overview of Pest Management Issues in California
- Environmental Policy and Agriculture — Water Supply, Storm Water and Greenhouse Gases
- Integrated Pest Management — Perspectives, Methods and Technologies
- DPR Continuing Education in Laws and Regulations

Interested growers can choose a one-day or two-day pass. [Online registration](#) is now available.

A list of [speakers](#), [exhibitors](#) and a complete [program](#) are available online.

CAC Hosts Live California Avocado Demos on Facebook

This August, the California Avocado Commission (CAC) provided its Facebook fans with a front-row seat to live, entertaining demonstrations of California avocado recipes. Using Facebook Live — which provides real-time streaming on the social media platform — the Commission was able to engage with its fans while offering them what they most desire: new California avocado recipes.

The first Facebook Live event was hosted by Michelle Dudash, Registered Dietitian, on August 6. Michelle answered Facebook fan questions while preparing avocado toast — a favorite of CAC’s Facebook fans. The live segment had more than 5,200 unique viewers, garnered nearly 5,400 views and earned 670 reactions, comments and shares on Facebook.

On August 12, the Meal Makeover Moms hosted a live pseudo cooking show on the Commission’s Facebook page. They prepared *Freekeh Lentil Salad with California Avocado* and an *Avocado Key Lime Pie Smoothie Bowl*. Nearly 3,000 unique viewers watched the live social media demonstration. The video brought in nearly 3,200 total views and garnered 345 reactions, comments and shares on Facebook.

Providing California avocado fans with live recipe demonstrations not only indulges fans’ interest in fresh recipe ideas, it provides fans with a collection of recipe demonstrations they can access year-round.



CAC Ambassador Michelle Dudash, RD, answered fan questions from an avocado grove and prepared California avocado toast recipes.

California Avocado Media Tour Generates More Than Two Million Impressions

From August 5 – 6, the California Avocado Commission (CAC) played host to 18 food and trade media members, Registered Dietitians (RD) and Supermarket Registered Dietitians as part of the 2016 Grove Media Tour. Attendees were treated to a behind-the-scenes seed-to-store California avocado tour, as well as a diverse selection of California avocado centric meals.

The two-day event began with a dinner created by James Beard Award winner Chef Suzanne Goin and was followed by a Hollywood Bowl concert featuring Tchaikovsky and fireworks. As part of the hands-on tour, attendees visited the Mission packing house, learned about avocado grafting from Dr. Timothy Spann at Brokaw Nursery and toured Rancho Rodoro with California avocado grower, Randy Axell.

Chef Pink served an avocado-centric lunch in the barn at Rancho Rodoro and RD Ambassador Bonnie Taub-Dix introduced participants to the new 1/3 serving size while discussing the health benefits of California avocados. Breakfast and dinner were provided by Chef Ari Taymor, *Food & Wine's* Best New Chef (2013).

The tour was attended by media representatives from *Epicurious*, *FoodBeast*, *Food & Wine*, *Fresh Digest*, *Good Housekeeping*, *Los Angeles Foodie Girl*, *Produce News*, *The Q Katie* and *Southern California Life*. Registered Dietitians included Michelle Dudash, RD; Bonnie Taub-Dix, MA, RD, CND; Maggie Moon, MS, RDN; and Megan Roosevelt, RD. SRDs from both Gelson's and New Seasons Market also were in attendance.

Throughout the tour, attendees shared live posts with fans on their social media platforms. As a result, the tour generated more than 2 million impressions on social media. In addition, 93,000 trade media impressions were garnered.



The 2016 Grove Tour members in Randy Axell's California avocado grove.

Foodservice Industry Decision Makers Enjoy Diverse California Avocado Menus at Two Events

In early August, the California Avocado Commission (CAC) sponsored two foodservice industry events designed to introduce R&D/Menu Innovation, Corporate and Executive Chefs, Purchasing/Supply Chain and Marketing personnel from restaurant chains across the nation to creative and innovative menu concepts demonstrating the value and versatility of California avocados. At each of the events, the CAC marketing team also had the opportunity to address the unique handling and distribution procedures of each chain and discuss how they can optimize operator and chain usage of the fruit.

The 2016 California Avocado Foodservice AvoTour took place from August 7 – 8 in the Valley Center, Murrieta and Newport Beach areas of California. Attendees met individual California avocado growers and toured groves and a packing house. Throughout the AvoTour, guests dined on a wide sampling of California avocado dishes designed to showcase the depth and breadth of California avocado menu applications. American celebrity chef Jet Tila (The Charleston and Pakpao Thai, and former chef of Wazuzu at the Wynn in Las Vegas), who has appeared on *Chopped*, *Cutthroat Kitchen* and *Iron Chef America*, prepared select menu items for guests in a series of live demonstrations. Dishes served during the AvoTour included:

- *Deep-fried California Avocado and Sweet Corn Skewers with California Avocado Relish*

- *Ash-Rubbed Rib Eye, California Avocado Cream and Grilled Asparagus and Potato*
- *California Avocado and Dark Chocolate Brownie Parfait*
- *California Avocado Potassium Power-up Smoothie*
- *Scallop Ceviche, Chilled California Avocado and Taro*

The [Flavor Experience Conference](#) was held August 8 – 10 in Newport Beach. The Commission was a sponsor of the prestigious event, which brings together foodservice decision makers from across the nation to network and learn about the latest beverage, food and flavor consumer trends. Attendees sampled California avocado menu items throughout the two and one half-day event. Some of the California avocado menu items featured by the Commission included:

- *Grilled Chicken and Black Bean Wontado*
- *Sweet Potato Wedges with California Avocado Chimichurri*
- *Alaska Pollock Burger*
- *Ahi and Kampachi Poke Bowl*
- *California Avocado Breakfast Sammy*

By sharing the California avocado tree to plate story and showcasing innovative California avocado menu concepts, the Commission was able to engage with new contacts at targeted chains and confirm new and returning menu items with current foodservice partners.



Chef Jet Tila provided live demonstrations of some of the California avocado recipes featured at AvoTour.

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 9/11/2016	Season-to-Date (since 11/1/15)	2016 Year to Date
Hass	3,148,383	364,615,891	364,575,957
Lamb	3,912	12,313,982	12,313,982
Other (Greens)	27,387	2,905,160	2,575,625
California Total	3,179,682	379,835,034	379,465,565
Florida	2,143,570	37,513,391	30,013,315
Chile	989,859	22,896,373	15,554,781
Mexico	35,465,101	1,553,716,040	1,241,195,854
Peru	896,867	69,695,289	69,695,289
Other (Imports)	190,000	12,160,000	11,660,000
Import Total	37,541,827	1,658,467,702	1,338,105,924
USA Total	42,865,079	2,075,816,127	1,747,584,804
Source(s):	California = CAC (AMFIC), Chile = Comité de Paltas, Chile		
	Florida = Florida Avocado Admin Committee		
	Mexico = APEAM, Peru = ProHass		
	Other Imports = USDA AMS website		

California Avocado Society Weekly Newsline* Avocado Prices – September 7, 2016

	FOB Price (25# carton)	Field Price (per pound)	Last Year FOB (25# carton)
California Hass			
#32's	54.75-58.25	1.98-2.12	33.00-34.00
36's	54.75-58.25	1.98-2.12	33.00-34.00
40's	52.75-58.25	1.90-2.12	33.00-34.00
48's	52.75-57.75	1.90-2.10	34.00-35.00
60's	36.25-42.75	1.24-1.50	32.00-33.00
70's	28.75-34.00	0.94-1.15	30.00-31.00
84's	21.09-25.05	0.72-0.90	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 off the Pacific Northwest and the northern California coast, and troughing off central and southern California and Baja. Upper lows continue to develop over central California in the medium range through September 20th. These produce recurrent northeastern wind events in northern California and onshore flow at times in southern California. Sea surface temperature influence continues to favor weak east-west troughing along 30N from southwest of southern California and extending well west out into the central subtropical Pacific to north of Hawaii. Other tropical cyclones develop off southern Baja, but the usual pattern is for upper high pressure to build to the north of these systems, producing hot weather into California, and the possibility of more rain for Baja and western Mexico. After a hot dry period from September 20th-22nd, more rain develops for the southeastern U.S., culminating in a significant rain around September 27th-28th.

In the Near Term – September 9 - 30... From September 15th-18th we see hot and dry conditions for northern and central California but still a tendency for troughing in southern California at times. Above normal rainfall may actually occur around San Diego-Orange Counties. The NOAA/CPC outlook for September 20th-26th shows hot and dry conditions in northern California and the Sierras, but a little above normal temperatures and about normal rainfall in southcentral and southern California. This same basic pattern should persist through the end of September.

In the Southern California avocado growing areas from September 9th-23rd there will continue to be a tendency for cool conditions associated with weak troughing through the 15th, then a sunny hot marginal offshore flow regime on September 17th-19th with highs getting into the 90s in the coastal hills. On September 20th-21st it will be cooler with a shallow marine layer, still warm inland, but cool near the coast and coastal hills. Cool conditions continue through September 24th-25th. On September 26th-27th a tropical cyclone to the south starts to bring tropical moisture into the San Diego County mountains and deserts, and Imperial County, but the system pushes off to the west, with the return of a hot east-southeast flow at the surface and aloft. Hot conditions return September 28th-30th.

Summary – September 23 - October 5... In the southern California avocado growing areas it will be warmer than normal overall, but with some deep marine layer events and drizzle/light rain possible. We usually see a well-defined cold frontal passage from October 12th-16th.

Seasonal Outlook/*El Niño* Update...October 15 – 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, with a weak southern storm track developing at times. This will tend to induce cutoff lows and troughs to develop off 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 again in late October and about November 10th-20th.

October is still the tropical cyclone season, so we should expect some tropical cyclone activity off southern Baja for brief periods.

There is higher than normal risk for hot weather in southern California during more Santa Ana events from October 17th-23rd. The greatest risk for hot dry winds in California will continue to be in northcentral and northern California. In late October there is usually a showery and cool period during from October 26th-30th, followed by a Santa Ana around November 1st. Showers may tend to focus into Southern California due to a recurrent tendency for troughing near southern California in late October.

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 from the 10th-20th, followed by a frost in northern California, cold nights in southern California, then Santa Anas again with highs into the low 80s.

In the longer term, a southern storm track will intermittently occur, but the rain will be intermittent or unreliable. However, despite support for a southern storm track, *La Niña* will still have the effect of damping out systems that move east into southern California from the west.

For December we are seeing a significant above normal rain anomaly for northern and central California. This has been persistent in the updated CFS forecasts now for several weeks. However, the current sea surface temperature anomaly pattern in the mid-latitude north Pacific does not favor troughing or atmospheric river events into northwestern California.

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