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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>

California Avocado Society Annual Meeting

The two-day event will begin Thursday with morning and afternoon field tours of Krnich Ranch and ACW Farms followed by the President's BBQ Reception. On Friday, keynote speaker Jorge Enrique Restrepo, Executive Director of CorpoHass, Colombia, will share information concerning the Colombian avocado industry. Registration required. [More information available here.](#)

October 4-5

October 4

Time: Field Tour Check-in from 9:30 a.m. – 10:30 a.m.

Location: Krnich Ranch and ACW Farms, Fallbrook, CA

October 5

Time: (Registration from 7:30 a.m. – 8:30 a.m.) 8:30 a.m. – 1:15 p.m.

Location: Embassy Suites, 29345 Rancho California Road, Temecula, CA

32nd Annual California Avocado Festival

California avocado fans are encouraged to celebrate at the 32nd Annual California Avocado Fest, one of the largest free festivals in California. Avo Fest will play host to more than 75 live music acts on four stages, feature the world's largest vat of guacamole and showcase a wide variety of California avocado dishes. [More information available here.](#)

October 5-7

October 5

Time: 1:00 p.m. – 10:00 p.m.

Location: Linden Avenue, Carpinteria, CA

October 6

Time: 10:00 a.m. – 10:00 p.m.

Location: Linden Avenue, Carpinteria, CA

October 7

Time: 10:00 a.m. – 6:00 p.m.

Location: Linden Avenue, Carpinteria, CA

CAC Finance Committee Meeting

October 10

October 10

Time: 3:00 p.m. – 4:30 p.m.

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

CAC Executive Committee Meeting

October 10

October 10

Time: 4:30 p.m. – 5:15 p.m.

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

CAC Board Meeting

October 11

October 11

Time: 8:30 a.m. – 11:30 a.m.

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

Invasive Tree Pests Workshop

The UCCE San Diego is hosting an Invasive Tree Pests Workshop concerning Goldspotted Oak Borer, Invasive Shot Hole Borers/Fusarium Dieback Disease and South American Palm Weevils. Registration required. [More information available here.](#)

October 19

October 19

Time: 9:30 a.m. – 2:45 p.m.

Location: Point Event Center, 1010 Santa Clara Place, San Diego, CA

Registration for California Avocado Society Annual Meeting Is Now Open

The 103rd California Avocado Society (CAS) Annual Meeting will be held from October 4 – 5 in Temecula, CA. The meeting will take place at the Embassy Suites by Hilton Temecula Valley Wine Country located at 29345 Rancho California Road in Temecula, CA.

On Thursday, attendees can participate in two field tours.

- Krnich Ranch — View high-density plantings of Reed avocados and the UC rootstock trials (begins at 9:30 a.m.)
- ACW Farms — View state-of-the-art use of solar power, mechanized irrigation, mulch production and drone demonstrations (begins at 1:30 p.m.)

The President's Reception Barbecue will be held on that evening, following the field tours, at 4:15 p.m.

The Annual Meeting will begin at 7:30 a.m. on Friday with a continental breakfast and the opportunity to tour displays from agribusiness suppliers. The following presentations will take place:

- Keynote address — Jorge Enrique Restrepo, Executive Director of Corpohass, Medellín, Colombia, will discuss the origins and development of the Colombian avocado industry and its future
- Dr. Tim Spann, Research Program Director for the California Avocado Commission will provide an overview of the 2018 Avocado Brainstorming Conference held in South Africa
- Dr. Mark Hoddle, Biological Control Specialist and Principal Investigator, UC Riverside, will address current and future avocado pests and include an interactive (and entertaining) session

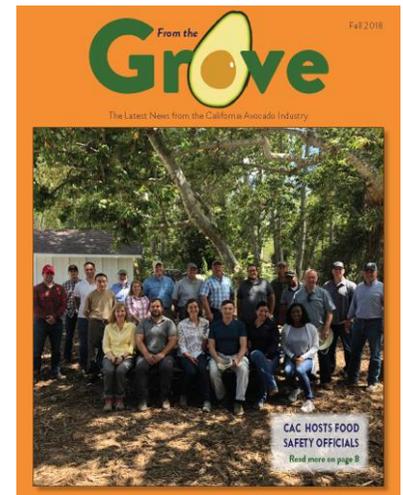
The Oliver Atkins Award and the Award of Honor will be presented to growers and/or researchers who have been of outstanding service to the avocado industry.

Interested growers can register for the CAS Annual Meeting [online](#). For complete information, visit the [CAS website](#) or contact Sawson Knobel at 949.940.8869.

Fall 2018 From the Grove Available Online

The Fall 2018 issue of *From the Grove* is now available [online](#). Highlights from the issue include:

- California Avocado Commission (CAC) [President Tom Bellamore](#) discusses CAC's current and projected financial reserve levels
- [Rick Shade](#), outgoing CAC chairman, shares his plans for the future and reflects on his two decades of service with the Commission
- A summary of CAC's [recent avocado grove tours](#) with members of the Food and Drug Administration and the California Department of Food and Agriculture to discuss food safety, and a synopsis of On-Farm Readiness Reviews to date
- Insights concerning avocado sales from [four Western retailers](#)
- Handlers reflect upon the [past California avocado season](#)
- An overview of recent significant [upgrades to the CaliforniaAvocado.com](#) website
- Highlights from the Commission's [consumer public relations summer activities](#)
- A visual showcase of CAC's 2018 [retail and foodservice promotions](#)
- A look at what happens to avocado trees during a [heat wave](#) and best practices to address damage caused by excessive heat
- An inside look at South Africa's [Westfalia Fruit and Westfalia Technological Services](#)
- Dr. Timothy Spann's insights concerning the Maluma avocado cultivar and the Bounty rootstock, as well as [Allesbeste's](#) trellis and high density growing methods
- Highlights from the [Avocado Brainstorming meeting](#) that was held in Tzaneen, South Africa



New Seminar Designed to Help Farmers Understand Food Safety

A free “Understanding FSMA for Farmers” seminar will be held October 5 from 8:00 a.m. – 11:00 a.m. at the McGrath Family Farm located at 1012 W. Ventura Boulevard, Camarillo, CA. The workshop, which will help growers understand the new Food Safety Modernization Act (FSMA), is hosted by the Abundant Table Farm & Food Hub, the University of California and the Community Alliance with Family Farmers (CAFF).

Kali Feiereisel, CAFF’s food safety specialist, will lead the workshop and cover the following topics:

- Understanding FSMA’s farm categories
- Preparing for FSMA inspections
- Good Agricultural Practices
- Retaining high-quality produce via safe post-harvest practices

The workshop will consist of classroom and real-world field exercises on the McGrath Farm. Interested parties can register for the workshop [online](#).

Webinar to Address Best Practices for Pesticide Ground Application

The Environmental Protection Agency is hosting a webinar entitled, “Best Practices for Ground Pesticide Application” on October 25 from 2:00 p.m. – 3:30 p.m. for growers, pesticide applicators, pest management professionals and other crop production stakeholders.

Dr. Greg Kruger, a weed science and application technology specialist from the University of Nebraska-Lincoln, will serve as the webinar presenter. The following topics will be covered:

- Methods of pesticide ground application
- Best practices for reducing pesticide drift
- Optimizing weed control

Those interested in participating in the webinar can register [online](#).

Spanish-language Ag Field Supervisor Courses Available at Ventura College

Applications are now being accepted for Ventura College’s Agriculture Supervisor Development Program. The 12-week program consists of Spanish-language Level I and Level II courses designed to help potential front-line supervisors develop the skills to effectively lead, communicate and manage field workers while ensuring regulatory standards are met.

The Level I course is for those new to the program; the Level II course is for those who have completed the first course. The courses are designed for Spanish speakers who are learning English. All lessons will be delivered in Spanish and will include weekly English practice. Students are expected to attend all sessions, as well as the graduation celebration where students will receive a certificate of completion.

Applications to the program are now being accepted for the November 1 – February 12 session. Classes meet each Tuesday and Thursday from 9:00 a.m. – 12:00 p.m (Level I) or 2:30 p.m. – 5:30 p.m. (Level II). Courses will be held at Ventura College, Day Road Center, 71 Day Road, Ventura, CA, 93003

Employers should submit applications on behalf of their potential students and pay the \$400 course fee. Employers must pair enrolled participants with an immediate supervisor to help enrollees apply lessons at the workplace. Due to limited

space, admissions will be limited to the first two employees per company. If additional space is available, more applicants will be accepted. The deadline for applying to the program is October 12. For more information, or to request an application, contact Daniel Rangel at 805.652.5574 or drangel@vcccd.edu.

Reminder: Avo Fest in Carpinteria is Next Weekend, October 5-7

California avocado fans are encouraged to celebrate at the [32nd Annual California Avocado Fest](#), which will take place on Linden Avenue in Carpinteria, CA, October 5 – 7, 2018. Recognized as one of the largest free festivals in California, Avo Fest will play host to more than 75 live music acts on four stages, feature the world’s largest vat of guacamole and showcase a wide variety of California avocado dishes. The AvoEXPO Tent will feature California avocado agricultural photos, lessons in avocado grafting, antique tractors and the Largest Avocado Contest. Attendees also can participate in the [2018 Guacamole Contest and the Strong Arm Competition](#) (in which participants must hold a 10-pound bag of avocados).



California avocado growers Ed and Nadia VanWingerden will serve as the 2018 Honorary Festival Chairs. Respected members of the Carpinteria community, they first started growing avocados in 1980 and now have 50 acres of commercial avocados, including 45 acres of certified organic avocados.

Avo Fest is expected to gather more than 100,000 California avocado fans this year. Funds generated by the festival are donated to worthy causes and support [scholarships](#) for youth in the areas of music, culinary arts, fine arts and agriculture. Avo Fest is a Zero Waste festival and is committed to reducing its carbon footprint. Avo Fest also has a free doggie day care for attendees.

California avocado fans are encouraged to participate in the [online “Avo-licious” contest](#). A complete list of Avo Fest entertainment can be found [online](#).

Commission’s Summer Social Media Posts Top 6 Million Impressions

As California avocado fans enjoyed the sights and sounds of summer, the California Avocado Commission (CAC) engaged with them on its social media channels showcasing unique recipes, sharing entertaining nutritional and educational tidbits about the Golden State fruit and lauding the fruit’s freshness and versatility. To make it easy for fans to locate their favorite fruit, the Commission also featured its online store locator tool on its social media platforms.

From June through early August, the Commission’s [Facebook](#), [Twitter](#) and [Instagram](#) channels engaged fans with stories about the unique locale of the homegrown fruit, its distinct seasonality, local California avocado-centric events and news, tips for summer entertaining and recipes suited to any summer occasion. As fans immersed themselves in the excitement of the World Cup, the Commission published social content tying California avocado recipes to World Cup celebrations. These World Cup-themed posts on [Facebook](#), [Twitter](#) and [Instagram](#) garnered more than one million impressions.

In total, the Commission’s summer social media posts generated more than 6 million impressions, showcasing California avocado messaging with a broad base of targeted consumers. By engaging with its fans, the Commission can build brand loyalty that encourages consumers to seek out California avocados when they are grocery shopping.

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 9/23/2018	Season-to-Date (since 11/01/2017)	2018 Year to Date
Hass	3,079,659	307,054,055	306,404,067
Lamb	62,343	10,828,793	10,828,793
Other (Greens)	0	2,014,052	1,728,172
California Total	3,142,002	319,896,900	318,961,032
Florida	981,915	14,662,820	14,430,665
Chile	4,329,696	26,642,455	16,516,204
Mexico	36,691,370	1,800,644,665	1,449,501,901
Peru	6,637,081	173,260,614	173,260,614
Other (Imports)	310,000	32,700,000	23,360,000
Import Total	47,968,147	2,033,247,734	1,662,638,719
USA Total	52,092,064	2,367,807,454	1,996,030,416

Sources:

California = CAC (AMRIC)

Florida = Florida Avocado Admin Committee

Chile = Comite de Paltas, Chile

Mexico = APEAM

Peru = ProHass

Other Imports = USDA AMS website

California Avocado Society Weekly Newslines* Avocado Prices – September 20, 2018

	Organic #1	Conventional #1	Conventional #1
California Hass	(Field Price Per Lb)	(Field Price Per Lb)	(Carton Price)
#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- Late September through the first half of October is a transition time from summer high pressure to a stronger onshore flow. This year should be no exception as a strengthening of the westerly flow is expected over the next few weeks.

Some high pressure which is also typical of early fall is expected at times. The latest models bring high pressure from Sept 25th through the 27th and again from Oct 8th through the 12th. Warmer than normal temperatures are expected with dry conditions during these high pressures.

Sea surface temperatures (SSTs) continue warmer than normal off the coast of southern California and west of Baja, Mexico. This will give an abundant moisture source with higher evaporation expected off the coast. Tropical cyclones or upper lows that develop off the west coast of Mexico should be wetter and potentially stronger due to these warmer SSTs.

An *El Niño* is still likely with warmer than normal SSTs from late fall through mid-winter. This is the time we see greater influence from *El Niño* (warm eastern equatorial SST anomalies).

Rains still appear weak through the region but a couple of upper lows/troughs are forecast to bring some rain into various parts of California over the next 30 days. An upper low will move into northern California from Sept 29th through the 30th bringing a chance of light rain to mainly northern Calif and the northern part of central Cal. Another trough will bring more light rain to mainly northern California from Oct 2nd through the 4th.

This is the season for the highest tropical activity on average through the eastern Pacific with this year looking to be near normal or above normal in activity. Tropical depressions, and at times stronger tropical storms and hurricanes are forecast to bring above normal rain to northern Mexico and Arizona with some of these showers and thunderstorms possible into southern Calif at times. One tropical depression will bring a chance for significant rains to the deserts of southern California and through Arizona about Oct 2-4.

As tropical systems are more active, the westerlies in general may be a bit farther to the north through the next 30 days with less than normal precipitation through northern California and a probable late start to winter rains along the northern California coast.

In the Near Term – Sept 30 – Oct 13...Salinas Valley-San Luis Obispo Co...Cool but dry with an upper low moving to the north on Sept 29th and 30th. A little light rain in the northern-most areas are possible with this system. Another trough will be dry but will keep temps cooler than normal from Oct 2nd through the 5th. High pressure builds from the 7th through the 13th with dry and warmer conditions.

...S Calif Avocado Area, San Luis Obispo Co to San Diego Co...High pressure remains mainly to the south but warmer sea surface temps will continue to build the high into southern Calif with warmer than normal temps continuing thru the middle of October.

The tropics are becoming more active in the eastern Pacific with moisture from a remnant tropical system likely arriving into southern Calif around Oct 2nd or 3rd with heavy rain possible in Arizona and S California's southern mountains and deserts.

Another tropical system is possible towards Oct 12th or 13th.

Summary – Oct 14 – October 28... In the southern California avocado growing areas, from San Luis Obispo south, high pressure will dominate the region but along with the high pressure will be some subtropical moisture streaming into the region from remnant tropical storms and systems. With the warmer than normal SSTs there will be an increase in tropical activity off the coast of Baja Mexico with remnants from some of these systems bringing moisture into southern Calif. Looking seasonal to slightly wetter than normal during the last half of October as the upper lows and tropics will be active with the warmer than normal SSTs.

Seasonal Outlook / *El Niño* Update...Oct 20 – Dec 31... Occasional weak storms will bring some rain across mainly northern Calif with some remnant tropical activity into southern Calif possible in late October, possibly into early November. But the westerlies will remain weak with likely a late start to the main northern and central California winter rains.

Most of the state will stay below normal for precipitation through November with near normal or slightly below normal rain likely for December. Near normal or slightly higher than normal precipitation is possible for SE California due to an

increase in remnant tropical moisture in the area which should continue through October and possibly the first half of November.

Seasonal to warm temperatures across northern Calif will continue through the end of the year, especially through November with some cooling to near normal in December. Warmer than normal temps are expected across southern Calif likely through the middle of December.

For southern California, some upper lows and remnant tropical system and moisture are possible at times through the end of October with a more active than normal end to the tropical season across the eastern Pacific. This is likely due to the warmer than normal SSTs off the Mexican and southern Calif coast. Turning drier later in November with a dry pattern likely through most or all of December.

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