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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>

Morro Bay Avocado and Margarita Street Festival

The 12th Annual Avocado and Margarita Street Festival in Morro Bay will include food and beverage vendors as well as a family-friendly "Grom Zone", bands, performance art and more. Tickets available online or at the event. [More information available here.](#)

September 8

September 8

Time: 10:00 a.m. – 7:15 p.m.

Location: 714 Embarcadero Drive, Morro Bay, CA

Index Fresh Seminar: Integrated Pest Management in Avocados

For those who complete the Index Fresh seminar, "Integrated Pest Management in Avocados," Department of Pesticide Regulation continuation credits are available. Registration required. [More information available here.](#)

September 11-13

September 11

Time: 9:00 a.m. – 11:00 a.m.

Location: Museum of Ventura County, Pavilion Room, 100 E. Main Street, Ventura, CA

September 12

Time: 9:00 a.m. – 11:00 a.m.

Location: Embassy Suites, SLO North Room, 333 Madonna Road, San Luis Obispo, CA

September 13

Time: 9:00 a.m. – 11:00 a.m.

Location: Pala Mesa resort, Sycamore and Cypress Rooms, 2001 Old Hwy 395, Fallbrook, CA

San Diego CAPCA/UC Riverside Entomology Conference

The conference will cover a wide range of topics of interest to California avocado growers including: Regulations Updates; Legislative Efforts to Boost Funding for Invasive Species Management and Research Efforts in California; A New Pest Threat for California?: Biology and Management of Brown Marmorated Stink Bug; Push-Pull: Advances in Attract and Kill and Repel for Management of Pest Insects; Advanced Pheromone Delivery Systems for Pest Mating Disruption in Fruit and Nut Crops. Registration required. [More information available here.](#)

September 12

September 12

Time: 8:00 a.m. – 4:00 p.m.

Location: California Center for the Arts, 340 North Escondido Boulevard, Escondido, CA

Pine Tree Ranch Field Day: Managing and Recovering from Plant Stress

Dr. Ben Faber, University of California Cooperative Extension, will lead attendees on a grove walk, looking for subtle — and not so subtle — indicators of stress on avocado trees. He'll talk about grove management principles for managing stress in your groves. Dr. Holly Little, Director of Global Commercial Science for Acadian Seaplants, Ltd., and Dr. Danny Klittich, Agronomist with Redox, will present research on managing and helping trees recover from stress events. [More information available here.](#)

September 19

September 19

Time: 9:00 a.m. – 11:00 a.m.

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

California Avocado Society Annual Meeting Will Be Held in October

The 103rd California Avocado Society Annual Meeting will be held October 4 – 5 in Fallbrook and Temecula.

The two-day event will begin with morning and afternoon field tours of Krnich Ranch and ACW Farms on Thursday. The tours will showcase new rootstocks and varieties, compost management, mapping, drone demonstrations and the uses of solar power. The Fallbrook FFA will cater the President's BBQ Reception that evening.

On Friday, the meeting will take place at the Embassy Suites, located at 29345 Rancho California Road in Temecula. The keynote speaker will be Jorge Enrique Restrepo, Executive Director of CorpoHass, Colombia. Mr. Restrepo will share information concerning the Colombian avocado industry. A series of lectures will be given throughout the day, from a variety of presenters, concerning current industry research and practices. Time will be allotted for Q&A sessions and discussions.

Hotel reservations can be made [online](#). Complete information can be found at the California Avocado Society [website](#).

San Diego PACE Program Applications Open

The [Purchase of Agricultural Conservation Easement](#) (PACE) program is an agricultural conservation program that promotes the long-term preservation of the industry by compensating agricultural property owners for placing perpetual easements on their property that limits future land use for agriculture. The San Diego PACE program is accepting a second round of applications from August 22 – September 21.

PACE eligibility requirements are as follows. The property must have:

- Been actively farmed/ranched for a minimum of two years prior to participating in the program
- Realized a density reduction as a result of the General Plan adopted by the Board on August 3, 2011

- Had the ability to subdivide under the previous General Plan

A number of assets are available online, including a [PACE Fact Sheet](#), [PACE Program Guidelines](#) and a [PACE Application](#).

Community College Seeks Agricultural Employer Feedback

The California Community College System’s Agriculture and Natural Resources program has designed an [online survey](#) designed to assess the needs of agricultural employers. The Community College System will use the survey to identify skills and jobs that are in short supply and to develop courses and training programs to meet those needs.

California avocado growers are encouraged to complete the 10-minute survey. Individual responses will remain confidential and respondents are encouraged to include additional comments concerning how the community colleges can help provide relevant educational opportunities to assist the agricultural industry.

Opportunity to Meet New Ventura County Agricultural Commissioner

The Farm Bureau of Ventura County is hosting an open house event to provide members with the opportunity to meet Ed Williams, the new Ventura County agricultural commissioner. The meet-and-greet will take place on September 27 from 5:00 – 7:00 p.m. at the Farm Bureau office located at 5156 McGrath Avenue in Ventura. No RSVP is necessary and beverages will be provided.

Mr. Williams most recently served as the deputy director in charge of pest exclusion and produce quality for the Los Angeles County Department of Agriculture Commissioner/Weights and Measures. He has a 30-year career with the California Department of Food and Agriculture.

Ventura County California avocado growers are encouraged to attend the event and take advantage of this opportunity to meet the new agricultural commissioner.

Integrated Pest Management Seminar

Index Fresh is hosting a series of seminars in Ventura, San Luis Obispo and Fallbrook entitled, “[Integrated Pest Management in Avocados](#).” For those who complete the seminar, Department of Pesticide Regulation continuation credits are available.

The guest speakers include:

- Tom Roberts, Entomologist, PCA; Integrated Consulting Entomology — will present at all three sessions
- Anna D. Howell, Entomologist; UC Cooperative Extension Ventura County — will present at the Ventura and San Luis Obispo sessions
- Jim Davis, Entomologist, PCA; San Diego and Riverside Counties, Entomological Services, Inc. — will present at the Fallbrook session

The sessions will take place as follows:

Ventura

Tuesday, September 11, 9:00 – 11:00 a.m.
Museum of Ventura County, Pavilion Room
100 E. Main Street

San Luis Obispo

Wednesday, September 12, 9:00 – 11:00 a.m.

Embassy Suites, SLO North Room

333 Madonna Road

Fallbrook

Thursday, September 13, 9:00 – 11:00 a.m.

Pala Mesa resort, Sycamore and Cypress Rooms

2001 Old Hwy 395

To RSVP, contact Susan Soto at Ssoto@IndexFresh.com or 909.877.0999 ext. 258.

Western Foodservice Chains Feature California Avocado Branded LTOs

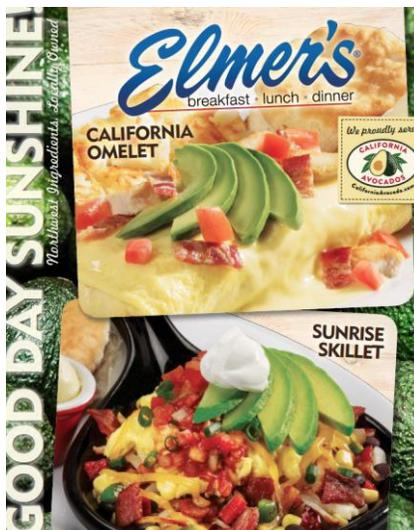
During peak season, the California Avocado Commission partnered with targeted foodservice chains to showcase limited-time-offer (LTO) branded promotions. The promotions extended the reach of the California Avocados brand in Western regional markets featuring point of purchase (POP) assets and social media posts.

From July 2 — August 6, Elmer's featured fresh California avocados in the California Omelet and Sunrise Skillet. Twenty-six locations in California, Idaho, Oregon and Washington featured customized menus and posters with mouth-watering recipe photography and a call-out graphic noting, "We proudly serve" above the California Avocados brand logo.

Diners at 65 Another Broken Egg locations in the Southeast and Mid-Atlantic regions had the opportunity to select from a wide range of fresh California avocado menu items, including the Hey Lucy Omelette, Monterey Omelette, Southwest Scrambler, Salmon Power Bowl, Protein Power Bowl, California Club Sandwich, B.L.A.S.T. Sandwich, Southwest Cop Salad and Chilaquiles. In addition to POP materials and social media posts, the LTO items and the California Avocados brand logo were featured on the chain's catering menu and in digital promotional materials.

Marie Callender's showcased fresh slices of California avocado atop the Cabo San Lucas Burger as part of the seasonal "Burger & Pies Combo" promotion at 56 locations in California, Nevada and Utah. The California Avocados brand logo also was featured prominently on in-store POP and in the "special features" rotation of the chain's online home page.

These foodservice promotions encourage sales of California avocados and also inspire fans with unique ways of preparing California avocado dishes at home.



Elmer's showcased two California avocado menu items at 26 locations in California, Idaho and Oregon.

Innovative Menu Concepts Debuted at PMA Foodservice Conference and Expo

From July 28 – 29, the California Avocado Commission's (CAC) Foodservice Team joined approximately 1,800 foodservice operators, distributors, packers and handlers at the 2018 Produce Marketing Association (PMA) Foodservice Conference and Expo in Monterey, California. The event provided an ideal environment in which the Commission was able to meet one-on-one with chain produce purchasing teams and chain buying groups to discuss unique menu presentations featuring California avocados.

Dave Cruz, CAC marketing development manager and Jan DeLyser, CAC vice president marketing, spoke with culinary and produce decision makers concerning the benefits and value of integrating fresh California avocados with their menu items. During the event they were able to re-connect with current industry partners while broadening awareness of California avocados with new attendees and potential chain contacts. The Commission secured 11 new contacts while at the PMA conference.

To further showcase the versatility of premium California avocados, the Commission exhibited at the Expo on Sunday from 11 a.m. – 4:30 p.m. Visitors to the booth enjoyed the opportunity to sample two innovative California avocado menu concepts prepared by Chef Dave Woolley: California Avocado Roll with Avo-Sabi Garnish and California Avocado Brussels Sprouts Salad.



CAC's Dave Cruz and foodservice team member Alexi Rudolf discussed the versatility of California avocados with Sizzler's USA, Director of Food Culture, Tamra Scroggins, center

Retailers Encourage Shoppers to Celebrate the 4th of July with California Avocados

As Americans prepared to celebrate the 4th of July, the California Avocado Commission (CAC) and targeted retail partners encouraged shoppers to add California avocados to their summer holiday menus with a series of in-store, print and online promotions. The American Summer Holidays promotions — which included flyers, recipe videos, social media posts and on-site demos — built awareness of the California avocado brand while demonstrating the versatility of the premium fruit.

To drive sales of California avocados in core markets, the Commission provided select retailers with California avocado-branded POS materials, helped fashion customized promotions and sponsored sales and display contests that rewarded produce managers and supervisors for outstanding execution and sales performance.

Safeway Northern California encouraged shopper participation by hosting their second Fresh-made Guacamole contest. Costco launched a QuickAndEasy Recipe Video on its website the week of June 25 (the video continues to reside on the Costco Recipe Website and has been seen more than half a million times) and further promoted the summer recipe video with a Facebook live post. Sam's Club members enjoyed fresh slices of California avocado seasoned with chipotle lime

spice mix, served on Late July Chipotle Nacho chips while shopping. Redner’s Warehouse Supermarkets ran two feature ads with the California Avocados brand logo and in the week leading up to the 4th of July, provided California avocado recipe flyers at all in-store demos. Redner’s also showcased the fruit on its website with a series of recipe videos throughout the second half of June. Both Mollie Stone’s and Bristol Farms participated in summertime display and sales contests.



Mollie Stone’s showcased fresh California avocados with guacamole-friendly ingredients and beverages.

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 8/26/2018 | Season-to-Date (since 11/01/2017) | 2018 Year to Date |
|-------------------------|-----------------------|-----------------------------------|----------------------|
| Hass | 8,122,666 | 291,955,490 | 291,305,503 |
| Lamb | 1,024,160 | 9,427,100 | 9,427,100 |
| Other (Greens) | 3,532 | 1,994,022 | 1,708,143 |
| California Total | 9,150,358 | 303,376,612 | 302,440,746 |
| Florida | 1,280,000 | 9,847,185 | 9,615,030 |
| Chile | 705,196 | 12,674,675 | 2,548,424 |
| Mexico | 25,537,619 | 1,680,783,844 | 1,329,641,080 |
| Peru | 13,416,384 | 138,159,015 | 138,159,015 |
| Other (Imports) | 650,000 | 31,270,000 | 21,930,000 |
| Import Total | 40,309,199 | 1,862,887,534 | 1,492,278,519 |
| USA Total | 50,739,557 | 2,176,111,331 | 1,804,334,295 |

Sources:

California = CAC (AMRIC)

Florida = Florida Avocado Admin Committee

Chile = Comite de Paltas, Chile

Mexico = APEAM

Peru = ProHass

Other Imports = USDA AMS website

| | Organic #1 | Conventional #1 | Conventional #1 |
|-----------------|----------------------|----------------------|-----------------|
| California Hass | (Field Price Per Lb) | (Field Price Per Lb) | (Carton Price) |
| #32's | \$2.06-\$2.15 | \$1.55-\$1.82 | \$44.00-\$50.75 |
| 36's | \$2.06-\$2.15 | \$1.55-\$1.82 | \$44.00-\$50.75 |
| 40's | \$2.06-\$2.15 | \$1.50-\$1.62 | \$42.75-\$45.75 |
| 48's | \$2.12-\$2.30 | \$1.40-\$1.62 | \$40.25-\$45.75 |
| 60's | \$2.10-\$2.20 | \$1.20-\$1.46 | \$35.25-\$41.75 |
| 70's | \$1.72-\$1.80 | \$1.05-\$1.25 | \$31.20-\$36.50 |
| 84's | \$1.08-\$1.45 | \$.75-\$.85 | \$21.75-\$24.17 |

*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- Strong upper high pressure produces dry and hot conditions in California during Sept 7-12th.

Trough with chance for showers occurring on Sept 15-16th. Coolest dates currently are 15-16th, then the trough weakens on 17th.

Warmer than normal sea surface will continue off the coast of central and S California and western Mexico. Sea surface temperatures on the evening Sep 3 were 70 or 68 Ventura Co coast, to mid-70s San Diego Co coast, and 67 at Tanner Bank Buoy well W of San Clemente Island.

Although less hot than in the recent past, dry, breezy conditions with continued high risk of wildland fires will continue.

After a warm or hot spell during 28-22nd, there is possible return to cooler and showery conditions in the NORCAL coast Siskiyou's, Lake Shasta, and Plateau during Sept 27-30th and Oct 1.

The *El Niño* (warmer than normal sea surface) along the equatorial central and east Pacific, continues moderate through the fall. The time of normal maximum intensity of *El Niño* is generally Dec through Feb. Sea surface temperature anomalies (SSTA) remain high through the fall and into early winter, with a warmer than normal fall and early winter suggested in the CFSv2 model guidance.

The sea surface temperature anomaly pattern off South America at 30-45S supports a possibly aggressive frost period this early to mid-spring in Chile's viticultural areas, from Santiago south. This includes Vicuna, Elke Valley Valparaiso and the intermediate valleys (Bernardo-O-Higgins area). This risk includes the more critical period...spring blooms for winegrapes in late Sept and all of October.

In the Near Term – Sept 8-22 – Sept 15...Salinas Valley-San Luis Obispo Co...After hot days from Sept 6-11th, troughing and a cool period returns 12-17th. It turns warmer again on the 18-22nd.

...S Calif Avocado Area, San Luis Obispo Co to San Diego Co...Sea surface temperatures along the SOCAL coast have continued unusually warm, with 70s for the most part near San Diego, and upper 60s in Ventura Co. Leftover tropical moisture from tropical cyclones may occasionally drift into SE California/San Diego/Imperial Co's and S Deserts with some monsoonal showers and thunderstorms (TSTMS).

Summary – Sept 22 – October 4... In the southern California avocado growing areas, from San Luis Obispo south, it turns hot inland from Sept 22-26th. Cooler from the 27-30th, and continuing into the first week or so of Oct, per CFSDailyAI forecast.

Seasonal Outlook / *El Niño* Update...Oct – Dec... It appears that the winter rains may be slow to arrive in Oct – Dec in central and N California. Above normal temperatures will be predominant, suggesting continued high snow levels. This makes logical sense due to the expected warmer than normal sea surface off to the southwest of NORCAL.

El Niño-associated warming of the equatorial sea surface in the central and east Pacific to near Peru/Ecuador is occurring and will continue.

The *El Niño* typically adds extra energy to drive the subtropical westerlies during the winter rain season.

The effect of *El Niño* to drive the subtropical westerlies can start early, e.g Oct. In the early part of the season. This year, the beginnings of *El Niño* will tend to assist development of troughs and upper lows along the California coast. Stronger than normal cutoff lows may start to develop in Oct near S California in the period from Oct 10-16th. Because the sea surface this year is significantly warmer (+4 F) than normal off Baja and around the SOCAL coast, some cutoff lows have greater potential to produce significant rains during the early season in Oct.

For November there is a trend towards the return of very warm and dry conditions, per the latest CFSv2 guidance.

For S California, from Oct – Dec...Near or above normal rainfall is currently suggested for Oct as upper lows and fronts tap into the abundant moisture available to the SW of S California, and continued warm sea surface along the SOCAL coast. The probability of rain from upper lows appears to be greater in Oct than Sept.

Usually we see a Santa Ana or two in Oct. The chance for Santa Ana-like winds is greatest for N California, and less for SOCAL for this Oct. However, with expected *El Niño* forcing, the chances for Santa Anas currently appear lower during this Oct.

After Oct, the next opportunity for rains in SOCAL should be in mid-Nov. Dec currently looks mostly dry in SOCAL, while N California receives rains.

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