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California Avocados Grow Here ~

A Quick Tour of the New California Avocado Growers Website

Setting the stage — a website designed around avocado grower input.

In September 2012, the California Avocado Commission (CAC) and our partner agency TMA+Peritus (TMAP) held a series of Grower Listening Sessions in three distinct California avocado grower regions — San Luis Obispo, Santa Paula and Fallbrook — in an effort to enhance grower communications and redesign the California avocado grower website (www.CaliforniaAvocadoGrowers.com).

The purpose was to:

- Identify the information you need
- Determine how you prefer to receive that information
- Understand how we can better facilitate sharing, interaction and ideas

What we discovered was this:

- You need relevant, actionable, easy-to-understand information from a trusted resource that meets the needs of avocado growers who have varied levels of experience.
- You value the insights of other growers and realize that collaboration amongst California avocado growers is critical to the success of our industry.
- You want the grower website to be an easy-to-navigate hub of information with the latest industry news and research front-and-center.
- You're busy — so email notices

regarding new content, and alerts regarding adverse weather events, important legislative news and pests are important.

- You'd prefer a more robust and timely understanding of CAC's marketing efforts and promotional calendar so you can adjust your harvesting strategies as needed.

Based on the input received during these listening sessions, the development of a new, updated and redesigned grower website began in early 2013 and was launched on June 20, 2013. For those of you who frequented the old site, you will immediately notice a difference, and so this article hopes to help you navigate to find those old faithful pages you come to our site for; however, we hope after finding your favorite pages you'll stick around the site and make a few new pages favorites as well. For those of you who have never visited the grower site, read through the tour below and see everything you've been missing; then go to www.CaliforniaAvocadoGrowers.com and take a look around!

A guided tour — highlights of the new grower website.

Command Central

The first thing you'll notice about the new California avocado grower website is the homepage — or, as we like to call it, command central. The new website has a clean



look — a simplified design intended to make it easy to find what you're looking for.

Designed with a nod to your busy schedules, the homepage has been laid out to put the content you deem most important right there in front of you:

- Three dominant navigation tabs take you to the information most critical in helping you optimize productivity and profitability

NOTHING BUT THE BEST.
Be the best. For the best. Ask the growers of the California Avocado Commission and we are committed to quality, sustainability and good agricultural practices.

OUR MISSION.
Our Mission is to maximize grower returns by maintaining premium brand positioning for California avocados and improving grower sustainability.

HAND GROWN IN CALIFORNIA.
We are American-made and born from the needs of knowledge, our avocados grow from 90% percent of avocados under California's favorable climate on business, quality and taste.

GROWING AVOCADOS **SELLING AVOCADOS** **MARKETING AVOCADOS**

LATEST NEWS **ACTION CENTER**

Avocado Trunk Canker Disease Symptoms
Phytophthora mangifera (P. mangifera) and P. cinnamomi have been associated with trunk canker and collar rot of avocados. The pathogen infects the crown, lower trunk and base of older trees. The disease develops after pruning, lenticels, or trunks become infected through wounds, such as injuries from equipment, pruning, vertebrate chewing, and wind damage.

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Upcoming Meetings
Contact Your District Representative

Call to Action on Immigration Reform
Call your Senators today to support Senate Bill 744. If we are going to win this opportunity to secure a stable and legal workforce, you need to join the effort to make sure Congress passes a viable guestworker program.

FSMA Raises Serious Concerns over Dropped Fruit

Culinary Innovations with Avocados from the Cafe Sucez Farine
See the latest culinary creations featuring California avocados from the Cafe Sucez Farms — avocados, artichoke, side dishes and desserts with...

The most current information is always just a click or two away

As you told us at the listening sessions, information is very important to you, but your time is limited — you don't have time to visit the website and search for new information.

The only exception to this is the Publications page — where we opted to provide an overview of the publications and make it easy for growers to subscribe. That said, simply click on either publication, The Greensheet or *From the Grove*, and you will arrive at a landing page featuring — you guessed it — the latest issues.



So, we've ensured that information is very easy to find.

The main navigation bar (which is present on every page of the website) leads you to six distinct landing pages — Growing, Selling, Marketing, Research, Advocacy, and Publications. Click on these tabs and the landing page you arrive at provides a list of articles featuring the most recent:

- Growing, Selling, and Marketing avocados.
- Two distinct news feeds — one concerning the latest industry news, trends and research; the other focused on legislative, labor, water and food industry updates.
- Easy-to-find contact information and upcoming meeting notices.
- The latest avocado industry market statistics — size, price and volume.
- Three distinct portals that help growers interact — to share ideas, subscribe to Commission publications, or network with others via grower groups, seminars or meetings.

- Cultural management articles (Growing)
- Avocado sales data (Selling)
- Consumer and industry ads and promotions (Marketing)
- CAC-funded research (Research)
- Industry news concerning water, legislation, pests and labor (Advocacy).

Better yet, going forward we will utilize The Greensheet to send you email notices concerning new content you may be interested in, and to send timely email alerts about adverse weather conditions, pest outbreaks and opportunities to speak for or against legislative actions that may affect our avocado industry.



Economical, efficient and refillable to control plant diseases by injecting trees.

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INJECTION UPTAKE VARIES BETWEEN 5-25 MINUTES ALLOWING UP TO 100 INJECTIONS PER DAY





Cultural management information for all avocado growers — no matter where you live or how much experience you have

The one thing all avocado growers agreed on at the September sessions was the importance of the commission providing information regarding cultural management best practices and outreach of CAC-funded research. That said, many of you had difficulty understanding the materials available to you and some of the newer growers didn't feel they had enough materials to help them get started.

To that end, the new grower website has four very distinct libraries of cultural management materials. The Research Library, located under the "Research" landing page, is a collection of domestic and global technical research papers and reports.

The Cultural Management Library, located under the "Growing" landing page, is a collection of easy-to-understand articles and fact sheets featuring California avocado grove best practices. Topics include disease management, flowering, freeze protection, fruit/size quality, harvesting, irrigation, managing alternate bearing cycles, mulching/soil, nutrition, pest management, pollination, post

harvest, pruning, salinity, wind protection and yields/productivity.

Finally, we've created two sections of importance for newer growers. One is, aptly, called New Growers; the second is labeled How a California Avocado Tree Grows. Both sections cover topics of interest to new avocado growers with a focus on the importance of the avocado tree's two-year growth cycle as it affects productivity.

Keep in mind — the articles you see in these sections upon launch of the website are just the beginning. CAC will continue to provide new articles in all four of these libraries in order to keep California avocado growers abreast of the latest cultural management practices. Relevant ar-

the fence — what my fellow avocado grower is doing and how it's working." Collaboration is key to success of our industry — we can all learn something from one another. To help facilitate collaboration between California avocado growers, we've created a series of online tools to help growers connect, learn and share.

Both The Greensheet and *From the Grove* are popular publications — each for very different reasons. By adding a "Send Us Your Ideas" link under the "Publications" page, we've made it easy for you to share your ideas — tell us what you'd like to see, what we're doing right and how we can improve these publications and our communications in general. And because so many of you requested

CALIFORNIA HAAS (updated 06/03/2013)			AVOCADO VOLUME SUMMARY (week ending 06/03/2013)		
Avocado Size	FOB Price	Field Price	California Total	Weekly Volume	Season-to-Date
48's	38.00-37.00	1.20-1.28	California Total	18,911,275	212,138,293
60's	23.00-24.00	0.72-0.75	IMPORT FROM	17,794,877	886,291,961
70's	18.00-19.00	0.40-0.44	USA Total	37,292,352	1,112,792,671

CONNECT WITH US

- SHARE**
 - Send us your ideas
 - Tell us your story
- SUBSCRIBE**
 - The Greensheet
 - From the Grove
- NETWORK**
 - Join a Regional Grower Group
 - Attend a Seminar
 - Go to a CAC Meeting

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- Growing
- Commission
- Selling
- Resources
- Marketing
- Contact
- Research
- Advocacy
- Publications

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ticles from The Greensheet and *From the Grove* will also be funneled into these libraries in order to provide growers with multiple access channels to these critical pieces of information.

Get involved, share your ideas

As one of the growers put it, "I like to know what's going on over

more grower profiles (after all, it's one of the best ways to see what methods other avocado growers are using), we've also created a form inviting avocado growers to submit a request to be interviewed for a grower profile.

And let's not forget networking — regional grower groups, seminars, and industry meetings are excellent

means for avocado growers to share ideas, receive updates on research and see live demonstrations of avocado grove cultural management practices. We've streamlined the new website, adding a "Network" section on the homepage, making it easier for you to find the information you need to participate in any of the aforementioned events.

In addition, we'll keep you abreast of legislative, water, labor and food safety issues that affect you — with a homepage newsfeed featuring the latest updates, an advocacy section that features the commission's latest initiatives on behalf of avocado growers, and email alerts that provide you with the opportunity to get involved in issues that may affect you and your grove.

Keep tabs on our marketing program, consumer and industry trends

Without exception, participants at the listening sessions raved about CAC's marketing efforts — they simply

wanted to know, in advance, what the planned promotions were.

We've created a robust Marketing landing page that features current CAC promotions including commercials, radio ads, print ads and feeds from the commission's consumer Facebook, Twitter and Pinterest accounts. As always, marketing reports and dashboards are available — but we've also added a newsfeed that features articles concerning consumer trends relevant to our articles. On the Selling page, we've mirrored this newsfeed and added a twist — this newsfeed shares the latest relevant trade articles. Together, these feeds will provide growers with an up-to-date picture of trending consumer and industry preferences that affect our avocado markets.

And that's just the tip of the iceberg...

It's important to remember this — the California avocado grower's website is always a work-in-progress. And that's as it should be. Our website is a robust, easy-to-use platform that will streamline our abilities to add fresh content. And we're always conducting new research, holding new seminars, producing new ads, convening new meetings. What you see today will change tomorrow and the day after, and the day after. Why? Because — as you, the growers, so aptly put it — growing avocados is a continuous learning process. And with that in mind, this website will continue to change — fresh content, new topics, more videos, and a larger library of assets.

As we move forward, the commission is committed to providing you with the latest information you need to be successful, profitable avocado growers. We'll record more seminar sessions, help you create successful regional grower groups, and send emails that help you get involved and stay informed about the topics that matter most to you.

This is just the beginning. 🥑