

The GREENSHEET

CALIFORNIA AVOCADO INDUSTRY NEWS

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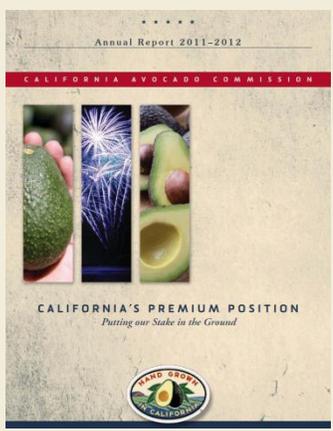
For a listing of industry events and dates for the coming year, please visit:

<http://www.californiaavocadogrowers.com/upcoming-meetings-events/>

April 23, 2013, 9:00 a.m., Production Research Committee Meeting
CAC Offices, 12 Mauchly, Suite L, Irvine, CA 92618

May 30, 2013, Time TBD, CAC Board Meeting
Ventura City Museum, 100 S. Main St.

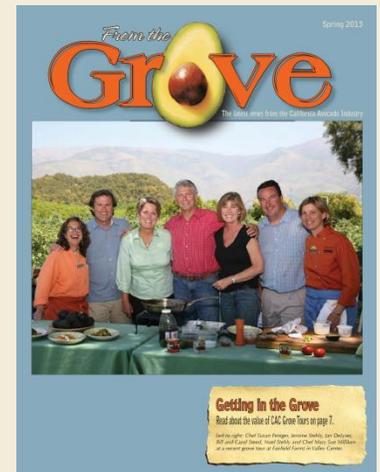
The CAC 2011-12 Annual Report and Spring 2013 Issue of From the Grove are Now Available Online



2011-12 CAC Annual Report: The 2011-12 California Avocado Commission (CAC) Annual Report focusing on California's Premium Position is ready for online viewing. The report shares messages from CAC's chairman, CAC President Tom Bellamore and provides recaps of CAC's efforts in the 2011-12 fiscal year, touching on marketing, production research, industry affairs, financials and industry statistics. To view the 2011-12 CAC Annual Report, please visit the Grower website at: <http://www.californiaavocadogrowers.com/annual-report/>.

From the Grove: The Spring 2013 issue of CAC's California avocado industry magazine, *From the Grove*, has begun hitting the mailboxes of growers throughout the state. Beginning our third volume of the quarterly publication, this issue features articles on: The Value of CAC Grove Tours; California Avocados Online; Immigration Reform; the Food Safety and Modernization Act; Managing Pesticide Resistance Development; and update on the Shot Hole Borer/Fusarium Dieback and much, much more!

While printed copies of the magazine are shipped to all California growers on record with the Commission, it is available for all to view online at <http://www.californiaavocadogrowers.com/from-the-grove/>. If you are a California grower and did not receive your copy, please contact April Aymami at aaymami@avocado.org to be added to our distribution list.



Progress from Senate on Immigration Reform

On Friday, April 12, 2013, after weeks of negotiations between the AWC (Agriculture Workforce Coalition), of which the California Avocado Commission is a member organization, and the UFW (United Farm Workers), a gentlemen's agreement was reached on an immigration reform package. The negotiations were led by a bipartisan group of senators including Senator Feinstein (D) of California along with Senators Marco Rubio (R), Orrin Hatch (R), and Michael Bennet (D). Key elements of the negotiated agreement include a flexible and market-oriented program, earned legalization for workers, wages and immigration caps. Detailed legislative language is being worked on and is expected within a few days, at which point the mark-up process will begin. If legislation were to pass the Senate, it would then have to go before the House, providing a whole new set of challenges. As always, when it comes to the immigration reform issue, cautious optimism is encouraged as there is still a long way to go in this process. But, for now, these negotiations have resulted in the most positive steps to date. To read the AWC press release, [click here](#).

Early Spring Promotion



The California Avocado Commission (CAC) recently launched an Early Spring Promotion online, generating early buzz for the California avocado season and encouraging consumers to look for California avocados in stores. The promotion features spring-themed recipes and engaging creative elements. Details of the Early Spring Promotion include:

- Spring-themed promotion page on CaliforniaAvocado.com
- Downloadable recipe booklet featuring spring recipes and nutrition tips
- Promotional creative elements on social media

Check out the spring-themed promotion page: CaliforniaAvocado.com/avocado-season-recipes and print out your copy of the recipe booklet today!

California Avocado Commission Communicates With Corporate Chefs at Foodservice Event

This article is about California Avocado Commission marketing at the International Corporate Chefs Association (ICCA) Regional Conference.

How this information/activity helps California avocado growers: Promotions with foodservice chains that feature fresh California avocados promote new avocado uses and boost sales.

New Orleans and its chefs hosted the International Corporate Chefs Association (ICCA) Regional Conference on March 19-22, 2013. As a founding sponsor, the California Avocado Commission (CAC) has maintained a high profile with this group of influential chefs from the top 200 U.S. chain restaurants with the goal of increasing demand and penetration in these prominent, national operations. Fifteen top culinary/menu development managers—from Captain D’s, Chick-fil-A, Chili’s, Golden Corral, HMS Host, Longhorn Steakhouse, Maggiano’s, Red Robin and Royal Caribbean—traveled to New Orleans for the meeting and educational sessions.

In addition to learning from the city’s leading chefs, the attendees enjoyed two CAC recipes at conference meal occasions: *Oeufs [Eggs] a la Crème* and *Cobb Salad*.



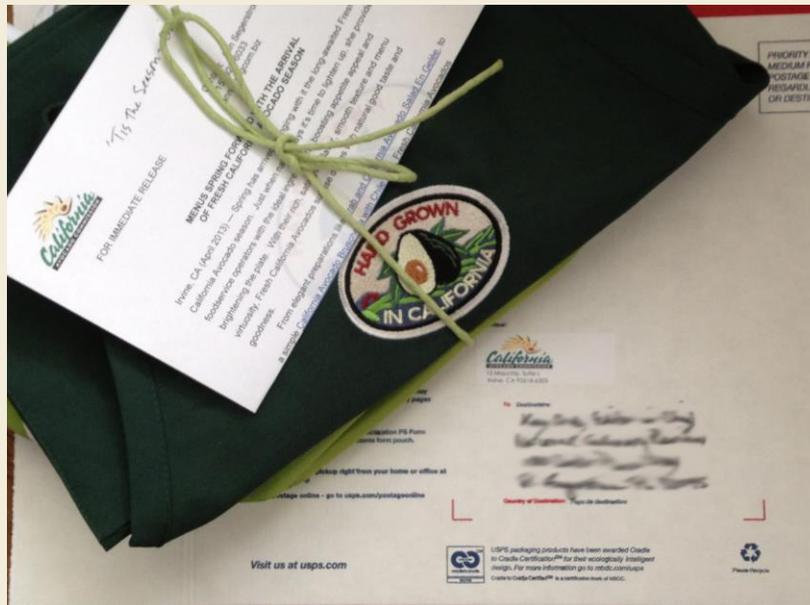
Renata DeGeorge, HMS Host, enjoys Oeufs à la Crème with California Avocados at the ICCA Regional Conference.

Foodservice Editor Mailing Announces Fresh California Avocado

This article is about California Avocado foodservice publicity in 2013.

How this information/activity helps California avocado growers: *Foodservice publicity educates foodservice editors and their readers about the California avocado season, as well as the value-added benefits of fresh California avocado on restaurant menus.*

On April 1, foodservice editors at major trade publications received a “time to enjoy fresh California avocados” package. To announce the official start of the fresh California avocado season, the California Avocado Commission shipped editors a thermal tote bag and a handsome apron, each sporting the **Hand Grown in California** logo. Editors also received a release encouraging them to advise readers that fresh California avocado season is here, and offering a selection of fresh, seasonal recipes from the CAC foodservice recipe database.



Foodservice editors received a thermal tote bag and kitchen apron with the *Hand Grown in California* logo.

Supermarket Registered Dietitians ‘Get the Scoop on California Avocados’ at Oldways Leadership Symposium

This article is about CAC’s sponsorship of the Oldways Supermarket Dietitian Leadership Symposium.

How this information/activity helps California avocado growers: *This symposium provides a unique opportunity to connect with and educate influential Supermarket Registered Dietitians (SRDs) from many of CAC’s top target retailers.*

The 2013 Oldways Supermarket Dietitian Leadership Symposium attracted 85 of the nation’s top dietitians, food experts and industry leaders, including 45 select supermarket dietitians. As a founding and continuing sponsor of the Symposium, the California Avocado Commission maintained its high visibility position and capitalized on opportunities to interact with this highly-influential group throughout the three-day event. CAC’s presence was plentiful and the Supermarket Registered Dietitians were receptive and responsive to the education provided them, the coming SRD Tool Kit and CAC’s spokesperson Michelle Dudash.

Michelle Dudash, RD, was brought in as an expert California avocado source. As an RD, she was a credible, relatable speaker for the SRDs in attendance. She delivered CAC messages in her presentation, *Get the Scoop on California Avocados*, and invited SRDs to try their hand at the “Cut, Nick and Peel” avocado preparation technique during a CAC-

sponsored break activity. Fifty+ guests participated in the activity and then enjoyed their fresh California avocado as a light snack.



RD Michelle Dudash speaks on California avocado nutrition to the SRDs in attendance



Michelle Dudash prepares for a rush of SRDs, anxious to try their hand at the "Cut, Nick and Peel" technique

California avocados were well represented on the menu. In support of the *Wake up to Breakfast with California Avocados!* program, CAC provided the hotel chef with the recipe for Frittata with Avocado, Roasted Red Peppers, Olives and Feta, which was served to all guests on the last day of the Symposium. Recipe cards with nutrition information on the back were also distributed to all attendees.

Frittata with Avocado, Roasted Peppers, Olives and Feta

This Mediterranean-style egg dish features delicious California avocados, bell peppers, olives and feta cheese baked to mouth-watering perfection. With only 160 calories, potassium and fiber along with good sources of Vitamin A (10% DV), Vitamin C (25% DV) and Calcium (10% DV), this nutritious breakfast dish is a great way to start your day.

Serves: 8
Preparation: 20 minutes Cook Time: 50 minutes
Total Time: 1 hour 10 minutes

INGREDIENTS

1/2 cup chopped onions	1/2 Tbsp. lemon juice
1 tsp. olive oil	3/4 cup feta cheese, crumbled
6 large eggs	1/2 cup Kalamata olives, coarsely chopped
1/2 cup milk	1/2 cup coarsely chopped roasted red bell pepper
1/2 tsp. dried oregano	
1 1/2 ripe, Fresh California Avocados**, peeled and seeded	

INSTRUCTIONS

- Sauté onions in olive oil until soft, about 5 minutes; cool.
- Meanwhile, beat together eggs, milk, and oregano; reserve.
- Cut avocados in 1/2-inch dice; gently toss with lemon juice.
- In a well-greased 10-inch oven-safe frying pan, evenly scatter avocado, cheese, olives, roasted pepper and sautéed onion over bottom of pan. Gently pour reserved egg mixture into pan.
- Bake at 325° F until frittata is almost firm in the center, about 50 minutes.
- Cool; cut into wedges.

CaliforniaAvocado.com

SERVING SUGGESTIONS
You can substitute other favorite ingredients for the olives and red bell pepper. Use equivalent amounts of cooked chopped vegetables such as mushrooms, spinach, broccoli or chile peppers.



Nutrition Information Per Serving: Calories 160, Total Fat 13 g (Sat 4 g, Trans 0 g, Poly 1 g, Mono 5 g); Cholesterol 175 mg; Sodium 260 mg; Potassium 198 mg; total Carbohydrates 6 g; Dietary Fiber 3 g; Total Sugars 1 g; Protein 7 g; Vitamin A 549 IU; Vitamin C 16 mg; Calcium 96 mg; Iron 1 mg; Vitamin D 0 IU; Folate 36 mcg; Omega 3 Fatty Acid 0.7 g
% Daily Values*: Vitamin A 10%; Vitamin C 25%; Calcium 10%; Iron 6%
*Percent Daily Values are based on a 2,000 calorie diet. Your Daily Values may be higher or lower depending on your calorie needs.

©2013 California Avocado Commission

The SRDs response to the presentation and break activity was enthusiastic and many expressed a desire to feature California avocados in the coming months. One such example is Hy-Vee. All Hy-Vee SRDs will feature California avocados as their "pick of the month" for May. They will be directing their 200 store dietitians to conduct various hands-on activities with California avocados in the produce departments including how to tell when an avocado is ripe and demonstrating the "Cut, Nick and Peel" technique.

California Avocado Commission – Anheuser-Busch Partnership

This article is about the Anheuser-Busch co-marketing program with California avocados in spring.

How this information/activity helps California avocado growers: Retailers will be encouraged to build joint displays of Bud Light Beer and California avocados. When they do so Anheuser Busch will apply coupons to their beer 12-packs that require purchase of both products, thus encouraging sales.

By John Naber, Anheuser-Busch Inc.

Anheuser-Busch has developed a California-centric program that showcases products originating from California. Our objective is to generate excitement at retail while addressing consumer interest to support local California products, so, it was a natural to bring together the #1 beer in California and California avocados!

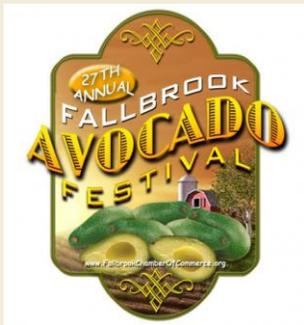
During the California avocado season, at stores throughout California, Arizona and Nevada who merchandise Bud Light beer and California avocados, consumers can save \$1.50 on the purchase of four (4) California avocados with the purchase of one (1) Budweiser Family 12 pack or larger.



Other products that are part of the Anheuser-Busch California-Centric program include California Pistachios, California Cheese, Citrus and Strawberries.

Anheuser-Busch is a strong supporter of the California economy. With a sales volume of almost 300 million gallons, we enjoy approximately 40% market share here in California and contribute more than 200 million in federal and state excise taxes. We're proud to be partnering with the California Avocado Commission to bring a great value to consumers this spring and encourage sales for both organizations.

Fallbrook Avocado Festival



Frank Hopkins, Hopkins & Associates, is the designer of the Official 27th Annual Fallbrook Avocado Festival Poster Contest.

This year the Fallbrook Chamber of Commerce celebrates the 27th Annual Fallbrook Avocado Festival on Sunday, April 21, 2013 from 9:00 a.m. – 5:00 p.m. in downtown Fallbrook. This event has become one of the area's largest and most successful street festivals averaging more than 70,000 visitors over the past 25 years.

The California Avocado Commission is a sponsor and our booth will be located on Main Street in between Fig & Alvarado (#431).

Stop by the CAC booth to chat with CAC staff, pick up recipes, nutrition information, grower fact sheets and more! For more information, please visit:

<http://www.fallbrookchamberofcommerce.org/events-v2/avocado-festival.html>

Retail Corner: NEPC Expo

This article is about the New England Produce Council Expo

How this information/activity helps California avocado growers: CAC was one of the sponsors and the expo provides an opportunity to connect with industry personnel in the Northeast market.

This year's New England Produce Council (NEPC) Expo took place on Wednesday, April 3 at the Boston Convention & Exhibition Center in Boston, Massachusetts. CAC was a co-sponsor of the parking voucher for the event which gathered more than 700 attendees and 200 exhibiting booths. Among the attendees were retailers, wholesalers, shippers, commodity boards and more.

Some of the retailers in attendance included: Bozzuto's, Ahold USA Corp, Big Y, King's Supermarkets, Hannaford Bros., Delhaize Corp., Roche Bros, C&S, BJ's Wholesale Club and Market Basket. Produce managers from many of those chains

also attend for retail education. David Cruz, CAC's Marketing Development Manager, attended the Expo to interact with the key industry personnel there.

NEPC PRODUCE & FLORAL EXPO 2013 **COUNTY FAIR**

Wednesday April 3, 2013
PARKING VOUCHER
 Boston Convention & Exhibition Center
 Self Park - South Lot Only
 **Not Valid for Valet

California AVOCADO COMMISSION
 **No in and out privileges
 **Voucher must be surrendered to Parking Attendant upon entry
 **One voucher per day per driver

MANN'S MAC-N-CHEESE

Sponsored by:

INSIST ON CALIFORNIA AVOCADOS
 AMERICAN SUMMER HOLIDAYS = CALIFORNIA AVOCADO SALES OPPORTUNITIES

Traditional Summer Holidays (Memorial Day, Flag Day, Father's Day, the 4th of July, and Labor Day) are the perfect time to promote the All-American Avocado—California Avocados. Retail volume grew +95% and retail dollars grew +67% from 2007 during the 4th of July holiday.

Contact Cece Krumrine at (603) 880-1481 or ckrumrine@avocado.org for more information and to order your *Hand Grown in California* materials or visit CaliforniaAvocado.com/Retail

Be a Mealtime Hero with our NEW Veggie Mac-n-Cheese

MANN'S

Hand Grown in California

www.veggiesmadeeasy.com Find us on

NEPC parking voucher was distributed to all the registered attendees and included information highlighting the value of merchandising California avocados.

California Market Trends

To view all market trend graphs, including “Avocado Volume Summary,” “Weekly Price Range” and “U.S. Avocado Supply,” please visit: <http://www.californiaavocadogrowers.com/market-information/>.

California Avocado Commission Weekly Volume Summary (pounds)			
	Week Ending 4/7/2013	Season-to-Date (since 11/1/12)	2013 Year to Date
Hass	11,713,969	63,265,111	61,718,922
Lamb	0	0	0
Other (Greens)	102,009	1,314,351	1,255,410
California Total	11,815,978	64,579,462	62,974,332
Florida	1,815	13,595,285	3,990,140
Chile	0	22,731,637	6,029,213
Mexico	24,493,703	640,819,336	410,024,252
Other (Imports)	750,000	24,200,000	15,190,000
Import Total	25,243,703	687,750,973	431,243,465
USA Total	37,061,496	765,925,720	498,207,937
Source(s):	California = CAC (AMRIC)		
	Florida = Florida Avocado Admin Committee		
	Chile = Comite de Paltas, Chile		
	Mexico = APEAM		
	Other Imports = HAB and USDA AMS website		

California Avocado Society				4/8/2013
Weekly Newslines* Avocado Prices				
	FOB price	Field price	Retail price	Last Year FOB
California Hass	(25# carton)	(per pound)	(per each)	(25# carton)
#2's	8.00-24.00	0.14-0.76		12.00-25.00
32's-36's	29.00-30.00	0.96-1.00		30.00-33.00
40's	30.00-31.00	1.00-1.04	5/4.99-1.69	32.00-33.00
48's	31.00-32.00	1.04-1.08	1.29-1.49	32.00-33.00
60's	22.00-25.00	0.68-0.80	4/5.00	30.00-31.00
70's	15.00-16.00	0.40-0.44		22.00-23.00
84's	11.00-13.00	0.27-0.36	3/0.99-4/2.99	18.00-19.00
Mexican Hass				
All Sizes	12.00-30.00	N/A	2/0.99-1.69	18.00-31.00
Chilean Hass				
All Sizes	N/A			
Peruvian Hass				
All Sizes	N/A			
*To subscribe to The Weekly Newslines please contact California Avocado Society at (951) 225-9102 or www.californiaavocadosociety.org				

Weather: 30-Day Outlook For California's Coastal & Valley Areas

Synopsis... We will continue to have the same cool sea surface temperature anomaly (SSTA) pattern off the California coast. This cold SSTA pattern extends from the Gulf of Alaska to the west coast and southwestward to the tropical Pacific near Hawaii. The cooler than normal sea surface temperatures west of California, plus the lack of consistent forcing from El Niño type conditions, contribute to the continuing subnormal rainfall pattern.

The snowpack water equivalent in central and northern California is still only about half of normal.

In the Near-Term - Southern California Avocado Region April 10-25... Southern California had a few areas of rain in the mountains of San Bernardino County on the 7th and 8th, but it now looks to be dry as we are in a period of sundowners and offshore wind events. After some local, hot north winds through the canyons and foothills, it appears that we return to coastal eddy conditions again from the 14th to 18th. Any rain in the marine low clouds will be induced by upslope enhancement processes, but will be light and mostly of the "heavy drizzle" variety. Seasonably cool conditions are most likely to occur with this pattern.

April 25 to May 8...Southern California Avocado Region... During this part of the season, cutoff lows are more likely to occur. The resulting weather would be an alternation between coastal eddy events with drizzle and warm, dry offshore flow. Due to the cold sea surface temperatures, those periods with onshore flow and deep marine layer will tend to be abnormally cool (cold days with nighttime lows averaging a few degrees below normal).

Seasonal Outlook/El Niño Update... (May 8 - July 30)... Latest guidance from Scripps ECPC shows a return of *La Niña* (colder than normal sea surface) along the east equatorial Pacific this summer. Latest guidance from NOAA's Climate Forecast System (CFS) does not confirm this. Therefore, we should assume a more or less normal start to the summer season, although it should be seasonably cool at the coast in June.

At this point we cannot specify anything other than a near normal summer season (through July) in California. The Caribbean sea surface temperatures continue to be above normal, so this would support more moisture influx into central and southern Mexico during late June and July. Some of this moisture would normally be expected to find its way into southern California for normal mid-summer thunderstorms.

Southern California Avocado Region...(May 8 to July 30)... During May and early June, there is still the potential for the development of weak cutoff lows at times with possibly a few thunderstorms in the mountains and deserts to interrupt the usual dry pattern in June. There is support for the early development of moist, easterly flow into the southern states of Mexico, with above normal rainfall and possibly some early tropical cyclone developments in June. Monsoonal east by southeast flow into western Mexico, and northwestward into Arizona, may also have a robust start in June thanks to warmer than normal sea surface along and to the south of the south coast of Mexico and in the Caribbean.

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