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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>

### 2013 Organic Growers Meeting

This meeting is organized by L & M Fertilizer. [Click here](#) for more information and to RSVP.

#### August 15

**Time:** 1:00 pm - 4:00 pm

**Location:** Temecula City Hall, 41000 Main St., Temecula, CA 92590

### Phosphorous Acid: Fungicide, Fertilizer, or Both Seminar

This seminar is hosted by **Index Fresh**. [Click here](#) for more information.

#### August 20

**Time:** 9:00 am - 11:00 am

**Location:** The Embassy Suites 333 Madonna Rd, San Luis Obispo

#### August 21

**Time:** 9:00 am - 11:00 am

**Location:** The Homewood Suites 1950 Solar Drive, Oxnard

#### August 22

**Time:** 9:00 am - 11:00 am

**Location:** Pala Mesa Golf Resort 2001 Old Highway 395, Fallbrook

### Marketing Advisory Committee Teleconference Meeting

Please [click here](#) for more information.

#### August 22

**Time:** 12:00 pm – 2:00 pm

**Location:** By Teleconference and at the CAC Office, 12 Mauchly, Suite L, Irvine, CA 92618

### CAC Board Meeting

#### August 27

**Time:** TBD

**Location:** CAC Office, 12 Mauchly, Suite L, Irvine, CA 92618

## **Jonathan Dixon To Leave CAC**

*By Tom Bellamore, CAC President*

The Commission's Research Program Director, Dr. Jonathan Dixon, has resigned from CAC to accept an attractive position in his home country of New Zealand. His last day as a CAC employee will be September 12, 2013. Ordinarily, news of an employee's departure from CAC would not be reported in the Greensheet, but Jonathan's deep connection to growers in the field calls for an exception.

In 2009, I contacted Jonathan to see if he would be willing to come to California for a year to provide an "outside" perspective on CAC's Production Research Program. Jonathan's employer at the time, the New Zealand Avocado Industry Council, initially agreed to the arrangement but later withdrew its approval. Fortunately for CAC, Jonathan was still interested in going abroad and the Commission was able to secure an H-1B temporary work visa that allowed him to become a member of our staff.

Jonathan's primary assignment was to evaluate the Commission's research investment and assist with the development of a research strategy consistent with the organization's overall, long-term business strategies and plans. I believe it goes without saying that Jonathan has more than accomplished this task.

During his three and one half years as a CAC employee, Jonathan has made significant contributions to the California avocado industry. He has been instrumental in refocusing the research effort, ensuring that it is strategically-driven, efficient, and responsive to growers' needs. He also laid the foundation for new outreach and communications programs centered on the cultural care of avocados, something the Commission consciously avoided for much of its 35 year history. Even with all of that, he found time to walk avocado groves with growers from north to south, becoming a sought-after advisor and welcome source of practical information for professionals and novices, alike.

Understandably, the pull of Jonathan's home country--one of the most beautiful places in the world--is strong. I will personally miss his keen intellect and sound counsel, which I've enjoyed for a period of time extending well beyond my initial expectations, and his departure will leave a void at the Commission. We hope that we may prevail upon him, sometime in the future, to return for a visit in both a professional capacity and as a friend. He will always be welcome at the California Avocado Commission, where his commitment to our industry will long be remembered. Please join me in wishing Jonathan continued success in his professional endeavors and a lifetime of good health and happiness for himself and his family.

## **CAC 2013 General Election Nominations Are Now Underway!**

In October 2013, the California Avocado Commission will conduct its regularly scheduled annual election to fill available seats on the Commission's Board of Directors. Producer seats are open in all five CAC districts (one member and one alternate in each), along with two handler member and two handler alternate member seats. In addition, one of the Handler Alternate seats on the Board is currently vacant. The term for that seat ends on October 31, 2013. Any handler interested in filling the existing vacancy should contact April Aymami at [aaymami@avocado.org](mailto:aaymami@avocado.org) as soon as possible. Please note that the individual selected to fill the current vacancy would still be required to run in the 2013 general election, if interested in serving beyond October 31, 2013.

On July 15 nomination packets were mailed to all producers and handlers on record with the Commission, containing information and forms on how to nominate yourself for a seat on the CAC Board. Completed nomination packets are due back to the Commission on or before August 26, with official election ballots mailing out on September 23. If you are interested in serving as a member or alternate of the Commission and would like further information, please visit CAC's grower [website](#), or contact April Aymami at (949) 341-1955 ext. 118

## **Congressman Hunter to Host Town Hall Meeting in Fallbrook**

On August 22, 2013 Congressional Representative Duncan Hunter will host a Town Hall meeting at the Fallbrook Library from 5:30-7 pm (address and schedule below). As our industry continues to face labor supply shortages, this Town Hall will provide a great opportunity to share with Rep. Hunter how important Immigration Reform is to California's avocado production. Rep. Hunter supports Immigration Reform principles that: 1) Ensure our border is secure; 2) Enforce our immigration laws; and 3) Implement a strong employment verification system. While we are also supportive of these principles, they fail to address the current 11 million undocumented workers in the U.S. or acknowledge the need for a flexible agricultural worker program.

Avocado growers, handlers and labor contractors from California's 50th District, which includes parts or all of Escondido, Fallbrook and Temecula, along with other areas, are encouraged to attend. Not all those in attendance are expected to provide comments, but it is important that we have a large turnout to demonstrate our support for Immigration Reform that includes agriculture workers. The Senate has already passed comprehensive Immigration Reform legislation, and we need to call on the House of Representatives to do the same.

A flyer of the Town Hall event may be seen [here](#), and to determine your congressional district follow this link: <http://www.house.gov/representatives/find/>. If you would like to provide comments at the Town Hall meeting, please email Ken Melban, CAC Director Issues Management, at [kmelban@avocado.org](mailto:kmelban@avocado.org).

#### Fallbrook Town Hall meeting details:

Thursday, August 22, 2013

5:30 - 7:00 PM

Meet & Greet from 5:30 - 6:00 PM

Open Forum Q & A from 6:00 - 7:00 PM

Fallbrook Library Community Room

124 S. Mission Road, Fallbrook, CA 92028

## **New Reports of Greenhouse Thrips in Avocado Groves**

Recently, CAC has received reports of the occurrence of significant populations of Greenhouse Thrips, *Heliethrips haemorrhoidalis*, in avocado groves from San Luis Obispo to San Diego County. Greenhouse Thrips (GHT) damage on the outer skin of avocados, when advanced, can be difficult to distinguish from damage caused by Avocado Thrips.

GHT is a generalist, unlike avocado thrips which is a specialist on avocados. GHT can live happily on old avocado leaves, and it is likely that it can persist in some orchards year-round where there is a mixture of citrus and avocados. Citrus is a very good host for GHT - especially grapefruit when fruit bunch up and touch each other - accumulations of GHT can often be found there. Growers should be watchful and monitor their groves for this pest, and should consult a licensed PCA when treatment strategies are being considered.

For more information on this pest, see:

**UC Pest Management Guidelines: Greenhouse Thrips** at <http://www.ipm.ucdavis.edu/PMG/r8300711.html>

And also,

#### **An Effective Strategy for the Management of Greenhouse Thrips in 'Hass' Avocado Orchards**

California Avocado Society Yearbook 76 (1992) 99-107. Phil A. Phillips, Ron S. Bekey, J. Blair Bailey. Cooperative Extension, Division of Agriculture and Natural Resources, University of California, Riverside, California at [http://www.avocadosource.com/cas\\_yearbooks/cas\\_76\\_1992/cas\\_1992\\_099.htm](http://www.avocadosource.com/cas_yearbooks/cas_76_1992/cas_1992_099.htm)

## **CAC Staff Visit Florida Avocado Researchers**

*by Tim Spann, Research Project Manager*

Jonathan Dixon, CAC Research Program Director, and I, traveled to Florida from August 4-7 to visit with several avocado and plant breeding researchers at the United States Department of Agriculture (USDA) lab in Miami, and the University of Florida (UF). While at the USDA lab we primarily met with Dr. David Kuhn, Plant Molecular Biologist, who is an expert in avocado genetics and molecular biology. We discussed at length the potential to use knowledge from the avocado genome sequencing project in Mexico to advance avocado breeding efforts. Our trip also included visits with: Dr. Jonathan Crane, Professor of Horticulture at UF's Tropical Research and Education Center, whose team provided us with an update on the red bay ambrosia beetle and laurel wilt situation; Peter Chaires, Executive Director of the New Varieties Development and Management Corp. (NVDMC), who explained how NVDMC is working on a program to get new material into growers' hands sooner and allow growers to help in the evaluation process in a very formal and controlled manner; and Dr. Jose Chaparro, Associate Professor of Horticulture at UF, to discuss the structure of UF's breeding program

and how new genetic tools could be used to advance plant breeding. We learned a great deal from the experts we visited with on this trip. It will take some time for us to fully digest the information they shared with us and integrate it into our thinking on avocados in California. It is through these types of exchanges that new ideas for a better avocado industry are born. A more detailed summary of our trip will be shared in the next issue of *From the Grove*.

## California Avocado Consumer Advertising Continues to Drive Demand throughout the Season

Consumer advertising continues into August to drive consumers to seek out California avocados. The advertising focuses on the reasons California avocados are the premium avocados and why consumers should perceive them as being the best in regards to taste, quality and reliability.

California avocado consumer advertising will be featured in magazines, radio, billboards, online and in-grocery radio. The market-wide radio spots ask, “Why do California avocados just seem to taste better?” and then explain it’s because they are hand grown on family farms, in the best climate possible, and are freshest, being closest to the market. If you haven’t had a chance to hear a radio spot yet, please visit our California Avocado Growers [website](#) and take a listen.

One of the highlights this month is the sponsorship of the Chipotle Cultivate Festival in Denver on August 17. This event is put on by the restaurant chain, Chipotle, to celebrate with their customers and share their brand values through music, food, sustainability and epicurean exhibits. The Commission was lucky to be one of the few exclusive sponsors invited to be a part of this three city event. In June, CAC received great exposure at the San Francisco Cultivate Festival with more than 40,000 fans and we look to continue our successful sponsorship this month in Denver and in Chicago in September.



*California Avocado booth at the San Francisco Chipotle Cultivate Event*

## 2013 Retail Promotions

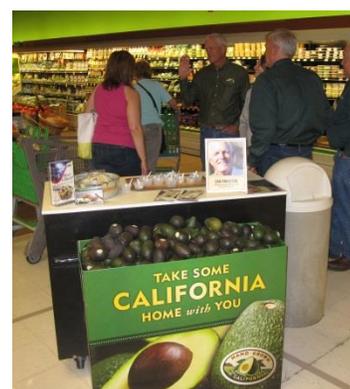
### Display Contest:

California avocados were showcased during Fourth of July promotions at retail with several of our key customers running sales and display contests as well as featuring California avocado display bins at point-of-purchase. The contests were supported with retailer ads featuring the *Hand Grown in California* logo. Here are a few creative displays from retailers that were submitted by Cardenas Markets, Grocery Outlet and Sprouts Farmers Markets:



### Meet the Grower Events:

California avocado growers Dan and Susan Pinkerton and CAC Retail Marketing Director Dave Howald participated in grower appearances at four Haggen Northwest Fresh stores (Washington & Oregon) on July 19 and 20. Haggen's Director of Produce Lee Reynolds wanted to feature California avocado growers at these events to educate his customers on what it takes to grow the finest quality California avocados. Consumers sampled California avocados and received recipe brochures and avocado scoopers to encourage purchase and use of the fruit. Dan and Susan also provided information on selecting ripe avocados, alternative recipe ideas and sharing how they use California avocados. The avocado grower appearances were tied to an outdoor produce tent sale Haggen's held.



## Chefs and Culinary Educators Learn to FRESHen Up the Menu With Fresh California Avocado

More than 1,500 culinary professionals and educators congregated in Las Vegas, July 22-25, 2013 to participate in the American Culinary Federation National Conference, and to take advantage of ACF-approved educational resources and training. The CAC team exhibited at the trade show, as well as sponsoring a demonstration workshop titled “FRESHen Up the Menu” with fresh California avocados.



*Left: ACF members participating at CAC sponsored workshop, “FRESHen Up the Menu”*

Chef Amy Toder of Le Cordon Bleu San Francisco led participants through a variety of menu extensions that showcased fresh California avocados, including the *Avo Maria*, a unique twist on a beverage classic using fresh avocados. Chef Toder followed in a similar vein by turning bruschetta and coleslaw into *Bacon, California Avocado & Tomato Bruschetta* and *California Avocado Confetti Slaw*. A dessert, *California Avocado-Lime Tart* presented fresh avocado versatility across all menu parts.

At the booth, CAC representatives served more than 200 samples of the *Avo Maria* and *California Avocado Confetti Slaw*.



*Left: ACF member enjoying the Avo Maria*

Tasting these two applications encouraged culinary professionals to consider other “out of the box” ways on how to menu fresh California avocados.

On the heels of the ACF event more than 600 foodservice operators, distributors, packers and handlers gathered in Monterey, California for the PMA Foodservice Conference and Exposition. The Commission reinforced premium quality, value and product versatility by sampling two dishes during the exhibits. The *Achiote Grilled Chicken Tostada with California Avocado-Black Bean Relish* demonstrated good value and premium quality, while the *California Avocado Breakfast Burrito* showed versatility across menu day-parts and a hot application. During the chef panel, Au Bon Pain’s Executive Chef, Stefano Cordova, made a point to recognize the avocado industry as doing an excellent job in identifying obstacles fresh produce brings to chains and how the industry responded to help increase his demand for fresh avocados to the menu.

The CAC team met with Darryl Mickler, David Parsley, Janet Erickson, Cathy Leffingwell, Colista Yates and Jessica Kojder of Brinker International (Chili's/Maggiano's), Stefano Cordova and Kevin Young of Au Bon Pain, Scott Sargeant of Chick-fil-A, John Allstadt of Fuzzy's Tacos, Mark Allison of The Cheesecake Factory, John Raulerson of Firehouse Subs and Trish Sharps of FreshPoint.



### 4th of July Promotion 2013

For the 2013 Fourth of July holiday, CAC hosted a dynamic online promotion, which allowed consumers to share recipes, get summer party ideas and enter to win a California avocado summer prize pack by submitting their favorite summer recipe using California avocados.



The program included a [Fourth of July Promotion page](#) and [Recipes page](#) on CaliforniaAvocado.com. CAC featured many new recipes including [Firecracker Guacamole](#), [All American Guacamole](#) from partner blogger Gaby Dalkin, [California Avocado Macaroni Summer Salad](#) from The Meal Makeover Moms and [California Avocado Summer Pie](#) from California avocado grower John Scudder.

On the [Fourth of July Recipe Contest page on CaliforniaAvocado.com](#) CAC partnered with Weber Grills to provide a summer-filled California avocado prize pack. To enter to win, consumers submitted recipes into three different recipe categories: Favorite 4<sup>th</sup> of July Recipes, Healthy Summer Recipe and Guacamoles, Salsas and Dips. Two winners – a Grand Prize and a First Place winner – were chosen from each category. Winners were tallied based on a scoring system, producing the top 12 recipes to move on to the tasting round. The Grand Prize winners were: [Red, White and Chew Firecracker Bangers with Avocado-Jicama Relish and Chipotle Aioli](#) (Favorite 4<sup>th</sup> of July Recipe), [Summer Stuffed Avocados](#) (Healthy Summer Recipe) and [Haitian Black Bean Salsa](#) (Guacamoles Category). [View the first prize winners](#). The recipe contest also provided lots of new recipes to promote and share with other California avocado fans online.

The [Fourth of July Entertainment Tips page on CaliforniaAvocado.com](#) provided nutrition tips and grilling tips by Weber Grills. There were also promotional images for social media, including Facebook, Pinterest, Instagram, as well as [CaliforniaAvocado.com home page](#) banners.



### 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/selling-avocados>.

## California Avocado Commission Weekly Volume Summary (pounds)

	Week Ending 8/11/2013	Season-to-Date (since 11/1/12)	2013 Year to Date
Hass	19,613,845	371,637,673	370,091,484
Lamb	1,000,773	10,577,837	10,577,837
Other (Greens)	24,975	2,358,306	2,299,365
<b>California Total</b>	<b>20,639,593</b>	<b>384,573,816</b>	<b>382,968,686</b>
Florida	3,191,155	36,028,260	26,423,115
Chile	0	22,731,637	6,029,213
Mexico	9,782,283	939,755,783	708,937,058
Other (Imports)	4,661,645	60,531,238	51,521,238
Import Total	14,443,928	1,023,018,658	766,487,509
<b>USA Total</b>	<b>38,274,676</b>	<b>1,443,620,734</b>	<b>1,175,879,310</b>
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 Weekly Newsline\* Avocado Prices

**8/12/2013**

	FOB Price	Field Price	Retail Price	Last Year FOB
<b>California Hass</b>	(25# carton)	(per pound)	(per each)	(25# carton)
#2's	11.00-29.00	0.27-0.96		11.00-24.00
32's-36's	36.00-37.00	1.24-1.28	1.99	24.00-26.00
40's	36.00-37.00	1.24-1.28	5/5.99	26.00-27.00
48's	36.00-37.00	1.24-1.28	1.49	27.00-29.00
60's	29.00-32.00	0.96-1.08	4/5.00	27.00-29.00
70's	23.00-25.00	0.72-0.80	2/1-4/2.99	24.00-25.00
84's	17.00-19.00	0.55-0.64	2/0.99-0.69	17.00-19.00
<b>Mexican Hass</b>				
All Sizes	20.00-40.00	N/A		19.00-27.00
<b>Chilean Hass</b>				
All Sizes	N/A			
<b>Peruvian Hass</b>				
All Sizes	25.00-33.00	N/A	1.29	17.00-25.00

\*To subscribe to the Weekly Newsline, please contact California Avocado Society at (951) 225-9102 or [www.californiaavocadosociety.org](http://www.californiaavocadosociety.org).

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

Synopsis... The period from August 5 to 11 was dominated by persistent troughing, and cool conditions. More than the usual amounts of coastal drizzle occurred, and some mild conditions occurred in the Sacramento Delta as well as Napa and Sonoma Counties.

Warmer than normal sea surface temperatures continue from 135W to 175W off central and northern California, while a narrow zone of cold sea surface temperatures lies along the California coast. Support for weak troughing still exists in the mid Pacific north by northwest of Hawaii. This, in turn, teleconnects with persistent high pressure aloft just off the northern California coast along with weak troughing into Nevada through north-central California and off the coast of southern California.

**In the Near-Term - Southern California Avocado Region – August 15 to 28...**The warmest days will be on the 14th and 15th followed by a transition back to cooler conditions with a deeper marine layer in response to troughs and upper lows. Expect coastal eddy and upper low conditions from the 19th to 21st with a gradual warming trend after the coldest days on the 18th and 19th. There is some incremental support for thunderstorms in southern California mountains and deserts on the 20th and 21st.

**August 30 to September 13 - Southern California Avocado Region –** The overall pattern should entail near normal temperatures. However, the first two weeks of September can be hot if tropical cyclones develop and induce offshore flow. Thus far this season we have seen upper troughs that contributed a deeper marine layer and mild conditions. This trend should continue into the first part of September and is supported by the expected forcing from the sea surface temperature field.

**Seasonal Outlook/*El Niño* Update...** Minimal *El Niño* influence is indicated for the fall months according to the latest NOAA guidance posted on the NOAA/ NCEP/ CPC CFS2 web site. By contrast, the Scripps ECPC outlook for ENSO (*El Niño*/Southern Oscillation) shows more of an *El Niño* influence persisting thru the winter and increasing in the spring and early summer.

The NOAA/CPC solution would support development of cutoff lows off southern California due to a modest start to *El Niño* forcing in the near term (October and November). However, NOAA/CPC shows that equatorial sea surface temperatures will return to a little below normal in January 2014. When this happened last January, an initially wet regime for most of California turned exceptionally dry.

**Southern California Avocado Region...(September 15 to December 15)...** In response to the SSTA pattern, we should expect cutoff lows to develop in late September and October, and some thunderstorms and showers in Southern California. This pattern does not support Atmospheric River (AR) events in southern or central California. In November, we may also see some locally abundant rainfall, especially in San Diego, Orange, and San Bernardino Counties.

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