



IN THIS ISSUE, YOU'LL FIND:

[Spirited Town Hall Meeting in Fallbrook Shows Huge Divide on Immigration Reform](#)

[CAC Grower Website Continues Providing Fresh, Relevant Content for Growers](#)

[The 7th Annual Avocado Margarita Festival](#)

[Chain Decision-Makers and Foodservice Influencers Follow Fresh California Avocados From Field to Table](#)

[California Avocado Social Media Fan Corner](#)

[Trade PR Promotes California Avocado Leadership](#)

[2013 Retail Corner](#)

[Market Trends](#)

[Weather Outlook](#)

Calendar

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

<http://www.californiaavocadogrowers.com/commission/calendar>

CAS Fertilization for Avocados Seminar

This seminar is entirely in Spanish. [Click here](#) for more information.

September 12

Time: 9:00 am - 12:00 pm

Location: Fallbrook Public Utility District, 990 E Mission Rd, Fallbrook

District Grower Meetings – Fallbrook, Ventura, San Luis Obispo

September 24

Time: 9:00 am - 11:00 am

Location: Grand Tradition Estate & Gardens 220 Grand Tradition Way, Fallbrook, CA 92028

September 25

Time: 1:00 pm - 3:00 pm

Location: Museum of Ventura County 100 East Main Street, Ventura, CA 93001

September 26

Time: 9:00 am - 11:00 am

Location: UC Cooperative Extension Office, Auditorium 2156 Sierra Way, San Luis Obispo, CA 93401

CAC Board Meeting

October 10

Time: TBD

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

Spirited Town Hall Meeting in Fallbrook Shows Huge Divide on Immigration Reform

A packed house turned out for a Town Hall meeting with Congressman Duncan Hunter in Fallbrook on Thursday, August 22nd including local avocado growers. The standing room only crowd shared concerns ranging from gun control to climate change to the Affordable Health Care Act, but a majority of the discussion was on Immigration Reform. Both supporters and opponents showed up in droves, with both loudly voicing their positions. Rep. Hunter said he supports securing the borders first, then he would be in favor of a guest worker program for agriculture. The Commission was able to arrange for a grove visit prior to the meeting with Rep. Hunter and a few industry representatives, providing for an open discussion on the need for Immigration Reform. More information on that meeting will be in the next issue of *From The Grove*. In the meantime, the Commission will continue to work with congress members on the importance of passing Immigration Reform.



CAC Grower Website Continues Providing Fresh, Relevant Content for Growers

The California Avocado Commission is committed to providing California avocado growers with a continuous stream of up-to-date content — via the Greensheet and the growers' [website](#). While the Greensheet can provide you with new content every two weeks, the website can provide you with new content on a near-daily basis, so be certain to bookmark the grower website and visit the site often.

Most recently, CAC has produced new grower content concerning irrigation, salinity, advocacy, industry and marketing trends. Below is a sampling of that content.

- [Importance of Irrigating California Avocado Groves](#) — details the role water plays in avocado production, from photosynthesis and key protein production, to avocado tree leaf health.
- [Irrigation and Salinity Glossary](#) — easy-to-understand definitions for terms related to soil salinity and irrigation.
- [Avocado Grove Soil Salinity 101](#) — defines the various soil salinity levels, as well as salinity's effects on avocado trees.
- [Checking Soil Moisture in Avocado Groves](#) — assessing soil moisture in a variety of California soil types and step-by-step instructions for using a tensiometer to measure soil moisture.
- [New Report Details CDFA's Response to the Great Recession](#) — synopsis of the California Department of Food and Agriculture's (CDFA), [Protecting the Promise of California Agriculture](#), with topics ranging from invasive pest awareness and nitrogen management to water quality and climate change consortiums.
- [Congresswoman Brownley Celebrates California Avocado Month with Floor Speech](#) — synopsis of Congresswoman's collaboration with CAC, with links to the full transcript of her speech.

The 7th Annual Avocado Margarita Festival

It's almost here...the biggest little avocado event of the season! The [7th Annual Morro Bay Avocado and Margarita Festival](#) is on Saturday, September 14th, and Sunday, September 15th. This has become the premier event for the Morro Bay Chamber of Commerce and for the local charities. The California Avocado Commission has been an integral part since the get-go in 2007. Calavo Growers, also an original sponsor, has been joined by three other major packers and a full array of avocado vendors with avo delicacies.

Local grower Bill Coy says "we always need grower volunteers to meet the public at the CAC booth". Give him a call at 805-995-2699 to schedule a time.



Chain Decision-Makers and Foodservice Influencers Follow Fresh California Avocados From Field to Table

Twenty foodservice chain decision-makers from 14 top chains, and two editors/contributors to foodservice publications attended the 2013 California Avocado Commission Foodservice AvoTour. During the 24-hour event, attendees learned about California avocado growers' commitment to premium quality, product reliability, dedication to sustainable growing methods and menu versatility.

The group toured West Pak's facilities and a Sierra Pacific's avocado grove to attain first-hand knowledge of how premium fresh California avocados are cultivated and harvested.

Scott McIntyre, Sierra Pacific leads the grove tour and explains avocado production



Tour guests also enjoyed fresh California avocado-centric meals starting with the kick-off dinner, followed by a breakfast and the grove picnic.



Carpaccio jumbo prawns with California avocado and arugula, honey smoked apple beignets (first course at opening dinner)

Avocado Crab Eggs Benedict (pre-tour breakfast)



Ryan of Sierra Pacific, demonstrates picking avocados

The tour group experienced avocado packing at West Pak's new facility in Temecula



Immediately following the tour, the CAC team joined approximately 200 foodservice chain operators from more than 100 restaurant management companies at the ninth annual Flavor Experience in Newport Beach, CA. The conference attracts high level decision-makers looking to tap into the latest flavor trends in food and beverage, and dining out behavior. Over the 3-day event, attendees learned about trends on kids' menus; new influences affecting the foodservice industry; what Quick Serve Restaurants (QSR) and Fast Casual Restaurants are doing right and ways to capitalize on their success; how corporate purpose will affect diners' decisions; and a variety of skills and tools to enhance food and beverage pairings.

Conference attendees sampled four creative California avocado-laden dishes including *California Avocado Eggs Benedict*, *Bru's Crispy Chicken Salad with California Avocado*, *Shrimp and California Avocado Roll*, and *Tempura California Avocado with Jalapeno-Lime Aioli*.

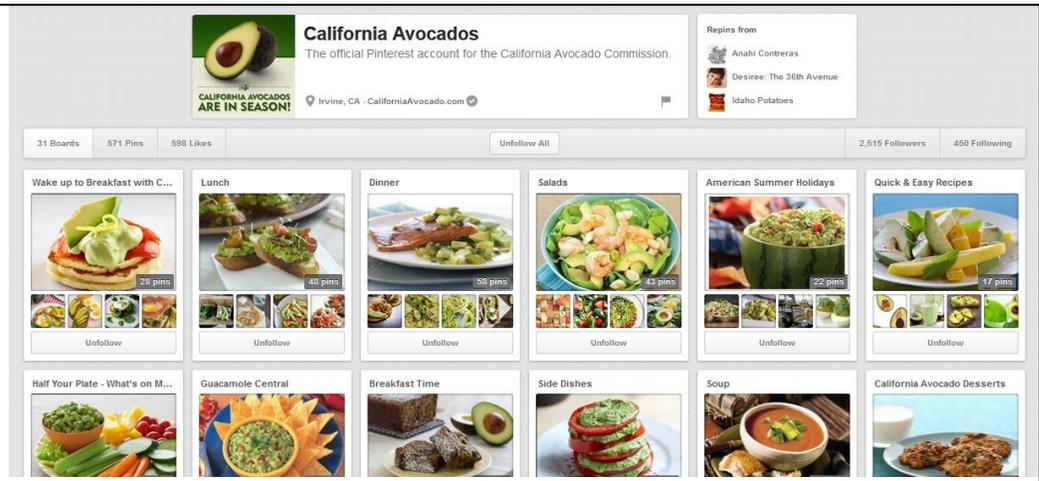
In addition, Fresh California avocados were featured in a *Thai Tuna and Spicy Pistachio Guacamole Tacones* and *Popcorn Chicken with Popcorn Salad*.

California Avocado Social Media Fan Corner

The California Avocado Commission continues to engage with online users, fans and followers through its social media channels, with a prominent presence and daily updates on Facebook, Twitter, Pinterest and Instagram. See a collection of recent highlights below:

<p>Brands sharing: Popular restaurant chain, The Cheesecake Factory, shared the benefits of California avocados on their Instagram account and Facebook page.</p>	 <p>The image shows a screenshot of an Instagram post from the account 'cheesecakefactory'. The post features a photograph of several avocados, some whole and some cut in half to show the green flesh. The post has 618 likes and a caption that reads: 'We love #summer for so many reasons... Fresh picked from the tree California #avocados are among the top! @ca_avocados #delicious'. The screenshot also shows the Instagram interface with a home button, a search icon, the Instagram logo, a comment icon, and a share icon.</p>
<p>Popular post: Facebook fans loved this delicious summer lettuce wrap recipe. This post garnered thousands of engagements - making it one of CAC's most successful yet!</p>	 <p>The image shows a screenshot of a Facebook post from the 'California Avocado Commission'. The post is dated July 23 and features a photograph of lettuce wraps filled with a mixture of ground meat, tomatoes, onions, and avocado. The caption reads: 'Lettuce Wraps with Fresh California Avocados? Yes, please! Recipe: http://bit.ly/13GdBjq'. The post has 4,753 likes and a comment from Cindy Townsend Kempinski that says 'Yes recipe please! These look so...'. The screenshot also shows the Facebook interface with like, comment, and share buttons, and a comment input field.</p>

Pinterest: The Commission's Pinterest account continues to gain followers by sharing pictures of tasty recipes and eye-catching graphics! Pinned images are driving more traffic to the CAC website.



Fan love: Fans continually share their love of California avocados. From nutrition benefits and recipes to the growers, consumers share reasons why they choose avocados from California.



Fans posting recipes: Fans and bloggers love to share their own California avocado creations with the social media community on Facebook and Twitter.



	<div data-bbox="534 58 1370 220">  <p>thepigandquill Jul 27, 11:39am via WordPress.com</p> <p>NEW POST! Spinach & #Quinoa Cake with #Avocado #Curry Sauce (#glutenfree) wp.me/p2HC7J-P7 #brunch #recipe @PenzeysSpices @CA_Avocados</p> </div> <div data-bbox="534 254 1370 430">  <p>CafeSucreFarine Jul 26, 9:31am via Web</p> <p>A fabulous taste of summer you'll LOVE! Tomato, @CA_Avocados & Fresh Mozzarella Tartines. thefesucrefarine.com/2013/07/tomato... pic.twitter.com/aNOFZRQ8K</p> </div>
--	---

Instagram: More than 1,000 Instagrammers loved California avocados on bagels! The colorful ingredients make for popular recipe photos on the CAC Instagram account.



With the California avocado season still in full swing, there is much to look forward to on social media. Stay tuned for updates – or join us by following along on [Facebook](#), [Twitter](#), [Pinterest](#) or [Instagram](#).

Trade PR Promotes California Avocado Leadership

Trade media coverage provides top of mind visibility of California avocados throughout the season and has been very strong in 2013 with more than 2 million circulation year-to-date. Additionally, online trade media has garnered significant additional coverage of the California avocado industry activities. Key coverage areas include CAC’s marketing programs, GAP initiative, crop updates and leadership profiles.. Feature stories covering CAC’s co-marketing programs, the breakfast promotion, California Avocado Month and the 4th of July program have experienced exceptional coverage.

Press release distribution is a cornerstone of CAC's trade public relations outreach, and responsiveness to trade media interviews is another. In addition, the CAC team interacts with trade media editors and reporters at industry functions throughout the year. Earlier in the year CAC staff visited the offices of *Produce Business* and *Deli Business* to learn more about the publications' needs as well as to pitch story concepts.



CAC's Jan DeLyser talks with Ken Whitacre, publisher of Produce Business and Deli Business at the publications' headquarters

These activities create awareness of California avocados, consumer trends impacting avocado consumption and the Commission's information and promotional support activities for retailers and foodservice operators.

2013 Retail Corner

Promotional plans for Labor Day remain strong for California avocados with CAC's merchandising team success in creating sales contests with Harmon's Grocery (Salt Lake City, UT), New Seasons Markets (Portland, OR), Northgate Markets (SoCal), Northwest Grocers (Seattle, WA) and Vallarta Supermarkets (SoCal). These contests are in addition to CAC's season long retail display and ad contest for all key accounts running through September 11th.

Harmons California

Avocado Sales & Display Contest

August 25 – September 7, 2013

Labor Day is a great opportunity for sales as summer comes to an end and football season begins. Many will be out celebrating and enjoying the amazing weather. This is a great time of year for avocados and we want to know who will be able to create the **BEST DISPLAY** and **SELL THE MOST** California avocados. This is a great opportunity for everyone to have some fun and win some great prizes. Make it an exciting contest – we expect all stores to participate in order to make this promotion a success!!

As part of CAC's corporate retail promotional program and in addition to supporting Safeway's Just for U program with coupon offers to their shoppers a custom bin (half the size of CAC's current pop-up bin) will be on display in Vons stores in Southern California and Safeway stores in Phoenix in support of Labor Day holiday promotions.



Retailers throughout CAC’s core (advertised) markets will receive tags referencing California avocados available in their stores for their promotional support and their California avocado feature ads. An example is this Grocery Outlet (Northern California) scheduled for Labor Day. CAC is supporting them with radio tags at the end of the 60 second general market California avocado radio ads that say: “Insist on hand grown California Avocados. Available now at Grocery Outlet,” and Grocery Outlet is featuring the “*Hand Grown in California*” logo in their California avocado feature ad for Labor Day.



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 8/25/2013	Season-to-Date (since 11/1/12)	2013 Year to Date
Hass	15,577,943	404,944,494	403,398,305
Lamb	1,009,310	12,789,023	12,789,023
Other (Greens)	129,426	2,516,037	2,457,096
California Total	16,716,679	420,249,554	418,644,424
Florida	2,846,415	42,021,005	32,415,860
Chile	521,485	23,395,345	6,692,921
Mexico	10,520,882	958,564,522	727,769,438
Other (Imports)	2,965,837	67,259,853	58,249,853
Import Total	14,008,204	1,049,219,720	792,712,212
USA Total	33,571,298	1,511,490,279	1,243,772,496
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 Newslines* Avocado Prices

8/27/2013

	FOB Price	Field Price	Retail Price	Last Year FOB
California Hass	(25# carton)	(per pound)	(per each)	(25# carton)
#2's	14.00-33.00	0.41-1.12		12.00-23.00
32's-36's	37.00-39.00	1.28-1.36		25.00-26.00
40's	37.00-39.00	1.28-1.36	5/5.99-1.99	25.00-28.00
48's	35.00-39.00	1.20-1.36	1.29-1.49	27.00-29.00
60's	27.00-29.00	0.88-0.96	4/5.00	26.00-27.00
70's	21.00-23.00	0.64-0.72	4/3.99	22.00-24.00
84's	16.00-18.00	0.50-0.60	6/2.99-4/1.89	18.00-19.00
Mexican Hass				
All Sizes	17.00-40.00	N/A		15.00-24.00
Chilean Hass				
All Sizes	N/A			
Peruvian Hass				
All Sizes	20.00-35.00	N/A	2/3.00	15.00-24.00

*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...Flash flooding occurred in southern California deserts in response to moisture from dissipating Tropical Storm IVO on the 25th. Not much additional rain occurred on 26th, although there was certainly plenty of tropical moisture around. By contrast, northern California has been drier than normal with some significant fires – one in Trinity County mountains and the other in the Sierra Nevada Mountains near the power generating facility at Hetch Hetchy Dam.

Warmer than normal sea surface temperatures will continue from 125W to 175W off central and northern California while a zone of cold sea surface temperatures lies along the south-central coast and southwestward. Support for weak troughing exists over California, but the pattern will switch to one dominated by westerlies into British Columbia, high pressure over California, and an increase in tropical cyclone activity off southern Baja. One notable feature is the possibility of wetter than normal conditions for western Mexico from August 27 through the first week of September.

In the Near-Term - Southern California Avocado Region, August 29 to September 13... Some more thunderstorms with locally heavy rains in the mountains and deserts are currently indicated for August 30 to September 1. Thunderstorms may linger through September 2. It will be very hot from September 3 to 10, with thunderstorms possible in the mountains and deserts.

For September 14 to 28 -- Southern California Avocado Region - Overall Pattern... Expect above normal temperatures with the continued risk of thunderstorms from upper lows that will mainly affect the mountains and deserts. At this time, upper lows are now finding their best support for development off the coast of Baja and southern California. This is due to the expected forcing from the sea surface temperature field. We will see some hot periods, but support for east wind events in southern California will be less than in northern California.

Seasonal Outlook/El Niño Update... Some increase in *El Niño* influence is indicated for the fall according to the latest NOAA guidance posted on the NOAA/NCEP/CPC CFS2 web site. This is consistent with existing guidance from Scripps ECPC.

Although we start the period with hot conditions and east winds at times, this trend is unlikely to continue due to the presence of *El Niño*. At the least, we can expect plenty of cutoff low activity during the fall and early winter period. Predictability of rain events will be a challenge due to the lack of a well developed storm track into northern California and the support, at least in the fall, for cutoff lows.

As long as weak *El Niño* conditions are present, there will tend to be cutoff lows during this particular season. In this case, weak *El Niño* conditions will tend to support cutoff lows and lack of consistency between the mid-latitude and subtropical branches of the westerlies. This supports a lack of predictability.

Southern California Avocado Region... October 1 to December 31... In response to a slow increase in *El Niño* contribution, we should watch for cutoff lows with thunderstorms. Predictability will be more difficult this season due to the higher frequency of cutoff lows and lack of a well-defined storm track through the middle of December. This pattern does not support Atmospheric River (AR) events in southern or central California. In November we may also see some locally abundant rainfall in San Diego, Orange, and San Bernardino Counties related to cutoff lows.

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