

The GREENSHEET

CALIFORNIA AVOCADO INDUSTRY NEWS

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Calendar

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

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

Fusarium Dieback and Tea Shot Hole Borer Workshop - Tuesday, May 8, 2012 - 10:00-3:00 p.m. at the Los Angeles County Ag Commissioner Offices, Conference Room in Building A, 11012 S. Garfield Ave., South Gate, CA 90280. - *This workshop, approved for 2 hours DPR credits, will focus on an exotic ambrosia beetle, Tea shot hole borer known from various hosts (avocado, lychee, pomegranate, guava, citrus, mango, castor bean, box elder, acer, etc.). The beetle is vectoring a new pathogen which was recently found infesting several backyard avocado trees (Hass, Bacon, Fuerte, Nabal) in residential neighborhoods of South Gate and Downey (Los Angeles Co.). County Extension staff, commodity groups, PCA's, state/federal agencies and interested members of the public are encouraged to attend. Register early as seating is limited. Registration fee of \$15 includes lunch and handouts.*

For more information please visit: <http://ucanr.org/sites/fusariumdieback/Agenda/>

To register, please visit: <http://ucanr.org/sites/fusariumdieback/Registration/>

CAC Finance Committee Meeting - Wednesday, May 16, 2012 - 1 p.m. in Camarillo, CA. Additional information will be available in a subsequent Greensheet.

CAC Board Meeting- Thursday, May 17, 2012 - Time TBD at Four Points by Sheraton, 1050 Schooner Drive, Ventura, CA 93001.

Commission Successful in Securing Special Agriculture Water Rate (SAWR) Extension for San Diego County Farmers

After months of outreach to the San Diego County Water Authority (CWA), the Commission, in collaboration with the Farm Bureau and several CWA member agencies, received some good news on April 26th when the CWA Board unanimously approved to extend the SAWR program in its current form until January 1, 2015. The SAWR was scheduled to be modified at the end of 2012, which would have increased ag rates at least \$78 per acre foot. With the extension of the SAWR farmers in San Diego County will preserve a savings of \$8.4 million over the next two years. At the CWA meeting, representatives from the Commission and Farm Bureau along with a major retailer provided comments on the importance of stemming increases in water costs and thereby ensuring the viability of agriculture. Charley Wolk, Commission Water Committee Chair, reported on the 32% reduction in avocado acreage in San Diego County over the last six years due to skyrocketing water costs. “We [farmers] will not be able to farm in San Diego County if water prices continue to increase at current levels,” said Wolk, “and I think you all agree on the importance of farming to this county.” He also reported on research the Commission is funding to develop salinity-resistant varieties and identify water efficiency technologies along with modifying cultural practices. “As an industry we are making changes and exploring modifications in cultural practices that will produce higher yields per acre, such as increasing tree density and reducing canopy height on older trees,” he said.

Tom Bellamore, Commission President, was pleased with the CWA decision saying it acknowledges the avocado industry’s value to the community beyond just the economics. “Without question the economic benefits avocado growers provide are huge, but as we continue to see increasing consumer demands for locally grown produce we are exploring additional opportunities to illustrate the importance of avocado groves to the local community,” said Bellamore. Commission funded research projects are underway that examine the environmental and societal benefits provided by avocado groves, and Bellamore is hopeful the SAWR extension is just the beginning of more success stories on the horizon for California avocado farmers.

Persea Mite Biology, Management, and Monitoring Workshop



Dates: June 20 (Santa Paula) & June 27, 2012 (Irvine, CA)

Morning Session: 8am-11:30am Afternoon Session: 1-4:30 pm

Course Description:

The persea mite (*Oligonychus perseae*) is a non-native leaf-feeding pest of avocado trees in California. The feeding damage caused by this mite has been recently linked with yield reduction. This training workshop contains a presentation and field demonstration with updated information on persea mite research and pest management for the California avocado system.

Participants will learn: 1) how to recognize beneficial and pest mites from avocado trees, and 2) the basics of persea mite biology, invasion history and management options (i.e., biological control and pesticide recommendations).

In the field demonstration, participants will get hands-on experience on how to use two simple sampling methods designed to estimate perseia mite densities in commercial avocado orchards.

If you are interested in registering, please send an email with your name, occupation (grower/PCA/both) and contact information to Mark Hoddle and Ricky Lara (Entomology, UC Riverside) at PerseaMite@gmail.com

The registration fee is \$35/person. Each session is limited to the first 25 participants that sign up. Also, continuing education credits will be available (amount TBD).

Please visit the workshop website for more information: <http://civr.ucr.edu/mites/workshop.html>

Central Coast Water Board to Conduct Grower Workshops on New Ag Rule Requirements

As reported in previous Green Sheets, the Central Coast Water Board in March adopted an updated Ag Order that requires landowners and/or operators to submit an electronic Notice of Intent (eNOI) by May 15th, 2012, to be in compliance. The Water Board will conduct a series of grower workshops from May 16th through June 1st to provide information on the updated irrigated land requirements and answer questions. The workshop schedule may be found [here](#). Based on a preliminary review it appears the majority of avocado groves in the Central Coast Region will fall within Tiers 1 & 2. A summary of the Tier requirements and Frequently Asked Questions may be reviewed [here](#). More detailed information about the Ag Order, enrollment and eNOI information is located on the Water Board's web site at: http://www.waterboards.ca.gov/centralcoast/water_issues/programs/ag_waivers/index.shtml

Central Coast Water Board's Ag Rule Challenged by Farm Organizations

A group of farm organizations have filed petitions with the State Water Control Board (State Board) asking that the Central Coast Regional Water Quality Control Board's (Regional Board) recent adoption of the modified Irrigated Lands Order be overturned. The petitions argue the Regional Board didn't fully consider the ag alternative proposal and that it would have been more effective and reasonable than the finalized rule. The ag coalition believes parts of the rule will not improve water quality and unnecessarily hurt farmers and ag businesses. They are asking the State Board for a revised rule that will allow the utilization of third-party groups to conduct monitoring and other water-quality activities on behalf of farmers. Many ag groups were involved in the filing of petitions including the state Farm Bureau Federation and seven central coast county Farm Bureaus, Western Growers, Grower-Shipper Association of Central California, and Grower-Shipper Association of Santa Barbara and San Luis Obispo Counties.

The Commission will continue to monitor this situation and provide updates as necessary.

Public Relations and Online Programs Kick off Cinco de Mayo and California Avocado Season

Cinco de Mayo is one of the largest avocado consumption events of the year and conveniently takes place right when California avocado season is ramping up. This year, Americans are expected to consume 81 million pounds of avocados in their Cinco de Mayo meals—that's 162 million individual pieces of fruit. Naturally, Cinco de Mayo provides an excellent opportunity for the California Avocado Commission to promote the premium fruit with strategic media outreach and online campaigns.



To leverage the holiday, CAC is continuing its relationship with the Too Hot Tamales, Mary Sue Milliken and Susan Feniger. The Top Chef Masters and owners of the popular Latin cuisine restaurants Border Grill created two recipes that highlight the versatility of California avocados. Their [California Avocado Shrimp](#)



[Tostadas](#) and [Crunchy California Avocado Fritters](#) encourage Cinco de Mayo chefs to experiment with new and unique Latin dishes this year.

Both recipes were featured in CAC's Cinco de Mayo press release, which was distributed to national and regional print, broadcast and online outlets along with a [link](#) to a video of The Too Hot Tamales' recent visit to a California avocado grove to kick off the season. Pitching is in full swing to coordinate a national broadcast opportunity that will air a few days before Cinco de Mayo to inspire professional and amateur chefs alike to prepare their fiesta's dishes with California avocados.

The Too Hot Tamales' involvement with CAC is also leveraged online. To utilize the new recipes and CAC's relationship with the Too Hot Tamales, CAC launched a [Cinco de Mayo microsite](#) which promotes California avocados as a key ingredient for Cinco de Mayo celebrations. The site launched in mid-April and features entertainment tips with a variety of delicious Fresh California avocado recipes for the Cinco de Mayo holiday. In addition, California avocado fans on Facebook are given a chance to win a Visa® gift card by participating in a Cinco de Mayo Sweepstakes. As of 4/26/12 CAC has already received over 2,000 entries, quickly approaching the goal of getting 3.5 percent of CAC's Facebook fans at the time of launch to enter. Entrants are subscribed to the monthly consumer recipe email upon entering the sweepstakes and are required to provide useful feedback that will improve CAC social media efforts.

Stay tuned for updates on CAC Public Relations and Online programs throughout the season.



Baseball and California Avocado Season Kick-off At Meijer

California avocados teamed up with five Meijer Registered Dietitians for their baseball season kick-off event, "Cooking with the Athlete – Build a Better Nacho," on Saturday, April 7. Meijer, a retailer with over 190 stores in Michigan, Ohio, Illinois and Kentucky, kicked-off baseball season at the event, as well as California avocado season at their stores, which began selling California fruit earlier in the week.

More than 750 Meijer customers attended the events where they enjoyed some of the first California avocados of the season. Customers were also given a California avocado scooper and Summer Entertaining recipe brochure.

Earlier in the week Meijer Registered Dietitian Maribel Alchin taped a segment for her local ABC affiliate and the topic was "California avocados." The segment, which ran on Tuesday, April 17 on the WCID-15 television station in Champaign, IL, opened with the anchor saying, "Today we are talking about one of my absolute favorites! We're talking about avocados." Maribel promotes California avocados in the segment and includes nutrition messaging. She said, "Avocados are a nutritious fruit. They have healthy fat, vitamin E, folic acid, fiber. They are so full of nutrients and so easy to incorporate in your diet." She also explained how to choose an avocado. She engaged the assistance of the anchor to cut and shell the avocados using a CAC-provided California avocado scooper for the task. The anchor held up the scooper and called it "amazing" and proceeded to demonstrate how the "greatest little tool" made it so easy to prepare avocados.

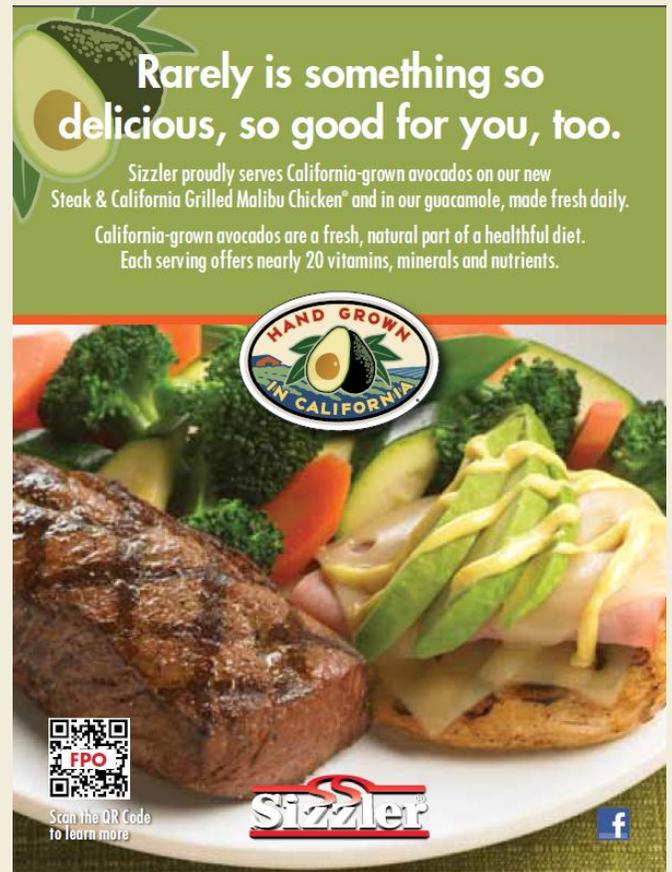
In addition to posting the tostada recipe that was demonstrated during the segment to the station's web page, Maribel included (and credited the recipes with a link to CaliforniaAvocado.com) two additional recipes on the web page: Pineapple Chipotle Mango Guacamole and Creamy California Avocado Mixed Greens with Shrimp. The ingredient list for all three recipes calls out California avocados. The recipes appear on the same page with the video. To watch the segment click this link: http://www.wicd15.com/newsroom/features/in_the_kitchen/videos/vid_202.shtml

Sizzler Promotes Fresh California Avocados

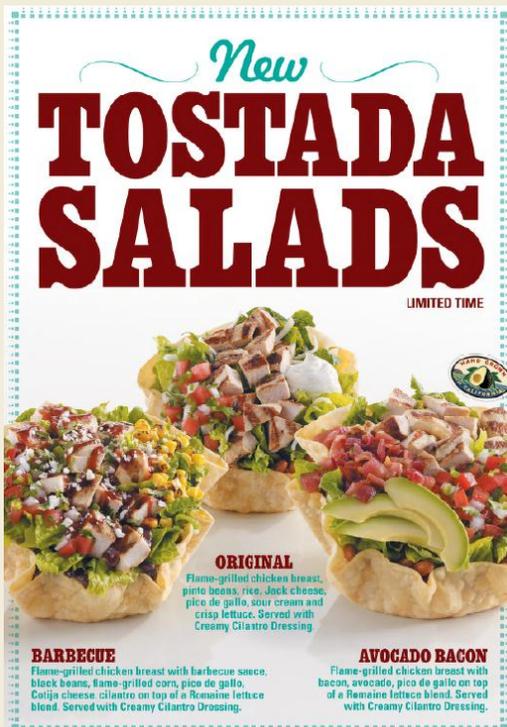
On April 30, 2012, Sizzler is launching an exciting new steak combo promotion featuring their grilled tri-tip sirloin paired with their new California Grilled Malibu Chicken – a twist on their original Malibu Chicken.

Sizzler has reinvented their menu, starting with a grilled chicken breast, then topping it with sliced ham, melted Swiss cheese, their signature Malibu sauce and slices of Fresh California avocado. The Steak and California Grilled Malibu Chicken promotion will run through June 24th in several markets. Arizona, California and New Mexico have been confirmed, with more to follow. Sizzler merchandising includes floor banners, counter cards and table tents, as well as broadcast support in five California markets.

The Sizzler marketing team demonstrates the freshness and quality of their ingredients in their materials, showing off Fresh California avocados to good advantage. In addition to California Grilled Malibu Chicken, Sizzler offers fresh guacamole daily on the salad bar and signage has also been produced to promote that it is made with Fresh California avocados. Enjoy Fresh California avocados in one of the over 100 Sizzlers located in California.



New California Avocado Bacon Tostada at El Pollo Loco



On April 14, 2012 El Pollo Loco begins a limited time only promotion that adds an *Avocado Bacon Tostada* to the menu. Customers will be treated to a crispy flour tortilla bowl filled with chopped Romaine, flame-grilled chicken breast, bacon, pico de gallo, and chunks of Fresh California avocado.

In this restaurant segment, taste and food quality are the differentiating factors that attract customers. The perceived value and premium appeal of Fresh California avocados resonates across the loyal El Pollo Loco consumer base. Fresh California avocados support El Pollo Loco's commitment to unprocessed, high-quality ingredients and pure and authentic flavors.

The Avocado Bacon Tostado is the second stage of introducing Fresh California avocado to the El Pollo Loco menu. Last year, sliced Fresh California avocado debuted in a burrito and El Pollo Loco offered customers the option to "add Fresh California avocado to any item." The promotion's success encouraged the chain

to replace processed guacamole made with freshly prepared guacamole as a premium side dish and in burritos.

El Pollo Loco, "The Crazy Chicken," is the flame-grilled chicken leader with almost 400 units in the West and Southwest.

HAB Researchers Present Preliminary Results to Experimental Biology

This week, researchers on behalf of the Hass Avocado Board (HAB) presented the preliminary insights from their studies revealing potential benefits of Hass avocado consumption on heart health, weight management, type 2 diabetes and healthy living during four scientific sessions. Experimental Biology, the most important nutrition science meeting in San Diego, CA with more than 14,000 researchers from industry, government, nonprofits, the private sector and academia in attendance. This year, HAB and some of the avocado-related science they are sponsoring will have a big presence at this event.

Once presented and published, HAB will develop new Hass avocado messages which, once approved by USDA, will be used by CAC and the other HAB associations.

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			
	Week Ending 4/22/2012	Season-to-Date (since 11/1/11)	Estimated % Complete* (Nov'11-Oct'12)
	Volume (in pounds)		
Hass	9,126,550	59,674,075	16%
Lamb	0	191	0%
Other (Greens)	110,339	1,976,599	40%
California Total	9,236,889	61,650,865	16%
Florida	1,430	13,877,055	25%
Chile	611,485	87,022,950	53%
Mexico	23,764,921	479,629,924	71%
Other (Imports)	130,000	22,420,000	22%
Import Total	24,506,406	589,072,874	44%
USA Total	33,744,725	664,600,794	48%

*based on current projections from associations

California Avocado Society				
4/23/2012				
Weekly Newslines* Avocado Prices				
	FOB price	Field price	Retail price	Last Year FOB
	(25# carton)	(per pound)	(per each)	(25# carton)
#2's	11.00-25.00	0.27-0.80		20.00-40.00
32's-36's	31.00-33.00	1.04-1.12		45.00-47.00
40's	33.00-34.00	1.12-1.16	5/5.49	47.00-48.00
48's	33.00-34.00	1.12-1.16	0.99-1.69	44.00-46.00
60's	31.00-32.00	1.04-1.08	2/3.00	43.00-44.00
70's	24.00-25.00	0.76-0.80	6/3.49-4/3.99	35.00-37.00
84's	19.00-21.00	0.64-0.73	2/0.99-4/2.99	26.00-28.00
Mexican Hass				
All Sizes	20.00-32.00	N/A	2/0.99-2/3	26.00-46.00
Chilean Hass				
All Sizes	20.00-30.00	N/A		26.00-46.00
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

In the Near Term – through May 7... Rains will occur on the 25th and 26th pretty much throughout the state with even some rains into the southern deserts. A dry and warmer episode will follow from April 28 to May 2. In southern California there may be sufficient offshore flow to dissipate a coastal eddy around the 28th to the 30th. Coastal eddy conditions will return on May 2 and 3. From May 3 to 7 a trough will develop again with a chance for showers in northern California.

In the Near-Term - Southern California Avocado Region through May 7... We will have rain on the 25th and 26th preceded by a deep marine layer, drizzle, and generally cool conditions. Much warmer days will occur from April 28 to May 2. This will be followed by a cloudy, drizzly cool period from May 3 to 6.

May 8 to 22... At this time the dominant climate feature is the large area of cold sea surface temperature to the west and northwest of California. The cold Sea Surface Temperature Anomaly (SSTA) is large – extending from southern California and Baja California to Hawaii.

The cold SSTA pattern will continue to diminish off the California coast but will persist between southern California and Hawaii through the middle of June. Thereafter, there will be a transition from the cold regime to a predominantly warm one. The probability of frosts will decrease by this period as the storm track retreats further north and airmasses from the Gulf of Alaska stay in the north.

May 8 to 22 ...Southern California Avocado Region... After a warm period from May 10 to 16, we will return to a normal May pattern with deep marine layers, morning drizzle, and cool conditions from May 17 to 25.

Seasonal Outlook/*El Niño* Update... May 25 to August 25... Support continues for a westerly storm track across the mid north Pacific from the Aleutians to Oregon- Washington with above normal rainfall in the Pacific Northwest into early June. Temperatures will return to near normal.

We continue the regime change in the short-term climate to an *El Niño* as we start the summer. The latest guidance from both Scripps and NOAA/CPC suggests that this will be a moderate *El Niño* over the summer and then persist through the following winter season. We have not seen an *El Niño* this strong or persistent since 1997-98. In addition the SSTAs off the Gulf of Alaska and coast of northern and central California will return to near, or possibly a little above, normal.

At the start of summer, warm SSTAs will be greatest to the south of Mexico. Last year the warm SSTAs were greatest in the Caribbean and contributed significantly to rains in the southern half of Mexico during last summer. This year, we can expect to see stronger than normal hurricanes off southern Mexico beginning in June – July. Hurricanes in August will be near southern Baja.

August will be an active month for tropical cyclones in the eastern north Pacific off the southern coast of Mexico. This helps to maintain a pattern of persistent or recurrent monsoonal southeastern flow with thunderstorms into the California mountain areas. This scenario may contribute an above normal risk of forest fires for the summer.

Southern California Avocado Region...May 25-Aug 25... We will make the transition to a warmer than normal pattern in response to the expected changes in the sea surface temperature anomaly pattern west of southern California. Although we do not expect an early start to the hurricane season off southern Baja, once started, the hurricane season will be an active one with hot conditions in July and August in the avocado regions of southern California.

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