

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/>

August CAC Meeting Schedule -

- Production Research Committee Meeting**– August 27, 2012, 9:00 a.m. at CAC, 12 Mauchly, Suite L, Irvine, CA
- Finance Committee Meeting**– August 29, 2012, 2:00 p.m. at CAC, 12 Mauchly, Suite L, Irvine, CA
- Executive Committee Meeting**– August 30, 2012, 8:00 a.m. at CAC, 12 Mauchly, Suite L, Irvine, CA
- CAC Board Meeting** – August 30, 2012, 9:00 a.m. at CAC, 12 Mauchly, Suite L, Irvine, CA

September CAC District Grower Meetings –

- Fallbrook - September 11, 2012, 9:00 – 11:00 a.m.
Pala Mesa Resort, 2001 Old Highway 395, Fallbrook, CA 92028
- Santa Paula – September 12, 2012, 1:00 – 3:00 p.m.
Santa Paula Community Center, 530 West Main Street, Santa Paula, CA 93060
- San Luis Obispo – September 13, 2012, 9:00 – 11:00 a.m.
UC Cooperative Extension, 2156 Sierra Way, San Luis Obispo, CA 93401

Update on Fusarium Dieback of California Avocado Trees

On August 12-14 the Hofshi Foundation sponsored a brainstorming meeting of scientists from around the world with expertise on bark and ambrosia beetles. The meeting had more than 60 attendees and included researchers from Israel, California, Florida, Sri Lanka, Thailand, Japan, Australia, India and other US States. There were also representatives from different government agencies such as the USDA and the Forest Service present. The meeting started with a field trip to LA arboretum and Huntington Library to see the symptoms of beetle attack on different kinds of trees including avocados. Over two days the current state of knowledge was presented and research needs were discussed. The final session was a public meeting held in Riverside where a summary of the scientific meeting was related to a public audience.

Some of the main points at the public meeting were: the beetle and disease it carries is widespread throughout LA county and a small part of Orange county. The eastern boundary of the infestation is currently the 57 Freeway, the northern boundary are the hills behind Glendora and Arcadia and to the west the hills behind Beverly Hills and West Hollywood. The beetle may be moving down the coast from Laguna Beach towards San Clemente. The most severe beetle attacks resulting in rapid tree death have been on Box Elder with Coastal Live Oak and English Oak also badly affected. Avocados are attacked and damaged but seem to enter a slower decline than some of the landscape trees. When trees die from an infestation there is a very strong temptation to use the tree as firewood and to transport the firewood long distances. This then rapidly spreads the beetle and disease, so researchers implore the public NOT to move firewood, but rather to chip or burn it in the same local area.

The research identified by those at the meeting was the same as in the projects approved by the Executive Committee on July 24 and gives confidence the research initiated by the Commission is correct. The same beetle and disease is present in Israel and trials have been conducted on insecticides and fungicides that may have potential for control. So far, no successful treatments have been identified. Learning about the beetle infestation is still in a very early stage so there is very little information about the impact on yields and the decline of avocado trees. Although not investigated for the Shot Hole Borer beetle many at the meeting thought that chipping and solarization of infested wood was a treatment that had a high potential as a disinfestation treatment. Chipping treatments are amongst the first treatments planned in the CAC sponsored research to be conducted by Professor Tim Paine at UC Riverside.

If you notice anything that may look like multiple small holes on branches or the trunk, even if there is no dieback, you can contact Dr Eskalen at (951) 827 3499 or by e-mail: eskalenlab@gmail.com or the CAC Office at (949) 341 1955. The website www.eskalenlab.ucr.edu has more information on the Polyphagous Shot Hole Borer beetle and Fusarium disease. For some of the latest information also visit www.avocadosource.com.

Funding Available to Farmers in the Temecula/Rancho California Service Area



Rancho California Water District (RCWD) agricultural customers are eligible to receive funding to improve irrigation water-use-efficiency through the new Agricultural Irrigation Efficiency Program (AIEP). An initial irrigation system evaluation is conducted (at no cost to growers) to identify inefficiencies. Growers are eligible for funding for implementation of a variety of best management practices including irrigation system upgrades which may also cover a significant portion of the equipment and labor costs required for their implementation. On average, 85% of the equipment and labor costs for projects already

funded through the new AIEP have been covered by the program. Examples of equipment funded through the program include (but are not limited to) sprinklers, pressure regulators, piping materials, water control valves and soil moisture sensing equipment. The funding is provided by the United States Department of Agriculture Natural Resources Conservation Service (NRCS) in partnership with the RCWD, Metropolitan Water District of Southern California and the California State Department of Water Resources. For basic information about the Program, contact Justin Haessly of RCWD at (951) 296-6942. To begin the application process, contact the San Jacinto NRCS Office at (951) 654-7139, or visit

their office at 950 Ramona Blvd, Suite 6, San Jacinto, or online at <http://www.ca.nrcs.usda.gov/programs>. The deadline to apply is Friday, November 2, 2012.

Chipotle Teams with CAC to Promote Fresh Guacamole and California Farmers

During Farmers Market Week (August 5-12, 2012) 250 Chipotle restaurants, a Mexican-Grill-themed chain that specializes in burritos and tacos, in California showcased Fresh California avocados and the growers who produce them. Chipotle spearheaded a fresh guacamole promotion to generate awareness for Chipotle's locally grown produce initiative and its efforts to support the farming community.

Additionally, stores statewide featured the California Avocado Commission (CAC) **Hand Grown in California** logo on Point-of-Purchase signage and Chipotle reached out to loyal customers on Facebook, emails (shown below) and text messaging as well as traditional media. [Read the official press release from Chipotle as reported in The Produce News.](#)



CHIPOTLE
MEXICAN GRILL

CHIPOTLE.COM ORDER NOW FIND A LOCATION [View this email online](#)

ORDER YOUR CHIPS WITH A SIDE OF GOOD.

Come into any California Chipotle during Farmer's Market Week, August 5-12, and we'll donate a buck to the Farmer Veteran Coalition for every side of guacamole you order (up to \$50,000 big ones).

While you're digging into a heap of freshly made guacamole goodness, the **Farmer Veteran Coalition** will be mobilizing veterans to feed America.

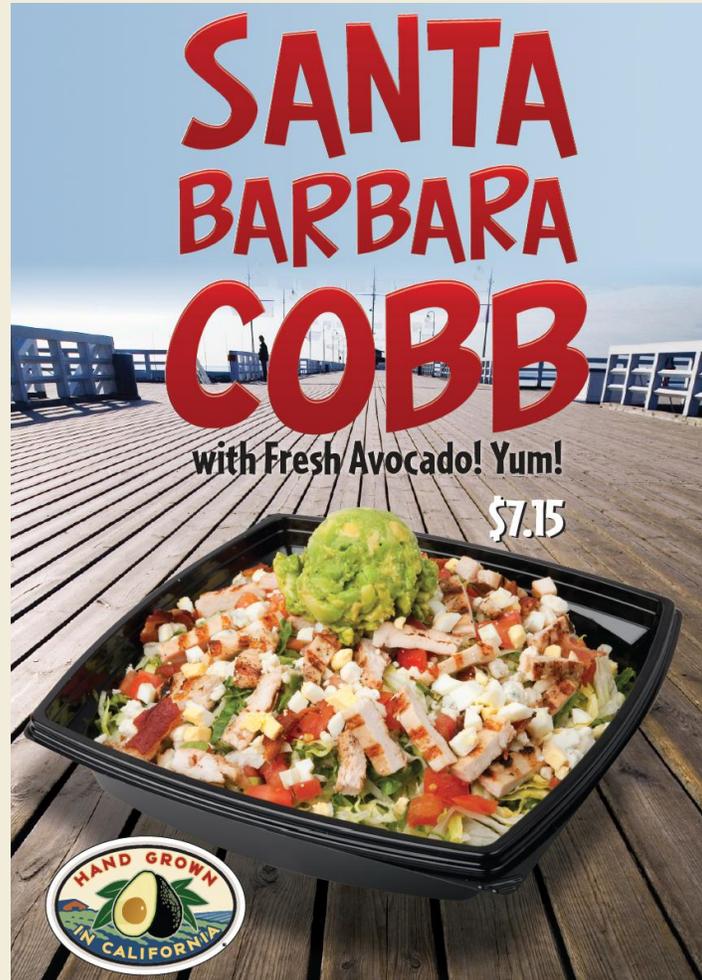
Just another way to show your love for guac and the California farmers who make it possible.

FARMER VETERAN COALITION + HAND GROWN IN CALIFORNIA

The Habit Burger Grill Celebrates Summer With Fresh California Avocados

Habit Burger Grill, a Southern California-based chain with 56 restaurants, believes "there is no substitution for quality," and quality is what makes their *Santa Barbara Cobb Salad* shine. A fresh and light addition to the menu, the salad features diced tomato, crispy bacon, chopped egg, crumbled Gorgonzola and warm freshly grilled chicken atop fresh greens. The finishing touch is a generous scoop of diced Fresh California avocado.

The *Santa Barbara Cobb* will be featured from August through Labor Day. The chain promotes the limited time offer in-store with a large full color photo poster branded with the California Avocado Commission's ***Hand Grown in California*** logo. The campaign also uses social media to build awareness and trial, which sent its popularity soaring.



CAC July Retail Activity

- **Albertsons-SuperValu Grove Tour:** The California Avocado Commission (CAC) participated in a California avocado packinghouse and grove tour at Henry Avocado with Albertsons-SuperValu produce personnel on July 13, 2012. The produce managers experienced firsthand the California avocado growth cycle and how it goes from tree through the packing operation
- **Fresh Produce & Floral Council Southern California Expo:** CAC co-sponsored the Keynote Breakfast at the 2012 Fresh Produce & Floral Council (FPFC) Expo on July 17, 2012. The one day event was held at the Disneyland Hotel and brought together produce industry personnel at every level including retailers, produce merchandisers, produce managers and suppliers to showcase products and educate in-store personnel. The Expo provides CAC's marketing staff the opportunity to interact with key customers and industry stakeholders. During the breakfast Connie Stukenberg, Retail Marketing Director for CAC, was awarded the Norman H. Bolstad Southern California Produce Achievement Award. Ms. Stukenberg's areas of responsibility for CAC include the Southern California and Arizona markets and Costco, and has represented CAC for nearly 13 years. Watch the presentation video as reported by The Packer: <http://www.youtube.com/watch?v=STn3CLxPJMM>



- **Fry's Sales & Display Contest:** CAC worked with Fry's Food Stores in Phoenix Arizona to set up a Sales & Display Contest during the 4th of July time period. California avocado Display Bins were sent to each store encouraging produce managers to use creativity and cross-merchandising in their displays. Display photos and impressive sales increases were reported from Fry's
- **Advertising Activity:** Retail feature advertising of California avocados was strong in July featuring the *Hand Grown in California* logo:



Bashas' (Arizona)



Stater Bros. (Southern California)



Sprouts (Southwest)

Social Media Fan Corner

With over 131,000 fans on Facebook, the California Avocado Commission is engaging more users online than ever before. Below are a few comments from fans who've sent CAC messages or comments in the last few weeks.



Jyl Johnson

@jylmom1F

California Avocados-hand grown by nearly 5,000 growers. Enjoy them spring-fall @CA_Avocados at #evoconf Recipes/more: bit.ly/p6zPzP

01:00 PM - 14 Jul 12 via TweetDeck



WinCo We love California Avocados! Home Cooking Memories, thank you as always for choosing WinCo, it's an honor working for you!

August 3 at 9:26am · Unlike · ↻ 2



Carol Commission

2 hours ago

► California Avocado

California Avocados are the best! I have them at least three/four times a week!



Linda

July 28

► California Avocado Commission

Wally World had Cally avos for a few wks OMG I was in heaven, now imports shame on them, I have to buy them ...I am so addicted, eat 1 + daily can't live w/o them.....wish I could grow them in Pennsylvania, I have a nice back yard LOL...Hopefully in 2013 we r vacationing in San Diego againCally u rock.....love the green jewels.....tx California for giving us something so spl.

♥ u



Winnona Commission

July 20

► California Avocado

I, hereby, propose that the avocado is deemed the official state fruit for California. Currently we are void of a state fruit. Washington has the apple, so it isn't just that the Western states didn't get any.



Chico's Pico Salsa ▶ California Avocado Commiss

July 3



2 Chicos n some Calif Avocados taking care of biz @ Sprouts/Carlsbad. Grab them both for July 4th!



Janet

July 2

▶ California Avocado Commiss



we grow the best there is.... buy only Grown In California.

Stay tuned for updates on CAC social media efforts, or join us on [Facebook](#) or [Twitter](#) now!

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 8/12/2012	Season-to-Date (since 11/1/11)	Estimated % Complete* (Nov'11-Oct'12)
	Volume (in pounds)		
Hass	17,447,150	301,239,625	78%
Lamb	345,281	2,162,012	14%
Other (Greens)	61,620	2,921,379	58%
California Total	17,854,051	306,323,016	79%
Florida	3,142,150	37,356,665	68%
Chile	0	90,745,968	55%
Mexico	15,299,816	678,125,895	101%
Other (Imports)	1,848,883	54,503,238	67%
Import Total	17,148,699	823,375,101	63%
USA Total	38,144,900	1,167,054,782	85%

*based on current projections from associations

California Avocado Society				
				8/13/2012
Weekly Newslines* Avocado Prices				
	FOB price (25# carton)	Field price (per pound)	Retail price (per each)	Last Year FOB (25# carton)
California Hass				
#2's	11.00-24.00	0.27-0.76		37.00-47.00
32's-36's	24.00-26.00	0.76-0.84		48.00-51.00
40's	26.00-27.00	0.84-0.88	5/4.99-1.39	51.00-53.00
48's	27.00-29.00	0.88-0.96	0.69-1.49	52.00-53.00
60's	27.00-29.00	0.88-0.96	0.99	52.00-53.00
70's	24.00-25.00	0.76-0.80	4/3.99	49.00-50.00
84's	17.00-19.00	0.55-0.65	2/0.99	42.00-43.00
Mexican Hass				
All Sizes	19.00-27.00	N/A	0.99	39.00-51.00
Chilean Hass				
All Sizes	N/A			
Peruvian Hass				
All Sizes	17.00-25.00	N/A	0.99	

*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...This past week, the main weather news was the persistently hot conditions in California and the heavy rains and flooding over many areas of south and southeast Mexico. Monsoonal thunderstorms have been active in western Mexico with flash floods occurring almost daily. Some heavy thunderstorms also reached into southern California. The latest forecast guidance from NOAA is showing a continued strengthening of *El Niño* to at least moderate intensity through this upcoming fall and winter, with the warm sea surface temperature anomaly (SSTA) extending across the ocean to 160E, well west of the Dateline in November to January.

In the Near Term - August 15-30 ... After a period of thunderstorms in most mountain areas of California from the 15th to 18th, we will return to dry SW-W flow aloft and below normal thunderstorm activity. An upper low moving through northern California may produce some thunderstorms on the 22nd, and there is a risk of dry thunderstorms around the 27th to 29th.

In the Near-Term - Southern California Avocado Region August 15-30... After the current hot spell, we expect to see a transition to a deeper marine layer and return of coastal eddy conditions. The sea surface to the west of southern California is still colder than normal; as the onshore flow and deep marine layer returns, we can expect a significantly cooler regime.

August 31 - Sep 14... The active tropical cyclone season will continue. During this period we can expect an above normal development of cutoff lows off Baja. The combination of warm sea surface temperatures and the development of tropical cyclones could modestly increase the risk of heavy rains from tropical cyclone remnants into southern California.

The latest CFS guidance from NOAA suggests the following in early to mid Sept: (a) the development of troughs to the west of Baja California. This would be the feature to provide transport of tropical moisture from west of southern Baja into California, and; (b) the alternation between hot conditions and showers/thunderstorms in central and northern California with a combination of above normal temperature and above normal rainfall. Note that not much rain is needed to bring us to above normal rainfall during this normally dry month.

Seasonal Outlook/*El Niño* Update... (Sept 15 – Dec 15) Changes in the sea surface temperature field to the west of California support troughing to the west of southern California and southwest flow developing into California from the ocean area west of Mexico. This is a little unusual. As we approach the end of the hurricane season, there is already a tendency for tropical cyclones to re-curve towards the north or northeast as they weaken. Occasionally, re-curving tropical cyclones will interact with troughs or fronts approaching southern California and will produce well-defined fronts with heavy rain. This is the more common mechanism by which tropical cyclone-associated rains reach California. The current trends in the sea surface temperature field suggest that such rain events are more likely early this fall. This is not to say that there is a high risk, but only that there is sufficient risk to mention it.

Southern California Avocado Region...(Sep 5 – Dec 15) *El Niño* will increase in the eastern tropical Pacific. The usual atmospheric response to *El Niño* -- robust southern storm track with above normal rainfall -- should be in place by December 15, but there is a chance that we will see some heavy rains in southern California during November 12 to 20 and again during November 29 to December 6. After December 15, the usual increase in rains may begin before the Christmas holiday.

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