

The GREENSHEET

CALIFORNIA AVOCADO INDUSTRY NEWS

Volume 28 | Issue 14 | August 7, 2012

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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/>

CAS/CAC/UCCE Grower Seminar: August Outdoor Seminar on Avocado Rootstocks – August 8, 2012, 10:00 a.m. at UC South Coast Field Station, 7601 Irvine Blvd., Irvine, CA

Beetle/Fungus Complex Public Meeting – August 14, 2012, 2:00 p.m. at Marriot Hotel, 3400 Market Street, Riverside, CA - Scientists from the US and other countries who work on ambrosia beetles and their symbiotic fungi will present some of the ideas discussed in the previous 2.5 day scientific meeting. Although there will be no registration fees parking is not included. Pre-registration is required since the venue has limited seating. Please contact Dr. Mary Lu Arpaia at mlarpaia@ucanr.edu to register. [Please see this flyer for more information.](#)

CAC Grievance Committee Meeting – August 15, 2012, 10:00 a.m. at CAC, 12 Mauchly, Suite L, Irvine, CA

CAC Board Meeting – August 30, 2012, Time TBD at CAC, 12 Mauchly, Suite L, Irvine, CA

September CAC District Grower Meetings –

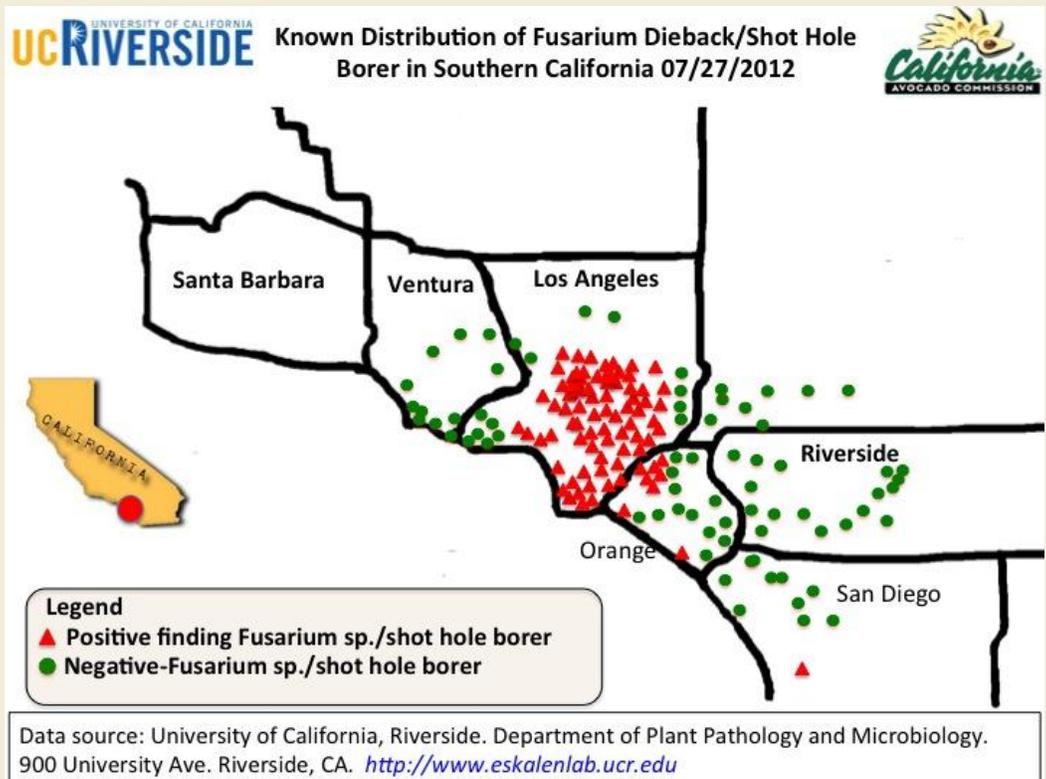
Fallbrook - September 11, 2012, 9:00 – 11:00 a.m.
Pala Mesa Resort, 2001 Old Highway 395, Fallbrook, CA 92028

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

Shot Hole Borer Update

Since April, Dr Akif Eskalen and associates have been surveying within LA, Orange, Ventura and San Diego counties for plants with Fusarium dieback symptoms. One of the purposes of this \$100,000 project is to define the area infested by the Shot Hole Borer and to determine what types of plants are attacked by the beetle. While the survey is not complete Dr Eskalen is starting to be able to find the borders of the infestation (see map to the right). In general, the eastern border appears to be on the 57 Freeway with everywhere west in LA County infested.



East of the 57 Freeway appears to be clear. South of the 57 Freeway is also infested, particularly areas in Fullerton, Anaheim and down to Laguna Beach. So far the Irvine area appears to be free of the beetle. The northern and western boundaries appear to be those of LA County. Although there is a suspected find in downtown San Diego, San Diego county appears to be clear as does Ventura county. The survey is continuing so as to have an up to date map of the extent of the infested areas. Once it is reasonably certain where the boundaries of the infestation lie it will be possible to monitor the spread of the beetle and infected plants.

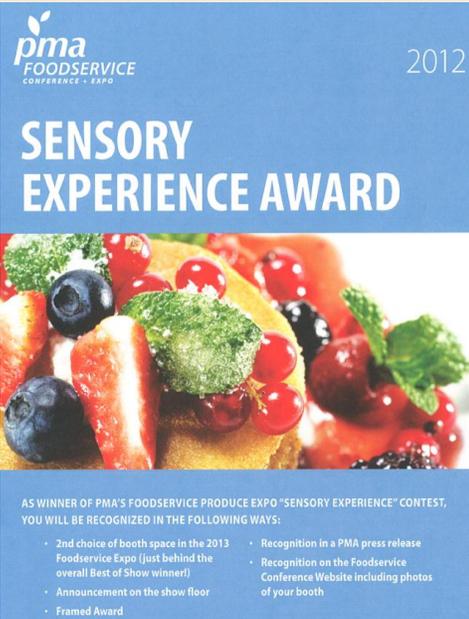
CAC EXECUTIVE COMMITTEE APPROVES EMERGENCY FUNDING FOR SHOT HOLE BORER PROJECTS

Under an urgent mandate from the CAC Board of Directors, CAC's Executive Committee (EC) met on July 24, 2012 to consider recommendations from the Production Research Committee (PRC) to fund additional research projects addressing Fusarium dieback and the Polyphagous shot hole borer. This research is proposed for the next CAC fiscal year and is additional to survey work currently being performed by Dr. Akif Eskalen and Professor Richard Stouthamer at UC Riverside. The PRC moved three proposals, received from University of California, Riverside researchers, forward to the EC for consideration. The proposals, covering areas such as identification and determination of the beetle; biology and control of the vector; and biology and pathogenicity studies, were discussed at length by the EC and received unanimous approval for funding. The projects range from 12 to 52 months in duration, however CAC staff will provide updates throughout the year as milestones are completed.

The EC also approved funding of lodging and meeting room costs for the upcoming August 12-14, 2012 beetle/complex meeting where researchers from around the world will meet to discuss dieback/shot hole borer issues and brainstorm solutions. Be sure to attend the [public meeting](#) on August 14 to hear some of the ideas that the researchers are discussing.

With these approvals, the California Avocado Commission has made it clear that proper identification and effective control methods of the beetle/dieback are of extreme importance to the California avocado industry and plan to provide growers with results of the research as it is made available.

CAC Takes Home Second PMA Sensory Experience Award at Foodservice Expo



Hot off of the heels of taking home a "Sensory Experience Best of Show" award at the [Produce Marketing Association \(PMA\) Retail-centric Fresh Summit show October of 2011](#), CAC was honored at the PMA Foodservice Expo in Monterey on July 20-22, 2012 to receive the Sensory Experience Best of Show award amongst Foodservice partners. The Sensory award celebrates exhibitors who share the same goal with PMA to increase produce consumption by 2020. Judging

criteria includes: appearance, aroma, taste, quality indicators, produce-centric and innovation.

As a winner CAC receives the second choice of booth spaces for the 2013 PMA Foodservice Expo (just behind the overall Best of Show winner), recognition on the show floor, in a PMA press release and on the PMA Foodservice website, including photos from the CAC booth and booth staff.

The winning dish was the [California Avocado Spicy Shrimp Lettuce Wraps](#) recipe, which were presented to the judges as shown above. Congratulations Foodservice team!



CAC Attends the Second Annual Evo Conference in Park City, Utah

On July 13, the California Avocado Commission (CAC) hosted an interactive workshop at the Evolution of Women in Social Media (Evo) Conference, an annual symposium where bloggers network and build their skills in the scenic mountain setting of Park City, Utah. CAC's attendance at events like Evo provides an additional way to reach bloggers with large followings – to tap into their networks and spread the word about California avocados when in season.

This year, CAC partnered with artisan chefs Mary Sue Milliken and Susan Feniger, the Too Hot Tamales, to host a workshop for the 50 conference attendees to give them an in-depth experience with the versatility and consistent reliability of California avocados.

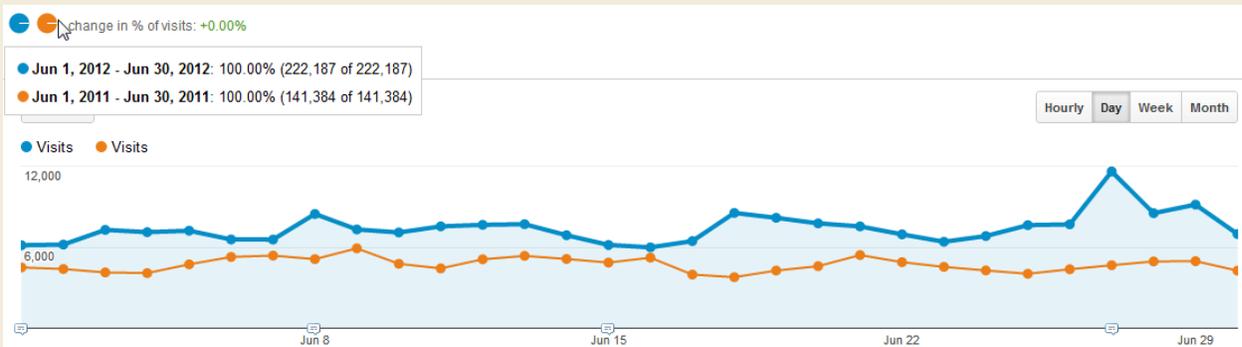


The workshop kicked off with the attendees participating in a California avocado/guacamole challenge, which was judged by Milliken and Feniger. The attendees were then treated to a multi-course avocado meal and cooking demonstration by the chefs – which was greeted with rave reviews!

The social media activity on Twitter and Facebook resulted in over 170,000 impressions and coverage from bloggers in attendance is beginning to roll in. For a peek at the blog coverage so far, check out blogs from attendees: [A Southern](#)

CaliforniaAvocado.com Shows Exciting Traffic Increases in June 2012

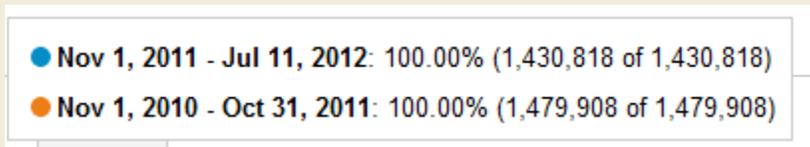
The California Avocado Commission's (CAC's) consumer website [CaliforniaAvocado.com](#) continues to see large increases in website visits (traffic) year over year, with traffic in the month of June 2012 exceeding June 2011 levels by over 57 percent – totaling over 222,000 visits to the site in June 2012 alone.



The above Google Analytics (a website monitoring tool) traffic report shows 2012 website traffic (blue) and 2011 traffic (orange) by day for the month of June

The last week of June 2012, when California avocado 4th of July promotions were at their peak, the CAC consumer website surpassed 2011 levels by over 35,000 visits – that breaks down to an average increase of over 5,000 visits per day.

Additionally, as of July 11, 2012, CaliforniaAvocado.com has received over 1.4 million visits since November 1, 2011 (2011-12 fiscal year) – quickly approaching total visit levels for the 2010-11 fiscal year:



[View more online and other marketing measurements on the updated Dashboard report](#)

Avocados Chosen by MSN as “Must-Try” Food for California

On MSN's recent list of “Must-Try Foods from the 50 States,” avocados were chosen as California's must-try food, demonstrating that avocados are an iconic symbol of California and that their popularity is growing nationally.



PROVIDED BY **COUNTRY LIVING**

California: Avocado

There's no shortage of fantastic produce in The Golden State. Roughly 25 varieties of avocados are now produced in California, making the state the leading producer. Rich in vitamins and loaded with "good" fats, avocado is often cut into chunks for salads and sandwiches or even used as a spread, like in the "B.L.A.T." (bacon, lettuce, avocado, and tomato).

Check out the article by clicking the link below:

<http://www.delish.com/recipes/cooking-recipes/all-american-food#slide-5>

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 7/29/2012	Season-to-Date (since 11/1/11)	Estimated % Complete* (Nov'11-Oct'12)
	Volume (in pounds)		
Hass	17,815,250	265,571,750	69%
Lamb	339,266	1,582,556	10%
Other (Greens)	29,637	2,804,834	56%
California Total	18,184,153	269,959,140	69%
Florida	2,865,115	31,171,035	57%
Chile	0	90,745,968	55%
Mexico	6,338,229	655,184,608	97%
Other (Imports)	3,016,660	50,016,421	61%
Import Total	9,354,889	795,946,997	61%
USA Total	30,404,157	1,097,077,172	80%
*based on current projections from associations			

California Avocado Society				8/6/2012
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	9.00-23.00	0.18-0.72		36.00-46.00
32's-36's	23.00-25.00	0.72-0.80		48.00-49.00
40's	25.00-27.00	0.80-0.88	5/4.99	49.00-51.00
48's	26.00-27.00	0.80-0.88	0.69-1.49	49.00-52.00
60's	27.00-28.00	0.84-0.92	0.99	51.00-53.00
70's	24.00-25.00	0.76-0.80	3/2.49-4/3.99	50.00-51.00
84's	17.00-18.00	0.55-0.60	4/1.99-0.69	41.00-42.00
Mexican Hass				
All Sizes	18.00-27.00	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... Monsoonal thunderstorms have increased over Arizona and are now starting to increase in southeastern California. We continue to see a lull in tropical cyclone activity. However, the monsoonal thunderstorms have been active in western Mexico with almost daily flash flood producing thunderstorms also occurring in southern California mountains and deserts.

El Niño has continued to develop this month. The latest *El Niño* forecast guidance from NOAA is showing a continued strengthening to at least moderate intensity through this upcoming fall and winter.

In the Near Term - August 1-15 ... We will be switching to a hotter scenario for the coastal and valley areas as high pressure and southeastern flow events increase in general. It is going to seem more like a real summer in all parts of California. Periods of strong upper high pressure will alternate with weak troughing. Thunderstorms appear most likely from the 4th to the 6th in the Sierra Nevada mountains. ON the 7th and 8th, flow aloft will continue to be light and variable under stationary upper high pressure in south-central and southern California. The period from the 10th to 15th will be dominated by strong upper high pressure over California. This should be the hottest part of the summer yet to occur in all of California with intermittent or shallow marine layer prevailing. We expect above normal temperatures and drier than normal conditions in most areas of northern and central California. We expect above normal temperatures over inland valleys, mountains, the San Joaquin/ Sacramento Valleys, Delta, and the warmer coastal foothill areas.

In the Near-Term - Southern California Avocado Region August 1-15... Temperatures will be warmer than normal with more thunderstorms moving west by northwest off the mountains and towards the coast. Shallower marine inversion will occur with an earlier burn-off of coastal low clouds and fog.

August 16-31... The active tropical cyclone season will re-establish during the second half of August.

Due to expected troughing to the west of Baja California, we (and NOAA) are showing a higher than normal risk of tropical cyclone remnants being brought into southern California possibly beginning in late August.

Latest CFS guidance from NOAA suggests the following in late August and September: (a) Redevelopment of a stronger than normal storm track into the Pacific Northwest approaching northern California by the end of August, and (b) the development of troughing to the west of Baja California. This feature would provide transport of tropical moisture into California.

August 16-31 ...Southern California Avocado Region... We expect warm or hot conditions to occur more frequently in the last two weeks of August and also a higher probability of above normal rainfall, especially during the last week of August.

Seasonal Outlook/*El Niño* Update... (Sept 1 – Dec 1) Following the latest NOAA/CPC guidance for September and October, it appears that we will start to see above normal rainfall in southern California presumably from tropical cyclone remnants. Northern California should see an early resumption of fronts and troughs causing above normal rainfall for October and November.

El Niño will increase in the eastern tropical Pacific. A moderate (Type II) *El Niño* appears ready to be in place by November 1. A moderate to possibly strong *El Niño* appears ready to develop in December and will be in place by January 1. At some point in the development of this winter's pattern, we expect the focus of storms to shift from northern California to southern California around the middle of December.

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