

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/>

California Avocado Pilot APH Crop Insurance Program Listening Sessions

- **Tuesday, January 15, San Diego County:** 9:00-11:00 a.m. Avocado growers, 2:00- 4:00 p.m. Insurance company staff, agents, adjusters, extension staff, lenders, etc. *San Diego Farm Bureau, 1670 E. Valley Parkway, San Diego, CA 92027, Phone: 760-745-3023*
- **Wednesday, January 16, Ventura County:** 9:00-11:00 a.m. Avocado growers, 2:00- 4:00 p.m. Insurance company staff, agents, adjusters, extension staff, lenders, etc. *UC Cooperative Extension, California Conference Room, 669 County Square Drive, #100, Ventura, CA 93003, Phone: 805-645-1451*
- **Thursday, January 17, Fresno County:** 9:00-11:30 a.m. Insurance company staff, agents, and adjusters. *Fresno County Farm Bureau, 1274 W. Hedges Ave., Fresno, CA 93728, Phone: 559-237-0263*

January 25, 2013 - Hass Avocado Board meeting, time TBD
 230 Commerce, Suite 190, Irvine, CA 92602

January 31, 2013 - CAC Board Meeting, time TBD
 CAC Office, 12 Mauchly, Suite L, Irvine, CA 92618

Great Turnout at CAC-GAP Workshops

Over 300 growers participated in the CAC-GAP workshops last week (December 4, 5 & 6, 2012) exceeding expectations and creating standing room only situations. "Not only did we have a tremendous turnout at each of the workshops, but

we definitely had a high level of interest from growers as demonstrated by their questions,” said Ken Melban, Commission Director Issues Management. The workshops, which detailed growing consumer and retailer demands for GAP certified fruit in addition to pending food safety regulations under the Food Safety Modernization Act, were the second series of GAP workshop hosted by the Commission in 2012. During the presentations information was provided on the importance of following proper worker health and hygiene practices along with identification of key areas where pathogen contamination may occur.



Attendees learned that in the first year of the CAC-GAP program 12,000 California avocado acres were certified by USDA representing more than 20% of the total statewide acreage. “We’re very pleased with the number of growers who went through GAP certification in the first year,” said Tom Bellamore, Commission President. “But we’re not stopping there, we are going to continue to provide support to growers who are interested in becoming GAP certified,” he said. In addition to the workshops and GAP materials, for the second year the Commission Board has allocated funds for a GAP Incentive Rebate. The rebate provides a reimbursement to growers of up to \$300 for actual audit costs. In the first year of the program more than \$55,000 was rebated back to growers who became GAP certified.

The CAC-GAP manual and other tools along with information on the GAP Incentive Rebate may be found [here](#). If you would like to receive a copy of the GAP manual or have questions please send an email to cac.iaf@avocado.org, or talk with your handler field representative.

Growers Needed for UCR Water Science and Policy Center Water Use Efficiency Survey

by Julie Escalera, UCR Graduate Student

Droughts in recent years throughout California have led avocado growers to make difficult decisions, facing much lower availability and quality of fresh water resources. When growers are faced with scarce and/or low quality irrigation water, short-term objectives during drought episodes are to minimize long-term damage to trees rather than maximize current profits. As a result, we hope to estimate the extent to which such management strategies affect avocado growers’ profitability. Understanding the economic, physical, human capital and climate determinants that affect adoption of water technologies and management practices may allow growers and the avocado industry to implement more targeted, successful and cost-effective water conservation practices.

Objective of Survey

This survey will be given to avocado growers throughout California in an effort to collect data that will allow an understanding of decision making under drought, limited access to water or low quality water. The results of the analysis will be shared with California avocado growers in public meetings, and by distributing a final report that will provide insight into the following research questions:

- Evaluation of effective water management approaches for avocado production;
- Identification of effective water technologies in support of sustainable management of avocado orchards; and
- Estimation of cost effective practices to withstand drought and water quality deterioration.

If you are a grower or manager and would like to help with this study by taking the survey, please contact Julie Escalera via email: jesca003@ucr.edu (zero zero three) with your contact information and titled “Water Use Survey”. All information is confidential and only for use by the Water Science and Policy Center. The study is funded by the Giannini Foundation of Agricultural Economics and administered by the Water Science and Policy Center of UCR.

California Avocado Pilot APH Crop Insurance Program Listening Sessions for Avocado Growers

USDA’s Risk Management Agency (RMA) has contracted with Agralytica of Alexandria, Virginia to evaluate the current pilot insurance program for California avocados. The purpose of the evaluation is to determine whether the pilot program should be converted into a permanent program and expanded to other areas, modified and continued as a pilot, or terminated.

Agralytica staff will be holding separate listening sessions for (a) avocado growers and (b) insurance company staff, agents, adjusters, lenders, and other interested parties in California. The aim is to get feedback on how the pilot program has worked the last three years and how it can be improved. In addition, anyone can call or e-mail Agralytica at the address provided below if they wish to comment on the program.

The input of growers and insurance company staff, agents, adjusters and other interested parties is vital as we review the results of this pilot program and make recommendations for its future. Details on the listening sessions are as follows:

Tuesday, January 15, San Diego County: 9:00-11:00 a.m. Avocado growers, 2:00- 4:00 p.m. Insurance company staff, agents, adjusters, extension staff, lenders, etc. *San Diego Farm Bureau, 1670 E. Valley Parkway, San Diego, CA 92027, Phone: 760-745-3023*

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If anyone desires an individual meeting, Agralytica staff will be available at both of the above locations. To arrange a time, contact Tom Earley by cell at 703-981-6004 or by email: tearley@agralytica.com. Alternatively, anyone can submit phone or e-mailed comments to Tom Earley or to Nick Young (cell: 703-981-6002; email: nyoung@agralytica.com).

Retailer Survey Helps CAC Focus Marketing Efforts

The second California Avocado Commission (CAC) *Retailer Perspectives* online survey was conducted by Fusion Marketing in 2012, and received a 40 percent response rate. Survey respondents did not have to identify themselves, but from those who did CAC identified that the respondents represent at least 23 percent of avocado volume sold in the United States.

The survey is designed to get retailer perception of California avocado quality and their feedback on the effectiveness of CAC’s merchandising and marketing programs. This research assists CAC in creating and implementing retail support programs.

Data Facts from the Retailer Survey

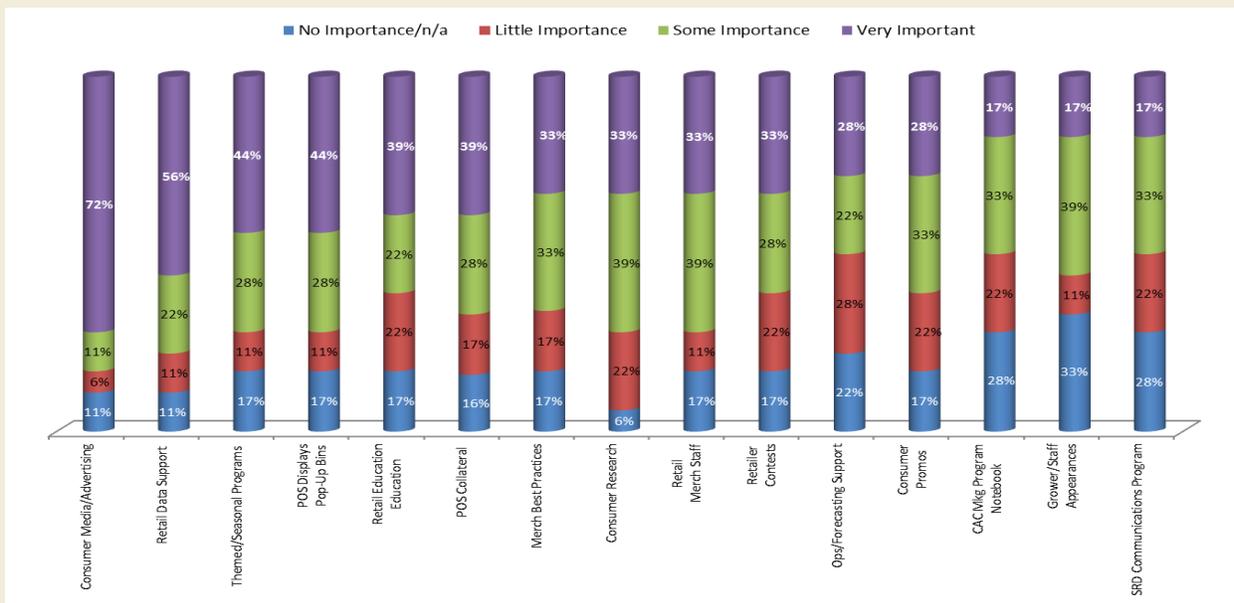
Eighty four percent of survey respondents carry California avocados when they are available. More than 88 percent of those who carry them say that “Quality” is the number one reason they carry California avocados. “Support” and “Loyalty”

were listed by 63 percent of the retailers responding to the survey, a strong indication that retailers perceive added value in California avocados.

Question: Why do you carry California avocados when they are in season?

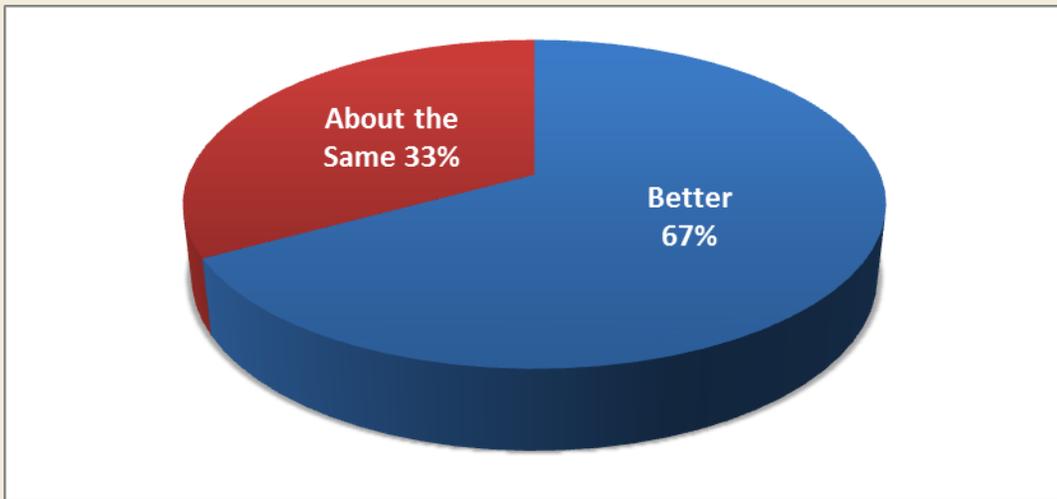
- **88% - Quality:** California avocados are consistently higher quality than imported avocados
- **63% - Support:** California Avocado Commission marketing support
- **63% - Loyalty:** Prefer California avocados
- **50% - Local:** Buying locally-sourced produce is a strategic initiative
- **44% - Freshness:** California avocados are consistently fresher than imported avocados
- **38% - Shopper Preference:** My shoppers prefer California or USA produce
- **13% - Shrink:** Lower shrink issues with California avocados
- **13% - Other**

Consumer media/advertising was rated as the most important CAC program/resource by the retailers. Of those who responded, 83 percent rate it as somewhat to very important, with 72 percent (a 12 percent increase over last year) rating it very important. Retail data support, retail merchandising staff support, themed/seasonal programs and POS displays/pop-up bins all received “some importance” to “very important” ratings (72 to 78 percent range) and all showed improvement over the prior year.



[Click here to see the graph full size](#)

When asked to compare CAC’s programs/resources to other (non-California) avocado associations, two-thirds of the respondents said that CAC was better in all categories including service, leadership, knowledge and business focus. Retailers rated “Services” as CAC’s primary strength. CAC’s commitment to providing marketing support programs and services to retailers the create demand for and sales of California avocados reinforces its marketing leadership position.



Retailers were asked if their customers specifically request California avocados with 28 percent indicating they did. Another 28 percent could not recall and 44 percent said they were not specifically requested. It should be noted that survey respondents are management, procurement and merchandising personnel and not store level personnel. CAC’s consumer advertising and other marketing activities encourage consumers to “Insist on California Avocados.

Retailers also were asked: *Did you promote your avocado category for the 4th of July? If yes, did you promote California avocados for the 4th of July?* More than 80 percent promoted avocados for the 4th of July, and two-thirds said they promoted California avocados. With the integrated media and promotional support CAC provided in 2012, the groundwork was laid supporting a strategic foothold for California avocados during this key promotional period. Ninety-two percent of retailers surveyed said they would promote the 4th of July in 2013. Other American holidays ranked favorably for avocado category promotion as well, including Labor Day at 94 percent and Memorial Day at 81 percent, underscoring the importance of CAC’s “American Summer Holidays” marketing programs in 2012 and beyond.

CAC Foodservice Builds Editor Relations at 2012 IFEC Conference and Cements 2013 PR Plans

The California Avocado Commission (CAC) participated in the International Foodservice Editorial Conference (IFEC) in Nashville, TN, November 6-8, 2012, with a goal of broadening awareness of fresh California avocados among key trade publication editors and industry colleagues.

Highlights of the three-day conference were one-on-one meetings with editors to encourage them to publish feature and editorial articles about fresh California avocados. CAC met with the editors of *Flavor & the Menu*, *Food Management*, *FoodService Director*, *Restaurant Business/Recipedia*, *Restaurant Hospitality*, *QSR*, *FSR*, *School Nutrition*, *CAFÉ/Gold Medal Classroom* and *Plate*, providing them with ideas and story angles. The Commission also co-hosted a progressive dinner for 11 editors at two M Street Group restaurants. At Virago, the guests enjoyed appetizers topped with fresh California avocado. A note from Kay Orde, editor of the *National Culinary Review*, expresses the event’s success: “It was the best of times! Thank you all for including me in such a great evening.”

The opening Chef Showcase provided a hands-on demonstration of California avocado quality and versatility, with Chef Chris Cunningham of Nashville’s Sunset Grill serving up samples of *Atlantic Ahi Tuna & California Avocado Tartar* (served on edible spoons) with *House Made Hot Sauce and Tennessee-grown Cherry Tomatoes Stuffed with California Avocado Mousse and Paddlefish Caviar* to 180 conference attendees.

CAC’s work with these influential editors to secure feature and editorial placements helps California Avocado growers because the press coverage promotes the benefits of fresh California avocados. Similarly, innovative menu applications that are included in these publications encourage avocado usage in restaurants.

Below: Chef Chris Cunningham's two appetizers and Virago's Tuna Sushi topped with Fresh California Avocado slices.



Building Retailer Relations in the Northeast:

The New York Produce Show and Conference

The third annual New York Produce Show and Conference was held December 4 through December 6, 2012 at Pier 94 in New York City. Sponsored by *Produce Business Magazine* and the Eastern Produce Council, the show had nearly 400 exhibitors and several thousand industry attendees. Jan DeLyser, CAC vice president of marketing and Cece Krumrine, retail marketing director in the Northeast territory, represented the California Avocado Commission (CAC) to meet with key retailers in the region.

Retailers from the tri-state area of New York, New Jersey and Connecticut, as well as retailers from Western, Midwest and Southern regions were represented. CAC met with retailers from A&P, Ahold, Big Y, Bozzutos, D'Agostinos, Delhaize, Foodtown, Gelson's, Key Foods, King Kullen, Kings, Krasdale, Roche Bros., Wakefern and others.



CAC Retail Marketing Director Cece Krumrine with Paul Kneeland, VP Produce, Floral of Kings and CAC VP Jan DeLyser



Jan DeLyser with Brian Gadwah, Delhaize Corp.

Several other events held during the Conference provided additional networking opportunities. These included an evening reception, the Global Trade Symposium, the Keynote Breakfast meeting featuring a retail panel discussion, the Foodservice Forum, workshops and chef demos. There were also tours of retail supermarkets, wholesale markets and a visit to an urban rooftop farming facility. Next year's show will be December 10 - 12, 2013 at New York's Pier 94.

While in New York City, Krumrine and DeLyser visited the Hunts Point Produce Market and visited with California Avocado wholesalers. Hunts Point is hailed as the world's largest wholesale produce market. They also visited a Fairway Markets store. Fairway Markets is a unique supermarket chain with 11 units in the Metro New York/New Jersey area.



Photo Captions left to right:

Jan DeLyser, CAC with Matthew D'Arrigo, D'Arrigo Bros Co., and Ron Cohen, Vision Import Group, LLC
 CAC's Cece Krumrine at avocado display, Fairway Markets (74th and Broadway NYC)
 Signage over avocado display at Fairway Markets

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 (pounds)			
	Week Ending 12/9/2012	Season-to-Date (since 11/1/12)	2012 Year to Date
Hass	0	1,261,905	448,558,544
Lamb	0	0	10,228,071
Other (Greens)	11,988	13,986	3,508,493
California Total	11,988	1,275,891	462,295,108
Florida	962,280	7,377,480	62,440,955
Chile	1,561,736	12,473,038	88,054,984
Mexico	27,067,866	149,375,764	885,253,245
Other (Imports)	910,000	5,560,000	59,578,134
Import Total	29,539,602	167,408,802	1,032,886,363
USA Total	30,513,870	176,062,173	1,557,622,426
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				12/10/2012
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				
32's-36's				
40's		Insufficient		
48's		Volume		
60's		to		
70's		Quote		
84's				
Mexican Hass				
All Sizes	14.00-19.00	N/A	3/0.99-1.49	14.00-31.00
Chilean Hass				
All Sizes	14.00-24.00	N/A	4/2.00-1.49	15.00-32.00
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

Synopsis... As we move through the first half of December, we see the Pacific-North-American (PNA) pattern has become dominant in forcing our weather while *El Niño* has taken a secondary role. As we have seen in the past, either can force a southern storm track. The PNA is noteworthy because its influence tends to cover a wide area of California that will include both north and south portions. This past week we saw a dry break but with some freezes and frosts developing in the valleys of southern California.

In the Near Term - December 12 to 26... Following the dry break from the 4th to the 10th, the next rain will be from the 12th and 13th over most of California. The next rainy period appears to be the 19th and 20th in southern California. A sunny break will follow from the 21st to 24th. A fairly hard-hitting storm with strong winds and subtropical moisture now appears likely to push into northern and central California from the 23rd to 25th. Snow levels with these storms will return to higher elevations as we said in November. This system may become another one of those 'atmospheric river' events affecting the coast between Big Sur and Cape Mendocino, including Santa Cruz County. This is a significant shift away from the cold scenario we were seeing earlier for this period. Numerical guidance is having some difficulty getting a consistent result for this holiday period. This scenario, which contains a stronger storm track across central California, is in better agreement with the current phase of the Pacific-North-American Oscillation (PNA).

December 26 to January 14... Southern California Avocado Region... We are seeing less indication of freezes around the holiday than shown previously by numerical guidance. Instead, rains or mild SW flow conditions are indicated during the 26-27th and onward to New Years. Beginning around New Years, and continuing for about 2 weeks, we look for a dry period before the rains restart. This would be the period with the greatest chance for frosts and freezes. The current forcing from sea surface temperatures across the east Pacific favors a well-developed storm track oriented generally west to east. This discourages cold outbreaks from the Gulf of Alaska on the 12th to 14th, and freeze events should be mostly minor and of short duration.

Seasonal Outlook/*El Niño* Update... (January 15 to March 15) While the current *El Niño* may not be quite as strong as originally indicated by us earlier this fall, it is still present. It appears more likely to exert a smaller influence than the Pacific North-American (PNA) pattern that will maintain an active storm track through central California with some periods of an active storm track in southern California. After January 15th, the most active periods for rain in January would be from the 20th to 30th as per the current MJO cycle which appears to be settling into a fairly consistent 30-32 day period. There is plenty of support for February to be wetter than normal. Be prepared for the rains to focus primarily later in the season for southern California with January through March being wet.

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