

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/>

December 4th - CAC-GAP Workshop, Fallbrook, 9:00 to 10:30 a.m.

Pala Mesa Resort, 2001 Old Highway 395, Fallbrook, CA 92028

December 5th - CAC-GAP Workshop, Santa Paula, 1:00 to 2:30 p.m.

Santa Paula Community Center, 530 West Main Street, Santa Paula, CA 93060

December 6th - CAC-GAP Workshop, San Luis Obispo, 9:00 to 10:30 a.m.

Cooperative Extension, 2156 Sierra Way, San Luis Obispo, CA 93401

CAC-GAP Workshops THIS WEEK

Please join us **THIS WEEK** (December 4-6, 2012) for one of the Commission's Good Agricultural Practices (GAP) workshops and an introduction to the CAC-GAP program. **Workshops are free and open to all growers, grove managers, and their employees.** Certificates of participation and simultaneous Spanish translation will be provided.

The following items will be discussed:

- Background on Food Safety incidents in the US and the impact of the Food Safety Modernization Act (FSMA) on California avocado growers;
- Report on retailer and consumer pressures for GAP certified produce;
- Explanation of CAC's role in assisting CA avocado growers who choose to become GAP certified including the GAP Incentive Rebate;
- Update on CA avocado acres GAP certified in the first year under the CAC program;
- Description of the USDA audit process;

- Overview of the CAC-GAP Manual and related materials;
- Identification of key areas to watch in the GAP certification process;
- Questions and answers

All farmers, grove managers and their employees are encouraged to attend these free workshops and learn what the CAC-GAP program is all about. *(Attendance does not necessarily indicate a commitment to becoming GAP certified)*

Dates, Times, and Locations:

Fallbrook: Tuesday, December 4th, 9:00 to 10:30 am
Pala Mesa Resort, 2001 Old Highway 395, Fallbrook, CA 92028

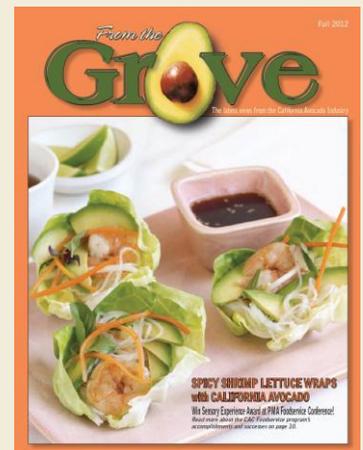
Santa Paula: Wednesday, December 5th, 1:00 to 2:30 pm
Santa Paula Community Center, 530 West Main Street, Santa Paula, CA 93060

San Luis Obispo: Thursday, December 6th, 9:00 to 10:30 am
Cooperative Extension, 2156 Sierra Way, San Luis Obispo, CA 93401

From The Grove is Looking for Innovative and Unique Growers for 2013!

During our Grower Listening sessions held in September we heard from many throughout the industry that CAC's industry magazine, *From the Grove*, is a huge hit! Specifically, quite a few of you really enjoy reading the grower profile section and hearing about how your fellow California avocado growers came into the industry and what they are doing on their groves.

We at CAC agree this section of the magazine provides growers with a valuable opportunity to share information amongst industry members and are now looking for innovative and unique growers to be interviewed for the upcoming 2013 issues of the magazine. If you are interested in sharing your story and a few cultural management tips that are working for your grove, we'd love to hear from you! Please contact April Aymami at (949) 341-1955 or aaymami@avocado.org.



Online Success Continues to Grow

The 2012 season was another banner year for engagement with the California Avocado Commission's (CAC's) digital audience. This year the CAC website achieved an increase in visits of more than 42 percent at 2.1 million compared with nearly 1.5 million last year. The increase is largely due to upticks in display advertising visits (online banner and search engine ads), surges in referral traffic from email, Facebook and CAC's new social media network [Pinterest](#).



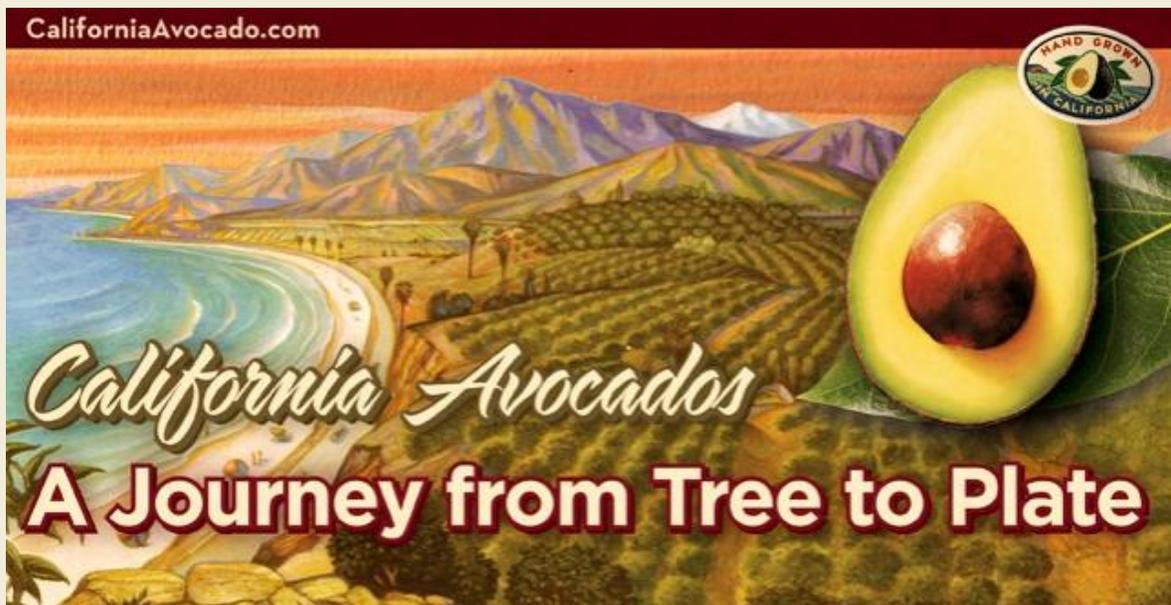
[CAC's new Pinterest page](#) shown above

CAC kicked off the season with a week-long celebration that included three live Facebook® chats with California avocado grower Jerome Stehly, Artisan Chef Trey Foshee of George's at the Cove (San Diego) and Emily Schiller, a GolinHarris registered dietitian who works on CAC's nutrition communications program. Each day, for three days, consumers were able to ask questions, interact and engage with one of these experts.

In-season programs including a Cinco de Mayo sweepstakes, the second annual Avo Babies® photo contest and 4th of July recipe contest helped CAC to meet its social media goals, including reaching 148,000 fans (28,000 people higher than the 2012 goal) and driving 5.97 million impressions on Facebook. Of these fans on Facebook alone, more than 1,100 of them visit CaliforniaAvocado.com each month on average (3,045 visits in October) – contributing to record-breaking levels of consumer website traffic in 2011-12.

Social media is growing in importance in the Commission's marketing program because it provides an opportunity to engage with consumers where they are looking for information, and it empowers fans to extend CAC's marketing message. The most credible source of marketing is personal endorsement by someone you trust, and in CAC's social media programs fans carry the torch and proclaim their love of California avocados.

This year, CAC expanded its social media program in a new community by developing a [robust presence on Pinterest](#). Pinterest is a visual social media site where fans "bookmark" delicious recipes and other items of interest to virtual bulletin boards. Social media fans who visit CaliforniaAvocado.com from Pinterest are highly engaged and spend an average of four minutes a visit exploring the site versus two minutes for the average non-Pinterest website visitor. CAC identified Pinterest as an opportunity in early 2012 and it has proven its value in just a few short months – quickly becoming one of the top 10 sites referring traffic to CaliforniaAvocado.com!



The header section of [CAC's new Tree to Plate Infographic](#) shown above

As the season wound down, CAC told the California Avocado "From Table to Plate" story online with an [infographic](#), a graphical depiction of a story presenting facts and figures in an easy-to-read way. The infographic was featured on the website and also as a large display banner at the Chipotle Cultivate Festival in Denver, CO., in October and has been favorably received.

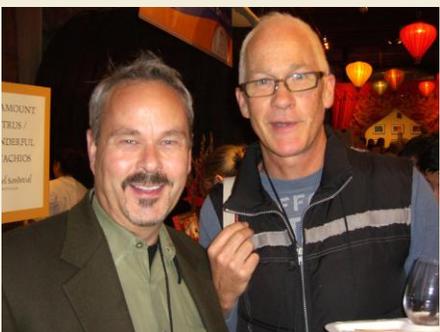
Culinary Institute of America's Arc of Flavor Event Delivers Menu and Promotion Opportunities for Foodservice

The Culinary Institute of America's (CIA) annual Worlds of Flavor event attracts top tier food professionals involved in menu development and marketing for both consumer and foodservice purveyors, suppliers, end-users and press.

The event provides CAC the opportunity to connect on a culinary level with key personnel from chain restaurants, independent restaurants and contract foodservice. As the event focuses on flavor, it offers an excellent venue to discuss the flavor and versatility of fresh California avocados with a variety of current, new and potential customers and to grow fresh California avocado usage on menus.



California Pizza Kitchen's Paul Pszybylski, Sr. Director Culinary Development and Brian Sullivan, Senior Vice President Menu Development, at the CIA Worlds of Flavor event.



California avocado customers from Stanford University Michael Gratz, Executive Director (I.) and Andrew Mayne, Associate Director of Culinary Arts

Additionally, more than 700 food industry professionals explored the theme *Arc of Flavor: Re-imagining Culinary Exchange from the Mediterranean and Middle East to Asia* this year. The CIA offered a variety of presentations and recipe demonstrations that followed flavors as they move from culture to culture and are adapted by other cuisines. Six tasting events allowed attendees to experience flavor evolution translated to the plate. Two recipes using fresh avocado illustrated the theme: *Roasted Beet with Avocado Cream* and *Avocado, Shrimp, Potato, and Salsa Tower*.



The CAC team connected with seven new chain menu opportunities and targeted nine current relationships for follow up contacts that could develop into programs in 2012-13.

California Avocado Commission Attends Largest Nutrition Convention

As part of its nutrition communications program, a representative from the California Avocado Commission (CAC) attended the world's largest annual meeting of food and nutrition professionals at the Academy of Nutrition & Dietetics Food Nutrition Conference & Expo (FNCE) in Philadelphia, PA.

More than 10,000 registered dietitians, nutrition science researchers, policy makers, healthcare providers and industry leaders came together from October 7 -9, 2012, to attend research and educational presentations, lectures, debates and panel discussions, as well as participate in networking events. The FNCE exhibition hall was host to more than 300 exhibitors showcasing food products, nutrition education materials and culinary demonstrations including a live demo from Food Network star Paula Deen.

Participation in the program provides CAC the opportunity to build relationships with important nutrition influences, attend educational sessions, observe exhibitor activities and network with influential registered dietitians, including those who have served as third-party spokespeople for California avocados such as Janice Newell Bissex, MS, RD and Liz Weiss, MS, RD (also known as the Meal Makeover Moms), Michelle Dudash, RD and Pat Baird, MA, RD, FADA. Also, a new nutrition brochure, "Get the Scoop on California Avocados" was distributed.

Next year, FNCE will be in Houston, TX from October 19-22, 2013.

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 11/25/2012	Season-to-Date (since 11/1/12)	2012 Year to Date
Hass	0	1,261,904	415,169,929
Lamb	0	0	9,630,150
Other (Greens)	0	1,998	2,199,498
California Total	0	1,263,902	426,999,577
Florida	1,008,315	5,247,880	60,311,355
Chile	2,622,001	9,205,371	84,787,317
Mexico	19,689,801	97,366,040	833,243,521
Other (Imports)	1,070,000	3,190,000	57,528,134
Import Total	23,381,802	109,761,411	975,558,972
USA Total	24,390,117	116,273,193	1,462,869,904
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				11/26/2012
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	11.00-18.00	0.27-0.52		18.00-35.00
32's-36's	13.00-15.00	0.32-0.40		
40's	13.00-15.00	0.32-0.40		
48's	19.00-21.00	0.56-0.64		37.00-38.00
60's	19.00-21.00	0.56-0.64	4/5.00	33.00-34.00
70's	15.00-18.00	0.40-0.52		21.00-22.00
84's	15.00-18.00	0.45-0.59		18.00-19.00
Mexican Hass				
All Sizes	14.00-20.00	N/A	2/0.99-1.49	15.00-33.00
Chilean Hass				
All Sizes	15.00-24.00	N/A	2/0.99-5/4.49	15.00-34.00
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... *El Niño* continues to develop in the tropical Pacific's central portions. The latest guidance from NOAA suggests a weak *El Niño* scenario. However, guidance from Scripps is showing a moderate *El Niño* pattern, different from the NOAA/CPC solution. The Pacific-North-American Oscillation continues in a negative phase as we finish November. This favors a southern storm track (even in weak or near zero *El Niño* influence), and can still generate some significant rains for the central portions of California.

In the Near Term - November 28 to December 10... A well developed west by southwest storm track is developing now and will continue to develop into northern and central California from November 28 to December 3. A weak frontal system and trough may bring some rain to northern California on the 5th. A dry period will develop from the 6th to the 11th.

In the Near-Term - Southern California Avocado Region Nov 28 - Dec 10... There is a chance for rain or showers on the 28th and 29th. The best chance for rain will be in Ventura and Santa Barbara Counties. Another chance for rain will be on

December 1 or 2. There is minimal or no risk of frost in southern California valleys through December 1, although southern deserts near Thermal may see some freeze conditions. It will be dry from December 3 through 12.

December 10 to 31... It will be dry through the 18th in southern California. There is a chance for rains restarting about the 17th in northern and central California that will continue until about the 20th. After a break, the rains will restart on about the 25th and continue through the 31st. Although it will be warmer than normal, there will be a lot of fog through the San Joaquin Valley and will minimize the frost and freeze risk. It still looks like plenty of rain, but with a higher than normal snow level.

December 10 to 31.....Southern California Avocado Region... It will be dry through the 18th in southern California and then rainy from the 19th to 22nd. After a few days' break, another period of rains can be expected for the 26th to 31st. Freezes in the usual valley cold spots are possible in the interim dry periods between rains, but overall, above normal temperatures are expected.

Seasonal Outlook/El Niño Update... (Jan 1 - Mar 1)... While the current *El Niño* may not be quite as strong as originally predicted, it is still present and, together with a negative PNA pattern, will contribute enough support for a well defined southern storm track. Overall, the emerging pattern now supports wetter than normal conditions in northern and central California and some periods of above normal rainfall in southern California separated by long dry periods. The wet periods in SOCAL will likely not occur concurrently with wet periods in northern California. The other factor of note is the tendency for lows to develop near the southern California coast, especially in December and January. These could produce some wet periods for northwest Mexico as well as for southern California.

...Southern California Avocado Region...(Jan 1 - Mar 1) As mentioned, the storm track will focus into central and northern California with some periods of an active storm track in southern California. The most active periods for rain in January would be from the 5th to 11th and the 19th to 25th. February may be slightly wetter than normal this season.

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