

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/>

Marketing Advisory Committee Meeting – Tuesday, January 15, 2013, 12:00 – 2:00 p.m. at the CAC Office, 12 Mauchly, Suite L, Irvine, CA 92618

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*

Hass Avocado Board Meeting – Friday, January 25, 2013, Time TBD at the HAB Office, 230 Commerce, Suite 190, Irvine, CA 92602

California Avocado Commission Board Meeting – Thursday, January 31, 2013, Time TBD, at the CAC Office, 12 Mauchly, Suite L, Irvine, CA 92618

Freeze Warning!

The weather forecast for the coming week is for very cold temperatures in Southern California. The forecasts predict that there could be significant damage to plants. You are urged to take precautions to protect your trees from freeze damage. For basic information on freeze protection for avocados a fact sheet can be downloaded from the Commission website: <http://www.californiaavocado.com/assets/Uploads/Growers-Site/Fact-Sheets/Fact-Sheet-Freeze.pdf>

The following is a special weather advisory for Southern California issued by the national weather service on Thursday, January 10, 2013. For the most up-to-date weather information in your location, you can visit <http://www.weather.gov/> or your preferred weather website.

Special Weather Statement

National weather service
449 am PST THU JAN 10 2013

...Cold and windy with scattered showers today...

...Cold conditions to continue through the weekend with sub-freezing overnight lows and many areas of frost...

A very cold low pressure system will bring scattered showers...very low snow levels...strong winds and much below normal temperatures to the area.

In terms of precipitation...scattered showers are expected today with the best chances across the mountains and eastern portion of Los Angeles County. Across coastal and valley areas...amounts will be light...generally much less than a tenth of an inch. Snow levels will lower rapidly to between 2000 and 3000 feet. Due to these very low snow levels...there will be the potential for brief snow shower activity across heavily traveled portions of the highway 14 corridor through the Los Angeles County Mountains and Antelope Valley...as well as highway 138...however any accumulations should be less than an inch. Showers will continue across the north slopes...including the grapevine area through Friday morning. Snow levels will be very low...around 2000 feet. Storm total snow accumulations are expected to be 1 to 2 inches.

Strong and damaging northwest to north winds...gusting as high as 60 mph...are expected to develop in the Mountains and Antelope Valley this morning and continue overnight. These areas are under a high wind warning. Gusty winds will spread to other portions of Southwest California during the day and will last into the evening...where wind gusts between 30 and 50 mph will be common. Locally breezy conditions are expected to continue into Friday.

Temperatures will see a significant drop today. Today and Friday...highs across most coast and valley locations will be in the upper 40s to mid-50s while mountains will top out in the 20s and 30s. The combination of cold temperatures and gusty northerly winds will bring about wind chills as low as 10 degrees below zero in the Mountains tonight and early Friday and locally in the teens and single digits for interior valleys and the antelope valley.

Cold temperatures...generally around 10 degrees below normal...are expected to continue through the weekend. Overnight lows will be especially cold in wind protected locations. Saturday morning is expected to be the coldest morning with the combination of very cold temperatures and lighter winds. Temperatures across the coastal Valleys are expected to drop into the mid to upper 20s in some areas...resulting in a potentially damaging freeze event. Even locations near the coast will drop in the low to mid 30s...where there will be the potential for frost. Across the Antelope Valley lows are expected to drop well into the teens. Overnight lows Sunday are only expected to be a degree or two warmer.

People traveling into the mountains during the next few days are urged to prepare for extremely cold temperatures and dangerously low wind chills. Roads could be icy and treacherous. Areas of black ice are possible increasing the threat to drivers.

Farmers and anyone with sensitive plants or animals should prepare for several nights of very cold and potentially sub-freezing temperatures. The greatest threats for widespread sub-freezing temperatures will be Friday night and Saturday night as winds subside. There could be in excess of six hours of temperatures below freezing across some valley areas...potentially causing significant damage to plants and crops.

Statewide Farmer Survey Confirms Labor Shortages in 2012

A recently concluded survey of 794 California farmers and ranchers confirmed that a majority experienced shortages in finding an adequate labor supply during 2012. The survey, conducted by the California Farm Bureau Federation, found that farms with five or fewer permanent employees faced greater difficulty in securing seasonal labor. Of those farmers who reported shortages, 71 percent grew labor-intensive crops (tree fruits, vegetables, table grapes, raisins and berries), and 48 percent were tree fruit growers. Other results showed that, when possible, growers would adjust harvest times, delay pruning and in extreme cases did not harvest some of their crop. Some growers were able to find employees, but they were under skilled and took longer to complete the work.

The report suggests if this trend continues in coming years small and medium size farmers of labor-intensive crops may have to either consolidate or switch to crops that require less labor. Of course, the remedy to this will be the creation of a federal guest worker program that works for growers. It must be flexible to accommodate changing harvest windows based on environmental and market conditions and create a process in which currently undocumented workers can legally work in the United States. CAC staff is working with key congressional members on this critical issue and we are hopeful that with the new congress there will be a genuine commitment to immigration reform.

The full survey results may be found [here](#).

FDA Releases FSMA Produce Safety Draft Rules

On January 4, 2013, the United States Food & Drug Administration (FDA) released its proposed Produce Safety rule under the Food Safety and Modernization Act (FSMA). Two proposed rules were released: 1) The “Standards for the Growing, Harvesting, Packing, and Holding of Produce for Human Consumption” ([Produce Rule](#)); and, 2) The “Current Good Manufacturing Practice and Hazard Analysis and Risk-Based Preventive Controls for Human Food” ([Preventive Controls for Foods Rule](#)). These rules will create a framework of enforceable standards for both domestic and foreign producers and processors.

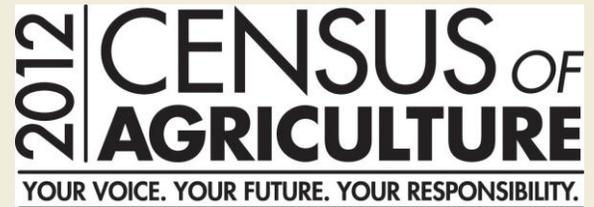
The Rules are intended to strengthen the safety of America’s food supply by ensuring that key policies and procedures in the growing, harvesting, and handling of produce are being complied with to mitigate potential risk of microbial contamination. Both domestic and foreign growers and handlers who sell product in the US will be required to demonstrate their compliance with the Produce Safety Rule’s procedures and policies. The Produce draft rule (those specific to the farm and harvest) focus on five identified routes for microbial contamination of produce, including: (1) agricultural water; (2) biological soil amendments of animal origin (3) worker health and hygiene (4) animals in the growing area; and (5) equipment, tools and buildings.

Commission staff is reviewing the 547 pages of the Produce draft rule and will provide comments by the May 16th, 2013, deadline. The final rule is expected 60 days after the comment period closes, with compliance one year later. Farms that have an average annual value of food sold during the previous three-year period of \$25,000 or less will be exempt.

To view a summary fact sheet on the FSMA Proposed Rule for Produce: Standards for the Growing, Harvesting, Packing, and Holding of Produce for Human Consumption, please visit <http://www.fda.gov/Food/FoodSafety/FSMA/ucm334114.htm>.

Get Connected by Responding to the 2012 Census of Agriculture Online

Farmers and ranchers across the nation should be on the lookout for their 2012 Census of Agriculture forms, which will arrive in mailboxes by January with completed forms due back by February 4, 2013. Because more farmers and ranchers recently report having Internet access during the 2007 Census, USDA's [National Agricultural Statistics Service](#) (NASS) is again offering producers an option of getting connected to the Census and completing it online by visiting a secure website at www.agcensus.usda.gov.



The Census, conducted only once every five years by NASS, is more than a count of U.S. farms and ranches and the people who operate them. It is a look at land use and ownership, production practices, expenditures and other things that affect the way farmers do business in the 21st Century.

After receiving stakeholder input, NASS made several changes to the Census form to ensure the information gathered reflects the most current information needs of the agriculture industry. One such change was modifying the question on Internet access to gather information on the type of service used to access the Internet, including mobile connections via Smart phones and tablets.

“This type of census information is used by companies, cooperatives, planners and lawmakers who serve farmers and rural communities – including federal, state and local governments, agribusinesses, trade associations and many others,” said Renee Picanso, NASS Census and Survey Division director. “Farmers and ranchers can also use Census data to help make informed decisions about the future of their own operations.”

Taking part in the Census is increasingly important to farmers and farm communities because it provides insight into every county in every state across the nation. It is also invaluable to help farmers tell the story and value of American agriculture today to their urban and non-farming neighbors.

To get connected and complete the Census [online](#), farmers will need the survey code found on the mailing label of the Census form that was mailed to each farmer. The code is a series of 17 numbers and letters that appears on the first line of the label, immediately above the bars. Farmers may also complete and return their Census form in the mail.

Federal law requires all agricultural producers to participate in the Census and requires NASS to keep all individual information confidential. For more information, visit www.agcensus.usda.gov. The Census of Agriculture is your voice, your future, your responsibility.

2013 California Avocado Marketing Season Preparation Kicks-off with Key Retail Meetings

This article is about CAC's merchandising team meetings with retailers.

How this information/activity helps California avocado growers: These meetings with retailers help pave the way for them to commit to California avocado displays and promotions during the timeframe identified by CAC's marketing committee.

The California Avocado Commission (CAC) merchandising team has been actively preparing for this season's projected California crop volume of well over 500 million pounds and meeting with key retail accounts to discuss CAC's marketing

programs and merchandising support. By mid-January meetings with retail customers representing approximately 50 percent of California's avocado volume will have been conducted.



Cory Oliver, HEB and Dave Anderson, CAC, during a visit to an HEB store in San Antonio, TX.

“In our initial meetings we are communicating crop volume and timing, as well as sharing our plans for the season. We also discuss any specific initiatives that the retailers may have scheduled in order to make sure we are well positioned to support them during our season.” Jan DeLyser, CAC’s vice president of marketing added, “It is really encouraging to hear the retailers input regarding California’s crop quality and the opportunities afforded by back-to-back volume crops (2011-12 at 460 and 2012-13 at 515 million pounds).”

Additional meetings will be scheduled throughout the season with key accounts around the country to keep California avocados top of mind and solicit retail engagement in promotional activities. CAC’s merchandising program is also operating in very close alignment with the AMRIC handlers to ensure target accounts are receiving promotional support and California avocado volume during the timeframe identified by CAC’s marketing committee.

“We were able to meet with 11 of the 13 AMRIC handlers in November and December and have delivered our plans to the other two for follow-up meetings in January.” DeLyser said, “The opportunity to connect more closely and work in concert with the handlers should enhance the impact of our promotions.”

New Avocado Consumption Survey Shows Opportunity to Increase Avocado Usage

This article is about a new Hass Avocado Board Avocado Consumption Survey.

How this information/activity helps California avocado growers: Information in the survey provides CAC’s marketing team with insights to build California avocado consumption during the California Avocado season through specific meal occasions (day parts) as well as untapped usage ideas.

The Hass Avocado Board (HAB) recently shared with the California Avocado Commission (CAC) and other HAB member organizations the results of a new Avocado Consumption Survey conducted through an independent research organization. The survey probed the avocado consumption behavior of 75 female heads of households who were either moderate, heavy or super heavy purchasers of avocados. Findings confirmed previous tracking study information about day part opportunities (i.e. breakfast, lunch, dinner) and revealed new information to help marketers promote increased avocado usage.

The study indicated that 92 percent of moderate, heavy or super heavy avocado users consumed them at dinnertime, followed by 83 percent at lunch. Breakfast usage is significantly lower at only 36 percent. This information confirms CAC’s plans to increase California avocado consumption through a breakfast-themed promotion slated to begin this spring. While California avocado growers often indicate they enjoy an avocado by itself for breakfast, less than 3 percent of consumers do the same.

The survey provided details about the dishes consumers are preparing, both with and without avocados. This information is helpful in developing recipes to promote. For example, part of the research asked consumers to submit their favorite recipes, with or without avocados. Among the most frequently submitted recipes for breakfast, 20 did not include avocados. As part of its upcoming breakfast promotion, CAC is developing recipes for breakfast quick breads and muffins that use avocados as a fat substitute in baking. Snacking is another consumption opportunity, particularly in the mid-morning period with only 19 percent of respondents indicating they consume avocados.

The study also found good news about consumer attitudes toward avocado consumption. After eating avocados, respondents expressed primarily positive emotional and physical feelings. The top six were: satisfied, healthy, fulfilled, smart, indulgent and happy. Survey respondents described avocados' taste as creamy, smooth, rich, tasty, nutty and velvety.

Nutrition Corner: Avocados and “Good Fats”

This article is about “good fats” in avocados.

***How this information/activity helps California avocado growers:** Sharing positive nutrition information about avocados with retailers, foodservice customers and consumers helps build California avocado consumption.*

A recent Avocado Consumption Survey conducted by the Hass Avocado Board (HAB) noted that as consumers have become aware of positive nutrition information about avocados their consumption of avocados has increased, especially among heavy users. One nutrition message that seems to be hitting home with consumers is the fact that avocados contain “good fats”.

The fats in avocados are mostly monounsaturated and polyunsaturated; both are considered good fats, whereas saturated fats and trans fats are considered bad fats. According to the American Heart Association, when eaten in moderation and used to replace saturated fats or trans fats, monounsaturated fats can have a beneficial effect on health by helping to reduce bad cholesterol levels in your blood.

The United States Department of Agriculture (USDA) has approved the following language for communicating information about avocados and good fats:

1. Avocados contribute good fats to one’s diet.
2. Avocados contain 3 g of monounsaturated fat and 0.5 g polyunsaturated fat per 1-oz. serving (4.5 g total fat). Over 75% of the fat in an avocado is unsaturated, making it a great substitute for foods high in saturated fats.
3. Eating avocados in place of foods containing saturated fat helps consumers achieve a major dietary goal of reducing the amount of saturated fat in their diet.

There are more “good fat” messages that have been approved by the USDA for use in marketing communications. For more information visit californiaavocado.com/healthy-living/.

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 1/6/2013	Season-to-Date (since 11/1/12)	2013 Year to Date
Hass	21,921	1,381,043	21,921
Lamb	0	0	0
Other (Greens)	24,975	83,916	24,975
California Total	46,896	1,464,959	46,896
Florida	554,235	10,045,255	554,235
Chile	1,244,924	17,947,348	1,244,924
Mexico	24,431,234	255,226,318	24,431,234
Other (Imports)	340,000	8,680,000	340,000
Import Total	26,016,158	281,853,666	26,016,158
USA Total	26,617,289	293,363,880	26,617,289
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				
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				31.00-33.00
40's		Insufficient		29.00-30.00
48's		Volume		28.00-29.00
60's		to		21.00-22.00
70's		Quote		18.00-19.00
84's				
Mexican Hass				
All Sizes	14.00-18.00	N/A	2/0.99-1.29	14.00-31.00
Chilean Hass				
All Sizes	16.00-23.00	N/A		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... In stark contrast to the heavy rains we saw in December, it quickly turned dry, mostly in response to changes in the sea surface temperature anomaly pattern west of California. During this past week we saw several nights with minimum temperatures in the mid to upper 20's in the southern California inland valleys. We may see a recurrence of these hard freeze events again from the 10th to the 14th.

In the Near Term - January 9-24... We will continue having a drier than normal pattern through at least the 21st. Another trough will develop on the 9th to 11th with a strong arctic-type cold front into all of California. On the 12th to 14th, the longwave trough will migrate to the Great Basin and Rocky Mountain areas, and the cold dry northerly flow will re-establish into California. This places California into a mixture of dry downslope winds alternating with freeze, wetbulb freeze and hard freeze events that will depend on location and wind conditions. Even when dry, warm upper high pressure

finally dominates, from the 15th to 20th, it will still be cold at night in the non-windy areas with freezes and wetbulb freezes likely. Growers and crop insurance companies alike may find this period to have a higher than normal risk for damage from frost and freeze events. After the 20th the flow aloft changes to west or west by southwest as the southern storm track re-establishes into south-central California.

There will be a moderate Santa Ana (per current guidance) on the 12th and 14th, with hard freezes most likely in the valleys on the 11th, 13th, and 14th before winds arrive on the 15th. It will be not as cold on the 16th to 19th, but there will still be nightly freezes and wetbulb freezes. Warmer conditions will develop on 20th and 21st and then much warmer nights with clouds and rain are possible from the 22nd to the 24th.

January 25 to February 11... We expect to see an increase in troughing, with showery cold fronts and low snow levels. These will tend to be followed by significant freezes. Watch for hard freezes to possibly penetrate well into the western Mexico states of Baja California (north and south), Sonora's south portions, and Sinaloa.

Some of the usual Santa Ana events are still possible in southern California, but the main risk from these will be very dry air, low wetbulb temperatures, and wetbulb freezes. (A wetbulb freeze occurs when the wetbulb temperature falls below 32F or 0 Celsius. Very dry air chills the plant or fruit skin temperature to 32F or below, even if the ambient temperature is warmer (e.g. 40F or +5 to +6 Celsius). Soft tissue exposed to such chilling experiences a freeze.)

Dates for the greatest chances for rain in southern California will be on February 20 to 25, February 23 to March 4, and March 17 to 22.

Seasonal Outlook/El Niño Update... February 12 to April 30... The latest guidance from NOAA's Climate Forecast System (CFS) still suggests a return of pretty consistent troughing along the west coast from the middle of February through all of March. This time, however, it appears that due to the large area of cold sea surface temperatures west of California, the troughs will be less moist than in November and December. The southern branch of the westerlies will contain a weaker connection to bring subtropical moisture into California. Troughs that produce rain will tend to be cold which will result in more widespread snow in the Sierra Nevadas. However, liquid water contents and rainfall will be less than what we saw in the early season storms of November and December.

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