

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 Commission Board Meeting – Thursday, January 31, 2013, 9:00 a.m., at the CAC Office, 12 Mauchly, Suite L, Irvine, CA 92618

CAS, CAC, UCCE California Avocado Grower Seminars – Harvesting Strategies, Post-harvest Handling, and H2A Updates

- February 5, 1:00 p.m. - 3:00 p.m., *San Luis Obispo Cooperative Extension Office, 2156 Sierra Way*
- February 6, 9:00 a.m. - 11:00 a.m., *Ventura Government Center, Lower Plaza Assembly Room, 800 South Victoria Ave*
- February 7, 9:00 a.m. - 11:00 a.m., *Temecula Civic Center, 41000 Main Street*

Avocado Production Courses Offered for California Growers

Last Thursday was the first meeting of this year's "Avocado Production for New Growers" class series. The classes are being taught by Dr. Gary Bender, UCCE Farm Advisor, and are designed for those who are new to the industry or anyone who just needs a refresher on the basics. The classes are held weekly on Thursday afternoon through March 7 at the San Diego Farm Bureau office in Escondido. The first class covered the history of the avocado and California's avocado industry. It was very interesting to learn about key role California played in developing what is now a world-wide commodity. Upcoming classes will cover important topics such as flowering, varieties and rootstocks, harvesting, irrigation systems and scheduling, fertilization, pest and disease control, canopy management and planting. It's not too late to register, but space is limited. For further information, please view the course [flyer](#), register [online](#), or contact Cristina Lomeli at 858-822-7872.

Commission Conducts Food Safety Training for Harvest Contractors



Riding the momentum of the recently completed, highly successful grower GAP workshops, the Commission held similar trainings for harvest contractors discussing the importance of implementing Good Harvesting Practices (GHP). The workshops, which were held in Fallbrook, Santa Paula and San Luis Obispo over three days (January 16, 17, and 24, 2013), saw more than one hundred labor contractors and their employees participate in the training, which included simultaneously Spanish translation. “We are very pleased with the tremendous numbers of contractors that took the time to come and hear why it’s important that they become GHP certified,” said Ken Melban, CAC Director Issues Management. From worker health and hygiene to the importance of conducting a pre-harvest harvest assessment of the grove to identify any potential areas of risk, harvesters were provided a step-by-step explanation of the policies and procedures necessary to become GHP certified.

In addition, contractors were given an update on the increasing number of farmers who are becoming GAP certified, and the fact that these growers are being encouraged to utilize only GHP certified contractors for harvesting. “We stressed at both series of workshops that although a farmer is GAP certified, their fruit must be harvested by a GHP certified contractor for it to be fully GAP compliant,” said Melban.

With the release of the draft Food Safety Modernization Act (FSMA) rules on January 16, 2013, the workshops proved timely as FSMA will require that both growers and harvesters demonstrate compliance with the Rules in the future.

More information on the Commission’s GHP program may be found [here](#). If you would like to receive a copy of either the GAP or GHP manuals or have questions please send an email to cac.iaf@avocado.org, or talk with your handler field representative.

Big Avocado Consumption Forecast for the “Big Game”

This article is about avocado category projections for the Big Game.

How this information/activity helps California avocado growers: The biggest game of the year for professional football continues to be a major consumption event for avocados in the USA and sets the stage for the upcoming California avocado season.



This year's Big Game will take place on February 3 in New Orleans, Louisiana (most of us call this game by a "super" name but trademark and licensing concerns limit the use of that name to paid sponsors, so the California Avocado Commission (CAC) refers to it simply as the "Big Game"). The most important game of the year for professional football continues to be a major consumption event for avocados in the U.S. The current forecast projects that 79 million pounds, or 158 million Hass avocados will be purchased for Big Game 2013 festivities.

The tremendous growth in avocado consumption over the last decade is apparent when you look back to 2000, when just eight million pounds of avocados were consumed for the Big Game. Last year U.S. consumers ate 71.4 million pounds or about 142 million avocados during the same time period, making it the third-largest consumption event of 2012, behind 4th of July and Cinco de Mayo, and this year's Big Game avocado forecast shows continued growth.

According to the Hass Avocado Board the 2013 Big Game consumption of 79 million pounds is enough avocados to fill a football field end zone to end zone and 30 feet high – just ten feet from the top of the goal post. The Big Game forecast represents five percent of the annual Hass avocado forecast. It is about five million pounds less than the biggest U.S. avocado consumption event last year, which was 4th of July.

The California Avocado Commission (CAC) will not be executing major promotions in support of the Big Game because California avocado crop forecasts project that volume availability will not start until mid-March. However, as part of CAC's year-round social media and recipe email newsletter marketing CAC will encourage consumers to include avocados in their Big Game plans. CAC's recipe email to over 200,000 subscribers will feature recipes that would appeal to football fans and are easy for entertaining, including [Beer Battered Fried Avocado Wedges with Salsa](#), [California Avocado Deviled Eggs](#) and [Mini California Avocado Shrimp Clubs](#). The last recipe was developed by Chef Thomas Keaveny of ESPN Zone.

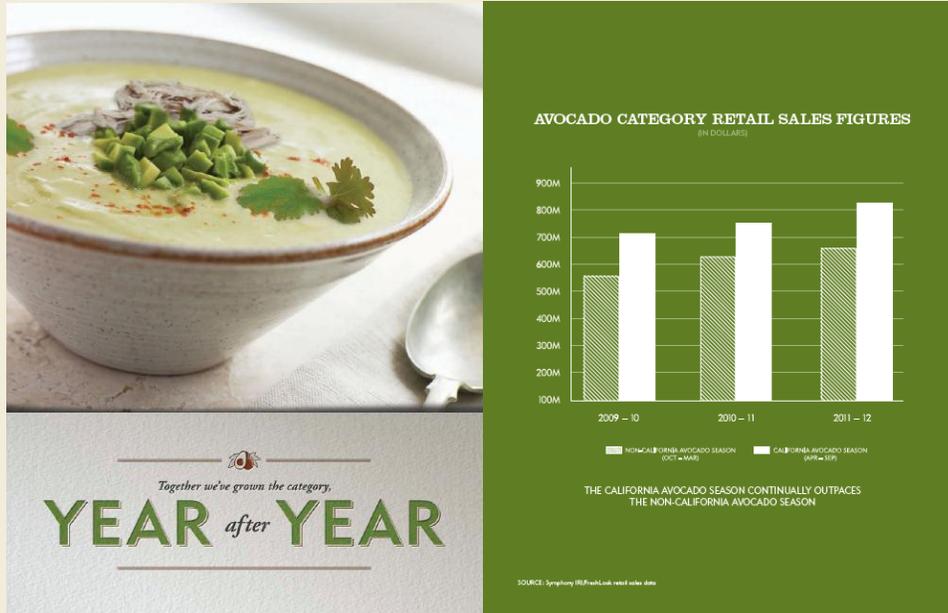
The current 2013 California avocado crop projection is about 515 million pounds, which is even larger than 2012's very good 460 million pound crop. Aggregate volume of avocados in the U.S. is expected to be about the same as last year at 1.6 billion pounds. CAC is communicating to retail and foodservice customers that the California avocado crop early eating quality is excellent, and this year's crop is maturing and sizing nicely.

2013 Retail Kit is an Excellent Tool to Inspire Retailers to Carry and Market California Avocados

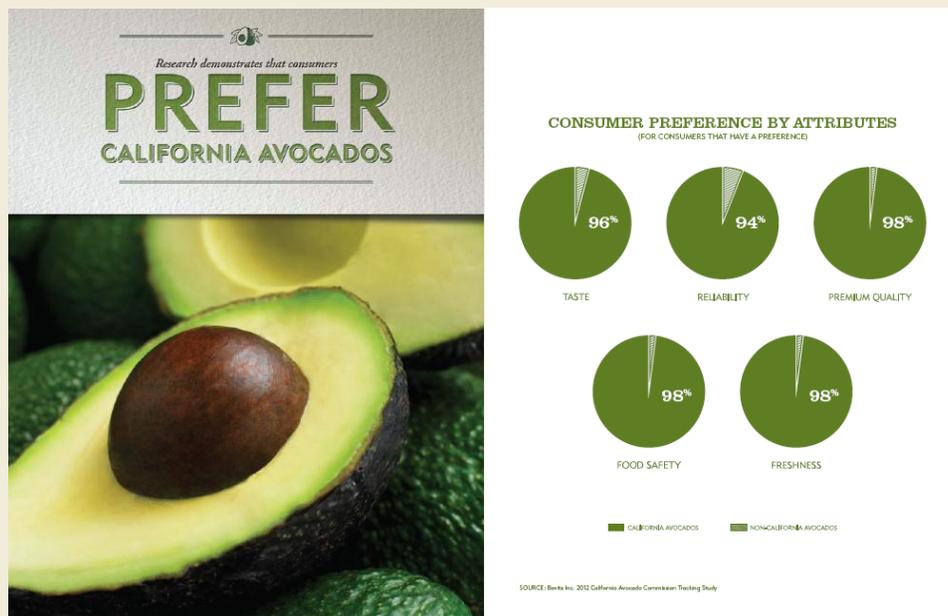
***This article is about** a tool CAC's retailer merchandisers use to encourage retailers to stock California Avocados.*

***How this information/activity helps California avocado growers:** The Retail Kit summarizes avocado research and CAC's marketing plans for retailers, providing them with reasons to commit to merchandising and promoting California avocados during the timeframe identified by CAC's marketing committee.*

To promote the coming California avocado season, The California Avocado Commission (CAC) merchandising team began meeting with key retail accounts in December and will continue to do so throughout the season. One of the key tools the team uses to encourage retailers to carry and market this year's California avocado crop is the Retail Kit. The kit features information that demonstrates the value in retailers partnering with the Commission to promote California avocados. The information includes analytics about the increase in retail sales over the past few years, highlighting category performance during the California avocado season.



The kit also shares information from consumer tracking studies, sales data and trends research, communicating consumer preference for California avocados.



During the key account meetings the merchandising team communicates information on crop volume, fruit sizing and eating quality. Additionally, retailers have been made aware of the timing of this year's crop and that promotable volume will be starting earlier and lasting longer than last season. The merchandising team also makes retailers aware that CAC will provide marketing support throughout the season. The retail kit also provides an overview of the CAC marketing programs and initiatives designed to encourage sales and demand.



Nutrition Corner: UCLA Avocado Pilot Study Published

This article is about a pilot study conducted by UCLA that investigated the effects of adding avocado to a hamburger. The pilot study was funded by the Hass Avocado Board.

How this information/activity helps California avocado growers: Nutrition research that improves understanding of the unique, positive benefits of consuming fresh avocados to human health and nutrition may help build avocado demand.

In December 2012 researchers at the University of California, Los Angeles, (UCLA) published the results of a pilot study that showed when 11 healthy men added one-half of a fresh medium Hass avocado to a burger (90% lean), some of the after-meal effects observed after eating the plain burger, specifically inflammation and narrowing blood vessels, were reduced within hours. Additionally, despite the extra calories and good fats added to the meal from the avocado, triglyceride levels did not increase beyond what was observed when the plain burger was eaten. More research is needed to determine whether these results could apply to other individuals.

Inflammation is a normal process that can occur in response to a number of factors, including consumption of diets rich in saturated fat or with a high glycemic index or glycemic load (fast digesting carbohydrates). Inflammation is associated with heart disease, and over time it may play a role in the development of atherosclerosis (hardening of the arteries).

Avocados, like extra virgin olive oil, contain natural, unprocessed oils that are predominantly good fats. Researchers believe that the study's positive outcomes may be a result of the combination of monounsaturated and polyunsaturated fats and antioxidants in avocados. However, more research is needed to confirm this theory.

The Hass Avocado Board funded this pilot study, which was published in the journal *Food and Function*. The official title of the study is "Hass Avocado Modulates Postprandial Vascular Reactivity and Post Prandial Inflammatory Responses to a Hamburger Meal in Healthy Volunteers." The initial findings from this single study, conducted on 11 healthy men, are not applicable to the general population. Nonetheless they provide promising clues and a basis for future research to determine whether avocados can play a role in the areas of vascular health and heart health.

Learn more about the study and its findings at AvocadoCentral.com/UCLASTudySummary.

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 1/20/2013	Season-to-Date (since 11/1/12)	2013 Year to Date
Hass	905,763	2,551,530	1,192,408
Lamb	0	0	0
Other (Greens)	113,220	248,085	189,144
California Total	1,018,983	2,799,615	1,381,552
Florida	511,940	11,267,905	1,776,885
Chile	1,140,574	19,997,822	3,295,398
Mexico	42,272,704	334,669,786	103,874,702
Other (Imports)	940,000	10,740,000	2,400,000
Import Total	44,353,278	365,407,608	109,570,100
USA Total	45,884,201	379,475,128	112,728,537
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				1/21/2013
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	21.00-22.00	0.64-0.68		31.00-34.00
40's	22.00-23.00	0.68-0.72	1.49	31.00-32.00
48's	23.00-24.00	0.72-0.76		28.00-29.00
60's	21.00-22.00	0.64-0.68		21.00-22.00
70's	17.00-19.00	0.48-0.56		18.00-19.00
84's	15.00-16.00	0.45-0.50		16.00-19.00
Mexican Hass				
All Sizes	15.00-19.00	N/A	2/0.99-1.50	14.00-33.00
Chilean Hass				
All Sizes	15.00-23.00	N/A	5/4.49	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... The dry spell has continued for another week. We saw some freeze events and some snow events during the 10th and 11th, followed by freezes in the San Joaquin Valley citrus areas and in southern California from the 12th to the 14th. Although in historical perspective the freezes may not have been that severe, in terms of wetbulb temperature conditions, they became serious from the 13th to the 15th.

In the Near Term - January 16-30... We will continue to have a drier than normal pattern at least through the 23rd. Troughing will return in California from the 24th to the 30th. Warmer than normal conditions will prevail, overall, due to a change in flow aloft to west by southwest or southwest that will bring a much warmer airmass to the area. Rains will mainly affect central and northern California and mostly leave southern California dry. We may see some rain in southern California on about the 29th and 30th. Looking beyond the 30th, the outstanding feature still is the cold SSTAs in the

central and east midlatitude Pacific. So we should return to colder than normal conditions with rainfall about normal after the 30th. This will continue into the middle of February. Watch for another cold period from the beginning to the middle of February.

In the Near-Term - Southern California Avocado Region January 16-30... It will not be as cold from the 16th to the 19th, but there will still be nightly frosts and wetbulb freezes. Warmer conditions will develop from the 20th to 26th. Rains may develop from about the 26th to the 28th as the southern edges of fronts in northern and central California slide past southern California. It appears that this will be a mild or warmer than normal period for southern California.

January 31 to February 14... Southern California Avocado Region... 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 develop again. Wetbulb freezes are possible in dry airmasses behind cold fronts. 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 this chilling experiences a freeze. Dates of greatest chance for rain in southern California would be February 1 to 5, February 28 to March 4, and March 17 to 22.

Seasonal Outlook/El Niño Update... (Feb 16 - Apr 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, due to the large area of cold sea surface temperatures to the west of California, the troughs will be less moist than we experienced in November and December. This is due to the southern branch of the westerlies containing a weaker connection to bring subtropical moisture into California. Troughs that produce rain will tend to be cold and will result in more widespread snow in the Sierra Nevadas although liquid water contents and rainfall will be less than what we saw in the storms earlier this season (Nov-Dec).

...Southern California Avocado Region...(Feb 16 - Apr 30) As mentioned above, we would not expect the return of a well developed wet storm series into central and southern California such as occurred last November and December. We are expecting colder than normal conditions with showery events caused by upper lows or troughs (cold fronts) that will be followed by freezes.

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