



The GREENSHEET

CALIFORNIA AVOCADO INDUSTRY NEWS

Volume 28 | Issue 13 | July 16, 2012

IN THIS ISSUE, YOU'LL FIND:

- [Production Research Committee Update](#)
- [Central Coast Growers Encouraged to Sign-up for Cooperative Groundwater Monitoring Program](#)
- [Immigration Reform Update](#)
- [Texas-based Retailer Visits with California Avocado Growers and Handlers](#)
- [Ruby's Diner Features Fresh California Avocado in Breakfast Special](#)
- [Southern California Retailer Demos California Avocados Leading into 4th of July](#)
- [New York-based Retailer Features California Avocados During Last Week of June](#)
- [California Avocados Inspire International Corporate Chefs at Bay Area Foodservice Event](#)
- [Market Trends](#)
- [Weather Outlook](#)

Calendar

For a listing of industry events and dates for the coming year, please visit:

<http://www.californiaavocadogrowers.com/upcoming-meetings-events/>

Executive Committee Meeting - July 24, 2012, 10:30 a.m. at *Somis Pacific, 5895 Grimes Canyon Rd., Moorpark, CA 93021*

Marketing Advisory Committee Teleconference Meeting - July 25, 2012, 12:00 p.m. [Click here](#) for information on how to join the meeting online or by teleconference.

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.

Production Research Committee Update

CAC's Production Research Committee (PRC) had an all day meeting on July 11 where three full research proposals on the Fusarium dieback and Concept proposals for 14 other research projects were evaluated. The 14 concept proposals received had funding requests totaling just over \$1,400,000. Each PRC member was asked to both rank each Concept proposal from the highest to lowest and how well each proposal fitted with the Commission Strategic Imperatives for Production research on a scale of 1 to 10. The PRC members assessments were then averaged to give the order in which the proposals were discussed. The discussion on each Concept proposal was robust with the result that eight Concept

proposals were accepted; researchers who submitted an accepted concept proposal will now be invited to prepare detailed proposals for review by the PRC. The concept proposals addressed the topics of sustained control of pests, evaluation of salt tolerant rootstocks from Israel, evaluation of rootstocks for salinity tolerance, a rapid diagnostic test for Phytophthora root rot, drivers of a positive eating experience, possible predator mites for perseas mite, biological control of exotic scale insects and using satellite imagery to identify stress in avocado trees. Plant breeding would be continued to be supported while the Commission finished its review of the strategic needs for this important program. It is planned that the PRC will evaluate the full proposals before the CAC Board meeting on August 30.

Central Coast Growers Encouraged to Sign-up for Cooperative Groundwater Monitoring Program

Under the new Agricultural Order released by the Central Coast Regional Water Quality Control Board (Water Board) earlier this year growers in the Central Coast region must submit to groundwater monitoring. The Water Board has provided an option for a grower to 'opt-in' to a cooperative groundwater monitoring program. If a grower does not 'opt-in' to a cooperative program the grower must conduct individual water quality monitoring. The deadline to sign-up for the cooperative groundwater monitoring is August 1st, 2012. Currently multiple agriculture organizations are working with the Water Board to develop a cooperative monitoring program that will comply with the Water Board's requirements yet be cost effective for growers. A grower who 'opts-in' to the cooperative program by the August 1st, 2012 deadline does not have to commit to a specific program or a funding mechanism at this time. If a grower has already completed their eNOI (electronic Notice of Intent) they can 'opt-in' by logging on to their eNOI document here http://www.waterboards.ca.gov/centralcoast/water_issues/programs/ag_waivers/noi_submittal.shtml) and changing the 'check box' from individual groundwater monitoring to cooperative groundwater monitoring. Growers who have not yet enrolled in the Agricultural Order may also complete their eNOI through the above link. The Commission will continue to provide updates on the Water Board Agricultural Order as new information becomes available.

Immigration Reform Update

As expected in this presidential election year, the national immigration reform debate remains stalled with no end in sight to this highly politicized issue. With the threat of a national e-verify program continuing to loom, Commission staff remains vigilant in our efforts to see legislation that will create a "guest worker" program which will allow for the utilization of undocumented agricultural workers. On July 5th the California Senate passed the California Trust Act, also known as the "anti-Arizona" bill. The bill seeks to prevent local police from conducting status checks on suspected illegal immigrants and limit the ability of law enforcement personnel to detain illegal immigrants for deportation unless they have committed a violent or serious felony. In addition, the bill would challenge a federal program called Secure Communities. US Immigration and Customs Enforcement (ICE) started the program, which works in partnership with the FBI and local law enforcement agencies, who submit the fingerprints of those arrested to ICE to determine legal status and possible deportation.

The bill has already passed the assembly, where it will now return for a concurrence vote, before heading to the governor's desk. With the recent ruling by the Supreme Court upholding the Arizona law that requires law enforcement officers to check the immigration status of individuals they stop, if the California Trust Act is enacted it will likely bring tremendous scrutiny from anti-immigration proponents. While the California Trust Act doesn't provide a long-term solution for immigration reform, in the short-term, if passed, it will possibly result in an increased level of comfort among California undocumented workers who might then move more freely between growing regions.

Texas-based Retailer Visits with California Avocado Growers and Handlers

Vince Walker, the business development manager from [H.E.B.](#) (a grocery company with 320 family-owned stores headquartered in San Antonio, Texas) visited California avocado growers and handlers from Santa Paula/Oxnard south to Escondido on June 14 and 15, 2012.

This dynamic retailer is widely acknowledged to be a top-5 avocado retailer in the United States.

Vince concluded his tour with a visit to the California Avocado Commission (CAC) office in Irvine, California, where he heard presentations detailing avocado category trends in retail food stores and volume in addition to consumer attitudes and awareness.



Vince Walker with CAC Vice President of Marketing Jan DeLyser and Dave Anderson, CAC Retail Marketing Director operating out of Northeast Texas

Ruby's Diner Features Fresh California Avocado in Breakfast Special

[Ruby's Diner](#), a family restaurant chain with locations in California, Hawaii, New Jersey, Nevada, Pennsylvania and Texas, is going after breakfast and produce in a big way this California avocado season. One of their newest morning menu additions—the California Benedict—is a perfect example of their fresh start strategy.



The dish tops potato pancakes and sliced tomatoes with a generous fan of Fresh California avocado, poached eggs and Hollandaise sauce. Keeping with their “produce first” theme, Ruby’s serves the California Benedict with fresh fruit. A mouthwatering photo of the California Benedict with the **Hand Grown in California** logo is featured on Ruby’s New Breakfast Specialties menu (shown above) which will be available July 10th through September 9th at 29 Ruby’s Diner locations.

Southern California Retailer Demos California Avocados Leading into 4th of July

[Gelson’s Markets](#), a 17-store southern California-based retailer, featured [Firecracker Guacamole](#) at in-store demonstrations leading into the 4th of July holiday in all 17 of their stores from June 29 through July 1, 2012, with high-volume stores receiving three days of demos.



The above demo station where an attendant served guacamole samples to shoppers leading up to the 4th of July

Dulcinea, a California Avocado Commission (CAC) co-marketing partner with an aligning season, also featured their PureHeart® Mini Seedless Watermelon for this promotion (a key ingredient for Firecracker Guacamole).

Additionally, [CAC’s American Summer Holidays](#) recipe brochures were handed out at each store, further extending the reach of CAC’s summer-themed promotions and California avocado brand messaging in connection with the 4th of July.

Gelson’s customers loved it, and Gelson’s reported that the promotion was a success.

New York-based Retailer Features California Avocados During Last Week of June

Food Emporium, a 16-chain store located in New York City, featured California avocados (as one of three produce items) in The Food Emporium’s flyer during the last week in June. The ad was also tagged with “great on salads.” The Food Emporium is part of the Great Atlantic and Pacific Tea Company, a 300-store chain consisting of A&P, Food Basics, Food Emporium, Pathmark, Superfresh and Waldbaum’s which works with local growers, bakers and manufacturers.



Also part of the promotion, California avocado nutrition messaging and recipes were featured on the company's various social media outlets including Facebook, Pinterest and the A&P company website.

California Avocados Inspire International Corporate Chefs at Bay Area Foodservice Event

Fostering ongoing relationships with executives at targeted, high volume chain restaurants contributes to the steady growth of Fresh California avocado usage in foodservice operations.

As a core component of the CAC foodservice program, outreach to chain corporate chefs – like those who attended the International Corporate Chefs Association (ICCA) conference in San Francisco June 24-27, 2012 – keeps the dialogue open and meetings productive. Group membership includes Culinary/Menu Development Chefs from the top 200 chain restaurants and attendance at ICCA allows CAC to meet with them on an ongoing basis.

This year at ICCA, CAC served a wide variety of menu items to demonstrate Fresh California Avocado versatility. At meal functions throughout the event, ICCA members sampled *Seared Halibut with California Avocado Espuma*, *King Salmon Crudo with California Avocado*, *California Avocado Piquillo Pepper Frittata*, an Omelet Station with California Avocado, *Spicy Shrimp Lettuce Wraps* and *Lobster-Mango-California Avocado Tower*.



As a result of attendance CAC made new contacts to follow-up with that expressed a potential opportunity to menu California avocados.

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 7/8/2012	Season-to-Date (since 11/1/11)	Estimated % Complete* (Nov'11-Oct'12)
	Volume (in pounds)		
Hass	14,666,800	216,117,800	56%
Lamb	270,499	606,073	4%
Other (Greens)	40,129	2,602,414	52%
California Total	14,977,428	219,326,287	56%
Florida	2,145,110	22,277,480	41%
Chile	0	90,745,968	55%
Mexico	10,055,772	631,638,259	94%
Other (Imports)	5,331,277	41,596,022	51%
Import Total	15,387,049	763,980,249	59%
USA Total	32,509,587	1,005,584,016	74%
*based on current projections from associations			

California Avocado Society				7/9/2012
Weekly Newsline* Avocado Prices				
	FOB price	Field price	Retail price	Last Year FOB
California Hass	(25# carton)	(per pound)	(per each)	(25# carton)
#2's	7.00-23.00	0.18-0.72		31.00-45.00
32's-36's	24.00-26.00	0.76-0.84		47.00-51.00
40's	26.00-29.00	0.84-0.96	5/5.99	50.00-51.00
48's	26.00-29.00	0.84-0.96	0.99-1.69	50.00-52.00
60's	23.00-25.00	0.72-0.80	0.99-4/5.00	47.00-48.00
70's	21.00-22.00	0.64-0.68	4/3.99	46.00-47.00
84's	16.00-17.00	0.50-0.55	0.39-4/1.99	39.00-40.00
Mexican Hass				
All Sizes	16.00-26.00	N/A	2/3.00	39.00-51.00
Chilean Hass				
All Sizes	N/A			
Peruvian Hass				
All Sizes	15.00-26.00	N/A		
*To subscribe to The Weekly Newsline please contact California Avocado Society at (951) 225-9102 or www.californiaavocadosociety.org				

Weather: 30-Day Outlook For California's Coastal & Valley Areas

In the Near Term - July 11-25 ... During the 11th to the 14th, south to southeast flow will continue over most of California. This will be sufficient to initiate mountain thunderstorms. An upper low or trough in northern and central California will maintain the risk of thunderstorms from the 15th to the 18th. There is some support for remnant tropical moisture from tropical cyclones off southern Baja to move north into California from the 18th to the 21st. Dry western flow aloft is expected to resume after the 22nd and bring an end to the thunderstorm and showery conditions. The marine inversion may be interrupted from the 15th to 21st, resulting in warmer conditions at the coast of southern California.

...Near-Term - Southern California Avocado Region July 12-25... High pressure and southeast flow aloft will dominate for the 12th to 14th with thunderstorms in the mountains and deserts, and warm, humid conditions at the coast, and hot, humid conditions in coastal valleys. From the 15th to 18th, a trough will be moving through with some coastal drizzle with a few showers possible in the foothills and mountains. High pressure and hot conditions are indicated for the 20th to the 25th.

July 26 - Aug 9 ...Southern California Avocado Region... Cooler than normal conditions are expected at the coast and coastal valleys despite the usual seasonal hot conditions in the lower mountain areas and foothills. Around Aug 1, we can expect sunnier and warmer conditions in the avocado regions as southeast flow and tropical moisture events become more frequent and interrupt the marine inversion. A more-or-less normal thunderstorm frequency will develop in western Arizona and southern California mountains, while not affecting avocado regions.

SEASONAL OUTLOOK/ El Niño Update... (Aug 10 - Oct 15) As the *El Niño* anomaly increases over the central and east tropical Pacific, we will tend to see a warmer than normal sea surface along the coast of southern Mexico and frequent tropical cyclones south of Guerrero and Michoacán, Mexico.

August continues to look active for tropical cyclones in the eastern north Pacific off the coast of Mexico. This would tend to maintain a pattern of persistent or recurrent moist southern flow with thunderstorms into Arizona and southern California mountains and deserts. This scenario could still contribute an above normal risk of forest fires for the late summer and early fall.

Looking further into the fall (October and November), *El Niño*'s influence will tend to quickly increase. The current scenario is for a cold *El Niño* pattern to develop with cold troughs, and a robust and stormy start to the winter rains. We could even see a stormy cold start to the rains in Southern California in late October.

....Southern California Avocado Region...(Aug 10 - Oct 15) There appears to be support for a return of near normal temperatures in the coastal avocado regions during this period due to the persistently cool SSTA pattern in the early fall to the west of southern California. However, the Pacific hurricane season should be an active one, with periods of hot offshore flow in the late summer and early fall (August and September) as is normal for the avocado regions. There is a chance for a few active thunderstorm periods in the mountains and deserts of Southern California in late August and September as tropical cyclone remnants drift northwest along the Gulf of California in association with cutoff lows.

Thus far in the summer, sea surface temperatures have tended to stay colder than the NOAA CFS2 forecast. A strong cold SST anomaly has developed off the Pacific Northwest. If this persists into October, expect an early and abrupt transition to winter storms as the atmosphere starts to respond to the current and predicted oceanic signature of *El Niño*.

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