

# 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/>

**CAC Production Research Committee Meeting-** Wednesday, July 11, 2012 at 9:00 a.m. at the California Avocado Commission offices, 12 Mauchly, Suite L, Irvine, CA 92618

## Production Research Concept Proposals Received

There was a call for Concept proposals in May with a deadline of June 15. There were 14 concept proposals received with funding requests totaling just over \$1,400,000. The Concept proposals cover a diverse range of subjects and will be discussed at the next Production Research Committee (PRC) meeting on July 11. The proposals requested funding for the following topics: pest management of mites, scales and avoiding the development of pesticide resistance; disease management of phytophthora root rot; remote sensing for stress management of trees; decision making tools; increasing productivity; understanding eating quality; understanding how salinity affects avocado trees and evaluating potential salt tolerant rootstocks; rootstock and scion plant breeding. Full proposals will be requested for the Concept proposals determined by the PRC as high priority and meeting California avocado growers needs.

## Update on Fusarium Dieback on California Avocado Trees

A Fusarium dieback disease is threatening California avocado trees. The disease is caused by several different kinds of Fusarium fungi that cause dieback in avocado trees. The fungi are carried by a tiny wood boring ambrosia beetle, that, as it bores into the tree infects the wood. It is the fungi that cause significant harm to the tree as the area of infected wood can be quite large. It kills the wood that moves water and nutrients to the leaves, causing a dieback. When the tree is diseased

the production of fruit on the tree is reduced and the tree may eventually die. At present it is unknown how much yields decline in infected trees and how long the tree may survive while infected.

The true identity of the beetle has been difficult to determine. When the beetle was first discovered the taxonomic description (this is based on the physical appearance) identified the beetle as the Tea Shot Hole Borer (scientific name: *Euwallacea fornicatus*). However, when Professor Stouthamer and his team analyzed the DNA profile of the beetle here in California and compared the profile to specimens of beetles from around the world he discovered that the DNA profile was very different. The differences were so large that the beetle attacking trees in California is now considered a different species. While the full scientific study on the identity of the beetle is not complete, the scientists have decided that they need to rename the beetle. The name they have chosen is a mouthful: Polyphagous (poly-fay-goss) Shot Hole Borer. The renaming may cause some confusion that there are two different beetles as it will take a while for the new name to stick. There is only one beetle and it now has a new name.



The beetle in California carrying the *Fusarium* fungi is also very different than the beetle in Florida that causes Laurel Wilt. Both the beetle and fungi in Florida are not present in California and are completely different from *Fusarium* dieback in California.

UC Plant pathologist Dr Akif Eskalen has continued to work hard with his team to investigate the distribution of the beetle and dieback symptoms. Diseased trees have been found over a wide area including most of LA County, parts of Orange County (Laguna Beach is a recent confirmed find) and once each in San Diego and Ventura cities. The beetle is now known to be infesting the major botanic gardens in LA County where a large number of different host trees, including avocado, have been attacked. The infestation in the botanic gardens is tragic as there are very fine specimen trees that are likely to be killed by the fungus over the next few years. Also infested is the avocado variety collection at Huntington Library. With the wide variety of plant species present in the botanic gardens the researchers are compiling a comprehensive list of the types of host trees the beetle will attack.

The Commission takes the dieback disease very seriously and, in addition to the \$100,000 of emergency funding already authorized for Dr Eskalen, have sent to researchers a Request for Proposals (RfP) written specifically for the *Fusarium* dieback disease. The RfP recognizes that both long term and short term research is needed and that this research needs to start as soon as possible. The RfP covers requests for research on how to control the spread of the beetle, methods to treat trees and studies on the biology of the beetle and fungi. The Commission is aware the threat the *Fusarium* dieback poses is urgent and that if it becomes established in commercial avocado groves growers are going to need sound advice on control options well before long-term research results are known. Responses to the RfP were received in late June and will be reviewed by the PRC on July 11. After review and approval research projects could start as early as mid-July.

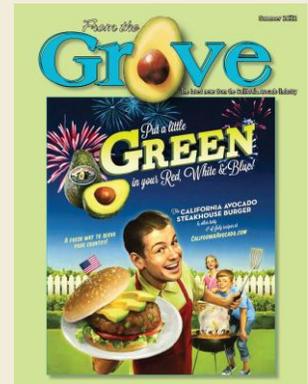
If you notice anything that may look like multiple small holes on branches or the trunk, even if there is no dieback, you can contact Dr Eskalen at (951) 827 3499 or by e-mail: [meskalenlab@gmail.com](mailto:meskalenlab@gmail.com) or the CAC Office at (949) 341 1955. The website <http://www.eskalenlab.ucr.edu> has more information on the Polyphagous Shot Hole Borer beetle and *Fusarium* disease. For some of the latest information also visit [avocadosource.com](http://avocadosource.com).

## Summer 2012 From the Grove is Now Available

The Summer 2012 issue of CAC's California avocado industry magazine, *From the Grove*, has begun hitting the mailboxes of growers throughout the state. The fourth issue of the quarterly publication features articles on: New Avocado Pest; CAC Blogger Activities; The IR 4 Project; History of the California Avocado Society and much, much more!

While printed copies of the magazine are shipped to all California growers on record with the Commission, it is available for all to view online at

<http://www.californiaavocadogrowers.com/from-the-grove/>. If you are a California grower and did not receive your copy, please contact April Aymami at [aaymami@avocado.org](mailto:aaymami@avocado.org) to be added to the mailing list.



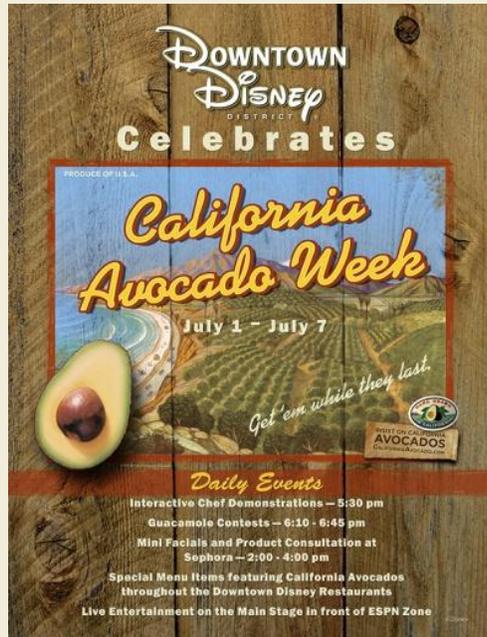
## CAC GAP Continues to Move Forward

The California avocado industry continues to move forward in Good Agricultural Practices (GAP) certification with nearly 9,000 acres certified statewide. California Avocado Commission (CAC) staff is working alongside handlers in educating growers on the importance of becoming GAP certified. In addition, we are responding to retailers who want to learn more about the California avocado industry's food safety activities. Overall, the retailers are very impressed with the level of commitment and leadership the California avocado industry has displayed under the CAC GAP program. The early success, with nearly 20 percent of acres certified under the CAC GAP program in just nine months, is a clear demonstration that California avocado farmers are committed to maintaining the highest level of safety in their growing practices. An item of discussion that has been brought up by retailers, though, is that of windfall fruit. One major retailer's policy from their food safety standards states: "Product that contacts the ground shall not be harvested unless the product normally grows in contact with the ground." The conversation on windfall fruit in our industry is not new, but as we continue to move forward with GAP compliance it seems prudent that we take a fresh look at current windfall practices. As the scrutiny surrounding food safety increases it is imperative that we give thorough consideration on how to best move forward as an industry. At the same time, growers who fall victim to a windfall event can suffer significant impact, so we must find a way through this dilemma that addresses the food safety concerns of retailers and consumers and the economic loss to growers. We have successfully built a strong reputation for California avocados as a high quality, low-risk commodity, and above all else that brand must be maintained. CAC has begun the process of exploring new commercial outlets for windfall fruit, which are likely to be limited. We are also looking at other ways to ensure growers are compensated for economic loss associated with a windfall event. If you have any ideas on possible market alternatives and uses for windfall fruit please email them to: [cac.iaf@avocado.org](mailto:cac.iaf@avocado.org).



## Downtown Disney Celebrates California Avocado Week July 1st-7th

Downtown Disney and the California Avocado Commission (CAC) have teamed up once again to present the second annual California Avocado Week at Downtown Disney, a celebration that brings two California natives together – Disney and California avocados.



The event is hosted daily from July 1<sup>st</sup> – 7<sup>th</sup> on the main stage near the Rainforest Café at Downtown Disney in Anaheim just outside of Disneyland. There will be all sorts of fun, family-friendly California avocado-centric happenings going on leading up to and through the 4<sup>th</sup> of July holiday – furthering the reach of CAC’s 4<sup>th</sup> of July marketing programs.

CAC and Downtown Disney will be putting a little Green into the Red, White and Blue 4<sup>th</sup> of July celebrations featuring daily guacamole contests and chef demonstrations daily from 5 – 7 p.m. Restaurants throughout Downtown Disney will also feature special California avocado menu items to celebrate California Avocado Week. CAC will also host a media event with Downtown Disney featuring a special California avocado-centric dinner.

The week of 4<sup>th</sup> of July is one of the most popular times of year for Disneyland and Downtown Disney with the very popular fireworks show at 9:30 p.m. from July 1<sup>st</sup> – 4<sup>th</sup>.

If you’re in the area feel free to stop by! For more information on the event, visit <http://www.avocado.org/downtown-disney-california-avocado-week>. Or follow along as CAC tweets live at the event at [http://www.twitter.com/CA\\_Avocados](http://www.twitter.com/CA_Avocados) or like us on Facebook to follow our updates, photos and more: <http://www.Facebook.com/CaliforniaAvocados>.

## California Avocado Retail Activity

- **Fred Meyer and Fresh Ideas with Leigh Ann Recipe Demonstration Segment**

The California Avocado Commission (CAC) is partnering with Fred Meyer, a northwestern based retailer with over 130 stores, to produce television cooking segments featuring their recipe specialist Leigh Ann demonstrating how to prepare new California avocado recipes. The segments will air on television in the Portland and Seattle Markets leading into the 4<sup>th</sup> of July during shows like Ellen, the Today Show and



the 6 p.m. News. The segments feature two California avocado recipes: *Firecracker Guacamole* and *Creamy California Avocado Chicken Sliders*. The promotion will be supported by Fred Meyer's use of the **Hand Grown in California** display bins in their stores and the new for 2012 American Summer Holidays recipe brochures. [Click here to watch the Firecracker Guacamole recipe demonstration.](#)

- **Unified Grocers West Coast Buying Show**

CAC exhibited at the Unified Grocers west coast buying show in Long Beach California on June 20 & 21 to meet with retail chains and independents from throughout the west coast. Unified Grocers, the largest retailer-owned wholesale grocery cooperative in the western United States, has been offering independent retailers buying resources since 1915. The expo, designed to connect Unified Grocers brands with their retail customers, provided CAC the opportunity to meet with independent and small-chain stores about CAC programs and support to increase California avocado sales at retail. Retailers in attendance that met with CAC included Mollie Stone's (San Francisco Bay area), Gelson's (Los Angeles), Cardenas (Los Angeles), Northgate (Los Angeles) and many other independents. Several retailers in attendance requested California avocado Point-of-Sale materials and two follow-up meetings were scheduled.



## California Avocado Social Media Fan Corner

The California Avocado Commission (CAC) continues to reach engaged online users through its social media channels, with recent weeks reaching nearly 700,000 people within a seven day period on Facebook alone.

See below recent posts from fans expressing their love of the California Avocado:

 **Pancho** Support California Growers- Organic/Conventional makes no difference as long as it says "Hand Grown in California"  
May 15 at 6:16pm · Like

 **Stacey** Yes, I do check the labels and I only will buy US produce. Especially from CA.  
May 17 at 3:57am · Like

 **Babyliisaa** Jun 22, 10:48pm via Twitter for Android  
All these California avocado commercials are making me want avocado...

 **WSCreations** Jun 21, 9:37am via TweetDeck  
I'm going to celebrate the 4th of July "California Avocado" style. #YUM

 **SavoryBend** Jun 20, 7:35pm via HootSuite  
June is California Avocado Month. Not that you need an excuse to sit down for a bowl of guacamole and chips but here is one anyway.



**narniafan95**

Jun 20, 7:13pm via Twitter for iPhone

I really like the California Avocados commercial.



**cruel\_spark**

Jun 20, 4:58pm via web

The new California Avocado commercial is kind of awesome. And it's been a long time since I've said ANY commercial was awesome.

CAC's current social media channels include [Facebook](#), [Twitter](#), [Pinterest](#).

### CAC Meets with National Restaurant Association Executives at Pre-show Event

An integral part of the CAC foodservice program, R&D and marketing support foster ongoing relationships with targeted, high volume chain restaurants, contributing to the steady growth in Fresh California avocado usage in foodservice.

On May 2-4, preceding the National Restaurant Association Show in Chicago, CAC joined 150 members of the National Restaurant Association Marketing Executives Group (MEG) as they convened for their annual industry study session. While presenters delivered the latest marketing and social media information, meal functions highlighted menu trends.

*California Avocado Piquillo Pepper Frittata* and *California Avocado Bruschetta with Chile Jam* demonstrated California avocado versatility in hot and cold applications, and in dishes that make menus profitable.

During the event, CAC's foodservice team networked with the attendees and discussed the benefits of adding Fresh California avocado to their menus.



CAC used this well-positioned opportunity to pursue and expand chain restaurant prospects through MEG members. New operator contacts from the event include Restaurants Unlimited, Melting Pot, Grill Concepts, Elmer's Restaurants, Fish City Grill, Tiki Grill & Bar and Taco Cabana. CAC has since followed up with these contacts and is working with them to try and get Fresh California avocados on their menus soon!

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/>.

| <b>California Avocado Commission<br/>Weekly Volume Summary</b> |                          |                                   |   |
|--|--------------------------|-----------------------------------|---|
|  | Week Ending<br>6/24/2012 | Season-to-Date<br>(since 11/1/11) | Estimated %<br>Complete*<br>(Nov'11-Oct'12) |
|  | Volume (in pounds)       |                                   |   |
| Hass   | 16,938,750               | 184,375,325                       | 48%   |
| Lamb   | 78,309                   | 102,917                           | 1%  |
| Other (Greens)   | 16,705                   | 2,537,244                         | 51%   |
| California Total   | 17,033,764               | 187,015,486                       | 48%   |
| Florida  | 1,888,645                | 17,642,850                        | 32%   |
| Chile  | 47,408                   | 90,745,968                        | 55%   |
| Mexico   | 12,203,299               | 608,938,198                       | 90%   |
| Other (Imports)  | 4,149,483                | 32,105,355                        | 39%   |
| Import Total   | 16,400,190               | 731,789,521                       | 56%   |
| USA Total  | 35,322,599               | 936,447,857                       | 69%   |

\*based on current projections from associations

| <b>California Avocado Society</b>       |                           |                            |                            | 6/25/2012                     |
|---|---------------------------|----------------------------|----------------------------|-------------------------------|
| <b>Weekly Newslines* Avocado Prices</b> |                           |                            |                            |                               |
|   | FOB price<br>(25# carton) | Field price<br>(per pound) | Retail price<br>(per each) | Last Year FOB<br>(25# carton) |
| <b>California Hass</b>                  |                           |                            |                            |                               |
| #2's                                    | 7.00-23.00                | 0.18-0.72                  |                            | 31.00-45.00                   |
| 32's-36's                               | 28.00-31.00               | 0.92-1.04                  |                            | 51.00-53.00                   |
| 40's                                    | 30.00-31.00               | 1.00-1.04                  | 5/5.99-1.69                | 52.00-53.00                   |
| 48's                                    | 29.00-31.00               | 0.96-1.04                  | 0.99-1.59                  | 53.00-54.00                   |
| 60's                                    | 23.00-24.00               | 0.72-0.76                  | 0.99                       | 47.00-49.00                   |
| 70's                                    | 19.00-20.00               | 0.56-0.60                  | 4/3.99                     | 46.00-47.00                   |
| 84's                                    | 14.00-16.00               | 0.41-0.44                  | 2/0.99-4/1.99              | 38.00-39.00                   |
| <b>Mexican Hass</b>                     |                           |                            |                            |                               |
| All Sizes                               | 14.00-28.00               | N/A                        | 2/3.00                     | 39.00-53.00                   |
| <b>Chilean Hass</b>                     |                           |                            |                            |                               |
| All Sizes                               | N/A                       |                            |                            |                               |
| <b>Peruvian Hass</b>                    |                           |                            |                            |                               |
| All Sizes                               | 14.00-28.00               | N/A                        |                            |                               |

\*To subscribe to The Weekly Newslines please contact California Avocado Society at (951) 225-9102 or [www.californiaavocadosociety.org](http://www.californiaavocadosociety.org)

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

**In In the Near Term - June 27 to July 11 ...** After a warmer spell, a trough with a few showers is possible on June 30 and July 1 in far northern California. This system will not affect central or southern California other than to produce a deeper marine layer on the 30th and 1st, and again from the 6th to the 9th.

**In the Near-Term - Southern California Avocado Region June 27 to July 11...** Cool conditions are expected on the 30th and 1st, with a deep marine layer and lingering drizzle through mid or late mornings. High pressure will build on the 3rd to the 5th and then more troughing and cooler days are indicated for the 7th to the 10th.

**July 12 to 25...** The latest CFS guidance from NOAA is showing the zone of cold sea surface temperature anomalies (SSTAs) continuing along the coast of California this summer. This argues for a cool summer along the California coast as we have seen the past two years. In addition, El Niño is present and will be inducing upper lows to occur near the coast of central and northern California. This is unusual during the middle of the dry season.

We expect the cold SSTA area between Hawaii and western Mexico to displace slowly west in July. Tropical cyclone activity will be close to normal in southern Mexico's coastal area, but these systems will dissipate quickly as they move west of southern Baja. Rainfall will be above normal in south and southeast Arizona in July.

**July 12 to 25 ...Southern California Avocado Region...** Cooler than normal conditions will persist along the coast and coastal valleys despite the seasonably hot conditions in the lower mountain and foothill areas of southern California. NOAA guidance confirms this scenario.

**Seasonal Outlook/El Niño Update...** (July 30 to September 30) Support for the westerly storm track across the north Pacific into Oregon will decrease to its normal minimum in July. The MJO cycle, though currently strong, will become more erratic. The MJO may cease for awhile from late July until the middle of August.

As the *El Niño* anomaly increases over the central and east tropical Pacific, we will tend to see an increase in tropical cyclone development south of Guerrero.

The strength of *El Nino* will continue to grow during our summer as indicated by the NOAA/NCEP CFS. Therefore, we expect a warmer than normal summer in interior portions of California (SierraNV). The coastal areas will tend to stay cooler than normal within the zone of marine coastal low clouds with dry southwest flow aloft into the coastal mountains.

August continues to look potentially active for tropical cyclones in the eastern north Pacific off the southern coast of Mexico. We expect this to maintain a pattern of persistent or recurrent monsoonal southern flow with thunderstorms into Arizona and occasionally into southern California.

**Southern California Avocado Region...(July 30 to September 30)...** We continue to see support for cooler than normal conditions in the coastal avocado regions during this period due to the persistently cool SSTA pattern west of southern California into the late summer and early fall. 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). This is normal for the avocado regions. There is a chance for a few active thunderstorm periods in the mountains and deserts in August and September as tropical cyclone remnants drift northwest along the Gulf of California late this summer in association with cutoff lows. These lows will tend to be more frequent in September.

Looking further into the fall months of October and November, *El Nino's* influence during the mid fall will tend to induce more frequent cutoff low events, with some thunderstorms alternating with Santa Ana wind events in October. The latest guidance supports more of a colder scenario during the first part of the fall, with the early cold shower events alternating with hot Santa Anas.

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