

The GREENSHEET

CALIFORNIA AVOCADO INDUSTRY NEWS

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IN THIS ISSUE, YOU'LL FIND:

[Persea Mite Biology, Management, and Monitoring Workshop](#)

[Plant Breeding Grower Focus Groups](#)

[Update on Fusarium Dieback on California Avocado Trees](#)

[IR-4 Project Funding Update](#)

[CAC's 4th of July Promotion in Full Swing!](#)

[California Avocado Feature in Haggen Food and Pharmacy's Magazine](#)

[CAC Chef Showcases California Avocados at Exclusive Media/Blogger Event in New York](#)

[Foodservice In-season Fresh California Avocado Promotions](#)

[Refreshed Recipe Section on CaliforniaAvocado.com](#)

[Market Trends](#)

[Weather Outlook](#)

Persea Mite Biology, Management, and Monitoring Workshop

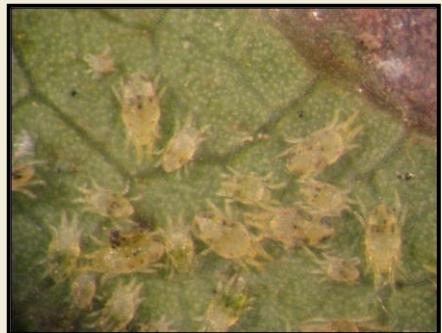
Dates: June 20 (Santa Paula) & June 27, 2012 (Irvine)

Morning Session: 8am-11:30am or Afternoon Session: 1-4:30 pm

Course Description:

The persea mite (*Oligonychus perseae*) is a non-native leaf-feeding pest of avocado trees in California. The feeding damage caused by this mite has been recently linked with yield reduction. This training workshop contains a presentation and field demonstration with updated information on persea mite research and pest management for the California avocado system.

Participants will learn: 1) how to recognize beneficial and pest mites from avocado trees, and 2) the basics of persea mite biology, invasion history and management options (i.e., biological control and pesticide recommendations). In the field demonstration, participants will get hands-on experience on how to use two simple sampling methods designed to estimate persea mite densities in commercial avocado orchards.



The registration fee is \$35/person and participants receive 2.5 hours of CE credit from the CA Department of Pesticide Regulation (DPR). Each session is limited to the first 25 participants that sign up.

To register and for more information please visit:

<http://cistr.ucr.edu/mites/workshop.html>

Plant Breeding Grower Focus Groups

Plant breeding is a significant and important investment made by California avocado growers in the future of the California avocado industry. This year the Commission Board of Directors are going to be asked to consider further long-term commitments to an avocado plant breeding program. To help the Commission Board with their deliberations a comprehensive plan for plant breeding is being developed composed of three parts: well defined goals and objectives set by industry stakeholders, the making and testing of new varieties and lastly the commercialization of new varieties. To be sure that the goals and objectives of an avocado plant breeding program meet industry expectations it is important to consult with growers and handlers as to what they consider the California avocado industry will need in the future. Two meetings were held on May 23 and May 24, in Santa Paula and in Fallbrook, to ask "What should a plant breeding program deliver?". Both meetings were attended by committed growers and senior staff from many of the handlers. Discussion at the meetings was excellent and highly informative leading to a better understanding of what commercial drivers there are for the types of desirable new varieties and the challenges for successful commercial release.

The main conclusion from the meetings was the variety Hass is the standard by which all new varieties will be compared so any new fruit type needs to be better than Hass but still be "Hass-like." The tree has been improved to overcome some of Hass's weaknesses. It was considered that the market knew and liked Hass and any new variety would have to have some "Hass-like" characteristics to avoid confusion with customers and help to bridge the lack of knowledge on how to handle the new variety. Much of the concern appeared to be with regard to the new variety having a lack of marketing research and so appears to be a risky prospect that it will be accepted in the market. Given this concern it was better to have Hass on improved trees (e.g. salt tolerant) rather than new types of fruit where much new would need to be learned. There was also discussion on what characteristics would be needed to increase avocado plantings in areas prone to freezes like the San Joaquin Valley but where the costs to produce avocados were lower.

It was generally agreed that genetically modified fruit varieties were a somewhat touchy subject with some meeting participants strongly against and others strongly for. There appeared to be little objection to using genetic technology to understand varietal traits or as tools to be more selective when screening seedlings. Much of the concern on genetic modification related to not knowing how well consumers would accept new genetically modified varieties.

The subjects and issues identified at the grower focus group meetings will be highly valuable to the Commission Board of Directors when they consider the investment in avocado plant breeding for the next 10 to 20 years. Many thanks to all the attendees at the meeting for their valuable input.

Update on Fusarium Dieback on California Avocado Trees

A new disease is threatening California avocado trees. The disease is 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 so that the beetle and its offspring can eat the fungi as it rots the wood. The Commission has been taking the ambrosia beetle and disease very seriously as a new threat to avocado trees in California. In March, the Commission Board authorized \$100,000 of emergency funding for Dr Eskalen to conduct a survey to find the distribution of the beetle and disease. This funding finishes at the end of October.

Over the past few months researchers at the University of California, Riverside led by plant pathologist Dr Akif Eskalen and entomologist Professor Richard Stouthamer have been working hard to investigate the distribution and to establish the real identity of a new ambrosia beetle and its symbiotic Fusarium fungi. Diseased trees of at least 14 different species have been found over most of LA County, parts of Orange County and once in San Diego. In particular the noxious weed Castor Bean is readily infested by the beetle. To date there have been no reports of infected trees in major commercial avocado groves.

The beetle is very small, around a couple of millimeters or about 80 thousands of an inch in length. The beetle bores into mature wood but does not eat the wood. Instead it infects the wood with a fungus and then lays eggs so its larvae can feed on the fungus. It is the fungus that causes significant harm to the tree killing the parts of the tree that move water and nutrients causing a dieback. When the tree is diseased production is likely to be affected but at the moment it is unknown how much production is reduced by the infection and how long the tree may survive while infected.

The disease and beetle represent a significant threat to growing avocados in California. CAC staff and the Production Research Committee have been working with the Executive Committee of the Commission Board to develop a full plan to understand and then provide management advice to growers before the disease becomes established over a area of commercial groves. There was a extraordinary meeting of the PRC followed by an Executive Committee meeting on June 5. The PRC considered research proposals requesting \$340,000 but determined that the proposals only met part of what would be needed to help growers manage this new pest and so did not recommend approving the proposals as written. The PRC spent considerable time determining how the Commission should approach investigating and managing the disease and beetle. At the meeting the major steps of completing the survey to determine the limits of beetle and disease infestation and to initiate research trials to evaluate possible control methods were recommended by the PRC and agreed by the Executive Committee of the Board. In addition a Request for Proposals (RfP) specific to the Fusarium dieback disease covering both long term and short term research needs has been drawn up and has been sent to researchers. 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. Responses are expected by the end of June and once the proposals have been reviewed and approved, research projects could start as early as mid-July.

Fusarium dieback is not unique to California, the same beetle and disease are also present in Israel where the infestation of commercial avocado groves is more advanced. Israeli researchers have been evaluating a number of possible pesticides and other control methods. There has been a high degree of mutual information sharing and co-operation between researchers in California and Israel, helpfully facilitated by Reuben Hofshi. The Commission is sponsoring Dr Eskalen to visit Israel to share information and to see first-hand the disease on avocado groves. The information Dr Eskalen collects will allow California researchers and CAC staff and the PRC to be better informed as to how the disease may progress and develop over the next year and what control options may work the best.

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: eskalenlab@gmail.com or the CAC Office at (949) 341 1955. The website www.eskalenlab.ucr.edu has more information on the Shot Hole Borer beetle and Fusarium disease. For some of the latest information also visit www.avocadosource.com.

IR-4 Project Funding Update

The IR-4 Project is a national program funded by USDA's National Institute of Food and Agriculture to conduct research trials in support of USEPA crop protection registrations on specialty crops like California avocados. Earlier this year congress was considering a proposal by the President to consolidate the IR-4 Project and make significant cuts to existing funding. This would have negatively impacted IR-4 and reduced their ability to assist specialty crops such as California avocados. Recently the House Appropriations Subcommittee on Agriculture, Food and Drug and Associated Agencies marked up their version of the FY 2013 Agriculture Funding Bill. Like the Senate did previously, they DID NOT consolidate IR-4 with the IPM Programs into the new Crop Protection Program. This was a major victory for IR-4 stakeholders, including California avocado growers. The Commission actively advocated against this proposal by communicating with congress the negative implications this would have caused on specialty crop farmers. Unfortunately, the House did propose an additional 2 % cut in funding for IR-4's Program area (Improved Pest Control). If approved, this would be the second year of funding cuts, an unfortunate circumstance of our federal budget challenges. To learn more about how the IR-4 Project benefits California avocado growers, read the feature article in the upcoming "From the Grove" summer issue.

CAC's 4th of July Promotion in Full Swing!

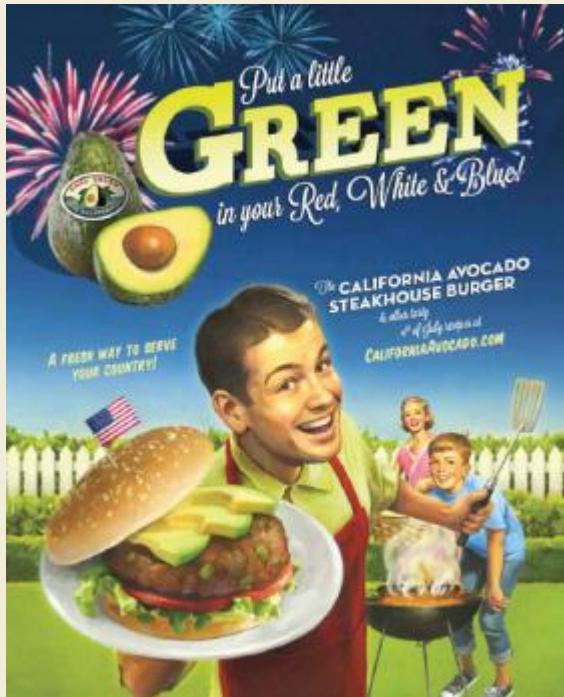
California avocado advertising designed to build demand for and awareness of California avocados as a key ingredient for 4th of July holiday gatherings is launching mid-June. The California Avocado Commission (CAC) will be communicating usage ideas such as hot dogs, hamburgers and potato salad featuring the all American California avocado through print ads, shelf-talk banners in-store in the bread aisle, in-store radio ads, online banner ads, general market radio ads and a special television ad.

The 4th of July advertising has the look and feel of the 50's. The ads capture a fun, campy tone that has a sweetness of a time gone by and are designed to help consumers embrace this new American custom by thinking that eating California avocados around the 4th of July is a tradition that has actually existed all along. The ads will inspire consumers and leave them excited and hungry to creatively combine California avocados into their upcoming 4th of July celebrations, not only this year but every year in the future.

CAC's 4th of July promotional campaign kicked into high gear with print ads in national and regional magazine ads (Sunset, Fine Cooking, Eating Well, and Saveur), banner ads on epicurean websites, radio spots in all the core markets and television commercials throughout California beginning in mid-June.

Consumers will be reminded to purchase California avocados in-store with shelf-talk banners in the bread aisle next to the hamburger buns promoting the [California Avocado Steakhouse Burger](#) and in-store radio ads throughout the entire grocery store.

4th of July Print Ad



4th of July Shelf-Talk Banners



4th of July Online Display Banner Ads (animated)



4th of July TV Spot



[Click to play](#)

Stay tuned for 4th of July promotional results in future Greensheets.

California Avocado Feature in Haggen Food and Pharmacy's Magazine

California avocados were featured in Haggen Food and Pharmacy's Summer issue of their "Real Food" magazine. Haggen is the largest independent grocer with 33 stores and is one of the nation's 75 largest grocery chains according to Super Market News. Haggen will distribute the magazine from May through July 2012.

The California avocado article featured the ***Hand Grown in California*** logo, promoting that California avocados are now in season.

CALIFORNIA AVOCADOS

California Avocados are now in season and it's the perfect time to enjoy this consistently reliable fruit, hand-grown by those with a real passion for what they do and the fruit they produce. Fresh California Avocados are harvested by nearly 5,000 growers; making San Diego County the Avocado Capital of the U.S. We invite you to meet these very special growers by visiting CaliforniaAvocado.com. Read the stories of growers like the Abbotts, environmentalists who practice sustainable farming, mother-and son-growers Dorcas McFarlane and Gordon Kimball, and even 95-year-old Ernie Righetti, who has spent his entire life working on the family farm.

Did you know? Health-conscious bakers can substitute California Avocados for equal amounts of butter or shortening in a recipe. With the fruit's contribution of nearly 20 vitamins, minerals and phytonutrients, along with "good fats," this will increase the nutritional value of the baked good.



14 real food summer 2012

The article feature included a "Did you know?" tip about substituting California avocados for butter or shortening when baking, for the "good fats." The magazine is sold at the checkout stand in all 33 Haggen stores with proceeds benefiting Northwest Harvest, a food bank which distributes food to approximately 300 hunger programs in Washington State.

CAC Chef Showcases California Avocados at Exclusive Media/Blogger Event in New York

As part of the artisan chef program designed to capitalize on the popularity of well-known and up-and-coming chefs in key California Avocado Commission (CAC) target markets, CAC partnered with Chef Ivy Stark to host an exclusive media event at her restaurant Dos Caminos, a culinary destination in New York City. Nearly 20 bloggers and traditional media members attended the California avocado-themed interactive afternoon.



The event began with California Avocado Margaritas and California Avocado Aperitifs and continued with a fiercely competitive "Guac Off." Ingredients from horseradish to grapefruit were set out for media and bloggers to use in their very own guacamole. The creations ranged from "The Tri-Borough Special" to "Sweet and Spicy California Girl Guac." The winners were [Kellie Green](#) and [Eleanor West](#) for their unique and flavorful "BLT Guacamole" which was a spin on the traditional BLT sandwich.



After the competition, the group was treated to a three course meal of [Crab Molotes with California Avocado Tomatillo Salsa](#), California Avocado Tacos served Baja Style and [California Avocado Honey Lime Ice Cream](#). As each course was served, Chef Stark

demonstrated the preparation and shared tips so guests could recreate the recipes at home.

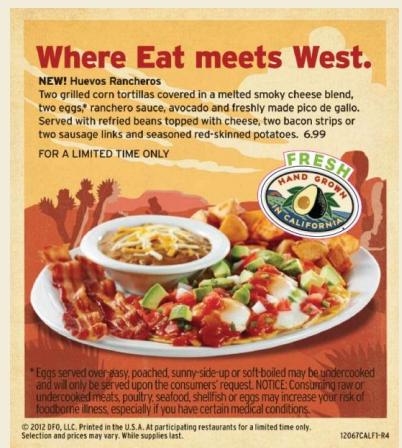
To learn more about Chef Stark, Dos Caminos, or the recipes created for this special event, check out [her spotlight page](#) on the CAC website.

Foodservice In-season Fresh California Avocado Promotions

- Raving fans of Togo's top-selling #24 Turkey & Avocado have new reason to cheer this summer. The "West Coast Original" since 1971 serving up big, made-to-order sandwiches unveiled its new California Club sandwich. Togo's California Club, the "Ultimate Summer Sandwich" is packed with hand-grown California avocados, premium roasted turkey, savory Black Forest ham, Applewood smoked bacon, crisp lettuce, juicy tomatoes and creamy buttermilk ranch dressing. Togo's is promoting the new *California Club* throughout the summer at 245 restaurants with a menu board panel and window cling branded with the **Hand Grown in California** logo.



- Subway launched a month-long Bravocado promotion on June 1, 2012. With all stores at or near the epicenter of California avocado production, Subway San Diego partnered with CAC to feature Fresh California avocado in its 200 units. As Subway San Diego already serves fresh avocado (added when ordered), this promotion highlights the company's commitment to California, and celebrates Fresh California avocado season. For the next month, Subway San Diego will feature Chipotle Steak & Cheese with Avocado, BLT with Avocado, and Turkey Avocado Bacon Sub. To merchandise the branding and encourage sales, Subway San Diego created custom **Hand Grown in California** window clings and menu features that picture the use of Fresh California avocados.
- On June 5th, 400+ California Denny's Restaurants moved to Fresh California avocados. As part of a "Tour of America" menu promotion, two new regional items—Huevos Rancheros and Malibu Fish Tacos—include Fresh California avocado in their ingredient listing. The switch to fresh also means that all other Denny's menu items with avocado—Bacon Avocado Burrito and Chicken Avocado Sandwich—will be prepared using Fresh California avocado. The statewide promotion is marketed with a special menu, and radio and direct mail support. To encourage customers to add Fresh California avocado to any item, a crew button worn by employees in-restaurant encourages adding Fresh Hand Grown in California avocado for just 99¢.



Refreshed Recipe Section on CaliforniaAvocado.com

The California Avocado Commission (CAC) updated its popular Recipe Section on CaliforniaAvocado.com in mid-May based on ongoing website analytics and input from consumers.

Included in the update are:

- An all new [CaliforniaAvocado.com/recipes](#) page featuring new and featured recipes in addition to a search area
- An all new My Recipes page, providing users with a more personalized recipe saving experience so consumer can save their favorite California avocado recipes for later
- An all new “Latest Recipes” feature on the homepage:

NEW RECIPES HAVE ARRIVED!

Be among the first to make and rate these brand new recipes.
Try them, taste them, then tell us all about it!

[Red, White, Blue AND Green Salad](#) [Grilled Turkey Burgers with California Avocad...](#) [Crab Molotes with California Avocado Tomatill...](#)

Hungry for more? Browse through all new recipes. [BROWSE NEW RECIPES](#)

- A new and improved search feature to simplify the searching process while providing site visitors with more options to choose from to more easily find what they are looking for

Check out the new and improved section at: [CaliforniaAvocado.com/recipes](#)

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 6/10/2012	Season-to-Date (since 11/1/11)	Estimated % Complete* (Nov'11-Oct'12)
	Volume (in pounds)		
Hass	14,991,625	151,567,600	39%
Lamb	15,749	15,940	0%
Other (Greens)	31,507	2,458,242	49%
California Total	15,038,881	154,041,782	39%
Florida	708,290	14,742,590	27%
Chile	189,631	90,603,745	55%
Mexico	13,001,374	583,822,234	87%
Other (Imports)	1,407,416	24,976,593	31%
Import Total	14,598,421	699,402,572	54%
USA Total	30,345,592	868,186,944	64%

*based on current projections from associations

California Avocado Society					6/11/2012
Weekly Newsline* Avocado Prices					
	FOB price (25# carton)	Field price (per pound)	Retail price (per each)	Last Year FOB (25# carton)	
California Hass					
#2's	7.00-23.00	0.10-0.72		25.00-41.00	
32's-36's	30.00-32.00	1.00-1.08		51.00-52.00	
40's	33.00-34.00	1.12-1.16	5/5.99	51.00-52.00	
48's	32.00-33.00	1.08-1.12	0.99-1.69	48.00-49.00	
60's	23.00-25.00	0.72-0.80	1.5	46.00-47.00	
70's	16.00-17.00	0.44-0.48	4/3.99	39.00-40.00	
84's	13.00-14.00	0.36-0.41	2/0.99-4/1.99	34.00-35.00	
Mexican Hass					
All Sizes	13.00-28.00	N/A	0.98-2/3.00	36.00-52.00	
Chilean Hass					
All Sizes	N/A				
Peruvian Hass					
All Sizes	13.00-28.00	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 - Southern California Avocado Region June 14 - June 21... Cool conditions are expected from the 14th to 21st with a deep marine layer and lingering drizzle in the mornings. As high pressure builds, we can expect earlier burnoff of morning low clouds and warmer days from the 15th to the 18th.

June 22 to July 2 ...Southern California Avocado Region... we expect a transition to warmer than normal conditions by the end of June in response to warmer than normal sea surface temperatures that are shown by NOAA CFS guidance.

Southern California Avocado Region...(July 2 - Sep 30) We expect a warmer than normal pattern in response to the expected changes in the SSTA pattern west of California. The Pacific hurricane season should be an active one with hot conditions the most likely result for southern California in July, August and September in the avocado regions. There is a chance for above normal rainfall in the mountains of southern California during August and September in response to tropical cyclones as they drift further north than normal late this summer.

Looking further into the fall months of October and November, *El Niño* will gradually gain dominance, turning the pattern to a wet one for southern California in November. We do not expect an early start to the winter rainy season with this *El Niño*, however, and we may wait in southern California until the middle of November before a definitive start to the rains occurs.

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