



# 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/>

**March 19, 2013**, 9:30 a.m. to 1:00 p.m., Field Day: Identifying and Understanding the Biology of Polyphagous Shot Hole Borer and Fusarium Dieback, Huntington Botanical Gardens, Auditorium, 1151 Oxford Road, San Marino, CA 91108. RSVP is required. [Click here for RSVP and meeting location information.](#)

**March 20, 2013**, 3:00 p.m. to 5:00 p.m., CAC Finance Committee Meeting, Pala Mesa Resort, Cypress 1 & 2 Meeting Rooms, 2001 Old Highway 395, Fallbrook, CA 92028

**March 21, 2013**, 9:00 a.m. to 2:00 p.m., CAC Board Meeting, Pala Mesa Resort, Sun Room, 2001 Old Highway 395, Fallbrook, CA 92028

## Vote for California Avocados as the Official State Food of California!

KGO Radio in San Francisco has embarked on a quest to name the official state food of California. KGO invited their listeners to nominate their favorites and announced the six finalists; almonds, artichokes, avocados, crab, sourdough bread and wine/grapes and invited representatives from each group to state their case on Friday morning's show. Jan DeLyser, vice president of marketing, represented California avocados, making a strong case for California avocados to be the official state food of California and now you have the opportunity to place your vote for avocados by visiting [KGORadio.com](http://www.kgoradio.com). Be sure to vote between now and Sunday, March 10th. You do not need to login or submit any other information.

The poll is viewable at the link below, on the right column about half way down the page:

<http://www.kgoradio.com>

## Cultural Tip: March is a Good Time to Begin Evaluating Tree Health and Cultural Management

The most important time of year for avocado growers is upon us. Spring is bloom-time, and it is the fruit-set following bloom that will determine the financial future of the grove the next harvest season. A lot of groves are currently carrying their second good crop in a row, leading to the concern that fruit-set this spring could be poor as the trees become "tired" and enter into an alternate bearing pattern.



The amount of flowers in spring is thought to be directly related to the amount and quality of the previous year's summer flush, and it can be moderated by the crop load the trees have carried through winter. Thus, it is too late to have any effect on the amount of flowers the trees will produce this spring. For trees that were affected by freezes this winter, there could also be some flowering potential lost due to flower bud damage. By now it should be possible to see how many flower buds your trees have, and it is a good time to consider your cultural management activities for the next three to four months.

Critically evaluating your trees in March each year is a good practice that allows you to assess how successful your cultural management program has been. At this time of year you can look at how much fruit you have to harvest this season, and you can start to follow flowering and fruit-set to judge your crop potential for next year. In order for there to be good fruit-set it is necessary for the trees to flower well. Less flowering and greater shoot growth than expected suggests a light crop could be set while more flowering and less shoot growth suggests a heavy crop may be set. Depending on the amount of flowering and shoot growth, adjustments to the amount of fertilizer and water applied will need to be made.

Another indicator of whether your cultural management is on the right track is the amount of stress that flowering induces in the trees. Trees that flower well and show relatively little stress are likely to be well set-up to have a good fruit set. If the flowering looks weak or is less than normal this can be an indication a change to cultural practice was needed last year to avoid the poor flowering. The most common cause of poor flowering is a heavy crop of fruit that reduces the amount of flowers that develop, which is the root cause of alternate bearing. Sometimes the crops have been so heavy that two years of poor flowering and yields can result as the tree finds its "balance" between vegetative growth, fruiting and flowering again.

This year the concern is for trees that have had two large crops in a row resulting in a high potential for a poor crop to follow. A good general practice is to ensure the trees have met the nutrient targets for good yields, the overwintered

leaves are in good condition (green not yellow) for as long as possible over flowering and fruit set, and to harvest a proportion of fruit from the trees early. If you think your trees look unhealthy or unthrifty talk to your farm advisor about potential cultural management activities you can undertake to best support your trees over the next year. Experience tells us that doing nothing to help unhealthy or unthrifty trees now and over the next couple of months during fruit set is not helpful in setting a good crop.

## **Field Day: Identifying and Understanding the Biology of Polyphagous Shot Hole Borer and Fusarium Dieback**

The California Avocado Commission, in cooperation with UC Riverside, will be holding a field day on **Tuesday March 19, 2013 at the Huntington Botanical Gardens from 9:30 a.m. to 1:00 p.m.**, to provide an update on the biology, identification and control strategies of the Polyphagous Shot Hole Borer and Fusarium Dieback disease. PSHB/Fusarium Dieback has spread throughout many areas of LA County, and into parts of Orange and San Bernardino Counties. It is only a matter of time before commercial avocado groves become affected. Currently, there are no chemical control measures available, but research is progressing rapidly. Until chemical controls are available, it is important to be able to identify the beetle and disease symptoms early so infested trees can be removed and the spread of the infestation limited. This field day is specifically aimed at educating avocado growers and grove managers on how to detect the Shot Hole Borer on a wide range of tree species as well as avocado trees.

Meeting information: March 19, 2013, 9:30 a.m. to 1:00 p.m., *Huntington Botanical Gardens, Auditorium, 1151 Oxford Road, San Marino, CA 91108*. Note: The Huntington is closed to the public on Tuesdays. You will need to enter at the corner of Orlando Rd and S. Allen Ave.

**RSVP is required** to attend the Field Day. To RSVP, please e-mail Tim Spann, CAC Research Project Manager, at [tspann@avocado.org](mailto:tspann@avocado.org), no later than Friday March 15. For meeting location and program information [please click here](#).

## **2013 CAC Chain Promotion Preview**

***This article is about** fresh California avocado foodservice promotions in 2013.*

***How this information/activity helps California avocado growers:** Promotions with foodservice chains that feature fresh California avocados encourage new avocado uses and boost sales.*

With at least one in every three fresh California avocados being served in the foodservice sector, the California Avocado Commission's (CAC's) restaurant chain promotion program aims to drive that number even higher in 2013. Each year, the team targets both current fresh California avocado users and new opportunities. For 2013, Applebee's falls under new opportunities in a big way. With almost 2,000 locations, Applebee's is a new CAC promotion partner and will be featuring a new fresh California avocado menu item. Additions to the new promotion partners list also include: Johnny Rockets (40 California locations) and Smashburger (200 locations).

The number of repeat promotion partners continues to grow. This year, find new and returning fresh California avocado menu items at Baja Fresh (253 locations), Chipotle (1,410 locations), Compass (4,000 locations), Daphne's California Greek (55 locations), Denny's (1,571 locations), Habit Burger (66 locations), Rubio's (200 locations), Ruby's Diner (promotion in progress at 29 California locations), Shari's (103 locations), Sodexo (1,200 locations), Stanford University, Subway LA (1,215 locations) and Togo's (241 locations).

Keep an eye on the Greensheet for more information on all 2013 fresh California avocado chain promotions and menu items, *and* where to find them!

## **Chef Neal Fraser of BLD Restaurant Helps Consumers Wake Up to Breakfast with California Avocados**

***This article discusses CAC's partnership with chef Neal Fraser and his development of California Avocado breakfast recipes for a media dinner and press release.***

***How this information/activity helps California avocado growers: Chef partnerships help CAC spread California avocado usage ideas to the media. Breakfast ideas encourage consumers to use California avocados in the morning, a time when consumption currently is very low.***

California season is finally here and it's time to "Wake Up to Breakfast with California Avocados." To help kick off the 2012-13 season, CAC has partnered with Los Angeles-based chef Neal Fraser of BLD, Fritzi Dog and the Rectory at Vibiana, to promote the start of the fruit's peak season, as well as CAC's 2013 focus on inspiring consumers to incorporate California avocados into their breakfast dishes.



Chef Fraser has created delicious breakfast recipes featuring California avocados. His "California Avocado, Egg and Smoked Salmon Blini" recipe is the perfect dish for a weekend brunch – bite size pancakes, topped with a creamy California avocado-infused crème fraiche, eggs and smoked salmon. The chef's "Chilaquiles de California Avocado" recipe is a fun and delicious dish to add to any weekend breakfast spread. Both recipes will be featured in a season opener press release distributed to key national and regional media outlets in late March to announce the arrival of fresh, hand-grown fruit at market.

Additionally, chef Fraser will host an interactive dinner and cooking demonstration with key food media at his BLD restaurant in Los Angeles on March 12. During the event, chef Fraser will serve his creative take on breakfast for dinner dishes incorporating California avocados.

Working with artisan chefs such as Neal Fraser to give the media creative ideas for avocado use helps CAC encourage consumer demand of California avocados.

### **Fresh Produce & Floral Council Northern California Luncheon**

The Fresh Produce & Floral Council Luncheon was held at the Castlewood County Club in Pleasanton California on February 21. Retailers and wholesalers attended, providing an excellent opportunity for networking.

CAC was a key sponsor of the luncheon and was given the opportunity to present California avocado key messaging to the northern California retailers in attendance. Dave Howald, CAC retail marketing director, presented the 2013 California avocado crop information, research on consumer preference for California avocados and promotional opportunities throughout the American summer holidays. Retailers in attendance included Raley's, Save Mart, Food Maxx, Safeway, Mollie Stone's and Grocery Outlet.



*Dave Howald, CAC retail marketing director presents information on CAC's 4<sup>th</sup> of July initiatives to Jon Holder, Sr. Manager, Produce & Floral Depts. for Sacramento area-based Raley's Family of Fine Stores.*

## Optimizing CaliforniaAvocado.com For 2013

*This article is about the CAC Website Optimization Project for the consumer, retail and foodservice site.*

*How this information/activity helps California avocado growers: The CAC website is instrumental in educating consumers about the benefits of California avocados. The Website Optimization Project improved the performance and load time of the site for a better consumer experience.*



CAC recently launched a CaliforniaAvocado.com optimization project to improve website load speed. These improvements focused on some of the more popular sections and pages of the CAC website such as the [Homepage](#), [Nutrition Section](#), [Meet the Growers Section](#) and [Recipes Section](#), which users frequently visit and require the most time to load. Not all users of the website have access to high speed connections, so it is important to make the experience on CaliforniaAvocado.com enjoyable for everyone by reducing the amount of loading required.

The end result is a website that loads more quickly and a cleaner “back-end” system that is ready for increased traffic and many project launches in 2013 – including a breakfast promotion in mid-March, a Spring-themed promotion in late-March, refreshed Nutrition and Recipes sections in mid-April and a Cinco de Mayo campaign page in May. Many other projects are scheduled throughout the season to support offline initiatives – stay tuned for the updates!

### Mollie Stone’s Produce Manager’s Meeting

Retail Marketing Director Dave Howald met with produce managers from Mollie Stone’s, a San Francisco Bay area retailer, to educate them about how California avocados are grown, harvested and delivered to their stores. This meeting provided the opportunity to train store-level personnel about California avocados, providing them with information that they can communicate to customers in their stores.

Howald also informed the produce managers about the large California avocado crop this season and promotional opportunities throughout the American summer holidays.



Dave Howald, retail marketing director, presents to the produce managers from Mollie Stone's.

### 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/>.

<b>California Avocado Commission Weekly Volume Summary (pounds)</b>			
	Week Ending 3/3/2013	Season-to-Date (since 11/1/12)	2013 Year to Date
Hass	3,170,625	14,368,890	13,009,768
Lamb	0	0	0
Other (Greens)	120,879	914,973	856,032
California Total	3,291,504	15,283,863	13,865,800
Florida	122,980	13,390,245	3,785,100
Chile	0	22,731,637	6,029,213
Mexico	30,273,904	510,664,278	279,869,194
Other (Imports)	1,670,000	19,260,000	10,250,000
Import Total	31,943,904	552,655,915	296,148,407
<b>USA Total</b>	<b>35,358,388</b>	<b>581,330,023</b>	<b>313,799,307</b>
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				3/4/2013
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	10.00-18.00	0.20-0.52		12.00-23.00
32's-36's	23.00-24.00	0.72-0.76		29.00-31.00
40's	24.00-25.00	0.76-0.80	1.29	29.00-31.00
48's	24.00-25.00	0.76-0.80		29.00-31.00
60's	23.00-24.00	0.72-0.76	0.99	26.00-28.00
70's	17.00-19.00	0.48-0.56		18.00-20.00
84's	15.00-16.00	0.45-0.50		16.00-17.00
Mexican Hass				
All Sizes	14.00-24.00	N/A	2/0.99-1.49	15.00-29.00
Chilean Hass				
All Sizes	N/A	N/A	N/A	N/A
Peruvian Hass				
All Sizes	N/A			
*To subscribe to The Weekly Newslines please contact California Avocado Society at (951) 225-9102 or <a href="http://www.californiaavocadosociety.org">www.californiaavocadosociety.org</a>				

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

Synopsis... Upper high pressure will be recurrent over the next 5-10 days. We see an interruption in this pattern this week on the 5th to the 7th, with a significant rain moving through northern and central California, and snow in the Sierra Nevadas. The bottom line, though, is that rainfall is still well below normal for this time of year and for the season as a whole. The Sierra snowpack on March 4 was 67% in northern California, 65% in central, and 58% of normal for this date in the southern Sierras.

There is not enough energy available to drive the storm track into central and southern California. Due to the colder than normal sea surface to the west of California, the transfer of marine moisture into the airmasses upstream from California will continue to be below normal; this will result in drier than normal conditions, exposing central and northern California to above normal risk of frosts and freezes. Southern California is also not finished with the frost season.

**In the Near Term - March 7-21...** We will continue with the pattern of sparse rainfall. Temperatures will continue to be below normal during this middle half of March. There will be some more cold events following the rains or showery cold fronts.

After the storm of the 5th and 6th, minimal rain is indicated for central and northern California and minimal snow for the Sierra Nevadas. Southern California should receive rain during the 7th, 8th, and 9th in showers from a strong upper low. More rain is possible for southern California on the 15th and possibly the 19th and 20th. There is minimal support in the sea surface temperature field for development of cutoff lows other than the seasonal trend in their development that we normally see. Upper lows that do form will bring an added risk of freeze.

**March 22 to April 4...** We are seeing more of a trend toward westerly flow conditions and a late season increase in rainfall into the Pacific Northwest though not above normal. The probability of this rain reaching into California decreases rapidly the further south one goes. With the cold sea surface temperatures off the coast, there is support for continued troughs which can either produce rains or colder than normal conditions. As we approach the end of the normal rainy season, there is the unfortunate combination of colder and drier than normal conditions. Cold fronts will tend to bring sparse rain.

Even during the periods without cold frontal activity, we still only expect high temperatures to be near normal while nights remain colder than normal. Although a few upslope snow events are still likely in the Sierra Nevadas at times, we do not look for a significant recharge of the snowpack.

We do not see support at this time for an increase in fronts and lows coming through southern California. Instead, we expect subnormal rainfall in late March and early April. There will be the usual cutoff lows with sporadic rainfall.

**Seasonal Outlook/*El Niño* Update... (April 5 to June 15)** *La Niña* conditions (colder than normal sea surface temperatures in the east equatorial Pacific) will continue. For this part of the season, *La Niña* usually associates with colder and drier than normal conditions.

The latest guidance from NOAA's Climate Forecast System (CFS) still suggests troughing along the west coast during April and a decrease in troughing after May 1. Sea surface temperatures will continue to be cooler than normal from the California coast westward to about 150W through May. This pattern will continue to bring a cool and dry influence on our weather in April and May. This supports a continued risk of freezes and frosts through all of April.

**....Southern California Avocado Region...(April 5 - June 15)** We expect the development of cutoff lows at times during this period without the return of a well developed storm series into central and southern California. The sea surface temperature anomaly patterns now in place support a weaker than normal storm track and drier than normal airmasses from the west and northwest. Lack of energy in the storm track usually translates to more frequent occurrence of erratically moving cutoff lows and weak troughs that produce frosts and colder than normal conditions. For southern California this will tend to produce recurrent lows but with rainfall well below normal.

Off the southern coast of Mexico and in the Caribbean, sea surface temperatures are now above normal. Continuation of this trend may start to support an early start of the tropical cyclone season in late May off southern Mexico, and a shift towards hot conditions in inland southern California and Arizona.

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