

The GREENSHEET

CALIFORNIA AVOCADO INDUSTRY NEWS

Volume 28 | Issue 10 | May 29, 2012

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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/>

Central Coast Water Board Ag Order Informational Meetings – May 29 (Salinas) and June 1 (Santa Maria) - *On March 15, 2012, the Central Coast Water Board adopted updated requirements for irrigated agriculture. The Water Board is holding local grower workshops to provide information on the updated requirements. Water Board Staff will present an overview of the general requirements; timeframes; Tier 1, Tier 2, Tier 3 requirements; and a Q&A Session. Note: Water Board Staff will also be available to help growers enroll and submit their electronic-Notice of Intent (eNOI) and/or review their existing eNOI form. CAC staff attended a recent workshop in Goleta, for additional meeting dates, times and locations, [click here](#).*

CAC Production Research Committee Meeting - Tuesday, June 5, 2012 at 10:00 a.m. at the California Avocado Commission offices, 12 Mauchly, Suite L, Irvine, CA 92618

CAC Executive Committee Meeting - Tuesday, June 5, 2012 at 1:00 p.m. at the California Avocado Commission offices, 12 Mauchly, Suite L, Irvine, CA 92618

CAC Marketing Advisory Committee Meeting - Tuesday, June 12, 2012 at 11:30 a.m. at the California Avocado Commission offices, 12 Mauchly, Suite L, Irvine, CA 92618

HAB Board Meeting - Thursday, June 14, 2012, time TBD at the Hass Avocado Board offices, 230 Commerce, Suite 190, Irvine, CA 92602

CAS/CAC/UCCE June Outdoor Grower Seminar: Irrigation Tools and Phytophthora Control

In partnership with the University of California and the California Avocado Commission, the California Avocado Society continues its grower outreach and education series on June 5-7, 2012 with outdoor seminars addressing irrigation tools and phytophthora control. There will be three seminars held throughout the growing region, so plan to attend one close to you!

Please note: meetings will occur in avocado groves where restroom facilities are limited. Also, please dress appropriately and be mindful of your safety.

- *San Luis Obispo - Tuesday, June 5, 2012 (1:00 – 3:00 p.m.) (Please note updated venue location below)*
Location: 530 Mehlschau Road, Nipomo, CA
- *Ventura – Wednesday, June 6, 2012 (9:00 – 11:00 a.m.)*
Location: 19304 E. Telegraph, Santa Paula, CA
- *Temecula – Thursday, June 7, 2012 (9:00 – 11:00 a.m.) (Please note venue change below)*
Location: Stehly Ranch, End of McNalley Road, Valley Center, CA (cross street is Cole Grade Rd.)

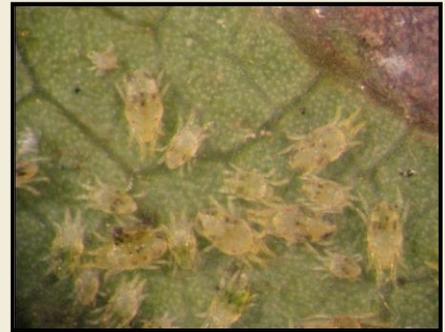
Persea Mite Biology, Management, and Monitoring Workshop

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://cizr.ucr.edu/mites/workshop.html>

California Ag License Plate to Hit the Roads in 2013

As mentioned in the Greensheet earlier this year, the California Department of Food and Agriculture (CDFA) was working to secure 7,500 license plate pre-orders to make the Cal Ag plate a reality. Earlier this month it was announced that 8,355 plate orders were received and that the Department of Motor Vehicles (DMV) should begin issuing plates in 2013.

As a reminder, purchase of the Cal Ag license plate will fund agricultural



education, career awareness and training, as well as youth leadership programs, support the ag industry now and into the future. The proceeds will be awarded to ag education groups, with the first disbursements expected in July 2013.

CDFA is currently working with the DMV to set up online ordering of the plate, however if you'd like to order yours today, please complete the [order form](#), print "CAL AG PLATE" at the top of the document, and follow payment and mailing instructions.

Nominations Being Accepted for 2012 California Leopold Conservation Award

The Sand County Foundation, in partnership with Sustainable Conservation and the California Farm Bureau Federation have issued a call for applications for the 2012 California Leopold Conservation Award. The award, named after Aldo Leopold who called for an ethical relationship between people and the land they own and manage, is given to a private landowner who demonstrates the spirit of a land ethic - an operation committed to enhancing the natural resources that are in their care. The individual or family selected to receive the Leopold Conservation Award will receive an Aldo Leopold crystal and a check for \$10,000.

Do you know someone who demonstrates extraordinary achievement in voluntary conservation and encourages and inspires to do the same? Complete an application and nominate them to receive this prestigious award today! Applications submission are due July 15, 2012, additional application information can be found [here](#). For more information about the Leopold Conservation Award, please visit <http://www.leopoldconservationaward.org/>.

Central Coast Ag Order Filing Reminder

As a reminder all farmers within the Central Coast Water Board area must comply with the updated Ag Order requirements effective immediately. On May 23rd CAC staff attended an informational meeting conducted by the Water Board in Goletta, and in talking with avocado farmers the general sentiment was the updated Ag Order, although it requires some additional tasks, is not as arduous as it might seem. The first step is to complete an updated Notice of Intent by providing information specific to your farming operation including acreage, crop type, irrigation type, tail water, etc. (this was due May 15th, 2012). Once completed the Water Board will determine in which Tier your farm is located. According to Water Board staff the vast majority of avocado growers fall within Tier 1, the least stringent Tier. Here is a list of the requirements for Tier 1:

1. Enroll/submit electronic-Notice of Intent by May 15th, 2012, found here: http://www.swrcb.ca.gov/rwqcb3/water_issues/programs/ag_waivers/noi_submittal.shtml
2. Develop and update your Farm Plan by October 1, 2012, found here: <http://www.agwaterquality.org/projects-partnerships.html>
3. Install backflow prevention devices, if you fertigate or chemigate;
4. Implement management practices to treat or control discharges and protect water quality;
5. Minimize bare dirt and prevent erosion to protect water quality;
6. Protect existing aquatic habitat next to your farm to protect water quality;
7. Conduct surface receiving water monitoring- monitor the creeks and estuaries that may receive farm runoff;
8. Conduct groundwater monitoring- monitor primary irrigation well and any drinking water well located on farm;
9. Report surface receiving water monitoring (growers can comply individually or by participating in the Cooperative Monitoring Program) <http://www.ccwqp.org/>
10. Report groundwater monitoring.

More information on the Ag Order may be found at the Water Board website:
http://www.swrcb.ca.gov/rwqcb3/water_issues/programs/ag_waivers/index.shtml

As previously reported there are two petitions that have been filed at the State Water Board requesting the existing Ag Order be overturned and new rules be implemented. CAC staff will continue to monitor the progress of those petitions provide updates as new information becomes available.

California Avocados at Retail: Recent Highlights (May 2012)

- **Fresh Produce and Floral Council Luncheon:** The California Avocado Commission (CAC) sponsored the Fresh Produce & Floral Council's (FPFC) Luncheon in Cerritos on Wednesday, April 25, 2012. The FPFC is a regional trade association in Southern California, the largest market for California avocados. The industry was well represented with CAC staff, avocado handlers, and Chairman Ed McFadden hosting key retail representatives. Connie Stukenberg, Southwest Retail Merchandising Director presented and announced the start of California avocado season. She provided a crop update and highlighted CAC's integrated marketing campaign featuring California avocados on television throughout California in support of 4th of July holiday promotions. CAC spokespeople Celebrity Chefs Mary Sue Milliken and Susan Feniger sent a special video greeting to the audience.



- **Bristol Farm's Cooking School:** Bristol Farms, a 12 unit upscale grocery store chain in California, held a cooking school on May 2, 2012 at their Redondo Beach location to educate store customers on how to cook with California avocados. In celebration of Cinco de Mayo, the recipes featuring California avocados were *California Avocado Holy Mole Chicken Joes Sandwich* and a *California Avocado Fiesta Salad with Poblano Vinaigrette*.



Over 50 customers participated and received CAC materials including a new American Summer Holidays recipe brochure. The next cooking school session at Bristol Farms featuring California avocados is scheduled for June 27, 2012 and will showcase 4th of July recipe ideas.

- **Whole Foods Packing House & Grove Tours:** CAC participated in a California avocado packinghouse and grove tour with Del Rey and Fairfield Farms for Whole Foods Market produce personnel on April 27, 2012. Whole Foods Market, with more than 310 stores in North America and the United Kingdom, focuses on the highest quality and most natural foods possible. The Whole Foods team leaders enjoyed the tour and the opportunity to be with the growers and see how the fruit goes from tree through the packing system.



June is California Avocado Month

The California Avocado Commission (CAC) has declared June California Avocado Month! With California avocados in peak season, CAC is partnering with 15 chefs to promote the fruit through special avocado-themed menus, media appearances and communications activities to inspire consumers to incorporate California avocados into their meals.



Several of CAC's Artisan Chef Partners shown above. From Left to right: Chefs Mary Sue and Susan (California), Chef Carol Wallack (Illinois), Chef Eric Tanaka (Washington), Chef Ivy Stark (New York) and Chef Mark Dommen (California)

A number of California city and county governments are also helping to promote the fruit by officially designating June as California Avocado Month, including the City of Los Angeles, City of Santa Monica, Placer County and San Diego County. A CAC representative will attend the San Diego County Board of Supervisors meeting in June to accept the proclamation in person and thank the supervisors for their support.

CAC's network of participating chefs include chefs in Atlanta, Boston, Chicago, Dallas, Los Angeles, New York, Phoenix, Portland, Sacramento, San Antonio, San Diego, San Francisco and Seattle.

CAC will distribute a press release to national and regional print, online and broadcast outlets announcing California Avocado Month and the cities/counties in California that are recognizing the promotion, along with two avocado-centric recipes from partner chefs Trey Foshee (San Diego) and Kent Rathbun (Dallas). Targeted media relations and meetings will also be conducted to secure coverage leading up to and during the promotion in markets which include a participating chef.

Shari's Spring Menu Celebrates the Season with California Avocados

Three years ago, Shari's (a 104 restaurant chain based out of the Western U.S.) introduced Fresh California avocados as part of their spring menu "limited time offer" (LTO) promotion.

Not surprisingly, the Fresh California Avocado items proved to be incredibly popular, and customer demand has kept them on the menu ever since. This May and June, Shari's added the new *Volcano Burger with Fresh California Avocado* (a hearty beef burger with blue cheese, and two Buffalo sauces cooled with fresh avocado slices) to the offering, and brings back its seasonal *Strawberry and Avocado Chicken Salad*. Both items are shown to the right.

Shari's also offers customers Fresh California avocado on a *Spring Omelet*, *Veggie Burger* and *Turkey Burger*.

A promotional poster for Shari's Cafe Pies. At the top, it says "CAFE Shari's PIES". The main headline is "Hurry LIMITED TIME SPECIALS!". There are three featured items: 1. "Fresh STRAWBERRY LEMONADE 2.49" with a photo of the drink. 2. "VOLCANO BURGER*" with a photo of a burger topped with avocado and sauce. Description: "Heat up and cool down with the flavors that made Buffalo, NY famous! Our Fire-Grilled Burger topped with tangy mayo made with Frank's Red Hot Sauce™ - the original hot sauce. Bleu cheese crumbles and fresh sliced avocados cool the heat. Served 'Buffalo-Style' with celery sticks and bleu cheese dressing. 9.49". 3. "STRAWBERRY PIE SHAKE" with a photo of a shake. Description: "Legendary Shari's pies and irresistible Shari's shakes literally blend together for an amazing taste sensation, our new Pie Shake! 4.99". At the bottom left is "STRAWBERRY CHICKEN SALAD" with a photo of the salad. Description: "Fresh strawberries, grilled chicken, fresh sliced avocado, bacon, mushrooms, candied pecans and baby spinach tossed in a toasted sesame dressing. 9.49". At the bottom right is a photo of a pie and a shake. Small text at the bottom: "Frank's Red Hot Sauce is a registered trademark of Scott's Emulsion."

“Healthy Taste of Stanford” Debuts Food Truck with California Avocados on the Menu

On May 17th, the third annual “Healthy Taste of Stanford” food fair in Stanford, California debuted their new Cardinal Chef Mobile Gourmet food truck, featuring plenty of Fresh California avocado on the menu.

During the two-hour food fair, the Cardinal Chef truck dispensed two Fresh California avocado recipes, all high on the flavor and fitness scale: *California Avocado Pita with Grilled Chicken, Quinoa and Yogurt Mint Dressing* and *California Avocado Spinach Salad, with Salmon*.



The Cardinal Chef truck sported customized Fresh *Hand Grown in California* Avocado merchandising including logo mentions on the menu, signage and the truck itself while handouts offered information on Fresh California avocado health and nutrition benefits. Post-event, Stanford students, faculty and staff will be able to track the Cardinal Chef Mobile Gourmet location and menu on [Twitter](#) and [Facebook](#).

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 5/21/2012	Season-to-Date (since 11/1/11)	Estimated % Complete* (Nov'11-Oct'12)
	Volume (in pounds)		
Hass	14,107,050	109,169,675	28%
Lamb	0	191	0%
Other (Greens)	70,781	2,377,128	48%
California Total	14,177,831	111,546,994	29%
Florida	11,990	13,889,045	25%
Chile	755,558	89,990,556	55%
Mexico	17,489,572	545,421,789	81%
Other (Imports)	0	22,490,000	22%
Import Total	18,245,130	657,902,345	50%
USA Total	32,434,951	783,338,384	57%
*based on current projections from associations			

California Avocado Society				5/21/2012
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	7.00-24.00	0.10-0.76		20.00-39.00
32's-36's	30.00-33.00	1.00-1.12		48.00-49.00
40's	32.00-33.00	1.08-1.12	5/5.99	48.00-49.00
48's	31.00-33.00	1.04-1.12	0.98-1.69	43.00-45.00
60's	28.00-30.00	0.92-1.00	1.25	42.00-43.00
70's	17.00-20.00	0.48-0.60	4/3.99	34.00-36.00
84's	12.00-15.00	0.32-0.45	2/0.99-6/3.49	28.00-29.00
Mexican Hass				
All Sizes	15.00-31.00	N/A	2/0.99	29.00-47.00
Chilean Hass				
All Sizes	14.00-30.00	N/A		
Peruvian Hass				
All Sizes	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

Synopsis...A warm period continued from May 14 to 19, interrupted by a frontal passage on the 17th and 18th. The Madden-Julian Oscillation (MJO) cycle has become less regular but is still strong for this time of year. The Arctic Oscillation (AO) is not contributing significantly to anomalies in weather patterns at this time.

In the Near Term - May 23 to June 5... This will be an unusually cold period. Northwest flow will develop on the 23rd and 24th, with the risk of frost in the coldest valley areas of northwestern California. A warm period is indicated for the 27th to 30th, and then turns cold again from May 31 to June 6. There is a chance for light drizzly rain, from deep marine layering, recurring on multiple days in southern California on May 24 to 26 and on the first 4 or 5 days of June. Bottom line...this looks more showery, cold, and more typical of late April or early May than the end of May and early June.

...Near-Term - Southern California Avocado Region May 23 to June 5... Coastal eddy conditions will predominate during most of the period through the 26th, with deep, low clouds, drizzle or light drizzly rain, cool days, and below normal temperatures. Watch for some hot offshore flow developing from the 27th to the 30th in southern California, with some hot conditions for a brief period. Unusually cool conditions, even for the well known "June gloom," are possible during the first week of June, with even some light rain, especially in Orange County and to the south.

June 6 to 21... At this time the cold sea surface temperature anomaly (SSTA) to the west and northwest of California will diminish in area and magnitude. Support will increase for strong high pressure to develop in the Great Basin and southern Rockies, as normally occurs this time of year.

In Chile the start of robust winter storms, and a southern branch of the westerlies have developed, bringing rains to central Chile, and also showers and rains to some of the northern portions of Chile during the 14th to 18th of May. Bottom line...there already is a response to the developing El Niño pattern during this southern late fall-early winter.

June 6 to 21 ...Southern California Avocado Region... After a cold, cloudy and drizzly pattern during the first week of June, we can expect a return of more normal early summer conditions with seasonably hot conditions in the deserts and inland foothills, while coastal weather will be more of the usual mild and cloudy coastal eddy type pattern.

Seasonal Outlook/El Niño Update... (June 21 to September 21) Support for the westerly storm track across the north Pacific into Oregon will decrease during the second half of June. The MJO cycle, though still strong, is less regular, with a 26 day and 40 day cycles superimposed on each other. The MJO will become more erratic and weaker during the July and August period.

As the *El Niño* anomaly (unusually warm sea surface temperatures along the equator between the coast of Peru and 170W) increases, we will tend to see a warmer than normal sea surface along the coast of southern Mexico, and the current increase in tropical cyclone development south of Guerrero and Michoacan, Mexico is expected to continue.

The strengthening of *El Niño* continues during our summer, as indicated by the NOAA/NCEP CFS. Therefore, we expect a likely warmer than normal summer in interior portions of California with recurrent southeast flow events from Mexico into California. There should be plenty of thunderstorm activity extending from southern California through the Sierra Nevadas. Combined with the rapid dry-off of brush in forested areas of central and northern California, this fire season may be a long one, with a higher fire risk than normal. The coastal areas, though initially colder than normal as summer begins, will transition to warmer than normal during July and August.

August continues to look potentially active for tropical cyclones in the eastern northern Pacific off the south and southwest coast of Mexico. We expect this to maintain a pattern of persistent or recurrent monsoonal southeastern flow with thunderstorms into California mountain areas.

....Southern California Avocado Region...(June 21 to Sep 21) We will make the transition to a warmer than normal pattern in response to the expected changes in the sea surface temperature anomaly pattern west of California about the middle of June. 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.

Looking further into the fall months of October and November, El Niño will gradually gain dominance and turn 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 mid-November before a definitive start to the rains occurs.

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