



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/>

2012-13 Avocado Maturity Release Dates

On October 9, 2012 the California Department of Food and Agriculture (CDFA) issued a [memorandum](#) announcing the date/size avocado maturity releases for 2012-13. Please note that these are the same date/size releases from prior years; no changes were made for the 2012-13 fiscal year. Maturity release dates can also be found throughout the year on CAC's grower website, here: <http://www.californiaavocadogrowers.com/maturity-release-dates/>

For further information regarding the Avocado Inspection Program and avocado inspection services, please visit:

<http://www.cdfa.ca.gov/is/i %26 c/avocado.html>.

CAC-GAP Workshops Set For December 4th, 5th & 6th

If your grove has not been GAP (Good Agricultural Practices) certified join us for an informational workshop on the CAC-GAP program. **Workshops are free and open to all growers, grove managers, and their employees.** Certificates of participation and simultaneous Spanish translation will be provided.

The following items will be discussed:

- Background on Food Safety incidence in the US and the impact of the Food Safety Modernization Act (FSMA) on California avocado growers;
- Report on retailer and consumer pressures for GAP certified produce;

- Explanation of CAC's role in assisting CA avocado growers who choose to become GAP certified including the GAP Incentive Rebate;
- Update on CA avocado acres GAP certified in the first year under the CAC program;
- Description of the USDA audit process;
- Overview of the CAC-GAP Manual and related materials;
- Identification of key areas to watch in the GAP certification process;
- Questions and answers

All farmers, grove managers and their employees are encouraged to attend these free workshops and learn what the CAC-GAP program is all about. (*Attendance does not necessarily indicate a commitment to becoming GAP certified*)

Dates, Times, and Locations:

Fallbrook: Tuesday, December 4th, 9:00 to 10:30 am
Pala Mesa Resort, 2001 Old Highway 395, Fallbrook, CA 92028

Santa Paula: Wednesday, December 5th, 1:00 to 2:30 pm
Santa Paula Community Center, 530 West Main Street, Santa Paula, CA 93060

San Luis Obispo: Thursday, December 6th, 9:00 to 10:30 am
Cooperative Extension, 2156 Sierra Way, San Luis Obispo, CA 93401

2012 CAC General Election Results

On November 1, 2012 the California Department of Food and Agriculture issued the [official tally](#) of the 2012 CAC General Election, with the following individuals being elected for the two-year term of November 1, 2012 through October 31, 2014:

District 1: Member: Shane Tucker
Alternate: Jerome Stehly

District 2: Member: Ohannes Karaoghlanian
Alternate: Henry Reed

District 3: Member: Doug O'Hara
Alternate: J. Michael Lanni

District 4: Member: Art Bliss
Alternate: Larry Rose

District 5: Member: Bradley Miles
Alternate: Jim Swoboda

Handlers: Member: Scott Bauwens Member: Gene Carbone
Alternate: No Alternate Alternate: No Alternate

The newly elected members and alternates were formally seated at the November 15, 2012 Board meeting, joining the 15 currently seated commissioners, where the full Board elected the following producers members to serve as the 2012-13 Executive Committee:

Chairman: Ed McFadden

Vice Chair: Doug O'Hara

Treasurer: John Lamb

Secretary: Carol Steed

For a complete list of CAC Commissioners and Alternates, please visit: <http://www.californiaavocadogrowers.com/your-representatives>

California Avocado Commission a Starring Attraction at Fresh Summit

Border Grill Food Truck in CAC Booth Attracts Crowds, Jan DeLyser Becomes PMA Chair

The California Avocado Commission (CAC) held a spotlight position at the Produce Marketing Association (PMA) Fresh Summit 2012, which took place October 26-28 in Anaheim, California. As produce industry members entered the expo, they were instantly greeted by a delicious aroma wafting from CAC's booth located right next to the entrance, where celebrity chefs Mary Sue Milliken and Susan Feniger served samples of tasty California avocado recipes right from their Border Grill food truck.

CAC's Angela Fraser, who manages CAC's booth presence at the trade show, arranged getting the food truck onto the show floor and right into the booth. It took some very careful maneuvering and negotiating to make it happen, but when the show opened the booth was a hit. PMA president and CEO Bryan Silbermann was asked by AndNowuKnow.com about highlights of the show and he said that the CAC booth "really blew me away." He noted that CAC was using the celebrity chef's food truck as a mobile kitchen to bring the taste of the streets into the convention center for the industry to see how the product was being used.

A key objective for CAC merchandising staff at Fresh Summit is to have meetings with retailers, both in the booth and during expo activities. This interaction was another highlight of the convention, as staff shared avocado category data and consumer insights with retailers who visited the booth and set the stage for opportunities for next season.

CAC's leadership role in the produce industry was also demonstrated when CAC's vice president of marketing, Jan DeLyser, officially assumed the role of PMA chair on October 25. DeLyser is in the second of a three-year term of voluntary service on the PMA Board, and has served on the Governance Committee, chaired the Brand Identity Committee and actively supports membership recruitment.



Jan DeLyser addresses PMA Fresh Summit Sunday General Session audience

Key focus areas for Jan and PMA during her term are expected to include: revisiting PMA's landmark 2008 Strategic Plan,

championing the increasingly global face of PMA, and serving as a role model for the expansion of PMA's women's leadership programs, especially the new Women's Fresh Perspectives Leadership Conference debuting in April. As only the second female chair of PMA Jan will be perfectly placed to show young women the opportunities for produce industry leadership and career growth.

Look for a full rundown with details about CAC's PMA Fresh Summit experience in the next edition of *From the Grove*.

National Restaurant Association Marketing Executives Focus on Today's Challenging Dining Market

More than 100 high-volume chain and independent restaurateurs attended the National Restaurant Association's Marketing Executives Group fall conference, held in New Orleans, October 17-19, 2012. Speakers and roundtable discussions focused on creative and multi-cultural marketing in the current, challenging economy. Meal functions gave sponsors an opportunity to offer samples of the menu trends highlighted on the program. The California Avocado Commission (CAC) served *California Avocado Tree and Sea Tower* (first prize winning recipe of the CAC chef video recipe contest, shown below) and *California Avocado Bruschetta with Flank Steak* and *California Avocado Jalapeño Mayonnaise*.



CAC representatives pointed out the ease of expanding these appetizer concepts into an entrée salad or a sandwich, and discussed the benefits of adding fresh California avocado to the menu.

The CAC team continues to pursue restaurant chain prospects, and added new operator contacts from the event, including Bob Evans Farms, Corner Bakery, Elephant Bar, Little Greek Restaurant and Yardhouse Restaurants.

California Avocado Commission Announces 2012 Ad Contest Winners

The California Avocado Commission (CAC) announced the winners in its 2012 retailer ad contest, which ran during the peak California avocado season from May 15 through September 12. The contest objective was to encourage retailers in target markets to stock and promote California avocados. CAC designed a prize structure to reward participating retailers for the quantity of California avocado ads and incentivize them to promote California branding in their avocado ads. Sprouts Farmer's Markets took home the grand prize, a \$1,500-value Canon Eos Rebel T3i digital camera w/lens, memory card and bag, along with additional prizes.



Staff from Sprouts Farmers' Market, CAC ad contest winners, with CAC staff at Fresh Summit

CAC had excellent participation in the 2012 retail advertising contest. Participating retailers earned points for the number of California avocado ads they ran during the contest as well as bonus points for using the *Hand Grown in California* logo and running ads at specific times. Sprout's Farmers Markets in California accumulated 180 points. Lucky Supermarkets in Northern California came in second place with 150 points. They and Albertson's Southern California, SaveMart and Stater Brothers all earned the "level 3 prize" of Bose® Quiet Comfort Headphones (\$300 value).

Nineteen retailers submitted entries. Haggen, Thriftway, Top Food & Drug and Vallarta Supermarkets all earned the "level 1" prize of a Kindle Fire® (\$200 value).

The ad contest encouraged retailers to merchandise California avocados at a time when they could have chosen from imported avocados available in the market, resulting in 97 ads during the contest period.

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 11/11/2012	Season-to-Date (since 11/1/12)
	Volume (in pounds)	
Hass	3,156,800	3,156,800
Lamb	85,334	85,334
Other (Greens)	12,372	12,372
California Total	3,254,505	3,254,505
Florida	1,398,485	2,796,035
Chile	2,837,918	4,585,760
Mexico	26,003,827	51,490,419
Other (Imports)	80,000	80,000
Import Total	28,921,745	56,156,179
USA Total	33,574,735	62,206,719

*based on current projections from associations

California Avocado Society				11/12/2012
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	11.00-18.00	0.27-0.52		18.00-35.00
32's-36's	23.00-24.00	0.72-0.76		34.00-35.00
40's	23.00-24.00	0.72-0.76		35.00-36.00
48's	21.00-26.00	0.64-0.84	1.39	37.00-38.00
60's	19.00-23.00	0.56-0.72	0.99-1.49	33.00-34.00
70's	17.00-19.00	0.48-0.56	4/3.99	21.00-23.00
84's	16.00-17.00	0.50-0.55		18.00-19.00
Mexican Hass				
All Sizes	14.00-20.00	N/A	2/0.99-1.49	16.00-34.00
Chilean Hass				
All Sizes	15.00-25.00	N/A	5/4.79	16.00-35.00
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... The big news this week was the hard freezes that occurred on the mornings of 10th and 11th. These affected both southern and northern California. *El Niño* conditions continue in the central and eastern portions of the tropical Pacific. The latest guidance from NOAA continues to suggest a weaker *El Niño* scenario. However, guidance from Scripps issued this past week is showing a cautiously moderate *El Niño* pattern, which is different from the NOAA/CPC solution.

In the Near Term - November 16 - 30... The next front expected on the 13th will bring showers to northern and central California, minimal precipitation in the Sierra Nevadas, and not much rain in southern California. The next storm to produce rains statewide will be on the 17th and 18th in the north, and the 18th and 19th in the south. The period from the 23rd to the 28th currently looks dry for all of California as a cutoff low forms over Baja and a ridge with offshore flow develops in northern and central Calif.

In the Near-Term - Southern California Avocado Region Nov 16-30... Some light rain is possible in Ventura and LA Counties on the 16th and 17th. During the 21st and 22nd another front will pass to the east with no rain for southern California. This will be followed on the 23rd to 27th with a series of warm offshore flow episodes and the possibility of moderate Santa Ana winds. High temperatures may return to the 80s and possibly even get to 90 degrees during this period. For now it appears that we are finished with frosts for a while. Air masses will be moving into southern California from the west rather than from the north as occurred last week. I would not be surprised to see some rains into southern California during the 29th and 30th as well as the first few days of December as troughs develop.

December 1 to 12... Southern California Avocado Region... There is some support for showers during the first week of December and ending with frosts and freezes during the 6th to the 8th. Cutoff lows will start to develop about the middle of December before the southern storm track becomes established.

Seasonal Outlook/*El Niño* Update... (Dec 13 – Feb 15) While the current *El Niño* may not be quite as strong as we indicated earlier this fall, it is still present and will be strong enough to generate some periods that have a well-defined southern storm track. This will tend to support dry conditions in northern California and wetter than normal in southern California. These will alternate with periods of heavy rainfall in northern California and dry, warm upper high pressure in

southern California. It is difficult to specify which periods will be wet and dry at this point. A couple of different cycles appear to be still competing for dominance, so the MJO cycle is still not as consistent as we would expect. By late November a dominant pattern usually emerges. It is possible that the current dry phase of the Pacific Decadal Oscillation (PDO) is adding more uncertainty than we would normally see during an *El Niño* season. Once into January, we should see a more consistent *El Niño* pattern for a while.

The other factor of note is the tendency for cutoff lows that we will see in December and January. These could produce an interesting and wet winter season for southern California while northern California has periods of dry offshore flow and clear skies in the middle of their normal wet season.

...Southern California Avocado Region...(Dec 13 – Feb 15) As mentioned, the storm track will focus into southern California. The most active periods for rain in December and January would be during the holiday period (17th to 22nd, and the 27th to 31st), and during January 5 to 11 and 19 to 25. We still expect above normal rainfall, especially in Los Angeles County and south through San Diego County and in the southern deserts.

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