



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/>

Nov. 15 – CAC Board Meeting – 9:00 a.m., CAC Office, 12 Mauchly, Suite L, Irvine, CA 92618

CAC Board Sets 2012-13 Assessment Rate and Approves Business Plan & Budget

At its October 18, 2012 meeting, the California Avocado Commission (CAC) Board of directors voted to adopt the 2012-13 business plan, budget and assessment rate. The task of setting the budget and assessment rate was a careful balance of providing the most effective level of marketing, industry and research support, while maintaining a sustainable assessment rate level and ensuring adequate reserves for the following season. Adopting an assessment rate of 1.75% and a budget of nearly \$17 million, for the fiscal year beginning November 1, 2012, provides CAC an adequate marketing spend to keep California branding strong in a year that is expected to see 1.6 billion pounds of avocados sold in the U.S. In addition the approved budget allocates funds towards industry affairs activities to remain engaged and advocate for the interests of California avocado growers, as well as a strong research spend for projects focused on increasing production and critical mass, grower education and quality. An overview of the 2012/13 approved budget is provided below, however for a look at the complete business plan and budget, visit: <http://www.californiaavocadogrowers.com/marketing-program/>

- Marketing: \$11,500,000
- Industry Affairs: \$1,385,000
- Production Research: \$1,374,591
- Administration: \$2,739,500
-
- Total 2012/13 Budget \$16,999,091

CAC-GAP Rebate Submissions Due November 12th, 2012

If your avocado grove was audited for compliance with established Good Agricultural Practices between November 1, 2011 and October 31, 2012, and you have not yet filed for the CAC-GAP Incentive Rebate you still have time. The CAC-GAP Incentive Rebate Request Form and required documentation (links below) **must be RECEIVED by Monday, November 12, 2012 to be eligible for payment.** As a reminder, CAC will reimburse growers up to \$300 for actual costs of audits conducted by USDA, Primus, or NSF. You may submit your paperwork one of the following ways:

Email: gaprebate@avocado.org

Fax: 949-208-3510

Mail: California Avocado Commission

ATT: GAP Rebate Program

12 Mauchly, Suite L

Irvine, CA 92618

The forms may be found here: ([CAC-GAP Rebate Form](#)) ([CAC-GAP Rebate Guidelines](#))

Avocado Inspection Program News

Committee Vacancy

The Avocado Inspection Committee, which makes recommendations to the California Department of Food & Agriculture (CDFA) secretary on all matters pertaining to the Avocado Inspection Program (AIP), has an immediate vacancy for an Alternate Handler Representative for the unexpired portion of a two-year term ending May 27, 2013. The AIP is responsible for providing uniform statewide inspection to assure that all avocados comply with minimum standards which will provide consumers with a usable product and protect and promote the avocado industry. Individuals interested in being considered for appointment to this seat should contact Sarah Cardoni at (916) 900-5322 or sarah.cardoni@cdfa.ca.gov for further information.

AIP Oxnard Office Has Moved

As a reminder, in May the Avocado Inspection office in Oxnard was relocated to Ventura. The new office, just off Highway 101, now allows for greater accessibility to avocado industry stakeholders and is located at 2186 Knoll Drive, Suite E, Ventura, CA 93003. The phone number has also been changed, and is (805) 477-9708.

2012-13 Fee Schedule & Inspection Hours

In a memo dated November 2, 2012, the CDFA has provided the following fee schedule and inspection hours for the Avocado Inspection Program for the 2012/13 crop year:

Normal Inspection Hours: Inspection and certification at the prevailing rate will be available to handlers between 7:00 a.m. and 5:00 p.m., Monday through Saturday, excluding state holidays. The prevailing rate is **\$0.15 per hundredweight** or \$33.00 per hour. Current hourly and mileage rates will be charged to packers whose average monthly pack out based on the previous calendar year are below 200,000 pounds. Alternatively, any packer may present avocados for inspection and certification at the District Inspection Office and be charged the prevailing **\$0.15 per hundredweight** fee.

Sunday/Holiday Charges: Work on Sundays or scheduled holidays will be performed at the rate of \$33.00 per hour or the prevailing hundredweight fee, whichever is greater, with a minimum charge of four hours at \$33.00 per hour, exclusive of overtime charges. No work shall be performed on Thanksgiving Day, Christmas Day, or New Year's Day.

Overtime Charges: Work performed after 5:00 p.m. will be at the rate of \$44.00 per hour or the prevailing hundredweight fee, whichever is greater.

Mileage: A charge for mileage is at the rate of \$0.555 per mile.

Reporting: All packers, even those on hourly and mileage rates, must submit accurate monthly pack out figures by the 10th of the following month.

If you have any questions about this schedule, you may contact Kathie Yniguez at (760) 743-4712.

New Cal/OSHA Tree Trimming Regulations & CPR Training Requirements

Revised rules from Cal/OSHA regarding tree work maintenance or removal are now in effect as of October 25, 2012. The changes emphasize additional training, equipment and work practice requirements. In addition, new field work employees must be trained in first aid and CPR within 90 days of their hiring dates by a certified instructor. More information can be found here: <http://www.fels.net/1/labor-safety/safety-issues/275-calosha-tree-work-rules.html>

CAC Attends 2012 California Avocado Festival in Carpinteria

From October 5-7, 2012 California Avocado Commission (CAC) staff headed out to Carpinteria for the 26th annual California Avocado Festival.

CAC's booth, right near the front entrance on Linden Avenue in downtown Carpinteria served as a place for California avocado lovers to come and get recipes, nutrition information, tips on how to grow avocados, stickers for kids and other fun goodies. CAC staff members Dave Cruz, Zac Benedict, Jonathan Dixon and Ken Melban as well as growers Bradley and Emily Miles helped keep the booth staffed for the duration of the festival.



Booth visitors checking out the materials and recipes

Adjacent to the CAC booth was the Ag Expo tent where Rick and Trish Shade, among other California avocado growers, set up a fun area with avocado varieties and information in addition to historical California avocado artifacts to educate consumers on the history of the California avocado.

A portion of the tent was also dedicated to displaying restored tractors from Carpinteria High School's FFA Tractor Restoration Program which started in 2004.

[This year the Abbott family was nominated as the 2012 Grand Marshalls](#) and Duncan Abbott, on behalf of his family, balanced an avocado on the Carpinteria seal fountain's nose at the opening ceremonies event on Friday October 5, 2012 per the festival tradition.



Additionally CAC streamed updates live to Facebook and Twitter, sharing activities, photos and more with its ever growing audience of California avocado-loving fans:



California Avocado Commission

October 5 near Carpinteria, CA

Having a great time on this fine day in Carpinteria at the California Avocado Festival. Runs from today through Sunday!
<http://www.avofest.com/> for details



Like · Comment · Share

56

580 people like this.

View all 31 comments



Maria looks like fun!

October 6 at 8:21am · Like · 2



Viki Yum!

October 6 at 8:05pm · Like · 1

Culinary Students at Le Cordon Bleu/Pasadena Campus Earn Extra Credit

Culinary students at the Le Cordon Bleu Pasadena campus, a culinary school well-known for the quality and caliber of its students, received extra credit on Saturday, October 6, 2012 when the California Avocado Commission (CAC) taught “The Power of Fresh Avocados,” a 30-minute seminar outlining the benefits and menu versatility of fresh California avocados.

Following the presentation, CAC challenged the students to a recipe throw down. Students had to create recipes from a mystery basket of ingredients built around fresh California avocados. Students vied for scholarships ranging from \$850 first place, to \$400 second place and \$250 third place.



CAC Foodservice Team Member Karen Gorrell presenting to students



First Place winner culinary student Michelle Jensen with her Avocado Benedict



Left to right: First place: Michelle Jensen; Second Place: Deidre Estrada; Third Place: Savitha Madhavan

The Commission plans to do more Culinary school outreach and education in 2012-13 to ensure fresh California avocado menu item inclusion into the future as these soon-to-be chefs make their way to restaurants and begin their careers.

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 10/31/2012	Season-to-Date (since 11/1/11)	Estimated % Complete* (Nov'11-Oct'12)
	Volume (in pounds)		
Hass	4,351,650	427,763,826	103%
Lamb	134,744	10,474,680	105%
Other (Greens)	39,210	3,518,296	88%
California Total	4,525,604	441,756,802	107%
Florida	3,662,725	64,977,995	118%
Chile	3,226,216	99,714,010	92%
Mexico	22,970,825	881,084,932	126%
Other (Imports)	370,000	61,680,185	76%
Import Total	26,567,041	1,042,479,127	80%
USA Total	34,755,370	1,549,213,924	0%
*based on current projections from associations			

California Avocado Society				10/29/2012
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	12.00-20.00	0.32-0.60		18.00-35.00
32's-36's	23.00-25.00	0.72-0.80		34.00-35.00
40's	23.00-25.00	0.72-0.80	5/4.98	35.00-42.00
48's	25.00-29.00	0.80-0.96	0.99-1.49	35.00-40.00
60's	24.00-27.00	0.76-0.88	0.99-1.19	30.00-35.00
70's	20.00-23.00	0.60-0.72	4/3.99	21.00-23.00
84's	17.00-18.00	0.55-0.60	4/2.40	18.00-19.00
Mexican Hass				
All Sizes	15.00-19.00	N/A	2/0.99-1.49	16.00-35.00
Chilean Hass				
All Sizes	17.00-25.00	N/A		16.00-35.00
Peruvian Hass				
All Sizes	N/A			
*To subscribe to The Weekly Newslines 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 moderate Santa Ana occurred in southern California on the 25th to 27th. *El Niño* continues in the central and eastern portions of the tropical Pacific. The latest guidance from NOAA continues to suggest a weaker *El Niño* scenario. This suggests a winter wet pattern that is not as consistently wet in southern California as in previous *El Niño* seasons.

In the Near Term - November 1 to 17... Drier and warmer than normal conditions are indicated. We will have another period of unusually dry, sunny and warm offshore flow in northern and central California, and Santa Anas in southern California from the 9th to the 11th, ending the 12th. Expect the development of valley fogs and/or haze in the San Joaquin Valley and Delta.

In the Near-Term - Southern California Avocado Region Nov 1-17... Offshore flow conditions will become predominant. Some Santa Ana winds are possible, especially from the 5th to the 7th, and again on about the 10th to the 12th. The inbetween periods with no wind will have a relatively higher risk of frost or wetbulb freezes in the coldest valley areas. It is possible that southern California may receive some rain during the upcoming mid-November series of fronts.

November 18 to 30...Southern California Avocado Region... The series of storms that we expect to start about the 15th may continue through the 18th or 19th. There is another chance for some rains on about the 22nd or 23rd (holiday time). The period from the 25th to the 30th appears most likely to have offshore flow or Santa Anas, alternating with freeze events.

Seasonal Outlook/*El Niño* Update... (Nov 25 – Jan 31) The latest guidance from NOAA/CPC and Scripps is showing a weaker *El Niño* in place from November to January. The sea surface temperature anomaly associated with *El Niño* will decrease further in February and March. We still see some support for troughing off the California coast during early spring 2013, but, at this point we are expecting only modestly above normal rainfall. The overall pattern argues for a less consistent pattern of rains for southern California but still above normal rainfall. The PNA pattern that is expected to develop still supports a southern storm track, and this should be sufficient to maintain periods of active rains (above normal rainfall) into central California during the December, January, and early February period. With support for a robust

trough during the winter months near the California coast, we still expect a good share of rain events with abundant snowfall in the Sierra Nevadas.

Southern California Avocado Region...(Nov 25 – Jan 31) As mentioned, the storm track will focus into central Calif. The most active periods for rain after November would be around December 8, during the holiday period (17th to 29th), and from January 11 to 22. We still cautiously expect above normal rainfall during this entire period, especially in San Luis Obispo to Ventura Counties. There appears at this time to be a lower probability for above normal rainfall in San Diego County after the middle of January.

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