

The GREENSHEET

CALIFORNIA AVOCADO INDUSTRY NEWS

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IN THIS ISSUE, YOU'LL FIND:

[Come Out and "Cook Up" Great Ideas with the California Avocado Commission](#)

[The 6th Annual Avocado Margarita Festival](#)

[CAC Hosts Grove Tour for More Than 20 Chain Operators and Supermarket Dietitians](#)

[Menu Decision-Makers Taste Fresh California Avocado Dishes at Foodservice Event](#)

[CAC Retail Marketing Directors Visit Handlers, Present at Board Meeting](#)

[Market Trends](#)

[Weather Outlook](#)

Calendar

For a listing of industry events and dates for the coming year, please visit:

<http://www.californiaavocadogrowers.com/upcoming-meetings-events/>

September CAC District Grower Meetings –

Fallbrook - September 11, 2012, 9:00 – 11:00 a.m.

Pala Mesa Resort, 2001 Old Highway 395, Fallbrook, CA 92028

Santa Paula – September 12, 2012, 1:00 – 3:00 p.m.

Santa Paula Community Center, 530 West Main Street, Santa Paula, CA 93060

San Luis Obispo – September 13, 2012, 9:00 – 11:00 a.m.

UC Cooperative Extension, 2156 Sierra Way, San Luis Obispo, CA 93401

Grower Listening Sessions (Please See Article Below for More Information)-

Pismo Beach - Friday, September 14, 2012, 10:00 a.m. - 12:00 p.m.

F. McClintocks Dining Room & Saloon, Hungry Horse Flats Outdoor Garden, 750 Mattie Road, Pismo Beach, CA 93449 (BBQ Cook-Out to Follow Meeting)

Santa Paula - Tuesday, September 18, 2012, 10:00 a.m. - 12:00 p.m.

Ventura County Agriculture Museum, 926 Railroad Avenue, Santa Paula, CA 93060 (BBQ Cook-Out to Follow Meeting)

Fallbrook - Wednesday, September 19, 2012, 10:00 a.m. - 12:00 p.m.

Grand Tradition Estate and Gardens, 220 Grand Tradition Way, Fallbrook, California 92028 (BBQ Cook-Out to Follow Meeting)

If you are planning to attend any of the Grower Listening Sessions, please RSVP to April Aymami at 949-341-1955 or aaymami@avocado.org

Come Out and “Cook Up” Great Ideas with the California Avocado Commission



Remember the good old days when you piled in the car and traveled cross-country for the family vacation? That’s exactly what the California Avocado Commission is doing in the month of September. And we’re coming to see you—our family of growers.

April Aymami, CAC Industry Affairs Manager, says, “Who says research can't be fun? We're taking some time to have a Cook-Out where, together, we can ‘cook up’ some great ideas.

Enhancing grower communications is a top priority for the California Avocado Commission, so we are inviting you to join us at one of three Grower Listening Sessions/Cook-Outs.”

The goals of the research are to...

- Improve overall CAC communications
- Launch a new, redesigned grower website in the spring of 2013
- Identify the information you need
- Deliver content and articles in formats you desire, when and where you need it
- Understand how we can better facilitate sharing, interaction and ideas”

Tom Bellamore, CAC President, says, “Our grower communications cover the gamut from Field Day demonstrations to this newsletter to Internet-based research reports, videos and more. While we are gathering feedback using more traditional formats and face-to-face communication will continue to be important for us, we also want to take this opportunity to look forward. We seek far-reaching insights that will enable us to use our resources, know-how and technology to deliver the information you need, when and where you want it, in the formats you desire—and in ways that offer opportunities to share, interact and further best practices.”

We invite you to join us at one of three Grower Listening Sessions/Cook-Outs:

Pismo Beach

Friday, September 14, 2012
10 am – 12 pm (BBQ Cook-Out to follow)

*F. McClintocks Dining Room & Saloon
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750 Mattie Road
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*Grand Tradition Estate and Gardens
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Contact April Aymami at (949) 341-1955 or aaymami@avocado.org to RSVP for this event.

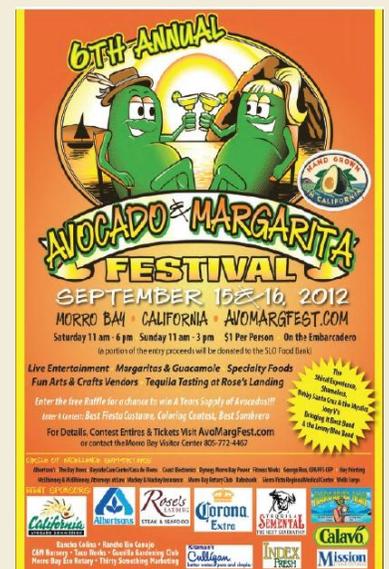
Come hungry with ideas. **We look forward to seeing you there!**

Can't attend? Call 715-573-1936 to schedule a telephone interview to give your input.

The 6th Annual Avocado Margarita Festival

Here we go! The 6th annual Morro Bay Avocado Margarita Festival is coming, and this year it's scheduled for two big days...Saturday, Sept. 15th, and Sunday, Sept. 16th. This is the biggest little avocado festival anywhere. It isn't the grand-daddy, like Morro Bay's cousin in Carpinteria, but pound for pound (avocados) it really is something to see! This year the festival will have **more** space, **more** vendors featuring avocado recipes, **more** contests and prizes, total grocery store participation***...and **so much more!** Morro Bay Albertsons is sponsoring a **free** shuttle to the Embarcadero, and the grand contest prize is a **Year's Supply of Avocados**...provided by C&M Nursery. Our website says it all: www.avomargfest.com. Log on and enjoy the music video, then dial up the various activities. The California Avocado Commission has a primary booth, and will be present to hand out avocado goodies and recipes to the estimated 7000 attendees.

According to local grower, and co-founder Bill Coy, we will need more volunteers to work shifts alongside CAC staff in their booth. He would love a call at 805-995-2699, or go to his e-mail: coybill@wildblue.net. He has the schedule and Bill says "the more the merrier". Bill adds: The Commission will provide **FREE avocado t-shirts** for all participants. That alone is worth the price of admission!



***This year we will have participation from every major Supermarket in the area: Albertsons, Vons, Ralphs, Spencers, and Cookie Crock Warehouse...featuring local California avocados, and the full story of the upcoming festival. Thanks to CAC, they are “into this” 100%, and just as excited to boot!

CAC Hosts Grove Tour for More Than 20 Chain Operators and Supermarket Dietitians

In early August, the California Avocado Commission (CAC) hosted a grove tour for 20 chain restaurant marketing and menu decision-makers including AMC Entertainment, Applebee’s, BJ’s Restaurants, Buffalo Wild Wings, California Pizza Kitchen, Chili’s Bar & Grill, Daphne’s California Greek, IHOP, Joe’s Crab Shack, Lone Star Steakhouse, Marie Callender’s, Old Chicago, Rock Bottom, Shari’s, Sodexo, Texas Land & Cattle and TGIFriday’s as well as three supermarket dietitians from retailers H-E-B (Texas) and Schnuck’s (Midwest).



Foodservice tour members with the Registered Dietitians touring the West Pak facility in Temecula



Schnuck's Registered Dietitian learning how to pick California avocados

The evening before the tour, CAC hosted a dinner featuring fresh California avocados in a variety of creative menu applications. On the day of the tour, the guests started with a fresh California avocado-packed breakfast before they traveled to West Pak to learn how fresh California avocados are packed and shipped.

At Fairfield Farms LLC, Carol and Bill Steed conducted a grove tour demonstrating that *Hand Grown in California* translates to unparalleled fruit quality. Grove tours continue to be one of the best ways to educate targeted partners on who grows California avocados and where they come from. In meetings with chain operators throughout the event, CAC discussed opportunities for new fresh California avocado menu items and promotions in 2013.

Menu Decision-Makers Taste Fresh California Avocado Dishes at Foodservice Event

The California Avocado Commission (CAC) connects with restaurant chain marketing and menu research and development decision-makers at events throughout the year to keep current fresh California avocado foodservice operators committed *and* to engage new operators.

Over 160 restaurant professionals meeting these criteria gathered at The Flavor Experience (August 6-8, 2012) in Newport Beach, CA to review the most current menu trends and sample creative menu applications presented by the sponsors.

Networking with attendees, CAC representatives discussed the ingredient and promotion benefits of fresh California avocado. They also ensured targeted operators tasted the *California Avocado and Scallop Ceviche, Roasted Pepper and California Avocado Frittata, Fresh California Avocado Waffles, California Avocado Shrimp and Romaine Salad, Spicy Shrimp Lettuce Wraps with California Avocado* and *Classic Cobb Salad* served at various meal functions (shown below).



CAC Retail Marketing Directors Visit Handlers, Present at Board Meeting

At the end of August, the California Avocado Commission (CAC) Retail Marketing Directors (RMD's) traveled to California from their regions (Northeast, Northwest and Texas) to meet with some of the California avocado handlers and present to the CAC board at the August 30, 2012 meeting.

The RMD's discussed the rest of the 2011-12 season with the handlers and CAC's plans to kick off next season. During a packing house tour, a photo was shared with CAC's Facebook fans creating a lot of consumer interest and engagement:



California Avocado Commission
 Liked · Wednesday via mobile
 near Murrieta Hot Springs, CA

✕

We're out in Temecula at a packing facility and we're wondering... Where do YOU think these California Avocados are going?

Tag Photo
Add Location
Edit

Like · Comment · Share · Edit

812 people like this.

51 shares

View previous comments 56 of 292

Brenda Grissom Taylor I'm hoping to my house?!!
 Wednesday at 3:19pm · Like · 1

Kathy Ryan they're coming to my house in Daytona Beach
 Wednesday at 3:24pm · Like · 1

Loretta Noone Sprouts Markets 3/\$1.00 or Trader Jose?
 Wednesday at 3:34pm · Like · 1

Alison Prokopowicz on the avacado assembly line, what is your favorite thing to do with an avacado?
 Wednesday at 3:47pm · Like · 1

Angie Burton- Stafford My house! LOL
 Wednesday at 3:53pm · Like · 1

Jerri Sue Mullins DeTray Ohio please!
 Wednesday at 3:55pm · Like · 1

Ana Henriquez Hopefully to all the Lucky stores in the san jose area!
 Wednesday at 3:56pm · Like · 1

Jennifer L Horspool My mouth.
 Wednesday at 4:01pm · Like · 1

Mary Brady Hopefully to OHIO..
 Wednesday at 4:04pm · Like · 1

Beverly Leverett Send them to Texas....love love avacodos...
 Wednesday at 4:05pm · Like · 2

Write a comment...

Page 5 of 7

The RMD's joined the CAC Foodservice team in presenting key highlights of the programs this season.

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 8/26/2012	Season-to-Date (since 11/1/11)	Estimated % Complete* (Nov'11-Oct'12)
	Volume (in pounds)		
Hass	14,442,450	331,708,950	80%
Lamb	716,018	3,547,785	35%
Other (Greens)	23,615	2,991,177	75%
California Total	15,182,083	338,247,912	82%
Florida	2,413,950	42,831,530	78%
Chile	0	90,888,191	84%
Mexico	16,202,758	709,095,845	101%
Other (Imports)	1,448,161	57,846,187	71%
Import Total	17,650,919	857,830,223	66%
USA Total	35,246,952	1,238,909,665	91%

*based on current projections from associations

California Avocado Society				
9/4/2012				
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	12.00-21.00	0.31-0.64		24.00-46.00
32's-36's	23.00-24.00	0.72-0.76		43.00-49.00
40's	24.00-25.00	0.76-0.80	1.29	47.00-51.00
48's	25.00-26.00	0.80-0.84	2/1.00-1.49	47.00-49.00
60's	22.00-23.00	0.68-0.72	2/1.00-4/5.00	43.00-45.00
70's	19.00-21.00	0.56-0.64	6/2.99-4/3.99	35.00-39.00
84's	17.00-18.00	0.55-0.60	4/1.99	25.00-29.00
Mexican Hass				
All Sizes	15.00-24.00	N/A		24.00-48.00
Chilean Hass				
All Sizes	N/A			
Peruvian Hass				
All Sizes	15.00-24.00	N/A		24.00-44.00

*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... There were heavy rains, flash flooding, and severe thunderstorms over many areas of western Mexico last week. Heavy thunderstorms also occurred in the deserts of San Bernardino and Riverside Counties.

El Niño continues to develop. The latest guidance from NOAA is showing a continued strengthening of *El Niño* to at least moderate intensity through this upcoming fall and winter.

In the Near Term - August 29-September 12 ... We have returned to dry southwest by west flow aloft and below normal thunderstorm activity. Southern California will see some robust thunderstorm activity on the 29th to the 31st in San Bernardino County mountains and deserts as well as along the mountains south into San Diego County. After September 1, it looks to be dry with west flow from the 1st to the 6th. There is a fairly high risk of thunderstorm activity in the Sierra Nevadas from the 7th to the 12th.

In the Near-Term - Southern California Avocado Region August 29-September 12.. The sea surface to the west of southern California is still colder than normal. Therefore, during periods of onshore from September 2 to 6, we expect a cool regime with below normal temperatures to occur in southern California coastal and valley areas accompanied by coastal drizzle.

September 12 to 27... Expect another active period of tropical cyclones off southwestern Mexico. During this period we can expect an above normal frequency of cutoff lows off Baja. Combined with the current warm sea surface temperatures off southern Baja, there still is some risk of rains, either from tropical cyclone remnants or simply from moisture "advecting" northward into California from Baja.

September 12 to 27 ...Southern California Avocado Region... Cutoff lows developing near Baja certainly will add an element of uncertainty with the possibility of hot offshore flow developing at times after mid-month. Some showers may appear from the 20th onward as conditions become more favorable for cutoff lows to develop.

Seasonal Outlook/*El Niño* Update... (Oct 1 – Dec 30) Changes in the sea surface temperature field to the west of California support troughing to the west of southern California and south by southwest flow developing into California from the ocean area west of Mexico. As we approach the end of the hurricane season, there is already a tendency for tropical cyclones to recurve towards the north as they weaken. Occasionally, recurving tropical cyclones will interact with troughs or fronts approaching southern California.

As cutoff lows develop off Baja and southern California, the element of uncertainty is increased for the start of rains in northern California. The first part of the period of October to December looks changeable and inconsistent with regard to rains. This is a change from what we were seeing earlier and is related to the increased support for cutoff lows off Baja that can now be seen for this period.

El Niño will increase in the eastern tropical Pacific. A moderate (Type II) *El Niño* should be in place in November and December. This means significant rains for southern California in November, probably about the 15th. We will see the usual troughing to the west of northern California during late November and December. Our best estimate at this point is that the Pacific Northwest will be drier than normal during this early season, but we do not have a good indication of the expected strength of the midlatitude jet stream that normally forms in November.

....Southern California Avocado Region...(Sep 12 - Dec 30) *El Niño* will increase in the eastern tropical Pacific. The usual atmospheric response to *El Niño* (robust southern storm track with above normal rainfall) should be in place by 1 Jan, but the timing of support for northern California storms is questionable for now. Until the wintertime jet stream across central and northern California develops, movements of lows near southern California will be erratic and rains will be inconsistent.