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Calendar

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

<http://www.californiaavocadogrowers.com/commission/calendar>

Polyphagous Shot Hole Borer Professional Development Training

January 8

Time: 9:00 a.m. – 12:00 p.m.

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

Pine Tree Ranch Demonstration Grove Inaugural Field Day

January 23

Time: 10:00 a.m. – 12:00 p.m.

Location: 19455 E. Telegraph Road, Santa Paula, CA 93060

Celebrating Science and Service - Looking Back, Appreciating Present-Day, Envisioning the Future

UC Cooperative Extension Centennial Year Kick Off Event. More information to follow.

January 29

Time: 8:00 a.m. - 12:00 p.m.

Location: To Be Determined

CAC Board Meeting

January 30

Time: TBA

Location: CAC Board Room, 12 Mauchly, Suite L, Irvine, CA 92618

Pine Tree Ranch Demonstration Grove Inaugural Field Day

On Thursday, January 23, 2014, the California Avocado Commission will be hosting its inaugural field day at the Pine Tree Ranch Demonstration Grove in Santa Paula from 10:00 am to noon.

Dr. Carol Lovatt will discuss fertilizer strategies and how to make best management decisions based on previous year's crop load, current crop and bloom potential. Dr. Akif Eskalen will discuss orchard sanitation for disease control, with particular emphasis on sanitizing pruning equipment. We will also have a discussion about pruning practices as we walk through the grove and prune some trees.

Pine Tree Ranch is located at 19455 E. Telegraph Road, Santa Paula, CA 93060. No registration required. **Please note that this is an OUTDOOR field day and as such participants should dress accordingly.**

Help Make a Difference in December — Participate in Farm to Food Bank Month

Currently, 4 million families in California are food insecure, meaning that at least once in the past year they lacked the necessary funds to provide food for their family. December is [Farm to Food Bank Month](#) and a [number of activities have taken place throughout the state](#) as part of Farm to Food Bank Month. Growers are encouraged to take part in Farm to Food Bank Month and donate fresh avocados to families in need.

Donations to food banks can help make a difference in the health, nutrition and eating habits of families in need. Currently, about 50 percent of food donated to California food banks consists of fresh produce, according to the California Association of Food Banks. California avocados, however, are not often part of that fresh produce mix. Steve Linkhart, director of logistics for the California Association of Food Banks, would like to change that.

Linkhart notes that hard avocados provide food banks with three to seven days in which to distribute the fruit without risk of spoilage, and that providing struggling families with avocados is a good way to introduce them to the fruit in hopes they will purchase more later. Donations to food banks are also noted by the California Ag Vision, a statewide agricultural strategy developed by stakeholders in 2010, as a means of improving the long term sustainability of California agriculture by improving access to safe, healthy food for all Californians.

Growers interested in donating avocados should do so via the California Association of Food Banks, which represents 41 of the 49 food banks in the state. The organization directs donations to specific food banks, can arrange pickup and delivery and is offering a small picking fee (five to 10 cents per pound).

Growers who make donations will receive a tax-deductible donation receipt for the fair market value of their fruit. The State of California provides a 10 percent tax credit for fresh fruits and vegetables donated to food banks. To claim the donation credit, growers simply need to submit the California Form 3811 with their tax returns.

If you have made a donation or participated in a Farm to Food Bank Month event and would like to share your story, please contact April Aymami at aaymami@avocado.org or (949) 341-1955.

To coordinate a donation, contact Steve Linkhart, California Association of Food Banks at (510) 350-9916 or stevelinkhart@cafoodbanks.org, or [visit the website](#).

Economic Analysis Demonstrates Positive Impact of CAC's Advertising and Promotions

During the last 20 years, the supply of fresh avocado imports has skyrocketed from 41 million pounds in 1995 to over 1.1 billion pounds in 2012. In 2004, a USDA economic impact study projected that continued rapid increases in avocado imports would lead to a drop in avocado prices — 15.4% at the wholesale level, 25.6% at the producer level. But that's not what has happened.

According to a new report, *Economic Impacts of California Avocado Commission Advertising and Promotion Programs*, the reality is this — while real grower prices have been volatile from year-to-year, on average the prices have remained nearly constant. The report

credits this mean price stability, in the face of rapidly expanding avocado supplies, with significant increases in demand — noting that “promotion programs conducted by CAC have been a very important factor contributing to the increased demand.”

Following are highlights of the report’s findings:

- Promotion programs have expanded demand for fresh avocados and provided a “very favorable return.” A 10 percent increase in promotion expenditures increased demand from 1.5 percent to 3.7 percent. Without this expansion in demand, the researchers determined, “increased imports would have easily reduced avocado prices to levels that would have made California production unprofitable.”
- CAC promotions had a “significant and positive impact” on per capita sales in CAC’s designated markets — a 2.3 percent increase.
- The current premium messaging campaign had a positive impact in seven of the 10 designated market areas (DMAs) targeted by CAC. Two of the three markets where a significant impact was not noted had the lowest total expenditures. Portland and Seattle reported the largest per capita impacts.
- The 2012 July Fourth campaign boosted sales in the targeted DMAs by 5.6 percent.
- Data suggests that expansion of CAC’s promotion programs would yield additional benefits to growers.

US Farmers & Ranchers Alliance CA Qualitative Research Study

The U.S. Farmers & Ranchers Alliance (USFRA) is committed to creating an open dialogue about food and agriculture in order to heighten consumer trust in America’s food production system. USFRA consists of over 80 farmer- and rancher-led organizations and agricultural partners. As part of its efforts to increase trust and confidence in American agriculture, USFRA launched a public-facing movement that provides farmers and ranchers with the tools and support they need to tell their stories, provide valid information about agriculture, and improve communication between the agricultural industry and consumers.

USFRA is interested in gathering the insights and perspectives from California avocado growers for its California Qualitative Research Study. California avocado growers are invited to attend the qualitative research group session and will be compensated for their time at the end of the three-hour session.

The group session will provide avocado growers, and other farmers and ranchers in the area, with the opportunity to share their insights, opinions and experiences with their peers, while providing USFRA with invaluable insights that assist them in their efforts to help give voice to California ranchers and farmers and ensure their issues are better understood.

The session will be held Monday at 6:30 p.m., January 13, 2014. The session will be run by Maslansky + Partners, at the Holiday Inn Fresno Airport, 5090 E. Clinton Way, Fresno, CA, 93727.

If you are interested in attending or have further questions, contact Meaghan Bresnahan via email at MBresnahan@maslansky.com.

CAC Issues Request for Proposals (RFP) for Farm Management and Grove Development Services at Pine Tree Ranch

Following the completion of a business and grove development plan for Pine Tree Ranch, the California Avocado Commission (CAC) is seeking a farm management company to partner with to provide both day-to-day farm management services of the 11 leased acres (2 acres of existing Hass trees and 9 acres of future new plantings) at Pine Tree Ranch, as well as services for new grove development. The complete RFP can be found [here](#).

Agricultural Management firms interested in providing management and development services for the period of February 1, 2014 through October 31, 2014 should submit a detailed proposal, which outlines their schedule of management fees and development costs, to the Commission no later than Friday, December 27, 2013. Commission shall review all submitted proposals and make a selection no later than Friday, January 10, 2014.

Please note that Commission contract terms are typically established to correspond with CAC's fiscal year (November 1 through October 31), and reviewed and renewed on an annual basis. While CAC is envisioning a long term partnership with the selected farm management organization, the contract between CAC and selected company will renew on an annual basis, thus the first "term" of the agreement will be through October 31, 2014.

For questions regarding the proposal process, please contact April Aymami at (949) 341-1955 or aaymami@avocado.org.

2013-14 Avocado Inspection Program Fee Schedule & Inspection Hours

In a memo dated November 21, 2013 the California Department of Food and Agriculture (CDFA) has announced the fee schedule and inspection hours for the Avocado Inspection Program (AIP) for the 2013/14 crop year. You can view the [official memo here](#); however important items to note are as follows:

- Inspection Hours: Monday through Saturday; 8:00 a.m. to 5:00 p.m.
- Prevailing rate: \$0.15 per hundred weight or \$33.00 per hour
- Sunday/Holidays: No work performed on Thanksgiving Day, Christmas Day, or New Year's Day; work on Sundays or other scheduled holiday will be billed at four hours prevailing rate (minimum)
- Overtime: Work performed after 5:00 p.m. billed at \$44.00/hour or hundredweight fee (whichever is greater)
- Mileage: Mileage is billed at the rate of \$0.565
- Reporting: All handlers required to submit accurate monthly pack out reports by 10th of the following month

Inquiries regarding avocado inspection services should be sent to Kathie Yniguez at (760) 743-4712 or kathie.yniguez@cdfa.ca.gov.

Potential Pests and Avocado Diseases Video Presentations Available

On December 9th, 2013, Dr. Jonathan Crane, Professor of Horticulture from the University of Florida's Tropical Research and Education Center, and Drs. Mark Hoddle and Akif Eskalen from UC Riverside presented information concerning the potential threats posed to California avocado groves by new pests and diseases. The researchers discussed laurel wilt disease, fusarium dieback disease, the polyphagous shot hole borer, the Florida redbay ambrosia beetle and other exotic pests. Videos of the three presentations may be viewed [here](#).

Polyphagous Shot Hole Borer Professional Development Training

The California Association of Pest Control Advisors, in association with the California Avocado Commission, is holding a professional development training seminar on Wednesday January 8, 2014 at the Pala Mesa Resort in Fallbrook. The course is specifically designed for PCAs, but growers are also welcome to attend. Registration is \$40 and can be done online by going to <https://capcaed.com/continuing-ed-seminars/january-8-2014-fallbrook-shot-hole-borer/>. California Department of Pesticide Regulation, Certified Crop Advisor, International Society of Arboriculture and Golf Course Superintendents Association of America continuing education hours are available. Early registration (by January 5) is strongly encouraged as seating is limited. For more information, visit <http://www.californiaavocadogrowers.com/event/polyphagous-shot-hole-borer-professional-development-training-1>.

Defense Commissary Agencies (DeCA) Participate in Late Season California Avocado Sales and Display Contest

DeCA is the organization that manages procurement for the military. They operate retail food stores (commissaries) worldwide. To encourage late season California avocado sales in the commissaries, CAC sponsored a sales and display contest available to all domestic units during September.

Commissary participation in the contest was excellent, with 45 percent of all commissaries nationwide participating. California avocado sales increased 39 percent in the participating commissaries. Six winners were chosen, based on highest sales increase versus the same period the prior year. Winning commissaries received gift cards to their local store.

All entries were accompanied by a photo featuring California avocados and CAC point-of-sale material. The winners exemplified the creativity and commitment to California avocados within the DeCA store base.

FIRST PLACE WINNERS \$750.00 in Customer Commissary gift certificates



Tobyhanna Commissary, PA
94 percent increase in sales!



Scott Air Force Base (AFB) Commissary, IL
94 percent increase in sales!

SECOND PLACE WINNERS \$500.00 in Customer Commissary gift certificates



Marine Corps Air Station (MCAS), NC
61 percent increase in sales!



Randolph AFB Commissary, TX
92 percent increase in sales!

THIRD PLACE WINNERS \$250.00 in Customer Commissary gift certificates



Bangor AFB Commissary, WA
76 percent increase in sales!



Kirtland AFB Commissary, NM
68 percent increase in sales!

CAC Receives Favorable Responses from Retailer Survey

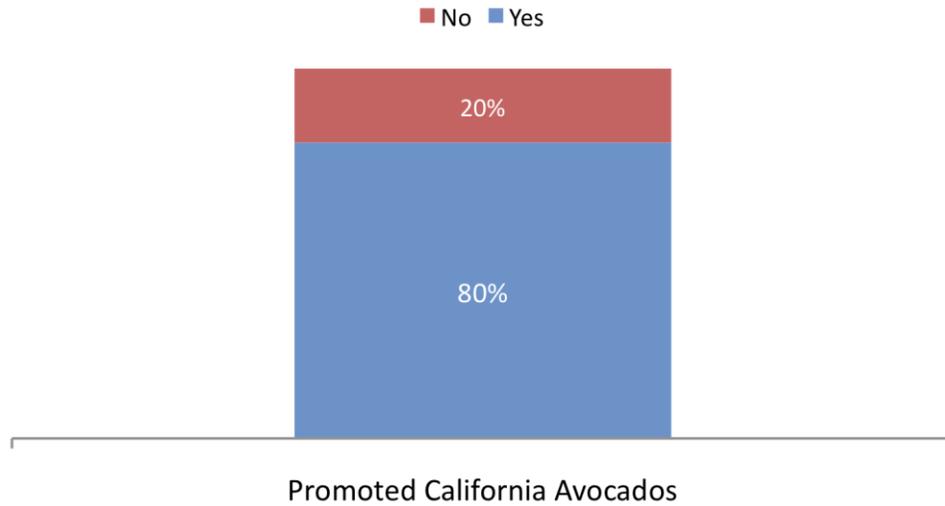
The California Avocado Commission (CAC) conducted an online survey with senior and mid-level retail personnel to gain insight into how CAC marketing and merchandising support programs are perceived by these national and regional retail chains. The survey provided information on the impact of the programs and suggestions on additional services to assist retailers in growing their business.

The survey indicated favorable results for CAC's programs and resources with retailers reporting they carry California avocados because of marketing support, shopper preference (38 percent ask specifically for California avocados – an increase of 10 percent over the prior year) and loyalty. The top Commission programs and resources preferred by retailers include; consumer media/advertising, retail data support, retail merchandising staffing support and themed or seasonal programs. According to the survey, CAC's

merchandising team ranked higher than other avocado associations in service, knowledge, business focus and leadership. In fact, CAC's key strength is its service to retailers with 71 percent of retailers indicating CAC's service is better than other avocado associations.

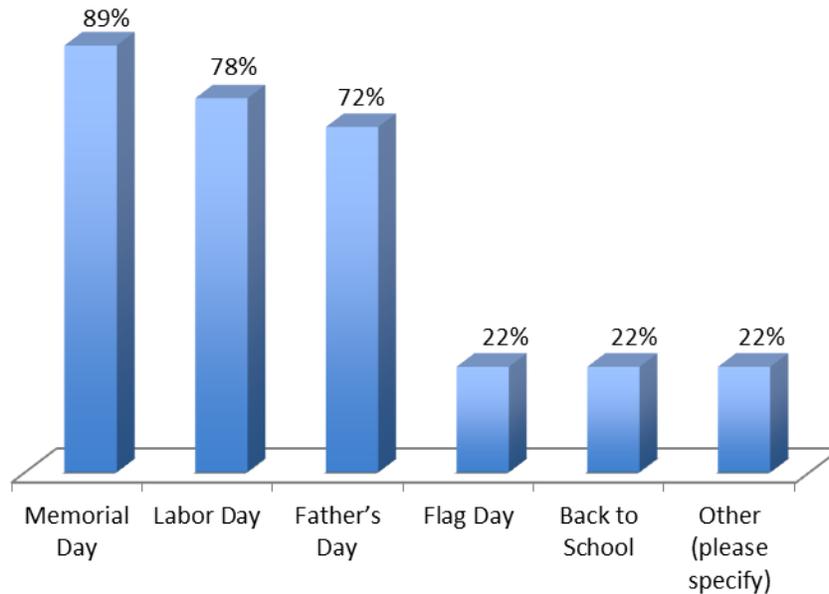
Additionally, 90 percent reported carrying California avocados when they are in season with 80 percent promoting California avocados during the 4th of July (+13 percent higher than the prior year's survey results). Moreover, 100 percent of those surveyed said they will promote the 4th of July again next year.

Did you promote California Avocados for the 4th of July?



In addition to the 4th of July, Memorial Day and Labor Day are two key American Summer holidays with avocados promoted at 89 and 78 percent, respectively.

Did you promote your avocado category during other Summer Holidays or event timeframes?



Retail survey respondents indicate strong appreciation for CAC's services and consider CAC to be supportive of their needs in providing programs and materials to support sales of California avocados.



The recent redesign of the Nutrition Section on CaliforniaAvocado.com combined two existing website sections, “Healthy Living” and “Nutrition” into a single category. The new format provides a more integrated and cohesive experience for website visitors.

Because “nutrition” is a term that receives significant search traffic on the website, the navigation was updated to help visitors locate nutrition content more quickly.

The update also included:

- Redesigned page templates and layouts to surface popular information and encourage further exploration of key nutrition content
- Reorganization of the side bar navigation and more intuitive groupings of content and pages
- Introduction of the Avocados and Your Diet landing page
- Content updates on the Smart Spreads and Dips, Avocado Nutrients, and Avocados and Your Heart pages
- Creation of Dietitian Approved Recipes sidebar module
- Images optimized for sharing on social media channels like Facebook and Pinterest

TOP 5 AVOCADO NUTRITION FACTS

Are you up to speed on your avocado nutrition knowledge? This creamy, delicious fruit packs a punch!

- A Nutrient Dense Fruit**
Nutrient-dense foods are those that provide substantial amounts of vitamins, minerals and other nutrients with relatively few calories. One-fifth of a medium avocado (1 oz.) has 50 calories and contributes nearly 20 vitamins and minerals, making it a nutrient-dense food choice.
- Naturally Sodium and Cholesterol-Free**
Fresh California Avocados are sodium and cholesterol-free and contain mono and polyunsaturated fats.
- Contains Good Fats**
When used instead of other fats, avocados can be a satisfying addition to a calorie-reduced diet.
- A Popular Choice**
Avocados are included in dietary programs from some of the world's leading nutrition organizations.
- Great For Babies & Kids**
The avocado's creamy consistency makes it a great first food for babies and provides beneficial nutrients.

[MORE ABOUT AVOCADO NUTRIENTS](#)

SPREAD & DIP COMPARISON

[MORE COMPARISONS](#)

Healthy eating and avocados go hand in hand. Whether its calories, fiber, saturated fat or cholesterol, avocados have more of what you want and less of what you don't want. Compare popular spreads and dips and see how substituting avocados may help reduce dietary intake of calories, fat, saturated fat, sodium and cholesterol.

| | Fresh Avocado 2 Tbsp. | Salted Butter 2 Tbsp. | Mayonnaise 1 ounce |
|---------------|--------------------------|--------------------------|-----------------------|
| Calories | 50 | 204 | 109 |
| Total Fat | 4.5 g | 23 g | 9.4 g |
| Saturated Fat | 0.5 g | 14.6 g | 1.4 g |
| Cholesterol | 0 mg | 61 mg | 7 mg |
| Sodium | 0 mg | 164 mg | 199 mg |

Reference: USDA National Nutrient Database for Standard Reference, Release 18 (2005) and FDA Food Labeling Guidelines for Voluntary Labeling of Raw Fruits, Vegetable and Fish (Vol. 71, No. 159); Appendix C to Part.

Examples of updated images. The Top 5 Avocado Nutrition Facts image is optimized for sharing on social media channels.

Check out the NEW Nutrition Section here: <http://www.californiaavocado.com/nutrition/>

CAC Foodservice Introduces Schools to the Menu Benefits of Fresh California Avocados

To expand the opportunities for Fresh California Avocados, in particular the 70 and 84 case counts, on school menus, the California Avocado Commission (CAC) foodservice team exhibited at the 61st California School Nutrition Association Conference and Trade Show in Palm Springs, CA. The conference, held November 14-17, 2013, included a two-day trade show where attendees sampled California avocado breakfast and lunch menu items each day; *California Avocado Power Breakfast Parfait* and *California Avocado Quesadilla*, and *California Avocado Breakfast Burrito* and *California Avocado Confetti Slaw*. Attendees visiting the CAC booth indicated both sets of menu concepts would work well in a school setting, citing taste (student appeal) and menu applicability.



As a result of positive attendee response, CAC will continue outreach to schools to facilitate the sourcing of California avocados for use in schools. Additionally, there are opportunities to work with school foodservice directors and provide information on the ease and convenience of preparation (cut-seed-peel) and how to minimize oxidation after cutting.



Conference attendees sampling and enjoying the California Avocado Power Breakfast Parfait and California Avocado Quesadilla

California Market Trends

To view all market trend graphs, including "Weekly Volume Summary," "Weekly Avocado Prices" and "U.S. Avocado Supply," please visit: <http://www.californiaavocadogrowers.com/selling-avocados>.

| California Avocado Commission Weekly Volume Summary (pounds) | | | |
|--|---|-----------------------------------|----------------------|
| | Week Ending 12/15/2013 | Season-to-Date (since 11/1/13) | 2013 Year to Date |
| Hass | 38,124 | 354,288 | 469,581,435 |
| Lamb | 0 | 0 | 17,153,848 |
| Other (Greens) | 7,992 | 15,984 | 3,118,323 |
| California Total | 46,116 | 370,272 | 489,853,606 |
| Florida | 1,001,165 | 7,194,055 | 63,314,035 |
| Chile | 2,099,427 | 19,166,619 | 44,035,980 |
| Mexico | 26,907,393 | 149,966,767 | 1,076,435,548 |
| Other (Imports) | 750,000 | 5,650,000 | 73,252,103 |
| Import Total | 29,756,820 | 174,783,386 | 1,193,723,631 |
| USA Total | 30,804,101 | 182,347,713 | 1,746,891,272 |
| Source(s): | California = CAC (AMRIC) | | |
| | Florida = Florida Avocado Admin Committee | | |
| | Chile = Comité de Paltas, Chile | | |
| | Mexico = APEAM | | |
| | Other Imports = HAB and USDA AMS website | | |

| California Avocado Society Weekly Newslines* Avocado Prices 12/16/2013 | | | | |
|---|--------------|-------------|---------------|---------------|
| | FOB Price | Field Price | Retail Price | Last Year FOB |
| California Hass | (25# carton) | (per pound) | (per each) | (25# carton) |
| #2's | | | | |
| 32's-36's | | | | |
| 40's | | | | |
| 48's | | | | |
| 60's | | | | |
| 70's | | | | |
| 84's | | | | |
| Mexican Hass | | | | |
| All Sizes | 13.00-31.00 | N/A | 0.99-1.99 | 14.00-18.00 |
| Chilean Hass | | | | |
| All Sizes | 13.00-31.00 | N/A | 3/0.99-5/5.99 | 14.00-24.00 |
| 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... Our near term forecast continues to show a blocking ridge of high pressure to the west of California. Support still exists for troughs or cutoff upper lows off southern California. Together, these predominant features teleconnect with the following: recurrent offshore flow events, much drier than normal conditions in northern and central California, and somewhat drier than normal conditions in southern California.

Over the next two weeks, we may expect the following general pattern. A front will come through on the 19th with minimal snow/rain in central and northern California. The low will deepen over southern California on the 19th and 20th. From the 20th to the 30th, upper high pressure (the blocking ridge) will maintain a pattern of dry northerly or offshore flow. A moderate cold front is expected on January 1 and another on January 3. All appear to be dry, but there is risk of moderate to strong downslope winds with all of them.

In the Near-Term - Southern California Avocado Region - December 18 to January 1... Unusually dry conditions will continue. Gusty Santa Ana winds are possible on the 21st and 22nd, the 25th and 26th, and the 30th and 31st. The very dry airmasses bring a higher risk for wetbulb freeze events in which wetbulb temperatures are in the 28-32 range while ambient temperatures are in the upper 30's to mid 40's.

January 2 to 16... The troughing portion of the MJO cycle will return during this period, and we will see periods of rain or showers as occurred in late November. This could be a mixture of cold, showery fronts followed by significant freeze events. Again, we expect the focus of rains to be in western Mexico and San Diego County, as has been the case for most of the rainy season so far. *El Niño* influence continues to be near zero at this time, but the warm sea temperatures west of California will favor a ridge over central southern California.

Seasonal Outlook/*El Niño* Update - January 22 to April 10... The *El Niño*/ Southern Oscillation (ENSO) will reverse a little to the negative side (*La Niña*-like) during January. This argues for dry conditions in central and southern California with a higher frost risk for much of January. In February there will be support for more *El Niño* -type influences. This means the development of a southern storm track with an increasing chance for rains into southern California at the end of January and into February. February could be interesting as we "play catch-up" with a storm series finally developing into southern and central California.

After the early freeze events in December, there is a lack of support for additional freezes in late January and February due to the recurrent west by southwest flow into southern and central California.

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