

The GreenSheet

C A L I F O R N I A A V O C A D O I N D U S T R Y N E W S



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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>

Production Research Committee Meeting

October 24

Time: 9:00 a.m. – 3:00 p.m.

Location: CAC Office, 12 Mauchly, Suite L, Irvine CA 92618

Riverside County International Agricultural Trade Summit

November 6

Time: 8:00 a.m. – 4:00 p.m.

Location: Coachella Valley History Museum, 82616 Miles Avenue, Indio, CA

Tree and Vine Seminar 2013

November 7

Time: 8:00 a.m. – 2:30 p.m.

Location: San Marcos Community Center, 3 Civic Center Drive, San Marcos, CA, 92069

Quarantine Endorsement Pilot Program Listening Sessions

November 12, 13, 14, 15

[Please click here for time and location information](#)

CAC Board Meeting

November 14

Time: TBA

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

2013 CAC General Election Update

On September 23 the California Avocado Commission mailed 2013 General Election ballots to all producers and handlers of record. The 2013 General Election, held each October, will seat one producer member and one alternate producer member in each of the five districts for the two-year term commencing November 1, 2013. In addition, two handler member and two alternate handler member seats are will be elected.

As producers and handlers on record, each voting entity will have the opportunity to either vote for the declared candidate listed on their ballot, or write-in a name of an individual they would like to have serve on the Commission Board of Directors. It is important to note that if there is no declared candidate for a specific seat, the winning candidate will be determined based on receipt of the most write-in nominations. In the event of a tie, the CDFA will conduct a drawing of names to determine the winner.

Ballots must be postmarked no later than October 21, 2013 and should be submitted in the postage paid envelope included in with the ballot. In the event that this envelope was misplaced, please mail directly to CDFA and address as follows:

California Department of Food and Agriculture
Marketing Branch
PO Box 942871
Sacramento, CA 94299-0003

Please note "Avocado Commission Ballot" in the return address area of the envelope to ensure expedited processing

Further information regarding the General Election can be found at <http://www.californiaavocadogrowers.com/commission/cac-general-election-2013>, or by contacting April Aymami at aaymami@avocado.org or 949-341-1955 ext. 118.

Hass Avocado Board Considers Proposal to Form Foreign and Domestic Super-Committee

The Hass Avocado Board (HAB) is expected to review a proposal to form a super-committee comprised of representatives from the U.S., Mexico, Chile and Peru. HAB is currently led by a twelve-member board of domestic producers and importers who direct HAB's promotion, research and information programs under the supervision of the United States Department of Agriculture. The proposal would allow foreign and domestic interests to convene a super-committee to discuss and present ideas to the twelve-member board.

Foreign interests have put forward the super-committee proposal, to give them greater influence over matters taken up by HAB. The proposal is currently under consideration by HAB's International Representation Committee (IRC), chaired by California producer Bob Schaar. California Avocado Commission (CAC) involvement in the proposal has been limited to informal comments only. In addition to Schaar, CAC Commissioner Charley Wolk serves as a CAC representative on the IRC. In late August, the CAC Board went on record voicing support for the current HAB board structure, where California producers hold a majority. "It's our country, and it's our market," one Commissioner said in August, adding, "Do you think we would be allowed to hold a majority on a foreign board, in a foreign country?" In the upcoming months, CAC will continue to be involved in the discussions concerning the proposal, which is likely to be considered by the full HAB board in early 2014.

If California avocado growers would like to learn more about the super-committee proposal, contact [Tom Bellamore](#), CAC President, [Charley Wolk](#), or Bob Schaar.

International Agriculture Trade Summit

California avocado growers interested in learning more about international trade and agricultural business development opportunities are invited to attend the Riverside County International Agriculture Trade Summit. The trade summit will feature a panel of international trade experts, as well as growers who have successfully developed overseas business opportunities.

The keynote speaker is Dr. Glenda Humiston, California State Director for the U.S. Department of Agriculture, Rural Development. Other speakers/panelists include:

- Steve Pastor, Executive Director, Riverside County Farm Bureau
- Norman Arikawa, Assistant Director of Trade Development, the Port of Los Angeles

- Andy Anderson, Executive Director, Western United States Agricultural Trade Association
- John Snyder, Riverside County Agricultural Commissioner

The Trade Summit will be held November 6, 2013 from 8:00 a.m. – 4:00 p.m. The event will be held at the Coachella Valley History Museum located at 82616 Miles Avenue, Indio, California.

The event is free and will include lunch. If you plan to attend, please send an RSVP to OFT@rivcoeda.org or call 951.955.5284.

Commission Moves Forward With DC Meetings Despite Government Shutdown

Ken Melban, Commission Director Issues Management arrived in Washington DC the afternoon of September 30, 2013, just as the government shutdown was looming. Melban's trip coincided with the United Public Policy Conference and was scheduled to include individual congressional member meetings along with agency visits. After arriving, Mr. Melban spent the evening in the office of Rep. Julia Brownley (Ventura) as the House, in an 11th hour attempt to avert the shutdown, continued votes throughout the late hours. Ultimately, though, no agreement was reached and at midnight the government shutdown. "It was surreal to be there at such a time and to see the politics playing out," said Melban. Although the government was shutdown, he was still able to meet with Representatives Duncan Hunter, Louis Capps, Sam Farr and David Valadao, to once again communicate the avocado industry's need for immigration reform. "My message was straightforward," said Melban, "I would hand them a bag of California avocados and say, if you want to continue to enjoy these great California avocados you need to get immigration reform passed!" A meeting with the Food & Drug Administration to discuss the Food Safety Modernization Act was canceled due to the shutdown. The other primary item discussed was the farm bill, and although the House has now passed a bill, it may still be awhile before it actually goes to conference as Congress continues to deal with the shutdown along with the fast approaching debt ceiling deadline of October 17, 2013.



Halls of the Capital, eerily empty on day one of the shutdown.

CDFA State Board of Food and Agriculture Meeting Report

Tim Spann, CAC Research Project Manager, attended the California Department of Food and Agriculture meeting on Tuesday October 8 to discuss California's agricultural research needs. Chancellor Linda Katehi, UC Davis, President Jeffrey Armstrong, CalPoly SLO, and Vice President Barbara Allen-Diaz, UC Agricultural and Natural Resources, made presentations to the Board to present the Universities' perspective. All three said that their institutions are very supportive of basic and applied research as well as the Extension Service. Allen-Diaz said that since 2006, UC ANR has released for hire 76 Cooperative Extension positions statewide and to date 39 of those have been filled.

Following the presentations from the universities, several commodity representatives were asked to speak, including Paul Wenger, California Farm Bureau Federation, Richard Waycott, Almond Board of California, Ken Keck, Citrus Research Board, Bonnie Fernandez, Center for Produce Safety, and Mary Wadsworth, J.G. Boswell Company (cotton industry). Among the concerns they raised were the apparent emphasis and/or greater importance placed on basic research vs. applied research by the universities, the slow response from the universities to issues, intellectual property rights for inventions resulting from industry-funded research, and the lack of communication between university administration and the commodities in setting research priorities. Another point raised was the need for a concerted effort by government and research to find practical solutions to California's water crisis. Each of the university representatives responded to these criticisms, generally stressing the need for basic research, which serves as the basis for applied research.

In the end, CDFA Secretary Karen Ross asked how she and the Board could help going forward. The overwhelming response was that if the CDFA could facilitate better communication between commodities and university administration, through meetings such as Tuesday's or by other means, it would be helpful. Overall, there appeared to be a sense of optimism among the commodity group attendees at the end of the meeting.

The meeting was an excellent opportunity for CAC to connect with other commodity board representatives. The vast majority of the issues raised are not unique to any one of our industries and if we work together we will be able to make faster headway. For a CDFA summary of the meeting, visit <http://plantingseedsblog.cdfa.ca.gov/wordpress/?p=4870>.

Brown Marmorated Stink Bug makes its way to Southern California

The brown marmorated stink bug (*Halyomorpha halys*) is a highly polyphagous (feeding on many different hosts) insect pest that is native to Eastern Asia. Over the past 15 years the stink bug has become well-established in the mid-Atlantic states of the U.S. and is now found in the Western U.S., with populations established in Oregon and Northern California. The stink bug has upwards of 60 different host species, including many fruits and vegetables. Where it has become established it has decimated apple and pear crops. In California, tomato, pepper, grapevines, apple, pear and citrus are at risk.

Most recently, the stink bug has been appearing in Southern California, with specimens appearing in traps in Pasadena. Although the stink bug has not previously been known to attack avocados, Dr. Mark Hoddle, UC Riverside Entomologist, believes that given the pest's wide host range the potential exists for it to feed on avocados.



In addition to being a pest of fruits and vegetables, the stink bug is a nuisance pest because it tends to use homes as overwintering sites. In Fall, the adults abandon orchards and move to artificial structures, sometimes leading to dramatic infestations of homes.

Growers are advised to familiarize themselves with this pest. If you do see it in the Southern California area, either in orchards or homes, you are encouraged to contact Dr. Hoddle at mark.hoddle@ucr.edu or 951-827-4714 so that its movement and host range can be accurately tracked. More information and photos of the stink bug and the damage it causes can be found on the UC Riverside Center for Invasive Species Research website, http://cISR.ucr.edu/brown_marmorated_stinkbug.html.

USDA Seeks Grower Input Concerning Quarantine Endorsement Pilot Program

The USDA's Risk Management Agency has partnered with Agralytica to evaluate the current quarantine endorsement pilot program and the quarantine coverage provided to California avocado and citrus growers for an additional premium.

A series of four listening sessions will be held to gather feedback from growers concerning how the pilot program has performed over the past three years and how it can be improved. The listening sessions seek to answer the following questions:

- Is the quarantine endorsement pilot program working?
- Should it become a permanent program?
- Should it remain a pilot program?
- Should it be terminated?
- Should it be expanded to other areas?
- What modifications are needed?

Growers can attend one of the sessions listed below or contact Agralytica staff members for an individual meeting at one of the listening sessions. If you would like to schedule a meeting, contact Tom Earley by cell at 703-981-6004 or by email: tearley@agralytica.com.

Growers are encouraged to submit phone or e-mail comments if they are not able to attend a listening session. Those comments should be sent to Tom Earley or to Nick Young (cell: 703-981-6002; email: nyoung@agralytica.com).

Quarantine Endorsement Listening Sessions:

Tuesday November 12

San Diego County

San Diego Farm Bureau
1670 E. Valley Parkway
San Diego, CA 92027
Phone: 760-745-3023
9:00 -11:30

Wednesday November 13

Ventura County

UC Cooperative Extension
California Conference Room
669 County Square Drive, #100
Ventura, CA 93003
Phone: 805-645-1451
9:00 -11:30

Thursday November 14

Tulare County

International Agri-Center
Heritage Complex Building, 2nd floor
4500 S. Laspina St.
Tulare, CA 93274
Phone: 559-688-1030
8:30-10:30

Friday November 15

Fresno County

UC's Kearney Agricultural Research and
Extension Center, Nectarine Room
9240 S. Riverbend Ave.
Parlier, CA 93648
559-646-6500
8:30-10:30

California Avocados Go Back to School with Style

CAC culinary programs focus on educating both instructors and students, ensuring the next generation of culinary professionals understand and appreciate the product benefits of fresh California avocados as a go-to ingredient in the menu repertoire.

On Saturday, September 21, 2013 the California Avocado Commission (CAC) foodservice team met with 12 culinary students at the Art Institute Culinary Arts program in Sacramento, educating them about fresh California avocados. The students then competed in a 2-hour *Avocado Culinary Throw Down*; rising to the challenge to produce and present a fresh California avocado recipe in a limited time frame. Three industry professionals judged the entries: Art Institute Chef Instructor Kevin Cabrera, General Produce Account Manager Andee Taylor and Ann Segerstrom, MMM Marketing, representing CAC.

Students anticipated and incorporated many of the ideas discussed during the presentation such as Avocado Tempura, Avocado Fruit Salad and fresh avocados in desserts into their innovative dishes. Students' entries were evaluated on "Technique," "Taste,"

"Presentation," "Use of Avocado" and "Seasoning." The judges awarded the well-deserved cash prizes to:

<p>First Place (\$750) – Hamilton Li</p>  <p><i>Avocado Crusted Pork Loin and Avocado Tempura on Avocado-Ginger Puree</i></p>	<p>Second Place (\$500) – Kamal Guilbeaux and Julian Fraire</p>  <p><i>Avocado Roll Stuffed with Prawn Salad</i></p>	<p>Third Place (\$250) – Brooke Robb</p>  <p><i>Chocolate Nutella Crepe with Avocado-Raspberry Filling</i></p>
<p>Fourth Place (Honorable Mention) – Angela Abono and Abby Potter</p>  <p><i>Avocado Honey Ice Cream</i></p>		

CAC Spices up PMA Fresh Summit Plans with New Orleans Chef Susan Spicer

The California Avocado Commission is putting the finishing touches on its plans for the [Produce Marketing Association \(PMA\) Fresh Summit October 18-20 in New Orleans](#). CAC communications will focus on California avocado proximity to the U.S. market and the Commission's marketing programs to support retail sales growth.

At Fresh Summit CAC staff will share current research about California avocados and avocado category performance potential. CAC's Fall California Avocado Tracking Study results will be available, with insight into the data that inspires CAC's campaign messaging. Market-level category score cards will be available for retailers interested in learning more about opportunities to maximize sales during the California avocado season. Retailers visiting CAC's booth (#3015) will have access to the latest avocado research and the

opportunity to enjoy some memorable California avocado dishes highlighting the flavors of the region created by New Orleans' chef Susan Spicer.



Spicer has created three new California avocado recipes with Crescent City flair and will sample them in CAC's booth on Saturday and Sunday. Spicer has been cooking professionally since 1979, mostly in New Orleans, with a stint in Paris in 1982, and has made numerous guest chef appearances around the world. For the last 20 years, she has been chef and co-owner of Bayona, in the French Quarter, which was voted Number One in *Gourmet* magazine's Reader's Choice Poll of America's Top Tables, New Orleans. Spicer also is owner and chef of Mondo in the Lakeview neighborhood of New Orleans and serves on the board of the Gulf Restoration Network.

This year CAC is sponsoring the Produce for Better Health Foundation's Supermarket Registered Dietitians (SRDs) Fresh Summit program. CAC has a special program for the almost 30 participating SRDs who will visit CAC's booth throughout the day on Saturday. The SRDs will receive information on avocado nutrition and the California avocado programs the Commission has to support SRD communications.

CAC will be active in social media leading into and throughout Fresh Summit with Twitter® and Facebook® posts directed both to trade and consumer audiences.

"PMA Fresh Summit is unparalleled when it comes to networking, gathering business information and staying on the forefront of trends," said Jan DeLyser, CAC vice president of marketing and outgoing chairman of PMA. "The expo provides the ideal venue for our team to meet with existing and potential customers to discuss opportunities to maximize sales with California avocados."

Awards for California Avocado Commission Marketing Programs and Staff

The California Avocado Commission has been recognized for marketing excellence by *Produce Business* for its 2012 4th of July California avocado campaign. Additionally, Jan DeLyser, vice president of marketing has been honored with awards from the California Avocado Society and *Progressive Grocer*, a leading supermarket industry publication.

In the August edition of *Produce Business*, a monthly trade magazine, CAC was a recipient of one of its 25th Annual *Marketing Excellence Awards*. The specific programs noted for the award were CAC's July 4th / American Summer Holidays Promotion and Downtown Disney Event in 2012. This is the second consecutive year that the Commission has received this award, which recognizes outstanding creativity, comprehensive strategy and successful execution.



**California Avocado
Commission**
Irvine, CA

**July 4th / American Summer Holiday Promotion
and Downtown Disney Event**

OBJECTIVE: The July 4th promotion aimed to increase the perception that California avocados are perfect for the holiday's celebrations. Another goal was to set the foundation for people to include California Avocados in their July 4th and summer holiday menus with the hopes of making Independence Day the second largest avocado consumption event of the year—behind Super Bowl Sunday. Also, during California Avocado Week, the Commission partnered with Downtown Disney to host an event introducing avocados in 4th of July recipes to patrons.

CAMPAIGN: The promotions included an integrated marketing program with national print and online advertising, regionally targeted television and radio, retailer support (including merchandising materials) and registered dietitian outreach, along with online, e-mail and social media activity. In Downtown Disney, chefs created and demonstrated avocado recipes, and restaurants featured avocado dishes on menus.

RESULTS: The Commission surpassed its July 4th promotion objectives. Some of the result highlights included 187-plus million consumer advertising impressions (combined TV, print, radio, in-store and transit ad impressions), 2.1 million Downtown Disney event blogger impressions, and 95 percent of retail chains in core markets (California, Phoenix, Seattle, Portland, Denver, and Salt Lake City) merchandised California avocados.



At the 98th annual meeting of the California Avocado Society (CAS) on September 28 in Ventura, Calif., CAS president Chris Ambuul presented its prestigious 2013 "Award of Honor" to DeLyser. Ambuul noted that the award recognizes outstanding contributions and dedication to the California avocado industry.

Ambuul included comments from leaders in the avocado and produce industries, including Tom Bellamore, Phil Henry, Bob Lucy, Rob Wedin, Ross Wileman and Bryan Silbermann in his presentation of the award. In accepting the award, DeLyser thanked the California avocado growers in attendance for producing such a wonderful fruit to market and acknowledged the CAC Board, staff and agencies for their role in differentiating California avocados to drive value and build demand.

DeLyser also was recognized in *Progressive Grocer's Top Women in Grocery* awards in June as one of the outstanding female industry leaders. The awards recognizing the integral role women play across all areas of the retail food industry have been awarded annually since 2007. DeLyser also received the prestigious award in the inaugural year; very few women have received the *Progressive Grocer Top Women in Grocery* award more than once.



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 10/13/2013	Season-to-Date (since 11/1/12)	2013 Year to Date
Hass	4,119,192	467,341,382	465,795,193
Lamb	1,897	17,143,413	17,143,413
Other (Greens)	16,983	3,080,361	3,021,420
California Total	4,138,072	487,565,156	485,960,026
Florida	0	57,674,335	48,069,190
Chile	1,089,211	31,157,659	14,455,235
Mexico	22,370,810	1,079,443,754	848,648,670
Other (Imports)	0	73,492,103	64,482,103
Import Total	23,460,021	1,184,093,516	927,586,008
USA Total	27,598,093	1,729,333,007	1,461,615,224
Source(s):	California = CAC (AMRIC) Florida = Florida Avocado Admin Committee Chile = Comite de Paltas, Chile Mexico = APEAM Other Imports = HAB and USDA AMS website		

California Avocado Society Weekly Newsline* Avocado Prices 10/14/2013

	FOB Price (25# carton)	Field Price (per pound)	Retail Price (per each)	Last Year FOB (25# carton)
California Hass				
#2's	17.00-37.00	0.55-1.28		11.00-22.00
32's-36's	41.00-43.00	1.44-1.52		23.00-26.00
40's	41.00-43.00	1.44-1.52		25.00-28.00
48's	41.00-43.00	1.44-1.52	1.49-1.99	26.00-29.00
60's	35.00-36.00	1.20-1.24	0.99	25.00-27.00
70's	27.00-31.00	0.88-1.04	4/3.99	21.00-23.00
84's	22.00-23.00	0.76-0.81	6/2.99-0.69	18.00-19.00
Mexican Hass				
All Sizes	20.00-37.00	N/A	5/6.99-1.69	17.00-22.00
Chilean Hass				
All Sizes	N/A			
Peruvian Hass				
All Sizes	25.00-35.00	N/A	5/6.99	18.00-24.00

*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... Sea surface temperatures still support troughing near or off the coast of the Pacific Northwest and northwest California. Once the storm track finally migrates south, the existing sea surface temperature anomaly will tend to induce troughing near the Pacific Northwest coast. The current SSTA pattern supports development of wet conditions in north-central and northern California in November. The contribution from the El Niño region (south of Baja and Mexico, and between southern Mexico and Hawaii) is currently neutral but slowly increasing. In summary, it will become drier than normal again in southern California and trying to shift to a wet

regime in northern California. For the Pacific Northwest, however, there is more support for fronts plus some support for atmospheric river conditions in Oregon.

In the Near-Term - Southern California Avocado Region - October 16-31... We expect offshore flow in the near term, with lows in the upper 30's to low 40's in colder valleys in San Diego, Orange, and Riverside Counties. Frosts may become an issue during this period, especially from the 20th to 30th in the central coast valleys. During the 27th to 30th, watch for some showers and some upslope rains especially in the coastal hills, foothills, and mountains of San Diego and Orange Counties.

November 1 to 15 - Southern California Avocado Region... The pattern is currently dry and models are not yet showing a shift to wetter conditions. Given the normal pattern in early to mid November, and the current SSTA pattern which is favorable to troughs and rain into northern California, we cautiously suggest a return to at least some showers into southern California from the 1st to the 3rd and again from the 12th to the 15th. Watch for frosts during the intervening periods in southern California coastal and inland valleys.

Seasonal Outlook/*El Niño* Update - November 15 to January 31... The latest ENSO forecast guidance from Scripps shows a gradual increase in *El Niño* conditions from December through April. *El Niño* conditions consist of a stronger southern jet stream into central and southern California, a more consistent series of storms moving into southern portions of California, and more consistent rainfall.

The month with the greatest potential for consistent rains in California would be the last week of November and in December from the 3rd to 10th, 18th to 23rd, and 27th to 30th. In December, the *El Niño* influence may still increase, so southern California should receive some more rains during at least some of those periods due to a more consistent southern storm track.

In January, we expect a break in the rains, possibly lasting a week or two, as the longwave trough deepens in the central U.S. and the central Pacific with less troughing at the California coast. January 2014 still appears to have lower ENSO contribution to drive the southern storm track than in December or in February/March 2014.

Scripps ECPC shows a smaller influence from *El Niño* during December and January than during February, March, and April. During the latter period, such activity should increase and cause more cool troughing over central and southern California. In this scenario, troughing would also be expected to include the southern deserts and cause showers and above normal rainfall.

Southern California Avocado Region – November through January... In response to neutral or weak *El Niño* conditions from November through January, we expect a continued focus for storms to occur over central and northern California. In the south, we expect mainly upper lows. In general, subtropical rains will tend to remain over central and northern California.

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