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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>

Decision Support Tools for Management of Avocado Nutrition and Chloride Toxicity

Index Fresh is hosting a seminar entitled "Decision Support Tools for Management of Avocado Nutrition and Chloride Toxicity" in all three major California avocado growing regions. RSVP Required. [More information available here.](#)

May 1-3

May 1

Time: 9:00 a.m. – 11:00 a.m.

Location: Hilton Garden Inn Oxnard Ventura, Adagio Meeting Space, 2000 Solar Drive, Oxnard, CA

May 2

Time: 9:00 a.m. – 11:00 a.m.

Location: Embassy Suites San Luis Obispo, SLO Center Meeting Space, 333 Madonna Road, San Luis Obispo, CA

May 3

Time: 9:00 a.m. – 11:00 a.m.

Location: Pala Mesa Resort – Syc/Cyp Meeting Space, 2001 Old Highway 395, Fallbrook, CA

CAC Board Meeting

May 18

Time: TBD

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

CAS Seminar: Field Trips to See Local Issues

The California Avocado Society (CAS), California Avocado Commission and the University of California Cooperative Extension are hosting a series of field trips that allow California avocado growers to see local issues affecting the industry. [More information available here.](#)

June 13-15

June 13

Time: 1:00 p.m. – 3:00 p.m.

Location: TBD

June 14

Time: 9:00 a.m. – 11:00 a.m.

Location: TBD

June 15

Time: 1:00 p.m. – 3:00 p.m.

Location: TBD

Growers Encouraged to Complete the Midseason Crop Estimate Survey

The California Avocado Commission (CAC) has mailed its Midseason Crop Estimate Survey to California avocado growers and encourages growers to complete the survey by the May 1, 2017 deadline. The brief survey is a critical tool in helping the Commission more accurately predict crop volume and coordinate harvest flow to market. The survey also provides CAC with critical information concerning the industry's productivity and grower intentions.

If growers need assistance estimating their avocado crop, please utilize CAC's [avocado crop estimation instructions](#) or utilize the Avocadosource.com avocado crop estimating calculator. The "Crop Estimating Calculator" is listed under "Tools."

Growers may submit their crop survey responses [online at the California avocado growers website](#) or may complete the postage-paid survey they received and return by mail. Simply fold the form so that BUSINESS REPLY MAIL shows on the front. The form also may be faxed to 619.445.3346.

If you did not receive a crop estimate survey, or have questions regarding the form, please contact April Aymami at aaymami@avocado.org or 949.341.1955.

CAC 2017 Annual Meeting Materials Available Online

Presentation materials from the California Avocado Commission's March 2017 Annual Meeting are now available online. The presentation highlights include:

- President's report concerning the global avocado industry and steps taken to ensure the California avocado brand and Commission remain relevant in an ever expanding market
- A review of the Commission's 2016 consumer, trade and foodservice marketing campaigns and a look ahead at the 2017 California avocado season promotions, advertising, events and retail support
- Strategic imperatives of the production research program and a look back at recently funded projects including the new online decision support tool and continued pesticide resistance management

- Overview of key industry affairs and issues management, including immigration, food safety, global trade options, water rates and supply

Seminar: Decision Support Tools to Manage Avocado Nutrition and Chloride Toxicity

Index Fresh is hosting a seminar entitled “Decision Support Tools for Management of Avocado Nutrition and Chloride Toxicity” in all three major California avocado growing regions. The seminar will include findings from Dr. David Crowley’s five-year [decision support tool research project](#), and a glimpse into how the tool will look and feel to growers from the software development company. Dr. Crowley and his team gathered data from hundreds of avocado trees across a transect of major avocado production areas in Southern California in order to model the relationships between leaf nutrient concentrations and the yields of avocado trees. Findings from the project will be used to develop a Decision Support Tool that can help growers improve fertilization and nutrient management while minimizing the effects of soil salinity. A summary of Dr. Crowley’s findings is available in the [Winter 2016](#) issue of *From the Grove*.

Speakers at the event include Dr. Crowley (professor of plant soil relations, emeritus, UC-Riverside), Dr. Tim Spann (California Avocado Commission) and Dr. Cliff Ohmart (SureHarvest).

The seminars will take place as follows.

Ventura

Monday, May 1, 2017
9:00 a.m. – 11:00 a.m.
Hilton Garden Inn Oxnard Ventura
Adagio meeting Space
2000 Solar Drive
Oxnard, CA 93036

San Luis Obispo

Tuesday, May 2, 2017
9:00 a.m. – 11:00 a.m.
Embassy Suites San Luis Obispo
SLO Center Meeting Space
333 Madonna Road
San Luis Obispo, CA 93405

Fallbrook

Wednesday, May 3, 2017
9:00 a.m. – 11:00 a.m.
Pala Mesa Resort – Syc/Cyp Meeting Space
2001 Old Highway 395
Fallbrook, CA 92028

Interested growers should RSVP with Susan Soto at Ssoto@indexfresh.com or 909.877.0999 x 258. You may also RSVP with your field representative.

The Scoop Blog Garners Nearly One Million Page Views in Just One Year

The [Scoop Blog](#) is an essential piece of the California Avocado Commission’s (CAC) digital presence. Hosted on the www.californiaavocado.com consumer website, the blog provides California avocado fans with season updates, lifestyle posts, nutrition information and recipes for every meal and snacking opportunity. Fans can peruse blog posts featuring eye-catching photos of California avocado meals and then simply click on the link for the complete recipe — such as [Baked Avocado Falafel with Avocado Lemon Tahini Sauce](#) — and a step-by-step guide for preparing the recipe (complete with meal preparation photos).

Fans have flocked to this digital hub of California avocado information — the blog garnered nearly 1 million page views between November 1, 2015 and October 31, 2016 and an additional nearly 300,000 this fiscal year through March. To ensure the blog is as user friendly as possible, the Commission completed a blog redesign in 2017. The newest feature — a store locator that shows California avocado fans where they can purchase the fruit locally — is being launched this season.

Thus far in 2017, the Scoop has published 10 new blogs featuring recipes, showcasing the start of the California avocado season and highlighting the campaign artwork created by renowned artist John Van Hamersveld. Moving forward in 2017, The Scoop will feature new posts and recipes from blogger partners including La Fuji Mama and Shrinking Kitchen, who will in turn share The Scoop Blog posts on their independent social media channels and broaden the reach of the Commission’s targeted messaging.



The screenshot displays the website's header with the California Avocados logo, navigation links for RECIPES, BLOG, NUTRITION, and HOW-TO'S, and a search bar. Below the header is a navigation bar with icons for HOME, RECIPES, LIFESTYLE, and SEASON UPDATES. The main content area features a recipe titled "BAKED AVOCADO FALAFEL WITH AVOCADO LEMON TAHINI SAUCE" by Rachael Hutchings, dated 03 / 16 / 2017. A large image shows the prepared falafel and sauce. To the right, a "MOST POPULAR" section highlights "CALIFORNIA AVOCADO Festivals" and "CALIFORNIA AVOCADOS - MY VERY SPECIAL, VERY VERSATILE KITCHEN STAPLE".

The Scoop Blog provides California avocado fans with unique recipes and step-by-step preparation instructions.

Baja Fresh and La Salsa Celebrate the California Avocado Season

Fresh California avocados will be featured in unique limited time offer Baja Fresh and La Salsa menu items during the height of the California avocado season. As part of the promotions, each foodservice chain will showcase the new California Avocados brand logo on menu boards, cash register wraps and in social media posts from mid-April through the end of June.

Baja Fresh will feature its popular *Seafood Taco Combo* with a “Catch 2 or 3” promotion at 155 units located in 26 states. The three unique seafood tacos will be topped with fresh slices of California avocado. In addition, customers can enjoy Baja Fresh’s new *Grilled Shrimp Chile Lime Salad* with chunks of freshly sliced California avocado.

La Salsa, a division of Baja Fresh, will launch a new signature menu item — *Torta with Grilled Carnitas* — complete with slices of fresh California avocado. The promotion will run in 21 units located in California and Nevada. California avocado branding is featured on La Salsa’s menu board and counter cards.



The Baja Fresh menu board features the new California Avocados brand logo and diced California avocado atop the Grilled Shrimp Chile Lime Salad.

California Pizza Kitchen Introduces Power Bowls with Fresh California Avocados

California avocados will gain additional exposure in Western and Southwestern markets with the launch of two new Power Bowls featuring California avocados at 194 California Pizza Kitchen units. From April 25 – August 31, 2017, California Pizza Kitchen will offer Power Bowls — fresh, produce-rich entrees that showcase “globally-inspired flavors with a California vibe.” Both the Bahn Mi Bowl and the Santa Fe Bowl include a generous portion of fresh California avocados. The new California Avocados logo will be featured prominently on the foodservice chain’s menu inserts, merchandising tools and in social media posts.



California Pizza Kitchen’s Power Bowl entrees are packed with fresh produce ingredients including California avocados.

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/industry/market-statistics>.

California Avocado Commission Weekly Volume Summary (Pounds)

	Week Ending 4/9/2017	Season-to-Date (since 11/1/16)	2017 Year to Date
Hass	8,269,133	43,872,089	43,472,275
Other (Greens)	9,455	817,296	679,636
California Total	8,278,588	44,689,386	44,151,911
Florida	26,070	10,441,585	2,387,275
Chile	234,735	36,171,732	16,098,386
Mexico	35,749,386	849,350,346	579,262,895
Peru	0	50,000	0
Other (Imports)	320,000	26,710,000	17,270,000
Import Total	36,304,121	912,282,078	612,631,281
USA Total	44,608,779	967,413,049	659,170,467
Source(s):	California = CAC (AMRIC). Chile = Comité de Paltas, Chile		
	Florida = Florida Avocado Admin Committee		
	Mexico = APEAM, Peru = ProHass		
	Other Imports = USDA AMS website		

California Avocado Society Weekly Newslines* Avocado Prices – April 11, 2017

	Organic #1 (Field Price Per Lb)	Conventional #1 (Field Price Per Lb)	Conventional #1 (Carton Price)
California Hass			
#32's	\$1.80-\$2.02	\$1.78-\$1.88	\$49.75-\$52.25
36's	\$1.85-\$2.02	\$1.78-\$1.88	\$49.75-\$52.25
40's	\$1.85-\$2.02	\$1.80-\$1.88	\$50.25-\$52.25
48's	\$2.04-\$2.18	\$1.80-\$1.88	\$50.25-\$52.25
60's	\$1.92-\$2.04	\$1.60-\$1.70	\$45.25-\$47.75
70's	\$1.48-\$1.64	\$1.20-\$1.32	\$35.25-\$38.25
84's	\$0.70-\$0.80	\$0.70-\$0.87	\$20.65-\$24.39
*To subscribe to the Weekly Newslines, please contact the California Avocado Society at (949) 940-8869 or www.CaliforniaAvocadoSociety.org .			

Weather: 30-Day Outlook For California's Coastal & Valley Areas

Summary- The tendency for troughing near and west of N California continues, even as we approach the normal end of the season. The sea surface temperature anomaly (SSTA) pattern in the central N Pacific is strong and persistent enough to continue the tendency for troughing through May and possibly into June. Forcing for troughs over the southwestern US may still be related to the currently weak *El Niño*, although seasonal factors that affect *El Niño's* influence decrease with approach of summer. A classic, moderate to strong *El Niño* anomaly pattern is starting to develop, as shown by the current SSTA pattern, and the forecast developments shown by the North American Multi-model Ensemble (NMME) in the early fall.

In the Near Term – April 14-28... The NOAA/CPC outlook for April 18-24 shows a cooler and wetter than normal condition in N and central Calif, and continued occasional rain and snow events for the Sierras. Wet periods cluster around April 13th and again on the 16-20th.

In the southern California avocado growing areas from Santa Barbara County to San Diego County, the heaviest rains remain north of SOCAL. A few light showers are possible on April 13th in W Santa Barbara Co to Ventura Co. Showers again develop about April 18-20th in S Calif.

Summary – April 29 – May 13... In the southern California avocado growing areas, from San Luis Obispo south, rain, other than the usual marine drizzle, is unlikely in late April – early May. The southern storm track still is expected to redevelop, but its influence will focus further north, into central Calif, and is less likely in SOCAL.

Seasonal Outlook / *El Niño* Update...May 13 – July 15, 2017... Troughing is still possible to some extent, with some drizzly mornings in late May, and again about June 7-12. *El Niño* continues to strengthen during the early to mid-summer. In addition, the SSTA pattern in the mid-latitude NE Pacific will continue to support troughing near the coast of Calif in late May and early June. Troughing near the Calif coast N of the Bay Area will tend to encourage showers and TSTMS to develop in the Siskiyou's, NW Calif mountains, and in the N Sierras. Troughing off N Calif will come into phase with the summer monsoonal SE flow from Mexico during the first part of July. This would tend to encourage TSTMS in Yosemite and central SierraNV areas.

For the hurricane season west of Mexico, it currently appears that there is a better than even chance for tropical cyclones to develop off central America, then turn N and NNW, going into S Baja or Jalisco coastal areas/Manzanillo.

A few preliminary comments are in order regarding the next wet season: Nov 2017-Mar 2018. During the last two seasons, we saw, in 2015-16, a moderate to strong *El Niño* that encountered the opposing influence of the SSTA pattern in the north Pacific west of Calif. The result was an inconsistent response to *El Niño*, and above normal rainfall in N Calif, but below normal rainfall in S Calif. This season 2016-17, we had heavy rains in N and central Calif, and heavy snow with an exceptional snow pack in the Sierras, but a normally dry *La Niña* pattern. The *La Niña* was characteristically wet in N Calif, but was also wet in portions of SOCAL.

For rainy season (winter) 2017-18, there is a strong *El Niño* coupled with the residual SSTA pattern associated with the current troughing.

The bottom line is that with both *El Niño* (ENSO) and the mid-latitude SSTA pattern working together, finally, after two years at odds with each other, we may have a better chance for an upcoming wet winter through all of Calif in 2017-18.

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