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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>

### CAC Board Meeting

#### May 21

**Time:** TBD

**Location:** TBD

### CAS/CAC/UCCE Grower Seminar: Avocado Tree Physiology and Pruning

#### June 2-4

##### June 2

**Time:** 1:00 p.m. - 3:00 p.m.

**Location:** UC Cooperative Extension Office Auditorium, 2156 Sierra Way, San Luis Obispo, CA

##### June 3

**Time:** 9:00 a.m. - 11:00 a.m.

**Location:** UC Cooperative Extension Office Auditorium, 669 County Square Dr., Ventura, CA

##### June 4

**Time:** 1:00 p.m. - 3:00 p.m.

**Location:** Fallbrook Public Utiliry District Board Rm., 990 East Mission Rd., Fallbrook, CA

### CAC Annual Meeting Presentation Available Online

Presentation materials from the California Avocado Commission's (CAC) annual meetings, held April 14, 15 and 16, are now available online. The presentation contains a variety of information, presented by Commission management, which California avocado growers will find of interest.

## **Long-term market strategy**

- Summarizes CAC's long-term premium positioning market strategy and strategic initiatives used to differentiate California avocados as a premium brand, target premium customers and core western markets, build new demand around the 4<sup>th</sup> of July, develop relationships with high-end retailers and reward those whose efforts return higher value for the brand.
- Examines the viability and sustainability of the Commission's premium brand positioning in light of current global industry challenges, and presents the recommendations of a high-level produce strategist and three "Think Tanks" concerning CAC's premium brand strategy going forward.
- Presents the Commission's next steps as it seeks to align brand strategy, marketing and media plans and to reexamine the Vision 2025.

## **Governance**

- Compares the avocado market in 1978 (when CAC was formed) with today's market and presents questions to promote discussion concerning the Commission's current structure and how it can be improved.

## **Water**

- Outlines CAC's advocacy efforts and a variety of initiatives undertaken by government, Metropolitan Water District, the San Diego County Water Authority and the city of Santa Barbara to address drought, decreasing water supplies and increasing water usage rates.

## **Industry Affairs**

- Offers a look at current import negotiations with China, including a California avocado grove tour by a Chinese delegation.
- Provides an overview of the FDA avocado sampling assignment.
- Details CAC's GAP program and FSMA rule status.

## **Polyphagous shot hole borer (PSHB) and fusarium dieback (FD)**

- Provides a summary of current PSHB distribution and an overview of current and future research initiatives, including new partnerships with Israeli researchers, visits to Taiwan and Vietnam in search of biocontrols, and lure and trap testing.
- Outlines specs of current PSHB monitoring grid used to identify new PSHB locations.
- Summarizes PSHB/FD pesticide and fungicide trials.

## **Production Research**

- Presents a summary of the six current CAC-funded PSHB research projects focused on examining the biology of the beetle, discovering beetle control strategies and controlling fungal pathogens.
- Recaps perseia mite, avocado thrips and phytophthora research projects.
- Reviews avocado rootstock breeding conducted by Dr. Patricia Manosalva, UCR.

- Reviews decision support tools being developed by Drs. David Crowley and Carol Lovatt to gather statistics that help growers make decisions concerning fertilization, irrigation, canopy management and harvesting.
- Provides a snapshot of Dr. Peggy Mauk’s salinity avocado rootstock research.

### **Marketing — Consumer**

- Reports on the past and current California avocado crop value and outlines the 2015 media schedule for core markets.
- Introduces the “Distinctly Californian” consumer advertising campaign featuring iconic California avocado dishes.
- Showcases season opener activities, including the release of artisanal California avocado breakfast recipes.
- Provides an overview of the California Avocado Month PR campaign, which focuses on California sandwich recipes developed by CAC’s artisanal chef partners.
- Details the Commission’s expanded Blogger Ambassador program, which will include on-going guest posts to *The Scoop* by two prominent food bloggers.
- Reviews CAC’s Registered Dietitian Ambassador program and its role in nutrition communication.
- Offers a look at the re-launched CaliforniaAvocado.com website, summarizes the successes from the first year of *The Scoop!* blog and reviews social media strategies.

### **Marketing — Retail and Foodservice**

- Reviews the Super Bowl and early season retail promotions, while providing a glimpse of key accounts, upcoming promotional support and trade events.
- Highlights CAC’s innovative media ad plans and placement in key industry publications.
- Summarizes trade public relations and CAC participation in events that ensure coverage during the California avocado season.
- Showcases some of the 31 foodservice chain promotions planned for the season.

### **California avocado label**

- Provides a look at the varied California avocado label options and handler bag headers.

### **CAC’s Annual Grower Crop Estimate Survey: Responses Due May 8**

The California Avocado Commission (CAC) is conducting its annual grower crop estimate survey. It is important California avocado growers complete the survey in order to fine-tune the estimate and better predict the harvest flow to market. Pre-season estimates for 2015 indicate a crop volume of approximately 327 million pounds. The survey is also an important tool in helping CAC understand the industry’s overall productivity and grower intentions in light of industry variables such as water pricing, availability and global market competition.

Surveys were mailed to all producers on record in April. The deadline for completing the survey is Friday, May 8, 2015.

If you need assistance estimating your avocado crop, visit 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 survey responses [online at the California avocado growers website](#). They may also 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](mailto:aaymami@avocado.org) or 949.341.1955.

### **Commission Honored at Produce for Better Health Conference**

The California Avocado Commission (CAC) was recognized by the Produce for Better Health (PBH) Foundation for its positive avocado nutrition messaging at the annual “PBH Consumer Connection Conference” held March 16 – 18 in Scottsdale, Arizona. Jan DeLyser, CAC’s vice president of marketing, accepted the PBH 2014 Fruits & Veggies — More Matters® Role Model Award on behalf of the Commission. Angela Fraser, CAC’s marketing manager, received the PBH Ambassador Award and was appointed to the PBH Marketing and Communications Committee. CAC’s recognition by PBH — an organization dedicated to providing education that motivates people to consume more fruits and vegetables — is testament to the Commission’s efforts to share nutritional messaging that encourages consumption of California avocados.

The event was attended by more than 200 fruit and vegetable marketers and executives, retail buyers and vice presidents, supermarket dietitians, commodity board members, foodservice representatives and university professors. Attendees participated in educational sessions and the Walkabout Market Dinner — a culinary celebration of fresh, frozen, canned, dried and juiced fruits and vegetables. President and CEO for PBH Elizabeth Pivonka, Ph.D., R.D., delivered her annual “State of the Foundation” address and David Meerman Scott discussed the “New Rules of Marketing and PR” as part of his keynote presentation.



*Fraser and DeLyser display the PBH Ambassador and PBH 2014 Fruits & Veggies — More Matters® Role Model Awards.*

### **Commission Addresses Consumers’ Diabetes Concerns with Informative Blog Post**

In conjunction with the American Diabetes Association Alert Day® on March 24, the California Avocado Commission (CAC) partnered with nutrition expert and Certified Diabetes Educator, Katie Ferraro, MPH, RD, CDE to develop a blog post entitled, “[Enjoying California Avocados with Type 2 Diabetes](#).” Diabetes is a major concern for Americans — more than 29 million Americans have diabetes — and 90 – 95 percent of that number has type 2 diabetes. The Commission has received numerous inquiries regarding how California avocados can impact type 2 diabetes and how the fruit fits into a diabetic diet, and developed the Scoop blog post to address avocado fans’ questions and concerns.

In the blog post, Katie Ferraro provided an overview of type 2 diabetes diet management and discussed how California avocados can be integrated as a versatile, delicious part of healthful snacks and meals. Ferraro provided a variety of avocado-centric breakfast, lunch, dinner and snack recipes and addressed commonly asked questions related to a type 2 diabetes eating plan.

Consumers have commonly asked about the glycemic index (GI) of California avocados and how they impact blood glucose levels. In response, Ferraro noted that researchers have classified avocados as a food with little or no carbohydrates thus making them unlikely to induce a significant rise in blood glucose even if consumed in large amounts.

“Eating right with type 2 diabetes can be surprisingly simple,” noted Ferraro. “As a Registered Dietitian and Certified Diabetes Educator, I encourage patients and clients with type 2 diabetes to approach their diet with a positive mindset: focus on the foods you *can* eat, instead of those to avoid or limit. The unique nutrient profile and versatility of California avocados make them a smart addition to meals and snacks for people with type 2 diabetes, the most common form of diabetes.”



## ENJOYING CALIFORNIA AVOCADOS WITH TYPE 2 DIABETES

Today marks American Diabetes Association Alert Day® and the kick-off of a month long campaign of the American Diabetes Association (ADA) to raise awareness about the risk factors associated with type 2 diabetes, the most common form of diabetes. In type 2 diabetes, the body's ability to use insulin, an important hormone involved ... [Read More](#)

*The Scoop blog post addressed the concerns of California avocado fans living with type 2 diabetes.*

## Commission Joins Retailers at FPFC Family Day at the Races

The Fresh Produce and Floral Council's (FPFC) annual Family Day at the Races provides a great opportunity for the California Avocado Commission (CAC) to engage with Southern California retailers in an informal setting. The Commission sponsored the event and CAC staff were on hand at Santa Anita Park to meet with retailers from Albertson's, Bristol Farms, Cardenas, Fresh & Easy, Food 4 Less, Gelson's Smart & Final, Stater Bros., Super A, Vallarta and Vons. Commission staff fostered positive relationships with the local produce industry members, spending time with them and their families.



*On left, Dave Cruz and Connie Stukenberg spend time with Mark and Diane Carroll (Gelson's).*

### **In-person Retailer Meetings Designed to Drive Sales of California Avocados**

In order to help retailers maximize their sales of fresh California avocados, Retail Marketing Directors (RMDs) from the California Avocado Commission travel across the nation to connect with decision makers at key corporate accounts. These in-person meetings take place throughout the California avocado season and provide an opportunity for the Commission to share critical crop information and promotional opportunities.

During the meetings, RMDs:

- Present retailers with the 2015 California Avocado Marketing Program book
- Assist with California avocado season promotional planning, including display contests, sales contests, digital couponing, geo-fencing and geo-targeting promotions, supermarket registered dietitian outreach and in-store point-of-sale
- Provide information concerning the 2015 California avocado crop
- Address specific retailer needs for the season

With 44 in-person meetings completed, the Commission has established connectivity with retailers and provided retail support that will assist in increasing awareness of and demand for California avocados. Additionally, the merchandisers connect with the AMRIC suppliers prior to and following the retail meetings to discuss promotions and timing for effective implementation.



RMD Connie Stukenberg and Kraig Loomis (Fresh & Easy) review the 2015 California Avocado Marketing Program.

## 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<br>4/12/2015                  | Season-to-Date<br>(since 11/1/14) | 2015<br>Year to Date |
| Hass   | 12,494,953                                | 87,983,163                        | 87,855,517           |
| Lamb   | 0   | 1,943                             | 1,943                |
| Other (Greens)   | 45,949                                    | 1,120,787                         | 1,030,343            |
| <b>California Total</b>                                      | <b>12,540,901</b>                         | <b>89,105,893</b>                 | <b>88,887,803</b>    |
| Florida  | 0   | 12,377,640                        | 4,017,200            |
| Chile  | 183,176                                   | 12,271,292                        | 7,515,179            |
| Mexico   | 32,558,884                                | 759,016,516                       | 515,249,830          |
| Other (Imports)  | 0   | 27,470,000                        | 15,540,000           |
| <b>Import Total</b>  | <b>32,742,060</b>                         | <b>798,757,808</b>                | <b>538,305,009</b>   |
| <b>USA Total</b>   | <b>45,282,961</b>                         | <b>900,241,341</b>                | <b>631,210,012</b>   |
| Source(s):   | California = CAC (AMRIC)                  |                                   |                      |
|  | Florida = Florida Avocado Admin Committee |                                   |                      |
|  | Chile = Comite de Paltas, Chile           |                                   |                      |
|  | Mexico = APEAM                            |                                   |                      |
|  | Other Imports = USDA AMS website          |                                   |                      |

**California Avocado Society Weekly Newslines\* Avocado Prices  
4/13/2015**

|                        | FOB Price    | Field Price | Retail Price  | Last Year FOB |
|------------------------|--------------|-------------|---------------|---------------|
| <b>California Hass</b> | (25# carton) | (per pound) | (per each)    | (25# carton)  |
| #2's                   | 11.00-27.00  | 0.27-0.88   |               | 12.00-32.00   |
| 32's-36's              | 36.00-37.00  | 1.24-1.28   |               | 36.00-37.00   |
| 40's                   | 36.00-37.00  | 1.24-1.28   | 5/6.79-1.99   | 36.00-37.00   |
| 48's                   | 35.00-36.00  | 1.20-1.24   | 1.49          | 37.00-38.00   |
| 60's                   | 27.00-29.00  | 0.92-1.00   | 0.99-4/5.00   | 30.00-31.00   |
| 70's                   | 22.00-23.00  | 0.68-0.72   | 4/3.99        | 25.00-26.00   |
| 84's                   | 14.00-15.00  | 0.40-0.45   | 4/3.49        | 19.00-20.00   |
| <b>Mexican Hass</b>    |              |             |               |               |
| All Sizes              | 14.00-36.00  | N/A         | 2/0.99-4/3.99 | 19.00-36.00   |
| <b>Chilean Hass</b>    |              |             |               |               |
| All Sizes              | N/A          | N/A         |               | 15.00-31.00   |
| <b>Peruvian Hass</b>   |              |             |               |               |
| All Sizes              | N/A          | N/A         |               |               |

\*To subscribe to the Weekly Newslines, please contact the California Avocado Society at (951) 225-9102 or [www.CaliforniaAvocadoSociety.org](http://www.CaliforniaAvocadoSociety.org).

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

Synopsis - It now appears that as we are in a transition to a weaker southern storm track. The cutoff lows will occur a little more frequently. After the rains on 14th, from the minimal moisture left in the front as it passes through northern California, expect a rapid return to dry and warm, or very warm, conditions from the 16th to the 21st in central and northwestern areas of the state. Even the coastal valleys will be warm in this predominantly offshore flow pattern. Onshore flow returns on the 21st, with cooler conditions for the 22nd to 26th. A frontal system on the 24th to 26th should bring some rains to northern California. Some of those rains may spread to the central coast with showers into the high Sierras. Watch for cutoff lows to induce some thunderstorms in the Sierras during the first week of May.

In the avocado growing areas, lately we have seen the usual breezy conditions of April alternating with hot offshore flow events. The persistent longwave trough induces either troughs with cold fronts and perhaps a sparse rain, or causes upper lows with showers over the mountains and deserts followed by an off-season Santa Ana.

**Summary – May 1 to 15...** Warmer than normal sea surface temperatures near the coast of California, and out to the west about 700 miles, will continue to support a longwave tendency for high pressure near the coast. The southern storm track will be intermittent and a few showers will occur in southern California from upper lows that develop to the west and then migrate to the coast. *El Niño* will support the development of upper lows and troughs in southern and central California with the possibility of thunder storms in the Sierras and southern mountains. The focus of energy is into central California and into cutoff lows. Despite occasional troughs moving through California, rainfall will continue to be spotty, for the most part.

In southern California there may be showers in the mountains in the first week of May from the influence of *El Niño* to strengthen the southern storm track. However, the influence of *El Niño* should decrease in May as we transition into a quiet period before the onset of monsoonal flow. We usually see our first tropical cyclone in May off the south coast of Mexico (Acapulco). In mid to late May, upper lows will deepen the marine layer and develop areas of drizzly rains at the coast.

**Seasonal Outlook/El Niño Update – May 15 to August 15...** Water supply is the continuing issue. As of April 13, snowpack water equivalent was just 6% of normal. Days are longer now and, after some rains, we will return to dry and warm conditions aloft. We look for an early melting of this very minimal snowpack during the month of May.

June and July will be warmer than normal and seasonably dry. August appears to be wetter than normal through the Sierras due to monsoonal moisture and some upper lows.

Looking well ahead, the CFS2 (Climate Forecast System version 2) from NOAA/NCEP is showing some very interesting results for late summer and early fall. We see a little increase in rainfall for August, but not significant. However, in September we see a well above normal chance for rainfall in the Baja California peninsula and through western Mexico states of Sonora and Sinaloa. This could be an interesting September for heavy convective rain events.

In southern California we expect July to follow seasonal norms. September and October should be interesting in regard to tropical rains first from monsoonal thunderstorms and then from cutoff lows and tropical cyclone activity.

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