



IN THIS ISSUE, YOU'LL FIND:

[Spring From the Grove Available Online](#)

[Sustainable and Organic Production for Southern California Seminar](#)

[CAC Provides 2017 California Avocado Season Highlights at FPFC NorCal Luncheon](#)

[California Avocados Featured at Denny's Locations in California and Arizona](#)

[Market Trends](#)

[Weather Outlook](#)

Calendar

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

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

Sustainable and Organic Production for Southern California Seminar

The Organic Fertilizer Association of California (OFAC) and California Association of Pest Control Advisers (CAPCA) are hosting a "Sustainable/Organic Production in Southern California" seminar. Registration required. [More information available here.](#)

April 11

Time: 7:30 a.m. – 3:00 p.m.

Location: California Center for the Arts, 340 N. Escondido Blvd., Escondido, CA

CAS Rootstocks Seminar

The California Avocado Society (CAS), California Avocado Commission and the University of California Cooperative Extension are hosting a series of "Rootstocks" seminars. [More information available here.](#)

April 11-13

April 11

Time: 1:00 p.m. – 3:00 p.m.

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

April 12

Time: 9:00 a.m. – 11:00 a.m.

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

April 13

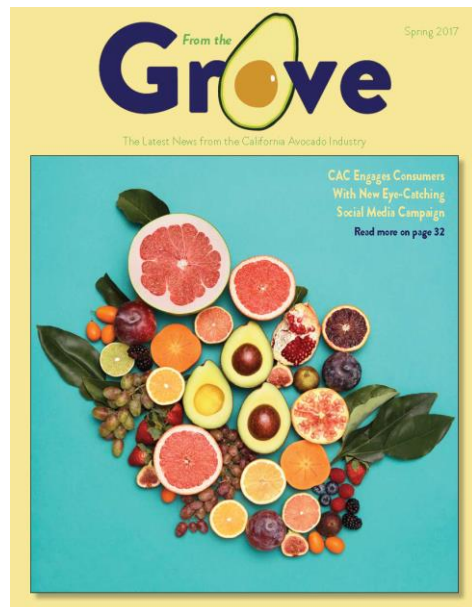
Time: 1:00 p.m. – 3:00 p.m.

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

Spring From the Grove Available Online

The Spring 2017 issue of [From the Grove](#) is now available online. Highlights from the latest issue include:

- Tom Bellamore’s discussion of the potential [impact directives from the Trump administration could have on the California avocado market](#) and the global avocado industry
- California Avocado Commission (CAC) [Chairman Rick Shade’s](#) takeaways from recent CAC food safety, marketing and crop estimating meetings
- An overview of the CAC marketing team’s [plans and promotions](#) for the 2017 season, including a close look at [CAC’s social media initiatives](#)
- A profile of CAC Retail Marketing Director [Connie Stukenberg](#), who was recently named chair of the Fresh Produce and Floral Council
- Highlights from the [2016 CAC Annual Report](#)
- A synopsis of current [California water conditions](#) and a look at Lake Oroville and its importance to the California avocado industry
- An interview with California avocado growers Jamie Johnson, Bryan Berkett, Scott Bauwens, Aris Babayan and Tyler Cobb — [Simpatica](#) partners
- A summary of [California avocado rootstock salinity trials](#) conducted by UC-Riverside
- A review of challenges faced at [CAC’s Pine Tree Ranch](#) and a look at exciting new demonstration projects that are in the works
- Insights from [California avocado handlers](#) concerning the outlook for the 2017 season
- Updates concerning CAC’s food safety program and the steps taken to integrate [Global Food Safety Initiative \(GFSI\) standards](#) in CAC’s the program
- A look at the opportunities available to the California avocado industry now that the [Food and Drug Administration](#) has claimed the fruit is “healthy”



Sustainable and Organic Production for Southern California Seminar

The Organic Fertilizer Association of California (OFAC) and California Association of Pest Control Advisers (CAPCA) are hosting a “Sustainable/Organic Production in Southern California” seminar on Tuesday, April 11 at the California Center for the Arts located at 340 N. Escondido Blvd, Escondido, CA, 92025. Presentations will cover the following topics:

- Regulatory updates concerning pesticide use, regulation and compliance of organic farmers
- Regulatory status of biostimulants and biopesticides
- Sustainable and organic practices in urban landscapes
- Sustainable and organic integrated snail management
- Insect and pest management options for organic production
- Composting as a plant biosecurity measure
- Organic herbicides and recent trials

- Grower panel addressing the challenges of managing pest control and fertility in sustainable organic farming

The event will also include tabletop exhibits featuring products and services for the certified organic farmer.

Interested parties can register [online](#). Online registration closes April 4. The cost of the seminar is \$70 for members and non-members and \$25 for students. For more information contact Ariana Zamora at 805.704.3255 or ariana@capca.com.

CAC Provides 2017 California Avocado Season Highlights at FPFC NorCal Luncheon

More than 225 produce industry members attended the Fresh Produce and Floral Council (FPFC) Northern California luncheon held in Pleasanton, CA on February 23. Connie Stukenberg, CAC retail marketing director, presided over the luncheon as FPFC Board Chair.

The California Avocado Commission (CAC) served as a sponsor of the event, which gathers retailers, handlers and produce industry decision makers from across northern California. As part of the Commission's sponsorship, Jan DeLyser, CAC vice president marketing, delivered a presentation recapping the 2016 California avocado season, highlighting CAC's 2017 marketing programs and offering important updates about this year's crop.

In addition, California avocado grower Ed McFadden (Rancho Simpatica) served as a panelist on the first ever FPFC Luncheon Grower Panel. Ed provided attendees with insights concerning how California avocados are grown and harvested, and emphasized that the quality of the fruit begins with the care provided by the growers.

During the luncheon CAC staff networked with key decision makers, providing them with updates concerning the current crop and discussing unique marketing program opportunities with retailers such as Grocery Outlet and Raley's.

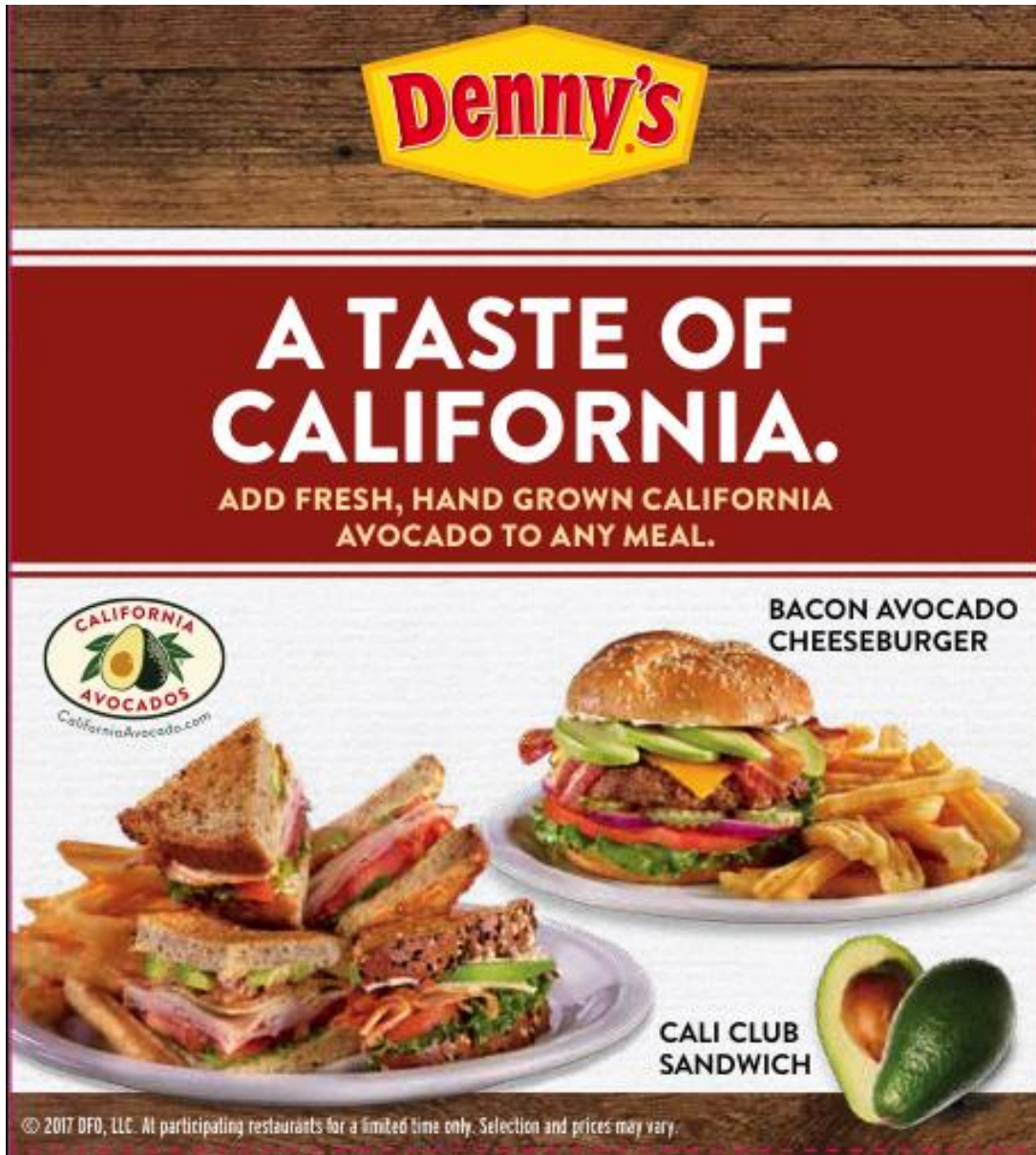


Connie Stukenberg and Jan DeLyser with Ed Odrón (Maddan & Company), Ed McFadden and Michael Schutt (Raley's) at the FPFC NorCal Luncheon.

California Avocados Featured at Denny's Locations in California and Arizona

Approximately 500 Denny's locations throughout Arizona and California will showcase "A Taste of California" limited time offer (LTO) from April 1 – June 30, 2017. As part of that promotion, Denny's will feature their *Bacon Avocado Cheeseburger* and the *Cali Club Sandwich*. In addition, customers can order a serving of sliced, fresh California avocado to "get that fresh, creamy avocado flavor on any dish."

Promotional materials — such as table tents and customer eblasts — will prominently feature the California avocado logo. Denny's will promote its Taste of California menu on merchandising tools and social media channels during peak California avocado season, providing additional exposure in targeted Arizona and California markets.



The Denny's table tent prominently features the California avocado logo.

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 3/26/2017	Season-to-Date (since 11/1/16)	2017 Year to Date
Hass	4,746,303	28,761,986	28,362,172
Other (Greens)	76,467	799,612	661,952
California Total	4,822,770	29,561,598	29,024,124
Florida	330	10,410,785	2,356,475
Chile	1,065,122	35,266,311	15,192,965
Mexico	21,621,997	768,619,128	498,531,677
Peru	0	50,000	0
Other (Imports)	870,000	25,690,000	16,250,000
Import Total	23,557,119	829,625,439	529,974,642
USA Total	28,380,219	869,597,822	561,355,241
Source(s):	California = CAC (AMRIC), Chile = Comite de Paltas, Chile		
	Florida = Florida Avocado Admin Committee		
	Mexico = APEAM, Peru = ProHass		
	Other Imports = USDA AMS website		

California Avocado Society Weekly Newslines* Avocado Prices – March 29, 2017

	Organic #1 (Field Price Per Lb)	Conventional #1 (Field Price Per Lb)	Conventional #1 (Carton Price)
California Hass			
#32's	\$1.80-\$1.92	\$1.74-\$1.84	\$48.75-\$51.25
36's	\$1.80-\$1.92	\$1.74-\$1.84	\$48.75-\$51.25
40's	\$1.80-\$1.92	\$1.74-\$1.84	\$48.75-\$51.25
48's	\$1.98-\$2.08	\$1.74-\$1.84	\$48.75-\$51.25
60's	\$1.78-\$2.00	\$1.56-\$1.70	\$44.25-\$47.75
70's	\$1.44-\$1.54	\$1.16-\$1.26	\$34.25-\$36.75
84's	\$0.65-\$0.76	\$0.64-\$0.76	\$19.33-\$21.97
*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- We have a brief break in the wet pattern for a few days. The tendency for troughing near and west of N California continues, even as we approach the normal end of the season. Forcing for troughs occurring from the N and north-central coast and WSW-ward is from the sea surface temperature anomaly (SSTA) pattern W of north-central Calif. Forcing for troughs over SE Calif, NW Mexico and Arizona and S Great Basin may still be related to the currently weak *El Niño*, although the seasonal factors that affect *El Niño's* influence are decreasing with the approach of summer.

In the Near Term – March 30 - April 13... The NOAA/CPC outlook for April 4-10th shows a turn to mild but wetter normal conditions in coastal Calif, but continued showery conditions or frequent rain events for the Sierras.

In the southern California avocado growing areas from Santa Barbara County to San Diego County, most of the rain activity remains north of SOCAL. A little light rain or drizzle occurs in coast and valley areas on March 30th and April 5-11th. A few light showers occur in the Tehachapi Mountains on March 30th and again April 5-11th.

Summary – April 14-28... In the southern California avocado growing areas, from San Luis Obispo south, the southern branch of westerlies may redevelop in late Apr, and induce development of cutoff lows or fronts. There are showery episodes which appear minor. In late Apr there will be below normal temperatures for southcentral Calif, and some of this could also affect S Calif.

Seasonal Outlook / *El Niño* Update...April 29 – June 1, 2017... Troughing is still possible to some extent, with some drizzly mornings during May. *El Niño* influence is minimal, but sea surface temperature anomaly pattern in the east Pacific off northern California continues to support troughing near the coast. Currently, we look for a better than average chance for some late season showers in N and central Calif and drizzle/light rains into San Diego County during at least the first half of May.

Current guidance for temperatures supports warmer than normal conditions in N Calif for most of May. Eventually we develop warmer than normal conditions through SOCAL, but probably not occurring until the last 10-12 days of May.

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