



IN THIS ISSUE, YOU'LL FIND:

[Seminar Addresses Crop Insurance, Climate Change and Biofuels](#)
[Unique California Avocado Menu Items Featured at Rubios' and Marie Callender's](#)
[Commission Showcases 2016 Avocado Crop and Innovative Marketing Campaign at Industry Luncheon](#)
[CAC's Early Season Retail Meetings Provide Critical Resources](#)
[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>

Contrast Between Conventional and Organic Grove Practices

This lecture is part of the California Avocado Grower Seminar Series, hosted by the California Avocado Society.

April 5-7

April 5

Time: 1:00 p.m. – 3:00 p.m.

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

April 6

Time: 9:00 a.m. – 11:00 a.m.

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

April 7

Time: 1:00 p.m. – 3:00 p.m.

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

Three Studies on Crop Insurance, Climate Change, and Biofuels

[See article below for more information.](#) RSVP Required.

April 11

Time: 12:00 p.m. – 1:00 p.m.

Location: CHASS Interdisciplinary Building South 1113, UCR Campus, Riverside, CA

CAC Annual Meeting

Participate in a California Avocado Commission Annual meeting by attending one of these meetings. No RSVP required.

April 12-14

April 12

Time: 10:00 a.m. – 12:30 p.m.

Location: Grand Tradition Estate and Gardens, 220 Grand Tradition Way, Fallbrook, CA

April 13

Time: 10:00 a.m. – 12:30 p.m.

Location: Museum of Ventura County, 100 East Main Street, Ventura, CA

April 14

Time: 9:00 a.m. – 11:30 a.m.

Location: SLO Veteran's Building, 801 Grand Avenue, San Luis Obispo, CA

CAC Board Meeting

May 19

Time: TBD

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

Seminar Addresses Crop Insurance, Climate Change and Biofuels

On April 11, Dr. Bruce Babcock will deliver a talk entitled, "Three Studies on Crop Insurance, Climate Change, and Biofuels." Babcock is the Cargill Endowed Chair of Energy Economics and Director of the Biobased Industry Center at Iowa State University. The event is free and open to the public. The hour-long lecture will be held at noon on April 11 at CHASS [Interdisciplinary Building South 1113](#) on the University of California-Riverside Campus.

Dr. Babcock will provide an overview of three papers. The first study examines farmers' decisions to purchase crop insurance using cumulative prospect theory. The second study examines climate change in the U.S. corn belt. This area is predicted to have higher temperatures, but regional climate models also predict higher precipitation. The study demonstrates yield losses due to higher temperatures are significantly lower than predicted when more rainfall and soil moisture is available to the crops than in the past. The final paper focuses on constructing more realistic dynamic models of supply and demand to analyze alternative biofuel policies. The paper focuses specifically on the impact ethanol has on corn prices.

Seating is limited, so growers interested in attending the event should reserve their seat [online](#). The lecture is sponsored by the Agricultural Economics Citrus Cluster of UCR.

Unique California Avocado Menu Items Featured at Rubios' and Marie Callender's

As the California avocado season progresses into spring, two foodservice chains with units located in California and the Southwestern portion of the United States will showcase creative new menu items featuring fresh California avocados. These unique menu items demonstrate the versatility of fresh California avocados and encourage consumers to try them at participating restaurants.

Beginning March 30 through May 31, 193 Rubio's units located in Arizona, California, Colorado, Nevada and Utah will run special promotions featuring the *California Bowl with Guacamole* and *Chipotle Orange Salad with Fresh California Avocado Slices*. As part of the promotion, the California avocado logo will be featured on table tents, on chalkboard decals for specials and in a "beach club" email and social media promotion for Rubio's fans.

Additionally, diners at Marie Callender's will be treated to a Southwest Flavor Fest menu featuring fresh California avocados on five of the six mouth-watering dishes. Ninety units in California, Idaho, Nevada, Texas and Utah will offer *Kickin' Chicken Salad*, a *Carnitas Philly Melt*, *Southwest Chicken Enchiladas*, the *Ultimate Southwest Combo* and *Pulled Pork Street Tacos*.

The Southwest Flavor Fest menu will be available from April 1 through June 23. During that time, the new California avocado logo and the fresh California avocado menu items will be showcased on Marie Callender's social media outlets, on in-store merchandising tools and with "Crave and Save" coupon advertising.

Foodservice promotions like these promote California avocado brand awareness and encourage sales. They also inspire consumers to make similar California avocado dishes at home.



The Rubio's Guacamole table tent showcases the "creamiest, most perfectly-ripe" avocados from California.

Commission Showcases 2016 Avocado Crop and Innovative Marketing Campaign at Industry Luncheon

On February 25, approximately 200 key retailers, wholesalers, foodservice operators and suppliers in the Northern California market enjoyed the California Avocado Commission's (CAC) #BigGameAdd recipe videos during the Fresh Produce & Floral Council Northern California February 25th Luncheon. The wildly popular and industry-lauded social media videos were part of CAC Retail Marketing Director Connie Stukenberg's five-minute sponsor presentation. Connie also provided attendees with information concerning the 2016 California avocado crop, the availability of the fruit for the American Summer Holidays and showcased the Commission's innovative marketing campaign, "Made of California."

CAC served as a sponsor of the event at the Castlewood Country Club in Pleasanton, California. The luncheon allows the Commission to maintain connectivity with key customers in the Northern California market, including representatives from Food Maxx, Lucky Supermarkets, Safeway, Save Mart and Unified Grocers.

One lucky attendee became a "Foster Parent" of a California avocado tree for the 2016 season, courtesy of the Commission. The winner will enjoy the proceeds from one tree's harvest from March through September.



Jaime Padilla (Calavo), Connie Stukenberg (CAC), David Dudley (Save Mart), Bob Collier (Calavo), Peter Shore (Calavo) and Dave Cruz (CAC) at the FPFC luncheon.

CAC's Early Season Retail Meetings Provide Critical Resources

While California avocado growers have been busy in their groves preparing for the start of the California avocado season, the California Avocado Commission's (CAC) Retail Marketing Directors (RMDs) have spent months building retail interest in the premium fruit and the unique promotional support the Commission provides. Since November, the RMDs have held more than 50 retail meetings across the nation.

The Commission's RMDs are a resource for retailers, providing important information about California avocados. The RMDs present 2016 California avocado crop updates and CAC's Marketing Program Book featuring performance data and promotional opportunities. The RMDs work hand-in-hand with the retailers to determine transition timing and create custom marketing programs based on their specific needs. The Commission's customized approach was touted as contributing to a recent success for Gelson's. The retailer featured organic California avocados at Grand Opening events in Del Mar, Carlsbad, Rancho Mirage and Santa Monica. California avocados were prominently displayed in the front of each new store's produce department with live recipe demos on premises. Thus far, Gelson's demo feedback has been overwhelmingly positive.

At deadline Albertson's, Dierbergs, Gelson's, Mollie Stone's, Save Mart and Vons have all transitioned to California avocados. In March Bristol Farms, Costco, Ralphs and Stater Bros. were scheduled to transition to fresh California avocados.



Donna Dolan (Wellness Services Project Manager) and Elaine Magee (Wellness Services Corporate Dietitian) – Albertsons Companies review CAC's Marketing Program Book with Connie Stukenberg.

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 3/27/2016	Season-to-Date (since 11/1/15)	2016 Year to Date
Hass	11,445,912	54,021,867	53,981,933
Lamb	0	2,996	2,996
Other (Greens)	12,286	1,796,155	1,466,619
California Total	11,458,197	55,821,017	55,451,548
Florida	0	13,356,476	5,856,400
Chile	85,979	19,616,300	12,274,708
Mexico	25,998,925	874,173,515	561,653,329
Other (Imports)	1,180,000	9,230,000	8,730,000
Import Total	27,264,904	903,019,815	582,658,037
USA Total	38,723,101	972,197,308	643,965,985
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 3/21/2016

	FOB Price	Field Price	Retail Price	Last Year FOB
California Hass	(25# carton)	(per pound)	(per each)	(25# carton)
#2's	9.00-18.00	0.18-0.52		11.00-26.00
32's-36's	23.00-24.00	0.72-0.76		36.00-37.00
40's	23.00-24.00	0.72-0.76		36.00-37.00
48's	25.00-27.00	0.80-0.88	1.49	36.00-37.00
60's	23.00-24.00	0.72-0.76	5/6.00	27.00-29.00
70's	18.00-19.00	0.52-0.56	5/5.00	21.00-23.00
84's	9.00-10.00	0.18-0.23		13.00-15.00
Mexican Hass				
All Sizes	12.00-20.00	N/A	0.69-1.69	12.00-35.00
Chilean Hass				
All Sizes	N/A	N/A		
Peruvian Hass				
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.

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

Summary - The basic weather pattern consists of low pressure and troughing over the Great Basin and the Rockies accompanied by strong upper high pressure developing in the Pacific Northwest and western Canada. The *El Niño* pattern still exerts an influence. The forcing from *El Niño* tries to maintain western flow into California. This western flow may occasionally start to increase a bit during the first part of April. Circulations that compete with this are a persistent trough near 135W with high pressure in northern California and troughing near Baja. In addition, above normal rainfall has now shifted to the Sierra Nevadas with snow accumulating at the higher elevations -- above about 4000-5000 ft.

In the Near Term – March 26 to April 8... Watch for a period of cold showers occurring from March 28 to April 1. Also, watch for a possible frosty night or two in this period in the San Diego County inland valleys as well as the Ojai/Santa Paula Creek areas. In addition, San Luis Obispo County valleys, including Edna Valley, may see some frosts on multiple nights.

Summary – April 9 to 21... *El Niño* will continue to force the westerlies, but this trend will be decreasing. Cutoff lows will become more frequent and contribute dry, warm offshore flow conditions between brief periods of showers in northwestern California. The storm track will be intermittent with a tendency for dry offshore flow events in the coastal counties of northern California down to Santa Cruz County.

In the avocado growing areas, a few showery fronts or upper lows may reach into southern California and produce rains but mostly in Santa Barbara, San Luis Obispo, Ventura, L.A. and San Bernardino Counties. Frost becomes less likely in this period. However, when troughs come through dry, minor frosts can still occur in the coldest spots into the first week of April. Be prepared to frost-protect just in case.

Seasonal Outlook/*El Niño* Update –April 22 to June 5... The *El Niño* sea surface temperature anomaly along the equator will decrease, but upper lows can still form off south-central and southern California through the end of April and into the middle of May. This will tend to produce thunderstorms in the Sierras and dry, warm offshore flow events in northwest California. In May, the upper lows will tend to recur near or off the coast of southern California and Baja California. It will turn dry and be persistently warm in most areas of northern and central California. In June, thunderstorm activity will be lower than normal after fairly active thunderstorm occurrences in May. In central California the incidence of coastal fog will be below normal in May, but fog conditions will be as usual in southern California. It will be warmer than normal, even in the foggy areas, due to a warm sea surface temperature anomaly.

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