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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

August 17

Time: 8:30 a.m. – 3:00 p.m.

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

Healthy Soils Grant Workshop

To assist growers interested in applying for the Healthy Soils Incentives Program grant, the Ventura County Resource Conservation District (VCRCD) is hosting two free workshops designed to help with the application process. Registration required. [More information available here.](#)

August 30 & September 13

August 30

Time: 8:00 a.m. – 12:00 p.m.

Location: VCRCD Office, 3380 Somis Rd., Somis, CA

September 13

Time: 9:30 a.m. – 1:30 p.m.

Location: Oxnard Library, Meeting room B, 251 South A Street, Oxnard, CA

11th Annual Morro Bay Avocado and Margarita Street Festival

September 9

Time: 10:00 a.m. – 7:00 p.m.

Location: Morro Bay Waterfront, Morro Bay, CA

CAC Board Meeting

October 12

Time: TBA

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

Reminder: Nominations for CAC Board of Directors Deadline is August 25th

Nominations for the California Avocado Commission (CAC) General Election, which will take place in October 2017, are now being accepted. The Commission encourages all interested parties to submit nomination packets prior to the August 25 deadline. Eleven seats will be open in the 2017 General Election, including one member and one alternate from each of the five districts as well as one alternate handler. Elected individuals shall serve a two-year term, ending on October 31, 2019.

Those interested in serving on the Board should declare their candidacy for the district in which their grove is located. The CAC District map can be found [online](#). To submit your candidacy, download the [producer](#) or [handler](#) nomination packet. The nomination packets must be received by CAC on or before August 25, 2017. Packets can be mailed to CAC, 12 Mauchly, Suite L, Irvine, CA, 92618-6305, faxed to 949.341.1970 or emailed to aaymami@avocado.org.

After the election, candidates who receive the highest vote totals will be offered first choice of the seat available (member or alternate) in their district. Effective November 1, 2017, the CAC Board of Directors will be comprised of 19 individuals who serve as producers, handlers and public members.

For complete information, visit the [General Election webpage](#) on the California avocado grower website.

Hass Avocado Board Seeks to Fill Two Alternate Producer Vacancies

The [Hass Avocado Board](#) (HAB) is seeking to fill two producer alternate vacancies. The 12-member HAB Board — which operates under the supervision of the United States Department of Agriculture — promotes the consumption of Hass avocados in the U.S., represents domestic producers and importers of Hass avocados and directs HAB's promotions, research and information programs.

The producer alternate vacancy terms expire in 2018 and 2019. To be eligible to serve on HAB, interested growers must certify that they are “engaged in the business of producing Hass avocados in the United States for commercial use, and that they own, or share in the ownership and risk of loss of such Hass avocados.” In addition, board members and alternates must be domiciled in the U.S.

To be considered, interested producers must email their name, and a brief candidate statement to Silvia Standke, HAB executive assistant, by August 16, 2017 at noon PST. Materials may be sent to Silvia at silvia@hassavocado.com or 25212 Marguerite Parkway, Suite 250, Mission Viejo, CA, 92692.

Interested parties also may attend the HAB meeting and present his/her candidacy. The meeting will be held on August 31 at 1:30 PM at the La Costa Resort and Spa, located at 2100 Costa Del Mar Road, Carlsbad, CA.

Please note that HAB's request to fill these vacancies is not related to the 2017 Election.

FDA to Include Processed Avocados in Microbiologic Sampling Assignment

The United States Food and Drug Administration (FDA) has confirmed the inclusion of processed avocados in their next round of microbiologic sampling assignments, expected to begin in 2017. FDA states the sampling assignment's purpose is to "Increase the Agency's understanding of the sources of contamination in food so that we can more effectively allocate resources to address public health risks." According to FDA, "This approach focuses resources on filling data and/or knowledge gaps on the prevalence of microbiological hazards associated with specific commodities and/or practices of higher potential risk to inform Agency decision making." The sampling assignment involves the "collection of a statistically significant number of samples over a relatively short period of time (approximately 12 to 18 months), and establishes standardized, transparent and collaborative processes, as well as increased communication with industry and regulatory stakeholders."

Because the assignment is not on fresh avocado, and most (if not all) processed avocado and guacamole production activities are done outside of California, the California Avocado Commission does not expect much direct impact on the California industry. However, the Commission will continue to track the assignment and when possible remain engaged with FDA to ensure the California avocado industry is not negatively impacted.

Colombia Gains U.S. Access for Hass Avocado

On August 15, 2017, the U.S. Department of Agriculture's (USDA) Animal and Plant Health Inspection Service (APHIS) published a [final rule to allow fresh Hass avocado fruit from Colombia into the continental United States](#). APHIS released the first draft of the Pest Risk Assessment (PRA) for Colombia Hass avocado for comment in June 2012, at which time the California Avocado Commission (Commission) requested and received an extension to provide comments. After a thorough review by Commission staff and University of California scientists, the Commission submitted comments to APHIS in 2013 identifying potential pest threats and the importance of identifying and maintaining mitigation steps. As you will read in the APHIS announcement below, the agreement requires utilization and certification of an ongoing "systems approach designed to ensure imports do not introduce pests into the United States."

According to the Colombian Agricultural Institute there are 744 registered Hass avocado production sites with a total of just over 14,000 acres. It's believed there are approximately 33,500 total acres of Hass avocados in Colombia, including non-registered acres. Export volume for 2016 was about 40 million pounds, with the majority going to the European market. Harvest season typically runs from December through April. A copy of the APHIS announcement is below:

APHIS Publishes Final Rule to Allow Fresh Hass Avocado Fruit from Colombia into the Continental United States

The U.S. Department of Agriculture's (USDA) Animal and Plant Health Inspection Service (APHIS) is publishing a final rule to allow the importation of fresh Hass avocado fruit from Colombia into the continental United States using a systems approach designed to ensure imports do not introduce pests into the United States.

The systems approach is a series of overlapping measures taken by growers, packers, and shippers that, in combination minimize pest risks prior to importation into the United States. In this case, the approved systems approach for avocados from Colombia will include, but is not limited to, the following: grove and packinghouse certification, monthly inspections for registered groves during the harvest and shipping seasons, grove pest control and sanitation requirements, and inspection at the port of entry.

In October 2016, APHIS published a proposed rule to amend APHIS regulations to allow the importation of fresh Hass avocado fruit from Colombia into the continental United States provided that the fruit is produced in accordance with a systems approach. The final rule will publish in the Federal Register on August 15, 2017, and will become active 30 days after publication, or on September 14, 2017.

CAC Labor Seminar Presentations Available Online

Two presentations from the California Avocado Commission's recent agriculture labor seminars are now available online. The seminar provided a status update on possible legislative efforts and information concerning the H2A Temporary Agricultural Workers program.

"Ag Workforce — Changing Demographics, Changing Politics, Outlook" (Craig Regelbrugge, Senior Vice President, Industry Advocacy and Research for AmericanHort and Co-Chairman, Agriculture Coalition for Immigration Reform) examines:

- Demographics of California's current agricultural workforce
- Factors and attitudes influencing the availability of agricultural laborers
- Current political climate and proposed legislative and regulatory issues impacting labor
- "Is H-2A for You?" (Jason Resnick, Vice President and General Counsel for Western Growers) reviews:
 - Rise in H-2A applications
 - Reasons to use H-2A
 - Obstacles to using the H-2A program
 - H-2A program costs
 - H-2A application process and compliance challenges
 - H-2A best practices

Opportunities for Growers Interested in Labor Issues

The California Avocado Commission (CAC) would like to make growers who are interested in labor issues aware of two opportunities.

The San Diego County Farm Bureau (SDCFB) Labor Committee is looking for interested participants to join the newly formed group. The committee will examine means of collaborating with federal officials to address immigration reform, discuss state labor rules and labor pools and provide new ideas concerning labor issues that affect the agricultural industry in San Diego County.

The committee will hold its first meeting in mid- to late-August. Interested growers should send an email to eric@sdfarmbureau.org.

Agricultural employers also are encouraged to complete the California Farm Bureau Federation's [Agricultural Labor Availability Study](#). The short survey will provide the Bureau with information that is important to helping them find workable labor solutions. The [online survey](#), which takes approximately five minutes to complete, must be completed by August 9.

Those who complete the survey may do so anonymously or they can choose to provide contact information if they are interested in speaking with the California Farm Bureau Federation concerning labor shortages and immigration reform. The Bureau will not share contact information with outside parties.

Healthy Soils Grant Workshop for California Avocado Growers

The California Department of Food and Agriculture's new Healthy Soils Incentives Program will provide up to \$3.75 million in grants to California growers and ranchers for use in agricultural management practices that sequester carbon, reduce greenhouse gas emissions and improve soil health. For more information, download the [Healthy Soils Fact Sheet](#).

Practices that qualify for the grant funds include:

Soil management. These practices must be implemented for three years or must already be in use and maintained.

- Mulching
- No-till or reduced till
- Cover crops
- Compost application

Cropland to herbaceous cover. This must be in combination with at least one new or existing soil management practice and implemented for three years.

- Herbaceous wind barrier
- Vegetative barriers
- Riparian herbaceous cover
- Contour buffer strips
- Field border
- Filter strips

Establishment of woody cover. This must be in combination with at least one new or existing soil management practice and maintained for ten years.

- Windbreak/shelterbelt establishment
- Riparian forest buffer
- Hedgerow planting
- Silvopasture

To assist growers interested in applying for the grant, the Ventura County Resource Conservation District (VCRCD) is hosting two free workshops designed to help with the application process. The workshops will be held on August 30 from 8:00 a.m. – 12:00 p.m. at the VCRCD Office located at 3380 Somis Road, Somis, CA and on September 13 from 9:30 a.m. – 1:30 p.m. at the Oxnard Library, Meeting room B, located at 251 South A Street, Oxnard, CA.

Growers interested in attending the workshops should RSVP with Jamie Whiteford at Jamie.k.whiteford@gmail.com or 805.764.5132.

Support Local Vendors at the 11th Annual Morro Bay Avocado Festival

After record-breaking attendance last year, Morro Bay is expanding its Annual Avocado and Margarita Street Festival to accommodate its ever-growing fan base. This year, the festival will add a new block of space that will feature specialty retail vendors, live music and various performances. A new family-friendly “Grom Zone” also has been added.

The festival will take place September 9 from 10:00 a.m. — 7:00 p.m. on the waterfront in Morro Bay. The main stage will feature Central Coast bands, including Samba Loca, Ricky Montijo and the Mojitos, and The DORK Band. Aerialists Cirque Adventures will perform and the Morro Bay-based artist collective Forever Stoked will work on a community-created art mural throughout the day. A raffle for a year’s supply of local avocados and a Drop the Mic Sombrero Contest will be hosted at the event as well. Attendees can sample a variety of Morro Bay avocado menu items in “The Grove” — a space dedicated to dishes featuring everyone’s favorite California fruit.

The California Avocado Commission is once again an event sponsor and will have a booth at the festival and we encourage growers to visit the festival and support our Central Coast growers. Commission staff and volunteer California avocado growers will be on hand to pass out California avocado recipes and nutrition information, as well as answer questions about growing avocados.

Tickets for the festival are available online at [Eventbrite](#). Tickets are \$5 if purchased in advance or \$7 at the door. Children under 10 are free. If you are a cyclist, present your bike valet ticket at the door for a \$5 admission. The complete [festival schedule is available online](#).

American Summer Holidays Campaign Garners More Than 23.1 Million Impressions through Early July

To ensure consumers associate California avocados with America’s summer holidays the California Avocado Commission (CAC) shared summer-friendly avocado recipes, educational content and store location information on social media and digital channels. The multi-faceted campaign showcased California avocados’ American-grown history and reminded consumers to check the labels and choose the locally grown fruit to enhance their summer dishes.

To inspire consumers to make American-grown California avocados a centerpiece of their 4th of July celebrations, the Commission shared sweet and savory recipes showcasing the versatility of avocados. For example, the Commission shared mouth-watering photos of *California Avocado Key Lime Pudding* party favors on [Twitter](#) with a link to a [YouTube video](#) demonstrating how easy it is to prepare this California avocado crowd pleaser. CAC also shared United Plates recipes on [Instagram](#) to inspire foodies on their summer road trips. The Commission’s California Avocado Melon Smoothie Instagram post was a fan favorite. This content reached more than 81,600 users.

On the 4th of July, the Commission shared celebratory #FourthOfJuly messages with its fans on [Facebook](#), [Instagram](#) and [Twitter](#) while reminding them that California avocados are a premium American-grown product. The social media posts included recipes, such as a California Avocado Red, White and Blue Salsa, perfect for holiday entertaining. To help consumers locate California avocados in their area, the Commission shared [content](#) directing them to CAC’s Store Locator. Combined, this content reached more than 22,500 users.

In addition, the Commission shared American Summer Holidays entertainment and recipe ideas across social media and digital channels to provide foodies and home chefs with new ideas on how to creatively use California avocados in their summer meals and snacks. CAC swapped out banner creative leading up to the 4th of July with two different American Summer Holidays executions on the Food52, Tasting Table and PureWow websites, which are popular with targeted premium Californians. Nativo, which distributes brand content within publisher editorial streams, also ran two custom articles featuring California avocados: Four Ways to Celebrate Fourth of July with California Avocado and Five All-American Ways to Celebrate with California Avocado.

To engage with consumers at point-of-purchase, American Summer Holidays in-store audio ads ran in targeted retailers such as Albertsons, Fry's, Pavilions, Ralphs, Stater Bros., Vons and more.

CAC's 4th of July and related content leading up to the holiday, reached more than 104,000 fans on social media. Overall, the Commission's paid media, in-store audio and digital media partnerships garnered more than 23 million impressions from late June through early July.



To help fans find California avocados nearby, the Commission shared links to its Store Locator on its social media channels.

Commission Engages with Key Southern and Northern California Retailers at FPFC Expo

On Tuesday, July 18, more than 1,700 retail, foodservice and produce industry representatives gathered at the Disneyland Hotel in Anaheim, California, for the Fresh Produce and Floral Council (FPFC) SoCal Expo. Members of the California Avocado Commission (CAC) met with targeted decision makers during the event to discuss California avocado promotions in preparation for the 2018 season. The one-day event provided the Commission with the opportunity to meet with multiple Southern and Northern California customers and AMRIC handlers in one location and discuss the benefits of carrying California avocados.

There was heightened visibility for the California avocado brand because CAC was a sponsor of the Keynote Awards Breakfast session. Sponsorship signage featuring the California Avocados brand logo was strategically placed at the entrance to the breakfast session and attendees were provided with a stretchable cell phone wallet featuring the California Avocados brand logo.

Marcus Allen served as keynote speaker at the breakfast session. The Norman H. "Buz" Bolstad Produce and FPFC Floral Achievement Awards also were presented during the session. In addition, FPFC Board Chair — and CAC Retail Marketing Director — Connie Stukenberg served as emcee and presided over the Keynote Breakfast session.

Targeted retailers who attended the event included Albertsons/Vons/Pavilions, Bristol Farms, Gelson's Markets, Grocery Outlet, Ralphs, Raley's, Smart & Final and Stater Bros.



California avocado growers Rick Shade (CAC board chairman) and his son C.J. Shade next to the CAC sponsorship sign at the breakfast.

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 8/13/2017	Season-to-Date (since 11/1/16)	2017 Year to Date
Hass	2,541,923	201,141,028	200,741,213
Lamb	849,978	5,370,741	5,370,741
Other (Greens)	2,344	1,502,012	1,364,352
California Total	3,394,245	208,013,781	205,195,159
Florida	2,934,965	31,585,730	23,531,420
Chile	427,939	37,145,028	17,071,682
Mexico	26,308,091	1,330,251,039	1,060,163,588
Peru	7,016,342	122,283,689	122,233,689
Other (Imports)	170,000	30,790,000	21,350,000
Import Total	33,922,372	1,520,469,756	1,220,818,959
USA Total	40,251,582	1,760,069,267	1,449,545,539
Source(s):	California = CAC (AMRIC), Chile = Comite de Paltas, Chile		
	Florida = Florida Avocado Admin Committee		
	Mexico = APEAM, Peru = ProHass		
	Other Imports = USDA AMS website		

	Organic #1	Conventional #1	Conventional #1
California Hass	(Field Price Per Lb)	(Field Price Per Lb)	(Carton Price)
#32's	\$2.00-\$2.50	\$1.78-\$2.08	\$49.75-\$57.25
36's	\$2.00-\$2.50	\$1.78-\$2.08	\$49.75-\$57.25
40's	\$2.10-\$2.50	\$1.78-\$2.08	\$49.75-\$57.25
48's	\$2.38-\$2.50	\$1.88-\$2.08	\$52.25-\$57.25
60's	\$2.32-\$2.50	\$1.62-\$2.00	\$45.75-\$55.25
70's	\$1.96-\$2.10	\$1.38-\$1.60	\$39.75-\$45.25
84's	\$0.98-\$1.10	\$0.92-\$1.08	\$25.49-\$29.01

*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- High pressure continues for S Oregon and N Calif west-southwestward. Because there is abundant moisture in this storm track, significant rains are possible in Washington State and British Columbia. Upper low pressure near S Calif and N Baja gives more support for rain and TSTMS in central Calif and the Sierra and SOCAL-Arizona. However the pattern evolves to a dry SW flow pattern into central Calif/SierraNV, SOCAL and Arizona after August 23rd while weak troughing lingers over Calif. Tropical cyclones should continue more active now, as we are near the peak of the season. Warmer than normal sea surface remains over the region near and west of Baja. This will provide a good energy source for developing tropical cyclones that move past S Baja. The warm sea surface will tend to support stronger tropical cyclone energies as they continue to the NW. This will help to maintain warmer than normal conditions as we head into fall.

In the Near Term – Aug. 17-31... In the southern California avocado growing areas from Santa Barbara County to San Diego County, it continues to be hot inland with persistently warm conditions, but with the usual night and morning low clouds or marine influence near the coast/coastal valleys. Recurrent coastal eddy conditions are indicated, with some low clouds and drizzle at times especially from August 20-24th.

Summary – Sept. 1-15... In the southern California avocado growing areas, from San Luis Obispo south, TSTMS focus in Arizona, and the S and E Deserts are warmer than normal for most of Sept. Marine layer and low clouds appear to remain about normal during the first part of Sept.

Seasonal Outlook / El Niño Update...September 15 – November 30, 2017... It currently appears quiet, rain-wise for Sept across Calif, except for a little wetter than normal in the SierraNV. Wetter than normal conditions develop in Oct in NORCAL, followed by a dry Nov.

A *La Niña* pattern has appeared, and this supports a shift to drier than normal conditions in central and S Calif, and a turn to wetter than normal in Oct for NW Calif.

It appears that, at least in the current set of forecasts from CFS, there is support for cutoff lows, and this throws inconsistency into the pattern. There are some indications of cutoff low activity over Arizona, which would favor dry N wind events in SOCAL, and dry conditions in central Calif thru Fall.

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