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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 Finance Committee Meeting**

**August 19**

**Time:** 3:00 p.m. – 5:00 p.m.

**Location:** CAC Office, 12 Mauchly, Suite L, Irvine, CA

#### **CAC Board Meeting**

**August 20**

**Time:** 9:00 a.m. – 1:45 p.m.

**Location:** CAC Office, 12 Mauchly, Suite L, Irvine, CA

#### **CAC Production Research Committee Meeting**

**August 25**

**Time:** 1:00 p.m. – 3:00 p.m.

**Location:** Teleconference. [Click here for call in locations.](#)

#### **CAC Grower Meeting: PSHB/FD Status Update**

The California Avocado Commission will host two meetings to update growers on the polyphagous shot hole borer (PSHB) situation.

[Please see the article below for more information.](#)

**September 1-2**

**September 1**

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

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

**September 2**

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

**Location:** Ag Museum, 926 Railroad Avenue, Santa Paula, CA 93060

## Avocado and Citrus Pest and Plant Health Forums

A citrus and avocado pest and plant health forum is being held in order to determine pest, weed, drought and plant health issues of greatest concern to growers. [Please see article below for further details.](#)

### September 3

**Time:** 9:30 a.m. - 11:30 a.m.

**Location:** Goleta City Council Chambers, 130 Cremona Drive, Goleta, CA

## CAC to Host PSHB Update Sessions

The California Avocado Commission (CAC) will host two meetings on September 1 and 2 to update growers on the polyphagous shot hole borer (PSHB) situation. The meetings will be held in Escondido and Santa Paula, respectively.

Nearly one year ago, researchers reported the first PSHB find in commercial avocado groves in San Diego County. Numerous predictions were made concerning how the beetle would impact those groves and spread to neighboring groves. Fortunately, those predictions have not come to fruition.

At the PSHB sessions, UC Riverside researchers and CAC presenters will discuss:

- Why last year's PSHB predictions may not be coming true
- What they have learned about the pest-disease complex over the past year
- New information concerning the beetle and fungus biology
- Updates on the Commission's efforts to make chemical solutions available for growers through section 18 emergency exemption applications

The meetings will be held at the following locations.

### Escondido PSHB Session

September 1, 2015  
9:00 am - 11:00 am  
California Center for the Arts  
340 N. Escondido Blvd.  
Escondido, CA

### Santa Paula PSHB Session

September 2, 2015  
9:00 am - 11:00 am  
Ag Museum  
926 Railroad Avenue  
Santa Paula, CA

## Reminder: Avocado Grower Input Needed at Pest and Plant Health Forums

A citrus and avocado pest and plant health forum is being held in order to determine pest, weed, drought and plant health issues of greatest concern to growers. The Santa Barbara County Agricultural Commissioner's Office and the Santa Barbara County Farm Bureau Federation will host the meeting and encourage California avocado growers to attend and provide input. The outcomes of this session will be used to develop comprehensive strategies and identify the best technologies for addressing pests, plant health, weed and drought concerns.

The Pest and Plant Health Forum will be held Thursday, September 3, 2015 from 9:30 – 11:30 a.m. at the Goleta City Council Chambers located at 130 Cremona Drive, Goleta, California. For more information, contact April Aymami at 1.800.344.4433 or [aaymami@avocado.org](mailto:aaymami@avocado.org). Please RSVP with Ruth Jensen at 805.934.6200.

## Chipotle Fans Enjoy California Avocado Recipes at Cultivate Festival

The Chipotle Cultivate Festival presents a prime opportunity for the California Avocado Commission (CAC) to engage one-on-one with consumers while maintaining a good relationship with Chipotle, a foodservice chain that purchases California avocados in season. The event, which was held at Penn Valley Park in Kansas City, Missouri, attracted approximately 23,000 attendees.

Visitors to the CAC booth were very engaged. They appreciated speaking with California avocado growers Rick, Trish and C.J. Shade about the hand grown process and California avocado season. They also were eager to ask questions and receive new avocado recipes, American Summer Holiday usage tips and nutrition information. As a sponsor, the Commission had the opportunity to exhibit at the event and the *Hand Grown in California* logo was present on event signage and the event website.

The Chipotle Cultivate Festival also featured live music, notable chefs —including Graham Elliot and Amanda Freitag — and “experience” exhibits where attendees could learn about select products featured at Chipotle.



*California avocado growers Rick and C.J. Shade enjoyed answering consumers’ questions.*

## Fitbloggin’ Conference Generates Nearly 850,000 Social Media Impressions

For the second year in a row, the California Avocado Commission (CAC) sponsored the FitBloggin’ annual blogger conference — an event attended by nearly 200 food, health, wellness and weight loss bloggers. The conference provides the Commission with a great opportunity to connect with an influential group of bloggers who utilize social media and blogs to share recipe ideas and nutrition information with their followers. The event offered CAC the opportunity to share California avocado nutrition information and demonstrate the fruit’s premium quality and culinary versatility.

As a conference sponsor, the Commission was granted multiple California avocado meal and snack sampling opportunities during the event. As part of the sponsorship CAC branding was present throughout the conference, attendees could visit

with Commission staff at the six-foot CAC booth situated in a prominent location on the exhibit floor and California avocados were included in an educational food and photography breakout session.

Fitbloggin' 15 included an interactive, fun and informative cooking and photography demo by Brandi Koskie, a social media user and blogger in the wellness arena, and photographer Kacy Meinecke. Brandi demonstrated her recipe for Koskie's Chunky Guacamole featuring California avocados. After the event she shared the experience and some of Kacy's photographs on [CAC's blog](#), which further extended the reach of the event.

CAC also sponsored an exclusive and unique culinary and nutrition luncheon at Euclid Hall, a top-ranked Denver restaurant. Sixty blogger attendees dined on an avocado-infused three-course menu developed by Euclid owner, and Bravo's 2013 Top Chef Masters finalist, Chef Jennifer Jasinski. During the luncheon, Chef Jasinski shared why and how she develops new California avocado recipes for her restaurants. She was joined by CAC Registered Dietitian Ambassador Bonnie Taub-Dix who highlighted the nutritional benefits of California avocados and their easy assimilation into today's food culture and changing consumer meal and snack preferences.

CAC's sponsorship and attendance at the Fitbloggin' 2015 conference generated outstanding coverage with more than 850,000 social media impressions.



*RD Ambassador Bonnie Taub-Dix answers bloggers' California avocado questions during CAC's lunch event.*

### **King Soopers Promotes Healthful Benefits of California Avocados**

To help celebrate California Avocado Month, the California Avocado Commission (CAC) worked with Supermarket Registered Dietitians (SRDs) at targeted retailers to develop customized in-store, media and online promotions. The Commission worked closely with King Soopers' SRD Danelle Vallejos to identify opportunities to showcase the healthful benefits of the fruit via in store events and media appearances.

The King Soopers California Avocado Month program included:

- Two “grilled fruit” cooking classes featuring California avocados
- A re-grand opening event serving grilled California avocados and offering shoppers California avocado scoopers and a “Superfood Spotlight: 16 Surprising Ways to Add California Avocados in Your Day” brochure
- Easels showcasing grilled avocados in the “Dietitian Tip of the Week” at all 146 King Soopers pharmacies from June 12 – 17

In addition, King Soopers RD Jeannie Schwendtner appeared on “Colorado’s Best,” a consumer-oriented show that airs on Colorado’s Own Channel 2 and has 15,400 viewers. During the segment Schwendtner promoted California Avocado Month, demonstrated the nick and peel method, discussed the benefits of an avocado’s carotenoid and antioxidant concentrations, and offered usage tips such as utilizing avocados as a fat replacement in dressing or enjoying them in smoothies for more fiber and good fat.



*At the King Soopers’ re-grand opening event, attendees could choose from a variety of California avocado materials.*

### **Foodservice Chain Decision Makers Provide Positive Feedback at PMA Conference**

Nearly 1,800 foodservice operators, chain produce buyers, executive chefs, menu developers, distributors, packers and handlers attended the 34<sup>th</sup> Annual PMA Foodservice Conference & Expo held in Monterey, California. Keeping with the conference theme, “Innovating the Plate,” the California Avocado Commission (CAC) provided samples of two unique avocado menu concepts at its booth. Foodservice chain operators and industry suppliers who visited the CAC booth sampled the *California Avocado, Bacon and Oven-Roasted Tomato Crostini* and *Spicy Carrot, Cucumber and California Avocado Salad* recipes and provided overwhelmingly positive feedback on the flavor profile of both items.

During the event CAC staff met with foodservice buyers and menu developers to discuss the benefits of providing fresh California avocado menu items. As a result, the Commission broadened its potential target chain contacts and secured returning and new California avocado menu items on partner menus.



*Alejandro Pina and Jeff Fronsee of NPC, LLC enjoy the California Avocado Bacon Tomato Crostini. NPC works with chains such as Freebirds Burrito, RealMex Restaurants and Golden Corral, to name a few.*

## 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>.

<b>California Avocado Commission Weekly Volume Summary (pounds)</b>			
	<b>Week Ending 8/9/2015</b>	<b>Season-to-Date (since 11/1/14)</b>	<b>2015 Year to Date</b>
Hass	5,855,815	247,952,324	247,824,678
Lamb	907,075	11,431,037	11,431,037
Other (Greens)	33,110	1,785,467	1,695,024
<b>California Total</b>	<b>6,796,001</b>	<b>261,168,828</b>	<b>260,950,739</b>
Florida	2,758,525	31,215,745	22,855,305
Chile	0	12,650,552	7,894,439
Mexico	27,017,100	1,252,176,714	1,008,410,028
Other (Imports)	6,947,085	119,292,527	107,362,527
<b>Import Total</b>	<b>33,964,185</b>	<b>1,384,119,793</b>	<b>1,123,666,994</b>
<b>USA Total</b>	<b>43,518,711</b>	<b>1,676,504,366</b>	<b>1,407,473,038</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 Newsline\* Avocado Prices  
8/10/2015**

	FOB Price	Field Price	Retail Price	Last Year FOB
<b>California Hass</b>	(25# carton)	(per pound)	(per each)	(25# carton)
#2's	16.00-31.00	0.50-1.04		17.00-31.00
32's-36's	35.00-37.00	1.20-1.28		34.00-35.00
40's	37.00-39.00	1.28-1.36	1.99	34.00-35.00
48's	37.00-39.00	1.28-1.36	1.49	33.00-35.00
60's	32.00-35.00	1.08-1.20	0.99-4/5.00	35.00-36.00
70's	30.00-31.00	1.00-1.04	5/5.00	32.00-34.00
84's	23.00-24.00	0.81-0.86	0.69-4/3.49	22.00-25.00
<b>Mexican Hass</b>				
All Sizes	19.00-30.00	N/A	0.69-1.49	19.00-36.00
<b>Chilean Hass</b>				
All Sizes	N/A	N/A		
<b>Peruvian Hass</b>				
All Sizes	19.00-28.00	N/A	5/5.99	18.00-29.00

\*To subscribe to the Weekly Newsline, 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 - Troughing will continue to recur to the southwest of California through the remainder of August and into early September. We will go into a dry period with widely scattered or minimal thunderstorm activity from the 14th to 21st. The MJO cycle continues in its active phase and is inducing troughs off the central and southern California coast.

**In the Near-Term- August 13 to 27...** The coastal marine layer will tend to have the usual pattern for August with sunny afternoons and low clouds and patchy fogs in the mornings at the coast. Due to the warm sea surface, daily average temperatures will continue to be about 4-5F above normal.

**Summary – August 28 to September 10...** It looks like conditions will be warmer than normal with a return to near or slightly above normal rainfall in the Sierras from thunderstorms. *El Niño* forcing will continue to support weak troughing. The trough off Baja will continue to be on the weak side, and the tendency for unusually aggressive tropical moisture incursions will be less, although August is generally an active period for monsoonal events in southern California.

Weakening tropical cyclones may move WNW off the southern Baja coast; some may try to turn NW or NNW in early September. This is more likely to contribute hot offshore flow (not Santa Anas) to southern California.

In the avocado growing areas, interruptions of the usual summer pattern of marine low clouds and fog at the coast will become more frequent in September. Hot conditions are possible as tropical cyclones move north into Baja California. Temperatures in the upper 90s at the coast are not unreasonable in such situations. Thunderstorm activity may increase a bit in the mountains and deserts in September. Warmer than normal conditions will influence irrigation requirements.

**Seasonal Outlook/*El Niño* Update – September 11 to November 30...** Anomalously warm sea surface temperatures will continue near Baja California and off the Pacific northwest through the Gulf of Alaska. We will need to keep an eye on these two ocean temperature anomalies. The *El Niño* contribution, plus the warm ocean in the Gulf of Alaska, may work together to bring a stronger southern storm track into California this fall. The current versions of CFS2 appear pretty much 'spot-on' with the expected pattern. As the storm track tries to develop, it will most likely take the form of active cutoff lows which produce above normal rainfall into the coast. We continue

to see some support in the sea surface temperature anomaly (SSTA) field for the types of rains that usually occur during wet seasons having an active *El Niño*.

CFS2 guidance suggests a wetter than normal pattern in October followed by a dry November. December turns wet again as *El Niño* begins to redevelop.

In the avocado regions, sea surface temperatures will continue to be abnormally warm. October has the highest potential for rains from cutoff lows and possibly from tropical cyclone remnants according to CFS2 numerical guidance. Winter-type rains may be followed by Santa Anas in late October and in November.

With the contribution from *El Niño* continuing, there is enough confidence to mention a chance for above normal rainfall in southern California during November 10 to 20, even if November as a whole may be dry in central and northern California.

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