



IN THIS ISSUE, YOU'LL FIND:

- [Emergency Avocado Post-wildfire Meeting](#)
- [Firefighter Dies Near Fillmore, Thomas Fire Still Very Active](#)
- [Field Appointments with Federal Relief Personnel for Industry Members Impacted by Recent Wildfires and Santa Ana Winds](#)
- [Possible Federal Assistance to Those Impacted by the Recent Wildfires and/or Santa Ana Winds](#)
- [CDFA Decision Makes the Harvest of Windfall Fruit Illegal](#)
- [National Farmers Union Offering Women in Leadership Conference](#)
- [Certified Farmers' Market Advisory Committee Seeks to Fill 18 Vacancies](#)
- [Commission Collaborates with Foodservice Editors in Advance of 2018 Season](#)
- [Commission Pitches Trend-setting California Avocado Menu Items to Targeted Restaurant Chains](#)
- [Market Trends](#)
- [Weather Outlook](#)

Calendar

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

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

Emergency Avocado and Citrus Post-wildfire Informational Meeting

The University of California Cooperative Extension (UCCE), the United States Department of Agriculture (USDA) Farm Service Agency (FSA) and the County of San Diego, Weights and Measures are hosting a free Emergency Avocado and Citrus Post-wildfire Informational Meeting. Registration required. [More information available here.](#)

December 19

December 19

Time: 1:00 p.m. – 4:00 p.m.

Location: Fallbrook Public Utility Building, 990 East Mission Road, Fallbrook, CA

Appointments w/ Federal Relief Personnel for Those Impacted by Wildfires & Santa Ana Winds

The California Avocado Commission and University of California Cooperative Extension (UCCE) are coordinating with the USDA's Farm Service Agency (FSA) and the Natural Resources Conservation Service (NRCS) on the availability of field appointments for growers who have been impacted by the Thomas Fire. Personnel from both FSA and NRCS will be available to assist growers with the necessary paperwork to apply for federal assistance. Registration required. [More information available here](#)

December 19-21

December 19

Time: 8:00 a.m. – 4:00 p.m.

Location: Santa Paula Agriculture Museum, 926 Railroad Ave, Santa Paula, CA

December 20

Time: 8:00 a.m. – 4:00 p.m.

Location: University of California Cooperative Extension, 669 County Square Drive, Suite #100, Ventura, CA

December 21

Time: 8:00 a.m. – 4:00 p.m.

Location: University of California Cooperative Extension, 669 County Square Drive, Suite #100, Ventura, CA

National Farmers Union "Women in Leadership" Conference

The event is designed to help women in agriculture develop a network of female producers they can reach out to during the course of the year, as well as provide the attendees with tools that can help them operate with success. Registration required. [More information available here.](#)

January 14-18

January 14-18

Time: Schedule varies each day. [Complete agenda is available online here.](#)

Location: Catamaran Resort Hotel and Spa, 3999 Mission Boulevard, San Diego, CA

Emergency Avocado Post-wildfire Meeting

The University of California Cooperative Extension (UCCE), the United States Department of Agriculture (USDA) Farm Service Agency (FSA) and the County of San Diego, Weights and Measures are hosting a free Emergency Avocado and Citrus Post-wildfire Informational Meeting on Tuesday, December 19 from 1:00 - 4:00 pm.

The meeting will cover the following topics:

- Fire update and safety
- Post fire tree care
- Estimating tree loss
- Updates from the USDA FSA
- Preventative fire safety for orchards

Light drinks and refreshments will be served. To register for the meeting, complete the [online registration form.](#)

The meeting will take place at the Fallbrook Public Utility Building, located at 990 East Mission Road, Fallbrook, CA, 92028. For more information, contact Sonia Rios at 951.683.6491 x 224.

Firefighter Dies Near Fillmore, Thomas Fire Still Very Active

The tragic report came late on the morning of December 14 that a Cal Fire firefighter had died while fighting the Thomas Fire near Fillmore. The California Avocado Commission (CAC) sends our deepest sympathies to the family of the firefighter. More than 8,000 firefighters are battling the fire, which has spread throughout northern Ventura County and further north into Santa Barbara County. As of December 14, 2017 (3:45 pm), the Thomas Fire has burned 242,500 acres and is 30 percent contained.

Based on conversations with industry members, and field visits, CAC has determined that as of this writing at least a few hundred avocado acres have been burned. The final numbers will likely be considerably more. By utilizing existing grove location GIS imagery CAC has identified approximately 4,500 avocado acres currently within the Thomas Fire perimeter ([click here to view map](#)). It's important to realize that not all the acres within the fire perimeter have burned. In addition, of those impacted there are varying degrees of damage. Some trees are completely burned, while others could potentially be rehabilitated. It will take weeks to fully assess the damage.

CAC staff are available to help growers who may have questions. If you'd like a call or visit from a CAC staff member, please call Ken Melban at 559.859.6811.

Field Appointments with Federal Relief Personnel for Industry Members Impacted by Recent Wildfires and Santa Ana Winds

The California Avocado Commission and University of California Cooperative Extension (UCCE) are coordinating with the USDA's Farm Service Agency (FSA) and the Natural Resources Conservation Service (NRCS) on the availability of field appointments for growers who have been impacted by the Thomas Fire. Personnel from both FSA and NRCS will be available to assist growers with the necessary paperwork to apply for federal assistance.

Currently, three days of appointments are available (information below). To schedule an appointment for either of the following three days, please call 805.645.1434.

Tuesday, December 19th, 2017

Santa Paula Agriculture Museum
926 Railroad Ave, Santa Paula
8:00 am – 4:00 pm

Wednesday, December 20th, 2017

University of California Cooperative Extension
669 County Square Drive Suite #100, Ventura
8:00 am – 4:00 pm

Thursday, December 21, 2017

University of California Cooperative Extension
669 County Square Drive Suite #100, Ventura
8:00 am – 4:00 pm

Federal relief personnel will be available to assist growers with the paperwork, and growers are asked to provide the following information:

- Business entity information (e.g. individual, limited liability corporation, etc.)
- Social Security Number and/or Employer Identification Number
- Location/size of the farm
- Extent of damage

Possible Federal Assistance to Those Impacted by the Recent Wildfires and/or Santa Ana Winds

It's important that California avocado industry members who have been impacted by the recent wildfires and/or Santa Ana winds contact their crop insurance agent within 72 hours of the event to determine possible applicable coverage. Both fire and wind events may be included in certain crop insurance coverage, but agents must be notified within 72 hours.

In addition, the USDA's Farm Service Agency (FSA) may be able to provide disaster assistance to those avocado growers affected by the wild fires through one of the following programs:

- The [Tree Assistance Program](#) provides financial assistance to qualifying orchardists to help them replant or rehabilitate trees damaged by natural disasters (separate from crop insurance).

- The [Emergency Conservation Program](#) offers funding and technical assistance to growers to help them rehabilitate land damaged by natural disasters. This program may provide cost share assistance for debris removal, land leveling and shaping, irrigation replacement, and cattle fencing.
- [Emergency loans](#) are available to producers located in counties that receive a primary or contiguous disaster designation.

Impacted growers are asked to contact both FSA and their county agricultural commissioner’s office as follows:

USDA-Farm Service Agency

Santa Barbara/Ventura County

Daisy Banda

Key Program Technician

Daisy.Banda@ca.usda.gov

805-928-9269 Ex.2

Riverside/San Diego Counties

Desiree Garza

County Executive Director

desiree.garza@ca.usda.gov

760-347-3675 Ex. 107

Ventura County

Korinne Bell, Chief Deputy Agricultural Commissioner, Korinne.Bell@ventura.org

Henry Gonzalez, Agricultural Commissioner, Henry.Gonzales@ventura.org

(805) 388-4343, Ext. 2

Santa Barbara County

Debbie Trupe, Deputy Agricultural Commissioner, dtrupe@agcommissioner.com

Stephanie Stark, Deputy Agricultural Commissioner, sstark@agcommissioner.com

(805) 681-5600

San Diego County

Vince Acosta, Information Technology Principal, vince.acosta@sdcounty.ca.gov

(858) 967-8623

Riverside County

Ron Bray, Assistant Agricultural Commission, RBray@RIVCO.ORG

(951) 955-3000

A complete list of FSA disaster assistance programs can be found [online](#). For more information about available disaster assistance programs, contact your local U.S. Department of Agriculture office. You can find your local USDA service center by clicking on this [link](#).

CDFA Decision Makes the Harvest of Windfall Fruit Illegal

The Food Safety Modernization Act’s (FSMA) Produce Safety Rule prohibits the distribution of produce that drops to the ground before harvesting. The Commission just received notification that effective November 21, 2017, the California

Department of Food and Agriculture (CDFA) has changed the California Code of Regulations, removing § 1408.22, “Avocados, Fruit Drop Caused by Extreme Winds.” This section previously allowed for the maturity testing of windfall avocados, starting from the end of an extreme wind event as determined by CDFA. The change in the law was made by CDFA to ensure State law complies with Federal law.

With this change, the California Code of Regulations no longer allows for maturity testing of avocados after a wind fall event, making any harvesting of wind fall avocados illegal. CDFA’s announcement can be found [here](#).

National Farmers Union Offering Women in Leadership Conference

The National Farmers Union (NFU) is hosting a “Women in Leadership” Conference from January 14 – 18, 2018 in San Diego, California. The conference is designed to provide women with information concerning:

- Business planning
- Succession planning
- Running for local office
- Innovative marketing

The event is designed to help women in agriculture develop a network of female producers they can reach out to during the course of the year, as well as provide the attendees with tools that can help them operate with success.

Conference speakers include:

- Iris Gardner, owner/grower Primeval Gardens, a Certified Naturally Grown farm
- Sara Wat, Community Health Specialist at CalAgrAbility
- Liz Johnson, co-founder and board member at VoteRunLead
- Sarah Campbell, Department of Agriculture’s Farm Service Agency Outreach Office
- Lisa Kivirist, Serendipity Farm and B&B, and Senior Fellow, Endowed Chair in Agricultural Systems for the Minnesota Institute for Sustainable Agriculture
- Kriss Marion, President of the Wisconsin Farmers Union South Central Chapter
- Madeline Schultz, Iowa State University Extension and Outreach Women in Ag Program Manager
- Poppy Davis, teacher and adviser concerning agricultural business and policy issues
- Barbar Patterson, Government Relations Director for NFU
- Sarah Lloyd, Special Projects Coordinator for the Wisconsin Farmers Union and Secretary of the Board and Director of Development for the Wisconsin Food Hub Cooperative

The complete agenda is available [online](#). The registration fee for the five-day event is \$125. Interested parties can register [online](#).

The conference will be held at the Catamaran Resort Hotel and Spa, located at 3999 Mission Boulevard, San Diego, California. Special room rates have been secured for attendees.

For complete information, visit the [NFU Women’s Conference website](#).

Certified Farmers' Market Advisory Committee Seeks to Fill 18 Vacancies

The California Department of Food and Agriculture (CDFA) announced there are 18 vacancies on the California Certified Farmers' Market Advisory Committee. The committee advises the secretary of agriculture concerning issues related to the direct marketing of agricultural products at certified farmers' markets.

These vacancies can be filled by active certified producers and certified farmers' market operators or representatives. The term of office is two years. Committee members do not receive compensation, but may be entitled to reimbursement of travel expenses.

Parties interested in serving on the committee can complete an [online application](#). Applicants also will have to submit a letter of recommendation. Materials should be emailed to Thomas.osborn@cdfa.ca.gov or mailed to:

Thomas Osborn
CDFA Inspection and Compliance Branch
1220 N Street
Sacramento, CA 95814

Nominations will be accepted until the positions are filled. For more information, contact Maria Tenoria at 916.900.5030 or maria.tenoria@cdfa.ca.gov.

Commission Collaborates with Foodservice Editors in Advance of 2018 Season

At the end of October, members of the California Avocado Commission's foodservice team attended the 2017 International Foodservice Editorial Council (IFEC) Annual Conference in Boulder, Colorado. The event, which gathers foodservice trade publication editors from across the globe, is ideal for showcasing the California Avocados brand.

The Commission scheduled appointments with a dozen editors representing 14 publications, including National Culinary Review, Restaurant Hospitality, Flavor & the Menu and Foodservice Director. Although CAC pursues publicity placement opportunities throughout the year, meetings at the IFEC conference give editors advance notice of operator/restaurant leads, photos and recipes that CAC has available for the upcoming season.

During these one-on-one planning sessions, the CAC team discussed the unique California environmental conditions and hand-grown care that differentiate premium California avocados from fruit sourced from other origins and showcased the versatility of the fruit in a variety of trendsetting applications. In addition, CAC and four other sponsors hosted an informal networking reception for 22 editors.



Chef Woolley prepping a California avocado dish for the Chef Showcase.

Commission Pitches Trend-setting California Avocado Menu Items to Targeted Restaurant Chains

For three days in November, the California Avocado Commission (CAC) showcased trend-setting California avocado culinary menu applications to R&D/product innovation executives and corporate chefs from American restaurant chains ranked 201-400 in the nation. During the Fourth Global Culinary Innovators Association (GCIA) Combine and International Corporate Chefs Association (ICCA) Board and Sponsors meeting, the CAC foodservice team met with targeted chain culinarians and menu decision-makers to propose and plan on-trend menu items featuring fresh California avocados.

Throughout both events, fresh California avocados were featured on breakfast, lunch, snack break and reception menus. Attendees enjoyed dishes such as Portobello with California Avocado Chimichurri, California Avocado Toast and Spicy Carrot, Cucumber and Fresh California Avocado Salad. The showcased menu items demonstrated the value and versatility of the fruit to culinary decision makers from across the nation.

While at the networking events, the Commission was able to confirm existing and new fresh California avocado menu items on current partner menus. In addition, CAC met with eight new contacts from Another Broken Egg, Ballard Brands, Buffalo Wild Wings, Luby's/Fuddruckers, Pie Five Pizza, Velvet Taco, Walk-Ons and Zoe's Kitchen.



Prepped fresh Avocado Smash behind the scenes at 60 Vines.

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 12/10/2017	Season-to-Date (since 11/1/17)	2017 Year to Date
Hass	0	0	204,188,215
Lamb	0	0	7,243,066
Other (Greens)	4,536	44,793	1,448,616
California Total	4,536	44,793	212,879,897
Florida	21,340	214,170	32,019,623
Chile	836,785	8,643,935	80,082,869
Mexico	38,747,449	213,612,706	1,626,710,127
Peru	0	0	144,726,283
Other (Imports)	1,660,000	6,010,000	33,460,000
Import Total	41,244,234	228,266,641	1,884,979,278
USA Total	41,270,110	228,525,604	2,129,878,798
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			
36's			
40's			
48's	Insufficient Volume to Quote		
60's			
70's			
84's			
*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- The MJO Cycle has been in an active state for about a week. GFS model solutions are suggesting support for more energetic sub-tropical westerlies around 30N, coming into S California. However, the active phase of the MJO cycle appears near maximum on Dec 11, and some transition to less activity and energy into the subtropical westerlies appears to begin after the 17th.

Support continues in the sea surface temperature anomaly (SSTA) field for troughing well to the west of California, centered about 135-140W. Therefore the SSTA contribution keeps most of California in a drier than normal pattern.

The *El Niño* Southern Oscillation (ENSO) is currently in a well-developed '*La Niña*' phase, i.e. colder than normal sea surface along the equatorial Pacific from Peru. This provides weaker than normal energy to drive the subtropical branch of westerlies.

There is support for troughing and cold conditions in the east-central US. There is support for near or above normal snowfall in the Great Lakes area. This supports continued troughing in the eastcentral US through the end of Dec and early Jan 2018. There is a chance that this may continue the dry pattern for part or most of Jan.

For N and central California, if the current pattern of high pressure over and W of central and S California becomes difficult to break, rains would continue intermittent in California, and totals of precipitation below normal in the Bay Area and central coast areas, and showery or meager rains and snows through the N and central Sierra during the rest of Dec and the first part of Jan 2018. There is a chance for some snowy periods in the N and central Sierra during mid Jan.

For S California, warm sea surface temperatures are present to the southwest, but the *La Niña* pattern tends to discourage development of subtropical westerlies. Lows and troughs will tend to develop in the Great Plains, and S Rockies/SE California, with a continued higher number of Santa Anas.

In the Near Term – Dec. 16 – Dec. 30... In the southern California avocado growing areas, from San Luis Obispo County to San Diego County, we still have a risk of offshore flow and crisp cold nights after mild or warm days. Watch for frosts/freezes, long nights, short daytime heating period, predominantly dry airmasses through the latter part of Dec. There is a chance for some unusual cold on about 2-3 nights, probably around Christmas and the 28-30th.

Summary – Dec. 31 – Jan 10, 2018... In the southern California avocado growing areas, from San Luis Obispo south, rains will be mostly occurring in N California and the SierraNV. However, a cutoff low is always possible in such an erratic pattern, with some showers.

Seasonal Outlook / *La Niña* Update...January 11, 2018 – February 28... Latest solutions show colder and a possible return to near normal rain and snow in the central SierraNV during mid Jan, especially in the Tahoe-Yosemite region. The current

exception is locally heavier snow in the Tahoe-Yosemite areas. After a brief shot of good snowfall in the SierraNV in January, February currently appears to turn dry again but with plenty cold events (freezes) in N and Central California.

N and Central California, of greatest concern is the chance for below normal temperatures indicated for January through some of N and central California, along with dry conditions. This type of configuration points to cold dry N winds in central California as well as cold and damaging Santa Anas in SOCAL during late Jan, and accompanying frequent wetbulb freeze events. February is not as cold, but drier, with risk of wetbulb freezes.

For S California, there is support for dry Santa Anas, and accompanying frequent wetbulb freeze events. February is not as cold, but drier, with risk of many wetbulb freezes. Other than a possible showery period or two, associated with upper lows, both January and February are unusually dry for S California. The ensemble (NMME) model suggests wet conditions in late Feb and the first part of March 2018 for most of California, including SOCAL.

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