



IN THIS ISSUE, YOU'LL FIND:

[Reminder: U.S. Department of Labor, Wage and Hour Division Educational Seminars
Produce Safety Rule Compliance Updates and Training Sessions](#)

[Reminder: Growers Encouraged to Complete 2017 Census of Agriculture
Growers Encouraged to Complete San Diego County Crop Report Questionnaire](#)

[Registration Open for Ventura County Spray Safe Event](#)

[Commission Participates in Healthy Menus Collaborative Foodservice Event](#)

[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>

U.S. Department of Labor, Wage and Hour Division Educational Seminars

The California Avocado Commission (CAC) has partnered with the U.S. Department of Labor, Wage and Hour Division (WHD) to offer a series of seminars for California avocado growers and labor contractors concerning federal labor law requirements. [More information available here.](#)

February 6-8

February 6

Time: 9:00 a.m. – 11:00 a.m.

Location: Pala Mesa, 2001 Old Highway 395, Fallbrook, CA

February 7

Time: 9:00 a.m. – 11:00 a.m.

Location: Santa Paula Ag Museum, 926 Railroad Ave., Santa Paula, CA

February 8

Time: 9:00 a.m. – 11:00 a.m.

Location: SLO Farm Bureau, 4875 Morabito Place, San Luis Obispo, CA

California Avocado Society Seminar: Pest Monitoring and Management

Mark Hoddle, extension specialist in Biological Control at the University of California, Riverside, will discuss pest monitoring and management. [More information available here.](#)

February 6-8

February 6

Time: 1:00 p.m. – 3:00 p.m.

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

February 7

Time: 9:00 a.m. – 11:00 a.m.

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

February 8

Time: 1:00 p.m. – 3:00 p.m.

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

AgSafe Labor Laws and Regulations Workshop

AgSafe will host a series of daylong workshops concerning agricultural laws and regulations. The workshops will be offered in both English and Spanish. [More information available here.](#)

February 6, 7 & 14

February 6

Time: 7:00 a.m. – 5:00 p.m.

Location: Masonic Complex, 320 Sherwood Road, Paso Robles, CA

February 7

Time: 7:00 a.m. – 5:00 p.m.

Location: Masonic Complex, 320 Sherwood Road, Paso Robles, CA

February 14

Time: 7:00 a.m. – 5:00 p.m.

Location: Courtyard Marriott, 600 East Esplanade Drive, Oxnard, CA

Safe Food Alliance Produce Safety Training Sessions

The Safe Food Alliance and the California Department of Food and Agriculture (CDFA) are offering a Produce Safety Training session for produce growers, buyers and others interested in learning about produce safety, the Food Safety Modernization Act Produce Safety Rule, Good Agricultural Practices and co-management of natural resources and food safety. **Please note, the February 7 meeting is SOLD OUT.** Registration required. [More information available here.](#)

February 7 & April 17

February 7 – SOLD OUT

Time: 8:00 a.m. – 5:00 p.m.

Location: Embassy Suites, 29345 Rancho California Rd, Temecula, CA

April 17

Time: 8:00 a.m. – 5:00 p.m.

Location: Farm Bureau Office, 420 South Broadway, Escondido, CA

Farm Service Agency Office Hours to Assist Growers Affected by Wildfires and Mudslides

The Farm Service Agency (FSA) has established a temporary satellite office in Santa Paula to meet with growers affected by the Thomas Fire and mudslides. Growers are encouraged to schedule an appointment by calling 805.933.2926, or to visit the satellite office during office hours. Additional dates and hours will be added as needed. [More information available here.](#)

February 8, 15 & 22

February 8, 15 & 22

Time: 10:00 a.m. – 2:00 p.m.

Location: Ventura Ag Commissioner's Office, 815 East Santa Barbara Street, Santa Paula, CA

CAPCA Ed Santa Paula Continuing Education Seminar

CAPCA Ed will provide a seven-hour seminar concerning pest and disease management. Registration required. [More information available here.](#)

February 14

February 14

Time: 7:30 a.m. – 3:30 p.m.

Location: Santa Paula Community Center, 530 W. Main Street, Santa Paula, CA

Reminder: U.S. Department of Labor, Wage and Hour Division Educational Seminars

U.S. Department of Labor, Wage and Hour Division (WHD) staff will provide California avocado growers and labor contractors with information concerning federal labor law requirements, an overview of the legal wage and hour requirements and answer employer questions. Growers and labor contractors are encouraged to attend.

February 6

Time: 9:00 a.m. – 11:00 a.m.

Location: Pala Mesa, 2001 Old Highway 395, Fallbrook, CA

February 7

Time: 9:00 a.m. – 11:00 a.m.

Location: Santa Paula Ag Museum, 926 Railroad Ave., Santa Paula, CA

February 8

Time: 9:00 a.m. – 11:00 a.m.

Location: SLO Farm Bureau, 4875 Morabito Place, San Luis Obispo, CA

Produce Safety Rule Compliance Updates and Training Sessions

The Food Safety Modernization Act (FSMA) was signed into law in January 2011 to ensure actions are taken to mitigate food safety risks. The FSMA Produce Safety Rule is applicable to California avocado growers and the first compliance deadline has passed. As of January 26, 2018, growers with more than \$500,000 in average annual produce sales during the previous three-year period must be able to demonstrate compliance with the Produce Safety Rule.

Deadlines for all producers are as follows:

- January 26, 2020 deadline for very small businesses — more than \$25,000 but no more than \$250,000 in average annual produce sales during the previous three-year period
- January 26, 2019 deadline for small businesses — more than \$250,000 but no more than \$500,000 in average annual produce sales during the previous three-year period
- January 26, 2018 deadline for all other farms

Under the Produce Safety Rule a grower or farm representative must go through a one-time 8-hour training. It's important to note that the training follows the person — if a designated food safety employee who receives the training leaves a company, another employee will need to be trained. The Produce Safety Rule does not require growers to be food safety certified beyond the one-time 8-hour training.

The Commission has tentatively scheduled two 8-hour training sessions for California avocado growers to take place on April 24 (Escondido) and April 26 (Ventura). The anticipated cost for the training session is \$35. The Commission will release more information concerning the training sessions once the details have been finalized.

The Food and Drug Administration (FDA) has contracted with the California Department of Food and Agriculture (CDFA) for the inspection and enforcement of the Produce Safety Rule. Ken Melban, California Avocado Commission (CAC) vice president of industry affairs, has been working with CDFA for the last few months as they develop their plan. This year

there will be no inspection/enforcement activities; CDFA will focus on education and outreach. Random on-farm inspections will commence in January 2019.

Ken Melban also participated in an FDA training session for CDFA staff concerning the inspection and enforcement of the Produce Safety Rule. He also arranged for FDA/CDFA to conduct a mock inspection of an avocado grove that is GFS certified to see how a grower who is GFS certified will fare under a CDFA Produce Safety Rule inspection. Over the next few months CAC will work with CDFA to schedule a few On-Farm-Readiness-Reviews with groves that are GFS certified to further confirm how the GFS certification stacks up against the Produce Safety Rule.

The initial water testing frequency requirements, as first finalized by FDA, will not fulfill the Produce Safety Rule requirements. However, based on industry input, FDA has extended those agricultural water compliance dates. FDA is now working on new standards, and until the final standards are released it will be impossible to determine if current GFS standards are compliant. FDA has extended the water compliance dates for the largest farms until January 26, 2022. Small farms and very small farms would have until January 26, 2023, and January 26, 2024, respectively.

For growers in the recent flood/mudslide area, when asked: “Has flooding from uncontrolled causes occurred?” – you will have to answer yes and will need to complete a NUOCA (Notice of Unusual Occurrence and Corrective Action) Form. The grower will need to list the flood event and describe corrective actions that were taken (e.g. removed debris; looked for possible sources of contamination; none found; etc.). Growers also will need to complete a NUOCA if they experienced fire damage in their grove.

The decision to go through the audit process remains — as it has always been — squarely with each grower. Growers who maintain their annual GFS certification will most likely be able to demonstrate Produce Safety Rule compliance should they get inspected by CDFA. Food Safety certification also will provide the certification many buyers are requesting and/or requiring.

CAC will continue to keep growers apprised of developments concerning GFS certification and the Produce Safety Rule.

Reminder: Growers Encouraged to Complete 2017 Census of Agriculture

In light of the impacts caused by floods, fires and mudslides the National Agricultural Statistics Service (NASS) encourages California avocado growers to complete NASS’ [online 2017 Census of Agriculture](#). The census is the only source of uniform, comprehensive and impartial data concerning the nationwide agricultural industry. Data from the census is used to develop farm programs and services that impact the industry. Responses are kept confidential.

The online survey has been improved, making it easier for respondents to complete and is now accessible via mobile phone, tablet or computer. Respondents can skip questions that do not apply to them and the online survey also calculates totals automatically and provides drop-down menus for common answers. Respondents also may save a partially completed survey and return to it later.

In addition, the 2017 census has added new questions in order to document changes and emerging trends in agriculture such as military veteran status, food marketing practices and on-farm decision-making.

To complete the [online 2017 Census of Agriculture](#) respondents will need to enter their unique 17-digit survey code, which is noted on the questionnaire received in the mail. For more information, visit www.agcensus.usda.gov or call 916.738.6600.

Growers Encouraged to Complete San Diego County Crop Report Questionnaire

California avocado growers located in San Diego County are encouraged to complete the 2017 Crop Report Questionnaire. The data from this questionnaire is utilized in the Crop Statistics and Annual Report for San Diego County drafted by the

Agricultural Commissioner's Office. The questionnaire is the sole source of data for some commodities and thus the office asks that growers complete the form to ensure the Annual County Crop Report is informative and accurate.

All data from the questionnaire remains confidential and will be used solely for the Crop Report.

The data helps determine new and emerging crop trends, the top 10 crops grown in the county, the overall value of agriculture to the county and a statewide ranking in production of similar crops.

Data from the report helps elected officials make policy decisions, determines how much financial assistance is needed during disaster declarations, is used by lending institutions and government agencies to make farm loan decisions and educates the public about the importance of agriculture to San Diego County's economy and environment.

The deadline for completing the questionnaire is February 28, 2018. If you did not receive a questionnaire in the mail, visit www.sdcawm.org to download a copy. Email your completed questionnaire to Jennifer Alipo at Jennifer.Alipo@sdcounty.ca.gov or fax it to 858.467.9697. The form can be mailed to Agriculture, Weights and Measures, 9325 Hazard Way, San Diego, CA, 92123.

Registration Open for Ventura County Spray Safe Event

Members of the California avocado industry interested in learning more about preventing pesticide-exposure incidents are encouraged to attend the free Ventura County Spray Safe event. The keynote speaker will be Brian Leahy, director of the California Department of Pesticide Regulation. Other speakers include:

- Jenny Newman, Water Quality Control Board
- Henry Gonzales, Ventura County Agricultural Commissioner
- John Krist, CEO, Farm Bureau of Ventura County
- Danny Pereira, Rio Farms
- Colleen Robertson, Somis School
- Debbie Stubbs, Syngenta

The seminar will cover the following topics:

- Pesticide safety
- Application technology
- Regulatory issues

A variety of presentations, demonstrations and breakout sessions will take place throughout the day. Simultaneous Spanish translation will be provided.

The seminar will be held on March 20 from 8:30 a.m. – 1:30 p.m. Registration begins at 7:30 a.m. The event will take place at the Agriculture Building (Santa Cruz Hall) located at the Ventura County Fairgrounds, 10 West Harbor Boulevard, Ventura, CA. Lunch will be provided.

Registration is required. To register, [download the registration form](#) and fax it to 850.987.3874 or email it to spraysafe@farmbureauvc.com. The registration deadline is March 6.

Commission Participates in Healthy Menu Collaborative Foodservice Event

The Culinary Institute of America Healthy Menu R&D Collaborative event brings together Research and Development (R&D)/product innovation executives and registered dietitians from a select group of high-volume foodservice companies interested in advancing critical health and wellness initiatives with healthy menu options. Hosted in Napa, California the two-day event provided culinary and R&D decision makers with the opportunity to meet suppliers and discuss innovative means of supporting healthy menu solutions during five working group sessions. The sessions focused on plant-forward menus, process and ingredient purity, protein quality, policy and promotion.

The California Avocado Commission (CAC) listened to and participated in group presentations and discussions at each of the working group sessions. The Commission provided participants with critical information concerning the nutritional benefits of California avocados and how they can be incorporated into healthy plant-forward and plant-based menus. To showcase the versatility of the fruit, fresh avocados were represented on the snack, breakfast and lunch menus throughout the event with California-avocado centric dishes including brownies, burgers, salad and toast.

While at the event, the Commission established new contacts with representatives from 11 foodservice companies including: AVI Foodsystems, Black Angus Steakhouse, Brinker International, Compass Group, Dunkin' Brands, Longhorn Steakhouse, Panda Restaurant Group, Pollo Tropical, Sonic Drive-in, Taco Bell and Twin Peaks.



Lentil, Avocado and Peanut Butter Brownie Bites showcased the versatility of California avocados.

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 1/28/2018	Season-to-Date (since 11/01/2017)	2018 Year to Date
Hass	2,778,202	8,220,625	7,570,637
Lamb	6,754	6,754	6,754
Other (Greens)	85,544	615,767	329,888
California Total	2,870,500	8,843,146	7,907,279
Florida	19,140	328,900	96,745
Chile	95,490	11,638,216	1,511,965
Mexico	42,504,911	540,748,082	189,605,318
Peru	0	0	0
Other (Imports)	1,660,000	14,050,000	4,710,000
Import Total	44,260,401	566,436,298	195,827,283
USA Total	47,150,041	575,608,344	203,831,307

Sources:

California = CAC (AMRIC)

Florida = Florida Avocado Admin Committee

Chile = Comite de Paltas, Chile

Mexico = APEAM

Peru = ProHass

Other Imports = USDA AMS website

California Avocado Society Weekly Newsline* Avocado Prices – January 31, 2018

	Organic #1	Conventional #1	Conventional #1
California Hass	(Field Price Per Lb)	(Field Price Per Lb)	(Carton Price)
#32's	\$1.40-\$1.64	\$1.14-\$1.32	\$33.75-\$38.25
36's	\$1.40-\$1.64	\$1.14-\$1.32	\$33.75-\$38.25
40's	\$1.40-\$1.64	\$1.14-\$1.28	\$33.75-\$37.25
48's	\$1.46-\$1.68	\$1.12-\$1.26	\$33.25-\$36.75
60's	\$1.30-\$1.48	\$0.94-\$1.08	\$28.75-\$32.25
70's	\$1.14-\$1.22	\$0.70-\$0.86	\$22.75-\$26.75
84's	\$0.50-\$0.60	\$0.46-\$0.58	\$15.37-\$18.01

*To subscribe to the Weekly Newsline, 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 is becoming more active. As this occurs, there should be a more normal increase in number of frontal passages through California and more typical February rainfall/snowfall for Feb 15-25.

Support continues in the mid-latitude sea surface temperature anomaly (SSTA) field W of California to anchor the troughing at 140-150W, and a persistent ridge at 120-130W, then another trough at 80-95W in central US.

The *El Niño* Southern Oscillation (ENSO) continues in the cool (*La Niña*) phase. This leads to decreased energy in the subtropical westerlies east of 140W, and results in only weak disturbances or lows near S California and between Mexico and Hawaii in a classic dry pattern.

The second half of Feb appears fairly wet, although on the mild side, with relatively high snow levels. It is difficult to realize good increase in snowpack with this pattern, and the high snow levels lead to a smaller areal size of snowpack in the SierraNV.

In the Near Term – Feb. 2-21... In the southern California avocado growing areas, from San Luis Obispo County to San Diego County, it is dry and unseasonably warm with predominant offshore flow and some hot days for Feb 2-12th, and mild nights in the foothills. It turns cooler and rainy at times during Feb 15th - 21st.

Frost occurrence will continue to be mitigated somewhat due to unusually warm sea surface temperatures near the coast of central and S California. Rains, possibly similar to the heavy rains that were seen on Jan 8-9, are possible in S California around Feb 17-19 and a few light showers around the 23rd.

Summary – Feb. 22 – March 5... In the southern California avocado growing areas, from San Luis Obispo south, other than the period from Feb 16-19, this period appears to have the best chance for showers overall in SOCAL. Although locally heavy rains are possible in the coastal hills of Santa Barbara and Ventura Co's, including Ventura and Montecito fire-burned areas, excessive rainfall is unlikely.

Seasonal Outlook / *La Niña* Update...March 6 – May 1... Latest solutions suggest near or a little above normal rainfall for the remainder of March as a whole, in central and N California.

Rains may have a better chance to develop in March with some heavy amounts possible in NW and central California coastal mountains, and N and central SierraNV. Heavy snow may still occur in the central SierraNV and near Tahoe during March, although guidance appears less optimistic in the latest model solutions.

Rainy and cold conditions possibly reach into Ventura and Santa Barbara Co's during March. A near normal occurrence of frosts/freezes is suggested in the numerical guidance for March and April in NW California coastal valleys and Russian/Napa Watersheds. However, as mentioned previously, unusually warm sea surface temperatures have been inhibiting the usual occurrence of cold nights this midwinter, and the trend may continue into the spring frost season for the vineyard regions.

In central California, the SierraNV has a better than even chance for above normal rain and snow across the central SierraNV in March. There is a chance for some frosts in the first week or so of April in coastal valleys, (Salinas/Pajaro/San Benito Valleys, Edna Valley, followed by a shift to warmer and drier than normal during April 8-25th.

For S California, the ensemble (NMME) model suggests showers at times in the first half of March 2018 for southern California. In late Mar – early April, watch for a frost. After the first few days of April, SOCAL appears to turn warmer and drier than normal.

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