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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>

Marketing Advisory Committee Meeting

January 22

Time: 12:00 p.m. – 2:00 p.m.

Location: CAC Office, 12 Mauchly, Suite L, Irvine, CA 92618

CAC New Board Member Orientation and Strategic Planning Meeting

February 18

Time: TBD

Location: Museum of Ventura County, 100 E. Main Street, Ventura, CA 93001

CAC Board Meeting

February 19

Time: TBD

Location: Museum of Ventura County, 100 E. Main Street, Ventura, CA 93001

PSHB Presentation Materials Available

On December 16 & 17 the Commission held grower outreach meetings in Escondido and Ventura on the PSHB. Presentations were provided by UCR researchers Dr. Richard Stouthamer, Dr. Akif Eskalen, and Dr. Joe Morse. In addition, visiting researchers Dr. Tom Atkinson (Texas) and Dr. Jorge Macias (Canada) joined the Commission staff and UCR researchers at the meetings and in field visits and brainstorming.

Videos, and copies, of the presentations delivered at the meetings are available at <http://www.californiaavocadogrowers.com/articles/pshb-presentation-materials-available>. The Commission will continue to provide updates on this serious pest complex as information becomes available. If you have any questions or would like to report a suspected pest find please contact the Commission office at [\(949\) 341-1955](tel:9493411955).

Trade Public Relations Campaign Garner 4.2 Million in Circulation

The California Avocado Commission's (CAC) trade public relations (PR) campaign is a wide-reaching and powerful complement to the Commission's trade advertising and one-on-one meetings between CAC retail marketing directors and

retailers. Conducted throughout the year, with peak activity coinciding with California avocado availability, trade PR demonstrates CAC’s marketing excellence in trade platforms ranging from newspapers and magazines to online newsletters and videos.

Over the course of fiscal year 2013-14, the Commission distributed eleven press releases designed to keep California avocados top of mind for decision-makers in the produce and grocery/supermarket industries as well as the agricultural community. Topics included:

- California avocado label initiative
- Retail contest results
- *The Scoop* blog introduction
- Co-marketing activities
- Snacking campaign
- Awards

To garner the attention of trade media at the beginning of the California avocado season, the Commission also hosted a grove tour that included trade reporters. Throughout the season Jan DeLyser, CAC’s vice president of marketing and trade PR spokesperson, engaged with trade media at a variety of events. DeLyser has established herself as a trusted industry resource and is frequently contacted by reporters to provide avocado insight and California avocado marketing information.

Ultimately, CAC’s trade PR campaigns — which garnered more than 4.2 million in trade circulation last year—play a critical role in sharing the California avocado story and encouraging retailers to carry the fruit throughout the season.

◆ **CALIFORNIA AVOCADO COMMISSION**
California Avocado Season Foodservice Chain Promotion

Objectives: California Avocado Commission's (CAC) goal was to increase usage of California avocados by foodservice operators. The company also sought to obtain California avocado branding on menus and restaurant promotion support materials as well as increase brand awareness and help foodservice operators increase its sales.

Campaign: CAC’s campaign was customized to fit the needs of the operator. However, all outlets included purchase of fresh California avocados during the promotion period, call-outs to the brand and use of the *Hand Grown in California* logo. Most of the programs also included a point-of-purchase support material and advertising and/or promotion support.

Results: Through its campaign, California Avocado Commission had 24 promotions with major foodservice chains and all chains purchased California avocados. The promotions reached over 5,550 restaurant locations and all with the *Hand Grown in California* logo on materials. All goals were met with a 45 percent usage increase of California avocados at participating chains.



Produce Business magazine provided trade media coverage of CAC receiving its Marketing Excellence award.

Commission Features CA Avocados at East Coast Produce Show

The California Avocado Commission (CAC) showcased fresh California avocados at an East Coast “Celebrating Fresh” produce event — the New York Produce Show and Conference. The event was presented by the Eastern Produce Council and *Produce Business Magazine* from December 2 – 4 at the Hilton New York and Jacob Javits Center. More than 4,000

vendors, retailers, produce buyers, category managers, produce store managers, produce buyers, directors of produce, foodservice personnel and media attended the event.

The Commission was recognized as a sponsor of the event at a pre-conference reception held at the Hilton Hotel and during a conference breakfast featuring a retail panel. Cece Krumrine, CAC retail marketing director, met with various customers and avocado suppliers to discuss the upcoming 2015 California avocado season. Notable retailer attendees included personnel from Acme, Ahold, Aldi, Bozzutos, C&S Wholesale, D'Agostino, Delhaize, Fairway Markets, Foodtown, Fresh Direct, Great A&P Co, King Kullen Supermarkets, Kings Supermarkets, Krasdale, RLB Distributors, Shaws, Sysco, Tops LLC, Wakefern and Whole Foods.



Cece Krumrine with Jeff Cady, Director of Produce, Tops Market, Buffalo, NY, at the New York Produce Show and Conference.

School Foodservice Directors Welcome Fresh California Avocado Menu Ideas

In an effort to persuade school foodservice directors to include California avocados in healthy meals for students, the California Avocado Commission (CAC) showcased the nutrition attributes and versatility of California avocados at the California School Nutrition Association 62nd Annual Conference held November 13 – 16 in Sacramento, CA. School foodservice directors, supervisors, managers and staff, as well as educators and representatives from the Department of Education attended the event.

The Commission met with foodservice representatives to increase awareness concerning their ability to purchase fresh California avocados through the Department of Defense funding program and to discuss school menu planning options featuring California avocados. In addition, attendees sampled several kid-friendly avocado dishes at the event including *California Avocado Potassium Power-Up Smoothie*, *Veggie Tacos*, *California Avocado Frittata with Roasted Peppers & Olives* and *California Avocado Salad Flatbread Sandwich*.



Conference attendees sampling the California Avocado Potassium Power-Up Smoothie and the Veggie Taco

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 12/21/2014	Season-to-Date (since 11/1/14)	2014 Year to Date
Hass	22,180	34,015	291,906,736
Lamb	0	0	8,062,333
Other (Greens)	15,600	74,214	2,376,526
California Total	37,780	108,230	302,345,595
Florida	744,700	7,769,850	65,988,560
Chile	633,893	3,887,140	88,859,168
Mexico	32,466,787	219,346,487	1,338,299,087
Other (Imports)	1,440,000	12,390,000	173,098,132
Import Total	34,540,680	235,623,627	1,600,256,387
USA Total	35,323,160	243,501,707	1,968,590,542
Source(s):	California = CAC (AMRIC)		
	Florida = Florida Avocado Admin Committee		
	Chile = Comite de Paltas, Chile		
	Mexico = APEAM		
	Other Imports = HAB and USDA AMS website		

**California Avocado Society Weekly Newslines* Avocado Prices
12/22/2014**

	FOB Price	Field Price	Retail Price	Last Year FOB
California Hass	(25# carton)	(per pound)	(per each)	(25# carton)
#2's				
32's-36's				
40's	Insufficient Volume to Quote			
48's				
60's				
70's				
84's				
Mexican Hass				
All Sizes	15.00-31.00	N/A	2/0.99-1.99	13.00-31.00
Chilean Hass				
All Sizes	16.00-31.00	N/A	5/5.79	13.00-31.00
Peruvian Hass				
All Sizes	N/A	N/A		

*To subscribe to the Weekly Newslines, please contact California Avocado Society at (951) 225-9102 or www.californiaavocadosociety.org.

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

Synopsis... The sea surface temperature anomaly pattern supports troughing at 135W to the west of central and southern California. Support continues to develop for a southern branch of the westerlies into southern California and Arizona. The most recent trends in the CFS2 Outlook for January indicate an increasing tendency towards drier than normal conditions to predominate in northern and central California but near normal rainfall in southern California. Given the current timing of the MJO Cycle, we would expect the next wet period to occur around January 7 to 12, followed by another rain from the 16th to the 20th. It appears that most of the action will be in southern and central California. For the most part, it should continue to be mild thanks to the warm sea surface temperature anomaly along the coastline.

In the avocado areas, showers may occur on the 25th, but mainly over the coastal hills and foothills. Moderate to strong Santa Ana winds are possible on the 26th, the 30th and 31st, and on January 1 and 2. Watch for freezes and wetbulb freezes prior to the start and after the Santa Ana winds due to residual dry air aloft. .

Summary – January 11 to 22... Warmer than normal sea surface temperatures near the coast of California, and out to the west about 500 miles, will continue to keep conditions warmer than normal through the middle of January. *El Niño* will assist in giving the storm track enough energy to push eastward, and it will try to bring more consistent rains into central and southern California as a whole.

In the avocado regions, we look for about two or three wet spells. They will be mostly associated with cutoff lows that develop from the southern portions of fronts or arrive from the west by southwest. They will occur around mid-month and near the end of Jan. The current pattern, though currently dry, gives a better chance of near normal rainfall here than in northern California. It also suggests fewer freezes than normal in southern California. Despite warm days in the 70's, nights can still cool into the low 30's in southern California coastal and inland valleys. Watch for low wetbulb temperatures in the valleys due to cool and dry air aloft before and after Santa Ana wind events.

Seasonal Outlook/El Niño Update – January 22 to March 31... Although January rainfall may be well below normal in northern California, February currently looks a lot better. Well above normal rainfall is indicated by CFS2 for February, and this has consistently been the solution for CFS2 over the past 4-6 weeks. It is also consistent with the midlatitude sea surface temperature pattern, the normal evolution of *El Niño*, and the usual seasonal trend in the southern branch of the westerlies.

We also see above normal rainfall in March for most of California, including the north, as high pressure breaks down and the westerlies become well established. The latest guidance from the CFS2 model is optimistic about rainfall in March.

For the avocado growing areas, there appears to be wetter than normal conditions expected in February. If March has above normal rainfall in the first week to 10 days, then below normal rainfall late in March would currently be suggested by CFS2.

For the most part, expect mild conditions with below normal frosts and freezes in southern California in February and March.

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