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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>

Seminar: Sustainable/Organic Production on the Coast

The California Association of Pest Control Advisers, Ventura County Chapter California Association of Pest Control Advisers and the Organic Fertilizer Association of California in Oxnard will present a one-day seminar entitled, "Sustainable/Organic Production on the Coast." At the event, the Ventura County Ag Commissioner will provide a regulatory update. More information [here](#).

July 9

Time: 8:00 a.m. – 3:10 p.m.

Location: Residence Inn by Marriott at River Edge, 2101 W. Vineyard, Oxnard, CA

The Future of Avocado Production in Southern California

This workshop is sponsored by the Mission Resource Conservation District and San Diego County. Dr. Gary Bender will share his insights concerning the high density avocado grove planting trial, including findings concerning the study's increased crop yields and reduced water consumption. More information [here](#).

July 22

Time: 6:00 p.m. – 7:30 p.m.

Location: San Diego County Fallbrook Library, 124 South Mission Road, Fallbrook, CA

CAS/CAC/UCCE Grower Seminar: Current Hot Topics in Avocados

Farm advisors will discuss current hot topics in the avocado industry, specific to the growing regions in each seminar location. More information [here](#).

August 4-6

August 4

Time: 1:00 p.m. - 3:00 p.m.

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

August 5

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

Location: UC Cooperative Extension Office Auditorium, 669 County Square Dr., Ventura, CA

August 6

Time: 1:00 p.m. - 3:00 p.m.

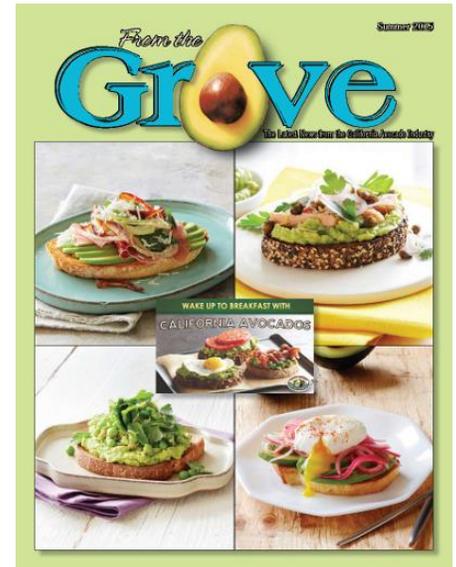
Location: Fallbrook Public Utility District Board Rm., 990 East Mission Rd., Fallbrook, CA

Summer 2015 From the Grove Issue Available Online

The Summer 2015 issue of *From the Grove* is now available [online](#).

Highlights of the summer issue include:

- A summary of the 2014 [California Avocado Inventory Survey](#) and [2015 Mid-Season Crop Report](#)
- A synopsis of the Commission's [avocado grove tour](#) for 30 federal and state regulatory officials
- A look at a number of consumer and retail advertising industry "[firsts](#)" accomplished on behalf of California avocado growers by the Commission's marketing team
- A fresh look at the Commission's [annual field-to-grove tour](#) for key industry influencers and stakeholders and the 2015 season [California avocado breakfast campaign](#)
- An in-depth look at early season California avocado promotions at [Kroger](#) stores in Arizona, California, Colorado, the Pacific Northwest and Utah
- An [informative piece](#) concerning avocado grove management during current drought conditions
- An update concerning [new developments in avocado plant breeding](#) under the direction of Dr. Patricia Manosalva at UC Riverside
- The latest developments in Commission-funded [PSHB research](#), as well as a review of the recent CAC-sponsored PSHB-related visit of [Dr. Zvi Mendel and Dr. Stanley Freeman](#), researchers who have worked closely with Israeli avocado growers
- A summation of [PSHB research conducted in Israel](#), with comparisons to California's current PSHB situation
- A profile of UCR researcher [Dr. Joe Morse](#), as well as a profile of Temecula avocado grower [Steve Serrao](#)
- A [high-level summary of the 2014-15 season](#) thus far and a look at predictions for the 2015-16 season
- An informative review of the Commission's [recent Annual Meetings](#), including highlights from industry affairs, marketing and research



Learn More About an Important Grower Resource — UCCE ANR

The University of California Cooperative Extension (UCCE) Division of Agriculture and Natural Resources (ANR) is a statewide network of University of California researchers and educators working with the agricultural industry to address trade, environmental and plant health issues that provide farmers with scientifically tested production and food safety techniques. ANR is composed of:

- 200 locally-based Cooperative Extension advisors and specialists
- 57 local California offices
- 130 campus-based Cooperative Extension specialists
- 9 Research and Extension Centers
- 6 statewide programs
- 700 academic researchers

The UCCE ANR offers a number of statewide programs that may be of interest to California avocado growers.

- The [Agricultural Issues Center](#) studies and shares information concerning international markets, invasive pests and diseases, agricultural research and development, and agricultural policy.
- The [Integrated Pest Management program](#) provides updates concerning exotic pests, such as [PSHB](#), as well as a webpage dedicated to [avocado-specific pests, diseases and weeds](#).
- The [Sustainable Agriculture Research and Education Program](#) focuses on sustainable agricultural programs that conserve natural resources and biodiversity and are economically viable. The program assists farmers in developing and implementing sustainable production and marketing systems.

The ANR also produces a number of helpful publications. The [Subtropical Tree Crop Farm Advisors in California newsletter](#) covers a variety of topics of interest to California avocado growers such as [PSHB updates](#), [impacts of the drought on California avocado crops](#) and [avocado trunk cankers](#). A list of past newsletters can be found [here](#). Growers can also purchase a variety of [ANR catalogs](#) or download [free ANR publications](#).

To learn more about UC ANR's extension and outreach activities, download the [Cultivating California brochure](#).

Free Workshop Covers High Density Avocado Planting, Water Resources and Fertilization

Avocado growers in Southern California are encouraged to attend a free agricultural workshop that addresses the future of avocado production in the region. The workshop will be held at the San Diego County Fallbrook Library, 124 South Mission Road, Fallbrook, CA, 92028 on July 22 from 6:00 – 7:30 p.m. and is sponsored by the Mission Resource Conservation District and San Diego County.

Dr. Gary Bender will share his insights concerning the high density avocado grove planting trial, including findings concerning the study's increased crop yields and reduced water consumption. He will also review:

- Agricultural water resources and reclaimed water
- Fertilizer requirements and proper application for avocados

Snacks and refreshments will be provided, and a raffle will be held. To RSVP for the event, contact Bethany Principe at 760.728.1332 or beth@missionrcd.org.

Avocado Crop Survey and Acreage Inventory Charts Available

The results of the 2014 avocado acreage inventory and 2014-15 grower crop survey are now available online.

The acreage inventory summary is conducted by the California Avocado Commission in conjunction with GeoSpatial Partners, LLC. The survey utilizes the latest remote sensing technique to evaluate the state's avocado acreage. According to the [acreage inventory survey](#), since 2013 California's bearing acres have decreased by more than 10 percent (nearly 6,000 acres) to 51,478 acres. Each of the five counties contributed to the decrease in acreage. The 2014 California Avocado Acreage Inventory Summary by County is available [here](#).

The 2014-15 mid-season crop estimates are also available [online](#). Growers can view the 2014-15 crop estimates by variety, county and production percentage by county. Growers can also compare the mid-season county crop estimates over the last five years.

Smaller-size Reed Avocado Release Dates

The California Department of Food and Agriculture's (CDFA) Avocado Inspection Program (AIP) has announced the 2014/15 release date for smaller sized Reed avocados. As of June 19, 2015, Reed avocados, 36 and larger, have been released. As of June 30, 2015, Reed avocados size 40 will be released.

The official CDFA announcement is available [here](#).

For further questions regarding avocado maturity release dates please contact AIP at 760.743.4712.

Commission Promotes California Avocados for 4th of July

With 117.6 million pounds of avocados to be consumed for 4th of July activities, the celebration of American independence is expected to be the second largest avocado consumption event of 2015. To encourage demand leading up to and during the holiday the California Avocado Commission (CAC) is building on the American connection between the holiday and domestically grown avocados.

"In 2012 CAC set out to build a mid-summer avocado consumption event around 4th of July and we're proud that it has become one of the top-two consumption events of the year for avocados," said Jan DeLyser, vice president of marketing for CAC.

California avocado advertising, promotion and public relations creates usage awareness in connection with the American Summer Holidays in advance of the 4th of July. General market radio, print ads, billboards, and a new video showcasing California avocado grower Tom Pecht and his family anchor CAC's advertising campaign during this period. CHOW.com also will feature California avocado summer entertaining and 4th of July recipes.

Chef Charlie Kleinman of Wexler's BBQ (San Francisco) serves as CAC's media spokesperson for the holiday. The chef developed two new recipes for CAC: *Pulled Pork Sandwich with California Avocado Slaw* and *Cornmeal Crusted Fried California Avocado and Bacon Salad with Molasses Vinaigrette*. CAC is promoting Kleinman's recipes via a press release and media outreach.

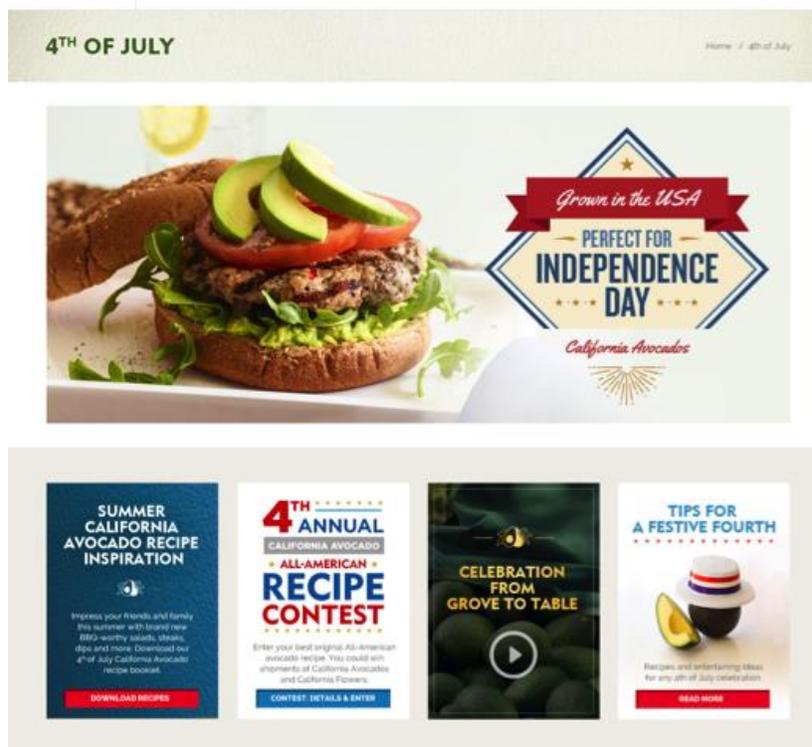
The Commission's retail 4th of July program includes customer-specific marketing support, in-store radio, point-of-sale material and an American Summer Holidays recipe booklet.

On June 18 CAC launched its [4th of July online landing page](#). The page provides California avocado fans with a wide range of content to help them plan the perfect 4th of July celebration, including:

- A downloadable 4th of July recipe booklet
- Tips for a festive celebration
- A wide range of avocado-centric recipes — appetizers, salads, burgers, sandwiches, desserts, main dishes and more

California avocado fans can enter the Commission’s 4th Annual California Avocado All American Recipe Contest for their chance to win shipments of California avocados and California flowers. This contest has been popular with consumers and it reminds them that California avocados are the patriotic choice for American holidays.

The 4th of July landing page will be cross-promoted on *The Scoop* blog and the Commission’s social media channels during the peak California avocado season leading up to the holiday.



The Commission's 4th of July landing page features recipes and party planning tips for the holiday.

Distinctly Californian Video Showcases Grower Families and Their Hand Grown Traditions

On May 15, the California Avocado Commission (CAC) launched a 60-second *American Summer Holidays* video as part of its Distinctly Californian campaign. The [4th of July version of the video](#) was launched on June 15th featuring a holiday message from California avocado growers to American families across the nation.

The videos capture the picturesque grove-to-table story of California avocados and the families who grow them. Filmed on-site, the video opens with a sunrise shot captured in Dan Pinkerton’s groves. Tom Pecht and his family and friends were featured in the video. Pecht is seen walking the grove, meeting with his crew and observing harvest. The spot ends with a dinner featuring fresh California avocado dishes as the summer sun drops behind the avocado groves.

This behind-the-scenes video celebration of the California avocado season is hosted on the Commission's YouTube channel. Paid media support and social media promotion will encourage consumers to buy California avocados for their 4th of July gatherings and is expected to generate 400,000 impressions.



From our table to yours — the video provides an inside look into California avocado groves and features a family 4th of July dinner.

Summer Retail Ads Emphasize American Grown, Fresh, First-to-Market California Avocados

Since mid-March, the California Avocado Commission (CAC) has been running a series of front cover half-page ads, interior full- and half-page ads, strip ads, spadia and belly bands in key trade publications. Tailored to resonate with retailers, the ads' creative emphasizes American grown, local, fresh and first-to-market messaging against an American flag backdrop. The ads will run in publications including *The Packer*, *Produce News*, *The Shelby Report*, *Produce Business*, *The Fresh Digest*, *PMA Fresh Magazine* (summer issue) and *The Snack* through the end of July.

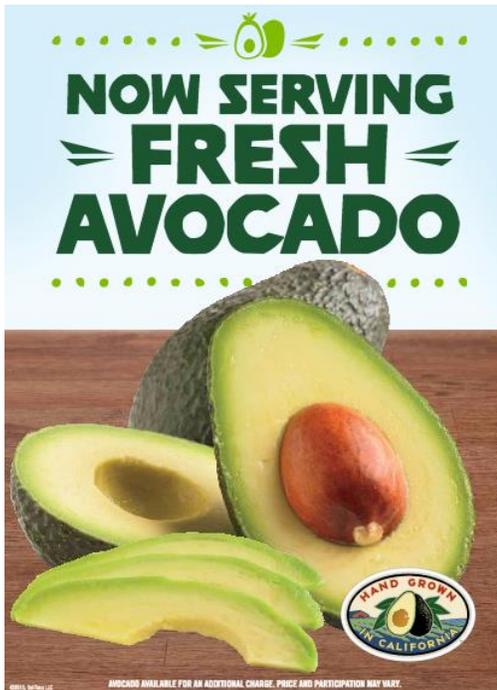
The distinct American creative is in sync with the Commission's American Summer Holidays promotions and keeps the brand top-of-mind as retailers head into the 4th of July holiday — one of the top two consumption events of the year for avocados. Ad headlines emphasizing key California avocado brand messaging include: American Grown; This Is What Success Tastes Like; and First to Market Second to None. Each ad also reads, "Our nearly 5,000 California avocado growers thank you for your loyalty!" "The creative for our trade advertising showcases the American flag, which emphasizes our local and American grown advantage," explains Jan DeLyser, CAC vice president of marketing. "The California Hass avocado is the only Hass avocado grown in the U.S.A. and that is clearly represented in our trade ads."

This year's trade advertising program has featured more frequent and prominent ad placement in key publications and is complemented by digital exposure in *The Packer*, *Produce News*, *Smart Brief* and *AndNowUKnow* newsletters. The ad campaign also runs in tandem with the Commission's public relations initiatives, maximizing coverage throughout the season and for the 4th of July holiday.



The California Avocado Commission’s American Grown ad will run on the front page cover of *The Packer* in issues leading up to the 4th of July holiday.

Western U.S. Enjoys New California Avocado Summer Menu Items



Del Taco signage announcing the start of the peak California avocado season and menu items featuring the fruit.

This summer, diners at two popular western region foodservice chains — Del Taco and The Egg & I — can enjoy unique menu items featuring fresh California avocados. The promotions, which include in-store signage, social media posts, couponing and digital media pieces, ensure California avocados are top-of-mind during the fruit’s peak season.

Del Taco customers can savor the newly launched *Grilled Chicken and Fresh Avocado Burrito* at 550 units located in Arizona, California, Colorado, Idaho, Nevada, New Mexico, Oregon, Utah and Washington. The promotion was launched on June 4, encouraging diners to “Add Fresh Avocado to Any Item.” Table tents, cash register wraps and in-store posters feature the *Hand Grown in California* logo. In addition, Del Taco will alert its 600,000 social media fans of special fresh California avocado offers throughout the promotion period, which ends July 22.

Earlier this spring, the California Avocado Commission and The Egg & I staff held a menu ideation and development session, collaborating to create a newly minted *Monterey Bacon and Avocado Benedict* for the chain. On June 22, The Egg & I rolled out its “California Dreamin’” promotion featuring the new dish at 105 units located in Arizona, Colorado, Kansas, Nebraska, New Mexico, Texas, Utah and Wyoming. The chain’s [website](#) will showcase mouth-watering photos of menu items featuring California avocados, as well as the *Hand Grown in California* logo until the promotion ends on August 9. The logo also will appear on in-store table tents and other digital media pieces.

In-Season California Avocado Social Media Campaign Highlights

Social media is an increasingly powerful and cost-effective tool for reaching a targeted audience. Facebook alone has a reported 1.44 billion monthly active users. For that reason, the California Avocado Commission (CAC) has again launched an integrated in-season California avocado social media campaign, with the Commissions' blog (*The Scoop*) at the center of its five social media channels — [Facebook](#), [Twitter](#), [Instagram](#), [Pinterest](#) and [YouTube](#).

The social media campaign was launched in late March, beginning with a series of updated profile photos on the Commission's Facebook page that reinforce California branding, showcase the California avocado label and announce the start of the California avocado season. Highlights of the in-season social media campaign follow:

- A recent post on the Commission's Facebook page addressed a common consumer question — “How can I tell if an avocado is ripe?” The post generated an impressive amount of attention from the Commission's fans and drove nearly 5,000 fans to the [CaliforniaAvocado.com](#) website and [The Scoop blog](#).
- YouTube is the perfect venue for consumers looking for video recipes and interested in where their food comes from. The latest “Behind the Label” videos posted by the Commission have generated impressive traffic. The “[Fresh from Grove to Table](#)” video has received more than 130,000 views. The new “[There's Something About California](#)” video has been viewed by more than 50,000 California avocado fans.
- California avocado lovers can enjoy a [new California avocado sandwich every single day in the month of June](#) (California Avocado Month) thanks to The Scoop. Fans can also view, like and share the featured recipes on the Commission's Facebook page.

The integrated social media campaign delivers unique California avocado recipes while providing grove-to-table stories that reinforce the Commission's fresh, premium positioning — inspiring consumers to check the label for California the next time they celebrate summer with avocados.

California Avocado Commission
Published by Red Door Ppc [?] · May 30 at 9:58am · Edited [?] · [?]

Keep this image handy next time you go grocery shopping!
How do you usually tell if an avocado is ripe?

5 STAGES OF RIPENESS

- 1 HARD**
Usually green in color and does not give to pressure.
- 2 PRE-CONDITIONED**
Ready to eat in approximately 2 days. Help speed up ripening by placing in a paper bag or bowl out at room temperature.
- 3 BREAKING**
Slight give to gentle pressure. Will be ready to eat in about 2 days if stored at room temperature.
- 4 FIRM RIPE**
Fruit yields somewhat to gentle pressure. Perfect for slicing.
- 5 RIPE**
Easily yields to gentle pressure. Will keep for 2-3 days at room temperature, longer if placed in a cool location like the refrigerator.

How to Ripen an Avocado - The Definitive Guide
How do you ripen an avocado? Get help by checking out our definitive avocado ripening guide with tips to ripen avocados perfectly every time.
[CALIFORNIAAVOCADO.COM](#)

54,624 people reached [Boost Post](#)

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[Rene' Moet](#), [Lisa Ann Fazio](#), [Robie Green Rich](#) and 658 others like this. [Most Relevant](#)

[585 shares](#)

Facebook fans eagerly responded to the avocado ripeness chart and followed up with more than 5,000 visits to *The Scoop* blog.

Memorial Day Costco Promotions Increase Avocado Sales by 15 Percent

Memorial Day weekend provided a prime opportunity for 33 Costco stores located in Salt Lake City, Utah and Denver, Colorado to demonstrate the premium quality of California avocados to shoppers. Heavy holiday shopping traffic at the Costco locations, and informative and appetizing demonstrations held by Costco staff, led to a 15 percent year-over-year increase in avocado sales at the stores during that timeframe.



Costco shoppers enjoyed fresh California avocado slices during the Memorial Day weekend promotion.

Culinary Students Participate in California Avocado Recipe Competition

The California Avocado Commission (CAC) recently hosted the “California Avocado Recipe Competition” for culinary students at the Art Institute of California-San Francisco. The event, which took place on May 30, 2015, is an inventive means of building brand ambassadors among tomorrow’s culinary leaders and trendsetters.

Six teams of students were challenged to prepare independently conceived and executed dishes featuring fresh California avocados within a two-hour time frame. Upon completion, the students presented the dishes to a panel of four judges who rated the dishes based on; usage of fresh California avocados, creativity/innovative use of fresh California avocados, originality of the dish, proper/appropriate cooking technique, flavor, portion size and plate presentation.

After the competition, CAC’s foodservice team gave a 20-minute presentation about “The Power of Fresh California Avocados” as an ingredient in restaurant menus. The *Chicken-Avocado Burger with Grilled California Avocados and Jalapeño Jack Cheese* recipe earned first place with *Deconstructed California-Style Eggs Benedict* taking second.



Left to right back row: Chef Instructor Brian Shulse, Nick Ratiner, Chef Instructor Mike DeLeon
 Left to right front row: Andrew Pauley, Drea Kolev, Isaiah Martinez, Jasmine Fernandez, Cynthia Sanjaya, Sahar Murad

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 6/28/2015	Season-to-Date (since 11/1/14)	2015 Year to Date
Hass	8,615,829	208,681,947	208,554,300
Lamb	1,206,133	2,563,035	2,563,035
Other (Greens)	91,835	1,458,290	1,367,846
California Total	9,913,797	212,703,272	212,485,182
Florida	1,362,955	16,320,590	7,960,150
Chile	0	12,650,552	7,894,439
Mexico	25,995,740	1,083,913,951	840,147,265
Other (Imports)	8,894,054	67,824,406	55,894,406
Import Total	34,889,794	1,164,388,909	903,936,110
USA Total	46,166,546	1,393,412,771	1,124,381,442
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

6/29/2015

	FOB Price	Field Price	Retail Price	Last Year FOB
California Hass	(25# carton)	(per pound)	(per each)	(25# carton)
#2's	14.00-31.00	0.41-1.04		15.00-34.00
32's-36's	37.00-39.00	1.28-1.36	1.99	29.00-35.00
40's	37.00-39.00	1.28-1.36	2/3.00-1.99	34.00-35.00
48's	37.00-40.00	1.28-1.40	2/2.00-1.69	34.00-37.00
60's	31.00-32.00	1.04-1.08	0.99-4/5.00	38.00-39.00
70's	25.00-26.00	0.80-0.84	4/3.99	32.00-33.00
84's	19.00-21.00	0.64-0.73	2/0.99-4/3.49	22.00-23.00
Mexican Hass				
All Sizes	17.00-36.00	N/A	2/0.99-2/3.00	22.00-34.00
Chilean Hass				
All Sizes	N/A	N/A		
Peruvian Hass				
All Sizes	15.00-32.00	N/A		18.00-32.00

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

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

Synopsis - We look for an increase in tropical (monsoonal) moisture into southern California during this period. Troughing will increase to the southwest of California increasing the chance of thunderstorms in local mountains from July 1 to 8. From July 9 to 20, there will be a general, intermittent southern flow across California that will bring periods of hot weather.

In the Near Term—July 1 to 15... We expect to see the usual night and morning coastal low clouds and fog, along with scattered thunderstorms in the mountains and deserts. Due to the warm sea surface, daily average temperatures will range about 4-5F above normal. It will be hot inland for most of the time.

Summary – July 16 to 31... Temperatures should be warmer than normal. *El Niño* forcing will continue to support weak troughing from Baja toward Hawaii. It is important to watch this feature because upper lows to the west of Baja, such as this, can bring tropical moisture into southern California and tropical cyclones may also approach southern Calif. This pattern can also induce hot conditions as upper high pressure builds in Arizona, the Great Basin and into most of California.

Periods of troughing would be intermittent during July 20 to 30. Troughing in this case would consist mostly of upper low pressure forming off southern or south-central California. This would cause an increase in southeastern flow and thunderstorms into southern California.

In the avocado growing areas, we should settle into the usual summer pattern of marine low clouds and fog with thunderstorms in the mountains and deserts. Warmer than normal conditions will increase irrigation requirements. Troughing will produce an increase in onshore flow and a little deeper marine layer but also develop cutoff lows.

Seasonal Outlook/*El Niño* Update – August 1 to October 31... Anomalously warm sea surface temperatures persist near Baja California and also 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. As the storm track tries to develop, it will most likely take the form of active cutoff lows, which produce above normal rainfall. However, the sea surface temperature anomaly (SSTA) pattern currently lacks support for storms to the west of California at 130-145W. Therefore, an upcoming wet winter season still does not have good support.

It appears that August will, for the most part, be dry. September and October continue to look wet for southern California due to tropical influences.

In the avocado growing areas, the coastal sea surface temperatures will continue to be abnormally warm. Late August and September have the potential for rains from monsoonal thunderstorms and from tropical cyclone remnants. In October, rains may result from cutoff lows that draw tropical moisture into southern California.

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