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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 Marketing Committee Teleconference Meeting

July 12

Time: 10:00 a.m. – 11:00 a.m.

Location: Teleconference accessible from CAC Office, 12 Mauchly, Suite L, Irvine, CA

Current Hot Topics in Avocados

Speakers include Ben Faber, a farm advisor located in Ventura and Santa Barbara Counties, and Sonia Rios, an Area Subtropical Horticulture advisor for Riverside and San Diego Counties. [More information available here.](#)

August 9-11

August 9

Time: 1:00 p.m. – 3:00 p.m.

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

August 10

Time: 9:00 a.m. – 11:00 a.m.

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

August 11

Time: 1:00 p.m. – 3:00 p.m.

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

CAC Board Meeting

August 18

Time: TBA

Location: CAC Board Room, 12 Mauchly, Suite L, Irvine, CA

Summer 2016 From the Grove Available Online

The Summer 2016 edition of *From the Grove* is now available online. Highlights from the Summer 2016 issue include:

- A look at the [potential the Asian market](#) holds for California avocados, as well as a summary of the latest developments in [gaining trade access to China](#) for California avocados.
- Recent developments concerning the [importation of Mexican avocados](#) from any state within that nation.
- An overview of the California Avocado Commission's (CAC) [2016 PR activities](#), including an in-depth look at the [Commission's consumer marketing campaign](#).
- A look at [CAC's menu promotions](#) at targeted foodservice chains.
- A review of [CAC's recent annual grower meetings](#) and discussions concerning the California avocado marketing plan.
- A profile of the [partnership](#) between CAC and the Produce for Better Health Foundation.
- Updates concerning the new [Commission district lines](#) that will take effect in November 2016.
- A profile of California avocado grower [Marv Crumb](#), whose grove is located in north San Diego County.
- A synopsis of new research exploring the potential of using [native bees](#) to pollinate California avocados.
- Highlights from [research reviews](#), conducted by outside experts, of the Commission's rootstock breeding and shot hole borer research programs.
- The latest news concerning the [shot hole borer](#), including pest distribution and Hero® insecticide availability.
- A summary of the [Metropolitan Water District's Water Savings Incentive Program](#).
- The [mid-season California avocado crop update](#), as well as the [acreage inventory update](#).



The complete Summer 2016 *From the Grove* issue can be viewed [here](#).

Public Member Vacancy on CAC Board

The California Avocado Commission (CAC) is currently seeking candidates interested in serving as a public member on the Commission's Board of Directors. The CAC board is comprised of 10 producers, four handlers and one public member. Please note that the public member has all the same powers, rights and privileges as the other members of the board. The term of office for this position is two years and will commence on November 1, 2016.

The board meets approximately six times a year. The position does not include compensation, but expenses associated with attending the meetings are paid for by CAC.

The public member candidate must not have any financial interest in the avocado industry and a resident of the state of California is preferred. Past public members of the board have had experience in marketing, health, nutrition or consumer products.

Interested candidates should send an expression of interest letter and a list of relevant qualifications via email to: cac.iaf@avocado.org, or should send the materials to:

Public Member
California Avocado Commission
12 Mauchly, Suite L
Irvine, CA 92618

The public member will be appointed by the California Secretary of Food and Agriculture from nominees recommended by the Commission.

Vacant Alternate Member CAC Seat Available for Producer in District 1

The California Avocado Commission (CAC) has an Alternate Member seat for Producer in District 1 available. The person appointed to the vacant Board seat will complete the unexpired portion of the term through October 31, 2017. The vacancy is scheduled to be filled by a majority vote at the Commission Board meeting on August 18, 2016.

To be eligible to represent District 1, the candidate must be an assessment-paying producer of avocados in that district and must complete a:

- Qualification form
- Disclosure statement
- Expression of interest form

All of the above-noted documents may be found [here](#). All forms must be received at the CAC office no later than July 29, 2016. Forms can be faxed to CAC at 949.341.1970, emailed to April Aymami (with the subject line: CAC Board Vacancy) at aaymami@avocado.org or mailed to:

CAC Board Vacancy
12 Mauchly, Ste. L
Irvine, CA, 92618

For more information, contact April Aymami at 949.341.1955 ext 118 or email aaymami@avocado.org.

Commission's Unique Digital Content Embeds California Avocados into the California Lifestyle

Throughout the California avocado season — with added emphasis during the American Summer Holidays — the California Avocado Commission (CAC) is providing fans with original content that aligns the fruit with the quintessential California lifestyle. A variety of blogs, recipes, ads, articles and social media posts pair the premium fruit with uniquely California experiences and persons such as the state's iconic landmarks, destinations, artisans and chefs. The custom content is featured in three popular online national publishers that target the Commission's premium audience — PureWow, Tasting Table and PopSugar. As the exclusive advertiser on each of the posts, CAC supplemented the California avocado brand communication with banner ads.

Golden State residents and visitors are encouraged to try delicious California avocados on the PureWow custom destination entitled, "The Local's Guide to California." The site provides a variety of articles featuring the [best things to do and see in the Golden State](#) — including dining on California avocados.

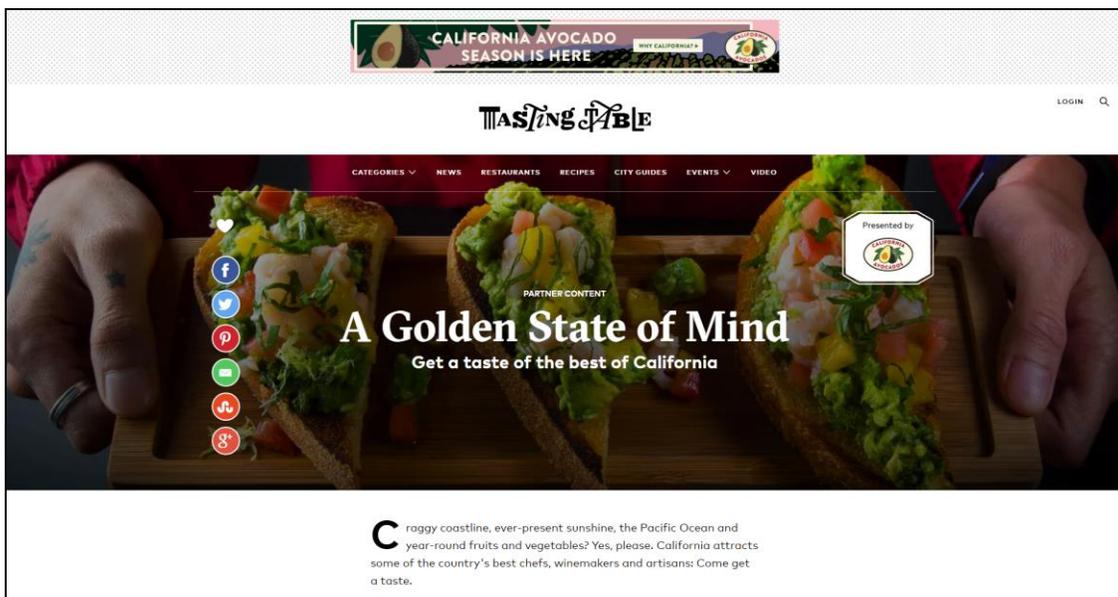
The Tasting Table's "[A Golden State of Mind](#)" emphasizes the importance of local community and culture by spotlighting California-based cuisine and chefs each month. The articles allow readers to gain a unique behind-the-scenes perspective of these individuals. California avocado branding appears on each of these pieces. Sample posts include:

- An article featuring pastry chef Brooke Mosley's [California avocado toast](#)

- A vegan-friendly [Chocolate California Avocado Mousse](#) created by L.A. chef Travis Lett
- A feature piece on the [11 pantry essentials for Californians](#)
- A collection of the [five best taco joints](#) in the state

The Commission focuses on summer entertaining and the American Summer Holidays with the popular PopSugar site. To help California avocado fans prepare for Memorial Day, the Commission shared “[Unique Recipes that are Perfect for Your Memorial Day Celebration.](#)” The post features seven recipes including *California Avocado Toast* and *Prosciutto-Wrapped Feta-Stuffed Dates*. Another post features the perfect treat for a hot summer day — [California Avocado Ice Cream](#).

Each of these sites provides California avocado fans with the opportunity to share the content with their friends on social media channels, thus increasing the Commission’s engagement with its fan base. All of the publishers will also promote the custom California avocado content on their own social media channels. In addition, the Commission will repurpose the content for the CaliforniaAvocado.com website and its social media platforms. The campaign is expected to receive 1.5 million impressions and generate 15,000 visits to the CaliforniaAvocado.com website.



Tasting Table readers are encouraged to enjoy California Avocado Toast.

Cinco de Mayo California Avocado Sales Increase

To encourage consumers to enjoy California avocados as part of their Cinco de Mayo celebration, the California Avocado Commission (CAC) partnered with targeted retailers on a variety of customized promotions. Participating retailers included Western region Walmart locations, Northern California Safeway stores, Albertsons/Vons/Pavilions stores in Southern California, Sprouts Farmers Market units in California, Nevada and Utah and independent retailers located in the Pacific Northwest and Mountain region.

Each of the targeted retailers ran Cinco de Mayo ads featuring California avocados. Some stores, such as 400 Walmart stores in the Western region, ran co-branded in-store Cinco de Mayo-themed demos that featured fresh California avocado recipes. The Commission also sponsored Cinco de Mayo sales and/or display contests for retailers. Safeway Northern California, Sprouts, Albertsons/Vons/Pavilions and wholesaler Peirone Produce (Washington) promoted their fresh-made California avocado guacamole as part of the contest. Retailers also shared the Commission’s avocado recipe booklets with customers.

Cinco de Mayo holiday sales of the fruit at these targeted retail accounts increased between 12 – 37 percent in comparison to last year.



Safeway NorCal showcased this label and fresh-made California avocado guacamole for Cinco de Mayo.

Retailers Receive First-hand California Avocado Knowledge to Share with their Consumers

Education is a powerful tool — providing retailers and consumers with information about California avocados can foster brand allegiance that increases usage and sales. With that in mind, the California Avocado Commission (CAC) sponsored Meet the Grower events at New Seasons retail locations in Portland, Oregon. During the sessions Carolyn Becker, CAC retail marketing director and Patrick Lucy and Jessica Hunter, Del Rey Avocado, shared important information about growing, packing and handling California avocados with 84 New Seasons produce personnel and 14 store promotions personnel.

Hunter provided New Seasons employees with first-hand information concerning the unique characteristics of California avocado groves and growing regions. She highlighted attributes that differentiate California avocados from fruit grown in other regions.

Lucy educated personnel about the importance of handling avocados properly to minimize interior and exterior quality problems. He also discussed the close attention paid to selecting fruit, by size and variety, for the New Seasons stores.

To ensure New Seasons personnel are able to answer consumers' questions about the fruit, Becker discussed the California avocado season, how to select ripe avocados, outlined the nutrition benefits of the fruit and shared usage ideas.

Providing retailers with information about California growing practices, seasonality, nutrition, usage ideas and proper handling not only reinforces preference for California avocados, it empowers retailers with information that can be shared with consumers to increase their usage of California avocados.



The New Seasons promotions team gathers around their demo/sampling stand to learn more about California avocados from Patrick Lucy and Jessica Hunter.

Western Foodservice Chains Celebrate Summer with California Avocados

Throughout the summer (May 1 – September 5), Oregon-based Shari's will feature two California avocado dishes that celebrate the peak season. Customers at 96 locations in California, Oregon and Washington can enjoy the summer flavors of the *Grilled Avocado Bruschetta* and the popular *Summer Berry Chicken Salad with Fresh California Avocado* as part of the "Shari's Berry-Fest Northwest" promotion.

As part of the promotion, Shari's will showcase the California avocado limited-time-offer (LTO) menu items on its social media channels. In addition, the California avocado logo will be featured prominently on the LTO menu outsert, free standing inserts, merchandising tools and coupon advertising.

Foodservice chain promotions during the peak season increase awareness of fresh California avocados in meals away from home and, as a secondary benefit, provide consumers with ideas concerning how to incorporate the fresh fruit in meals at home.

Berry-Fest Northwest!

Summer Berry Stuffed Cinnama-sation \$9.99
Our traditional Cinnama-sation stuffed with sweet cream cheese and smothered with fresh seasonal berries.

Summer Berry Chicken Salad \$10.29
Balsamic glazed chicken with field greens, fresh, seasonal berries and avocado.

Enjoy a fresh seasonal berry smoothie with your meal \$3.99

Healthy Indulgence: Seasonal Berries at Shari's!

California Avocado

California avocados are featured as part of Shari's Berry-Fest Northwest summer promotion.

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 6/26/2016	Season-to-Date (since 11/1/15)	2016 Year to Date
Hass	17,661,130	257,755,704	257,715,770
Lamb	1,215,045	1,431,487	1,431,487
Other (Greens)	57,187	2,319,017	1,989,482
California Total	18,933,361	261,506,208	261,136,739
Florida	513,755	14,132,966	6,632,890
Chile	0	19,616,300	12,274,708
Mexico	6,954,397	1,267,885,347	955,365,161
Peru	8,042,496	24,492,870	24,492,870
Other (Imports)	70,000	10,240,000	9,740,000
Import Total	15,066,893	1,322,234,517	1,001,872,739
USA Total	34,514,009	1,597,873,691	1,269,642,368
Source(s):	California = CAC (AMRIC), Chile = Comité de Paltas, Chile		
	Florida = Florida Avocado Admin Committee		
	Mexico = APEAM, Peru = ProHass		
	Other Imports = USDA AMS website		

California Avocado Society Weekly Newslines* Avocado Prices				
6/27/2016				
	FOB Price	Field Price	Retail Price	Last Year FOB
California Hass	(25# carton)	(per pound)	(per each)	(25# carton)
#2's	15.00-40.00	0.45-1.40		14.00-31.00
32's-36's	45.00-55.00	1.60-2.00	1.69	37.00-39.00
40's	45.00-55.00	1.60-2.00		37.00-39.00
48's	45.00-55.00	1.60-2.00	3/5.00-5/4.99	37.00-40.00
60's	40.00-50.00	1.40-1.80	0.99	31.00-32.00
70's	30.00-40.00	1.00-1.40	4/1.99-5/5.00	25.00-26.00
84's	25.00-30.00	0.90-1.14	0.69	19.00-21.00
Mexican Hass				
All Sizes	30.00-60.00	N/A	3/5.00-1.99	17.00-36.00
Chilean Hass				
All Sizes	N/A	N/A		
Peruvian Hass				
All Sizes	N/A	N/A		

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

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

Summary - The basic weather pattern consists of high pressure aloft over the far western U.S. Conditions are warmer and drier than normal in the Pacific Northwest and over most of California, but locally wet in the crest area of the central Sierras. Sea surface temperature influence continues to force a trough well to the west of California, and high pressure over California. There is a seasonable increase in tropical cyclone activity in the eastern North Pacific off southwestern Mexico. Conditions will be wetter than normal in the southeastern U.S. and southern Great Plains.

In the Near Term – June 30 to July 22... The NOAA/CPC outlook for July 5 to 11 cites upper high pressure over the Great Basin and Rocky Mountains and troughing in the eastern U.S. Rainfall will be above normal in the southeast U.S. and western Great Lakes, and will be below normal from the eastern Great Lakes to New England. Rainfall will be below normal over most of California. In our analysis for July 1 to 22, we indicate a trend towards below normal rainfall in the Sierras.

The Pacific Northwest will be drier than normal during this period. Hot weather will return from July 5 to 14 following a cooler period on July 1 to 4. In the avocado growing areas, it will be seasonably hot in the foothills of San Diego County and other avocado-citrus areas. Temperatures will be consistently above normal.

Summary – July 16 to 31... It appears that this will be a warmer than normal period that will be dominated by upper high pressure to the east with predominantly southeastern flow. Thunderstorm activity should be near normal in the mountains and deserts of southern California. During this period there is the risk of extremely hot conditions in southern California coastal hills and foothills, as well as in southern and eastern deserts. In the avocado growing areas it will be hot inland and along the coastal hills. There should be the usual amounts of rain from mountain thunderstorms in late July. Some very hot conditions are possible in the southern and eastern deserts during the 16th to the 31st.

Seasonal Outlook/El Niño Update – August 1 to October 31... The cold sea surface temperature anomaly (*La Niña*) will continue to expand along the equator. Tropical cyclones will be more frequent off southern Mexico and southern Baja in early August. In the longer term, we expect a stronger damping influence from troughs moving east into California during September and October and associated with *La Niña*. A band of colder than normal sea surface temperatures along 30N will tend to reduce the amount of moisture available for rains over central and southern California in September and October. However, there still is a chance for a brief upward trend in rainfall during October. At this time it appears that any increase in rainfall during October will be followed by well below normal rainfall later in the fall months. Stay tuned.

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