GreenSheet
CALIFORNIA AVOCADO INDUSTRY NEWS

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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

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

New CAC District Boundary Lines Approved, Effective November 1, 2016

Every five years, as is required by law, the California Avocado Commission (CAC) reviews existent district boundaries to ensure the districts represent a relatively-equal percentage of avocado production and equitably represent constituents. In March 2016, the Board approved a five-district structure with revised boundary lines. The new district boundaries will become effective November 1, 2016, and will be used to determine eligibility for the 2016 CAC General Election.

For the most part, the five districts remain largely intact, but there are a few changes worth noting:

- All of Riverside County will be in District 2
- Orange County will be in District 2
- Ventura (zip code 93001) will be in District 4
- Fillmore will be in District 4
- Somis will be in District 3

For more information about the redistricting process, read "CAC Districts Reapportioned."

California avocado growers also may download the new CAC District Boundaries table, which lists the relevant zip codes for each District. The table is available here.

Financial Assistance Available for Organic Certification Fees

Organic California avocado growers can now apply for federal funds designed to help alleviate the cost of organic certification. The National Organic Certification Cost Share Program (NOCCSP) funds are available through the California Department of Food and Agriculture's (CDFA) State Organic Program.

The Cost Share program will refund up to 75 percent or $750 of the organic certification fees for any eligible California operation that has received or renewed organic certification between October 1, 2015 and September 30, 2016. The deadline for submitting Cost Share applications is October 31, 2016. Applications are approved on a "first received, first approved" basis and may take 6 – 8 weeks to approve.

The application and forms can be downloaded from the CDFA website. To complete the application, organic growers must submit the following:

- Cost Share application
- Copy of organic certification document
- Copies of all associated organic certification and inspection expense receipts
- Payee Data Record form

The above materials must be sent to the following address:

CDFA — State Organic Program
Cost Share Reimbursement
ATTN: Sharon Parsons
1220 N. Street
Sacramento, CA 95814

Other helpful Cost Share information is available at the links below:

- Cost Share letter
- Application instructions
- Sample application

For additional information, contact Sharon Parsons at 916.900.5202 or sparsons@cdfa.ca.gov.

Funds Available for Agricultural Producers Implementing Air Pollution Reduction Strategies

California avocado growers implementing conservation practices that reduce air pollution from agricultural sources can apply for financial assistance. The funds are being made available via the United States Department of Agriculture's (USDA) Natural Resources Conservation Service (NRCS). Financial assistance is available for producers seeking to improve and maintain air quality in targeted counties with air pollution levels that exceed the National Ambient Air Quality Standards. The following counties may be eligible:

Alameda, Butte, Calaveras, Contra Costa, El Dorado, Fresno, Imperial, Inyo, Kern, Kings, Los Angeles, Madera, Marin, Mariposa, Merced, Mono, Napa, Nevada, Placer, Riverside, Sacramento, San Bernardino, San Diego, San Joaquin, San Luis Obispo, San Mateo, Santa Clara, Solano, Sonoma, Stanislaus, Sutter, Tulare, Ventura, Yolo, and Yuba.

Typical conservation efforts for air pollution reduction include:

- Replacing high-polluting off-road mobile farm equipment
- Transitioning to cleaner irrigation pump engines and electric motors

In order to be considered for 2016 funds, growers must complete the application process by July 29. To apply for National Air Quality Initiative (NAQI) funds, producers must complete an Environmental Quality Incentives Program (EQIP) NAQI application. Applicants must also:

- Meet NAQI eligibility requirements
- Develop a conservation plan
- Approve their "EQIP schedule of operations"

For more information, growers can review the following documents:

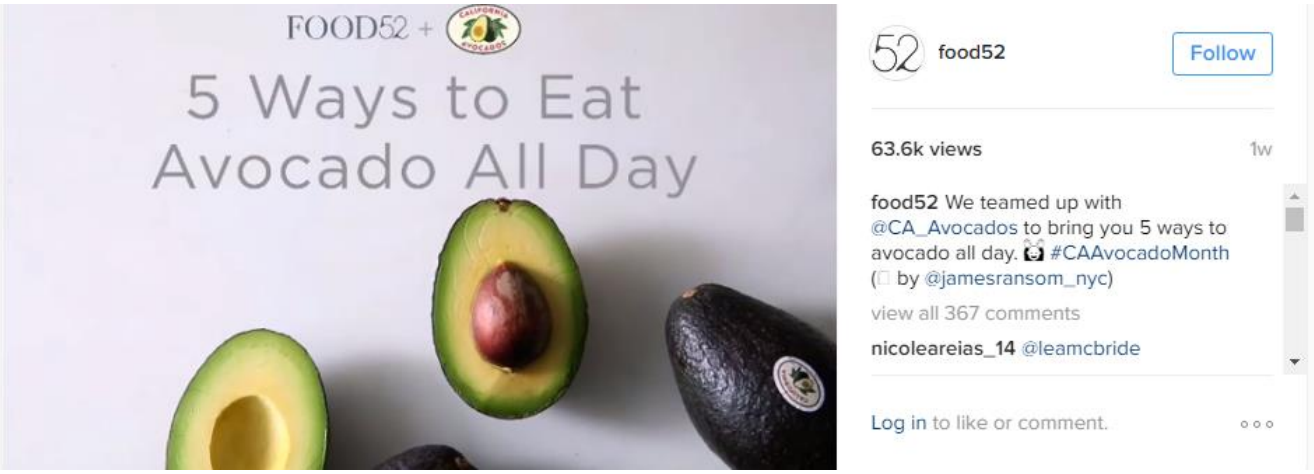
- EQIP program description
- NAQI ranking criteria

Food52 Shares California Avocado Content Every Day in June

Food52, a popular "foodie" website, celebrated California Avocado Month by sharing a steady stream of California avocado recipes, nutrition information and photos throughout the entire month of June. Posts were shared on the Food52 website as well as its Instagram, Facebook and Twitter accounts. In total, the campaign will garner an estimated 15.3 million impressions.

The campaign was launched on June 1 with the release of a video highlighting "5 Ways to Eat Avocados all Day." The video was posted on Food52's Facebook and Instagram accounts and featured unique California avocado recipes for breakfast, lunch, dinner, snack time and dessert. The video received more than 65,000 views on Instagram.

From June 3 – June 9, Food52 hosted a #f52 California avocado recipe contest on Instagram. The contest was supported with daily Instagram posts that received nearly 117,000 likes. Five of the entries will be tested by the California Avocado Commission (CAC) and eye-catching photos of the dishes, as well as the recipe itself, will be shared on Food52's website and social media channels. The creative California avocado recipe contest entries submitted by fans demonstrated the versatility of the fruit. Submissions included a giant pretzel smothered in fresh California avocados; a scrumptious bacon, egg and avocado salad; a refreshing, creamy California avocado soup; a silky chocolate and avocado dessert; zucchini waffles with a side of sour cream-avocado dip and California avocado and matcha ice cream.



Food52 launched its California Avocado Month celebration with CAC's "5Ways to Eat Avocado All Day" video.

The Cheesecake Factory Social Media Video Campaign Showcases California Avocados

Throughout the month of July, The Cheesecake Factory is featuring fresh California avocados in 160 units nationwide. As part of the summer promotion, The Cheesecake Factory is running a social media video campaign that showcases California avocados as a "hero". The video prominently features the California avocado logo and notes that, "Every dish needs a hero. Make avocado yours." On The Cheesecake Factory Facebook page, the video is prefaced with information about the fresh avocados.

The video is being shared on the foodservice chain's Facebook, Instagram and Twitter accounts. The California Avocado Commission (CAC) is supporting the campaign by sharing the video on its social media pages and geo-targeting consumers located in Arizona, California, Nevada, Oregon and Washington.

The Cheesecake Factory video featuring California avocados is being shared on the chain's social media pages, as well as those of the Commission.

CAC Shares Unique California Avocado Menu Ideas with Culinary and Marketing Decision Makers

In May, the California Avocado Commission's (CAC) foodservice team attended two key events — the National Restaurant Association's (NRA) Marketing Executive Group (MEG) Spring Summit and the International Corporate Chef Association/Global Culinary Innovators Association NRA Reception (ICCA/GCIA)— and met with key chain marketing decision makers, culinarians and menu development executives. Both Chicago conferences provided CAC with the opportunity to showcase unique California avocado dishes and discuss the benefits of featuring unique California avocado items on partner menus.

MEG summit attendees sampled a *California Avocado Turkey Lavosh Wrap* and a *Mini California Avocado Toast Trio.* At the ICCA/GCIA reception, guests enjoyed a variety of dishes including *Almond, California Avocado, Walnut and Grape Gazpacho Shooters* and *Compressed Grilled Pineapple, California Avocado, Coconut Gel and Chili Foam*. These innovative menu presentations demonstrated the versatility, value and benefits of serving fresh California avocados.

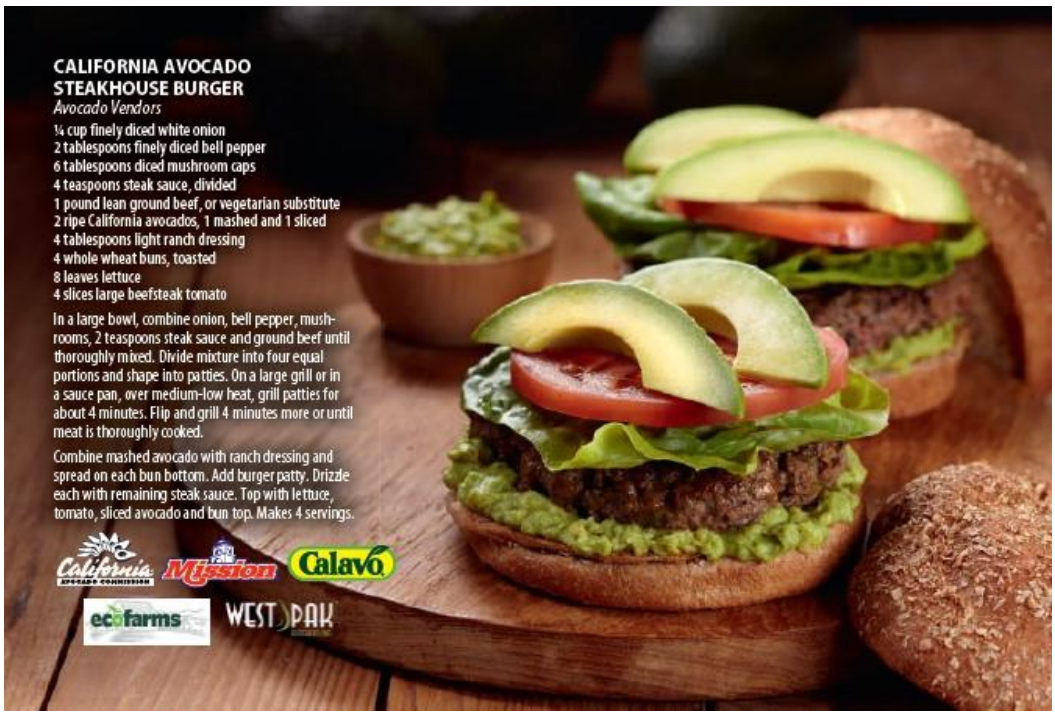
During the events, Commission staff met with key decision makers to propose and plan menu items featuring fresh California avocados and successfully renewed numerous partnerships with targeted chain contacts. In addition, the Commission secured 22 new contacts at MEG and three at the ICCA/GCIA reception.

Jackie Heath and Laura Helms of The Chalak Mitra Group sample the trio of California avocado toasts during MEG's afternoon break.

Costco Features Farm-to-Table California Avocado Recipes

In April and June, California avocados took center stage in the *Farm to Table* section of Costco's monthly magazine — the *Costco Connection*. The California Avocado Commission and Costco's California avocado suppliers sponsored the featured recipes, providing Costco members with new usage ideas for the fruit and encouraging sales.

The *Farm to Table* recipes featured fresh-picked produce with an *Avocado, Roasted Corn and Shrimp Salad* and a *California Avocado Steakhouse Burger*. The recipes also were showcased on the retailer's website. The publication was delivered by mail to 8.5 million Costco customers and 200,000 were distributed directly to shoppers in the warehouses.



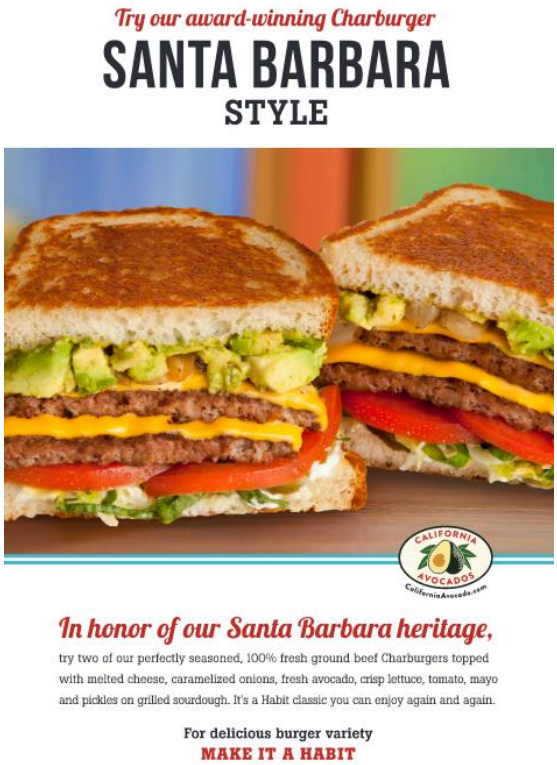
Just in time for summer, this grilled burger recipe featuring California avocados was shared in the June edition of the Costco Connection.

Foodservice Chains Feature California Avocados on Summer Sandwiches

Two foodservice chains in western regional markets and the San Francisco market — Habit Burger and Subway San Francisco — are featuring fresh California avocados on summertime sandwiches during the peak 2016 season.

Irvine-based Habit Burger, noted as one of the fastest growing foodservice chains by Nation's Restaurant News, promoted its popular Santa Barbara Charburger throughout California Avocado Month. The burger, which is topped with fresh slices of California avocado, was featured on stanchions, menus, coupons and merchandising tools at 145 western U.S locations. The Santa Barbara Charburger also was promoted on the chain's digital and social media channels.

Subway San Francisco, which converted to fresh avocado in March 2015, will encourage customers at 497 locations in the Bay Area to "Add Freshly Sliced Avocado to any Sub." The promotion will be featured on table tents and social media channels. In addition, customers will be encouraged to add California avocados to their sandwiches on smart receipts — receipts a customer receives when they purchase a different add-on such as bacon, deluxe or pepperoni. The Subway San Francisco promotion will run from June 6 – July 18.



As customers walk into western Habit Burger locations, they will be greeted with a stanchion featuring California avocados on the Santa Barbara Charburger.

CAC's New Retailer Handout Focuses on Easy, Good-for-You Meals

Supermarket Registered Dietitians (SRD) meet consumers on a near-daily basis and as such have a unique perspective on how to help consumers prepare good-for-you family meals using fresh ingredients. To assist SRDs, the California Avocado Commission (CAC) developed a new one-page handout titled *Superfood Spotlight: Mealtime Made Easy for Mom*, with specific kid-focused features requested by SRDs.

The printed piece includes shopping, preparation and cooking tips designed to help Millennial moms prepare great tasting, good-for-you, easy-to-prepare meals featuring fresh California avocados. The recipes demonstrate the versatility of the fruit — for example, using California avocados as a fat replacement in brownies. In direct response to SRD requests, CAC included ideas to help moms get children involved in meal preparation and featured "no recipe" recipes that utilize pantry staple ingredients and on-hand fruits, vegetables and proteins. The recipes included a no-fuss pasta salad, soup, snack and dessert.

The handout was distributed to 50 SRDs at 14 top tier retailers for use in cooking classes, in-store demos and community events. The handout also is ideal for community affairs managers, social media managers, pharmacists and other communications/health and wellness contacts at top tier retail accounts. These targeted retailer influencers can use this ready-to-use California avocado-branded piece to share key nutrition messages and fun, easy recipes with consumers at point-of-purchase during the height of the California avocado season.

Superfood Spotlight:

Making Mealtime Easy for Moms

With the pressures of work, after-school activities and homework, the family dinner meal may seem like something from the past. But what if you could make no fuss, nutritious meals with food you have on hand? By combining the convenience of certain pre-packaged items with the delicious, nutritious superfood, California Avocados and other fresh produce, we'll show you how to get a wholesome meal on the table in less than 30 minutes. Our "no recipe," kid-friendly meal ideas are perfect for busy moms, families or anyone on the go and they help to meet the new Dietary Guidelines for Americans 2015-2020 (DGA). Avocados fit into healthy eating patterns listed in the DGAs.

SIMPLER SALAD

Chicken and Avocado Pasta Salad

Time: 20 minutes. Serves 4.

Combine 4 cups cooked, whole grain pasta (such as rotini or macaroni) with 2 cups chopped skinless rotisserie chicken, 1 cup cherry tomatoes — halved, 2 California Avocados — chopped, and any 2 cups cooked vegetables. Toss with your favorite olive oil-based salad dressing. Serve on top of 2-3 cups of pre-washed mixed salad greens.

Nutrition Information Per Serving (Salad only): Calories 460; Total Fat 14 g (Sat 2 g, Trans 0 g, Poly 2 g, Mono 8 g); Cholesterol 50 mg; Sodium 55 mg; Potassium 960 mg; Total Carbohydrates 56 g; Dietary Fiber 9 g; Total Sugars 4 g; Protein 27 g; % Daily Value*: Vitamin A 6%; Vitamin C 80%; Calcium 4%; Iron 15%.

SOUP-ER EASY

Black Bean Soup with Avocado (Vegetarian)

Time: 10 minutes. Serves 4.

Add 2 (15-oz.) cans of low-sodium black beans (drained and rinsed) to a blender along with 1 cup salsa, ½ cup water and 1 tsp. cumin. Process until smooth (about 1 minute). Add mixture to a medium saucepan and heat until heated through. Ladle into 4 large soup bowls. Top with ½ California Avocado, cubed and 1 Tbsp. of Greek nonfat plain yogurt. Serve with a bagged green salad and whole grain pita chips.

Nutrition Information Per Serving: Calories 250; Total Fat 8 g (Sat 1 g, Trans 0 g, Poly .5 g, Mono 3.5 g); Cholesterol 0 mg; Sodium 400 mg; Potassium 210 mg; Total Carbohydrates 35 g; Dietary Fiber 13 g; Total Sugars 5 g; Protein 12 g; % Daily Value*: Vitamin A 8%; Vitamin C 20%; Calcium 15%; Iron 25%.

See how California Avocados fit into a healthy diet

- Naturally sodium and cholesterol free
- A nutrition power house – one-fifth of a medium avocado (1 ounce) has 50 calories and contributes nearly 20 vitamins, minerals and phytonutrients to the diet
- The Dietary Guidelines for Americans 2015-2020 emphasizes making small dietary shifts such as replacing foods higher in saturated fats with foods containing good fats, like avocados
- A nutrient-dense superfood, meaning they provide substantial amounts of vitamins, minerals and other nutrients with relatively few calories
- A lifetime of good eating habits can be established early in childhood. Rich, creamy avocados are a kid-friendly fruit in many ways, providing great taste, fun texture and they contribute valuable nutrients including 8% of the recommended Daily Value (DV) for folate and 4% DV for fiber, potassium, and vitamin E

The handout was designed to provide nutrition information and easy-to-prepare meals for busy moms.

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 7/17/2016	Season-to-Date (since 11/1/15)	2016 Year to Date
Hass	14,673,729	303,401,408	303,361,474
Lamb	2,026,179	8,595,590	8,595,590
Other (Greens)	75,409	2,547,288	2,217,753
California Total	16,775,317	314,544,286	314,174,817
Florida	1,581,525	18,008,521	10,508,445
Chile	0	19,616,300	12,274,708
Mexico	28,958,274	1,336,189,905	1,023,669,719
Peru	7,190,938	42,938,572	42,938,572
Other (Imports)	80,000	10,920,000	10,420,000
Import Total	36,229,212	1,409,664,777	1,089,302,999
USA Total	54,586,054	1,742,217,584	1,413,986,261
Source(s):	California = CAC (AMRIC), Chile = Comite de Paltas, Chile		
	Florida = Florida Avocado Admin Committee		
	Mexico = APEAM, Peru = ProHass		
	Other Imports = USDA AMS website		

California Avocado Society Weekly Newsline* Avocado Prices 7/12/2016				
	FOB Price	Field Price	Retail Price	Last Year FOB
California Hass	(25# carton)	(per pound)	(per each)	(25# carton)
#2's	50.25-55.25	1.80-2.00		37.00-39.00
32's-36's	50.25-55.25	1.80-2.00		37.00-39.00
40's	50.25-55.25	1.80-2.00		37.00-39.00
48's	50.25-55.25	1.80-2.00		37.00-39.00
60's	42.75-45.75	1.50-1.62		33.00-35.00
70's	34.75-37.75	1.18-1.30		29.00-31.00
84's	27.25-29.45	1.00-1.10		22.00-24.00
Mexican Hass				
All Sizes	40.00-50.00	1.39-1.79		21.00-38.00
Chilean Hass				
All Sizes	N/A	N/A		
Peruvian Hass				
All Sizes	35.00-40.00	1.19-1.39		20.00-30.00

*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

Summary - The basic pattern consists of a trough over the Pacific Northwest coast and also Central California through the 21st of July, high pressure aloft and hot conditions during the 23-31st, cooler with trough possible in northern California on August 1-3, and sea surface temperature influence continues to force a weak east to west trough well to the west of southern California. There will be some seasonable increase in tropical cyclones off of southwestern Mexico. Some increase in monsoonal moisture, with increase in thunderstorms in Arizona and southern California and the Sierras. Drier than normal conditions focus in all of the Pacific Northwest and far northern California.

In the Near Term – July 21 – Aug. 5… The NOAA/CPC outlook continues upper high pressure over the Rockies-Great Basin to California, and trough in the Great Lakes and New England. Above normal rainfall extends from the Appalachians to the Gulf states to east Texas. In our analysis for 20 July – 9 Aug, we indicate a trend towards below normal rainfall in northern California and the Pacific Northwest coast and valleys. The Pacific Northwest continues an active pattern for dry cold fronts. Warmer but wetter than normal conditions occur in Arizona, southern Nevada and southeast California to the southern Sierras.

In the southern Callifornia avocado growing areas it will be seasonably hot in the foothills of San Diego County. We could see another episode of those 100+ highs in the foothills around Fallbrook and Escondido around 24-26th. Near normal rainfall from thunderstorms in the mountains and a little above normal rainfall most likely stay in the south and east Deserts.

Summary – August 6-Aug 21… More troughing with cutoff upper lows occur. Some thunderstorms in the coastal mountains of northern California and in the Sierras will be induced by upper lows, especially by mid-August, with more rainfall though spotty. In northern and central California there will be troughing and cool at the coast to start then turning warmer with hot conditions coastal hills. Some drizzle at the coast on the 6-11th, then warmer with earlier clearing the 12-

20th. In the southern California avocado growing areas no trend of note in rainfall is indicated in model guidance (CFSv2). However, we still expect an increase in thunderstorms during 10-15th in southern California mountains.

Seasonal Outlook/*El Niño* Update...August 22 – November 10…The cold sea surface temperature anomaly (*La Niña*) will continue along the equator. The tropical cyclone season may be a bit subdued due to cooling of sea surface temperatures off southwest Mexico, extending westward. Tropical cyclones will occur, but still weak off southern Mexico and southern Baja briefly in August.

In the longer term, we expect a stronger damping influence for troughs moving east into California in September, associated with *La Niña*. A band of colder than normal sea surface temperatures along 30N will tend to reduce the amount of available moisture, producing below normal rainfall for September. Model guidance is showing much warmer than normal conditions for Sept – Nov, and near normal rainfall for Sept and Oct, but below normal in November through most of California.

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