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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>

Pine Tree Ranch Grower Field Day - Improving Irrigation Management

Dr. Jaime Whiteford will discuss irrigation management, Dr. Akif Eskalen will update growers on the current shot hole borer situation in Ventura County and growers will have the opportunity to see early progress on the Commission's grove rehabilitation and irrigation automation projects. Please note that the seminar has been moved to 9:00 a.m. due to anticipated warm summer weather. [More information available here.](#)

July 13

Time: 9:00 a.m. – 11:00 a.m.

Location: Pine Tree Ranch, 19455 E. Telegraph Road, Santa Paula, CA

CAS Seminar: Florida's Issues with Laurel Wilt

The California Avocado Society (CAS), California Avocado Commission and the University of California Cooperative Extension are hosting a series of seminars addressing "Florida's Issues with Laurel Wilt." The speakers will be Jonathan Crane and his team of researchers. Dr. Crane is a Tropical Fruit Crop Specialist at the University of Florida.

August 1-3

August 1

Time: 1:00 p.m. – 3:00 p.m.

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

August 2

Time: 9:00 a.m. – 11:00 a.m.

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

August 3

Time: 1:00 p.m. – 3:00 p.m.

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

CAC Labor and Immigration Seminars

The California Avocado Commission (CAC) will host two grower seminars and provide a status update on possible legislative efforts along with information on the H2A Temporary Agricultural Workers program. [More information available here.](#)

August 2-3

August 2

Time: 9:00 a.m. – 11:00 a.m.

Location: Grand Tradition Estate, 220 Grand Tradition Way, Fallbrook, CA

August 3

Time: 9:00 a.m. – 11:00 a.m.

Location: Ventura County Agriculture Museum, 926 Railroad Avenue, Santa Paula, CA

CAPCA ED Half-day Shot Hole Borer Seminar

CAPCA ED is offering a half-day rate (\$50) for growers who would be interested in attending the shot hole borer (SHB) portion of a full-day seminar. Registration required. [More information available here.](#)

August 15

Time: 7:30 a.m. – 11:45 a.m.

Location: Green Dragon Tavern and Museum, 6115 Paseo del Norte, Carlsbad, CA

CAC Board Meeting

August 17

Time: TBD

Location: CAC Office, 12 Mauchly, STE L, Irvine, CA

California Avocado Commission Launches Redesigned Grower Website

In July, the California Avocado Commission revealed a fresh new look and feel for the California avocado grower website — one that is aligned with the corporate brand redesign that took place last year. While the redesigned grower website retains the majority of content from the previous site and similar navigation paths, the overall look reflects the Commission's new brand colors and corporate logo with a fresh design that is clean and simple. The refreshed website is also more mobile friendly and responsive, making it easier for the growing number of mobile viewers to navigate the site and access content.

The Commission encourages California avocado growers to tour the site and provide comments and feedback to April Aymami at aaymami@avocado.org



CALIFORNIA AVOCADOS GROW HERE



GROWERS CAN HELP PROMOTE CALIFORNIA AVOCADOS WITH A SIMPLE SELFIE

California avocado fans aren't shy about their love for the fresh fruit — they eagerly share photos of their favorite California avocado meals or selfies of themselves in front of Commission posters on their favorite social media platforms. This season, the Commission is asking California avocado growers to share their love of California avocados too.

[Find Out More](#)

CONNECT WITH THE COMMISSION



FIND YOUR REPRESENTATIVE



ATTEND A SEMINAR



READ THE ANNUAL REPORT

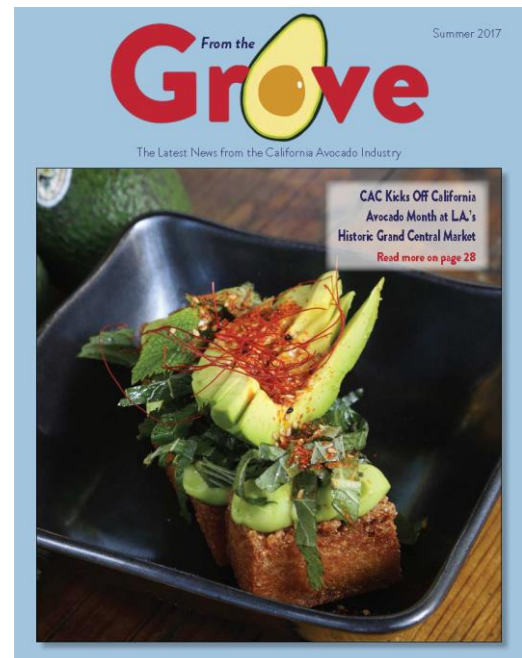
The redesigned California avocado grower website is more responsive and mobile friendly allowing viewers to more easily access content on their mobile devices.

Summer Issue of From the Grove Is Now Available Online

The Summer 2017 issue of *From the Grove* is now available [online](#).

Highlights from the Summer 2017 issue include:

- Tom Bellamore, California Avocado Commission (CAC) president, discusses the [future of the California avocado variety breeding program](#)
- CAC Chairman Rick Shade reviews the [2017 California avocado season](#)
- An overview of CAC's partnership with the California Citrus Quality Council (CCQC) to conduct a [four-day tour](#) of citrus production areas and an avocado grove with various regulatory officials
- A high-level summary of the [Commission's annual meeting](#), including a discussion of the relevance of the California Avocado brand
- A look at [California avocado growers' participation in media and retailer outreach](#)
- A review of the Commission's [2017 targeted online retail programs](#)
- A behind-the-scenes look at the Commission's [California Avocado Month celebration at L.A.'s Grand Central Market](#)



- A showcase of CAC's targeted [foodservice chain promotions](#) during the 2017 season
- Dr. Tim Spann's summation of the ever-evolving [California avocado breeding program](#)
- [Interviews](#) with University of California Cooperative Extension specialists concerning their research work with Tanzanian avocado growers
- Research insights concerning how to [manage phytophthora root rot](#)
- An update on the [2016 California avocado acreage inventory](#) and the 2016-17 mid-season [California avocado crop update](#)
- Insights from California avocado handlers regarding the [2017 California avocado season](#) and their predictions for the 2018 season
- A summary of CAC's advocacy efforts concerning proposed [immigration legislation and amendments to NAFTA](#)
- A profile of [California avocado grower Andrew Bailard](#)

Commission to Host Labor and Immigration Seminars on August 2 and 3

The availability for skilled farm labor throughout agriculture continues to be an issue of concern. With this year's smaller California avocado crop, farmers — in most instances — found the necessary harvest labor. However, as this season's harvest nears completion, the focus is shifting to next year and early projections are for a much larger crop.

The current Immigration and Customs Enforcement (ICE) activities, whether real or perceived, are a limiting factor on the availability of agricultural labor with an already aging workforce. To make matters worse, Congress continues to lack the political will to pass legislation that would provide both a legal path for existing farmworkers to remain and create a program for new workers.

The California Avocado Commission is advocating on the importance of an agricultural workforce and the need for a guest worker program at all levels of government. In August, we will host two grower seminars and provide a status update on possible legislative efforts along with information on the H2A Temporary Agricultural Workers program. Speakers will include Craig Regelbrugge, Senior Vice President, Industry Advocacy & Research for AmericanHort and Co-Chairman, Agriculture Coalition for Immigration Reform (ACIR); and, Jason Resnick, Vice President and General Counsel for Western Growers. Both have significant experience on the labor issues facing agriculture and are key players in the efforts to find solutions.

Presentation topics will include, "Workforce changing demographics; present-tense political dynamics and outlook;" and "H-2A Temporary Agricultural Workers program, requirements and challenges." There also will be a panel discussion to include growers who are currently utilizing the H2A program, along with time for questions.

The Commission does not believe the H2A program is the long-term solution. However, in facing the reality of the current challenges on labor availability and with no solution in sight, it's imperative that growers consider all existing options to ensure that the California avocado crop makes it to market.

Seminar information as follows:

Wednesday, August 2, 2017

Grand Tradition Estate

220 Grand Tradition Way, Fallbrook

9:00 AM – 11:00 AM

Thursday, August 3, 2017

Ventura County Agriculture Museum

926 Railroad Ave., Santa Paula

9:00 AM - 11:00 AM

CAPCA ED Hosting Shot Hole Borer Seminar

On August 15, CAPCA ED is hosting a Continuing Education Seminar that may be of interest to California avocado growers. CAPCA ED is offering a half-day rate (\$50) for growers who would be interested in attending the shot hole borer (SHB) portion of the seminar only. As concerns the shot hole borer, the following topics will be discussed:

- SHB update for Southern California
- Recent studies concerning SHB and Fusarium Dieback disease in Southern California
- Pesticide studies that concentrate on SHB and Fusarium Dieback
- Control strategies for SHB and other host species in avocado
- SHB urban landscape management update

The seminar will be held at Green Dragon Tavern and Museum, 6115 Paseo del Norte, Carlsbad, CA, 92011. Registration begins at 7:00 a.m. and the SHB portion of the seminar will take place from 7:30 a.m. – 11:45 a.m. Cost for the SHB-only portion of the seminar is \$50; if you opt for the full-day seminar (7:30 a.m. – 3:15 p.m.) the rate is \$70 and includes lunch. The student rate is \$25. These “Early Bird” registration rates are good through August 1.

Interested growers can [register online](#) now. Registration closes August 8. Please note that space is limited for this seminar.

Jan DeLyser Represents California Avocado Commission at United Fresh Produce Convention

The United Fresh Produce Convention took place June 13 - 15 at McCormick Place in Chicago, Illinois. California Avocado Commission (CAC) Vice President Marketing, Jan DeLyser, attended the convention on CAC’s behalf and was a featured speaker at two events.

Each year the United Fresh Reception Honoring Women in Produce pays tribute to all women working in the produce industry and recognizes one outstanding female industry leader. In 2007 Jan DeLyser received that honor. This year DeLyser introduced the 2017 honoree, Lorelei DiSogra, whose contributions to the industry include California’s 5 A Day campaign and myriad nutrition programs promoting fresh fruits and vegetables. She was a driving force in the industry-wide initiative to get salad bars in schools, a program that has benefited millions of school children nationwide.

On the second day of the convention DeLyser was a panelist on a United FreshMKT education session for women in produce. Teri Miller, senior category manager of The Fresh Market, and Freida’s CEO Karen Caplan also participated on the panel, which was moderated by produce consultant Julie Krivanek. The three produce mavens shared their experiences and offered insights to both men and women who were seeking to advance in the produce industry.

While at the show DeLyser also connected with retailers, avocado packers and various members of the trade press.



Jan DeLyser was a panelist on a United FreshMKT education session for women in produce..

Stater Bros. and Walmart In-Store Demos Highlight California Avocado Memorial Day Merchandising Activity

The California Avocado Commission (CAC) partnered with targeted retailers, including Stater Bros. and Walmart, to showcase that fresh California avocados and unique California avocado recipe ideas are perfect for Memorial Day Weekend celebrations.

From May 26 – May 29, 75 of the top Stater Bros. stores featured a California avocado multi-brand demo program. Social Sampling provided shoppers with fresh samples of California avocado and Houweling’s Tomato atop a Triscuit cracker and shared demo photos on its Facebook and Twitter platforms. Shoppers also received CAC’s United Plates of America recipe booklet. More than 189,865 California avocados were sold during the promotion and social media outreach impressions exceeded 71,100.

On May 26 and May 27, shoppers at Walmart stores located in Arizona, California and Nevada enjoyed refreshing *Peach Avocado Smoothie* samples. To encourage shoppers to prepare the California avocado smoothie at home, Walmart provided recipe cards during the demos.

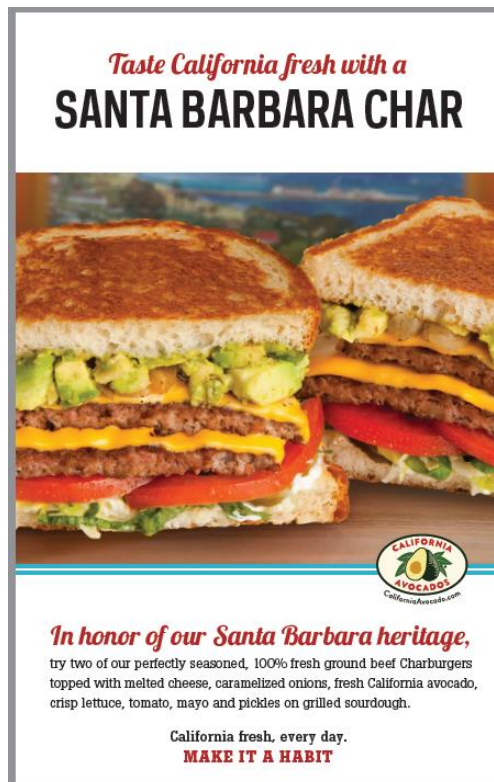
Complementing retail merchandising activity, the Commission also shared summer recipes from the United Plates of America recipe booklet on its Twitter channel — encouraging fans to vote on their favorite summer barbecue recipes and then featuring samples of those recipes with California avocados.



Social media posts encouraged California fans to enjoy fresh California avocado samples at local Stater Bros. retailers.

Habit Burger Celebrates its Santa Barbara Heritage with California Avocado Charburger Promotion

Habit Burger celebrated California Avocado Month and its Santa Barbara Heritage with a four-week promotion featuring their popular Charburger topped with fresh California avocados. The promotion encouraged customers to “Taste California fresh with a Santa Barbara Char” at 189 locations in the Western United States. The *California Avocados* brand logo — and appetizing photos of the avocado-topped double burger — was featured on in-store stanchions, assorted merchandising tools, menus and the restaurant chain’s social media posts.



To honor its California origins, Habit Burger featured California avocados on its popular Santa Barbara Charburger throughout the month of June.

Commission Showcases Fresh California Avocado Menu Items for High-profile Industry Decision Makers

In mid-May, the California Avocado Commission (CAC) showcased the versatility of premium fresh California avocados at two industry conferences hosted in Chicago, Illinois — the 2017 National Restaurant Association’s (NRA) Marketing Executive Group (MEG) Spring Summit and the International Corporate Chef Association (ICCA)/Global Culinary Innovators Association (GCIA) NRA Reception. The conference and reception, which are attended by chain marketing executives, chain culinarians and menu development executives, provide the Commission with the opportunity to meet key industry decision makers and propose menu items featuring fresh California avocados.

The MEG conference was hosted at the Fairmont Hotel from May 17 – 19. As the sole sponsor of the Thursday morning break, the Commission had the opportunity to showcase unique menu applications featuring fresh California avocados at three serving tables. During the break, chain marketing decision-makers enjoyed *SoCal Mini California Avocado Grilled Cheese with Roasted Tomato Soup* and *Power Breakfast California Avocado Parfait*.

During the ICCA/GCIA reception, hosted at the Peninsula Hotel on May 20, chain culinarians and menu development executives dined on *California Verde Avocado Salsa (with corn seafood fritter and with empanadas)*, *Roasted Pork Torta with Sliced California Avocado, Spinach and California Avocado Salad with Honey and Chai Vinaigrette*, and *Mushroom, Turkey, and Avocado Burger*.

During their Chicago visit, Commission staff cemented existing relationships with current industry partners, confirming new and returning fresh California avocado menu items. In addition, CAC secured 29 new chain contacts at MEG and an additional 5 contacts at the ICCA/GCIA reception.



Chain marketing executives enjoyed the California Avocado Power Breakfast Parfait during the MEG conference morning break.

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 7/2/2017	Season-to-Date (since 11/1/16)	2017 Year to Date
Hass	8,244,292	167,083,533	166,683,719
Lamb	283,399	692,356	692,356
Other (Greens)	25,306	1,388,019	1,250,359
California Total	8,552,997	169,163,908	168,626,434
Florida	1,139,985	15,436,355	7,382,045
Chile	0	36,717,089	16,643,743
Mexico	21,194,350	1,187,233,254	917,145,803
Peru	10,524,513	76,108,571	76,058,571
Other (Imports)	320,000	29,540,000	20,100,000
Import Total	32,038,863	1,329,598,914	1,029,948,117
USA Total	41,731,845	1,514,199,177	1,205,956,596
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 – June 28, 2017

California Hass	Organic #1 (Field Price Per Lb)	Conventional #1 (Field Price Per Lb)	Conventional #1 (Carton Price)
#32's	\$2.08-\$2.18	\$1.70-\$1.90	\$47.75-\$52.75
36's	\$2.08-\$2.18	\$1.70-\$1.90	\$47.75-\$52.75
40's	\$2.14-\$2.24	\$1.70-\$1.88	\$47.75-\$52.25
48's	\$2.38-\$2.50	\$1.70-\$1.88	\$47.75-\$52.25
60's	\$2.28-\$2.40	\$1.58-\$1.68	\$44.75-\$47.25
70's	\$1.92-\$2.10	\$1.30-\$1.40	\$37.75-\$40.25
84's	\$0.96-\$1.02	\$0.80-\$1.00	\$22.85-\$27.25
*To subscribe to the Weekly Newslines, 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 basic pattern consists of high pressure over the southwestern US and Great Basin/Rockies, with SW flow to the west of Oregon. This upper high is helping tropical cyclones to develop off SW Mexico and south of Baja Calif. Troughing still occurs in the westerlies, but the westerlies are displaced well to the north now during the early to mid-summer period. Moisture for TSTMS in the SierraNV continues somewhat limited. A pool of cooler than normal sea surface remains in the tropical region S thru WSW of southern Baja Calif. This will discourage intensification of tropical cyclones during July. It also contributes below normal moisture into Baja Calif, resulting in drier than normal conditions in Baja, NW Mexico, and S Calif during July. Monsoonal moisture is still present, but travels northward thru mainland Mexico, and into New Mexico, east Arizona, and the southern Great Plains. *El Niño* continues, but is subdued as is typical in mid-summer. Some redevelopment of *El Niño* is possible in mid-winter 2018, but forecasted results are inconclusive.

In the Near Term – July 7 – July 21... In the southern California avocado growing areas from Santa Barbara County to San Diego County, it continues to be unusually hot inland, while typical summertime coastal fog pattern continues. The marine layer will be predominantly shallow. Monsoonal moisture and TSTMS return about on schedule, settling in on July 17-20th.

Summary – July 22 – Aug. 4... In the southern California avocado growing areas, from San Luis Obispo south, a marine layer of normal depth is expected, with morning low overcast in coast thru coastal valleys, with troughing again inducing a fairly deep marine layer for July 25th – Aug 3. Low clouds focus in the mornings along the coast and into the valleys, with

sunny afternoons, and seasonably warm or occasionally hot inland. Seasonable occurrence of TSTMS is suggested in the guidance for the SierraNV.

Seasonal Outlook / El Niño Update...August 6 – Fall 2017... The summer currently appears quiet, with regard to tropical cyclones. However, support for troughing will tend to continue off central and N Calif during the summer period, with dry SW flow into southcentral and S Calif. As normally occurs, there will be a few monsoonal SE flow episodes.

El Niño continues subdued thru summer, but has a chance to intensify in the mid-fall. In addition, the SSTA pattern in the mid-latitude NE Pacific will continue to support troughing off the coast, centered about 130-140W. Also Supported is a band of westerlies across the mid-Pacific that is further south than normal.

For California, this supports a near normal seasonal trend in the late summer and early fall, without significant precipitation anomalies.

For the late Fall, and December, as we enter winter in Dec above normal rainfall focuses into W Mexico, while a drier than normal pattern focuses in the Pacific Northwest and south thru Calif.

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