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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>

Production Research Committee Meeting

July 17

Time: 9:00 am

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

Project 8 Spanish Language Seminar: Irrigation for Avocados

(For more information visit: <http://www.californiaavocadogrowers.com/commission/calendar>)

July 23

Time: 1:00 pm - 4:00 pm

Location: UCCE Auditorium, 2156 Sierra Way, San Luis Obispo

July 24

Time: 9:00 am - 12:00 pm

Location: Big Barn, corner of Briggs Rd and W. Telegraph Rd, Santa Paula

July 25

Time: 9:00 am - 12:00 pm

Location: Fallbrook Public Utility District Office, 990 E. Mission Rd., Fallbrook

CAS/CAC/UCCE Grower Seminars: Fertilization Techniques, PGRs & Local Issues Updates

August 6

Time: 1:00 pm - 3:00 pm

Location: UCCE Auditorium, 2156 Sierra Way, San Luis Obispo

August 7

Time: 9:00 am - 11:00 am

Location: Ventura UCCE Conference Room, 669 County Square Drive, Ventura

August 8

Time: 9:00 am - 11:00 am

Location: Temecula Civic Center, 41000 Main Street, Temecula

CAC President Meets With USDA Under Secretary

On July 9, Tom Bellamore met with Edward Avalos, Under Secretary for Marketing and Regulatory Programs with the U.S. Department of Agriculture. Mr. Avalos requested the meeting with CAC as part of a scheduled visit to California.

A native of New Mexico, Mr. Avalos provides leadership and oversight for the Animal and Plant Health Inspection Service (APHIS) which addresses animal and plant pests and diseases; the Agricultural Marketing Service (AMS), which provides standardization testing and marketing of commodities and specialty crops; and the Grain Inspection, Packers and Stockyards Administration (GIPSA), which promotes marketing of livestock, cereals and meats, as well as fair trade practices.



Bellamore took the opportunity to address a variety of topics with the Under Secretary, including the threat posed by the Polyphagous Shot Hole Borer. Avocado nutrition programs, the current Farm Bill, and funding for specialty crop programs were also discussed.

House Narrowly Passes "Ag-Only" Farm Bill

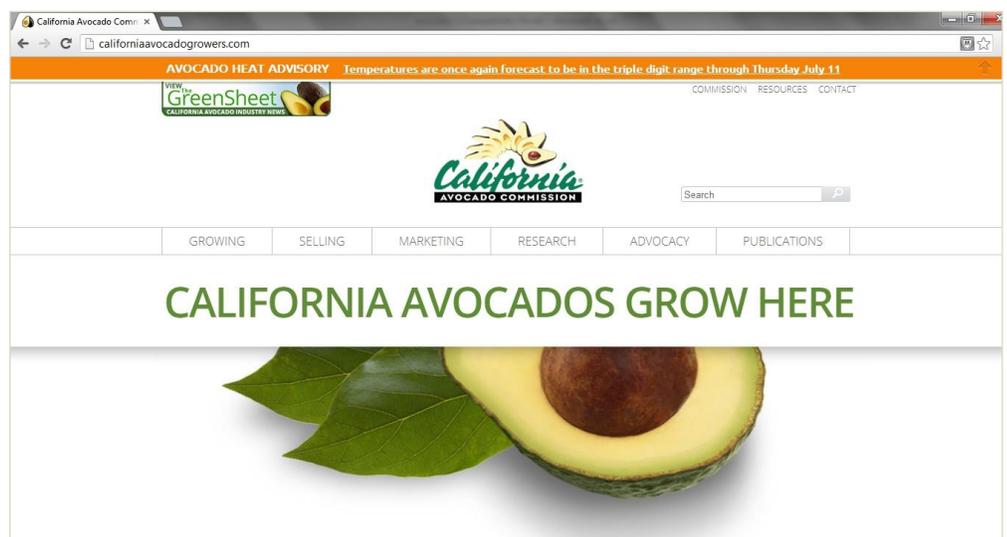
After a surprising defeat on the Farm Bill in June, House leadership was able to rebound and mustered the necessary votes last Thursday, July 11, to get a bill passed, albeit by a narrow margin. The final vote was 216-208, with no Democrats voting in favor and 12 Republicans voting in opposition. The bill was a farm only version of the legislation, as it broke out the 80% of the spending related to nutrition programs like SNAP (Supplemental Nutrition Assistance Program), which is the reason no Democrats were in favor. The House version that failed in June had included cuts of nearly \$20 billion from the nutrition programs, while the bill passed by the Senate in early June had cuts of only \$4 billion. The bill will now go to conference where senior committee members from both the House and Senate will work on a compromise bill that will be accepted by both houses. Fortunately, in both versions, specialty crop funding is well maintained and will likely be preserved. The president has threatened to veto the House's version of the bill, so there is still much work to be done. Hopefully, through the conference process, a compromise will be reached that is satisfactory to the president and will be enacted by the end of September.

Weather Alerts on Redesigned Grower Website

Last week the Commission issued its second heat advisory for avocado growers using our recently redesigned grower website, www.CaliforniaAvocadoGrowers.com. The alert appears in an orange bar that runs along the top of all pages on the grower site (see image below). This is a new tool for alerting growers to important information that we hope you will find useful. In addition to the

alerts on the website, the advisory was also sent to growers via email. While the Commission will continue to provide weather alerts moving forward, growers are encouraged to utilize all resources available to obtain the most applicable information for their growing conditions. The National Weather Service provides a list of many websites that offer free weather alert notifications here:

<http://www.weather.gov/subscribe>. As we get into the heat of summer it is important that all growers keep their eye on the forecast.



Avocado trees can tolerate periods of high heat if they are well-watered in the days leading up to a heat wave, but this can only be done if you know the heat is coming. Properly preparing trees ahead of heat waves and avoiding picking fruit when temperatures exceed 95 °F will help to ensure California avocados are the best quality fruit in the marketplace.

FujiMite® Registered for Use on Avocados in California

FujiMite® 5EC Miticide/Insecticide from Nichino America has recently received final registration for use on avocados in California. FujiMite is a new chemistry for use in controlling mites, which will help in reducing the chances for pesticide resistance. Dr. Joe Morse, Professor of Entomology at UC Riverside, conducted the efficacy trials that led to FujiMite's registration. In those trials, FujiMite was the fourth best product behind abamectin, Envidor and Zeal, all of which Dr. Morse ranks equal in their efficacy. However, the efficacy trials were conducted using ground-based spray rigs, so growers will need to do some experimenting with the product to see how it performs with helicopter applications. Based on some work with FujiMite in citrus, Dr. Morse expects that it will have greater efficacy against other pests than most other miticides, except abamectin. But again, this will need to be confirmed from growers' experience with the product. New chemistries of pesticides do not come along very often, but they are very important for managing pesticide resistance with product rotation. FujiMite will no doubt be an important tool for avocado growers in the years to come.

Public Relations Promotes California Avocado Usage for the Summer Months



The Commission kicked off its American Summer Holidays program this year with a fun [Memorial Day-themed segment](#) on Good Day L.A. featuring partner chefs the "Too Hot Tamales," Mary Sue Milliken and Susan Feniger and their favorite avocado summer entertaining recipes.

To help promote California-grown avocados during one of the biggest consumption days of the year, 4th of July, a [press release](#) was issued to inspire consumers' incorporation of avocados during the holiday and for other occasions throughout the summer.

CAC also worked extensively with key food bloggers who posted Independence Day recipes using fresh California avocados, shared our 4th of July icon featuring this year's consumption statistic and generated online buzz for California avocados during the holiday through Twitter, Facebook and other social media.

High-profile and media-influential registered dietitians also helped to promote California avocados for 4th of July while emphasizing the nutrition profile of the fruit as part of a healthful diet.

Additionally, the Commission worked with Janice Newell Bissex, MS, RD and Liz Weiss, MS, RD, also known as the Meal Makeover Moms, to appear in a broadcast segment featuring two all-American summertime dishes: the *California Avocado Beef and Black Bean Burger* and *California Avocado Macaroni Summer Salad*. The segment ran on July 3 on *The Daily Buzz*, a syndicated morning news programs that airs in more than 175 TV markets across the U.S.

Consumer Advertising Messages Promote the Premium Attributes of California Avocados

At the beginning of July, CAC ran its last week of media promoting California avocados for the 4th of July. The consumer advertising was featured in radio, print, online and television. CAC's intention is to enhance the holiday's position created last year as the number one avocado consumption event of the year. If you missed any of our 4th of July ads, you can view some of them on the Commission's grower website at <http://www.californiaavocadogrowers.com/marketing-avocados>.

After the 4th of July, you will find California avocado consumer advertising on billboards, magazines, radio and online. The print ad features California avocado grower and Formula One Race Car designer, Gordon Kimball. It highlights the speed California avocados go from tree to table with the headline "Gordon's Avocados are Designed to Go from Zero to the Produce Department in 3.9 Days."

GORDON'S AVOCADOS ARE
DESIGNED TO GO

FROM ZERO to THE PRODUCE DEPARTMENT IN 3.9 DAYS.

IT'S NOT EVERY MAN that can find the similarities between race cars and California Avocados, but local grower Gordon Kimball sees it all very clearly. He's been designing Formula One cars for a long time, and his family's been growing California Avocados even longer. The one thing he's learned is success is in the details. And much like the cars he designs, he prides himself on speed. With careful planning and care, his avocados go from his trees to your table in just a few short days, ensuring that fresh California Avocado taste. It takes careful tuning to grow an avocado that's perfectly creamy and delicious and ready for your table, but Gordon knows if he works hard enough he'll be rewarded. So, next time you're in the produce department, look for California on the label, and you'll be rewarded too.

INSIST ON CALIFORNIA AVOCADOS. CALIFORNIAAVOCADO.COM

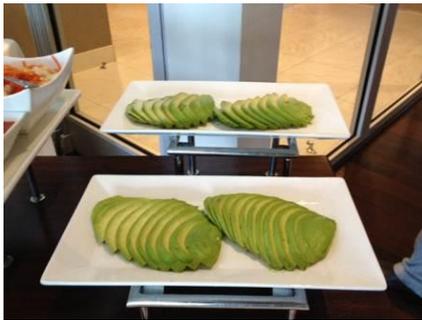
Another highpoint this month is a sponsorship of TheDailyMeal.com, where fans get to vote on the California avocado recipe they would like the Daily Meal chef to create. The chef will then make a video of the preparation of the recipe and post it on the site.

See future editions of the Greensheet for the latest consumer advertising news.

At Miami Summit, Chefs Consider Fresh California Avocado Value and Versatility

Corporate chefs from approximately 25 national restaurant chains gathered in Miami to participate in the International Corporate Chef Association 11th Annual Summit, appropriately themed "Culinary Gateway to the Americas." As a founding sponsor, the Commission greeted current members by reminding them of the values and benefits of fresh California avocados. New members were introduced to fresh California avocados in a variety of menu applications served throughout the Summit: *Salmon Roulade with Avocado Cream Cheese*, *Tosti Locos Action Station featuring fresh California avocado slices*, *Honeyed Avocado Crepe*, *Omelet Station* and *Eve's Potato Works*.

At the Summit, the CAC team met with new chains and worked to solidify relationships with long-term chain partners and is on-track to launch 2013-14 promotion planning. Initial planning discussions were conducted with Amtrak, Auntie Anne's, Inc., Bravo Cucina Italiana, Captain D's, Chartwells Educational Dining Service, Checkers Drive-In Restaurants Inc., Cheddar's Casual Café, Chick-fil-A, Chili's Grill & Bar, Del Taco, Inc., Eat'n Park Hospitality Group, Inc., Golden Corral Corporation, HMS Host, Longhorn Steakhouse, Maggiano's Little Italy, Morrison Healthcare Food Services, On the Border Mexican Grill & Cantina, Papa Murphy's International, Sandals, Shari's Management Corporation, The Cheesecake Factory and The Krystal Company.



Fresh California Avocados Sliced for the Tosti Locos station



Josef Jungwirth of Sandals International



Eve's Potato Works

2013 4th of July Promotions

The Commission set up retail promotions for the 4th of July to encourage purchases of California avocados at point-of-sale during this key American holiday. Retailers across the country showcased California avocados in their 4th of July displays and featured California avocados in ads with the *Hand Grown in California* logo and "California Grown" mentions. Retail execution at point-of-purchase included creative displays utilizing the California avocado display bins, sales contests and in-store demos.



4th of July California Avocado Feature Ad Activity



Cardenas Markets, Jons Marketplace, Northgate Gonzalez Markets & Vallarta Supermarkets all conducted sales contests; sales and display contests also were set up with Sprouts Farmers Markets, Grocery Outlet (CA/AZ/NV), King Soopers, Smiths (SLC) and Raley's; in-store demos were held in Dierbergs (St. Louis, MO), Schnucks (St. Louis, MO) and Hy-Vee (IA) to name a few. These retailers and several more featured CAC's display bins in their 4th of July California avocado promotions.

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/selling-avocados>.

California Avocado Commission Weekly Volume Summary (pounds)			
	Week Ending 7/7/2013	Season-to-Date (since 11/1/12)	2013 Year to Date
Hass	14,751,314	277,741,333	276,195,144
Lamb	1,645,821	3,904,437	3,904,437
Other (Greens)	1,998	2,075,256	2,016,315
California Total	16,399,133	283,721,026	282,115,896
Florida	2,354,880	20,945,940	11,340,795
Chile	0	22,731,637	6,029,213
Mexico	10,115,173	892,152,858	661,357,774
Other (Imports)	1,320,000	32,109,000	23,099,000
Import Total	11,435,173	946,993,495	690,485,987
USA Total	30,189,186	1,251,660,461	983,942,678
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				
7/8/2013				
	FOB Price	Field Price	Retail Price	Last Year FOB
California Hass	(25# carton)	(per pound)	(per each)	(25# carton)
#2's	11.00-27.00	0.27-0.88		7.00-23.00
32's-36's	33.00-35.00	1.12-1.20	1.99	24.00-26.00
40's	34.00-35.00	1.16-1.20	5/5.99	26.00-29.00
48's	35.00-36.00	1.20-1.24	1.49	26.00-29.00
60's	29.00-32.00	0.96-1.08	1.00	23.00-25.00
70's	22.00-24.00	0.68-0.76	4/3.99	21.00-22.00
84's	14.00-15.00	0.41-0.45	2/0.99-4/3.00	16.00-17.00
Mexican Hass				
All Sizes	15.00-34.00	N/A	1.49	16.00-26.00
Chilean Hass				
All Sizes	N/A			
Peruvian Hass				
All Sizes	23.00-31.00	N/A		15.00-26.00

*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... We had some heavy thunderstorms for two days this past week in the Sierra Nevada Mountains. Flash flooding occurred on I-80 near Truckee. The 24-hour rain amounts were in the 2 to 3 inch range in the Sierras. Such showers typically occurred during a 2-hour period.

Warmer than normal sea surface temperatures now exist from northern California westward to 150-160W. There is support for troughing out in the mid-Pacific from 32-40N, 145-150W. This teleconnects with persistent high pressure aloft in central and north-central California as well as the normally occurring upper high pressure that dominates the southwestern U.S. in summer. This argues

for the continuation of the consistently warm or hot conditions we have seen so far early in this summer. We have seen extremely hot weather from June 28 to July 2. This was followed by the anomalous rains of June 23 to 25.

In the Near-Term - Southern California Avocado Region, July 10-23 - We see more support for thunderstorms in the mountains and deserts on the 10th and 11th, and again on about the 14th to 18th. It should be a quiet period for thunderstorms from the 19th to 21st. Thunderstorms may return from the 22nd to the 24th.

For July 24 to Aug 8... Southern California Avocado Region - This period will start with continued support for monsoonal thunderstorms and a shallow marine layer due to high pressure aloft over the Great Basin and southern Plateau.

A consistent regime of monsoonal southeastern flow and thunderstorms in the mountains and deserts appears likely to continue through the first week of August. For the avocado region, the best advice at this point is to assume that temperatures will be warmer than normal. There will be above normal heat stress for avocado trees and persistently high evapo-transpiration. This will be the case even in the coastal zone.

Seasonal Outlook/El Niño Update ... Southern California Avocado Region...(August 8 to October 31)... In response to *El Niño*, we should see some cutoff lows developing in September and October. This will result in an increase in thunderstorms and rains in Southern California. We do not see any higher risk in August for rains from cutoff lows or tropical cyclone remnants. This risk will tend to increase in September. However, well-organized tropical cyclone events in southern California are rare.

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