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## Calendar

*For a listing of industry events and dates for the coming year, please visit:*  
<http://www.californiaavocadogrowers.com/commission/industry-calendar>

## California Avocado Commission 2018 Annual Meetings

The meetings will cover important updates concerning the Commission and the avocado industry, and input from industry stakeholders is highly encouraged. No RSVPs are required. [More information available here.](#)

### March 20, 21 & 22

#### March 20

**Time:** 10:00 a.m. – 12:30 p.m.

**Location:** South Coast Winery, 34843 Rancho California Road, Temecula, CA

#### March 21

**Time:** 10:00 a.m. – 12:30 p.m.

**Location:** Ventura Museum, 100 East Main Street, Ventura, CA

#### March 22

**Time:** 9:00 a.m. – 11:00 a.m.

**Location:** SLO Farm Bureau, 4875 Morabito Place, San Luis Obispo, CA

## Pesticide Safety Instructor Training Workshop

The UC IPM and AgSafe are offering a series of Pesticide Safety Instruction Training workshops designed for ag supervisors, growers, farm labor contractors, safety managers and safety trainers. Those who complete this training will become qualified to provide pesticide safety training to fieldworkers and pesticide handlers. Registration required. [More information available here.](#)

### March 20

#### March 20

**Time:** 7:45 a.m. – 5:00 p.m.

**Location:** UCCE San Diego, 9335 Hazard Way, Suite 201, San Diego, CA

## **Ventura County Spray Safe Seminar**

Members of the California avocado industry interested in learning more about preventing pesticide-exposure incidents are encouraged to attend the free Ventura County Spray Safe event. Registration required. [More information available here.](#)

**March 20**

### March 20

**Time:** 7:30 a.m. – 1:30 p.m.

**Location:** Agriculture Building (Santa Cruz Hall), Ventura County Fairgrounds, 10 West Harbor Boulevard, Ventura, CA

## **Farm Service Agency Office Hours to Assist Growers Affected by Wildfires and Mudslides**

The Farm Service Agency (FSA) has established a temporary satellite office in Santa Paula to meet with growers affected by the Thomas Fire and mudslides. Growers are encouraged to schedule an appointment by calling 805.933.2926, or to visit the satellite office during office hours. Additional dates and hours will be added as needed. [More information available here.](#)

**March 22 & 29**

### March 22 & 29

**Time:** 10:00 a.m. – 2:00 p.m.

**Location:** Ventura Ag Commissioner's Office, 815 East Santa Barbara Street, Santa Paula, CA

## **Safe Food California**

Members of the California avocado industry interested in learning more about food safety are encouraged to attend the Safe Food California conference in Indian Wells, California. The conference includes keynote addresses, educational breakout sessions and the opportunity to network with other industry members. Registration required. [More information available here.](#)

**April 3-5**

### April 3-5

**Time:** Schedule varies each day.

**Location:** Hyatt Regency Indian Wells Resort & Spa, 44600 Indian Wells Ln, Indian Wells, CA

## **CAC Production Research Committee Meeting**

**April 3**

### April 3

**Time:** 9:00 a.m. – 2:00 p.m.

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

## **Reminder: CAC Annual Meetings Next Week, March 20, 21 & 22**

The California Avocado Commission (CAC) will hold its 2018 Annual Meetings in Temecula, Ventura and San Luis Obispo next week. The meetings will cover important updates concerning the Commission and the avocado industry, and input from industry stakeholders is highly encouraged.

The meetings will be held as follows:

### **Temecula — Tuesday, March 20, 2018**

10:00 a.m. – 12:30 p.m.

South Coast Winery

34843 Rancho California Road

Temecula, CA 92591

Lunch provided

### **Ventura — Wednesday, March 21, 2018**

10:00 a.m. – 12:30 p.m.

Ventura Museum

100 East Main Street

Ventura, CA 93001

Lunch provided

### **San Luis Obispo — Thursday, March 22, 2018**

9:00 a.m. to 11:00 a.m.

SLO Farm Bureau

4875 Morabito Place

San Luis Obispo, CA 93401

Breakfast provided

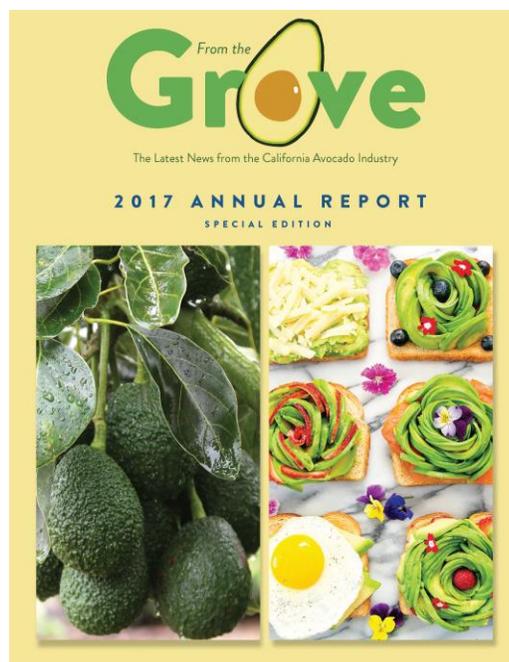
No RSVPs are required. For more information, contact CAC at 949.341.1955 or [cac.iaf@avocado.org](mailto:cac.iaf@avocado.org).

## **California Avocado Commission Annual Report Available Online**

The California Avocado Commission's (CAC) 2017 Annual Report is now available [online](#). This year, the Annual Report was presented as a special issue of From the Grove. The report is available in [print](#) and online.

Highlights from the publication include:

- A summary of the Commission's "firsts" in the marketing industry, as well as the integrated Made of California campaign and CAC's presence — including social media outreach — at consumer events
- A review of CAC's relationships with trusted and respected content partners and the role they play in expanding the reach of brand messaging
- A visual guide that showcases the breadth and depth of the Commission's digital and social media campaigns
- A look at CAC's cross-platform consumer and retail programs
- A high level review of CAC's tiered marketing program and how availability and nutritional messaging were integrated into promotions
- Findings from the 2017 California Avocado Tracking Study
- A summary of advocacy efforts concerning agricultural water rates, food safety, immigration policy and NAFTA
- A look at grower outreach sessions at Pine Tree Ranch, as well as the new online Decision Support Tool
- A synopsis of organizational changes at the Commission and how CAC is positioning itself for the future



- Ten-year industry statistical data
- Audited financial statements

To request a print copy of the Annual Report, click on this [link](#).

### **Area Grower Outreach Meetings and Listening Sessions**

The California Avocado Commission (CAC) is embarking on a new path regarding production research and grower outreach. Over the past year, the CAC Board and Production Research Committee have discussed the need to better communicate the results of CAC-funded and other research with growers and play a more active role in helping growers increase production of premium quality avocados.

In addition, CAC is taking a new look at production research, emphasizing funding projects that are driven by growers' needs and focused on practical outcomes with the goal of improving production.

To begin this process, Tim Spann, CAC's research program director, will be coordinating several small, local grower meetings to hear from you what your questions and needs are as they relate to production, and to begin extending information to help you improve your production practices. If you are interested in participating in these meetings, please complete the form [here](#). Initial meetings will take place in April with additional meetings organized on an ongoing basis as groups of growers are identified in a given area.

### **Avocado Rootstock Breeding Program Conducting Grower Survey**

Dr. Patricia Manosalva, director of the University of California, Riverside (UCR) avocado rootstock breeding program, is conducting a grower survey throughout California to identify and learn about the critical challenges avocado growers are currently facing.

The survey results will help shape the goals and objectives of the avocado rootstock breeding program and help Dr. Manosalva identify traits of importance to the avocado industry to screen germplasm from domestic (California, Florida and Hawaii) and foreign collections that contain some of these desirable traits. If the desirable traits are found within material from foreign sources, the program's goal will be to work toward importing that material to add those traits to the researchers' domestic breeding stock.

In addition, this survey will help researchers learn about the different cultural practices growers use to manage disease and salinity issues. The information obtained from this survey will aid in developing new tools and information that can be useful to growers for better avocado orchard management, as well as to help design better field plots to test the new rootstock selections from the program. Furthermore, these data will serve as baseline data for the program's USDA Specialty Crops Research Initiative proposal to obtain federal funding to implement genomics-breeding approaches in avocado, in field diagnostic tools, new fungicides to combat phytophthora root rot disease, and new tools based on remote sensing technology to better manage avocado orchards.

California avocado growers are encouraged to complete this [brief survey](#) as the data will provide the avocado rootstock breeding program with critical insights that can be used to better address growers' needs. The survey is available [online](#).

### **Hass Avocado Board Seeks Candidates**

The Hass Avocado Board (HAB) election process has begun with the mailing of announcements of open seats to all eligible producers and importers of Hass avocados. HAB, which promotes the consumption of Hass avocados in the United States, seeks board members with diverse skill sets who are interested in supporting this mission. The 12-member board directs HAB's promotion, research and information programs under the supervision of the United States Department of Agriculture (USDA).

HAB board nomination forms are due March 29, 2018. Interested parties can download the [2018 producer nomination packet](#) and the [2018 importer nomination packet](#). A complete list of [duties and responsibilities](#) is also available online. HAB holds four board meetings per year.

The complete [HAB election schedule](#) is as follows:

- March 1— Announcement of open seats
- March 29 — Deadline for receipt of nomination forms
- April 12 — Deadline for receipt of candidate statements
- April 19 — Ballots mailed to producers and importers
- May 17 — Deadline for receipt of ballots by independent accounting firm
- May 25 — Deadline to receive election results from accounting firm
- June 18 — Deadline for receipt of background form/lobbying declaration by candidate
- July 2 — Forms, outreach summary to AMS and nominee names to USDA Secretary
- November 14 — New members and alternates are seated

### **Avocado Inspection Advisory Committee Seeks New Members**

The California Department of Food and Agriculture (CDFA) has announced there are two vacancies on the Avocado Inspection Committee (AIC). The vacancies are for active avocado handlers and the term of office is two years. AIC members do not receive compensation, but are eligible for reimbursement of travel expenses.

The AIC makes recommendations to the CDFA secretary on all matters pertaining to the California Avocado Inspection Program, which provides uniform inspections of avocados.

Interested individuals should complete the [Prospective Member Appointment Questionnaire](#). In addition, nominees must secure a letter of recommendation from the industry.

Applications should be sent to [Thomas.osborn@cdfa.ca.gov](mailto:Thomas.osborn@cdfa.ca.gov) or mailed to:

Thomas Osborn  
CDFA Inspection and Compliance Branch  
1220 N Street  
Sacramento, CA 95814

For more information, contact Sam Santander at [Samuel.santander@cdfa.ca.gov](mailto:Samuel.santander@cdfa.ca.gov) or 760.743.4712.

### **Upcoming Food Safety Conference to Be Held in Indian Wells**

Members of the California avocado industry interested in learning more about food safety are encouraged to attend the Safe Food California conference, which will be held April 3 – 5 in Indian Wells, California. The conference includes keynote addresses, educational breakout sessions and the opportunity to network with other industry members.

On [Tuesday](#), April 3, Produce Safety Training certification courses will be held in English and Spanish. A golf tournament is also available that day, as well as an exhibit hall and craft brew social reception.

On [Wednesday](#), April 4, some of the topics that will be covered include:

- Food Safety — Where We Are and Where We Want to Be
- FMSA Update — Impact of Regulations Today
- Putting the Credibility Behind Certification
- What is Product Contamination Coverage: Coverages, Best Practices and Claims
- Practical Guide to Strategic Planning and Implementing Transformational Change

On [Thursday](#), April 5, sessions include:

- Case Study: Are You Overlooking Risks in Your Process?
- How Does Food Safety Play into the Buyer's Power?
- What Are the Key Takeaways and How to Implement Change in Your Company

A [complete schedule](#) and list of [speakers](#) can be found online.

There are a number of pricing options for attendees including group, guest and golf tournament pricing. Complete pricing information can be found [online](#).

Those interested in attending can complete their [registration online](#).

### **CAPCA Spring Summit Registration is Open**

CAPCA's 2018 Spring Summit will be held April 24 – 25 at the Pechanga Resort and Casino, 45000 Pechanga Parkway, Temecula, California. The conference will cover the following topics that might be of interest to California avocado industry members:

- Key issues for the Southern California region (including shot hole borer)
- Healthy Schools Act
- Insect control with biopesticides

A complete schedule can be found [online](#). The registration fee is \$160. Interested parties can [register online](#).

For more information, contact Dee Strowbridge at 916.928.1625 x 203 or [dee@capca.com](mailto:dee@capca.com).

### **California Avocados Take to Social Media for Winter Games**

With the winter games capturing the attention of the nation and the world, the California Avocado Commission (CAC) created a social media marketing campaign to help kick off California avocado season. The program started a few days before the games' opening ceremony and showcased California avocados leading into their 2018 season, taking advantage of the social engagement the event generates.

The initial stage of the campaign centered on the official start of the games. As different nations' teams entered the arena during the winter games opening ceremony prime-time event, CAC shared tweets highlighting California avocado guacamole recipes that featured ingredients specific to the entering country. To increase consumer engagement, the tweets tagged each respective country's Olympic committee using the #OpeningCeremony hashtag, along with CAC's own #OpeningSharemony hashtag. Leading up to this activation, CAC shared and promoted teaser videos on Facebook, Twitter and Instagram to spark excitement.

“The Opening Ceremony is the most tweeted-about moment of the winter games, and we wanted to ensure that California avocados were a part of that conversation,” said Jan DeLyser, California Avocado Commission vice president marketing. “With 19,500 social engagements (such as “likes” and “shares”), 87,000 video views and 1,280,000 social impressions, CAC’s program was effective and very efficient.”

CAC’s winter games social program continued through the closing ceremony of the winter games on February 25. One component featured communications by renowned registered dietitian, Mitzi Dulan, who is an award-winning sports nutritionist and a best-selling author. Dulan created several post-exercise recovery recipes and tips featuring California avocados, including California Avocado Pineapple Recovery Smoothie. She shared these usage ideas via CAC’s social channels and blog during the winter games, noting that avocados can act as a "nutrient booster" by helping to increase the absorption of fat-soluble nutrients such as vitamins A, D, K and E.

Dulan was the team sports nutritionist for the 2015 World Series Champions, Kansas City Royals, working with them for 11 seasons and was the team nutritionist for the Kansas City Chiefs over eight seasons. Her posts on behalf of the Commission utilized her sports nutrition expertise and showcased easy recipes for athletes of all levels.



*During the winter games opening ceremony, CAC tweeted California avocado guacamole recipes featuring ingredients specific to entering countries.*

### **Gelson’s Markets and Mollie Stone’s Generate Big Game Excitement with California Avocados**

As excitement for the Big Game mounted during the two weeks prior to the end-of-season football showdown, the California Avocado Commission (CAC) partnered with upscale retailers in Northern and Southern California to showcase California avocados as a fan favorite on Big Game menus. Twenty-seven Gelson’s stores and seven Mollie Stone’s locations participated in the Commission’s Big Game sales and display contest by crafting fun, eye-catching California avocado in-store promotions.

The in-store displays were supplemented by social media posts on the retailers’ and Commission’s platforms that showcased the early season fruit. Gelson’s Markets also featured California avocados in their popular newsletter, while Mollie Stone’s showcased beautiful California avocado banners in their produce departments.



*Gelson's Big Game California avocado display at their Ladera Ranch store.*

### **Sister Foodservice Chains Launch Season Long California Avocado Promotion**

This year, sister foodservice chains Baja Fresh and La Salsa have expanded the timeline for their California avocado promotions — launching mid-April early season promotions that will span the entire California avocado season.

As part of its April 23 – September 2 promotion, Baja Fresh has launched two new dishes — a Chicken Torta sandwich and a Blackened Chicken Salad — at 136 units located in Arizona, California, Idaho, Nevada, Oregon and Washington. The California avocado logo will be featured on menu panels, stanchion signs, window and door clings and free-standing insert coupons. California avocado-themed social media posts and e-newsletters round out the promotion.

The La Salsa menu will feature the chain's popular Spicy Shrimp Tacos with Roasted Corn and Fresh California Avocado Salsa, as well as Wahoo Tacos with a Jalapeno Avocado Salsa and a Roasted Corn Avocado Salsa. The California avocado logo will be displayed on counter cards, menu panels, register inserts, window clings and free-standing insert coupons in 20 units located in Arizona, California, Nevada and Texas. The chain also will showcase the California avocado menu items on its social media platforms and in its loyalty club member e-newsletter.



*Baja Fresh launched its new Blackened Chicken Salad with fresh slices of California avocado in mid-April.*

## Commission Shares 2018 Season Expectations with Southern California Industry Leaders

On February 7, nearly 300 retailers and industry stakeholders gathered at the Sheraton Cerritos for the Fresh Produce and Floral Council (FPFC) Southern California Luncheon. The California Avocado Commission (CAC) was a key sponsor for the event, which allowed Commission staff to network with retail representatives from the southern portion of the state at the start of the California avocado season.

CAC Retail Marketing Director Connie Stukenberg shared expectations for the 2018 California avocado season during her luncheon presentation and discussed the Commission’s marketing program highlights. During the luncheon, CAC staff had the opportunity to meet with representatives from Albertsons Companies, Gelson’s Markets, Grocery Outlet, Ralphs and Stater Bros. Handlers from Calavo, Del Rey, Eco Farms, Giumarra, Henry Avocado and West Pak also were on hand to support the Commission.



*Phil Henry, Connie Stukenberg, Jan DeLyser and Bob Lucy at the FPFC Southern California Luncheon.*

## 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 3/11/2018 | Season-to-Date (since 11/01/2017) | 2018 Year to Date  |
|-------------------------|-----------------------|-----------------------------------|--------------------|
| Hass                    | 7,034,157             | 35,724,635                        | 35,074,647         |
| Lamb                    | 0                     | 6,754                             | 6,754              |
| Other (Greens)          | 1,203                 | 800,439                           | 514,559            |
| <b>California Total</b> | <b>7,035,360</b>      | <b>36,531,828</b>                 | <b>35,595,960</b>  |
| Florida                 | 0                     | 373,010                           | 140,855            |
| Chile                   | 0                     | 11,638,216                        | 1,511,965          |
| Mexico                  | 45,240,822            | 807,682,411                       | 456,539,647        |
| Peru                    | 0                     | 0                                 | 0                  |
| Other (Imports)         | 1,010,000             | 20,340,000                        | 11,000,000         |
| <b>Import Total</b>     | <b>46,250,822</b>     | <b>839,660,627</b>                | <b>469,051,612</b> |
| <b>USA Total</b>        | <b>53,286,182</b>     | <b>876,565,465</b>                | <b>504,788,427</b> |

Sources:

California = CAC (AMRIC)

Florida = Florida Avocado Admin Committee

Chile = Comite de Paltas, Chile

Mexico = APEAM

Peru = ProHass

Other Imports = USDA AMS website

California Avocado Society Weekly Newslines\* Avocado Prices – March 14, 2018

|                        | Organic #1           | Conventional #1      | Conventional #1 |
|------------------------|----------------------|----------------------|-----------------|
| <b>California Hass</b> | (Field Price Per Lb) | (Field Price Per Lb) | (Carton Price)  |
| #32's                  | \$1.52-\$1.60        | \$1.28-\$1.38        | \$37.25-\$39.75 |
| 36's                   | \$1.52-\$1.60        | \$1.28-\$1.38        | \$37.25-\$39.75 |
| 40's                   | \$1.52-\$1.62        | \$1.28-\$1.38        | \$37.25-\$39.75 |
| 48's                   | \$1.54-\$1.68        | \$1.28-\$1.38        | \$37.25-\$39.75 |
| 60's                   | \$1.34-\$1.42        | \$1.00-\$1.08        | \$30.25-\$32.25 |
| 70's                   | \$1.04-\$1.14        | \$0.70-\$0.80        | \$22.75-\$25.25 |
| 84's                   | \$0.50-\$0.64        | \$0.43-\$0.64        | \$14.71-\$19.33 |

\*To subscribe to the Weekly Newslines, please contact the California Avocado Society at (949) 940-8869 or [www.CaliforniaAvocadoSociety.org](http://www.CaliforniaAvocadoSociety.org).

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

Summary- Active development of storms occurs during March 15-22nd, followed by return of dry upper high pressure, and a turn to very warm conditions.

Support continues in the mid-latitude Pacific sea surface temperature field, for high pressure near 150-160W, a longwave trough near 135-130W, moist flow into N and central California with significant rains through March 22. High pressure builds along and off the west coast during the 24-28th.

Warm sea surface temperature anomalies persist off to W and SW of San Diego, but are smaller than in previous weeks over the past month. This may start to decrease the available moisture for fronts and storms approaching the coast from the W and NW during late Mar and early Apr.

The *El Niño* Southern Oscillation (ENSO) continues in the cool (*La Niña*) phase. This supports a return to dry conditions in California.

**In the Near Term – March 16-29...** In the southern California avocado growing areas, from San Luis Obispo County to San Diego County, rainy periods on March 15-29th may be interspersed with an occasional cold night in the 30s in colder valleys. The periods of the 16th through about the 22nd have potential for unusual late season frosts and freezes, following rains. Recurrent dry cold nights occur during the 24-29th, despite the warmer days.

**Summary – March 30 – April 13...** In the southern California avocado growing areas, from San Luis Obispo south, a significant warmup is indicated for March 29-31 in southcentral-S California. However, nights will continue on the cold side, with occasional frosts in the coldest valleys during the first few days of Apr. During Apr 5-12th, rains appear to return to N and central California (Sierras), but may produce showers in S California as well.

**Seasonal Outlook / *La Niña* Update...April 14 – May 31...** Latest solutions suggest near or below normal rainfall is suggested by CFSv2 for April, after the 13th, with a turn to above normal temperatures after the 20th. In late April, this can mean hot days with highs approaching 90 in the coastal valleys and in S California foothills-valleys, and upper 90s in the deserts.

Going forward into May, the main issue of concern that begins to develop in late April and May is unusually warm conditions in late April, followed by a hot and dry May.

We currently expect a normal start of the wildfire season in N California by May 1.

For Southern California, after the 12th of April, SOCAL appears to turn warmer and drier than normal. Warm and dry conditions in May continue onward through most of June according to latest CFSv2 and NMME results. When June is warmer than normal, extremely hot days, hottest of the whole year, are most likely to occur in the SOCAL deserts due to high solar angle and long days.

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