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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>

Decision Support Tools for Management of Avocado Nutrition and Chloride Toxicity

Index Fresh is hosting a seminar entitled "Decision Support Tools for Management of Avocado Nutrition and Chloride Toxicity" in all three major California avocado growing regions. RSVP Required. [More information available here.](#)

May 2-3

May 2

Time: 9:00 a.m. – 11:00 a.m.

Location: Embassy Suites San Luis Obispo, SLO Center Meeting Space, 333 Madonna Road, San Luis Obispo, CA

May 3

Time: 9:00 a.m. – 11:00 a.m.

Location: Pala Mesa Resort – Syc/Cyp Meeting Space, 2001 Old Highway 395, Fallbrook, CA

CAC Production Research Committee Meeting

May 9

Time: 9:00 a.m. – 1:30 p.m.

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

CAC Marketing Committee Meeting

May 10

Time: 10:00 a.m. – 12:00 p.m.

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

Crop Management Tool Workshop

The University of California Cooperative Extension will host a workshop designed to familiarize growers with CropManage — a free online decision-support tool for water and nutrient management of coastal crops. CropManage is designed to help growers quickly make informed decisions concerning water and nutrient management on a field-by-field basis. RSVP Required. [More information available here.](#)

May 11

Time: 8:00 a.m. – 12:00 p.m.

Location: 669 County Square Drive, Suite 100, Ventura, CA

CAC Board Meeting

May 18

Time: TBD

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

CAS Seminar: Field Trips to See Local Issues

The California Avocado Society (CAS), California Avocado Commission and the University of California Cooperative Extension are hosting a series of field trips that allow California avocado growers to see local issues affecting the industry. [More information available here.](#)

June 13-15

June 13

Time: 1:00 p.m. – 3:00 p.m.

Location: TBD

June 14

Time: 9:00 a.m. – 11:00 a.m.

Location: TBD

June 15

Time: 1:00 p.m. – 3:00 p.m.

Location: TBD

Six-week Avocado Course Begins in May

Dr. Gary Bender, UC Cooperative Extension (UCCE) Farm Advisor Emeritus, is the lead instructor for a six-week course entitled “Avocado Production for New Growers.” The course is designed for new avocado growers, as well as those interested in learning more about avocado production best practices and meeting fellow growers.

The six-week course consists of six, two-hour sessions. The fee for the course is \$105 and includes two avocado books, an IPM book and a post-harvest handbook. Final dates and the location will be announced soon.

Topics include:

- Introduction to Agriculture in San Diego County, History of Avocado Production in California
- Botany, Flowering, Varieties, Harvest Dates, Rootstocks
- Irrigation Systems, Irrigation Scheduling, Salinity Management

- Fertilization, Organic Production
- Insect and Mite Control, Disease Control
- Ag Waiver Water School Training (Dr. Loretta Bates)
- Canopy Management, Tree Spacing, Frost Management
- Field trip to High Density Trial grove and a commercial grove

For more information, contact Erin Thompson at 858.822.7919 or enthompson@ucanr.edu.

UCCE to Host Crop Management Tool Workshop

The University of California Cooperative Extension (UCCE) will host a workshop designed to familiarize growers with CropManage — a free online decision-support tool for water and nutrient management of coastal crops. CropManage is designed to help growers quickly make informed decisions concerning water and nutrient management on a field-by-field basis.

The workshop will take place on Thursday, May 11, from 8:00 a.m. – 12:00 p.m. at 669 County Square Drive, Suite 100, Ventura, California. Attendees should bring a laptop or tablet as this is a hands-on seminar.

The agenda is as follows:

- 8:00 – 8:30 Registration and refreshments
- 8:30 – 9:00 Introduction to and updates concerning CropManage 3.0
- 9:00 – 10:15 Getting started with CropManage
- 10:15 – 10:30 Break
- 10:30 – 11:15 Strategies for using CropManage
- 11:15 – 11:45 Advanced features and interfacing sensors with CropManage
- 11:45 – 12:00 Discussion of new features or changes needed

Space is limited, so growers are encouraged to RSVP in advance by contacting Patricia Rodriguez at 805.645.1474 or parodriguez@ucanr.edu.

2017 Census of Agriculture

Every five years the U.S. Department of Agriculture’s National Agricultural Statistics Service (NASS) conducts the Census of Agriculture, which provides a complete count of all farms and ranches — and the people who operate them — in the United States. The 2017 Census will be mailed at the end of this year.

The Census highlights:

- Land use
- Land ownership

- Operator characteristics
- Production practices
- Income
- Expenditures

As such, the confidential data compiled by the Census is, according to NASS Administrator Hubert Hamer, “heavily relied upon by those who serve farmers and rural communities,” including all levels of government, educators, researchers, agribusinesses, trade associations and those who operate agricultural enterprises. California avocado growers are encouraged to participate in the Census as the data is used to shape the policies, services and assistance programs that affect those in the agricultural industry.

Growers who are new to farming, or those who did not receive a 2012 Census of Agriculture may sign up, through June, to receive the 2017 Census at www.agcensus.usda.gov. Click on the ‘Make Sure You Are Counted’ button.

Growers have the option of completing the [2017 Census of Agriculture online](#). In order to do so, growers will need the 17-digit survey code located on the survey mailing label they receive. The online survey is designed to save time, allowing growers to skip questions that do not apply to them. The online survey also calculates totals automatically and provides drop-down menus for common answers. A partially completed online Census survey can be saved and then completed at a later date.

More information concerning the Census can be found at www.agcensus.usda.gov or by calling 800.727.9540. Highlights from the 2012 Census of Agriculture also are available [online](#).

California Avocado Consumer Campaign Reprises Elements Popular with its Fans

The California Avocado Commission’s (CAC) consumer advertising campaign launched in April, celebrating the start of the California avocado season. Given the success of last year’s creative, a number of key design elements have been reprised for the 2017 season.

To highlight the continued partnership with artist John Van Hamersveld, the Commission produced gatefold ads featuring his unique artwork for print publications in targeted markets including Los Angeles, Sacramento, San Diego and San Francisco. Van Hamersveld’s illustrations showcase California avocados alongside iconic California landmarks such as the Golden Gate Bridge. In addition, single-page ads from the 2016 season will be picked up for publication this season.

Last season’s outdoor creative was such a hit with California avocado fans that the Commission will again showcase Michael Schwab’s illustrations featuring the California Avocados brand logo. The illustrations created by Schwab, the California-based artist who designed the Hand Grown in California logo, evoke the California lifestyle and pair the natural beauty of the state with California avocados. A new execution of these ads uses the headline “Fresher the Better.”

Throughout April, the Commission will run in-store radio spots highlighting the start of the California avocado season and reminding consumers to check for California on the label. In addition to the in-store spots, CAC will run three separate radio units on Pandora, an application that allows consumers to stream their favorite music. The Commission is the first to market for a unit called “Pin to Pinterest.” This unit will extend the reach of the Commission’s Pandora ads, allowing Pandora listeners to pin the California avocado recipe to their board on Pinterest, a virtual scrapbooking platform.

To celebrate the California avocado season on its social media platforms, CAC posted an engaging GIF on Instagram and Twitter. (GIFs are compressed image files that allow faster viewing online, and are sometimes animated.) In addition, the Commission published a blog post and sent out an email announcing the availability of fresh California avocados and

showcasing new recipes. Digital ads were launched on YouTube, Instagram, Twitter, Facebook and websites including Food52, Pure Wow and Tasting Table.

The consumer campaign is expected to garner more than 900,000 print impressions, nearly 26 million outdoor impressions, more than 540 million audio impressions and nearly 120 million digital and social media impressions.



Digital ads encourage consumers to learn more about what makes California avocados the premium choice.

Morrison Healthcare Celebrates California Avocado Season with Back-to-Back Promotions

Morrison Healthcare, a division of Compass, will celebrate the start of the California avocado season with back-to-back promotions. The first promotion will feature Morrison Healthcare’s popular Toast promotion in 192 units located in the Western and Southwestern United States. The promotion, which features *Avocado and Pomegranate Toast*, will run throughout the month of April.

During the month of May, Morrison Healthcare will celebrate Avocado Super Food Month with an avocado-centric menu. The menu includes a burrito, BLTA, *Avocado Hummus*, made-to-order guacamole and *Avocado Chocolate Pudding*.

Throughout the campaigns, the California Avocados brand logo will be prominently positioned on static-clings and POS pieces. Morrison also will promote its fresh California avocado items on its social media and digital platforms.



Morrison Healthcare’s counter card features Avocado and Pomegranate Toast and the California Avocados brand logo.

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 4/23/2017	Season-to-Date (since 11/1/16)	2017 Year to Date
Hass	10,724,691	63,715,218	63,315,404
Other (Greens)	108,843	950,628	812,968
California Total	10,833,534	64,665,846	64,128,372
Florida	0	10,441,585	2,387,275
Chile	96,121	36,460,299	16,386,953
Mexico	40,024,857	912,300,367	642,212,916
Peru	0	50,000	0
Other (Imports)	190,000	27,120,000	17,680,000
Import Total	40,310,978	975,930,666	676,279,869
USA Total	51,144,512	1,051,038,098	742,795,516
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 – April 25, 2017

	Organic #1	Conventional #1	Conventional #1
California Hass	(Field Price Per Lb)	(Field Price Per Lb)	(Carton Price)
#32's	\$1.95-\$2.06	\$1.85-\$1.94	\$51.50-\$53.75
36's	\$2.00-\$2.06	\$1.86-\$1.94	\$51.75-\$53.75
40's	\$2.02-\$2.15	\$1.86-\$1.94	\$51.75-\$53.75
48's	\$2.20-\$2.27	\$1.88-\$1.96	\$52.25-\$54.25
60's	\$2.10-\$2.17	\$1.66-\$1.76	\$46.75-\$49.25
70's	\$1.68-\$1.75	\$1.26-\$1.35	\$36.75-\$39.00
84's	\$0.90-\$0.95	\$0.84-\$0.96	\$23.73-\$25.49
*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- There is a tendency for troughing near and just west of N California, before and after May 1st. The sea surface temperature anomaly (SSTA) pattern in the central N Pacific is strong and persistent enough to continue the tendency for troughing through May and possibly into early June near and over the Calif coast. Forcing for troughs over western Mexico will continue. A classic, moderate to strong *El Niño* anomaly pattern is expected to develop per the current SSTA pattern and the NMME (North American Multi-Model Ensemble): Time frame- later in the summer and in autumn.

In the Near Term – April 28 - May 11... In the southern California avocado growing areas from Santa Barbara County to San Diego County, periods of partly cloudy conditions occur on April 30th and May 1 with minimal, if any, showers. Cold mornings occur on April 27-30th, and May 1-2. Otherwise dry and warmer conditions occur.

Summary – May 12-31... In the southern California avocado growing areas, from San Luis Obispo south, there is risk of a return to cool and showery conditions across central and S Calif during May. This currently appears most likely about May

21-26. Temperatures averages a little above normal in SOCAL overall. The rainy or showery periods will most likely be cooler than normal, while the intervening dry and warm periods may be well above normal in May (lack of coastal low clouds).

Seasonal Outlook / *El Niño* Update...June 1 – July 15, 2017... Troughing is still possible to some extent, with some drizzly mornings in early to mid-June. After hot periods in May, June is closer to normal temperatures. *El Niño* continues to strengthen during the early to mid-summer. In addition, the SSTA pattern in the mid-latitude NE Pacific will continue to support troughing near the coast of Calif in late May and early June. Troughing near the Calif coast N of the Bay Area will tend to encourage showers and TSTMS to develop in the Siskiyou's, NW Calif mountains, and in the N SierraNV. Troughing off N Calif may start to come into phase with the summer monsoonal SE flow from Mexico during the first part of July. This would tend to encourage TSTMS in Yosemite and central SierraNV areas.

For the hurricane season west of Mexico, colder than normal sea surface temperatures SW and S of southern Baja Calif may inhibit tropical cyclone development in the first part of summer, i.e. late May thru July. Cyclones that develop will tend to move into Jalisco/Colima/Michoacan during June. It will most likely be July before cyclones maintain intensity when moving WNW towards southern Baja.

A few preliminary comments are in order regarding the next wet season: Nov 2017-Mar 2018. During the last two seasons, we saw, in 2015-16, a moderate to strong *El Niño* that encountered the opposing influence of the SSTA pattern in the north Pacific west of Calif. The result was an inconsistent response to *El Niño*, and above normal rainfall in N Calif, but below normal rainfall in S Calif. During this past February – April 2017, we had heavy rains in N and central Calif, and heavy snow with an exceptional snowpack in the SierraNV, but without significant contribution from *El Niño* or *La Niña*.

For rainy season (winter) 2017-18, there is an active *El Niño* coupled with the residual SSTA pattern associated with the current troughing of this late winter and spring. The bottom line is that when both *El Niño* (ENSO warm phase) and the mid-latitude SSTA pattern begin working together as the next rainy season begins, after opposing each other in the previous two years, we may have a better chance for an upcoming wet winter in 2017-18 for all of Calif.

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