

The 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/upcoming-meetings-events/>

The California Avocado Commission is coming to Ventura County this month!!

Check out the meetings and events listed in this calendar section for more information on how growers and industry stakeholders can interact with CAC Staff and Board of Directors!

Wednesday, May 29, 2013, 12:30 – 2:30 p.m., CAC-Santa Paula Field Office Grand Opening and Open House
CAC-Santa Paula Field Office, 705 E. Main Street, Suite A, Santa Paula, CA 93060 (see [article below](#) for additional information about this event)

Wednesday, May 29, 2013, 3:00 – 5:00 p.m., CAC Finance Committee Meeting
CAC-Santa Paula Field Office, 705 E. Main Street, Suite A, Santa Paula, CA 93060

Thursday, May 30, 2013, 8:30 a.m. – 3:15 p.m., CAC Board Meeting
Museum of Ventura County, 100 E. Main St., Ventura, CA 93001

CAC Establishes Field Office in Santa Paula

Situate CAC facilities for grower accessibility. It's been just over two years since this component of CAC's Seven-Point Plan was first introduced, and as of May 2013, with the establishment of a field office in Santa Paula, the Commission has taken steps to accomplish this goal. Upon receiving unanimous Board approval at its March 2013 meeting, CAC staff finalized negotiations on the lease of a property on Main Street in Santa Paula, taking possession of the premises at the beginning of this month. The small office, roughly 1,000 square feet, consists of three offices and a small conference room. It will be shared with the Avocado Inspection Program and is conveniently located in downtown Santa Paula.



CAC-Santa Paula Field Office, 705 E. Main Street, Suite A, Santa Paula, CA 93060

The purpose of the establishment of this field office is for CAC staff to be more accessible to the grower community. In the coming months CAC will communicate through *The Greensheet* when members of the Commission staff or board will be available at the Santa Paula office. In addition, the facility will be utilized for industry meetings as necessary. But before that, the Commission wants you, our grower community, to be the first to see the new field office, and is having a **Grand Opening and Open House** on **Wednesday, May 29, 2013** from **12:30 p.m. to 2:30 p.m.** During the open house CAC staff members will be on-site to meet and greet local growers and Commission handouts and promotional materials will be available, so plan on stopping by!

CAC-Santa Paula Field Office Grand Opening and Open House

***Wednesday, May 29, 2013, 12:30 – 2:30 p.m.
705 E. Main Street, Suite A, Santa Paula, CA 93060***

County AG Commissioners and CAC Staff Meet to Address PSHB and Fusarium Dieback

Commission staff members Tim Spann and Ken Melban met with key agricultural commissioners to discuss the threat posed by the Polyphagous Shot Hole Borer (PSHB) and the Fusarium disease it vectors. During the May 8th discussions, CAC provided an update on the broad host range for the pest and status of pest finds, along with planned outreach and education activities. The Commission is in the process of creating a working group comprised of county AG commissioners, representatives from the University of California Riverside, University of California Cooperative Extension, USDA Forest Service and Park Service, and the LA Arboretum and Huntington Botanical Gardens. The task of this working group is to ensure that the outreach program is successful in raising awareness of the risks posed by the PSHB, through dissemination of a consistent message, tailored for the appropriate audiences. In addition, information sharing between the different groups will be critical to allow for the continuous evaluation and any necessary modifications to the outreach and education as new information becomes available.



The involvement of County Ag Commissioners will be critical to the success of this program, particularly in two areas, 1) the ability of county AG inspectors to assist with tracking and reporting the pest, and 2) contact with a diversity of agricultural producers who need to be educated about the pest. The close involvement of County Ag Commissioners in this project will ensure that appropriate educational materials are developed and available to county personnel and the clients they serve. It will also ensure that there is efficient and rapid communication between the various commodity groups potentially affected by this pest/disease complex and the Ag Commissioners who can assist in exclusion, detection, eradication and management efforts. AG commissioners from Los Angeles,

Orange, Riverside, San Diego, Santa Barbara, and Ventura counties were in attendance and all praised the Commission for working to assemble the key parties and lead the outreach on this dangerous pest.

As previously reported, funding for PSHB/Fusarium dieback outreach and education will be provided under a USDA grant the Commission was successful in securing totaling nearly \$300,000 for three years. In addition, the Commission has committed about \$600,000 (2012-2014) on PSHB/Fusarium identification activities and the evaluation of possible control methods.

Call to Action on Immigration Reform

Over the past few months the Commission has actively been working in Washington DC on Immigration Reform to ensure that any legislation put forth will address the needs of agriculture. Recently Senate Bill 744 was introduced and, as currently proposed, offers a workable solution for agriculture in the critical areas of wages and number of visas. **The Bill is going through mark-up this week (May 14-17), and it is imperative that the California senators know you support this legislation.** Although Senator Feinstein is one of the authors and she along with Senator Boxer will most likely vote in favor, nothing should be taken for granted. The Senators are definitely hearing loud and clear from our opponents, and it is important that they hear your support. If we are going to win this opportunity to secure a stable and legal workforce, you need to join the effort to make sure Congress passes a viable guestworker program!

Call your Senators today:

1. **Barbara Boxer (1-202-224-3553)** When connected, tell staff or leave this message:
 - a. I'm a constituent from California and I'm calling to ask the Senator to support Immigration Reform
 - b. Please support Senate Bill 744 because a reliable and legal workforce is critical to my business
 - c. Your Name, Company, City

Hang up and call your other Senator!

2. **Dianne Feinstein (1-202-224-3841)**

Let your Senators know that sound comprehensive immigration reform needs to provide an effective agricultural program as it is absolutely vital to your business. Call today!

Cultural Tip: Review Your Irrigation and Salinity Management Plans

The recent rain has been a welcome relief, especially since southern California is in a drought. However, rainfall has been very low this winter, somewhere between one third and one half of average. As a result, the leaching of salts from the soil that normally comes with winter rainfall has not happened. Therefore, it is very important this year to review your irrigation and salinity management plans in the context of current crop load and anticipated bloom.

To save on water costs, many growers rely on winter rainfall and do not regularly irrigate their groves during the winter. There is also a belief that avocado trees are dormant or at least quiescent in winter and are not using much water. While it is probably true that the trees are using less water in winter than in summer, they are not dormant and are actively developing flowers for spring and sizing fruit. As a result of the dry winter fruit size is smaller than would be expected at this time of year, which appears to be encouraging growers to hold fruit on the tree longer than normal. The generally large crop this year is also contributing to smaller fruit sizes. In drought years with a large crop, winter irrigation is necessary to support fruit sizing. At the same time, the temptation to hold fruit on the tree to gain more size will decrease the flowering potential of the trees and should be avoided.

California avocado growers cannot avoid having to use salty irrigation water, which necessitates the use of additional water to leach the build-up of salts from the soil to avoid chloride toxicity and other salt-related yield reductions. Unfortunately due to the drought and the absence of natural leaching from rainfall, the use of salty irrigation water means that additional leaching irrigation sets may be required, increasing the total water bill compared to previous years. Under these conditions, the use of instruments to measure soil moisture content and the salinity of the soil water becomes very important as applying water according to the measured needs will ensure that over or under watering is avoided. To help explain salinity management a fact sheet on salinity is available for growers on the Commission website at the following URL: <http://www.californiaavocado.com/assets/Uploads/Growers-Site/Fact-Sheets/Salinity-Fact-Sheet.pdf>.

The Production Research Committee met on April 23, and following a vigorous discussion identified high priority research topics. The discussion utilized the results of the grower research needs survey, the CAC Board developed research imperatives, and considered the research projects already being funded. The discussion identified salinity and water management as the greatest cultural management challenges facing California avocado growers and needing greater research effort. It was the consensus of the PRC that the highest priority research topics are:

- Overcoming the negative impact of salinity on yield – in particular methods to mitigate chloride toxicity
- Improvement of disease and pest management – spending on this topic is already about one third of the PRC budget and the Committee determined that pests will continue to be of very high importance
- Increasing root health of established trees – better irrigation management and control of root rot
- Canopy management systems for improved and more consistent yields – better understanding of pruning and the response of the trees
- Greater understanding of nutritional requirements – improved use of fertilizer with poor water quality and for sustainable production practice.

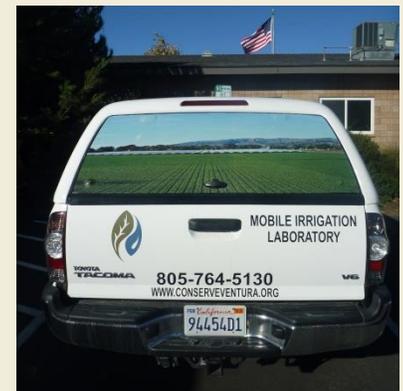
A request for proposals has been issued and the deadline for final submission of proposals is June 24.

Assisting Agricultural Operations With Irrigation System Improvements

By Ventura County Resource Conservation District

As part of the Ag Waiver Program in Ventura County, growers must implement Best Management Practices (BMPs) to help eliminate dry-weather runoff and improve water quality. The Ventura County Resource Conservation District's (VCRCD) Mobile Irrigation Lab now includes a Cost Share Program to help fund BMP implementation for irrigation system of commercial orchard, row crop, and nursery operations.

The Mobile Irrigation Lab provides on-site irrigation system analysis and technical assistance to improve water use efficiency. As a result of an evaluation, you will learn how well your irrigation system is functioning and we will provide recommendations on how to improve your system performance to increase your water use efficiency.



Evaluations are free! We also have Cost Share funding available to help you implement recommendations made as a result of the evaluations, such as the use of tensiometers, atmometers, drip and micro irrigation systems, and other types of equipment. As funding allows, growers can be reimbursed for up to 50% of eligible equipment costs, and an additional 50% of costs after demonstrating improvements in irrigation efficiency and reductions in water usage.

To sign up for a free irrigation system evaluation and for more details on how to apply for the Cost Share Program, please contact the RCD at (805) 764-5132 or email jamie.k.whiteford@gmail.com.

California Avocado Consumer Advertising is in Full Stride as Availability Reaches Core Western Target Markets

This year's consumer advertising campaign launched in California at the end of March and has now started in all advertised markets in the western states. The advertising features premium California avocados and highlights their taste, quality and reliability. The ads also encourage consumers to look for California on the label.

In May, California avocado consumer advertising can be seen in Sunset magazine, retailer specific publications, outdoor billboards, online and radio commercials can be heard on major radio stations and in-grocery stores. CAC's online advertising will communicate menu ideas on Google through targeted advertising, top recipe websites such as EatingWell.com, FoodNetwork.com and AllRecipes.com. CAC ads also will reach consumers while they are listening to music on the internet or on their mobile devices through Pandora.com – a popular internet radio network.

CAC has also continued its integrated sponsorship of America's Test Kitchen this year which includes broadcast, online, social media, email and in-recipe branding opportunities through the entire California avocado season.

CAC's integrated advertising campaign is reaching our target audience with a message that all avocados are not created equal and encouraging them to look for California on the label. See future editions of the Greensheet for the latest consumer advertising news.



An advertisement for California Avocados. The top section features a collage of images: a "Welcome to California" sign, a field of avocado trees, a smiling farmer, and a hand holding an avocado. Below this, the text "EVER WONDER WHY" is written in small letters, followed by "CALIFORNIA AVOCADOS JUST SEEM TO" and "TASTE BETTER?" in large, bold, yellow letters. The middle section shows a sliced avocado and a whole one. The bottom section contains two columns of text and a small "HAND GROWN IN CALIFORNIA" logo. The text reads: "PEOPLE ARE ALWAYS ASKING, what makes California Avocados so special? Is it the sun-kissed soil, the seasoned growers, the hand-grown care, or just the magic of California? And the answer is ... yes. California Avocados combine all of the best elements to bring you that creamy, completely handcrafted, avocado taste. We have nearly 5,000 growers and most of them run small, family farms. They walk the land ensuring our avocados are always inspected, harvested and cared for by hand. We take great pride in our California name, so you can rest assured knowing every delicious California Avocado comes from our hands to yours. So next time you're in the produce department, be sure to look for California on the label." At the bottom, it says "INSIST ON CALIFORNIA AVOCADOS. CALIFORNIAAVOCADO.COM" and "©2013 California Avocado Association".

California Avocado Ads and Displays Help Drive Cinco de Mayo Consumption in Excess of 100 Million Pounds

Avocados were the number one category promoted in produce for the week of May 1st including Cinco de Mayo promotions.

Shipments exceeded the industry forecast of 87.3 million pounds, reaching a Cinco de Mayo record of 100.1 million pounds of avocados consumed for the festivities. Of the 21,000 stores surveyed by the United States Department of Agriculture each week, 18,995 (more than 90 percent) featured avocados for Cinco de Mayo. This is a significant increase versus the comparable period in 2012 when 12,295 stores had avocado promotions. This year retailers across the country ran Cinco de Mayo promotions and many in the western states featured California avocados in their ads using the *Hand Grown in California* logo. [Click here to view some of the ads.](#)

CAC provided display bins to retailers to support their in-store promotions and optimize their California avocado displays for Cinco de Mayo ([click here to view the photos](#)). Those retailers included Bristol Farms, Raley's, Stater Bros. and Jons Marketplace, with Jons using the bins to support their California Avocado Cinco de Mayo Sales Contest efforts.

Foodservice Promotions with Souplantation, Baja Fresh and Denny's put California Avocados in the Limelight

Throughout May 2013, Souplantation's *American Road Trip* promotion will celebrate the classic California Cobb Salad with fresh California avocados. The summer-long promotion features the chain's favorite salad recipes from across the country beginning with the California Cobb. The ingredients are as traditional as the salad: crumbled blue cheese, crisp bacon, Roma tomatoes, eggs and fresh California avocados.

Souplantation will promote the *California Cobb Salad* in 128 locations across the United States with in-store point-of-purchase materials, radio spots and digital and social media. The in-store posters tempt customers with a full-color photo of California Cobb salad with the *Hand Grown in California* logo positioned prominently in the corner. The chain's radio spot will promote *California avocados* in the list of ingredients.

American Road Trip!
Our favorite recipes from across the U.S.A.

California Cobb with Bacon

Salad originator Bob Cobb made the first one in 1926 from leftovers in his kitchen. Not us... we use freshly crumbled blue cheese, crisp bacon, Roma tomatoes, eggs and fresh California avocados. Cool.

1 cup: 190 cal

From May 1 through August 31, 2013, Baja Fresh brings back their popular Catch Two (or Three) Taco promotion. The limited time offer features three seafood tacos: *Grilled Wahoo*, *Garlic Lime Shrimp* and *Crispy Wahoo*, each enhanced with fresh California avocados. To enjoy a Catch Two, customers mix and match any two tacos, or, for a modest additional charge, they can upgrade to a Catch Three. At the same time, Baja Fresh is introducing a new fresh guacamole that significantly increased guacamole sales in test markets.

Baja Fresh will promote Catch Two (or Three) Tacos in 220 locations with a large in store menu panel and a direct mail piece delivered to about 5 million households. Both the panel and the mailer will tempt customers with full color photos of the featured tacos and include the *Hand Grown in California* logo.

CATCH 2 OR 3

**Seafood 2 Taco Combo
with Rice & Beans**

**Make it a Trio
only 99¢ more.**

**Line Caught, Fire Grilled
WAHOO**

**Garlic Lime
SHRIMP**

**Hand Battered Crispy
WAHOO**

Mix & Match any Tacos in any combination.

EAT WELL. LIVE FRESH.

©2013 Fresh Enterprises, Inc.

From April 29 through October 31, 2013, Denny's California units (405 locations) will raise their national "Red, White and Blue" program another level by adding fresh California avocado green. Just in time for the summer holidays, Denny's California will also promote two fresh California avocado items—*Bacon Avocado Burrito* and *Cali Jack Turkey Burger*—and continue to promote them as the chain's national program moves on to other themes. Tantalizing photos of both items will be featured on colorful menu inserts branded with the *Hand Grown in California* logo. Copy also will encourage customers to "Add fresh, local avocado to any dish for

\$1.00.” At point of purchase, staff will sport server buttons with the same “add avocado” message. In addition, Denny’s California had a PennySaver print drop the week of April 29th to 3,500,000 and a promotional email blast to loyal customers the week of May 13th.



CAC Reaches More Than 700 Registered Dietitians at California Dietetic Association Expo.

CAC participated in the California Dietetic Association’s (CDA) Annual Meeting and Expo on April 11-13, 2013 in Santa Clara, CA. This event drew more than 700 registered dietitians. Registered Dietitians are credible influencers who can disseminate good news about avocado nutrition and California avocado recipe ideas to their clients. CAC exhibited at the Expo with a booth in a high-traffic area, speaking with dietitians and sampling our Garden Fresh Tomato and California avocado Salsa. In addition to product samples, CAC distributed California avocado nutrition materials, had meaningful conversations with the dietitians and sponsored lunch, which featured a California avocado recipe.

Attendees were overwhelmingly positive about CAC’s presence at the meeting. Dietitians were interested in CAC nutrition materials, eager to learn how to cut and prep California avocados and excited about receiving California avocado recipe information. CAC’s Garden Fresh Tomato and California Avocado Salsa samples were a hit on April 12, with one attendee proclaiming that CAC’s samples were “Best in Show!”



Emily L. Schiller, R.D. and Angela Fraser at CAC's booth





Garden Fresh Tomato and California Avocado Salsa

California Market Trends

To view all market trend graphs, including “Avocado Volume Summary,” “Weekly Price Range” and “U.S. Avocado Supply,” please visit: <http://www.californiaavocadogrowers.com/market-information/>.

| California Avocado Commission Weekly Volume Summary (pounds) | | | |
|---|---|-----------------------------------|----------------------|
| | Week Ending 5/12/2013 | Season-to-Date (since 11/1/12) | 2013 Year to Date |
| Hass | 13,384,833 | 136,102,045 | 134,555,856 |
| Lamb | 0 | 4,743 | 4,743 |
| Other (Greens) | 69,042 | 1,832,499 | 1,773,558 |
| California Total | 13,453,875 | 137,939,287 | 136,334,157 |
| Florida | 0 | 13,598,530 | 3,993,385 |
| Chile | 0 | 22,731,637 | 6,029,213 |
| Mexico | 23,942,135 | 756,659,197 | 525,864,113 |
| Other (Imports) | 40,000 | 25,000,000 | 15,990,000 |
| Import Total | 23,982,135 | 804,390,834 | 547,883,326 |
| USA Total | 37,436,010 | 955,928,651 | 688,210,868 |
| Source(s): | California = CAC (AMRIC) | | |
| | Florida = Florida Avocado Admin Committee | | |
| | Chile = Comite de Paltas, Chile | | |
| | Mexico = APEAM | | |
| | Other Imports = HAB and USDA AMS website | | |

Weekly Newslines* Avocado Prices

| | FOB price | Field price | Retail price | Last Year FOB |
|---|--------------|-------------|---------------|---------------|
| California Hass | (25# carton) | (per pound) | (per each) | (25# carton) |
| #2's | 8.00-24.00 | 0.14-0.76 | | 7.00-23.00 |
| 32's-36's | 31.00-32.00 | 1.04-1.08 | 1.49 | 29.00-31.00 |
| 40's | 31.00-32.00 | 1.04-1.08 | | 32.00-33.00 |
| 48's | 33.00-34.00 | 1.12-1.16 | 1.49 | 30.00-32.00 |
| 60's | 23.00-24.00 | 0.72-0.76 | 2/0.99-0.99 | 28.00-29.00 |
| 70's | 15.00-17.00 | 0.40-0.48 | 4/3.99 | 19.00-21.00 |
| 84's | 11.00-12.00 | 0.27-0.31 | 2/0.99-4/2.00 | 14.00-15.00 |
| Mexican Hass | | | | |
| All Sizes | 11.00-33.00 | N/A | 0.99-1.69 | 14.00-30.00 |
| Chilean Hass | | | | |
| All Sizes | N/A | | | |
| Peruvian Hass | | | | |
| All Sizes | N/A | | | |
| *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... Sea surface temperatures continue to be below normal through the Gulf of Alaska and Aleutians area, oriented in a west-east pattern. A warm sea surface temperature anomaly exists along 39 - 47N in the Pacific from the Dateline east to 135W. Sea surface temperatures off the Pacific northwest coast have returned to normal. An area of slightly above normal sea surface temperatures (positive SSTAs) now extends from the Mexican west coast, and from southern California to the south. During the past week, we saw thunderstorms in the Sierra Nevadas and the San Bernardino Mountains thanks to a cutoff low that lingered near the central and southern California coast for several days.

Satellite images continue to confirm the dryoff of brush and grasses especially in the elevations below 4000 ft in the Sierra Nevadas. Vegetation is already dry and brown through the southern half of California.

The snowpack water equivalent today in northern California is only 5%-6% of the April 1 average, 9%-10% for the central Sierras, and only 3%-4% in the southern Sierras. In all, the remaining water equivalent is only 2-3 inches.

In the Near-Term - Southern California Avocado Region..May 14-31... As expected, a hot offshore wind event developed and temperatures soared to near 100 degrees over the past weekend. A coastal eddy, which is more typical of May, will develop from the 15th to 18th. This will be followed by more hot weather around 19th and 20th.

At the coast we will have a prompt return to a deep marine layer, with coastal drizzle through late mornings and partial afternoon clearing, from the 22nd to 27th. There is a chance for some light showers from the 22nd to 26th over Ventura and north through San Luis Obispo County.

June 1 to 14.....Southern California Avocado Region... Cutoff lows should still be strong enough to induce deep marine layer and drizzle with persistent coastal eddy conditions. Overall, temperatures at the coast should return to near normal as the cold sea surface temperature anomaly disappears.

Seasonal Outlook/*El Niño* Update... (June 15 to September 19) The latest guidance from both NOAA/CPC and Scripps ECPC show at least an intermittent return of *La Niña* (colder than normal sea surface) off the coast of Peru this summer. By the end of summer, the *La Niña* condition should decrease as we return to a warmer than normal sea surface temperature along the equator in late August and into September.

The Caribbean sea surface temperatures are expected to drift somewhat above normal in June, July, and first part of August. We will begin the transition to *El Niño* and warmer than normal conditions off the west and south coasts of Mexico with a return of sea surface temperatures to near normal in the Caribbean. This will tend to shift the tropical activity from the Caribbean to the Pacific side of Mexico. Later in the season, the bloom of tropical cyclones off the south coast of Mexico and southern Baja will transport moisture north along the western portions of Mexico and Baja. Eventually, we should see some increase in moisture with thunderstorms into California and Arizona as the monsoonal pattern increases in the mid and late summer months.

Southern California Avocado Region... (June 15 to September 10)... During June there is the potential for the development of weak cutoff lows with possible thunderstorms in the mountains and deserts. In Mexico there will be support for early development of moist easterly flow into southern Mexico with above normal rainfall and possibly some early tropical cyclones in June near the south coast of Mexico. As the season develops, we should see more of a typically active period of tropical cyclones off the Mexico south coast, with moisture coming up from Mexico to produce thunderstorms into southern California, possibly affecting the avocado regions in late July, August, and early September. With *El Niño* developing, there will be a chance for more cutoff lows developing in September off southern California causing thunderstorm activity.

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