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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>

### **Water Savings Incentive Program for Avocado Growers**

[More information available here.](#)

**May 17**

**Time:** 9:00 a.m. – 11:00 a.m.

**Location:** Grand Traditions Estate and Gardens, 220 Grand Tradition Way, Fallbrook, CA

### **CAC Finance Committee Meeting**

**May 19**

**Time:** 8:30 a.m. – 9:15 a.m.

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

### **CAC Board Meeting**

**May 19**

**Time:** 9:15 a.m. – 2:45 p.m.

**Location:** CAC Board Room, 12 Mauchly, Suite L, Irvine, CA

### **Pine Tree Ranch Grower Field Day – Improving Irrigation Management**

[See article below for more information.](#)

**June 1**

**Time:** 10:00 a.m. – 12:00 p.m.

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

## Walk About: Six Stations in a Local Avocado Grove

[More information available here.](#)

June 7-9

### June 7

**Time:** 1:00 p.m. – 3:00 p.m.

**Location:** TBA

### June 8

**Time:** 9:00 a.m. – 11:00 a.m.

**Location:** TBA

### June 9

**Time:** 1:00 p.m. – 3:00 p.m.

**Location:** TBA

## REMINDER: Water Savings Incentive Program Workshop for Growers in MWD's Service Area

Tomorrow, May 17, 2016, the Metropolitan Water District (MWD) will host a seminar in Fallbrook designed to help California avocado growers [in MWD's service area](#) save water and money. The seminar will be held from 9:00 a.m. – 11:00 a.m. at the Grand Traditions Estate and Gardens, 220 Grand Tradition Way, Fallbrook, CA 92028.

The seminar will cover:

- Potential ways to reduce water use and costs in the avocado grove
- MWD's new cash incentive program that helps growers [in MWD's service area](#) improve water use efficiency through the use of soil moisture sensors and other technologies

The California Avocado Commission has been working closely with MWD to get soil moisture sensors and other water saving and use efficiency technologies included in their Water Savings Incentive Program (WSIP) for avocado growers. These incentives are now available to growers [in MWD's service area](#) and this meeting will provide growers with the information they need to get started in the program.

Representatives from a number of different companies with WSIP qualifying technologies will also be on hand to provide growers with information about their various products.

Don't miss this opportunity to learn about water saving technology and the opportunity to enroll in MWD's rebate incentive program.

## Pine Tree Ranch Grower Field Day – Improving Irrigation Management

Dr. Stuart Styles, Director of the Irrigation Training and Research Center at Cal Poly San Luis Obispo, will be back to continue his program on improving irrigation management within an avocado grove. Last year, Dr. Styles discussed with growers how to determine how much water your trees need and how to design your irrigation system. This year, he will get under the canopy and talk about the nuts and bolts of a grove irrigation system — maintaining your microsprinklers and lateral lines in the grove to ensure that each tree is getting the water it needs. He'll also review the basic principles of irrigation management for avocados. The Pine Tree Ranch Grower Field Day will take place on June 1, 2016 from 10:00 a.m. – 12:00 p.m. Pine Tree Ranch is located at 19455 E. Telegraph Road, Santa Paula, CA 93060.

## Survey Designed to Help Sustainable Agriculture

The University of California-Davis Division of Agriculture and Natural Resources is conducting a new survey designed to understand current views on sustainable agriculture and the practices currently used by sustainable growers. The results of the survey will be used by UC-Davis and other agricultural organizations to develop programs that will be of assistance to the sustainable agriculture industry.

The online survey is being administered across California. UC-Davis encourages those who work on issues related to sustainable agriculture — education, outreach, research, production, program development or policy-making — to participate in the survey. The survey examines current sustainable practices, communication between organizations, program participation and the use of online tools for communication.

The survey takes approximately 20 minutes to complete. Click [here](#) to start the survey. Survey results will be reported as summaries without personal identifying information.

For more information, contact Mark Lubell at [surveys@ucdavis.edu](mailto:surveys@ucdavis.edu).

## Fallbrook Avocado Festival Draws Nearly 100,000 Avocado Fans

The 30<sup>th</sup> Annual Fallbrook Avocado Festival provided the perfect opportunity for the California Avocado Commission (CAC) to engage with the 80,000 – 100,000 avocado fans in attendance. The Commission sponsored the event, which was held April 17 along Main Avenue in downtown Fallbrook, CA, and set up a booth that served as an information resource for attendees.

During the festival CAC staff members, along with CAC Board members and growers Leo McGuire, Wayne Brydon and Charley Wolk, spoke with avocado fans seeking new recipes, usage ideas and nutrition information. Dr. Timothy Spann and the volunteer California avocado growers also answered questions about growing avocados and collected contact information from growers interested in being added to the Commission's grower database.



*Dave Cruz, CAC marketing development manager and Leo McGuire, CAC Board member answer questions about growing California avocados in a backyard.*

## Baja Fresh and La Salsa Launch California Avocado Specialty Menu Items

Consumers in western markets will have ample opportunity to enjoy fresh California avocados at some of their favorite foodservice chains this season — including Baja Fresh and La Salsa. From April 28 through August 31, the popular chains will offer specialty items featuring the fruit and promote the menu items both in-store and on their digital platforms.

Irvine-based Baja Fresh will showcase its popular *Seafood Taco Combo* with a “Catch 2 or 3” promotion featuring three different seafood tacos topped with slices of fresh California avocado. And for just 99 cents, customers can opt to add a side of Pronto Guacamole to any entrée. The promotion will run in 176 units across 26 states with the new California avocado logo prominently displayed on menu boards and cash register wraps. In addition, Baja Fresh fans will receive emails promoting the specialty summer menu items.

Forty La Salsa units in California and Nevada will promote *Baja Grilled Wahoo* and *Baja Style Shrimp Tacos* adorned with fresh California avocados slices. Email blasts, menu boards and cash register wraps will promote the menu items and include the new California avocado logo.

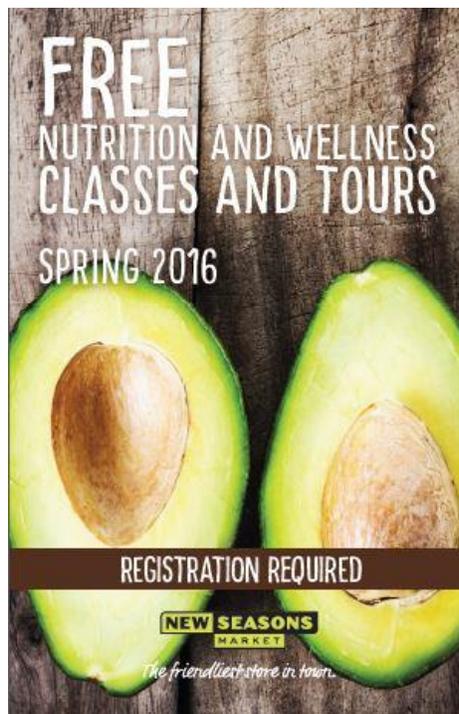


Forty La Salsa units will showcase menu boards with the new California avocado logo.

## New Seasons Market Showcases California Avocados in Nutrition and Wellness Brochure

To celebrate the start of the California avocado season, New Seasons Market, a regional grocer with stores in Northern California, Oregon and Washington is showcasing California avocados as part of its in-store health and wellness initiatives. Fresh California avocados grace the cover of the chain’s Spring 2016 Nutrition and Wellness Classes and Tours consumer brochure. The brochure also has a special section devoted to California Avocado Month, shares “Five Ways to Use an Avocado,” includes a delicious avocado mousse recipe and encourages shoppers to learn more about avocados by visiting [www.CaliforniaAvocado.com](http://www.CaliforniaAvocado.com).

Shoppers who attend the New Seasons Market classes also will receive California avocado cutters and three of the California Avocado Commission’s recipe booklets: Plant-based Diet, American Summer Holidays and California Fresh Sandwiches. Each of the booklets provides consumers with relevant nutrition information, as well as unique recipes that highlight the versatility and ease of preparing meals featuring California avocados. In June, New Seasons Market will celebrate California Avocado Month in their newsletter.



*The New Seasons Market Spring 2016 class schedule features fresh California avocados on its cover.*

### **Interesting, Relevant and Fun Social Media Posts Engage California Avocado Fans**

With the California avocado season in full swing, the California Avocado Commission (CAC) is utilizing social media to showcase the delicious ways fans can incorporate the fruit into their everyday meals. In April CAC shared a [Facebook post](#) showcasing a [Chipotle Guacamole Eggs Benedict](#) breakfast recipe that was hailed by eager fans. To grow awareness of the California avocado season, CAC shared a Facebook post of a [beautiful, ripe avocado](#) and encouraged fans to do the same. CAC's blogger ambassador and The Scoop blog contributor Roni Noone eased California avocado fans into Monday by sharing a no-fuss lunch recipe, [Avocado Beet Salad](#), on the California avocados Twitter feed.

Because the majority of California avocado consumers reside in California, the Commission has shared social media posts focused on California events such as the Fallbrook Avocado Festival and Coachella Music and Arts Festival. The Commission shared real-time content at Coachella with a [tweet featuring California avocado attire](#). And prior to the [Fallbrook Avocado Festival](#), CAC playfully asked those who planned on attending to “raise their hand” on Twitter.

The Commission's social media posts keep California avocados top of mind with consumers, inspiring them to try new California avocado recipes, to look for California on the label and to attend California avocado-friendly events.



*Beauty shots of California avocados remind fans that California avocado season is in full swing.*

### **Commission’s Blogger Ambassador Program Expected to Garner 5 Million Impressions**

The California Avocado Commission’s (CAC) Blogger Ambassadors are an important means of engaging with consumers in search of innovative recipes that feature one of their favorite fruits: the California avocado. Each Blogger Ambassador has a unique audience of fans with whom they can share California avocado-centric recipes and mouthwatering photos on their respective blogs and social media channels. In turn, fans can inspire their friends to enjoy California avocados at home by sharing the blogger recipes and photos on their own social media feeds. In total, the Commission anticipates generating 5 million impressions from Blogger Ambassador blog posts and social media.

This year’s Blogger Ambassador program began in March and will continue throughout the California avocado season. Each of CAC’s eight Blogger Ambassadors will create an original California avocado recipe that demonstrates the quality and versatility of the fruit. The bloggers will then share the recipe on their blog and promote it on their social media channels. The bloggers include Heather Damron, The Shrinking Kitchen; Colleen Kennedy, Souffle Bombay; Gina Matsoukas, Running to the Kitchen; Dara Michalski, Cookin’ Canuck; Jen Niklous, Yummy Healthy Easy; Kristen Doyle, Dine and Dish; Shawn Syphus, I Wash You Dry; and Rachel Matthews, A Southern Fairytale.



*The Cookin' Canuck created a Light Avocado Green Goddess Dressing for her fans.*

### **Commission Engages with Northern California Retailers at FPFC NorCal Expo**

The California Avocado Commission (CAC) showcased California avocados at the Fresh Produce and Floral Council (FPFC) NorCal Expo from April 19 – 20. The Expo, which is hosted in one of the California avocado key marketing areas, was attended by nearly 1,100 Northern California retailers and foodservice operators. Two hundred exhibitors were on hand at the Alameda County Fairgrounds located in Pleasanton, California, including the Commission.

During the Expo, the CAC marketing team met one-on-one with retailers providing them with information concerning the 2016 crop, as well as CAC's marketing programs, point-of-sale materials and custom promotional opportunities. CAC staff met with representatives from Berkeley Bowl, Food Maxx, Grocery Outlet, Lucky Supermarkets, Mollie Stone's, Raley's, Safeway NorCal, Save Mart and Star Markets. California avocado grower and CAC Board member Jim Swoboda also met with retailers and answered questions about growing California avocados.

CAC's participation in the FPFC NorCal Expo was deemed a success, granting the Commission an opportunity to demonstrate its category leadership and the benefits of carrying California avocados to key retailers in the northern California region.



*Jim Swoboda and Connie Stukenberg discuss the 2016 California avocado season with Rick Johnson of Food Maxx.*

## 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 5/8/2016	Season-to-Date (since 11/1/15)	2016 Year to Date
Hass	14,195,491	132,012,830	131,972,896
Lamb	0	2,996	2,996
Other (Greens)	0	2,124,904	1,795,369
<b>California Total</b>	<b>14,195,491</b>	<b>134,140,730</b>	<b>133,771,261</b>
Florida	0	13,363,131	5,863,055
Chile	0	19,616,300	12,274,708
Mexico	31,313,594	1,107,999,829	795,479,643
Other (Imports)	0	10,230,000	9,730,000
<b>Import Total</b>	<b>31,313,594</b>	<b>1,137,846,129</b>	<b>817,484,351</b>
<b>USA Total</b>	<b>45,509,085</b>	<b>1,285,349,990</b>	<b>957,118,667</b>
Source(s):	California = CAC (AMRIC)		
	Florida = Florida Avocado Admin Committee		
	Chile = Comite de Paltas, Chile		
	Mexico = APEAM		
	Other Imports = USDA AMS website		

California Avocado Society Weekly Newslines* Avocado Prices				
5/9/2016				
	FOB Price	Field Price	Retail Price	Last Year FOB
California Hass	(25# carton)	(per pound)	(per each)	(25# carton)
#2's	5.00-22.00	0.10-0.68		11.00-28.00
32's-36's	29.00-30.00	0.96-1.00		37.00-39.00
40's	29.00-30.00	0.96-1.00	5/3.99	37.00-39.00
48's	30.00-31.00	1.00-1.04	0.99	37.00-39.00
60's	21.00-24.00	0.64-0.76	0.69-5/6.00	27.00-29.00
70's	17.00-19.00	0.48-0.56	5/5.00	21.00-23.00
84's	12.00-14.00	0.32-0.41	2/0.99	15.00-16.00
<b>Mexican Hass</b>				
All Sizes	14.00-32.00	N/A	4/5.00-1.29	15.00-36.00
<b>Chilean Hass</b>				
All Sizes	N/A	N/A		
<b>Peruvian Hass</b>				
All Sizes	N/A	N/A		

\*To subscribe to the Weekly Newslines, please contact the California Avocado Society at (951) 225-9102 or [www.CaliforniaAvocadoSociety.org](http://www.CaliforniaAvocadoSociety.org).

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

Summary - The basic weather pattern consists of a broad area of troughing over the central Rockies and Great Basin. Conditions are cooler than normal over most of the southwestern U.S., but warmer than normal in coastal California and the Pacific Northwest. The *El Niño* influence will continue to force troughs and low pressure off southern California through the rest of May but should decrease quickly in June. A persistent trough near 135W teleconnects with high pressure over the Pacific Northwest and results in drier than

normal conditions in the Pacific Northwest and northern California. Wetter than normal conditions will continue to focus in the Great Basin, the Rockies, and the Sierras.

**In the Near Term – May 12 to 25...** The NOAA/CPC outlook is showing above normal precipitation across the Sierras and Great Basin. Drier than normal conditions will focus into the Upper Midwest and Great Lakes. Expect mostly wetter than normal conditions through the southern U.S. and Gulf states. Temperatures will continue to be below normal in the southwestern U.S. In the avocado growing areas there is a chance for some rain due to the continued influence of *El Niño* inducing the development of troughs, lows, and existing fronts that move onshore. This will include a front about May 18 to 20. During this period, expect cooler than normal conditions with coastal eddy/drizzle events.

**Summary – May 26 to June 7...** *El Niño* will continue to add energy to the subtropical westerlies with continued troughing and the development of coastal eddy circulations in southern California. This will cause recurrent coastal low clouds and drizzle in mornings. We expect some more offshore flow events to develop from Santa Cruz to the north during this period with occasional hot days mixed in with the usual coastal marine layer occurrences. Upper low pressure may force some thunderstorms in the central Sierras. In the avocado growing areas, it will be cool with persistent coastal eddy conditions with drizzle in the mornings.

**Seasonal Outlook/*El Niño* Update – June 8 to August 15...** The *El Niño* sea surface temperature anomaly along the equator will decrease and then cease by about July 1. A cold anomaly (*La Niña*) will continue to develop in June and bring an end to troughs in the Southwest. The latest CFSv2 solutions have shown a few showers still in the central Sierras in June. Thunderstorms will be minimal in the Sierras from the middle of June through the end of July. The monsoonal season this year may be quiet. Even the usually wet and active region of western Mexico should be remaining dry and quiet. In fact, during July, most of Mexico, including the southern portions and Michoacan, will be drier than normal. The monsoonal rains will be sparse during July in Arizona and New Mexico. It will not necessarily be warmer due to lack of clouds in mid-July, but we expect some hot and dry periods to develop during the second half of July as upper high pressure develops and persists over southern California and the southwestern U.S.

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