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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>

CAC Governance Committee Meeting

May 3

Time: 10:30 a.m. – 12:30 p.m.

Location: CAC Santa Paula Field Office, 705 E. Main Street, Suite A, Santa Paula, CA

Catching Rays: Solar Energy for Today and Tomorrow

[More information available here.](#)

May 3

Time: 6:00 p.m. – 7:00 p.m.

Location: UCR Palm Desert Center, 75080 Frank Sinatra Drive, Palm Desert, CA

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 Board Meeting

May 19

Time: TBD

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

Water Savings Incentive Program for Avocado Growers

On Tuesday May 17, 2016, a seminar designed to help California avocado growers save water and money will be hosted in Fallbrook. 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
- Metropolitan Water District's (MWD) new cash incentive program that helps growers 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 and this meeting will provide growers with the information they need to get started in the program. MWD staff will walk growers through the application process.

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.

Hero® Insecticide Section 18 Amended

The section 18 emergency exemption for Hero® issued April 11, 2016 has been amended per EPA's request to change the ending of the bee hazard statement under the "Other Requirements" section. This statement now reads,

"This product is highly toxic to bees exposed to direct treatment or residues on blooming crops or weeds. Do not apply this product or allow it to drift to blooming crops while bees are foraging."

The amended section 18 label can be downloaded from the [California Avocado Commission's grower website](#). All other restrictions and use requirements remain as they were in the original section 18. This includes obtaining a permit from

your County Agricultural Commissioner's office prior to application. This emergency exemption continues to be valid until April 8, 2017.

The California Avocado Commission is working to schedule grower outreach and education seminars on the proper application and use of this new tool to combat PSHB. Growers will be notified of these meetings once final arrangements have been made.

Is It Safe to Eat An Avocado Seed? CAC Responds.

In March 2016, the social media sphere lit up with questions concerning the safety of consuming an avocado seed. It all began after a blogger shared a post and video about eating an avocado seed and other bloggers, food websites and online magazines weighed in on the subject. In response, dietitians and media reached out to the California Avocado Commission (CAC) for an official statement on the matter.

The Commission has never recommended consuming an avocado seed and upon further review of the information available from a Pennsylvania State University study, the Commission concluded that until further research is conducted and completed, it does not recommend consuming an avocado seed.

The Commission joined the conversation by posting a blog on [The Scoop](#) that provided further details concerning the topic and sharing an article in the Commission's email newsletter. In addition, CAC posted information on its Facebook and Twitter pages. These posts garnered 100,000 impressions within a single week. The Scoop blog post has, to date, received nearly 10,000 visits with an average visit rate of 1,400 per day.

By participating in a viral social media conversation and providing consumers with viable and relevant information, the Commission builds equity and credibility in its brand as a trusted resource. In addition, responses to top-of-mind avocado topics help the Commission maintain a favorable search engine position. Ultimately, blog and social media posts that address current trends in the social media sphere drive consumers to the Commission's website and social media pages where they can find credible information and then explore other content made available to them on CAC's digital platforms.

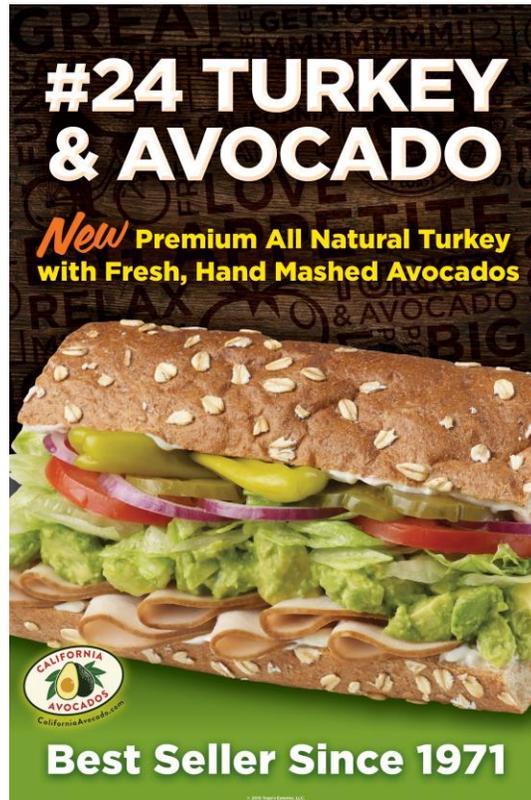


The Commission's Facebook post about eating avocado seeds resulted in high California avocado fan engagement.

Togo's Features California Avocado Sandwich During the Peak Season

Togo's popular #24 Turkey and California Avocado Sandwich, which features all natural turkey and fresh hand mashed California avocados in season, will be promoted at 250 Togo's restaurants in Arizona, California and Oregon. The special promotion will run from May 25 – September 20 and showcase the updated California avocado logo on window posters, menu board panels and digital elements of the Togo's website and email blasts.

The sandwich — noted as a bestseller since 1971 — provides the Commission with an opportunity to build awareness of the California avocado season while demonstrating the versatility of the fruit to consumers. In addition to in-store promotions, Togo's will feature the sandwich and the California avocado logo on its website and social media channels.



The Togo window poster features the new California avocado logo alongside its best selling Turkey and Avocado sandwich.

Commission's Artisan Chef Partners Craft New Recipes for the 2016 Season

Each year the California Avocado Commission (CAC) partners with a variety of talented and prominent Artisan Chefs in order to provide California avocado fans with unique recipes that demonstrate the versatility of the fruit and inspire them to buy California avocados and craft similar meals at home. Besides creating new recipes, the artisan chefs grow awareness of California avocados by sharing posts on their social media channels and participating in media events.

As a season opener, the Commission distributed a press release featuring three California avocado grain bowl recipes created by Chef Erik Tanaka (TanakaSan, Seattle), Chef Ivy Stark (Dos Caminos, NYC) and Chef Josef Centeno (Orsa & Winston, Los Angeles). In celebration of California Avocado Month, CAC will release chef partner Jessica Koslow's (SQIRL Los Angeles) three newly-crafted California avocado recipes.

In support of the American Summer Holidays initiative, Chef Pink and Chef Trey Foshee will showcase two delicious California avocado recipes they created for summer entertaining. Both will host Dinner en Green events that feature these recipes. Chef Pink will host an event in Santa Barbara and Chef Trey Foshee will host a similar event in San Diego.



Artisan Chef Jessica Koslow (SQIRL, Los Angeles) provided CAC with three innovative recipes featuring California avocados.

Commission Engages with Retailers at Viva Fresh 2016

The Viva Fresh 2016 Trade Show, hosted in San Antonio, Texas on April 2, provided the California Avocado Commission (CAC) with an excellent one-day opportunity to visit with trade representatives during a critical time in the California avocado season. Commission staff visited exhibition booths, interacted with handlers while walking the floor and discussed the California avocado season with key representatives after educational sessions and during informal receptions. During the event, CAC met with representatives from AWG, Brookshire's, HEB, Randalls, Schnucks, United and Walmart. Retail Marketing Director David Anderson also discussed the 2016 California avocado promotions with targeted retailers.

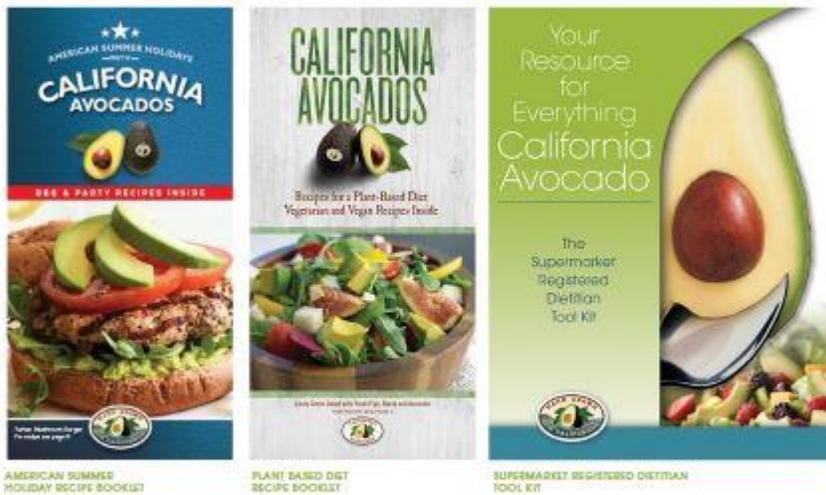
More than 1,550 people attended the event this year, doubling the event's debut attendance last year. In total, 175 exhibits were present on the expo floor.

Crafting and Coordinating Customized Retailer Campaigns for the California Avocado Season

In February, the California Avocado Commission's (CAC) Customized Retailer Campaign team met with top tier retailers to discuss their programs and begin constructing customized California avocado campaigns suited to their unique needs. Throughout February the team met with various in-store and community event teams, corporate dietitians, wellness services managers, nutritionists, community relations managers, promotions personnel and cooking instructors from Albertsons Companies, New Seasons Market, Schnucks and Dierbergs.

CAC retail marketing directors and agency partners met one-on-one with Supermarket Registered Dietitians to discuss the upcoming California avocado season and opportunities to create customized California avocado programs that build upon the retailers' existing programs. The Commission provided information concerning all aspects of California avocados including how they are grown and by whom, tips for choosing an avocado, usage ideas, nutrition, recipes and photos. In addition, the Commission outlined its new "California by Nature" campaign and seasonal promotion themes.

By providing top tier retailers with customized programs, the Commission helps encourage sales while broadening consumer awareness of California avocados, their versatility, healthful aspects and availability.



YOUR "GO TO" CALIFORNIA AVOCADO RESOURCE

- From online resources including the California Avocado Supermarket Registered Dietitian Tool Kit to printed materials for in-store or community events, the California Avocado Commission (CAC) is your resource for everything California Avocado, visit CaliforniaAvocado.com
- Here you will find:
 - > Supermarket RD Tool Kit
 - > Dietitian Approved Recipes
 - > The Scoop Blog
 - > California Avocado Recipe e-newsletter
- And follow us at:
 -  [Facebook.com/CaliforniaAvocados](https://www.facebook.com/CaliforniaAvocados)
 -  [Twitter.com/CA_Avocados](https://twitter.com/CA_Avocados)
 -  [Instagram.com/CA_Avocados](https://www.instagram.com/CA_Avocados)
 -  [Pinterest.com/CA_Avocados](https://www.pinterest.com/CA_Avocados)

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CALIFORNIA AVOCADO COMMISSION

The customized retailer promotions program provides retailers with a "go to" resource.

Day at the Races Event Provides Good Opportunity to Connect with Retailers

Nearly 400 industry members and their families attended the annual Fresh Produce and Floral Council (FPFC) Family Day at the Races. The event, which the California Avocado Commission sponsored, was held March 19 at Santa Anita Park in Arcadia, California.

This annual event provides CAC staff with a unique, informal opportunity to engage with Southern California retailers including Albertsons/Vons, Gelson's, Ralphs, Smart & Final and Stater Bros. The event also allows the Commission to showcase its new logo, keeping California avocados top of mind for the attendees.



Connie Stukenberg and David Cruz represented the Commission at the FPFC Family Day at the Races.

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 4/24/2016	Season-to-Date (since 11/1/15)	2016 Year to Date
Hass	14,448,038	102,877,896	102,837,962
Lamb	0	2,996	2,996
Other (Greens)	59,423	2,099,117	1,769,581
California Total	14,507,461	104,980,008	104,610,539
Florida	0	13,363,131	5,863,055
Chile	0	19,616,300	12,274,708
Mexico	39,051,313	1,041,599,408	729,079,222
Other (Imports)	130,000	10,160,000	9,660,000
Import Total	39,181,313	1,071,375,708	751,013,930
USA Total	53,688,774	1,189,718,847	861,487,524
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 4/25/2016

	FOB Price	Field Price	Retail Price	Last Year FOB
California Hass	(25# carton)	(per pound)	(per each)	(25# carton)
#2's	5.00-18.00	0.10-0.52		11.00-28.00
32's-36's	24.00-25.00	0.76-0.80		37.00-38.00
40's	24.00-25.00	0.76-0.80	5/4.79	37.00-38.00
48's	24.00-25.00	0.76-0.80	0.99	36.00-38.00
60's	17.00-19.00	0.48-0.56	0.99	27.00-29.00
70's	13.00-14.00	0.32-0.36	5/5.00	22.00-23.00
84's	10.00-11.00	0.23-0.27	3/0.99-6/2.99	15.00-16.00
Mexican Hass				
All Sizes	10.00-22.00	N/A	4/5.00-1.99	15.00-36.00
Chilean Hass				
All Sizes	N/A	N/A		
Peruvian Hass				
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.

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

Summary - The basic weather pattern consists of a broad area of troughing over the Great Basin and Rockies, and will extend east through the Midwest with cooler than normal conditions. The *El Niño* influence continues to force troughing and low pressure off southern Baja. A persistent trough near 135W teleconnects with high pressure over the northern Great Basin and northern Rockies. Persistent troughing will focus over the southwestern Great Plains area and New Mexico. Wetter than normal conditions will continue to focus over the Sierras. Snow levels will continue at higher elevations than normal despite the rainy conditions in a warmer than normal regime.

In The Near Term – April 28 to May 12... There still is a chance for above normal rainfall in southern California due to the continued influence of *El Niño* inducing formation of troughs and lows, and intensification of existing fronts that move onshore. This would include an upper low on the 28th, and another upper low that will move onshore during May 6 to 8. As we head through the first half of May, this positive rain anomaly will take the form of persistent coastal low clouds and drizzle or light, drizzly rains with some cool days despite the mild nighttime temperatures. Sea surface temperatures will remain above normal, so relative humidity will tend to be higher than normal in the coast and valley areas.

Summary – May 13 to 27... *El Niño* will continue to force a weak acceleration of the westerlies with the focus of fronts and showers into southern and central California. Cutoff lows will continue and contribute dry, offshore flow events at times to northwest California, with warm sunny days and crisp cold nights in the wind-sheltered valleys. A few showery fronts may drift into southern California forced by erratic cutoff lows. These will tend to produce rains. May is known for its deep marine layer and drizzle, with cloudy mornings and broken clouds in afternoons near the coast. With troughing still occurring in central and southern California and the southern Great Basin, support exists for coastal eddies producing marine drizzle in Orange and San Diego Counties.

Seasonal Outlook/*El Niño* Update – May 27 to July 17... According to the North American Multi-Model Ensemble (NMME), the *El Niño* sea surface temperature anomaly along the equator will decrease substantially from May to June, as is normal. A cold anomaly (*La Niña*) will develop in June and increase. This will bring an end to troughs in the southwest which will be in addition to the normal seasonal trend towards weaker westerlies at that time. In addition, the monsoonal season this year is expected to be relatively quiet. Even the usually wet and active region of western Mexico will remain unusually dry and quiet. In fact, for July, most of Mexico may be

drier and warmer than normal. This appears concurrent with persistent upper high pressure centered west of Baja with recurrent or persistent northeastern flow across the southwestern U.S. and western Mexico, causing a predominantly dry pattern.

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