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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>

Pesticide Safety Instructor Training Workshop

The University of California Integrated Pest Management (UC IPM) Program and AgSafe are offering a series of Pesticide Safety Instructor Training Workshops for agricultural supervisors, growers, farm labor contractors, safety managers and safety trainers. [More information available here.](#)

November 29 & December 1

November 29

Time: 7:45 a.m. – 5:00 p.m.

Location: (SPANISH LANGUAGE WORKSHOP) UCCE Tulare Office, 4437 S Laspina St., #B, Tulare, CA

December 1

Time: 7:45 a.m. – 5:00 p.m.

Location: (ENGLISH LANGUAGE WORKSHOP) UCCE Bakersfield Office, 1031 S Mt Vernon Ave, Bakersfield, CA

CAC Board Meeting

November 17

Time: 9:00 a.m. – 1:45 p.m.

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

Marketing Committee Meeting

December 13

Time: 10:00 a.m. – 12:30 p.m.

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

Workshops to Discuss Draft 2017 Agricultural Order

The Central Coast Water Board will hold two free workshops to discuss the Draft 2017 Agricultural Order. The meeting will:

- Cover requirements of the Draft Ag Order
- Note comparisons between the current and proposed Ag Order

- Provide answers to participant questions

These meetings will be held as follows:

Wednesday, November 16, 2016

10:30 a.m. – 12:30 p.m.

City of Santa Maria Public Library

Shepard Hall, First Floor

421 South McClelland Street

Santa Maria, CA

Monday, November 28, 2016

9:30 a.m. – 11:30 a.m.

UC Cooperative Extension

Agricultural Conference Center

1432 Abbott Street

Salinas, CA

A third session will be held in December to provide interested parties with information concerning the status of the Draft Ag Order. The session will take place during the December Water Board Meeting and the public may provide oral comment at the [December 8 meeting](#). The meeting will be held at the Watsonville City Council Chambers, 275 Main Street, 4th Floor, Watsonville, CA. The time of this meeting has not yet been posted.

Members of the public may provide written commentary concerning the Draft Ag Order until January 3, 2017. Information concerning written public comments can be found [online](#).

The Central Coast Water Board covers an area roughly extending from Santa Cruz to Santa Barbara in the coastal portion west of the north-south California Aqueduct. A [map of the region can be found online](#).

Shot Hole Borers Still Present in Avocados

A recent headline caught a lot of attention by announcing that “Shot Hole Borers Vanish from Avocado Trees.” For the record, this headline is misleading at best. Shot hole borers, both polyphagous and Kuroshio, are still present in avocado groves in San Diego, Orange, Los Angeles and Ventura Counties and they continue to spread. However, much to everyone’s relief, despite initial signs of dieback in attacked avocado trees, they are not succumbing to this pest like sycamores, willows and other hosts are and appear to rebound quite well. The spread has appeared to slow somewhat as well. The infested area in Ventura County on the western side of Santa Paula has expanded only slightly through 2016, and northward movement has been slow too, with only a single specimen having been found in both Santa Barbara and San Luis Obispo Counties to date. A detailed update on the [current shot hole borer situation](#) can be found in the Fall 2016 issue of *From the Grove*. And to stay up to date on the beetle spread you can always view the current [distribution map](#) on Dr. Akif Eskalen’s website.

Jan DeLyser Receives Prestigious Leadership Award from the Produce Marketing Association

When Jan DeLyser, California Avocado Commission vice president marketing, was presented with the Robert L. Carey Leadership Award she received a standing ovation from produce industry leaders and representatives from across the globe. The prestigious Produce Marketing Association (PMA) award was presented to DeLyser on October 14 at the 2016 PMA Fresh Summit held in Orlando, Florida.

The award was established in 2012 to honor former PMA president Robert L. Carey, who led PMA from 1958 to 1996. The PMA annual award recognizes individuals who have demonstrated outstanding leadership skills and an exceptional commitment to PMA and the produce industry. Honorees are selected by a five-person panel of judges. Bruce Taylor, founder and CEO of Taylor Farms and last year's award winner, presented the award to DeLyser and recognized her "collaborative spirit with the ability to listen and drive consensus." DeLyser was honored for her 30 years of work on behalf of the industry, including having served as PMA chair, chair of the Produce for Better Health Foundation Board of Trustees, chair of the Fresh Produce and Floral Council and for leadership with the Center for Growing Talent by PMA.

The awards ceremony included a personal touch — a video of Jan's family members commending her for her years of service to the produce industry, acknowledging her strength as a role model and congratulating her for earning the Leadership Award. [A video of the award presentation is available here.](#)



Bruce Taylor, who won the award last year, presented Jan DeLyser with the 2016 Robert L. Carey Leadership Award.

Commission's New Logo Unveiled at Nation's Largest Produce and Floral Convention

From October 14 – 16, nearly 21,000 retailers, suppliers and growers from 65 countries visited 1,200 booths and exhibits at the nation's largest produce and floral convention — the 2016 Produce Marketing Association (PMA) Fresh Summit. The event, which had record attendance for an East Coast Fresh Summit event, was held at the Orange County Convention Center in Orlando, Florida. The California Avocado Commission (CAC) showcased the California by Nature campaign and unveiled its new corporate logo to the collection of global produce industry leaders at the Commission's unique two-story booth.

Throughout the event, Commission staff took the opportunity to meet one-on-one with industry representatives including those from Albertsons, Costco, Harmon's, Kroger, Mollie Stone's, New Season's, Raley's, Sam's, Sprouts, Stater Bros., Tops and Wakefern. Hundreds of retailers, supermarket registered dietitians, suppliers, growers, industry stakeholders, trade press and vendors visited the CAC booth to learn more about the California by Nature campaign, the California avocado season and the new corporate logo. Avocado supply was a popular topic of conversation in light of the Mexican avocado grower strike and the disrupted supply of the fruit. Retailers noted their concerns about not being able to fill their displays and carry out planned promotions. As of Sunday, October 16, it appears that avocado harvesting in Mexico has begun again.

Highlights of the Fresh Summit event are as follows:

- [Jan DeLyser received the prestigious 2016 Robert L. Carey Leadership Award](#) during the Fresh Summit Convention and Expo general session
- CAC sponsored the [Produce for Better Health 2016 Supermarket Registered Dietitian's program](#)
- The Saturday afternoon invitation-only "Happy Hours" reception featured California avocado dishes and a California avocado guacamole bar where guests created custom-made guacamole suited to their personal tastes
- A Sunday morning invitation-only brunch showcased a California avocado casserole, yogurt parfait and breakfast cookies



The California Avocado Commission team in the CAC booth, which featured the new corporate logo and the California by Nature campaign at the PMA Fresh Summit.

Commission Hosts Interactive, Informative Experiences for Supermarket Registered Dietitian Tour at PMA Fresh Summit

Supermarket Registered Dietitians (SRDs) continue to serve as powerful influencers of consumer behavior, distributing recipes and nutritional information that shoppers are looking for. The California Avocado Commission (CAC) continues to cultivate relationships with SRDs and most recently sponsored the Produce for Better Health Supermarket Registered Dietitians program at the 2016 Produce Marketing Association Fresh Summit. During the tour, the Commission showcased new and interesting California avocado usage ideas for SRDs to share with their customers.

On Friday evening, the Commission created an interactive experience for SRDs at the reception-style dinner held at the Rosen Plaza Hotel. SRDs took part in CAC's California Dreamin' Avocado Bar social media contest by selecting from a variety of toppings and creating personalized California avocado halves. Participants then posted photos of their creations on their social media accounts and tagged California avocados for a chance to win a gift card.

On Saturday, CAC hosted small groups of SRDs for a 20-minute session in the Commission booth. The SRDs met Los Angeles-based Registered Dietitian Matt Ruscigno — educator, media spokesperson and athlete. Matt holds two degrees in nutrition, including graduate training at Loma Linda University, one of the only accredited universities to promote a plant-based diet. Matt prepared his *Spicy California Avocado Hummus* for SRDs, gave a live demo concerning how to select and prepare a California avocado and spoke about the benefits of a plant-based diet and the nutrition and culinary benefits of California avocados. CAC representatives Connie Stukenberg and Carolyn Becker provided the SRDs with information about the California avocado industry and retail support available during the season. SRDs and one blogger

from Big Y Foods, Coborn's, Dierbergs Markets, Giant Foods/Martin's Food Markets, HAC Retail, Harmons Grocery, Jewel Osco, Kroger, Loblaw, Meijer, Niemann Foods, Redner's Markets, ShopRite and Skogen's Festival Foods, which combined represent nearly 7,000 retail stores, participated in the SRD program.



CAC served Spicy California Avocado Hummus to SRDs in the CAC booth at the PMA Fresh Summit.

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 11/13/2016	Season-to-Date (since 11/1/15)	2016 Year to Date
Hass	0	0	370,439,706
Lamb	0	0	12,326,731
Other (Greens)	11,866	35,597	2,630,967
California Total	11,866	35,597	385,397,403
Florida	1,332,925	2,305,545	43,846,805
Chile	3,527,737	7,944,971	47,865,097
Mexico	28,370,891	62,080,652	1,510,730,963
Peru	0	0	70,454,922
Other (Imports)	1,290,000	2,610,000	20,850,000
Import Total	33,188,628	72,635,623	1,649,900,982
USA Total	34,533,419	74,976,765	2,079,145,191
Source(s):	California = CAC (AMRIC), Chile = Comite de Paltas, Chile		
	Florida = Florida Avocado Admin Committee		
	Mexico = APEAM, Peru = ProHass		
	Other Imports = USDA AMS website		

California Avocado Society Weekly Newslines* Avocado Prices – November 13, 2016

	FOB Price (25# carton)	Field Price (per pound)	Last Year FOB (25# carton)
California Hass			
#32's			
36's			
40's			
48's	Insufficient Volume to Quote		
60's			
70's			
84's			

*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 - The basic pattern consists of the storm track continuing to orient NNE along and into the coast of northern California while weak upper low pressure continues near Baja California. The low near Baja California tends to induce southerly flow along the Mexico west coast, but local dry and warm east flow in southern California. Support for a longwave trough in the east-central northern Pacific (135-160W) will continue. Despite high pressure over California, some moist fronts with subtropical moisture will reach into central and northern portions, with above normal rainfall possible due to storms from November 19th onward. Rains occur throughout all of California during November 20-22, and again on the 23rd in northern California. Rains focus into central and southern California on November 26-27th, then in northern and central California on the 28-29th, and central and southern California on the 29-30th, with cold showers and low snow levels and some freezes on December 1st.

In the Near Term – November 18 – December 2...The NOAA/CPC outlook for November 22-28 shows wetter than normal conditions throughout California, with warmer than normal nights. This is consistent with the pattern expected from forcing by sea surface temperature anomalies (SSTAs).

In the southern California avocado growing areas there will be cold mornings with frost/freeze on November 17-18th. It will be cooler on November 17-18th with the possibility of frosts on the mornings of the 17th – 18th, between brief east wind events again. Rains or showers occur during November 19-22 and 23-24th, and 27-30th, with above normal rainfall a possibility for the 27-30th.

Summary – December 3-17... In the southern California avocado growing areas it will be dry with frosts or freezes in the valleys on December 3-9th. There is a chance for more rains on December 10-17th. Rainfall is slightly above normal for December in southern California.

Seasonal Outlook/La Niña Update...December 18 – February 20...During this period, the *La Niña* anomaly will continue near maximum extent in the equatorial east and central Pacific. Sea surface temperature anomalies support a weaker subtropical branch of the westerlies. Coupled with the strong support for west flow and troughing in the eastern north Pacific near 38-40N, we expect plenty of troughs off the California coast, then weakening as they move inland. The main rainy periods would be Dec 25-30, Jan 15-23, Feb 8-21. The CFSv2 guidance suggests drier and warmer than normal in January followed by a wet February, with most of the rain occurring on February 9-22nd. It should be mentioned that the NMME (Multi Model Ensemble) is still suggesting a dry February. This forecast has a little better performance out in months 2-4 than CFSv2.

For southern California there is higher than normal risk for dry windy Santa Anas alternating with a few periods of showers in January. There is a chance for a good peak in rain occurrence on February 9-21st, resulting in a chance for above normal rainfall in February as a whole for southern California.

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