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## Calendar

*For a listing of industry events and dates for the coming year, please visit:*

<http://www.californiaavocadogrowers.com/commission/industry-calendar>

### FSMA Produce Safety Rule Trainings Sponsored by Sunkist Growers

Sunkist Growers has scheduled two training opportunities. If you are a Sunkist grower the cost is \$35, for non-Sunkist members the cost is \$115. If you would like to attend please RSVP to Elena Jimenez by November 29, 2017 at [ejimenez@sunkistgrowers.com](mailto:ejimenez@sunkistgrowers.com) or call 559.791.5485. [More information available here.](#)

#### December 5 & 7

##### December 5

**Time:** 8:00 a.m. – 5:00 p.m.

**Location:** Courtyard by Marriott Oxnard, 600 East Esplanade Drive, Oxnard, CA

##### December 7

**Time:** 8:00 a.m. – 5:00 p.m.

**Location:** Exeter Memorial Building, 324 N Kaweah Ave., Exeter, CA

### CAC Marketing Committee Meeting

#### December 12

##### December 12

**Time:** 10:00 a.m. – 12:00 p.m.

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

### Crop Insurance Deadline — November 30

The deadline for California avocado growers to apply for 2019 crop insurance is November 30. The same deadline applies to those who are making changes to their existing crop insurance coverage.

Crop insurance provides growers with protection against crop production losses caused by drought, hail, excessive moisture, earthquake, fire, wildlife, failure of irrigation water supply or insects and plant disease (unless control measures

have been insufficiently or improperly applied). All commercially grown Hass and Lamb-Hass avocados are insurable if the crop is irrigated and the crop has reached the sixth growing season or has produced at least 2,000 pounds of avocados per acre in one of the three most recent crop years. Groves may be subject to an inspection to determine insurability.

The current crop value rates set for the 2019 avocado crop are as follows:

#### **Conventional**

- Catastrophic - \$.50/pound
- Buy Up coverage - \$.90/pound

#### **Certified organic**

- Catastrophic - \$.68/pound
- Buy Up coverage - \$1.22/pound

For specifics concerning avocado crop insurance, download the Risk Management Agency's (RMA) Fact Sheet, send an email to [rsoca@rma.usda.gov](mailto:rsoca@rma.usda.gov) or call 530.792.5870.

California avocado growers are encouraged to contact a private crop insurance agent to obtain coverage. A searchable [list of crop insurance agents is available online](#).

### **FSMA Produce Safety Rule Trainings, December 5 and December 7, 2017**

As part of the Food Safety Modernization Act (FSMA), the Produce Safety Rule requirement outlined in § 112.22(c) requires "At least one supervisor or responsible party for your farm must have successfully completed food safety training at least equivalent to that received under standardized curriculum recognized as adequate by the Food and Drug Administration."

Sunkist Growers has scheduled two training opportunities (details below). If you are a Sunkist grower the cost is \$35, for non-Sunkist members the cost is \$115. If you would like to attend please RSVP to Elena Jimenez by November 29, 2017 at [ejimenez@sunkistgrowers.com](mailto:ejimenez@sunkistgrowers.com) or call 559.791.5485.

As a reminder, here are the FSMA compliance dates:

- Very small businesses: More than \$25,000 but no more than \$250,000 in average annual produce sales during the previous three-year period – January 26, 2020
- Small businesses: More than \$250,000 but no more than \$500,000 in average annual produce sales during the previous three-year period – January 26, 2019
- **All other farms: January 26, 2018**

Avocado growers looking to meet FDA-Produce Safety Rule training requirements prior to the January 26, 2018 compliance deadline are encouraged to attend.

#### Meeting Dates and Locations:

##### **December 5, 2017**

Courtyard by Marriott Oxnard  
600 East Esplanade Drive

Oxnard, CA 93036  
Time: 8:00am-5:00pm

**December 7, 2017**

Exeter Memorial Building  
324 N Kaweah Ave  
Exeter, CA 93221  
Time: 8:00am-5:00pm

More information on the trainings may be found [here](#).

**Hass Avocado Board Appointments Announced**

The Hass Avocado Board is composed of 12 members who are nominated by the avocado industry and appointed by the Secretary of Agriculture. The twelve-member board is composed of seven producer members, two importer members and three producer or importer members that serve in swing seats. Swing seats are determined by the ratio of domestic to import avocado production; since 2006, the swing seats have been assigned to importers.

Agriculture Secretary Sonny Perdue has announced the Hass Avocado Board appointments as follows.

**Producers appointed to serve three-year terms:**

- Susan V. Pinkerton, Santa Paula, Calif.
- Laurie M. Luschei, Mission Viejo, Calif.
- Ben Van Der Kar, Carpinteria, Calif.

**Producers appointed to serve three-year terms as alternates:**

- C J Shade, Ojai, Calif.
- Will Carleton, Carpinteria, Calif.
- Jeff Dickinson, Fallbrook, Calif.

**Importers appointed to serve three-year terms:**

- Jorge A. Hernandez, Pharr, Texas
- Sergio Chavez, Lake Elsinore, Calif.

**Importers appointed to serve three-year terms as alternates:**

- Jose Antonio Gomez, Plantation, Fla.
- Nils Goldschmidt, Henderson, Nev.

**Producer appointed to serve a two-year term as an alternate:**

- Bob Schaar, Fallbrook, Calif.

**Producer appointed to serve a one-year term as an alternate:**

- Thomas A. Escalante, Oxnard, Calif.

For more information about the Hass Avocado Board, visit their [website](#).

## Ventura County Authorities Seek Information Concerning Stolen Tractor

The Ventura County Sheriff's Office is seeking information regarding the theft of a 2007 John Deere 790 Tractor. The tractor was stolen from property located in the 4500 block of Hueneme Road in Oxnard, California between November 2 - 3. The tractor's PIN is LVO790S193193 and the engine serial number is CH3013D233934.

If you have information concerning a possible suspect or the location of the stolen tractor, contact Detective Cadman at 805.797.6424.

|   |  |   |
|---|--|---|
|  | <b>VENTURA COUNTY SHERIFF'S OFFICE</b><br>GEOFF DEAN, SHERIFF<br>800 SOUTH VICTORIA AVENUE<br>VENTURA, CA 93009<br><a href="http://www.vcsd.org">http://www.vcsd.org</a><br><a href="http://www.vcsd.org/hiale.php">http://www.vcsd.org/hiale.php</a><br><a href="http://www.twitter.com/venturasheriff">http://www.twitter.com/venturasheriff</a> | November 13, 2017<br><br>RB#: 17-168245 |
|   | <b>Stolen Farm Equipment</b>   |   |

### 2007 John Deere 790 Tractor



Between November 2, and November 3, 2017, a 2007 John Deere 790 Tractor was stolen from a property located in the 4500 block of Hueneme Road, in the unincorporated area of Oxnard. A like tractor is shown above in the photograph. The tractor's PIN **LVO790S193193**, and the engine serial number is **CH3013D233934**. In an effort to preserve the strong anti-theft culture in Ventura County, the Sheriff's Office is asking our community for assistance in locating the stolen tractor. The investigation to locate the individuals who are responsible for stealing the tractor continues. Any information regarding the stolen tractor or those responsible is appreciated.

If you have possible suspect information, or the possible location of the stolen property please contact Detective Cadman at 805-797-6424

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|--|
| <b>THIS INFORMATION IS FOR<br/>PUBLIC DISSEMINATION</b><br>VENTURA COUNTY SHERIFF'S OFFICE<br>BULLETIN EXPIRES 30 DAYS FROM DATE ISSUED<br>PREPARED BY: Detective Chip Cadman      APPROVED BY: Sgt. C. Macias |
|--|

## California Bee Publication Now Available

The University of California Department of Agriculture and Natural Resources recently released a new guide entitled, "Common Bees in California Gardens" that may be of interest to California avocado growers. The guide consists of spiral-bound pocket-sized cards printed on sturdy, laminated paper — designed for use in the field. The cards will help growers identify the most common bees and provides information concerning their appearance, distribution, flight season, nesting habits, preferred floral hosts and how they transport pollen.

The guide is available for purchase (\$15) [online](#).

## California Avocados Secure Industry Awards and Extensive Media Coverage at PMA

The Produce Marketing Association's (PMA) Fresh Summit consistently provides the California Avocado Commission (CAC) with critical opportunities to network with retailers, distributors, supermarket dietitians, importers, growers, educators, and the media at an event that attracts more than 20,000 attendees from 60 countries. This year was no exception. CAC staff held productive meetings with retailers, handlers, industry stakeholders, members of the United States Department of Agriculture and the media, discussing the potential of a larger 2018 California avocado crop and the value of CAC's customized marketing programs.

This year was notable for the awards presented to CAC during the event. April Aymami, CAC industry affairs director, was presented with the “40 Under 40” award at a reception hosted by Produce Business Magazine. And for the sixth consecutive year, the Commission received Produce Business Magazine’s Marketing Excellence Award. As the 2016 recipient of the Robert L. Carey Leadership Award, CAC Vice President Marketing Jan DeLyser had the honor of presenting this year’s award to Bill Schuler, president and CEO of the Castellini Group of Companies.

CAC also received extensive media coverage during the 2017 PMA Fresh Summit, including a cover photo in The Produce News’ newsletter featuring CAC Chairman Rick Shade and Jan DeLyser with PMA CEO Cathy Burns in the CAC booth.

As part of its push to leverage the influence of supermarket dietitians, CAC sponsored the Produce for Better Health Supermarket Dietitian Program, providing dietitians with the opportunity to meet with renowned registered dietitian Manuel Villacorta, MS, RD. Villacorta is a nationally recognized, award winning registered dietitian-nutritionist and author with more than 18 years of experience. A past national media spokesperson for the Academy of Nutrition and Dietetics, he is also a health blog contributor for The Huffington Post and an on-air contributor for Univision. At the PMA Fresh Summit, Villacorta met with supermarket dietitians to discuss probiotics and the benefits of fresh California avocados as part of a healthy diet.



*CAC President Tom Bellamore and Vice President Jan DeLyser greet PMA CEO Cathy Burns in the CAC booth.*

## **Educate, Inspire, Invite — Social Media Successes for Fall**

Even as the California avocado season drew to a close, fans of the fruit continued to engage with the California Avocado Commission (CAC) on its social media channels — liking, sharing and commenting on a wide range of playful, educational and inspirational posts related to upcoming events and holidays, as well as trending topics on social media and digital platforms.

In September and October, the Commission shared a series of informative posts on Facebook, Twitter and Instagram educating consumers on the various ways avocados can be used, including as a butter substitute. Facebook and [Instagram](#) fans learned that riper avocados can be used in a variety of recipes, including [Chocolate Quick Bread with California Avocado](#). To encourage new usage ideas, CAC also shared “[20 Things You Didn’t Know You Could Do with an Avocado](#)” with its Twitter fans. For September and October, CAC secured 145,000 impressions on Facebook, Twitter and Instagram for posts providing [handling tips](#), usage ideas and [educational content](#).

To celebrate the history of California avocados, the Commission’s [Facebook](#) page showcased an article from Smithsonian Magazine that chronicled how the Hass avocado “conquered the world.” As part of the Labor Day holiday, CAC paid tribute

on [Instagram](#) to the “amazing people” who “strive for avocado greatness.” California avocado content related to holidays and cultural events reached more than 520,000 users on CAC’s social media channels in September and October.

As always, California avocado recipes were a favorite. Whether fans were tailgating with [California Cowboy Caviar](#), celebrating [National Guacamole Day](#), or enjoying Oktoberfest with [Avocado Honey Mustard](#) on a soft and salty pretzel, they could choose from a variety of recipes on CAC’s social media platforms. The Commission shared delicious — and spooky — [Spider Avocado Deviled Egg](#) party favor ideas for Halloween, a new twist on tacos for [National Taco Day](#) and encouraged consumers to try California avocados on pizza as part of [National Pizza Month](#).

CAC’s sponsorship of and attendance at regional avocado festivals has always been a successful means of engaging one-on-one with consumers. Social media, however, broadens the impact of these events. CAC’s up-to-the-minute social media posts during the events showcased the celebrations for fans who could and could not attend. For those attending the festivals, CAC provided avocado-themed Snapchat filters to dress up photos attendees shared on their own pages. Prior to the festivals, the Commission also [promoted the events](#) on its social media channels by encouraging fans to attend. This content generated more than 580,000 social impressions, with many consumers tagging their friends and family on the posts in order to make plans to attend. In addition, more than 2,000 festival attendees utilized CAC’s custom Snapchat filters while enjoying the festivals.



*Avocado-themed Snapchat filters were used to dress up photos taken by fans attending avocado festivals.*

## 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<br>11/12/2017                                 | Season-to-Date<br>(since 11/1/17) | 2017<br>Year to Date |
|-------------------------|---|-----------------------------------|----------------------|
| Hass                    | 0   | 0                                 | 204,188,215          |
| Lamb                    | 0   | 0                                 | 7,243,066            |
| Other (Greens)          | 0   | 0                                 | 1,403,823            |
| <b>California Total</b> | <b>0</b>  | <b>0</b>                          | <b>212,835,104</b>   |
| Florida                 | 18,755  | 34,100                            | 31,862,213           |
| Chile                   | 2,550,000   | 4,540,000                         | 76,333,047           |
| Mexico                  | 43,371,383  | 81,978,962                        | 1,495,076,383        |
| Peru                    | 0   | 0                                 | 144,726,283          |
| Other (Imports)         | 0   | 1,710,000                         | 29,160,000           |
| <b>Import Total</b>     | <b>45,921,383</b>   | <b>88,228,962</b>                 | <b>1,745,295,712</b> |
| <b>USA Total</b>        | <b>45,940,138</b>   | <b>88,263,062</b>                 | <b>1,989,993,029</b> |
| 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 – November 7, 2017

|                        | Organic #1<br>(Field Price Per Lb) | Conventional #1<br>(Field Price Per Lb) | Conventional #1<br>(Carton Price) |
|------------------------|------------------------------------|---|-----------------------------------|
| <b>California Hass</b> |                                    |   |                                   |
| #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](http://www.CaliforniaAvocadoSociety.org).

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

Summary- The MJO Cycle is beginning the transition from a dry (inactive) phase to favor more active troughing into California and the far west US. The transition should be completed between Nov 17-18th. Support exists in the sea surface temperature anomaly (SSTA) field for a long wave trough in the central N Pacific around 150W, and a second trough near 125-130W.

The *El Niño* Southern Oscillation (ENSO) is currently in a stronger '*La Niña*' phase, i.e. colder than normal sea surface along the east equatorial Pacific to Peru. This favors weaker than normal support for the subtropical jet that normally forms in early to mid-winter, i.e. Dec – Feb.

For N and central California we expect a transition from troughing SW of central California through Nov 21st to an ill-defined pattern, supporting high pressure aloft again to the west of California. The high pressure area appears to continue

through the end of Nov, with subsequent fronts and rains redirected into the Pacific Northwest, while California is unusually warm and dry.

For S California, the pattern through Nov 22 will support some cold fronts with rains through about the 21st, but without support for significant rains. The warm sea surface temperatures are present, but the pattern is unfavorable for development of subtropical westerlies, or lows and troughs into S California from the W or WSW.

**In the Near Term – Nov. 17 – Dec. 2...** In the southern California avocado growing areas, from San Luis Obispo County to San Diego County, it will be mostly fair with frost/freeze risk in mainly the Edna Valley, Sisquoc, Santa Ynez, and possibly Ventura Co valleys (Ojai etc.) to Paicines, and portions of the Salinas and Pajaro Valleys on Nov 17 -18th.

Rain is possible about Nov 20th with showers ending on the 21st. Significant upslope rains are mostly limited to the Santa Ynez Mountains north, with only light rains in SOCAL proper. Dry and unusually warm with Santa Ana winds possible during Nov 22-23rd, and again on the 26-27th. Continued unusually warm on the 28th. Some rains are possible in Santa Barbara and San Luis Obispo Co's on Nov 29-30th.

**Summary – Dec. 3-20...** In the southern California avocado growing areas, from San Luis Obispo south, our CFSDaily guidance suggests possible frontal passages with rains or showers on Dec 4th, and Dec 19-22. Under the usual conditions, we would expect Santa Anas to develop around Dec 6-9th, and sometime in mid-Dec.

**Seasonal Outlook / La Niña Update...December 21 – February 15, 2018...** Latest solution show either mixed or possibly above normal rainfall in Dec in N and northcentral California, but drier than normal in S California. Jan 2018 solutions are near or drier than normal from both the NMME (ensemble) and CFSv2 forecast solutions.

For S California, there is some support for light showers then frosts occurring between Santa Ana events, with upper lows that develop over Arizona and SE California during several periods in mid to late Dec through most of Jan. Be ready for frosts on multiple days in a series. Most of our guidance for SOCAL suggests significant rains in the mountains from Santa Barbara Co through L.A. Co and the San Bernardino mountain areas focusing in Jan and Feb 2018.

NMME guidance is showing drier than normal for N California in Jan but near or below normal rain in Feb.

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