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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>

District 5 Grower Meetings

October 2 and 5

October 2

Time: 8:00 a.m. - 9:30 a.m.

Location: Goleta Valley Community Center, 5679 Hollister Ave., Goleta, CA 93117

October 5

Time: 8:00 a.m. - 9:30 a.m.

Location: SLO County Farm Bureau, 4875 Morabito Place, San Luis Obispo, CA 93401

29th Annual Carpinteria California Avocado Festival

The 29th Annual Carpinteria California Avocado Festival will feature more than 75 music acts, the AvoEXPO Tent, the Largest Avocado Contest, the Best Guacamole Contest and lessons in avocado grafting. [More information here.](#)

October 2-4

October 2

Time: 11:00 a.m. - 10:00 p.m.

Location: 800 Linden Avenue, Carpinteria, CA

October 3

Time: 10:00 a.m. - 10:00 p.m.

Location: 800 Linden Avenue, Carpinteria, CA

October 4

Time: 10:00 a.m. - 6:00 p.m.

Location: 800 Linden Avenue, Carpinteria, CA

100th Annual California Avocado Society Meeting

The California Avocado Society's (CAS) 100th Annual Meeting includes a field tour, reception and meeting with exciting presentations. Registration required. [More information here.](#)

October 9-10

October 9

Time: 1:00 p.m. - 7:00 p.m.

Location: Field Tour and President's Reception- Limoneira Ranch Park, 1141 Cummings Road, Santa Paula, CA

October 10

Time: 7:30 a.m. - 2:45 p.m.

Location: Annual Meeting- Four Points by Sheraton — Ventura Harbor Resort, 1050 Schooner Drive, Ventura, CA

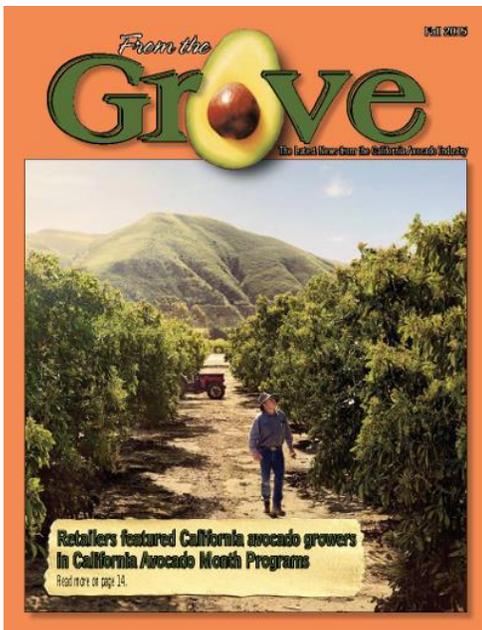
CAC Board Meeting

October 15

Time: TBD

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

Fall 2015 From the Grove Available Online



The latest issue of [From the Grove](#) is now available on the California avocado growers' website. Below is a synopsis of the Fall 2015 issue.

- An [introduction to Mullen Lowe Group LA + Mediahub](#), the California Avocado Commission's new agency of record
- A [review of the past California avocado season](#) and a look ahead to 2016 from CAC Chairman Doug O'Hara
- A summary of [three waves of retail surveys](#) conducted by CAC to assess the implementation of the California avocado label, measure imported avocado distribution and visually confirm the use of CAC merchandising materials in key markets
- A look at [media coverage of the drought](#) and CAC's response to media inquiries
- A profile of [Emily and Bradley Miles](#), California avocado growers
- A look at [California Avocado Month promotions and activities](#), including public relations and retail communications programs
- An album of [2015 foodservice and retail promotions](#) highlights
- A how-to article concerning the [use of soil moisture sensors to improve irrigation efficiency](#)
- An update concerning the [Decision Support Tools project](#) and preliminary findings concerning variables that affect avocado fertilization, target ranges for nutrition and salinity management

- [PSHB distribution and research update](#), as well as the [latest information](#) concerning biocontrol research being conducted to prevent the spread of the polyphagous shot hole borer/Fusarium Dieback pest-disease complex
- A summary of the Commission's efforts to find [PSHB management options](#)
- A look ahead to the [2016 season](#) and the factors that could affect the harvest and the market
- A look at [Florida's avocado market](#)

2015 CAC General Election Ballots Due October 26

On September 25 the California Avocado Commission (CAC) mailed 2015 General Election ballots to all producers and handlers of record. The 2015 General Election will seat one member and one alternate member in each of the five districts. In addition, two handler member and two alternate handler member seats are available. Handlers elected to these seats will serve a two-year term ending on October 31, 2017.

As producers and handlers on record, each voting entity will have the opportunity to either vote for the declared candidate listed on their ballot, or write in the name of an individual they would like to have serve on the Commission Board of Directors. It is important to note that if there is no declared candidate for a specific seat, the winning candidate will be determined based on receipt of the most write-in nominations. In the event of a tie, the CDFA will conduct a drawing of names to determine the winner. The election results will be announced on November 19, 2015.

Ballots must be postmarked no later than October 26, 2015 and should be submitted in the postage paid envelope included in with the ballot. In the event that this envelope was misplaced, please mail directly to CDFA and address as follows:

California Department of Food and Agriculture
Marketing Branch
PO Box 942871
Sacramento, CA 94299-0003

Please note "Avocado Commission Ballot" in the return address area of the envelope to ensure expedited processing.

Further information regarding the General Election can be found [online](#) or by contacting April Aymami at aaymami@avocado.org or 949-341-1955.

2014 Organic Survey Report Available

According to the 2014 Organic Survey Report released by the U.S. Department of Agriculture's (USDA) National Agricultural Statistics Service (NASS), California leads the nation in organic sales at \$2.2 billion. The total sales of organic products in 2014 were \$5.5 billion, a 72 percent increase from 2008.

Other highlights from the report are as follows:

- California reported 2,805 organic farms in 2014 with a total of 687,000 organic acres
- California accounted for 41 percent of all organic sales in 2014
- Nationally, 78 percent of all organic sales in 2014 were to wholesale markets
- Nationally, the majority of organic farms (80 percent) sold some or all of their organic products within a 100-mile radius of their farm

- The two largest expenses for organic farmers were feed and hired labor (representing 46 percent of production expenses)
- The most popular organic practices were use of green/animal manures (67 percent), utilizing buffer strips/rows to isolate organic products (66 percent), water management practices (53 percent) and use of organic mulch/compost (50 percent)
- Organic production is expected to grow — 39 percent (5,000 farms) of respondents indicated they planned to increase organic production over the next five years

The 2014 Organic Survey Report is available [online](#). Growers can review NASS [quick stats](#) online as well.

Interested growers can join NASS for a 2014 Organic Survey webinar on September 29 from 1:00 – 2:00 p.m. EST. To join, simply visit www.readytalk.com, dial 1.866.740.1260 and use passcode 720 6000.

Commission Participates in Largest Chipotle Cultivate Event Ever

On August 22, California avocado growers, California Avocado Commission (CAC) staff and representatives from Mission Produce and Index Fresh joined 44,000 other attendees at the Minneapolis Chipotle Cultivate event. Social media promotions leading up to the event helped draw record-breaking crowds and provided the Commission with an excellent opportunity to engage one-on-one with fans of California avocados. While there, Commission staff also had the chance to connect with local retailers who visited the CAC booth and also coordinated some in-store grower events in Lunds & Byerlys stores.

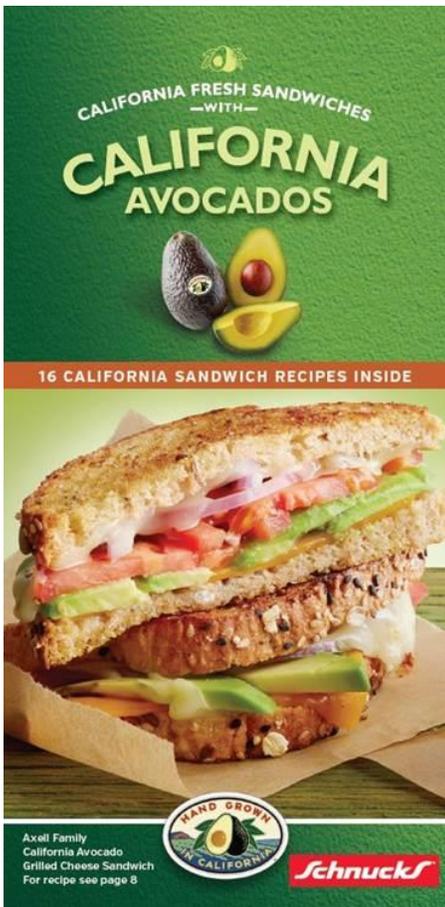
Cultivate is a popular outdoor festival that includes live music, food and “experience” exhibits highlighting select products featured at Chipotle. As with past Cultivate events, notable chefs including Andrew Zimmern and Richard Blais conducted very popular cooking demonstrations. Attendees flocked to the Commission’s booth, eagerly asking questions of California avocado growers Dan and Susan Pinkerton and Jim Swoboda. California avocado fans also received recipes and enjoyed the opportunity to learn about the California avocado season and receive nutrition tips and usage ideas

Although predicted stormy weather held off until 5:30 p.m., the event did have to close early due to strong weather that rolled in. Despite the storm — and a good soaking of the CAC team — the Commission deemed the event a huge success, providing the Commission a unique opportunity to engage with Midwestern California avocado fans and retailers.



California avocado growers Dan and Susan Pinkerton, and Bill Frank of Index Fresh (right) engaging with consumers.

Customized California Fresh Sandwiches Recipe Booklets Created for Top Tier Retailers



The recipe booklet cover features the California Avocado Grilled Cheese Sandwich recipe created by California avocado growers — the Axell family — with the specific retailer logo.

One of the primary promotions this season was the California Fresh Sandwiches initiative — designed to provide consumers with easy-to-prepare, unique sandwich recipe ideas that demonstrate the versatility of the fruit. As part of the promotion, the California Avocado Commission (CAC) partnered with three top tier retailers — Albertsons/Vons/Pavilions, King Soopers and Schnucks — to create customized recipe booklets to be distributed to shoppers in May and June.

Each retailer provided the Commission with two sandwich recipes featuring fresh California avocados. Both recipes were featured on the California avocado website, with credit for the recipe given to the specific retailer. In addition, one of the recipes and an accompanying photo was featured on the inside front cover of a retailer-specific, customized California Fresh Sandwich recipe booklet. Fifteen other California avocado sandwich recipes were included in each booklet. Commission retail marketing directors also worked in unison with the retailers' produce merchandisers to coordinate promotional programs with the California Fresh Sandwich initiative.

Nearly 24,000 recipe booklets were distributed during the California avocado season. Albertsons /Vons/Pavilions in Southern California distributed more than 12,000 booklets in 130 stores, merchandising them around Cinco de Mayo and 4th of July. King Soopers in Denver shared 1,500 booklets at store-specific events including cooking classes and a grand opening; and Schnucks in St. Louis provided shoppers with 10,000 booklets in 99 stores.

The California Fresh Sandwich recipes ranged from tuna or chicken salad wraps to spicy banh mi sandwiches. Below is a list of the retailer recipes featured in the promotion.

- **Albertsons** — [California Tuna Salad Wrap](#)
- **Albertsons** — [California Chicken Avocado Citrus Salad Wrap](#)
- **King Soopers** — [California Avocado Chickpea Salad Sandwich](#)
- **King Soopers** — [California Chicken Banh Mi Sandwich with Sriracha](#)
- **Schnucks** — [California Pork Cutlet Sandwich](#)
- **Schnucks** — [California Crunchy Chicken Wraps](#)

Blogger Ambassador Program Generates 4.5 Million Impressions

The California Avocado Commission's (CAC) Blogger Ambassador Program plays a critical role in strengthening consumer awareness of premium California avocados and inspiring consumers to incorporate the fruit into their everyday meals. Each month throughout the season (April – September), the Commission's partner bloggers create and post original California avocado recipes on their blogs and social media pages. These creative, innovative avocado-centric dishes and corresponding photos highlight the fruit's versatility, consistent quality, delicious taste, nutrition and ease of use.

CAC's blogger ambassadors include:

- Cathy Pollak, Noble Pig
- Dara Michalski, Cookin' Canuck
- Shawn Syphus, I Wash You Dry
- Kristen Doyle, Dine and Dish
- Sara O'Donnell, Average Betty
- Colleen Kennedy, Souffle Bombay:
- Roni Noone, GreenLiteBites
- Heather Damron, Shrinking Kitchen

Thanks to the creativity of these culinarians, more than 4.5 million combined impressions were generated via blog and social media posts.



Fans of the Noble Pig enjoyed this Instagram post featuring a Cheesy Egg, Avocado and Bacon Breakfast Sandwich.

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 9/27/2015	Season-to-Date (since 11/1/14)	2015 Year to Date
Hass	284,700	261,370,177	261,242,531
Lamb	2,710	13,366,223	13,366,223
Other (Greens)	2,730	1,959,758	1,869,314
California Total	290,140	276,696,158	276,478,068
Florida	1,305,040	47,079,980	38,719,540
Chile	581,812	13,872,773	9,116,660
Mexico	44,108,285	1,508,010,908	1,264,244,222
Other (Imports)	94,618	133,706,713	121,776,713
Import Total	44,784,715	1,655,590,394	1,395,137,595
USA Total	46,379,895	1,979,366,532	1,710,335,203
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				
9/28/2015				
	FOB Price	Field Price	Retail Price	Last Year FOB
California Hass	(25# carton)	(per pound)	(per each)	(25# carton)
#2's	16.00-29.00	0.50-1.04		17.00-34.00
32's-36's	33.00-34.00	1.12-1.16		37.00-39.00
40's	33.00-34.00	1.12-1.16		37.00-39.00
48's	33.00-34.00	1.12-1.16	1.99	38.00-39.00
60's	33.00-34.00	1.12-1.16		37.00-39.00
70's	30.00-31.00	1.00-1.04		33.00-34.00
84's	22.00-24.00	0.75-0.85		24.00-25.00
Mexican Hass				
All Sizes	16.00-28.00	N/A	0.79-1.99	23.00-30.00
Chilean Hass				
All Sizes	N/A	N/A		
Peruvian Hass				
All Sizes	16.00-27.00	N/A		20.00-31.00

*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

Synopsis – The weather pattern is starting to shift to a modified *El Niño*. It should be remembered that *El Niño* is only one player in the large scale pattern that affects rainfall in California. Thus far, *El Niño's* influence to accelerate the subtropical westerlies (25-35N) is being limited by the lack of cold airmasses from the Gulf of Alaska which provides the energy needed to fuel storms. Without the cold airmasses, the resulting pattern produces primarily cutoff lows between southern California and the Hawaiian area -- not a well developed storm track.

In the Near Term – September 30 to October 16... We agree with the NOAA/CPC outlook projecting below normal rainfall from southeast Alaska, through the Pacific northwest, and the northern half of California. We maintain a trend towards near normal rainfall for southern California in case a cutoff low occurs. We expect temperatures to remain above normal throughout California through the 16th with the hottest conditions in southern California.

In the avocado growing areas, we anticipate a dry spell to continue, although there appears to be recurrent troughing to the west and southwest of California. From the 4th to the 6th, another upper low with tropical moisture will produce rains in southern Baja, western Mexico, and possibly Arizona, but will sidestep to the south of southern California.

Summary – October 17 to 31... It will remain warmer than normal through all of California due to the large area of unusually warm sea surface temperatures (SSTA) west of California. Below normal rainfall will persist in northern and central California, and near normal in southern California in the latter half of October. The chance for rains from a tropical cyclone remnant diminishes to almost none after October 17.

Forcing by the strong *El Niño* will continue as it has during the off-season. The trough west of southern California will continue to leave its footprint on the day-to-day pattern.

We will see an increasing trend for upper lows to develop between 130W and Hawaii in response to *El Niño's* attempts to force a southern storm track into a blocking ridge in this continuing unfavorable pattern for the development of storms.

In the avocado areas, we will see more risk of hot, dry northeast or Santa Ana wind events with temperatures into the 80's and 90's. As in central California, we maintain some risk for tropical moisture coming from Baja with a few showers or a thunderstorm. It seems that at this time that there is low risk of a cutoff low strong enough to produce heavy rains in southern California as sometimes occurs in late October.

Seasonal Outlook/*El Niño* Update – November 1 to January 1... *El Niño* will be pretty strong even at the end of September and are expected to remain so through February and March of 2016. The sea surface temperatures west of California will continue to be unusually warm through the fall months. The action of this warm sea surface over so wide an area tends to warm the atmosphere through a deep layer to the west of California. The result will be warm, dry high pressure aloft which becomes a longwave ridge that is difficult to break. Of course, high pressure ridging opposes the development of a southern storm track into California. As the *El Niño* anomaly tries to increase the speed of the westerlies, the resulting pattern is mainly recurrent stationary cutoff lows sitting harmlessly off southern California.

The bottom line is that November looks to be well below normal for rainfall. It will take a long time for the storm track to finally build into California. We will see many attempts at the development of the storm track from about mid-November through December. It is possible that by Christmas we will start to see the first series of significant Pacific storms with heavy rains coming into California. The rains will most likely end after the first week or so of January and not return until the end of the month.

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