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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>

### **Index Fresh Grower Seminar — California Water Issues**

Index Fresh is sponsoring a California avocado grower seminar dedicated to California water issues. RSVP required. [More information here.](#)

#### **November 3-5**

##### **November 3**

**Time:** 9:00 a.m.

**Location:** Courtyard by Marriott, 1605 Calle Joaquin Road, San Luis Obispo, CA

##### **November 4**

**Time:** 9:00 a.m.

**Location:** Hilton Garden Inn, 2000 Solar Dr., Oxnard, CA

##### **November 5**

**Time:** 9:00 a.m.

**Location:** Pala Mesa Resort, 2001 Old Highway 395, Fallbrook, CA

### **San Diego Farm and Nursery Expo**

The theme of the San Diego Farm and Nursery Expo is "Nurturing Possibilities for Southern California Agriculture." Experts will be on hand to discuss weather, pest, water and industry trends that will impact local production of specialty crops. Registration required. [See article below for more information.](#)

#### **November 5**

**Time:** 9:00 a.m. - 5:00 p.m.

**Location:** Del Mar Fairgrounds, 2260 Jimmy Durante Blvd, Del Mar, CA

### **CAC Board Meeting**

#### **November 19**

**Time:** TBD

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

## **New Ag Expo to Discuss Weather, Pest and Water Issues**

In keeping with the theme of the inaugural [San Diego Farm and Nursery Expo](#) — “Nurturing Possibilities for Southern California Agriculture” — experts will be on hand to discuss weather, pest, water and industry trends that will impact local production of specialty crops. Expo presentations are as follows:

- Dr. Daniel Cayan, Scripps Institution — What can be expected from El Nino and a look at local weather and temperature patterns
- Jim Bethke, Entomologist & County Director UCCE — Current and future pest pressure
- Maureen Stapleton, General Manager, San Diego County Water Authority — The state of water supply in San Diego County and the efforts to make the region’s future water supply secure
- Visionary Crop Panel, composed of experts on San Diego crop sectors — Future trends and opportunities

The expo will provide California avocado growers with the opportunity to network with vendors and other growers, and to examine equipment and tools designed to improve operational efficiency. The Expo will feature numerous Resource and Learning Center Booths as well.

The Expo is sponsored by the San Diego County Farm Bureau and will be held November 5 from 9 a.m. – 5 p.m. at the Del Mar Fairgrounds located at 2260 Jimmy Durante Blvd, Del Mar, CA, 92014. Growers can register to attend [online](#). A list of vendors and Resource and Learning Center Booths is also available [online](#).

## **Nearly 7,000 Avocado Fans Gather in Morro Bay**

The Fifth Annual Avocado and Margarita Festival welcomed approximately 7,000 California avocado fans during the weekend of September 12 – 13. The two-day celebration included live music, premium beverages, a wide selection of California-avocado dishes and a variety of contests.

The event provides the California Avocado Commission (CAC) with excellent opportunities to meet with California avocado fans and growers. CAC staff, California avocado growers and volunteers shared recipes, nutrition information and a variety of California avocado goodies with attendees. Booth staff included: Jan DeLyser (CAC vice president of Marketing), Duane DeLyser, Zac Benedict (CAC online marketing manager) and Tina Benedict, California avocado growers Bradley and Emily Miles, Chuck and Jennifer Lennette, Carolyn Heitzenrider, Smith Held, George Kendall, Dave Hendrickson and Eileen Swoboda as well as volunteer Kelli Hill.

CAC’s booth was especially popular with avocado fans looking for new usage ideas. Approximately 200 of those same fans also took the opportunity to add their name to the email list for the Commission’s recipe newsletter.

California avocado growers also stopped by to speak with other growers, discuss best practices or ask questions about their groves. California avocado growers Bradley and Emily Miles chatted with numerous attendees, as did Bill Coy, Morro Bay Avocado and Margarita Festival administrator and California avocado grower. Interested growers also added their name to the grower database in order to receive the latest updates from the Commission.



*Volunteer Kelli Hill with California avocado grower Emily Miles answering attendee questions about California avocados.*

### **CAC Prepares for PMA Fresh Summit 2015**

This year America's largest produce and floral convention — the PMA Fresh Summit 2015 — will play host to more than 18,000 attendees in Atlanta, Georgia. In honor of the event's location, the California Avocado Commission (CAC) will demonstrate the versatility of California avocados with a southern-style collection of unique recipes that will be featured in the Commission's booth.

CAC's pre-PMA preparations will ensure California avocados are at the forefront of the event. For starters, the Commission has partnered with Atlanta-based chef Hugh Acheson. Acheson is chef/partner of the Athens, Georgia restaurants 5 & 10 and The National, Empire State South restaurant in Atlanta and The Florence in Savannah. Acheson competed in Bravo TV's Top Chef Masters Season 3 and currently stars on the popular television show as a Top Chef judge. Acheson is a James Beard award winner for Best Chef Southeast, was named a Best New Chef by *Food & Wine Magazine* and is an award-winning cookbook author. In his most recent book, *The BROAD FORK: Recipes for the Wide World of Vegetables and Fruits*, Acheson mentions California avocados. To boost CAC's presence at Fresh Summit, Acheson has fused southern cuisine with premium California avocados to create irresistible dishes for booth visitors.

In addition, a California avocado recipe has been selected as one of the 10 finalists in the 2015 PMA Fresh Summit Sensory Experience Contest. The recipes will be judged on October 23 and featured during the Fresh Ideas in Action reception following the judging.

The Commission is also proud to sponsor the Produce for Better Health Supermarket Registered Dietitian tour. The tour will feature scheduled visits to CAC's booth where participants can meet with popular Atlanta-based registered dietitian Carolyn O'Neil. Visitors to the booth will also have the opportunity to learn about the planned California avocado harvest size, review category sales data and research and receive information concerning the Commission's marketing support opportunities.



*One dish Chef Acheson will serve is a produce-rich salad: California Avocado, Poached Shrimp, Grapefruit, Orange, Endive & Chives.*

### **Co-promotion Drives Late-season Avocado Sales**

In August and September, shoppers at Gelson's, Bristol Farms and Mollie Stone's locations were able to enjoy the seasonal flavors of fresh California avocados and Hatch chiles. Customers were treated to chile roasting events, eye-catching cross-merchandising displays of chiles and California avocados and, in some cases, sampled fresh guacamole made with late season California avocados and Hatch chiles.

The co-promotion campaign was the result of co-marketing between the California Avocado Commission (CAC) and Melissa's Produce, the largest distributor of specialty produce in the United States. The campaign was designed to help targeted retailers generate incremental sales with promotions encouraging customers to enjoy the end of summer with popular late-summer chiles and California avocados. Besides hosting in-store events and promotions, the Commission, Melissa's Produce and the retailers utilized their social media channels to raise awareness of the availability of chiles and avocados.

As a result of the late-season campaign, retailers reported increased consumer traffic to their stores. In addition, California avocados saw double-digit sales increases versus prior year in-store sales.



*Hatch chiles and California avocados make an enticing display at Mollie Stone's.*

## 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>.

<b>California Avocado Commission Weekly Volume Summary (pounds)</b>			
	Week Ending 10/11/2015	Season-to-Date (since 11/1/14)	2015 Year to Date
Hass	0	261,460,175	261,332,529
Lamb	0	13,385,333	13,385,333
Other (Greens)	0	1,964,807	1,874,363
<b>California Total</b>	<b>0</b>	<b>276,810,315</b>	<b>276,592,225</b>
Florida	940,995	49,406,425	41,045,985
Chile	860,846	15,460,570	10,704,457
Mexico	44,342,180	1,597,713,421	1,353,946,735
Other (Imports)	0	133,801,331	121,871,331
<b>Import Total</b>	<b>45,203,026</b>	<b>1,746,975,322</b>	<b>1,486,522,523</b>
<b>USA Total</b>	<b>46,144,021</b>	<b>2,073,192,062</b>	<b>1,804,160,733</b>
Source(s):	California = CAC (AMRIC)		
	Florida = Florida Avocado Admin Committee		
	Chile = Comite de Paltas, Chile		
	Mexico = APEAM		
	Other Imports = USDA AMS website		

<b>California Avocado Society Weekly Newsline* Avocado Prices</b>				
<b>10/12/2015</b>				
	FOB Price	Field Price	Retail Price	Last Year FOB
<b>California Hass</b>	(25# carton)	(per pound)	(per each)	(25# carton)
#2's				17.00-34.00
32's-36's				37.00-39.00
40's				37.00-39.00
48's	Insufficient		1.99	37.00-39.00
60's	Volume			37.00-39.00
70's				29.00-30.00
84's				22.00-23.00
<b>Mexican Hass</b>				
All Sizes	15.00-22.00	N/A	0.79-1.99	18.00-31.00
<b>Chilean Hass</b>				
All Sizes	N/A	N/A		
<b>Peruvian Hass</b>				
All Sizes	15.00-22.00	N/A		18.00-31.00

\*To subscribe to the Weekly Newsline, 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

Synopsis – The southern storm track is attempting to start, but with limited success. Except in southern California, storms that look interesting in the forecast model simulations fall apart as they reach the coast due to an inability to find energy from surrounding areas. There is not yet a connection to link the vigorous *El Niño* pattern with the midlatitude westerlies as occurred in other robust *El Niño* seasons.

**In the Near-Term – October 16 to 31...** Recurrent troughing will continue to the southwest and west of southern California. Showers and thunderstorms will occur on the 15th, 16, and 17th in the mountains and deserts. Cold frontal passages will occur on the 18th and again on the 25th, with a chance for showers. Hot conditions with Santa Ana winds are more likely from the 26th to the 31st.

**Summary – November 1 to 15...** 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 may persist in northern and central California. Rain in southern California should be near normal during the latter half of October.

Forcing by the strong *El Niño* will continue as it has during this off-season. We will continue to have upper lows occurring between 130W and Hawaii, and stronger fronts developing around 140W.

During this period in the avocado growing areas, we will see more of a risk of dry northeast wind events (Santa Anas) with highs into the mid 80's. We maintain some risk for thunderstorms from cutoff lows that may develop. In the middle of November, there is also the risk of cutoff lows that are strong enough to produce local heavy rains in southern California.

**Seasonal Outlook/*El Niño* Update – November 16 to February 15...** *El Niño* is rather strong even now in mid-October. It is expected to remain strong through February. The sea surface temperatures west of California are expected to remain unusually warm through late fall and into December. The action of the warm sea surface over so wide an area tends to warm the atmosphere through a deep layer to the west of California. The result is warm, dry high pressure aloft that will continue through November according to CFSv2. The ensemble of short term climate models also suggests a less robust scenario for winter rains through November and into December.

The CFSv2 long range model is suggesting below normal rainfall through November and only a start to above normal rainfall in central and northern California in December while rainfall may be below normal rainfall in southern California. CFSv2 also suggests that rainfall will be normal from late December through March.

It will take a long time for the storm track to finally reestablish itself into California. We will see many attempts at the development of the storm track but with limited success. It is more likely that by Christmas we will start to see the first series of significant Pacific storms with heavy rains coming into California. Because *El Niño* is so robust, these storms can be expected to tap subtropical moisture from the very warm sea surface temperatures which are already present and expected to continue through the fall months. The rains will most likely be focused in the first two weeks of January, followed by a mid-month break, and then return about the last week or so of January and continue, on and off, through the middle of February.

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