



IN THIS ISSUE, YOU'LL FIND:

- [2017 CAC General Election Ballots Due October 25](#)
- [Avocado Lace Bug Present in Commercial Groves](#)
- [San Diego Food Bank Seeks Donations from Local Growers](#)
- [California Small Farm Conference](#)
- [“Growing Together” Latino Farmer Conference](#)
- [2017 Census of Agriculture Begins in December](#)
- [2018 California Avocado Season to be Showcased at PMA Fresh Summit](#)
- [Market Trends](#)
- [Weather Outlook](#)

Calendar

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

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

California Avocado Society Annual Meeting

The California Avocado Society Annual Meeting will include a field tour and annual meeting with presentations from industry experts, a grower panel and award presentations. Registration required. [More information available here.](#)

October 20-21

October 20

Time: 12:00 p.m. – 7:30 p.m.

Location: Hansen Agricultural Center located at 14292 West Telegraph Road, Santa Paula, CA

October 21

Time: 7:30 a.m. – 2:45 p.m.

Location: Four Points by Sheraton, 1050 Schooner Drive, Ventura, CA

Pesticide Safety Instructor Training Workshops

The UC Integrated Pest Management Program and AgSafe are offering Pesticide Safety Instructor Training Workshops that qualify participants to train fieldworkers and pesticide handlers according to the revised Worker Protection Standards. Registration required. [More information available here.](#)

October 25 & 26

October 25

Time: 8:00 a.m. – 5:00 p.m.

Location: Betteravia Farms/Bonipak, 1850 W. Stowell Rd (English), Santa Maria, CA

October 26

Time: 8:00 a.m. – 5:00 p.m.

Location: Betteravia Farms/Bonipak, 1850 W. Stowell Rd (Spanish), Santa Maria, CA

California Small Farm Conference

The California Small Farm Conference is a unique opportunity for small-scale farmers to meet with industry leaders and innovators in the interests of growing their business. Tickets may be purchased online. [More information available here.](#)

October 29-30

October 29

Time: 7:00 a.m. – 7:00 p.m.

Location: Robert Cabral Agricultural Center, 2101 East Earhart Avenue, Stockton, CA

October 30

Time: 8:00 a.m. – 4:30 p.m.

Location: Robert Cabral Agricultural Center, 2101 East Earhart Avenue, Stockton, CA

“Growing Together” Latino Farmer Conference

The National Resources Conservation Service (NRCS) and the National Center for Appropriate Technology are hosting the Third Annual “Growing Together” Latino Farmer Conference specifically designed for Spanish speaking farmers, ranchers and members of agricultural organizations. Registration required. [More information available here.](#)

November 7

November 7

Time: 8:00 a.m. – 5:00 p.m.

Location: UC-Riverside Palm Desert Center, 75080 Frank Sinatra Drive, Palm Desert, CA

2017 CAC General Election Ballots Due October 25

Ballots for the 2017 California Avocado Commission (CAC) General Election were mailed to all producers and handlers of record on September 22, 2017. Those ballots must be postmarked no later than October 25, 2017 and should be submitted in the postage paid envelope included with the ballot. If the envelope has been misplaced, please mail the ballot to:

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

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

Effective November 1, 2017, the CAC Board of Directors will be comprised of 19 individuals serving as producers, handlers and public members. The 2017 General Election will seat one producer member and one producer alternate member in each of the five districts. In addition to the producer seats, one handler alternate member seat is also available. Elected individuals shall serve a two-year term, ending on October 31, 2019.

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 16, 2017.

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

Avocado Lace Bug Present in Commercial Groves

On October 5, 2017, the California Avocado Commission (CAC) was alerted to a possible infestation of avocado lace bug (ALB; *Pseudacysta perseae*) in commercial avocado groves in Oceanside and De Luz, San Diego County. Dr. Mark Hoddle, University of California Riverside Entomology Professor, confirmed the infestation on Monday October 9. During his survey, Dr. Hoddle found all life stages of ALB in groves in both locations, indicating a well-established, reproducing population.

ALB has been known to be established in southern San Diego County for about 15 years, but only on backyard avocado trees. It appears that this is the first infestation of this pest in commercial groves.

CAC is working with Dr. Hoddle to determine if the infestation in commercial groves is from the same population that was previously known in southern San Diego County, or is a new introduction. Current University of California Integrated Pest Management (UC IPM) guidelines recommend not controlling low populations. However, if the population now in commercial avocado groves is the same as the one that has existed in San Diego County for some time, it could indicate that low-level populations can remain quiescent and later become problematic. This could suggest that low populations should, in fact, be controlled to prevent future outbreaks.

CAC also is asking pest control advisors who work with avocado to be alert for this pest and report finds in commercial groves to Tim Spann (tspann@avocado.org), CAC's research program director, so that we can assess the extent of the infestation in commercial groves.

According to the University of California's Integrated Pest Management website, ALB is native to the Caribbean, Mexico and the southeastern United States. It is a pest for only some members of the Lauraceae (laurel family), including avocado, red bay (*Persea borbonia*) and camphor tree (*Cinnamomum camphora*).

For complete details on identification, life cycle and management, you are encouraged to visit the [UC IPM ALB webpage](#).

San Diego Food Bank Seeks Donations from Local Growers

The San Diego Food Bank has received a \$400,000 grant through California's emergency food program to purchase food grown in the state. To that end, the Food Bank is seeking local growers who can supply fresh produce.

California avocado growers interested in supplying fruit to the San Diego Food Bank are encouraged to contact Ben Price, Food Purchasing Coordinator at bprice@sandiegofoodbank.org or 858.863.5128. Growers should note what type of California avocados they have available, how the fruit will be packaged (in bulk, pallets, cases, etc.), a cost per pound and what your minimums are. For additional information, growers may contact Vanessa Price, Vice President Operations, at vmoore@sandiegofoodbank.org or 858.863.5114.

California Small Farm Conference

The California Small Farm Conference is a unique opportunity for small-scale farmers to meet with industry leaders and innovators in the interests of growing their business. The two-day event attracts more than 300 attendees and includes workshops, field courses and networking opportunities. The event will be held October 29 – 30 in at the Robert Cabral Agricultural Center, 2101 East Earhart Avenue, Stockton, California.

This year, the [keynote speakers](#) at the event are:

- Sustainable farming thought leaders Carl Rosato and Helen Atthowe who created Woodleaf Farms
- Danny Lazzarini and Andrew Seidman, the new owners of Woodleaf Farms

Field courses include:

- Conservation That Works
- Postharvest Handling
- Sediment and Erosion Control Plans

Workshops include:

- Creative Financing Strategies for Sustainable Farmland Succession
- Practical Applications of Soil Health Research
- Farmers Engaged in Policy
- Food Safety
- Agritourism — A Community Approach
- Farm Finance Networking

Sunday will consist primarily of off-site field courses and on-site short courses, as well as exhibits and a networking reception. Monday will be devoted primarily to workshops. Participants may also attend a roundtable discussion and visit the exhibits. A complete list of events, courses and workshops is available [online](#).

Tickets may be purchased [online](#). For complete information, visit the [California Small Farm Conference website](#).

“Growing Together” Latino Farmer Conference

The National Resources Conservation Service (NRCS) and the National Center for Appropriate Technology are hosting the [Third Annual “Growing Together” Latino Farmer Conference](#) specifically designed for Spanish speaking farmers, ranchers and members of agricultural organizations. The conference includes workshop sessions and panel discussions concerning the following:

- Accessing financial resources
- Sustainable soil management
- Improving irrigation efficiency
- Developing markets for your products
- NRCS programs
- Improving soils with coverage crops, compost and mulch
- Food safety
- Employee insurance and health regulations

The conference will take place in Spanish, with English translation. The event will take place November 7, 8:00 a.m. – 5:00 p.m., at the UC-Riverside Palm Desert Center, 75080 Frank Sinatra Drive, Palm Desert, CA, 92211.

The fee is \$20. Participants may register [online](#) or pay at the door. No one will be turned away for lack of funds. A complete conference agenda also is available [online](#). For more information, contact Christine Chavez, Outreach Specialist

at 530.219.0477 or Christine.chavez@ca.usda.gov and Victor M. Hernandez, Outreach Specialist and Sociologist at 530.792.5628 or victor.hernandez@ca.usda.gov.

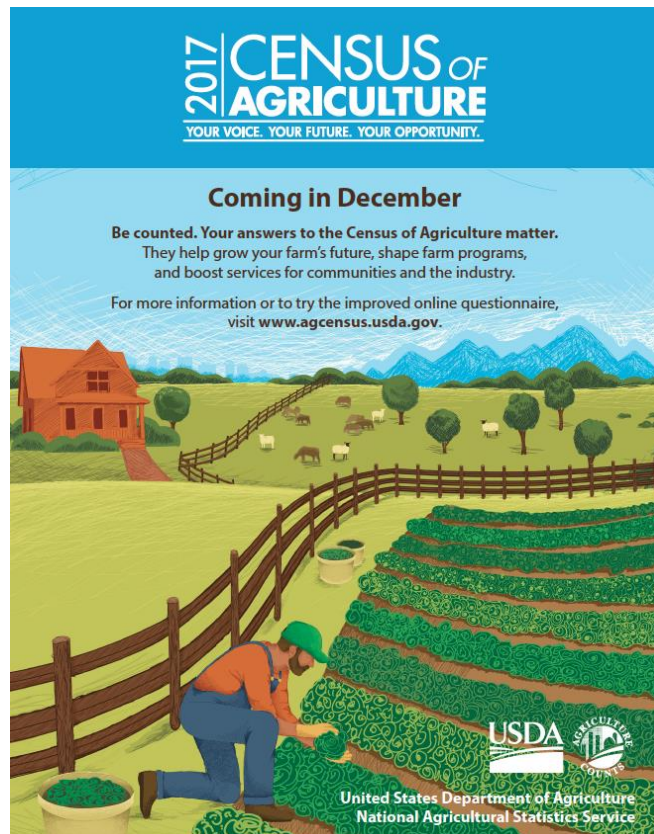
2017 Census of Agriculture Begins in December

Data collection for the 2017 Census of Agriculture begins in December 2017. California avocado growers are encouraged to participate in the Census. Census data is used to:

- Shape programs and initiatives for young and beginning farmers
- Expand access to resources for minority, female and veteran farmers
- Help farmers diversify into new markets
- Define policy that affects the agricultural industry
- Demonstrate the importance of the agricultural industry

The Census is conducted by the U.S. Department of Agriculture's National Agricultural Statistics Service and examines land use, ownership, operator characteristics, production practices, income and expenditures.

The completed Census forms are due February 5, 2018. The Census can be completed [online](#) or forms may be returned by mail. Contact Jodi Letterman at Jodi.Letterman@nass.usda.gov or 916.738.6600 for more information.



2017 Census of Agriculture

2018 California Avocado Season to be Showcased at PMA Fresh Summit

Nearly 20,000 people, including retailers, distributors, produce association members, importers, growers, media representatives and educators will attend the premier trade convention for the produce industry — the Produce Marketing Association (PMA) Fresh Summit 2017 — in New Orleans from October 19 – 21. California Avocado Commission (CAC) President Tom Bellamore and CAC staff will join tens of thousands of attendees from more than 60 countries to showcase the upcoming 2018 California avocado season.

The three-day event begins with a day of educational sessions and networking opportunities, followed by a two-day expo where CAC will meet with stakeholders in Booth #1033. On Friday during the expo, Registered Dietitian and media spokesperson Manuel Villacorta will share his Avocado White Bean Dip recipe with dietitians taking part in the CAC-sponsored Produce for Better Health Association supermarket dietitian program.

On both Friday and Saturday CAC staff will host retailers, distributors, avocado stakeholders, and media members at the Commission's booth. This year's graphics feature designs by California artist Michael Schwab that evoke the California lifestyle and pair the natural beauty of the state with California avocados. The Commission will break with tradition this year due to a lack of availability of California avocados and serve tasty dishes with a New Orleans flare to retailers and media who visit the CAC booth to learn more about California avocados and plans for the upcoming season.

The Commission's key objective at Fresh Summit is to generate excitement for the 2018 California avocado harvest — which is expected to be larger and in season longer than in 2017 — by showcasing the Commission's unique blend of traditional media, digital, social media, merchandising and public relations tools. Retailers who visit the booth will have the opportunity to review the successes of the 2017 campaign — which reached millions of targeted consumers — and to discuss a customized marketing plan suited to their unique consumer demographics and company strategies.

“Consumer demand for California avocados continues to be very strong, and CAC's marketing support with participating retailers is yielding outstanding results,” said Jan DeLyser, CAC vice president marketing. “We are excited to share ideas with targeted Fresh Summit attendees and demonstrate how our integrated marketing tools can benefit them by connecting with California avocado fans.”



Signage on the CAC booth draws attention on the show floor and serves as photo backdrops (2016 booth photo).

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 10/8/2017	Season-to-Date (since 11/1/16)	2017 Year to Date
Hass	0	204,588,030	204,188,215
Lamb	0	7,243,066	7,243,066
Other (Greens)	0	1,541,528	1,403,823
California Total	0	213,372,623	212,835,104
Florida	62,150	39,648,070	31,593,760
Chile	4,617,100	79,970,173	59,896,827
Mexico	31,132,896	1,550,382,338	1,280,294,887
Peru	0	144,776,283	144,726,283
Other (Imports)	0	32,140,000	22,700,000
Import Total	35,749,996	1,807,268,793	1,507,617,996
USA Total	35,812,146	2,060,289,486	1,752,046,860
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 – October 10, 2017

	Organic #1 (Field Price Per Lb)	Conventional #1 (Field Price Per Lb)	Conventional #1 (Carton Price)
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- Troughing will continue in the central Pacific with fronts approaching Washington-Oregon, with rain. There is increasing support for troughing in the southern Plateau area east of Southern California. This should begin to increase the support for dry winds and frosts into S California valleys later in Oct and into November.

Support exists in the sea surface temperature anomaly (SSTA) field for a long wave trough in the east central North Pacific near 140-150W, a storm track extending east into the coast of Washington and Oregon. These subtropical rains will approach N California.

High pressure will extend from the E North Pacific to the N and central California coast. Cold fronts coming south from Washington move into the Great Basin, with most of their moisture bypassing California. This will produce a tendency for

some more windy offshore flow events in N and central California and coastal eddies in S California. Some Santa Ana winds are possible also in S California, mostly in the southcentral region (San Luis Obispo Co-Santa Barbara). Rains appear to develop during October 19-23rd into N and northcentral California.

In the Near Term – Oct. 13-27... In the southern California avocado growing areas, from Santa Barbara County to San Diego County, there emerges more support now for clear, cold nights in the valleys, with lows into the mid to upper 30s in the coldest valley spots during the final week of Oct. Watch for possible frosts during Oct. 13-15th, 18-19th and on the 25th. There appears to be a Santa Ana event during Oct. 25-28th.

Summary – Oct. 28 – Nov. 10... In the southern California avocado growing areas, from San Luis Obispo south, we will start to see alternation between Santa Anas and showery events. However, it also means a greater potential for some cold nights with wetbulb temperatures dipping into the 30s more consistently.

Mostly dry and mild days with cool or cold nights are more likely for this period. During about the first week of Nov, there is a chance for a shower, but the second week (Oct. 11-17th) appears to have the best chance for rains into SOCAL.

Seasonal Outlook / *La Niña* Update...November 11 – December 31, 2017... November continues the drier than normal trend in N and Central California, and drier than normal in S California. The best chances for rains or showers in November are about the 11-17th, then again around the 28-30th.

Dec still looks wetter than normal for N and Central California. A period of heavier rains and storm events often occurs during December 18-23rd and 27-30.

Southern California appears to return to near normal rainfall during Dec, with possibly a little wetter than normal in Santa Barbara and Ventura Counties.

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