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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>

CAC Finance Committee Meeting

October 19

Time: 3:00 p.m. – 4:30 p.m.

Location: California Avocado Commission, 12 Mauchly, Suite L, Irvine, CA

CAC Executive Committee Meeting

October 20

Time: 8:30 a.m. – 9:25 a.m.

Location: California Avocado Commission, 12 Mauchly, Suite L, Irvine, CA

CAC Board Meeting

October 20

Time: 9:30 a.m. – 1:30 p.m.

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

Index Fresh – Girdling, Export Markets and GAP Seminar

California avocado growers are encouraged to attend the upcoming Index Fresh Avocado Cultural Management Seminar. [More information available here.](#)

October 25-27

October 25

Time: 9:00 a.m. – 11:00 a.m.

Location: Embassy Suites, Edna Room, 333 Madonna Road, San Luis Obispo, CA

October 26

Time: 9:00 a.m. – 11:00 a.m.

Location: The Hilton Garden Inn, Oxnard/Somis Meeting Rooms, 2000 Solar Drive, Oxnard, CA

October 27

Time: 9:00 a.m. – 11:00 a.m.

Location: Pala Mesa Resort, Live Oak Room, 2001 Old Highway 395, Fallbrook, CA

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 1 & November 8

November 1

Time: 7:45 a.m. – 5:00 p.m.

Location: (ENGLISH LANGUAGE WORKSHOP) DPR Fresno Building, 1130 Shaw Ave # 100, Fresno, CA

November 8

Time: 7:45 a.m. – 5:00 p.m.

Location: (ENGLISH LANGUAGE WORKSHOP) UC ANR Building, 2801 Second Street, Davis, CA

Southern California Farm and Nursery Expo

The Second Annual San Diego Farm and Nursery Expo that will be held at the Del Mar Fairgrounds. [More information here.](#)

November 3

Time: 9:00 a.m. – 4:30 p.m.

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

Reminder: Index Fresh Seminar – Girdling, Export Markets and GAP Seminar - October 25, 26 & 27

California avocado growers are encouraged to attend the upcoming Index Fresh Avocado Cultural Management Seminar entitled "[Girdling, Export Markets and GAP.](#)" Guest speakers for the seminar include:

- Consuelo Fernandez, Agronomist Engineer, Brokaw Nursery, Research and International Development
- Samuel Garibay, Ranch Foreman, Brokaw Nursery, High Density Orchard Management
- Ryan Larkan, Supplier Relationship Manager, Tesco, for USA, Canada and Mexico

Growers interested in attending the seminar should RSVP with Susan Soto at 909.877.0999 x 258 or via email at Ssoto@IndexFresh.com. The seminar will be presented in three locations:

October 25

9:00 a.m. - 11:00 a.m.

Embassy Suites, Edna Room, 333 Madonna Road, San Luis Obispo, CA

October 26

9:00 a.m. - 11:00 a.m.

The Hilton Garden Inn, Oxnard/Somis Meeting Rooms, 2000 Solar Drive, Oxnard, CA

October 27

9:00 a.m. - 11:00 a.m.

Pala Mesa Resort, Live Oak Room, 2001 Old Highway 395, Fallbrook, CA

Reminder: Southern California Farm and Nursery Expo – November 3

The Second Annual San Diego Farm and Nursery Expo that will be held at the Del Mar Fairgrounds. The Expo, which is sponsored by the San Diego County Farm Bureau, is a free trade show designed to connect Southern California agricultural industry members with vendors, resources and educational seminars that are applicable to the diverse crops grown in the region.

The California Avocado Commission (CAC) will have a booth in the Resource and Learning Center and growers are invited to stop by. A complete list of exhibitors is available [online](#).

For more information, download the San Diego Farm and Nursery Expo [flyer](#) or visit the [event website](#).

November 3

9:00am - 4:30pm

Del Mar Fairgrounds, 2260 Jimmy Durante Blvd., Del Mar, CA

EPA Releases Guide to Help Users of Agricultural Pesticides Comply with Revised Worker Protection Standard

The Environmental Protection Agency (EPA) and Pesticide Educational Resources Collaborative (PERC) have released a new 146-page guide to help users of agricultural pesticides ensure they are in compliance with the revised 2016 federal Worker Protection Standard (WPS). This guide is designed for those who employ agricultural workers or handlers, owners/managers of agricultural and/or pesticide handling establishments and crop advisors.

The guide, entitled "[How to Comply with the Worker Protection Standard for Agricultural Pesticide,](#)" is available online in pdf format. The guide can be downloaded in its complete form or chapter-by-chapter. The manual:

- Outlines and explains WPS requirements to help you determine whether the requirements apply to you
- Provides compliance information, including exceptions, restrictions, exemptions, options and examples
- Offers a "Quick Reference Guide"
- Includes a list of new or revised definitions

The chapters are as follows:

- [Introduction to the WPS](#)
- [Determining Your WPS Responsibilities](#)
- [Requirements for Agricultural Employers](#)
- [Additional Worker Employer Requirements](#)
- [Additional Handler Employer Requirements](#)
- [Requirements for Commercial Pesticide Handler Employers](#)
- [Exemptions and Exceptions](#)
- [Compliance with the WPS](#)

Santa Barbara Growers Encouraged to Participate in Water Management Survey

In response to the state's water crisis and its impact on the California avocado industry, the Cachuma Resource Conservation District (RCD) is conducting an agricultural water management survey designed to gather the input of growers, managers and other individuals involved in irrigation management. Information gathered from the survey will

remain confidential and will be used to help determine where funding is needed and to more effectively utilize technical support on behalf of the agricultural industry.

The [online survey](#) can be completed in approximately 20 minutes. California avocado growers in the Santa Barbara region are encouraged to complete this survey, which has the support of the Santa Barbara County Farm Bureau, the USDA Natural Resources Conservation Service and the UC Cooperative Extension.

The survey will close on October 31, 2016. All respondents will receive a \$40 gift certificate that can be used toward purchasing irrigation efficiency supplies at local stores including All-Around Landscape, Aqua Flow and Cal-Coast Irrigation.

The survey can be accessed by clicking [here](#). For more information, contact Katy Mamen at katy@sonic.net or 707.239.8879.

Labor Day Promotions Expand Interest in Late-season California Avocados

To build awareness of late-season California avocados at the end of summer, four retail chains located in Arizona, Northern and Southern California and Portland, Oregon showcased the fruit as part of their Labor Day promotions. The promotions began in mid-August and ran through or beyond the Labor Day holiday.

Southern California's Bristol Farms and Northern California's Mollie Stone's ran cross-promotional Hatch chile and California avocado sales and creative display contests. Each store hosted a Hatch chile roast for their customers featuring freshly roasted chiles, Hatch chile California avocado guacamole and complementary produce items. New Seasons Market featured in-store demos with fresh California avocado slices from September 1 – 15.



This creative display of Hatch chiles and California avocados was front-and-center at the Mollie Stone's store in Palo Alto.

California Avocados Showcased at New England Produce Council's East Coast Expo

From September 21 – 23, retailers, produce and floral personnel and vendors from across the Northeastern region of the United States attended the New England Produce Council's (NEPC) [By the Sea Annual Produce, Floral and Foodservice Expo](#). The event was held at the picturesque Ocean Edge Resort located in Brewster, Massachusetts and included a large outdoor tent that was transformed into an exhibit hall.

The California Avocado Commission (CAC) was a sponsor of the event, which provided CAC Retail Marketing Director Cece Krumrine the opportunity to connect with retailers from New England and beyond. Krumrine met with representatives from Ahold, BJ's, Bozzuto's, C&S Wholesale, Dave's Marketplace, Delhaize, Donelan's, Krasdale, Market Basket, Morton Williams Supermarkets, Redner's, RLB Distributors, Roche Bros. and Tops. She also discussed the 2016 California avocado season with suppliers in attendance, including Calavo, Freska, Giumarra and Mission

The Commission co-sponsored the "free parking" pass for the event and was recognized with a floor stand at registration, banners placed around the Expo and within the NEPC Expo magazine.



The Commission was a co-sponsor of the Expo's parking passes.

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 10/16/2016	Season-to-Date (since 11/1/15)	2016 Year to Date
Hass	1,935	370,479,640	370,439,706
Lamb	0	12,326,731	12,326,731
Other (Greens)	0	2,924,905	2,595,370
California Total	1,935	385,731,275	385,361,806
Florida	1,743,335	46,577,006	39,076,930
Chile	3,001,766	37,702,519	30,360,927
Mexico	8,454,101	1,660,049,346	1,347,529,160
Peru	0	70,404,922	70,404,922
Other (Imports)	690,000	14,550,000	14,050,000
Import Total	12,145,867	1,782,706,787	1,462,345,009
USA Total	13,891,137	2,215,015,069	1,886,783,745
Source(s):	California = CAC (AMRIC), Chile = Comité de Paltas, Chile		
	Florida = Florida Avocado Admin Committee		
	Mexico = APEAM, Peru = ProHass		
	Other Imports = USDA, AMS website		

	FOB Price	Field Price	Last Year FOB
California Hass	(25# carton)	(per pound)	(25# carton)
#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 westerlies becoming more active, from October 11th onward through the 19th, and a series of fronts affects northern and northcentral California and the Pacific Northwest. The overall pattern continues somewhat changeable as normally occurs in the transitional seasons of spring and fall. Support continues for a longwave trough in the northern Pacific (160-170W), and some downstream troughing either near the Oregon coast or inland over the northern part of the Great Basin. This is wet for the Pacific Northwest, and northwest California, but dry in central and southern California. After the storm series on October 13th-18th, there is a dry and warm (or hot) period with Santa Anas in southern California and offshore flow on the 20th -22nd with highs in the mid-90s in southern California and upper 80s to near 90 in the foothills and interior valleys of northern California (Ukiah, Lake Co, upper Napa Valley).

In the Near Term – October 13 – October 29... The NOAA/CPC outlook for October 18th-24th shows colder than normal conditions and near normal rainfall for northcentral and northern California and wetter than normal for the Pacific Northwest, and near normal rainfall in central and southern California. Fox Weather's Outlook Map for October 15th-November 4th shows above normal rainfall for Oregon and the northern half of California, and near or a little below normal rain amounts in central and southern California.

In the southern California avocado growing areas from October 14th-29th, it will be cooler after the prolonged hot period. Fronts bypass to the north of southern California, so rain is unlikely except for a drizzly rain or showers about October 16th-18th from two different fronts. Cold nights follow on the 19th and 20th, then Santa Ana winds and hot conditions occur on the 20th—23rd. More cold nights are possible in the valley cold spots on October 24th-25th, then 24-25, then a chance for a shower about the 27th.

Summary – October 30 – November 13... In the southern California avocado growing areas it will be warmer than normal overall, with recurrent offshore flow, during the first 10 days of November. Watch for showers and cold conditions briefly during November 12th-15th. Santa Ana winds will be recurrent for most of November, with hot days, possibly into the low to mid-90s on a few occasions, and into the 80s on most other occasions in the interior valleys and the warmer coastal valleys like Escondido and Rainbow-Lilac, and in the coastal foothills around 1000-2000 ft.

Seasonal Outlook/El Niño Update...November 14 – January 14... During this period, as in the period 15-30 days in the future, confidence in timing of rains is normally low, so we rely much on the usual climatological trends. The *La Niña* anomaly has expanded in recent weeks and will continue in the equatorial east Pacific.

The other cold sea surface temperature anomaly, extending from southern California westward along 26-30N will continue as well, with a weak southern branch of westerlies into southwestern Mexico and southern Baja. This will tend to induce

cutoff lows and troughs WSW of southern California with an east-west oriented ridge of high pressure along 40N to the west of northern California. This favors dry offshore flow in central California and into Santa Barbara – Ventura Counties, but some upper lows and showery periods for far southern Calif and Baja.

For southern California there is higher than normal risk for hot Santa Ana events alternating with a few cold periods in late November after the rainy period, with highs returning to the upper 80s or 90 in the Avocado belt (Temecula- Fallbrook).

After the mid-November rains, a frost in northern California is more likely to occur, with cold nights also in southern California. Santa Anas return on November 21st-29th with highs into the mid-80s.

In the longer term, a southern storm track will intermittently occur. At this time, the months showing above normal rainfall during late November through March 2017 are December 2016 and January 2017. December is the best chance for heavy coastal rains from atmospheric river events occurring about Sonoma County north. Some of these rains may reach into the central coast at times, including Santa Cruz/Santa Clara Counties and possibly Monterey County. *La Niña* will continue to try to damp out those troughs that move into southern California from the west. The best chance for snow will be in December in the higher portions of the Sierras above 6000 ft. Again, we may see another year of meager snowfall and snow water equivalent, despite abundant rainfall in December and January.

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