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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>

Healthy Soils Grant Workshop

To assist growers interested in applying for the Healthy Soils Incentives Program grant, the Ventura County Resource Conservation District (VCRCD) is hosting two free workshops designed to help with the application process. Registration required. [More information available here.](#)

September 13

September 13

Time: 9:30 a.m. – 1:30 p.m.

Location: Oxnard Library, Meeting room B, 251 South A Street, Oxnard, 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.](#)

September 6 and 20 & October 10, 25 and 26

September 6

Time: 8:00 a.m. – 5:00 p.m.

Location: UCCE Ventura Office, 669 County Square Drive #100 (English), Ventura, CA

September 20

Time: 8:00 a.m. – 5:00 p.m.

Location: UCCE Ventura Office, 669 County Square Drive #100 (Spanish), Ventura, CA

October 10

Time: 8:00 a.m. – 5:00 p.m.

Location: Cal Poly Pomona, Agriscapes classroom, 4102 S University Drive (English), Pomona, CA

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

11th Annual Morro Bay Avocado and Margarita Street Festival

September 9

Time: 10:00 a.m. – 7:00 p.m.

Location: Morro Bay Waterfront, Morro Bay , CA

CAC Board Meeting

October 12

Time: TBA

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

Gem Avocado Assessment Determination

On August 31, the U.S. Department of Agriculture (USDA) announced that Gem avocados will be assessed the same rate as other varieties of Hass avocados beginning January 1, 2018. The assessment rate for all Hass avocados marketed or imported for the fresh U.S. market will be \$.025 cents per pound.

The USDA approved this assessment rate based on evidence presented by the Hass Avocado Board demonstrating that the Gem avocado variety is “so similar to Hass avocados that it is indistinguishable to consumers in the fresh market.”

For more information, contact Sue Coleman at 503.633.4330 or Sue.Coleman@ams.usda.gov or visit the [Hass Avocado Board webpage](#).

Roundtable Discussion to Address Avocado Pests to be Held in September

The University of California Cooperative Extension (UCCE) is hosting a roundtable session entitled, “Controlling Pests in Avocados” on September 28, 2017. Presentations and discussions are as follows:

- **Presentation.** Sonia Rios, UCCE Farm Advisors, “Introduction to Avocado Integrated Weed Management”
- **Roundtable Discussion 1:** Mary Lu Arpaia, UCR, and Sonia Rios, “Old Challenges/New Possible Solutions: Pesticide Resistance, New Pesticides, etc.”
- **Presentation.** Dr. Tim Spann, California Avocado Commission, “A Review: Redbay Ambrosia Beetle and Laurel Wilt Disease”
- **Roundtable Discussion 2:** Mary Lu Arpaia and Sonia Rios, “New Challenges: Laurel Wilt Disease and Other Pest Challenges”

The meeting will take place from 8 a.m. – 12:00 p.m. at the Fallbrook Public Utility District, 990 E. Mission Road, Fallbrook, CA, 92028. Light refreshments and pastries will be available and DPR hours can be earned upon approval. Interested parties can register for the session [online](#).

For more information, [download the roundtable flyer](#) or contact Sonia Rios at srios@ucanr.edu.

Pesticide Safety Instructor Training Workshops Address New Regulations

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. The workshops are designed for ag supervisors, growers, farm labor contractors, safety managers and safety trainers. The training sessions will be offered in both English and Spanish. Attendees are eligible for continuing education hours through the California Department of Pesticide Regulations.

Workshop topics will include:

- Pesticide exposure
- Exposure signs and symptoms of illness
- Emergency medical care
- Proper use of personal protective equipment
- Safe handling and transportation of pesticides
- Laws and regulations regarding labels and safety data sheets

Seminars will be held from 8:00 a.m. – 5:00 p.m. (with a 7:45 a.m. check in) as follows:

- September 6 — Ventura (English)
- September 20 — Ventura (Spanish)
- October 10 — Pomona (English)
- October 12 — Davis (English)
- October 25 — Santa Maria (English)
- October 26 — Santa Maria (Spanish)
- November 15 — Bakersfield (English)
- November 16 — Bakersfield (Spanish)
- November 28 — Clovis (English)
- November 29 — Clovis (Spanish)

The fee for the seminar is \$200 per person and includes a continental breakfast, lunch and materials. Those who successfully complete the seminar will receive a certificate of completion.

Please note, no refunds will be given. Space is limited, so those interested in attending the workshop should register online early. For more information, contact pesticidesafety@ucanr.edu.

California Avocado Commission Garners more than 377 Million Online, Print and Broadcast Media Impressions

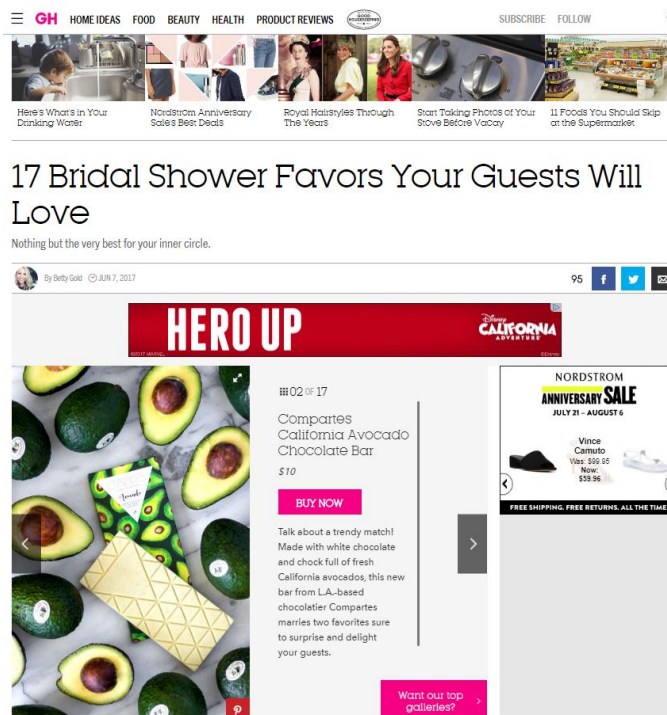
Throughout the California avocado season, the California Avocado Commission (CAC) shares a wide range of content across online, print and broadcast channels to promote the seasonality of fresh, premium California avocados and their versatility in a variety of dishes, meals and recipes. As part of the Commission’s public relations campaign, various media outlets shared content that lauded the Commission as a trusted avocado expert, associated California avocados with state history and a California lifestyle as well as featuring California avocado recipes as quintessential summer holiday celebration must-haves.

At the start of the season, CAC partnered with Compartés — a trendy, premium chocolatier — to develop the first chocolate bar to incorporate California avocados. The White Chocolate and California Avocado Bars were sold online and in Compartés boutique stores from late April through June. The bar was hailed in the media and noted as one of the best bridal show favors by Good Housekeeping magazine.

The Commission also engaged in real-time consumer conversation on social media and digital channels to position itself as an avocado expert. In May, for example, “Avocado Hand” — injuries resulting from slicing avocados — became a trending topic. The Commission seized the opportunity to promote its safer “knick and peel” method and drive traffic to CaliforniaAvocado.com for more avocado handling tips. The online publication PopSugar cited CAC’s method as a means of safely slicing the fruit and cited CAC as a trusted expert.

In addition, throughout the season CAC responded and contributed to media stories that positioned California avocados as an ideal culinary ingredient for summer meals, snacks and celebrations. Media outlets showcased unique California avocado recipes for summer entertaining and even celebrated La Habra Heights as the birthplace of the “greatest of all avocados” — the California Hass avocado.

As a result, CAC’s combined PR efforts resulted in more than 377 million online, print and broadcast impressions by July 30.



Good Housekeeping included Compartés’ White Chocolate and California Avocados Bar as one of the best bridal shower favors.

Innovative California Avocado Menu Concepts Showcased at PMA Expo

From July 28 – 30, approximately 1,800 foodservice operators, distributors, packers and handlers attended the Produce Marketing Association (PMA) Foodservice Conference and Expo in Monterey, CA to view the latest consumer trends and offerings in the industry. Members of the California Avocado Commission (CAC) team attended the Expo, utilizing the opportunity to network with industry decision makers and discuss the benefits and value of adding fresh California avocados to their menus. Throughout the three-day event, the CAC team met new potential target chain contacts while confirming returning and new fresh California avocado menu items with existent foodservice partners.

In addition to attending the Conference, the Commission exhibited at the Sunday Expo. During the afternoon Expo the Commission showcased the versatility of California avocados with live recipe demonstrations featuring two innovative avocado menu concepts — California Avocado Summer Roll and California Avocado and Shrimp Flatbread. Key decision makers visited the CAC booth to sample the fresh California avocado menu items and discuss menu ideation strategies with CAC staff. The Commission secured 14 new contacts by the conclusion of the three-day event.



John Alstadt, Purchasing, Fuzzy's Taco Shop, prepares to sample the California Avocado and Shrimp Flatbread.

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 8/27/2017	Season-to-Date (since 11/1/16)	2017 Year to Date
Hass	1,045,498	203,777,734	203,377,920
Lamb	229,391	7,068,172	7,068,172
Other (Greens)	9,110	1,538,019	1,400,314
California Total	1,283,999	212,383,925	211,846,406
Florida	2,596,825	37,177,030	29,122,720
Chile	3,115,547	42,512,428	22,439,082
Mexico	26,023,377	1,382,612,915	1,112,525,464
Peru	5,641,518	133,851,172	133,801,172
Other (Imports)	290,000	31,290,000	21,850,000
Import Total	35,070,442	1,590,266,515	1,290,615,718
USA Total	38,951,266	1,839,827,470	1,531,584,844
Source(s):	California = CAC (AMRIC), Chile = Comite de Paltas, Chile		
	Florida = Florida Avocado Admin Committee		
	Mexico = APEAM, Peru = ProHass		
	Other Imports = USDA AMS website		

California Avocado Society Weekly Newslines* Avocado Prices – August 29, 2017

	Organic #1	Conventional #1	Conventional #1
California Hass	(Field Price Per Lb)	(Field Price Per Lb)	(Carton Price)
#32's	\$2.38-\$2.50	\$2.08-\$2.16	\$57.25-\$59.25
36's	\$2.38-\$2.50	\$2.08-\$2.16	\$57.25-\$59.25
40's	\$2.38-\$2.50	\$2.08-\$2.16	\$57.25-\$59.25
48's	\$2.38-\$2.50	\$2.04-\$2.10	\$56.25-\$59.25
60's	\$2.38-\$2.50	\$1.90-\$1.96	\$52.75-\$54.25
70's	\$2.04-\$2.10	\$1.64-\$1.70	\$46.25-\$47.75
84's	\$0.98-\$1.05	\$1.00-\$1.06	\$27.25-\$29.01

*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- Strong upper high pressure continues through September 8, and possibly the 9th, producing hot conditions. Hottest conditions are September 1-6 in all of Calif, and 3-8th in N California. Model guidance suggests a tropical cyclone coming N to central Baja California on Sept. 3-5th then stalling southwest of S California. Moisture mostly remains or drifts at sea and turns westward, but some may drift into central California coast/Big Sur area, and SierraNV. Normal early September rainfall is indicated during this period for Arizona.

Warmer than normal sea surface temperatures continue throughout the eastern N Pacific, and in the area of tropical cyclone formation off Mexico thru mid Sep. This places us at risk for subtropical moisture incursions into SOCAL and Arizona.

A trough is expected to develop in the interior Western US and California on Sept. 10-12th, with much cooler conditions and a chance for rain in N California, and mountain areas of N and central California and SierraNV.

Support exists in the sea surface temperature anomaly (SSTA) field for recurrent upper low pressure and frontal developments/rains off Oregon and Washington. Some of these rains may reach the coast with a chance for above normal rainfall in NW Oregon and W Washington.

In the Near Term – Aug. 31– Sept. 14... In the southern California avocado growing areas from Santa Barbara County to San Diego County, there will be patchy coastal low clouds or fog mainly from Aug. 31 - Sept. 1, otherwise partly cloudy and hot with TSTMS in the mountains and deserts. Best chance for TSTMS would be Sept. 1-9.

Summary – Sept. 15-30... In the southern California avocado growing areas, from San Luis Obispo south, deep marine layer and cool drizzly conditions are suggested for Sept. 15-17. Hot weather returns with a possibly very hot Santa Ana occurring from Sept. 18-22. Continued hot and dry 23-26th, then cooler with deeper marine layer returning to the coastal zone and breezy conditions in the mountains from 28-30th.

Seasonal Outlook / El Niño Update...October 1 – December 30, 2017... Wet conditions occur in NW California and the Siskiyou's at times during Oct, then dry and warm conditions return in Nov. Wetter than normal conditions develop during the middle half (10-25th) of Dec.

A *La Niña* pattern has appeared in the sea surface temperature anomaly field, and this supports a shift to drier than normal conditions in central and S Calif, during late Dec and into January 2018.

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