

# The GreenSheet

## CALIFORNIA AVOCADO INDUSTRY NEWS



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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>

### Two-part Seminar: Pesticide Strategies and Organic Practices

Presented by the California Avocado Society, Inc., the California Avocado Commission and the University of California Cooperative Extension.

#### **August 5-7**

##### August 5

**Time:** 1:00 p.m. - 3:00 p.m.

**Location:** Cooperative Extension Office / Auditorium, 2156 Sierra Way, San Luis Obispo

##### August 6

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

**Location:** Cooperative Extension County Office / Conference Room, 669 County Square Drive, Ventura

##### August 7

**Time:** 1:00 p.m. - 3:00 p.m.

**Location:** Fallbrook Public Utility District Board Room, 990 East Mission Road, Fallbrook

### CAC Board Meeting

#### **August 21**

**Time:** TBA

**Location:** CAC Board Room, 12 Mauchly, Suite L, Irvine, CA 92618

### Nutrient Management Seminar

Registration is Required. For more information, [click here](#).

#### **August 27**

**Time:** 7:30 a.m. – 3:15 p.m.

**Location:** Santa Ynez Valley Marriott, 555 McMurray Road, Buellton, CA

## Two-part Seminar Addresses Pesticide Resistance, New Tools and Organic Practices

This week a two-part seminar will address critical pesticide and organic issues of interest to California avocado growers. The two-hour seminar will consist of the following presentations.

**Strategies Against Insect Pests: Pesticides, Resistance and New Tools.** Dr. Joe Morse, Professor at UC Riverside, will:

- Update growers and pest control advisors on several pesticides recently registered for control of avocado thrips and persea mite.
- Discuss the development of pesticide resistance to abamectin in field populations of avocado thrips and persea mite at selected locations.
- Address the importance of limiting the use of chemical tools to ensure they will remain effective into the future.

Dr. Morse encourages PCAs to attend and share what they have been seeing at the groves they manage.

**Organic Practices, Costs and Prices.** Dr. Ben Faber, UCCE Subtropical Advisor for Ventura County, will discuss organic strategies, best practices and the costs associated with organic avocado growing.

The two-hour seminar is sponsored by the California Avocado Society, the California Avocado Commission and the University of California Cooperative Extension and will be held in three different locations.

- August 5, 2014, 1:00 – 3:00 p.m. at the Cooperative Extension Office / Auditorium, 2156 Sierra Way, San Luis Obispo
- August 6, 2014, 9:00 – 11:00 a.m. at the Cooperative Extension County Office / Conference Room, 669 County Square Drive, Ventura
- August 7, 2014, 1:00 – 3:00 p.m. at Fallbrook Public Utility District Board Room, 990 East Mission Road, Fallbrook

## Avocado Commission Leads Appeal at Metropolitan



*Tom Bellamore and Charley Wolk discuss the Metropolitan decision with AG Kawamura, former Secretary of Agriculture, and other ag representatives.*

On Tuesday, July 22nd, Commission President Tom Bellamore was joined by AG Kawamura, former Secretary of Agriculture, and other agricultural representatives in an appeal of the Metropolitan Water District's Executive Committee for a Working Group that would address the high cost of water for agriculture in their service area.

Although there was quite a bit of discussion among the Metropolitan Executive Committee regarding our request including some support, Randy Record, Metropolitan Chairman, ultimately decided to not create a Working Group. Chairman Record did commit to a workshop format under the Metropolitan's Agriculture and Business Outreach Committee to provide an opportunity for agriculture's concerns and ideas to be heard.

"While we are not completely satisfied with the decision and have some questions about how the workshops will be conducted, it was a positive step forward," said Bellamore.

Joining the Commission were representatives from the California Cut Flower Commission, California Strawberry Commission, Irvine Valencia Growers, Orange County Farm Bureau, San Diego County Farm Bureau and Western Growers.

The Commission will continue to advocate at Metropolitan on the need for affordable water for agriculture. We remain in close communication with senior Metropolitan representatives to ensure this process continues to move forward, and will provide updates as they become available.

## Agricultural Employers Face Stiff Penalties for Not Providing Heat Recovery Periods

Effective January 1, 2014, employers face a one-hour premium pay penalty for non-compliant meal or rest breaks, including “heat recovery periods.” According to an article by Ballard Rosenberg, Golper & Savitt, LLP (BRGS), heat recovery periods are defined as a “cool-down period afforded an employee to prevent heat illness.”

### Heat Recovery Periods

The [newly expanded law](#) requires compliance with the Industrial Welfare Commission, the Occupational Safety and Health Standards Board and the Division of Occupational Safety and Health (Cal/OSHA). According to Cal/OSHA:

- Outdoor places of employment are any areas not enclosed by a roof and side structures.
- Employees can determine when they need a recovery period to prevent overheating and they cannot be penalized for the recovery period.
- The cool-down period in the shade should be “no less than five minutes at a time.”
- There is no set limit as to how many cool-down periods an employee may request.
- Shade must be available to use at all times and is required when outside temperatures reach 85 degrees.

### High-heat Procedures

Cal/OSHA has also established [high-heat procedures](#) in the event temperatures meet or exceed 95 degrees. To the extent practicable, employers must:

- Ensure that effective communication by voice, observation, or electronic means is maintained so that employees at the work site can contact a supervisor when necessary.
- Observe employees for alertness and signs or symptoms of heat illness.
- Remind employees throughout the work shift to drink plenty of water.
- Provide close supervision of a new employee by a supervisor or designee for the first 14 days of the employee's employment by the employer, unless the employee indicates at the time of hire that he or she has been doing similar outdoor work for at least 10 of the past 30 days for four or more hours per day.

### Required Heat Illness Prevention Steps

According to [Cal/OSHA](#), employers are required to take these four steps to prevent heat illness:

1. Provide training for all employees and supervisors concerning heat illness prevention.
2. Provide enough fresh water so that each employee can drink at least one quart per hour, and encourage them to do so.
3. Provide access to shade and encourage employees to rest in the shade for at least five minutes.
4. Develop and implement written procedures for complying with the Cal/OSHA Heat Illness Prevention Standard.

### Recommended Next Steps

According to BRGS, the new regulation presents challenges to agricultural employers because there is “no set formula for when these recovery periods must be provided” and there is no guidance as to when the employer might deem employee requests as excessive.

BRGS recommends that growers review their “Injury and Illness Prevention Program” plan and “Heat Illness Prevention” plan to ensure they comply with Cal/OSHA regulations. BRGS also recommends that employers ensure these written policies “permit and encourage employees to request recovery period breaks.” Finally, employers must be certain to provide these breaks when they are requested.

To prevent class actions suits for missed recovery breaks, BRGS recommends documenting when these breaks are taken and including written acknowledgement from the employee that the breaks were provided in accordance with the law.

## Important New Farm Bill Conservation Compliance Requirements

Changes mandated by the 2014 Farm Bill require producers to file a Highly Erodible Land Conservation (HELC) and Wetland Conservation Certification (WC) with their local Farm Service Agency (FSA). Growers must complete the AD-1026 form by June 1, 2015 in order to remain eligible for crop insurance support, revenue protection programs, the Conservation Reserve Program, Marketing Assistance Loans, the Environmental Quality Incentives Program and the Conservation Stewardship Program among others.

To comply with HELC and WC provisions, growers must certify they will not:

- Plant or produce an agricultural commodity on highly erodible land without following an Natural Resource Conservation Service (NRCS) approved conservation plan or system;
- Plant or produce an agricultural commodity on a converted wetland; or
- Convert a wetland, which makes the production of an agricultural commodity possible.

In addition, growers who remove fences, conduct drainage activities or combine fields must notify FSA by filing the AD-1026 form. NRCS will then conduct highly erodible land or wetland technical evaluations and issue determinations as needed.

Upon completion of the form, the FSA and NRCS will review the form and outline any additional actions that may be required for compliance.

A HELC and WC fact sheet is available [online](#). The fact sheet:

- Defines highly erodible lands and wetlands
- Outlines the role of NRCS and FSA in making determinations
- Summarizes compliance and eligibility for NRCS and FSA programs

The new AD-1026 form can be found [online](#) or at USDA Service Centers. A listing of service center locations is available on the [USDA website](#).

## Nutrient Management Seminar

CAPCA ED is offering a one-day [Nutrient Management Seminar](#) August 27, 2014 in Buellton, CA. The seminar will take place at the Santa Ynez Valley Marriott, 555 McMurray Road, Buellton, CA.

The seminar begins at 7:30 a.m. with coffee and registration and concludes at 3:15 p.m.

Seminar topics include:

- Sulfur and plant health in an IPM program
- Making sense of biostimulants
- Soil/plant lab testing to identify disease probabilities, nutrient deficiency and water quality
- Salinity management in drought conditions

- Potash's role in plant health to withstand pests and diseases
- Micronutrient management for central coast crops and soil conditions
- Nitrogen and phosphate management
- Water quality regulations as they affect crop consultants

Cost is \$60 for members and students and \$65 for a non-member. [Online registration](#) is available. Continuing education credits are available for the course.

For more information, contact Joyce Basan at 916.928.1625 x 201 or via email at [joyce@capca.com](mailto:joyce@capca.com).

## California Avocado Growers Engage with Consumers at Cultivate Event

On June 7, 2014, a variety of California avocado industry members participated in Chipotle's *Cultivate San Francisco* event held at the Golden Gate Park. The event, which hosted approximately 35,000 attendees, provided the California Avocado Commission (CAC) with a unique opportunity to meet consumers who care deeply about learning where the food they eat comes from and how it is grown. The event provided chef demos, educational exhibits concerning sustainability, live music by popular bands and food booths.

CAC staff, representatives from Calavo, Index Fresh and Mission, as well as California avocado growers Doug O'Hara and Rick Shade were on hand to answer questions about growing practices, the nutritional value of the fruit, avocado handling and preparation. Volunteers in the Commission's booth also provided California avocado usage ideas and recipes. To expand consumer outreach, the Commission promoted the *Cultivate San Francisco* event on social media before and during the event.

The event, which provided the Commission with the opportunity to engage one-on-one with consumers who are part of its target market, also encouraged good relations with Chipotle — a fast casual restaurant chain that purchases California avocados in season. The chain features California avocados in its guacamole recipe and allowed event attendees to download the recipe via a text request.



*California avocado grower Doug O'Hara (right) in the CAC booth.*

## 4th of July Avocado Recipes Featured on SeriousEats.com

To encourage consumers to purchase California avocados for the 4<sup>th</sup> of July holiday and other summer events, the California Avocado Commission (CAC) partnered with SeriousEats.com — a site with 1.9 million unique visitors and 24 million page views each month. The sponsorship began June 9, 2014 and will run through September 2, 2014.

The sponsorship includes a range of features on the website including:

- Three recipe slideshows
- An avocado recipe landing page featuring ten California avocado recipes perfect for American summer holidays and 20 additional avocado recipes. An ad stating why California avocados are perfect for the 4<sup>th</sup> of July and encouraging shoppers to look for California on the label was also hosted on the recipe landing page
- A homepage roadblock ad sponsorship
- Two email newsletters featuring California avocados
- Traditional display banner advertising
- Promotion of the Commission's recipe landing page on Serious Eats' Facebook and Twitter pages

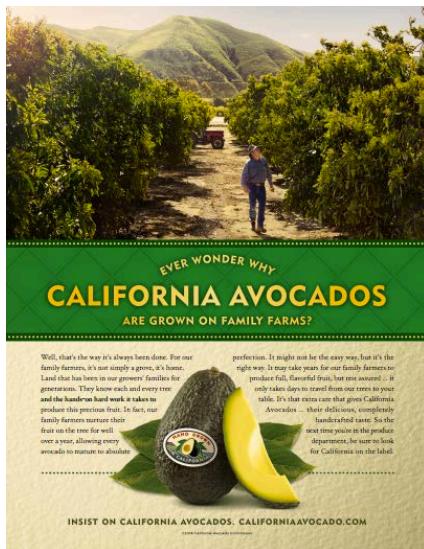


*SeriousEats.com, a site with 24 million page views each month, recently featured California avocados.*

## August Advertising Promotes Premium Message and Avocado-centric Breakfast Recipes

Throughout the month of August the California Avocado Commission's (CAC) consumer advertising campaign will run in targeted core markets — Denver, Los Angeles, Phoenix, Portland, Sacramento, Salt Lake City, San Diego, San Francisco and Seattle — to create demand for California avocados and generate grower value. The campaign messaging reinforces the “premiumness” of California avocados and reminds consumers to look for California on the label when purchasing the fruit.

In August the featured medium will be radio, a platform that allows the Commission to tell consumers where California avocados are available. To extend the reach in each market, billboards will also be used and in-grocery radio commercials will drive shoppers to the produce department where they can purchase California avocados. For those consumers searching for new recipes online, CAC has created web banners promoting avocado-centric breakfast dishes that will drive traffic to the California avocado website. Once there, consumers can view the new "[A Look Behind the Label](#)" video series that shares the competitive advantages of California avocados.



*The August advertising will inform consumers in core markets of the hand-grown appeal of California avocados.*

## Artisan Chef Media Dinner Garners More Than 76,000 Impressions

On June 19, 2014, the California Avocado Commission (CAC) hosted a California Avocado Month Media Dinner with artisan chef Lisa Schroeder at Mother's Bistro & Bar in Portland, Oregon. Designed to showcase the versatility of California avocados in a variety of dishes and to encourage the 15 media representatives in attendance to develop coverage around California avocados, the event was a success. During the dinner, attendees sent out 45 tweets resulting in more than 76,000 impressions, and post-event media coverage continues.

Attendees represented the following publications: Hummingbird High, Je Mange la Ville, Madey Edlin Blog, Not Just Baked, Oregon Public Broadcasting, PDXfoodlove, Pechlucky's Portland Food Adventures, Salt. Water. Coffee, Spicy Bee, The Portland Mercury, Urban Bliss Life and Veggie Belly. The media representatives were treated to a California avocado-centric meal. The event began with *Lucy Brennan's Avocado Daiquiri*, and two hors d'oeuvres — *California Avocado, Pink Grapefruit and Dungeness Crab Cocktail* and *Cherry Tomatoes Filled with Guacamole*. The event entrée consisted of a *Grilled Chicken Breast Topped with Sautéed Onions, Sliced California Avocado and Fresh Tomato Salsa* with a side of *California Avocado and Bacon "Macaroni and Cheese."* For dessert, attendees enjoyed an *Avocado Lime Pie in a Graham Cracker Crust Topped with Fresh Strawberries and Whipped Cream*.

Chef Lisa Schroeder demonstrated the preparation of the crab cocktail while providing facts about California avocados. The event also provided CAC's Vice President of Marketing, Jan DeLyser, with the opportunity to speak one-on-one with the media guests and answer their questions.



*Artisan chef partner Lisa Schroeder hosts media and the California Avocado Commission at her Mother's Bistro & Bar restaurant in Portland.*



*Jan DeLyser, Vice President of Marketing for the California Avocado Commission, and artisan chef partner Lisa Schroeder of Mother's Bistro & Bar restaurant in Portland.*

## Commission Networks with Top 200 Chain Restaurant Decision-makers

At the 12<sup>th</sup> Annual International Corporate Chefs Association (ICCA) Summit, held in San Diego, R&D/Product Innovation Executives and Executive Chefs from the top 200 restaurant chains had the opportunity to sample a variety of menu items featuring fresh California avocados. California Avocado Commission (CAC) staff members also networked with the chain culinarians and menu decision-makers, proposing avocado-centric items that could be added to their menus.

Fresh California avocado menu items were featured throughout the event:

- June 20: *Johnny Cakes with Smoked Salmon and Fresh California Avocado Crema*
- June 21: *Avocado Toast* appetizer served at Juniper & Ivy
- June 22: *Fresh California Avocado and Potato Breakfast Burrito; Fresh California Avocado and Salmon BLT; California Avocado Lumpia*
- June 22: *Avocado Cobb Salad* served at Searsucker

On June 23, fresh California avocados were available at the omelet/egg breakfast station and then at the taco bar during the afternoon break. Participants also toured a local avocado grove and sampled *Fresh California Avocado and Yogurt Breakfast Smoothies, Roasted Veggie and Fresh California Avocado Frittata with Spicy California Avocado Salsa, Fingerling Potato and Applewood Bacon Skewers with Fresh California Avocados, Fresh California Avocado-Lemon-Basil Muffins* and *Fresh California Avocado and Orange Marmalade Muffins*. The Rancho Santo Tomas grove tour was followed by a tour of a California avocado packing facility.

CAC staff was able to successfully demonstrate the benefits and value of adding California avocados to menus and also increased the number of new restaurant chain contacts. Staff also confirmed returning and new fresh California avocado items on the menus of current partners.



Scott Weaver, Director of Culinary, Red Robin takes a bite out of the Fresh California Avocado and Salmon BLT.



Tour participants taking a closer look at the California avocado packing process.

## California Avocados Featured at Upscale Manhattan A&P Retail Outlets

California avocados were promoted at the Food Emporium, an upscale A & P Corporation retail format from June 28 – July 3, 2014. The retail outlets are based primarily in the Manhattan Borough.

The promotion during the week preceding the 4<sup>th</sup> of July holiday notified consumers that California avocados could be found at The Food Emporium retail outlets. The promotion also drove consumer traffic to the recipe landing page of the California avocado website. During this period, the *Hand Grown in California* logo was featured in an ad in The Food Emporium store flyer. A&P's Digital Marketing

Coordinator also posted information on the company website concerning how to use California avocados to replace the fat normally used when making chocolate chip cookies.

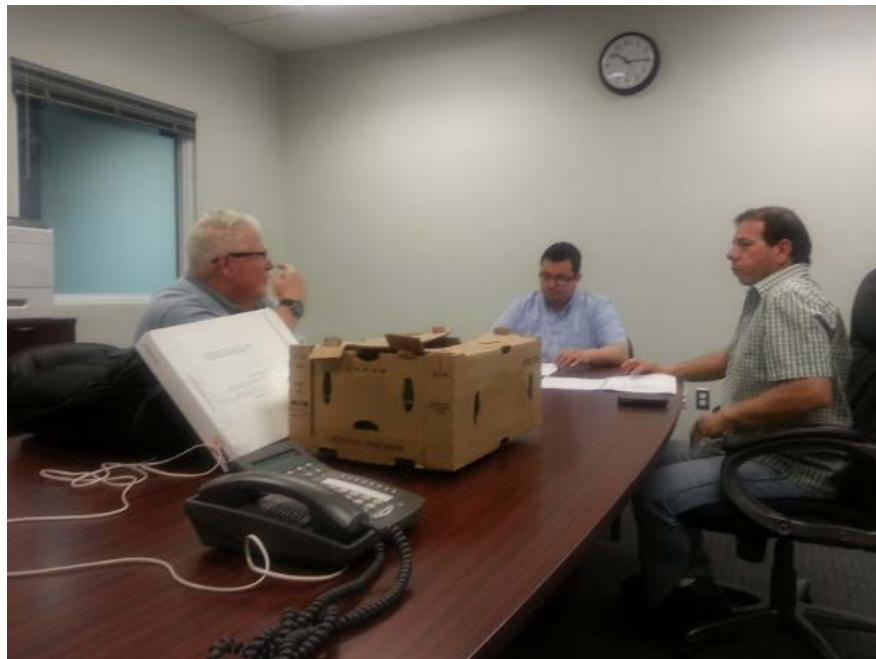


CAC customized a point-of-sale recipe card for The Food Emporium. The card encouraged shoppers to enjoy California avocados for American Summer Holidays and to visit the California avocado website for more recipes.

## Avocado Ripening Workshop Held at New Jersey Warehouse

On June 18, 2014, California Avocado Commission (CAC) Retail Marketing Directors Dave Howald and Cece Krumrine held a 90-minute avocado-ripening workshop at Wakefern's newest warehouse located in Newark, New Jersey. This workshop was designed to reinforce material presented when the new warehouse opened and to provide new personnel with avocado ripening and handling information.

Because Wakefern is committed to providing consumers with the best avocado eating experience, they also wanted to ensure the equipment within the new warehouse and the current procedures would result in the best outcome. Dave Howald instructed personnel on the why and how of avocado ripening and answered their questions. He presented personnel with five copies of the CAC Avocado Ripening Manual that will be used to instruct other employees concerning proper handling at the distribution center and ripening best practices at the store level. Don Vaccaro, Warehouse Manager for Wakefern Food Corporation, Raul De La Piedro, Buyer, and the attending personnel appreciated CAC's time and effort on their behalf.



CAC RMD Dave Howald, Don Vaccaro, Warehouse Manager for Wakefern Food Corporation, and Raul De La Piedra, Buyer, discuss avocado ripening best practices.

## 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/selling-avocados>.

California Avocado Commission Weekly Volume Summary (pounds)			
	Week Ending 7/27/2014	Season-to-Date (since 11/1/13)	2014 Year to Date
Hass	10,039,994	246,225,559	245,825,240
Lamb	829,898	2,515,265	2,515,265
Other (Greens)	80,972	1,678,812	1,563,407
<b>California Total</b>	<b>10,950,864</b>	<b>250,419,636</b>	<b>249,903,912</b>
Florida	2,781,900	28,542,835	19,397,950
Chile	0	96,801,458	70,308,081
Mexico	19,184,181	913,815,512	715,565,502
Other (Imports)	9,361,791	131,272,545	122,912,545
Import Total	28,545,972	1,141,889,515	908,786,128
<b>USA Total</b>	<b>42,278,736</b>	<b>1,420,851,986</b>	<b>1,178,087,990</b>
Source(s):	California = CAC (AMRIC)		
	Florida = Florida Avocado Admin Committee		
	Chile = Comite de Paltas, Chile		
	Mexico = APEAM		
	Other Imports = HAB and USDA AMS website		

California Avocado Society Weekly Newsline* Avocado Prices				
7/28/2014				
	FOB Price	Field Price	Retail Price	Last Year FOB
<b>California Hass</b>	(25# carton)	(per pound)	(per each)	(25# carton)
#2's	17.00-31.00	0.55-1.04		11.00-29.00
32's-36's	34.00-36.00	1.16-1.24		34.00-35.00
40's	35.00-37.00	1.20-1.28	5/5.99-1.99	33.00-35.00
48's	34.00-35.00	1.16-1.20	3/3.00-1.69	33.00-34.00
60's	35.00-37.00	1.20-1.28	1.59	34.00-36.00
70's	34.00-35.00	1.16-1.20	4/4.29	27.00-29.00
84's	24.00-25.00	0.86-0.90	0.79-4/3.99	20.00-22.00
<b>Mexican Hass</b>				
All Sizes	23.00-35.00	N/A	0.99-2/3.00	25.00-39.00
<b>Chilean Hass</b>				
All Sizes	N/A	N/A		
<b>Peruvian Hass</b>				
All Sizes	18.00-30.00	N/A	0.79-4/5.00	24.00-31.00

\*To subscribe to the Weekly Newsline, please contact 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... Tropical Storm Hernan was off the coast of southern Baja California coast on Monday. Typically, tropical cyclones such as this tend to enhance the upper high pressure over and near California to produce heat wave conditions.

**In the Near-Term - Southern California Avocado Region – August 1 to 15...** Upper low pressure will continue to the west of southern California. High pressure will be over Sonora and Chihuahua, Mexico and north through the Great Basin. The basic summertime pattern consists of coastal low clouds and fog in the mornings with sunny afternoons. Superimposed on that basic pattern will be an occasional unstable airmass produced by upper low pressure west of southern California and the influx of tropical moisture from the south and southeast. This pattern suggests an increase in thunderstorm activity over the mountains and deserts but does not produce an increase in rain for the avocado belt. It is usually associated with hot days and high ETO. We should expect warmer than normal nights at the coast and coastal valleys, and hot days in the foothills during such periods of a shallow marine layer. The presence of tropical cyclones near southern Baja may tend to enhance the upper high pressure over east-central California and cause heat wave conditions in southern California.

**August 16 to September 2...** *El Niño* is present and will continue to induce upper low pressure to continue off Baja and southern California. Low pressure off Baja will tend to draw moisture northward through Sonora Mexico into Arizona, the Sierra Nevadas, and southeast California. With the monsoon now well established and *El Niño* present, we can expect an above normal occurrence of thunderstorms over California mountains and deserts. We expect the next period of troughing to occur from about August 23 to September 3. We will need to watch for tropical cyclones near Baja at that time.

In the avocado regions there may be more support for thunderstorms in the mountains and deserts from August 5 to 8 due to south by southeast flow aloft. During this period we would expect higher than normal night time temperatures due to the warmer than normal local sea surface temperatures. Also, there will be interruptions in the marine inversion and the pattern of low clouds as tropical moisture arrives from Mexico. Rain showers may return in the evenings through the early morning hours in the avocado belt possibly from August 23 to 31, and September 1 and 2.

**Seasonal Outlook/*El Niño* Update – September 3 to December 15...** Guidance from the CFS2 precipitation anomaly forecast agrees well with our scenario for the coming seasonal trend as we go through the transition to early winter. Indicators from the CFS2 suggest a warmer than normal scenario persisting in all of California through the fall and into early December. Persistent troughing near Baja will tend to produce above normal rainfall in western Mexico through the fall and into December. However, this does not support above normal rainfall in California through the middle of December. The period from January to March 2015 (from CFS2) may be abnormally wet in California and western Mexico.

*El Niño* will continue to slowly develop. This will encourage cutoff lows to develop off southern California. The presence of warmer than normal sea surface covering a broad portion of the north Pacific could delay southward migration of the westerlies during October. Without the presence of the westerlies, we would tend to see more of the stagnant upper high pressure, prolonged periods of warm or hot weather, and higher ETO's than is normal for October. It is too early to talk about the likelihood of November rains in the avocado belt.

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