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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>

GAP Committee Meeting

July 17

Time: 10:00 a.m. – 12:00 p.m.

Location: CAC Santa Paula Field Office, 705 E. Main Street, Suite A, Santa Paula, CA 93060

Pests and Pesticides

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

2014 CAC General Election Nomination Forms

On July 14, 2014 the California Avocado Commission (CAC) mailed out [handler](#) and [producer](#) nomination forms in advance of the upcoming October 2014 CAC General Election. The deadline for receipt of these forms is August 25, 2014. The Commission encourages eligible handlers and producers to apply.

The General Election is held to fill available seats on the Commission's Board of Directors (Board). The CAC Board is comprised of 29 individuals serving as producers, handlers and public members. The state's avocado growing region is broken down into five districts, with two producer members and two alternate producer members elected to serve each district for a total of 10 growers on the Board. In addition, there are four handler members, four alternate handler members, along with one public member. Each seat on the Board serves a two-year term, unless the seat is affected by redistricting, with expiring terms alternating so that there is continuity from one Board to the next.

This year the Commission will have one member and one alternate seat in each of the five districts available. In addition, two handler member and two alternate handler positions are available.

Handlers elected to each of these seats will serve a two-year term, ending on October 31, 2016. In addition, two of the Handler Alternate seats on the Board are currently vacant. The terms for those seats end on October 31, 2014 and October 31, 2015. Any handler interested in filling the existing vacancies should contact April Aymami at (949) 341-1955 or aaymami@avocado.org. Please note that the individual selected to fill the Handler Alternate vacancy with a term ending in 2014 would still be required to run in the 2014 General Election, if interested in serving beyond October 31, 2014.

The [Producer Nomination Packet](#) and [Handler Nomination Packet](#) each outline the qualifications and procedures for nomination and include the necessary nomination forms.

Below is the 2014 Election Schedule, as well as a list of seats that will be filled in the coming 2014 election, along with the names of incumbent Board members who presently hold those seats.

2014 ELECTION SCHEDULE	
July 14	Election announcement / self-nomination notice sent to all producers and handlers
August 25	Deadline for receipt of signed nomination petitions, candidate disclosure statements and affidavits, and requests for voter access mailings at CAC
September 2	Deadline for CAC receipt of voter access mailings
September 22	CAC mails ballots to producers and handlers
October 20	Deadline for receipt of ballots by CDFA
November 7	CDFA advises CAC staff of election results
November 13	CDFA announces election results to CAC Board and seats new Board members and alternates

SUMMARY OF OPEN SEATS*

<u>District</u>	<u>Member</u>	<u>Alternate</u>
1	Shane Tucker	Jerome Stehly
2	Ohannes Karaoghlanian	Thomas Caudill
3	Doug O'Hara	Michael Lanni
4	Art Bliss	Larry Rose
5	Bradley Miles	Jim Swoboda
Handler	Egidio "Gene" Carbone	Ron Araiza
Handler	Gary Caloroso	Vacant Seat

** Names shown are incumbents presently holding producer/handler seats*

Please direct any questions concerning the election process, or serving as a Commissioner, to April Aymami at (949) 341-1955 or aaymami@avocado.org.

Commission Leads Appeal of Metropolitan Board

On Tuesday, July 8, under the Commission's leadership, agriculture representatives appealed to the Metropolitan Water Board (Metropolitan) to set up a Working Group to explore possible remedies to the escalating costs of agricultural water. For nearly two years the Commission has met with Metropolitan staff and board members and attended their board and committee meetings. Requests by the Commission to present before the Metropolitan Agriculture and Business Outreach Committee were not granted, and a request of the same committee for a Working Group to be established was denied. The only option remaining was to make our appeal before the full Metropolitan board.

Comments were provided by Charley Wolk and Tom Bellamore from the Commission along with representatives from Western Growers and Citrus Mutual. A letter of support from AG Kawamura, former Secretary of the California Department of Food and Agriculture, was also read. Each speaker made unique and compelling statements as to the benefits of agricultural customers to Metropolitan, and a [letter](#) was submitted to the Metropolitan board of directors formally requesting the establishment of a Working Group. In part the letter stated, "There have been dramatic shifts within the water industry and agriculture since discussion of the phase out of Metropolitan's agriculture program began in 2007. Metropolitan's underlying assumptions in 2007 didn't prove out. The projections for shortage in 7 out of 10 years didn't occur. Demand is 23 percent lower and rate increases are 35 percent higher than were projected. It is these circumstances that prompt our appeal."

After the agriculture representatives' comments concluded, the Metropolitan chairman began to move on to the next agenda item with no opportunity for board member discussion. Fortunately, one Metropolitan board member, Laura Friedman (representing the city of Glendale), asked if comments were allowed, and then said, "We should agendaize this. It's the first I've heard of it and would like to know about the reasons why? I think we should set up this group."

Randy Record, board chairman indicated he would place the topic on the next executive committee agenda, which is scheduled for July 22. The fact that it appears our request is going to be discussed at the next Metropolitan executive committee is a positive step. But there's no guarantee the Working Group will come to fruition. Our sense is there are still powers within Metropolitan who would prefer to just not deal with our request, especially in a public format, so we will remain vigilant.

Commission staff is working with other agricultural organizations to ensure we have another strong showing at the July 22 executive committee meeting to make sure Metropolitan realizes there remains a strong interest among a cross-section of agricultural stakeholders. An update will be provided after the executive committee meeting.

House Passes Bill for Permanent Bonus Depreciation Measures

On July 11, 2014, the House of Representatives passed HR 4718 (258-160) — the bill that provides a permanent bonus depreciation that could provide tax relief benefits to California avocado growers. The bill provides a 50 percent bonus depreciation for all new trees and vines planted after December 31, 2013, and includes grafting. The tree or vine does not need to be "placed in service" (typically defined as the first crop-bearing year) in order to claim the deduction, but can instead simply be planted. The California Avocado Commission (CAC) has strongly advocated for the provision.

The President has indicated that he intends to veto any such bills that aren't paid for and [Democrats have noted](#) that the GOP's tax cut extensions are "fiscally irresponsible and hypocritical."

Insiders feel that the likely negotiated settlement will be a larger bill of limited duration — two to three years — rather than the permanent benefits offered in HR 4718. They also note that given the current climate it is difficult to determine whether HR 4718 will go through, but it is assumed that all sides agree that tax stimulus/reform is beneficial to job creation and thus the bill should be a priority.

The Commission will continue to work with Congressional members on the passage of this important legislation.

State Water Efficiency and Enhancement Program Deadline Extended to July 29

The California Department of Food and Agriculture (CDFA) has extended its application deadline for the State Water Efficiency and Enhancement Program (SWEET) to July 29, 2014 at 5:00 p.m. PST. All applicants must [register for a Financial Assistance Application Submittal Tool \(FAAST\) account](#) and applications must be submitted electronically using FAAST. Complete application guidelines and SWEET information are available online. Highlights from the application guidelines can be found [here](#).

An estimated \$10 million in competitive grant funding, authorized by emergency drought legislation, will be awarded to provide financial assistance to agricultural operations for implementation of water conservation measures that increase water efficiency and reduce greenhouse gas emissions.

For more information, prospective applicants may contact CDFA's Grants Office at grants@cdfa.ca.gov.

Immigration Reform Unlikely Amid Opposition to New Border Legislation

According to an article in the [Washington Post](#), representatives from both parties feel immigration reform is unlikely until after President Obama leaves office. The failure to push through new border legislation due to Republican opposition and the GOP-controlled House's lack of progress on the Senate approved immigration bill have led both parties to give up hope for immigration reform with so few days left before midterm elections and the start of the presidential campaign in 2015.

Senator Jeff Flake (R-Ariz.) — a member of a bipartisan group leading immigration reform efforts — stated that the chance of legislation advancing in the House is “next to zero,” according to the *Washington Post*. The *Post* also stated that two recent incidents have led House Republicans to note the “time is not right for a bipartisan deal that would provide legal status, and potentially citizenship, to millions of illegal immigrants.” One of those incidents is the recent defeat of House Majority Leader Eric Cantor to an anti-immigration tea-party challenger. The other is the current influx of unaccompanied Central American children illegally entering the U.S. via Texas.

While House Speaker John Boehner has seven GOP members monitoring the current administration's actions in regard to the unaccompanied children and plans to meet with the group in July to discuss potential changes in the law, there is little time left for Boehner to pursue legislation before the early August summer recess. In September there are only 10 legislative days and just two in October. With the 2016 presidential campaign starting in early 2015, it is “highly unlikely” that immigration will be restarted according to the article.

Read the entire article [here](#).

USDA Website Provides Information for New Farmers

The U.S. Department of Agriculture (USDA) has launched a new website for beginning ranchers and farmers. The website, www.usda.gov/newfarmers, provides a variety of information and resources for those new to the agricultural industry including:

- A collection of [research, educational and technical assistance resources](#) available to farmers. Highlights include the Start2Farm.gov website, global commodity updates, GAP and GHP certification information, and a list of organizations designed to assist new farmers.
- Tools to help farmers gain [access to land and capital](#). This section offers links to loan resources and access to a database of inventory farmland that first-time farmers are given first priority to purchase.
- [Risk management tools](#) that help farmers cope with financial, marketing, human resource, production and legal risks.
- [Environmental protection and conservation information](#).
- Information concerning [business expansion opportunities](#) such as overseas exports, value-added products, organics, farmers' markets and interaction with local schools.

- A variety of resources that help farmers [connect](#) with others in the industry, agricultural experts, and Farm Service Agencies.

In addition, the website hosts a [blog](#) that covers a wide range of topics of interest to farmers and ranchers. Topics include profiles of experienced and new farmers, food safety, climate change, plant health and conservation.

For those new to the website, a [Getting Started video and landing page](#) provides site visitors with a quick overview of the site.

Registration Open for Sustainable Ag Expo

California avocado growers, pest control advisors and agriculture professionals can receive a variety of information about sustainable agriculture at the [10th Annual Sustainable Ag Expo](#) held in San Luis Obispo, CA. The event, held November 17 – 18, 2014, will cover sustainable farming research, resource issues and business trends for growers of all crops. Attendees represent over 225,000 acres of row crops, vineyards and orchards.

The [program](#) includes sessions on:

- Soil and plant nutrition
- Measuring soil health
- Spray technologies for orchards
- Root-soil dynamics
- Drought-related irrigation challenges
- Updates in pesticide laws and regulations

The Expo provides exhibitors, farmers and agriculture professionals the opportunity to network face-to-face while learning more about sustainable agriculture. A list of [exhibitors](#) is available on the Ag Expo website. [Opportunities are still available for exhibitors and sponsors.](#)

Registration for the event includes:

- Access to seminars
- Entrance to the Exhibit Hall
- Wine and appetizers at the Monday evening Exhibitors’ Showcase
- 10-12 DPR/CCA continuing education credits

Registration fees are as follows:

Option	Until Aug.1	Aug. 1 - Nov. 16	After Nov. 16
Vineyard Team Member 2-Day Pass	\$195	\$225	\$275
Non-Member 2-Day Pass	\$275	\$275	\$325
Mon. Nov. 17 1-Day Pass	\$175	\$175	\$200
Tues. Nov. 18 1-Day Pass	\$175	\$175	\$200

To register, click [here](#).

The Expo will take place at the Madonna Inn Expo Center, 100 Madonna Road, San Luis Obispo, CA, 93401. Directions and a list of accommodations are available [online](#).

For more information, contact Kyle Beal Wommack at 805.466.2288 or kyle@vineyardteam.org.

California Avocados Featured in Bristol Farms' 4th of July Themed Menu

To promote California avocados as an indispensable ingredient at American summer holiday celebrations, the California Avocado Commission (CAC) participated in a 4th of July themed event at the Manhattan Beach location of Bristol Farms cooking school on June 18. Instructor Grace-Marie Johnson demonstrated how to prepare *Grilled California Avocado and Watermelon Salad* and then served the holiday dish to the 29 attendees.

The attendees learned about the California avocado season and the advantages of choosing local California avocados versus fruit from other origins. CAC's Retail Marketing Director, Connie Stukenberg calls on Bristol Farms and spoke about the versatility of the fruit, how to select and ripen avocados and the fruit's nutritional value.

To promote the availability of in-season California avocados at Bristol Farms and encourage consumers to expand their usage of avocados, attendees received a California avocado scooper and "Have a Blast with California Avocados," "American Summer Holidays with California Avocados" and "California Fresh Snacking" brochures.



Dave Cruz, CAC Marketing Development Manager; Grace-Marie Johnson, Bristol Farms Instructor; and Connie Stukenberg, CAC Retail Marketing Director

4th of July Could Be Largest Consumption Event of the 2014 Season

For the third year in a row, the California Avocado Commission (CAC) will provide 4th of July marketing support in order to associate fresh, premium California avocados with American summer holidays and encourage avocado consumption during the peak season. This is poised for success with AMRIC reporting that 104.7 million pounds of avocados are forecast for the 4th of July holiday. If the forecast is correct, this would mark the largest U.S. avocado consumption event of 2014 and of all time.

The Commission's marketing support will be focused on targeted core markets. To maintain brand consistency with the past two years, the advertising campaign will include a nostalgia-themed television ad that will air in California. Other promotions include regional 4th of July themed print and national online advertising, as well as general market and in-store radio ads that will air in the core markets.

CAC has also created a [4th of July microsite](#) that features [4th of July recipes](#) and [party tips](#), the [Third Annual All American Recipe Contest](#), a 4th of July recipe booklet filled with fresh California avocado-centric ideas, a link to the newly launched “[A Look Behind the Label](#)” [video series](#) and an avocado fan newsletter. The three winners of the All American Recipe Contest will receive California avocados and a Weber grill donated by Weber. As part of the integrated digital marketing initiative, CAC’s new consumer blog *The Scoop* will feature [4th of July themed posts](#).

To encourage consumers to purchase California avocados and expand their usage of the fruit, the Commission will provide retailers with *Have a Blast with California Avocados* recipe brochures for retail displays and use by Supermarket Registered Dietitians. In addition, CAC has partnered with Naturipe Farms for a 4th of July promotion featuring a unique snack — *California Avocado Red, White and Blueberry Salsa* — on packages of California-grown blueberries.



CAC’s 4th of July microsite features recipes, party tips and information about the All American Recipe Contest

Registered Dietitian Ambassadors Showcase California Avocados on TV

Registered Dietitians (RD) are a leading source of credible nutrition information for American consumers. For that reason, the California Avocado Commission’s (CAC) five RD Ambassadors are an important means of informing consumers of the nutritional benefits of premium California avocados while also informing them that California avocados are in peak season. The five RD Ambassadors participate in a variety of media activities in targeted markets throughout the California avocado season. So far this season, the media activities of CAC’s RD Ambassadors have generated more than 68,000 impressions.

Television appearances in targeted markets help consumers understand how California avocados can contribute to a healthy diet, while also demonstrating avocado preparation techniques and new avocado-centric recipes. On April 8, San Francisco-based Katie Ferraro, MPH, RD, CDE, showcased California avocados during a “Wake Up San Diego” Channel 6 segment entitled, “Breakfast Foods for Your Face.” Ferraro discussed the “good” fat content of avocados, their nutrient boosting properties and the healthful carotenoid concentration located in the dark green fruit closest to the skin. The set featured a beauty shot of an avocado, *Hand Grown in California* branding, and mashed and sliced plated examples of California avocados.

On May 5, Katie Ferraro showed “Wake Up San Diego” viewers how to spice up their Cinco De Mayo with tasty and nutritious dishes such as tacos made with nutrient-dense California avocados.

On May 8, Scottsdale-based Michelle Dudash noted that California avocados are a source of “good” fats and nearly 20 vitamins, minerals and phytonutrients during a “Healthy Breakfast Dishes” segment on “Arizona Midday.” Dudash also demonstrated the nick-and-peel avocado method to viewers while discussing the carotenoid concentration in the fruit closest to the skin.

On May 22, mom-to-be Ferraro featured California avocados in a “Feeding a Healthy Family” segment of “Wake Up San Diego.” During the segment, Ferraro informed viewers that the “good” fat and nutrients make California avocados a nutritious choice for moms-to-be, babies and young children. She also noted that the creamy texture of avocados make them optimal as baby’s first food.

The Commission will continue to collaborate with RD Ambassadors throughout the season in order to secure media mentions that help consumers integrate fresh California avocados into their healthful meals on a regular basis.



Mom-to-be Katie Ferraro explains to “Wake Up, San Diego” viewers why California avocados are a nutritious choice for moms and kids

Over 1,500 California Subway Stores to Feature California Avocados

As part of the California Avocado Commission’s (CAC) efforts to broaden the number of fast casual menus featuring fresh California avocados, Subway stores in targeted markets will feature California avocado promotions. In the month of July, Subway stores in the greater Los Angeles (1,215 units), San Diego (226 units), Santa Barbara (52 units) and Bakersfield (40 units) regions will support the chain’s national avocado promotion with a local free standing insert (FSI) mail drop promoting the *Turkey & Bacon Avocado* sandwich. POS materials also will be branded with the *Hand Grown in California* logo. This promotion helps extend the momentum of the Commission’s 4th of July campaign throughout the rest of the summer and encourages consumers to seek out California avocados in their produce department and prepare them at home.

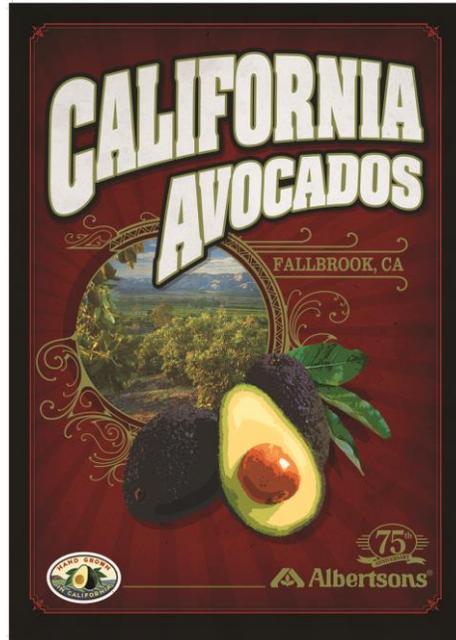


Subway units in selected California regions will feature fresh California avocados in the Turkey & Bacon Avocado sandwich

Albertsons Celebrates 75th Anniversary with California Avocados

The California Avocado Commission (CAC) is proud to be part of the 75th anniversary celebration for the Southern California Albertsons division. Two hundred Albertsons stores are currently showcasing California avocado banners in their produce departments; the banners will remain there through Labor Day.

In addition, California avocado grower Chuck Bandy will be featured in Albertsons' ads later this summer. The promotions alert consumers that California avocados are available in Albertsons stores and encourage shoppers to purchase avocados grown by California growers.



California avocado custom signage developed as part of Albertsons 75th anniversary celebration

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 7/13/2014	Season-to-Date (since 11/1/13)	2014 Year to Date
Hass	10,524,419	225,841,588	225,441,269
Lamb	176,256	1,326,251	1,326,251
Other (Greens)	62,716	1,540,208	1,424,803
California Total	10,763,391	228,708,047	228,192,323
Florida	2,614,975	22,414,185	13,269,300
Chile	0	96,801,458	70,308,081
Mexico	13,469,926	880,667,608	682,417,598
Other (Imports)	8,991,363	102,770,666	94,410,666
Import Total	22,461,289	1,080,239,732	847,136,345
USA Total	35,839,655	1,331,361,964	1,088,597,968
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 Newslines* Avocado Prices

7/14/2014

	FOB Price	Field Price	Retail Price	Last Year FOB
California Hass	(25# carton)	(per pound)	(per each)	(25# carton)
#2's	17.00-29.00	0.55-0.96		11.00-28.00
32's-36's	34.00-35.00	1.16-1.20		34.00-35.00
40's	34.00-35.00	1.16-1.20	5/5.98-1.99	34.00-35.00
48's	34.00-35.00	1.16-1.20	1.69-1.79	35.00-36.00
60's	36.00-37.00	1.24-1.28	0.99-1.59	32.00-34.00
70's	33.00-34.00	1.12-1.16	0.99-4/4.29	23.00-25.00
84's	22.00-23.00	0.77-0.82	0.79-4/3.99	15.00-17.00
Mexican Hass				
All Sizes	22.00-34.00	N/A	0.99-4/5.00	19.00-35.00
Chilean Hass				
All Sizes	N/A	N/A		
Peruvian Hass				
All Sizes	17.00-29.00	N/A	0.79-4/5.00	23.00-31.00

*To subscribe to the Weekly Newslines, please contact California Avocado Society at (951) 225-9102 or www.californiaavocadosociety.org.

Weather: 30-Day Outlook For California's Coastal & Valley Areas

Synopsis... There was a lull in tropical cyclone activity off southwest Mexico this past week. There were daily thunderstorm events through last week in Arizona and some localized heavy rains were forecasted and observed.

In the Near-Term - Southern California Avocado Region – July 20 to August 5... Upper low pressure will continue to the west of Baja and southern California. High pressure will be over western Mexico and 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 to the west of southern California. This pattern suggests an increase in thunderstorm risk for the mountains and deserts but does not affect the avocado belt other than its association with hot days and high ETO (evapo-transpiration rate). We can expect warmer than normal nights at the coast and coastal valleys and hot days in the foothills during the periods of shallow marine layer.

August 6 to 20... *El Niño* is present and will continue to induce upper low pressure to continue off Baja and southern California. Low pressure off southern California will tend to draw moisture northward into Arizona and southeastern California. With the monsoon now well established, and *El Niño* present, we expect to remain at an above normal risk of thunderstorms in the Sierra Nevadas, and deserts and mountains of southern California.

In the avocado regions, we would expect warmer than normal nights due to the warmer than normal sea surface in the local area. This should cause interruptions in the marine inversion and pattern of low clouds as tropical moisture arrives from Mexico. Rain showers may begin to occur occasionally during the evenings, overnights, and in the early mornings in the avocado belt during the early and middle part of August.

Seasonal Outlook/*El Niño* Update – August 21 to October 31... *El Niño* will continue to slowly develop. This will encourage cutoff lows to continue developing to the west of southern California. This is more favorable for above normal rainfall in western Mexico than it is for southern California. The presence of warmer than normal sea surface covering a broad portion of the north Pacific north of 45N could delay the southward migration of the westerlies during October. This will keep us warmer and drier than normal.

Latest guidance from the NOAA/NCEP CFS2 model shows continued support for a weak *El Niño* and its influence on rainfall production near the equator this fall and early winter. The pattern shows more support for above normal rainfall in western Mexico than in central and northern California in the middle of fall and in early winter.

It currently appears that the best chance for above normal rainfall in California would be during the period from January to March 2015, and not late in October, November, and December 2014.

In the avocado growing areas, we expect warmer than normal temperatures late in August and then through September and October. Upper lows will tend to induce more thunderstorms than normal, but again, most of these will affect mountain areas rather than the avocado growing regions.

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