



IN THIS ISSUE, YOU'LL FIND:

[Materials from Recent Irrigation, Salinity and New Tree Planting Seminar Available](#)

[New Workshop Addresses Risk Management During the Drought](#)

[California Avocados Featured in Cooking School Memorial Day Menu](#)

[July Advertising Designed to Keep Demand High After the Holiday](#)

[Avocado Fans Get "A Look Behind the Label"](#)

[Over 500,000 Social Media Impressions Generated Thanks to Bloggers](#)

[CAC Discusses Profitable Options for Healthy Menu Items Using California Avocados](#)

[Summer Promotions in Fast Casual Chains Encourage Consumers to Enjoy California Avocados when Dining Out or Dining In](#)

[Retail Produce Executive Addresses Consumers' Most Common Avocado Questions](#)

[Market Trends](#)

[Weather Outlook](#)

Calendar

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

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

Drought and Perennial Crops Workshop

July 8

Time: 8:30 a.m. - 3:00 p.m.

Location: San Diego County Farm Bureau, 1670 East Valley Parkway, Escondido, CA, 92127

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

Materials from Recent Irrigation, Salinity and New Tree Planting Seminar Available

On June 26, the California Avocado Commission hosted a three-part seminar concerning irrigation, salinity management and planting new avocado trees at the Pine Tree Demonstration Grove. Handouts from the seminar are available to California avocado growers on the [growers' website](#).

The materials cover the following topics:

- Avocado irrigation and water monitoring
- Irrigating avocado trees with a reduced water supply
- Irrigation best practices to help manage avocado grove salinity
- [Soil-texture-by-feel chart](#), courtesy of Julie Escalera who was a presenter at the seminar, that helps growers classify the various soil types in their grove

The three-part demonstration and seminar provided growers with information concerning how salinity affects tree physiology and nutrient uptake and discussed stresses that result from salinity and drought. In addition, a field demonstration offered growers a hands-on look at proper tree planting techniques and outlined best practices for caring for newly planted trees in the grove.

The field day was a success with close to 90 participants from throughout the California avocado growing regions.

New Workshop Addresses Risk Management During the Drought

The U.S. Department of Agriculture's Risk Management Agency and the [University of California Cooperative Extension](#) in San Diego County are hosting a *Drought and Perennial Crops* workshop. The workshop will address the implications of the drought on agricultural industries in Southern California and help growers learn how to manage risk in the current drought conditions.

The workshop will be held at the San Diego County Farm Bureau, 1670 East Valley Parkway, Escondido, CA, 92127 from 8:30 a.m. – 3:00 p.m. on July 8, 2014.

Additional University of California drought resources can be found [online](#).

California Avocados Featured in Cooking School Memorial Day Menu

On May 21, 30 consumers who attended [Grace-Marie Johnston's Bristol Farms Cooking School](#) sponsored by CAC's merchandising program were introduced to the concept of using fresh California avocados as a fat replacement in summer salads. The fruit was a featured ingredient in *California Avocado Guacamole Roasted Potato Salad with a Kick*, as part of the session's Memorial Day Potluck Picnic menu.

The class, which is designed around family-friendly cooking themes, allows participants to learn about food preparation and nutrition and then enjoy a complete meal. In this Memorial Day themed class, instructor Grace-Marie demonstrated how to cut and peel avocados then demonstrated how to prepare the recipe. Dave Howald, the California Avocado Commissions' (CAC) retail marketing director, spoke about the California avocado season, discussed how to select a ripe avocado and provided nutrition messaging including using avocados as a fat replacement in potato salad. To promote the availability of in-season California avocados at Bristol Farms and encourage consumers to expand their usage of avocados, attendees also received "Have a Blast with California Avocados" and "California Fresh Snacking" brochures.

The Commission will sponsor Gracie Marie's [Dinner at Six](#) session, Patriotic Fireworks Dinner, on June 18 to promote the use of fresh California avocados in 4th of July menus.



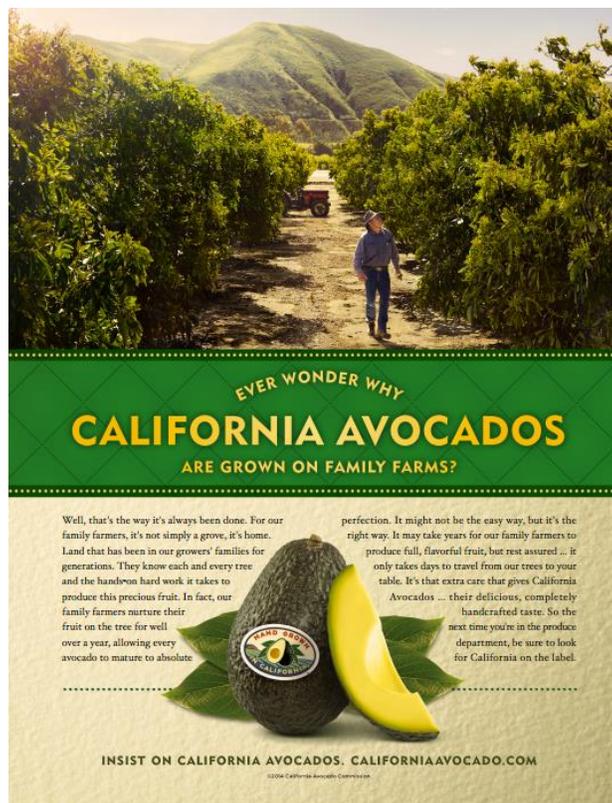
Kathleen Johnson, Grace-Marie Johnston and Dave Howald team up to provide consumers with a healthier alternative for a potluck favorite — potato salad

July Advertising Designed to Keep Demand High After the Holiday

In the last two years, the California Avocado Commission's (CAC) 4th of July campaign has transformed America's favorite summer holiday into a major avocado consumption event. Additionally, the American Summer Holidays themed promotion now entering its fourth year has had a positive impact on avocado usage throughout the summer. To capitalize on this momentum and keep demand for California avocados high during the summer, consumer advertising will continue in core markets — Denver, Los Angeles, Phoenix, Portland, Sacramento, Salt Lake City, San Diego, San Francisco and Seattle — throughout the month of July.

Following the 4th of July, consumer advertising will continue to emphasize the “premiumness” of California avocados while reminding consumers to look for California on the label. Messaging, such as that in a print ad slated to appear in *Sunset* magazine, emphasizes key messages about points of differentiation of premium California avocados: they are hand grown, allowed to mature to perfection and then arrive on American tables in mere days.

CAC's consumer advertising will be integrated across print, digital and outdoor platforms. Radio will be the featured medium and will reinforce the print ad messaging noted above. Billboards will extend the Commission's reach in each market, with in-grocery radio commercials driving consumers to their produce department to purchase California avocados. Web banners on online recipe sites will drive traffic to the California avocado website where avocado fans can view the new [“A Look Behind the Label”](#) videos that tell the unique hand grown California avocado story.



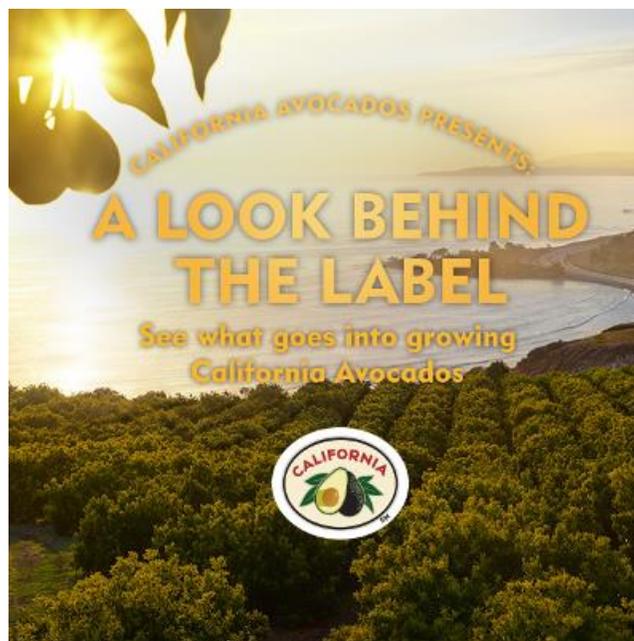
This print ad emphasizes the handcrafted taste of California avocados that result from years of hand-grown care on family farms

Avocado Fans Get “A Look Behind the Label”

Consumers can now enjoy a behind-the-scenes look at key points of differentiation of California avocados. Launched during the last week of May the video series, “[A Look Behind the Label](#)” is comprised of three videos that show consumers how long it takes to grow California avocados, the regions where the fruit are grown and the hand-grown effort used by the family farms that nurture this premium fruit. These messages are key points of CAC’s premium positioning that help distinguish the fruit while catering to consumers’ growing interest in locally grown produce.

The three videos were filmed in two California groves — one near the coast just south of Carpinteria and another in Santa Paula. The videos are housed on a unique landing page of the [California avocado website](#) that also features avocado-centric recipes and snacks, an e-newsletter sign up and information concerning how to choose and use fresh California avocados.

The Commission will incorporate the “A Look Behind the Label” landing page and videos into upcoming promotions including the 4th of July campaign. To continue generating interest in California avocados and educate consumers about what makes the hand grown fruit premium, the videos also will be shared in key account retail and foodservice presentations and via social media for the foreseeable future.



This promotional element invites California avocado fans to see what goes into growing the premium fruit

Over 500,000 Social Media Impressions Generated Thanks to Bloggers



Let's take a minute to talk about my love for avocados. I haven't always had this obsession but in my 30s age (seriously) I have begun to love them more and more. Salads, sandwiches, guacamole, anywhere and everywhere - I seem to eat an avocado open, spritzed with salt and pepper and grin.

With this obsession you can only imagine how very excited I was when California Avocados offered to send me an entire case of them. Delicious, there it was, in my doorway. An entire Case. My first thought was to fill my bathtub with guacamole and eat my way out. Delicious AND good for the soul!



To generate excitement for the start of the California avocado season, the California Avocado Commission (CAC) sent flats of fresh California avocados to 14 key food bloggers. CAC chose popular food blogs that are active on social media platforms and have strong fan followings. The blogs included: [Bless this Mess](#), [Family Spice](#), [Food n Focus](#), [Foodie Crush](#), [Foodness Gracious](#), [Foxes Love Lemons](#), [My Man's Belly](#), [Noble Pig](#), [Petit Foodie](#), [Soufflé Bombay](#), [Two Peas and Their Pod](#), [Café Sucre](#), [Not Just Baked](#), [Tomato Tart](#) and [The Fit Fork](#)

Designed to have the bloggers incorporate the premium fruit in their seasonal recipes and messages to inspire their followers to then try the California avocado centric recipes. The campaign was a success — generating 500,000 media impressions via 14 blog posts, 18 tweets and 9 Instagram posts.

CAC Discusses Profitable Options for Healthy Menu Items Using California Avocados

The foodservice channel consumes approximately 30 percent of California avocado production. Thus, inspiring more foodservice operators to add avocados to their menus is a critical initiative for the California Avocado Commission (CAC). For that reason, CAC's Vice President of Marketing Jan DeLyser, attended the 2014 National Restaurant Association (NRA) Show. The event, which hosted nearly 64,000 food and beverage industry members, was held in Chicago at the McCormick Place Convention Center from May 17 – 20, 2014.

On May 19, DeLyser and Cynthia Harriman, Director of Food and Nutrition Strategies for Oldways/Whole Grain Council, served as panelists at a "Create a Healthier Plate for Your Menu" educational session moderated by Dr. Joy Dubost, NRA Director of Nutrition and Healthy Living. The session was designed to help the nearly 75 restaurateurs, menu planners, foodservice operators and media who attended to create a healthy, delicious menu using whole grain, fruits and vegetables while minimizing costs. In line with the [Fruits & Veggies—More Matters](#) initiative spearheaded by the Produce for Better Health Foundation, DeLyser emphasized making fruits and vegetables — including avocados — half of any plate and offered insights concerning avocado menu items that would keep guests coming through their doors.



*CAC Vice President of Marketing Jan DeLyser
presented at the National Restaurant Association Show in Chicago*

Summer Promotions in Fast Casual Chains Encourage Consumers to Enjoy California Avocados when Dining Out or Dining In



Among the California Avocado Commission's (CAC) goals this year are to increase awareness and extend reach of fresh California avocados on fast casual menus. To that end, the California Avocado Commission (CAC) is sponsoring two fast casual chain promotions during June designed to encourage greater appreciation for the quality and flavor of fresh California avocados.

The first promotion will take place during June — Celebrate Avocado Month — from June 1 –19, 2014 at 40 California Tortilla units in Maryland, Delaware and Virginia. The East Coast fast casual chain will offer consumers free chips with California Tortilla house-made guacamole featuring fresh California avocados. The *Hand Grown in California* logo will be used in the chain's limited time offer (LTO) menu and promotion pieces including tray cards and posters. A promotional email blast will be sent to California Tortilla's database on June 18 — Avocado Day — with additional support provided by Facebook and Twitter promotions.

Just Fresh is running LTO fresh California avocado add-on opportunities from June 1 – 30, 2014. As part of the promotion, Just Fresh customers can add fresh California avocados to their salads and sandwiches for 79¢. The promotion will include static cling-ons and window signs that will be featured in five units located in North Carolina.

Upon completion of the promotions, the Commission will compare volume usage of fresh California avocados during the promotion period to either the same 2013 time frame or to another equitable two-month period.

Besides encouraging California avocado usage in foodservice, there is an added benefit to foodservice promotions in fast casual restaurants. The more consumers dine on California avocados in restaurants, the more likely they are to seek out California avocados in the grocery store and then use them at home.

Retail Produce Executive Addresses Consumers' Most Common Avocado Questions

On June 5, the California Avocado Commission (CAC) set out to answer the question it receives most often from avocado fans: [how do you ripen an avocado?](#) The answer came from Mark Carroll, Senior Director of Produce/Floral Purchasing & Merchandising for Gelson's Markets, and was posted on CAC's newly launched blog, [The Scoop](#).

Carroll also addressed a number of other topics including how the avocado supply chain works, the best way to select an avocado and the best way to speed up the ripening process if you simply can't wait to serve them. Guest contributors are a key component of *The*

Scoop as the experts can address a wide range of topics of interest to California avocado fans. The interviews also will help drive traffic to the website, integrate retail into CAC's online programs, raise awareness about the availability of California avocados, help position CAC as a leader and credible source of information concerning the fruit. Additional benefits include the opportunity to solidify CAC's relationships with key influencers and by addressing questions and topics that are of the greatest interest to consumers, the blog is expected to rank well on search engines.

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 6/29/2014	Season-to-Date (since 11/1/13)	2014 Year to Date
Hass	12,489,757	206,048,150	205,647,831
Lamb	217,183	1,047,291	1,047,291
Other (Greens)	16,661	1,465,071	1,349,666
California Total	12,723,601	208,560,512	208,044,788
Florida	1,831,335	17,969,085	8,824,200
Chile	0	96,801,458	70,308,081
Mexico	15,672,572	853,555,943	655,305,933
Other (Imports)	12,327,042	82,152,241	73,792,241
Import Total	27,999,614	1,032,509,642	799,406,255
USA Total	42,554,550	1,259,039,239	1,016,275,243
Source(s):	California = CAC (AMRIC)		
	Florida = Florida Avocado Admin Committee		
	Chile = Comité de Paltas, Chile		
	Mexico = APEAM		
	Other Imports = HAB and USDA AMS website		

California Avocado Society Weekly Newslines* Avocado Prices				
6/30/2014				
	FOB Price	Field Price	Retail Price	Last Year FOB
California Hass	(25# carton)	(per pound)	(per each)	(25# carton)
#2's	15.00-34.00	0.45-1.16		9.00-26.00
32's-36's	29.00-35.00	0.96-1.20		34.00-35.00
40's	34.00-35.00	1.16-1.20	5/6.99-1.99	34.00-35.00
48's	34.00-37.00	1.16-1.28	1.69-1.79	35.00-36.00
60's	38.00-39.00	1.32-1.36	0.99	28.00-30.00
70's	32.00-33.00	1.08-1.12	0.99-4/3.99	19.00-20.00
84's	22.00-23.00	0.77-0.82	6/3.99-4/3.79	13.00-14.00
Mexican Hass				
All Sizes	22.00-34.00	N/A	0.99-4/5.00	15.00-34.00
Chilean Hass				
All Sizes	N/A	N/A		
Peruvian Hass				
All Sizes	18.00-32.00	N/A	4/5.00	23.00-32.00

*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... During this past week southern California had the usual episodes of cool deep marine layer and coastal eddy.

In the Near-Term - Southern California Avocado Region July 2-16... 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 is night and morning coastal low clouds and local fog with sunny afternoons. Superimposed on that basic pattern will be the occasionally unstable airmass produced by upper low pressure to the west. This pattern suggests an increase in thunderstorm risk for the mountains and deserts but does not affect the avocado belt. Expect warmer than normal nights at the coast and coastal valleys and hot days in the foothills during the periods of shallow marine layer.

July 17 to 31... *El Niño* is present and will continue to induce upper low pressure off southern California. In July, the westerlies normally decelerate and relocate further north to Washington and ultimately the Gulf of Alaska. Low pressure off Baja and southern California will tend to draw moisture northward from Baja into Sonora, Mexico and then into Arizona. With the monsoon now established in western Mexico, the active, wet pattern of summer is in place, and this will migrate northward during the 15th to 31st with incursions into southern California. With *El Niño* increasing slowly, we would expect the upper low off southern California to also remain in place. This puts us at risk for thunderstorms.

Seasonal Outlook/*El Niño* Update – August 1 to October 16... This would be the period in which we are most likely to see a deviation from the normally dry, mild subtropical summer regime in southern California. *El Niño* will slowly increase through the late summer and fall. This increased influence of troughs in the subtropics and from the north will together tend to produce a more variable regime. It may be sunnier and warmer than normal along the coast as well as in central and northern California. The monsoonal southeast flow and thunderstorms will return during August and early to mid-September.

With the influence of *El Niño* forcing, cutoff lows will tend to be more likely and put us at risk for thunderstorms.

Tropical cyclones forming off southwest Mexico will become an issue as the summertime southeast flow pattern matures during August. The current sea surface temperature anomaly pattern will continue to support development of lows to the west of southern California and help to steer tropical moisture and possibly tropical cyclone remnants into southern California. Above normal rainfall is a possibility.

In the avocado regions, we expect warmer than normal conditions from August to the middle of October. After August 1, there is a higher risk for thunderstorms into the avocado regions of San Diego, Orange, and Ventura Counties. As tropical cyclones off Baja become more frequent, some recurrent periods of very hot weather may occur. These periods would typically last for about 3 days. Although the hot days may not be abnormally hot, they will tend to be more numerous than usual.

Scripps Institution of Oceanography's ECPC is predicting a moderate *El Niño* during October 2014 through April 2015. It is currently expected to persist for all of the wet season. *El Niño* conditions are not fully developed yet and normally do not develop until November and December in our region.

In a brief summary: 1) This *El Niño* anomaly probably will not weaken then disappear in January as occurred in 2012. 2) While not a strong *El Niño*, it is likely to be strong enough to induce a southern storm track. This may produce above normal rainfall for southern and central California. Please review procedures for dealing with heavy rainfall in your local area.

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