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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>

Rootstock Selections

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

June 10-12

June 10

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

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

June 11

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

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

June 12

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

Location: Fallbrook Public Library Community Room, 124 S. Mission Road, Fallbrook

Sustainable/Organic Practices in Southern California Seminar

June 19

Time: 8:00 a.m. – 3:00 p.m.

Location: Pala Mesa Resort, 2001 Old Highway 395, Fallbrook, California

Irrigation, Salinity Management and New Tree Planting Demonstration

June 26

Time: 10:00 a.m. – 12:00 p.m.

Location: Pine Tree Ranch, 19455 E. Telegraph Road, Santa Paula, CA, 93060

Vegetative, Flowering and Pruning Basics

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

New GAP Online Module Helps Growers Evaluate Current Food Safety Practices

For generations, California avocado growers have taken steps to grow safe, delicious avocados of superior quality. Because of that commitment, California avocados now enjoy the premium position in the market. In order to maintain our position as the premium avocado of choice with consumers, and as part of the Food Safety Modernization Act (FSMA), growers are encouraged to take the next step by providing proof of responsible practices and getting food safety certified.

FSMA was put into place because of outbreaks of food-borne illness caused by other produce crops. Although FSMA has not yet been finalized, retailers are already increasing food safety certification requirements from producers because of consumers' growing interest in food traceability and safety initiatives. Because of this increasing pressure from consumers and retailers, and in anticipation of FSMA's more stringent food-safety mandates, producers will soon need to verify and document the safety of every facet of produce supply chain operations and the food they produce.

While GAP and GHP certification are currently voluntary, the Commission is committed to providing California avocado growers with the tools and information they need to minimize food safety risks and become certified in advance of FSMA mandates. To that end, the Commission has launched a [GAP Food Safety e-learning module](#) that provides California avocado growers with an introduction to food safety practices and assists growers in evaluating food safety practices in order to facilitate compliance with GAP audits and standards.

The module is composed of five sections that provide video overviews followed by food-safety self-assessment questions. The sections are as follows:

- Documentation and Traceability
- Worker Health and Hygiene
- Agricultural Inputs
- Field Sanitation
- Food Safety Training

The e-learning module is funded, in part, through the CDFA Specialty Crop Block Grant.

In order for us to maintain our premium position in the market, it is critical that California avocado growers continue to grow safe and delicious fruit that meets the standards of federal regulations.

Resources for Fire Damage Recovery

While extensive agricultural damage was avoided in the most recent May fires, according to the San Diego County Farm Bureau one avocado grove in the Bonsall area suffered catastrophic damage and several nurseries had fires proceed right up to the edge of their property.

There are several resources available to commercial avocado growers who suffered damage or lost production in the recent fires.

- To assist San Diego County in qualifying for federal assistance, complete a [2014 Fire Damage Agricultural Assessment Form](#). All information you submit is confidential and will only be used to compile a damage assessment report.
- Download Dr. Gary Bender's essay, "[Recovery from Fire Damage in Avocado Groves](#)." Dr. Bender notes that while the aftermath of a fire may look devastating, most avocado trees have the potential to recover and be productive. The article advises growers of first steps, outlines the stages of tree recovery, helps growers decide between pruning and stumping, and outlines irrigation and fertilization best practices for fire-damaged groves.

The University of California Cooperative Extension of San Diego has a number of wildfire links and resources for avocado growers available [online](#).

Senate Passes Drought Relief Bill, Heads to House of Representatives

On May 22, 2014 the Senate passed the [Emergency Drought Relief Act](#), a bill to provide federal and state water agencies with additional flexibility to deliver water where it is most needed during California's historic drought. The bill was passed with unanimous consent and now must be reconciled with a separate bill passed by the House of Representatives.

Senator Dianne Feinstein — who sponsored the legislation with Barbara Boxer (both D-Calif.), Harry Reid (D-Nev.) and Dean Heller (R-Nev.) — noted that getting the bill passed "was a true team effort" and a display of "true bipartisanship." Noting that long-term solutions are needed to address California's water problems, Feinstein urged the House to proceed quickly to pass the bill in order to help the state take "immediate actions."

According to Feinstein, the California drought shows no signs of letting up with snowpack at 6 percent of its normal levels. Conditions are exacerbated because the state's largest reservoirs are at or below half capacity. According to California Farm Water Coalition estimates, approximately 800,000 acres of farm land will be fallowed and California's economy could lose as much as \$7.5 billion and 15,000 jobs. A University of California, Davis report estimates that because of the drought the Central Valley's agriculture industry will lose \$1.7 billion in economic activity and will experience a 32 percent reduction in surface water supplies.

The *Emergency Drought Relief Act* addresses the most pressing effects of the drought and leaves federal laws and regulations untouched, such as the *Endangered Species Act* and the *Clean Water Act*. Its goal is to cut red tape and increase operational flexibility for federal agencies.

Five key provisions to maximize water supplies during the California drought, while operating within environmental laws and regulations, are as follows:

- Federal agencies must open the Delta Cross Channel Gates for as long as possible while salmon are not migrating to allow additional water to be pumped without harming fish or water quality.
- The Bureau of Reclamation is required to monitor turbid (cloudy or opaque) water, which will allow water-pumping operations to be adjusted when endangered fish that are attracted to turbid waters swim close to pumps.

- Movement of voluntary water transfers must remain at a one-to-one ratio for the months of April and May while the governor’s drought declaration remains in effect. This means any water transfers sent down the San Joaquin River are allowed to be pumped out of the Delta at an equal amount. This provision only applies to voluntary water transfers, not the river’s regular flow, and must adhere to current law.
- Federal agencies must provide maximum water supplies possible from Delta pumping while remaining consistent with the *Endangered Species Act* and biological opinions for both smelt and salmon.
- The review process for installing temporary barriers and operable gates in the Delta must be expedited, which will help manage salinity and improve the quantity and quality of water.

Other provisions include:

- Establishing a 30-day timeline for federal agencies to approve California water contractors’ requests to voluntarily fallow non-permanent crops such as rice. This would reduce delays to potential water transfers to other users.
- Prioritizing WaterSMART grants in California to help communities with emergency water needs, to prevent loss of permanent crops and to minimize economic loss from the drought.
- Rescheduled water supplies that are banked in wet years as a hedge against dry years must be reserved for water contractors who stored them and made available unless there is not enough storage space in the San Luis and Millerton Reservoirs to keep both new and rescheduled water.
- The Bureau of Reclamation is allowed to meet California wildlife refuge water requirements in a number of ways as long as the actions do not violate water quality standards or cause land subsidence. This action could make additional surface water available for water contractors.
- Federal agencies are directed to use every scientific tool at their disposal to make more accurate and real-time adjustments to the operations of water projects to increase water supply.
- Creating a pilot project to increase reservoir water levels to avoid triggering shortage provisions that could affect California’s water supplies.
- The National Academy of Sciences is directed to study the effectiveness and environmental effects of saltcedar biological control efforts, including the potential to increase water supplies and improve riparian habitats in California.
- Environmental projects are authorized to facilitate emergency water supply projects by offsetting any environmental effects.

CAS Seeking Nominations for Award of Honor and the Oliver Atkins Award of Excellence

At its upcoming 99th Annual Meeting, the California Avocado Society (CAS) will present the Award of Honor and the Oliver Atkins Award of Excellence to two members of the avocado industry for their exceptional efforts and service. CAS encourages members of the California avocado industry to submit recommendations based on the following criteria.

Award of Honor

The Award of Honor has been presented since 1938 for outstanding meritorious service to the avocado industry. There were seven years in the history of CAS where the award was not presented for various reasons. The official by-laws of CAS describe the Award of Honor as follows:

“At the discretion of the board of directors, an award of honor may be bestowed at the annual meeting upon one or more persons who have given outstanding meritorious service on behalf of the avocado industry. Said award shall entitle its recipient to be an Honorary Member of the Society.”

Oliver Atkins Award of Excellence

The Oliver Atkins Award is presented to an avocado industry member who has helped advance the California avocado industry above and beyond his or her own personal interests. Their exceptional service and contribution can be from any of the various avocado industry roles. This award was first presented in 1996 and most of the recipients have been very 'hands on' in the industry.

Past recipients include:

- Award of Honor (2012): Dr. Gary S. Bender, University of California Riverside, for his tireless work, dedication and applied research on behalf of California avocado growers.
- Oliver Atkins Award of Excellence (2012): Sam McIntyre, of Moorpark, California, for his work developing many of the original Hass avocado groves (1969-1971), his founding of Pro-Ag Inc. and Somis Pacific Ag, and his service to the Ventura County Farm Bureau and California Avocado Commission.

Nominations for these prestigious awards can be emailed to Laura Eggering, Chairman of Awards and Nominations, at leggering@gmail.com.

Luncheon Highlights Kid-Appeal of California Avocado Snacks



At a time when retailers have numerous options for sourcing avocados, it's important the California Avocado Commission (CAC) continue to showcase the premium position of California avocados and the advantages of utilizing CAC's marketing materials to encourage shopper demand. To that end, CAC co-sponsored the Fresh Produce & Floral Council (FPFC) April Luncheon on April 23, 2014 at the Sheraton Cerritos Hotel in Cerritos, CA.

CAC's luncheon co-sponsorship helped to demonstrate the leadership position and strength of the Commission and raise awareness of CAC's current snacking campaign for the more than 280 Southern California retailers who attended the event. CAC spearheaded the main event — the Fresh Snack Challenge for Kids — by partnering with joint key sponsors to

showcase their products in an interactive audience challenge. The challenge was designed to highlight key points made by Produce Marketing Association's (PMA) President Cathy Burns in her keynote presentation in which she spoke about the Eat Brighter program, PMA's partnership with Sesame Street and plans to increase children's consumption of fresh fruits and vegetables.

As part of the challenge, each team was given 15 minutes to create a fun, kid-appealing snack using the sponsors' products: one California avocado, one Tasti-Lee Tomato, Bolthouse Baby Carrots and Frieda's Purple Snow Peas. The results were impressive, creative and appealing to youngsters!

In addition to the challenge, guests were treated to beautiful fans of California avocados atop baby spring leaf salads as part of the lunch menu. During the event, attendees had the opportunity to visit CAC's booth to see featured marketing materials such as the new California avocado display bin, the California Fresh Snacking recipe brochure and POS samples.

The luncheon successfully drew attention to the Commission's snacking initiative, its leadership role in encouraging children to eat fresh produce and the variety of marketing materials available to help retailers grow California avocado sales.



*David Cruz (CAC), Connie Stukenberg (CAC),
Mark Carroll (Gelson's), Dave Howald (CAC) and Jan DeLyser (CAC)*

Future Culinary Trend Setters Join the California Avocado Throw Down

On May 6, 2014, the California Avocado Commission (CAC) issued a challenge to future culinary leaders: prepare an independently conceived and executed dish featuring California avocados in two hours. The California Avocado Throw Down took place at the Culinary Arts Center at the San Joaquin Delta College in Stockton, CA. The students prepared and presented 13 dishes that were sampled by three professional judges and rated on the following criteria:

- Usage of fresh California avocados
- Creativity/innovative use of fresh California avocados
- Originality of dish
- Proper/appropriate cooking technique
- Flavor
- Portion size
- Plate presentation

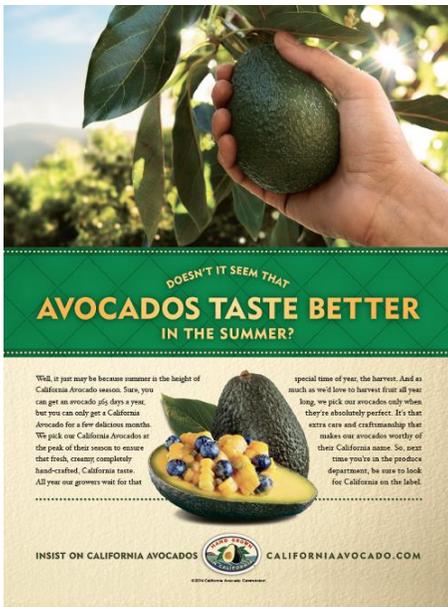
Four winners were chosen, with dishes ranging from ice cream to chilled soup.

CAC representatives also gave a twenty-minute "The Power of Fresh California Avocados" presentation to the future chefs to illustrate how California avocados can be effectively and creatively incorporated into unique dishes on restaurant menus. The challenge provided CAC with a critical opportunity to engage tomorrow's culinary leaders and encourage these trend setters to become brand ambassadors of premium California avocados.



First Place: Avocado Tequila Margarita Ice Cream with Avocado Tempura created by Trenton Ross

Consumer Ads Designed to Spur Demand for California Avocados



Increasing demand for California avocados is integral to improving grower sustainability and value. Critical tools for driving that demand are consumer-advertising initiatives in the California Avocado Commission’s (CAC) core markets — Denver, Los Angeles, Phoenix, Portland, Sacramento, Salt Lake City, San Diego, San Francisco and Seattle — that communicate the “premiumness” of California avocados and encourage consumers to look for California on the label.

This June, the Commission’s featured medium for sharing those messages is radio. The premium brand messaging will be reinforced in epicurean magazine ads, while billboards will extend CAC’s reach into each core market and in-store radio commercials will encourage shoppers to visit the produce department to buy California avocados. To capitalize on the number of consumers who rely on digital platforms, the Commission has purchased web banners on popular online recipe sites. When consumers click on these digital ads they are taken to the [California avocado consumer website](http://Californiaavocadoconsumerwebsite.com) where they can view a series of new video vignettes that give them “a look behind the label” with information on why California avocados just seem to taste better.

Baja Fresh and La Salsa Showcase California Avocados



Consumers are always looking for unique food preparation ideas, and new menu items featuring California avocados at fast casual restaurants are a great way to inspire consumers to add avocados to their dishes at home.

Two hundred Baja Fresh units in California, Arizona, Colorado, Washington, Nevada and Idaho will feature fresh California avocados in the Seafood Taco Combo and Primo Salads on the Limited Time Offer menu. The *Hand Grown in California* logo will be used on the menu insert, door cling, register cover, floor stanchion and window clings. The promotion runs from April 29, 2014 through September 26, 2014.

From April 21, 2014 to August 24, 2014, La Salsa will run a "Taste the Flavors of Mexico City" promotion featuring fresh California avocados

in the Mexico City Taco Salad and Fresh Guacamole. In addition, the *Hand Grown in California* logo will be used on the register cover, floor stanchion, window clings and menu insert in La Salsa's 35 California and Nevada units.

At the end of the campaigns, volume usage of fresh California avocados during the promotion period will be compared to either the same time previous year or another applicable two-month period.

CAC Staff Broaden Their Network with Women in the Global Produce Supply Chain

The California Avocado Commission's Vice President of Marketing Jan DeLyser and Finance and Accounting Manager Monica Arnett took part in one of the industry's leading conferences designed to bring nearly 200 women in the produce industry together to network, advance their career and develop their business acumen. The [2014 Women's Fresh Perspectives Conference](#), held in Phoenix, Arizona, featured 17 female speakers who are leaders in the produce industry, management consultants and Simmons College educators.

As a food and beverage sponsor, the Commission promoted California avocados for breakfast and snacking, while CAC staff attended professional development sessions for attendees. The sessions focused on communication, leadership, collaboration and long-term strategic thinking.

The conference helped CAC staff develop a broader network of connections with women in the produce industry. The sessions also benefitted attendees by providing them with a variety of tools CAC staff can use to effectively market California avocados.



Attendees at the PMA Women's Fresh Perspectives Conference, including Dayna Brown from West Pak and Monica Arnett from CAC at the Eat Brighter snack break

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 5/25/2014	Season-to-Date (since 11/1/13)	2014 Year to Date
Hass	16,810,823	138,966,622	138,566,303
Lamb	959	24,085	24,085
Other (Greens)	25,823	1,401,991	1,286,586
California Total	16,837,605	140,392,698	139,876,974
Florida	17,930	14,155,385	5,010,500
Chile	325,800	96,150,570	69,657,193
Mexico	21,615,454	752,942,423	554,692,413
Other (Imports)	4,297,792	31,947,312	23,587,312
Import Total	26,239,046	881,040,305	647,936,918
USA Total	43,094,581	1,035,588,388	792,824,392
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				
5/27/2014				
	FOB Price	Field Price	Retail Price	Last Year FOB
California Hass	(25# carton)	(per pound)	(per each)	(25# carton)
#2's	13.00-32.00	0.36-1.08		7.00-24.00
32's-36's	37.00-39.00	1.28-1.36		32.00-34.00
40's	37.00-40.00	1.28-1.40	5/5.99-1.99	33.00-35.00
48's	37.00-39.00	1.28-1.36	1.69-1.79	35.00-37.00
60's	32.00-33.00	1.08-1.12	1.49	23.00-24.00
70's	25.00-26.00	0.80-0.84	0.69-4/3.99	15.00-17.00
84's	20.00-21.00	0.70-0.75	2/0.99-4/3.79	10.00-12.00
Mexican Hass				
All Sizes	20.00-35.00	N/A	5/5.99-2/3.00	13.00-34.00
Chilean Hass				
All Sizes	N/A	N/A		
Peruvian Hass				
All Sizes	20.00-34.00	N/A		

*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... We have seen the first tropical cyclonic events of the season. We believe there have been two such events. The first was the tropical disturbance that created heavy rains into southern Mexico and Michoacán early in May. The second was Hurricane Amanda located to the south of Baja California on the 26th.

In the Near-Term - Southern California Avocado Region – May 28 to June 20... Upper low pressure is developing over and to west of Baja and will induce thunderstorms from May 30 to June 1, and again from June 5 to 20. This will be accompanied by a well developed

marine layer that is typical of early July. Despite the localized rains that occur, lightning can quickly ignite fires in those nearby areas that don't happen to receive rain.

June 20 to 30... *El Niño* will continue to develop slowly. We will have upper lows developing off Baja and these will tend to draw moisture from Baja northward into southern California and the Sierra Nevadas. It will continue to be warmer than normal. Note that even at this early point in time, with support for upper low pressure recurring off the northern coast of Baja and southern California, there is a higher risk of moisture from tropical cyclone remnants and thunderstorms into the mountain areas and occasionally into the avocado regions during southeastern flow events. We don't look for much rain in the dry foothill areas, but with thunderstorms, there is an above normal risk of lightning.

Seasonal Outlook/*El Niño* Update – July 1 to August 31... *El Niño* will slowly increase through most of the summer and fall. This should lead to sunnier and warmer than normal conditions at the coast of California.

Tropical cyclones forming off southwestern Mexico would be the main near-term issue along with the development of an active summertime southeastern flow pattern. Current sea surface temperatures will continue to support the development of lows to the west of southern California. As we progress into the middle of July, these will pick up more moisture and result in an active and possibly wetter than normal monsoonal pattern in California.

In the avocado growing areas it will be warmer than normal during July and August. Upper lows will tend to induce more thunderstorms than is normal with dry lightning events during the first part of June. Beginning in early July, we should consider the risk of flash flooding in the mountains and deserts from monsoonal thunderstorms and the possibility of tropical cyclone remnants. Some of these events could affect the avocado belt in late July. After the first of August, there is a higher risk for thunderstorms into the avocado regions of San Diego, Orange, and Ventura Counties as more moisture is entrained into the southeastern flow events as they develop. As tropical cyclones off Baja become more frequent, some recurrent periods of very hot weather, with highs from the mid-90's to near 100 degrees, become more likely. These periods would typically last for about three days. Although on hot days the temperatures may not be abnormally high, they will tend to be more numerous. There is also a higher risk of rain events reaching into the avocado belt from mountain thunderstorms along with the risk of lightning in the dry foothills.

Some things have been said about the possibility of a moderate *El Niño* period this fall and winter associated with wet conditions from November 2014 to the spring of 2015. Now is the time to prepare for a wet winter in case it does occur. We believe that the probability of occurrence of a moderate *El Niño* and associated rainy conditions is at least moderately high for central and southern California.

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