



IN THIS ISSUE, YOU'LL FIND:

- [Commercial Avocado Grove PSHB Find](#)
- [California Avocado Inspection Committee Seeks Grower and Handler Committee Members](#)
- [Workshop on Ground Squirrel Control](#)
- [CAC Officials Attend Monthly Avocado Tasting Event](#)
- [Pam Anderson's One-Dish Avocado Recipes Featured in Spring Supermarket Registered Dietitian Tool Kit](#)
- [Consumer Magazines Spreading the Love for Avocados](#)
- [CAC Retains High Profile with FPFC Dinner Dance Sponsorship](#)
- [Improving Leadership through Staff Education](#)
- [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>

California Small Farmer Conference

Registration required. [More information here.](#)

March 9-11

March 9

Time: 7:00 a.m. – 7:00 p.m.

Location: DoubleTree Sonoma Wine Country, Rohnert Park, CA

March 10

Time: 8:00 a.m. – 7:30 p.m.

Location: DoubleTree Sonoma Wine Country, Rohnert Park, CA

March 11

Time: 7:30 a.m. – 3:15 p.m.

Location: DoubleTree Sonoma Wine Country, Rohnert Park, CA

Production Research Committee Meeting

March 11

Time: 9:00 a.m. – 2:00 p.m.

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

CAC Board Meeting

March 20

Time: TBA

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

Workshop on Ground Squirrel Control

March 26

Time: 8:30 a.m. – 11:00 a.m.

Location: American Legion Hall located, 805 S. Main Street, Templeton, CA

Commercial Avocado Grove PSHB Find

On February 11, 2014, a dead 'Hass' tree on Mexican seedling rootstock was found in a commercial avocado grove in south Orange County. Initially, it was thought that the tree had succumbed to salinity and/or drought stress; however, on closer inspection a significant amount of sugar exudate was found on the trunk of the tree. Once this sugar exudate was scraped away, the telltale holes of the polyphagous shot hole borer (PSHB) beetle were found. As of this writing, samples taken from the tree are being analyzed by Dr. Akif Eskalen's lab at UCR to confirm the presence of the *Fusarium* pathogen. No signs of attack were found on any other surrounding avocado trees; however, the area had just received some rain that may have washed away the sugar exudate making detection difficult.

It was very surprising that this tree was completely dead upon discovery. From what has been observed on avocado trees at the Huntington Gardens and elsewhere, avocado appeared to tolerate this pest for quite some time (at least two years), showing only branch dieback symptoms before succumbing. This was a relatively small tree (about eight feet), was suffering from salinity stress, and, no doubt, was under some drought stress given our current dry conditions. All of these factors may have combined and led to the quick death of this tree.

Growers are advised to be extra vigilant, particularly those who have groves near known areas of infestation. The tree that was found was just a few rows into the grove, which is adjacent to a park with a riparian forest that includes very good PSHB hosts, including willows and sycamore that likely served as the source of the infestation. If you see any suspect symptoms you are encouraged to contact your county farm advisor or Dr. Akif Eskalen's lab at [951-827-3499](tel:951-827-3499), akif.eskalen@ucr.edu.

California Avocado Inspection Committee Seeks Grower and Handler Committee Members

The California Avocado Inspection Committee is currently seeking one grower and one alternate handler member. Members serve a two-year term and are not compensated, but are eligible to receive reimbursement for traveling expenses per the rules of the California Department of Human Resources.

The Committee makes recommendations to the California Department of Food and Agriculture (CDFA) Secretary concerning California Avocado Inspection Program matters. The Program —designed to ensure avocados meet quality standards established by the industry — uniformly inspects avocados for defects, size and package count.

Avocado growers and handlers interested in applying for committee membership must complete the [Prospective Member Questionnaire](#) and provide a letter of recommendation from an industry peer. Application materials can be [emailed to Sarah Cardoni](#) or sent to:

Sarah Cardoni
CDFA Inspection and Compliance Branch
1220 N Street
Sacramento, CA 95841

For more information concerning the Avocado Inspection Program, contact Kathie Yniguez at 760.743.4712. For more information concerning the Avocado Inspection Committee, contact Sarah Cardoni at 916.900.5322.

Workshop on Ground Squirrel Control

The University of California Cooperative Extension and the San Luis Obispo County Agricultural Commissioner are hosting a full-day workshop on ground squirrel control. The event takes place March 26, 2014 from 8:30 a.m. – 11:00 a.m. at the American Legion Hall located at 805 S. Main Street, Templeton, CA. The workshop is free and targeted at commercial agricultural business owners.

The workshop will cover the following topics:

- Squirrel biology and life cycle
- Developing an integrated pest management plan

- Squirrel control methods
- New pesticide label changes
- Where and how to purchase bait

California avocado growers can [register](#) for the workshop and view complete information for the session [online](#). You may also register via phone by calling Ingrid at 805.781.5940. For more information, email relarsen@ucanr.edu.

Squirrel Bait Certification

Of note, squirrel baits are now restricted materials. To use these materials, you must be certified to purchase and use the materials. Following the workshop, a written certification exam may be offered to San Luis Obispo County commercial agricultural owners/operators if there is enough demand. Please note that the workshop alone will not prepare you for the certification exam. Study guides are available for purchase at local UC Cooperative Extension offices or at the following website: <http://anrcatalog.ucdavis.edu/>.

Registration for the exam is **required** and the deadline is March 14, 2014. If you are interested in taking the exam, contact Dale at 805.434.4897.

CAC Officials Attend Monthly Avocado Tasting Event



On February 13, CAC President Tom Bellamore and Ken Melban, CAC Director, Issues Management, took part in a [monthly avocado tasting event](#) at the University of California – Riverside (UCR). Bellamore and Melban took part in the taste panel along with 60 other UCR faculty, staff and students. The free monthly tastings provide participants with the opportunity to try different California avocado varieties developed through the breeding program. The tastings began two years ago and are arranged by avocado researcher Mary Lu Arpaia, UCR Department of Botany and Plant Sciences.

During the event, Bellamore and Melban also met with the UCR chancellor, Kim A. Wilcox, and Michael Pazzani, the vice chancellor for research and economic development, to discuss the importance of continued research on avocados.

Pam Anderson’s One-Dish Avocado Recipes Featured in Spring Supermarket Registered Dietitian Tool Kit



As nutrition is becoming more important to customers, the grocery business is finding Supermarket Registered Dietitians (SRDs) indispensable in retail marketing and nutrition education for their customers. For that reason, SRDs continue to be key partners in CAC’s marketing campaigns because SRDs are trusted resources who share their expertise on radio, television, social media sites and in publications.

To kick off the SRD program this season, CAC worked with [Pam Anderson](#), AARP.com food expert, seven-time cookbook author and [food blogger](#). Calling on Pam’s expertise, the Commission asked her to write an article that shares why California avocados are one of her favorite kitchen staples. Pam’s article, along with two simple recipes she created especially for CAC, will be featured in the CAC SRD Tool Kit’s first seasonal supplement to be mailed to 225 dietitians in March. This is the first of four seasonal supplements CAC will develop for this important audience.

For Pam, super simple always means “one dish,” especially since these days she is usually cooking for two: her husband, David, and herself. (Her latest cookbook is *Perfect One Dish Dinners*.) Pam likes to keep breakfast in one dish too, and created California Avocado Breakfast Tacos. For dinner, she created Farro with California Avocado,

Tomato and Basil, a recipe that pairs an ancient grain with an exciting new (and easy) way to turn avocado into a sauce. Both recipes are gluten-free, which is an added bonus for consumers with celiac disease and many others who choose a gluten-free diet.

In addition to this first supplement, *Cooking for Two (or One)*, SRDs will receive three additional mailings each with a particular focus on one of CAC's key initiatives: *California Fresh Snacking*, *California Fresh Summer* and *California Fresh Breakfast*. All supplements will include two recipes with photos, social media posts that can be easily copied for SRD use and suggestions for store intercom announcements. CAC continues to strengthen its role as a trusted resource and partner to this key audience while obtaining powerful endorsements from target retailers.

Consumer Magazines Spreading the Love for Avocados

Avocados have been a popular topic with consumer magazines in 2014. In addition to extensive coverage of avocados and the Big Game, *Self* magazine published an interview with actress Kate Hudson in which she said she looks her best when eating well. Ms. Hudson specifically mentioned avocados as part of her preferred diet.

Another highlight was an avocado-centric feature in the West's most popular regional magazine, *Sunset*. The article described how to peel an avocado and included a recipe developed for the Commission by chefs Mary Sue Milliken and Susan Feniger as part of a feature on the magazine's 25 all-time favorite kitchen recipes.

A third highlight of the consumer-facing magazine coverage was a three-page article about guacamole featured in *Taste of Home* magazine. In addition to multiple guacamole recipes, the article included a series of photos demonstrating how to quarter, seed and peel an avocado. CAC has been promoting this specific cutting method.

CAC Retains High Profile with FPFC Dinner Dance Sponsorship

Sponsoring industry trade events allows the CAC Merchandising team to reach key retailers, in diverse settings, with our premium brand message. This visibility strengthens both our relationship with key decision makers as well as CAC's leadership position among the trade resulting in intrinsic value to California avocado growers.

In January, CAC sponsored the Fresh Produce and Floral Council (FPFC) Annual Dinner Dance. This signature event, which took place on January 25, drew more than 500 industry members including key retailers from Ralphs, Albertsons, Stater Bros., Superior, Raley's, Gelson's, Northgate, Smart & Final and more. CAC Merchandising team members also attended the event, taking advantage of the opportunity to meet with industry leaders and decision makers.



Mark Carroll from Gelson's with wife Diane, and CAC Retail Merchandising Director Connie Stukenberg with husband Bob at the FPFC dinner dance in Pasadena, CA.

Improving Leadership through Staff Education

CAC strives to provide opportunities for employee development, including management leadership training. This year, David Cruz, Marketing Development Manager, participated in the PMA Foundation's inaugural High Performance Management Conference. The conference was held in partnership with Thunderbird School of Global Management and designed to provide business leadership and management education, communication and project management training for mid-level managers. The conference was held from December 4-6, 2013 in Phoenix, AZ.

David Cruz noted the conference was excellent and provided him with the tools and insight he needed to improve his leadership within the Commission. Key takeaways included organizational training, as well as project management and strategic planning.

Other CAC staff who have participated in leadership development programs include Zachary Benedict, CAC online marketing manager, who attended PMA's Emerging Leader Program in 2012. In March 2013, April Aymami, CAC operations manager, attended the United Fresh Produce Executive Development Program developed in partnership with Cornell University. Jan DeLyser, vice president marketing participated in the PMA Foundation's Executive Leadership Symposium held in Orlando in January.



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 3/2/2014	Season-to-Date (since 11/1/13)	2014 Year to Date
Hass	1,609,176	10,457,374	10,068,774
Lamb	0	949	949
Other (Greens)	20,210	526,193	413,306
California Total	1,629,386	10,984,516	10,483,029
Florida	178,640	13,342,815	4,197,930
Chile	5,128,248	64,488,413	37,995,036
Mexico	30,893,938	471,547,357	273,297,347
Other (Imports)	790,000	16,830,000	8,470,000
Import Total	36,812,186	552,865,770	319,762,383
USA Total	38,620,212	577,193,101	334,443,342
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
3/3/2014**

	FOB Price	Field Price	Retail Price	Last Year FOB
California Hass	(25# carton)	(per pound)	(per each)	(25# carton)
#2's	11.00-30.00	0.27-1.00		10.00-18.00
32's-36's	34.00-35.00	1.16-1.20		23.00-24.00
40's	34.00-35.00	1.16-1.20		24.00-25.00
48's	34.00-36.00	1.16-1.24	1.69	24.00-25.00
60's	30.00-31.00	1.00-1.04		23.00-24.00
70's	24.00-25.00	0.76-0.80	0.69	17.00-19.00
84's	16.00-17.00	0.50-0.55	4/3.49	15.00-16.00
Mexican Hass				
All Sizes	15.00-33.00	N/A	8/3.00-1.79	14.00-24.00
Chilean Hass				
All Sizes	14.00-31.00	N/A	5/5.49-1.79	
Peruvian Hass				
All Sizes	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... Flow aloft has continued, mostly from the west, with mild airmasses from the Pacific dominating. Storms hit all of California during the 26th, 28th, and on March 1. Southern California received the most extreme rainfall with 2 day totals of around 10 inches in some mountain areas. Thunderstorms and convective rains have decreased, but we still expect more rains on the 5th and 6th in central and northern California as well as additional rain on the 9th and 10th.

We currently expect dry conditions during the 12th to 17th, followed by troughing during the 18th to 22nd or 23rd, with showers or rains again at that time. Numerical guidance suggests a decrease in strength of troughs that will occur in the middle of March. This may result in cutoff upper lows over southern California. However, this scenario does not agree with the MJO Cycle or the sea surface temperature anomaly maps, both which favor stronger troughs to occur from the 18th to 23rd.

In the Near-Term - Southern California Avocado Region – March 5 to 22... It will be dry on the 5th, 6th and 9th while northern and central California receives rain. By “dry” is meant ‘absence of rain,’ but we should still see deep low clouds and coastal eddy conditions starting to develop along the southern California coast and into the coastal valleys on 6th, and 9th to 11th. After a dry, warm spell inland, with low clouds and fog at the coast, we expect a return to rainy or showery conditions on the 18th to 22nd as two troughs or fronts come through.

March 23 to April 5... We will continue to have that warm sea surface temperature anomaly to the west of central and northern California. This will continue to assist warmer than normal nights to occur, with below normal frost risk in the winegrape regions of northwestern California during the spring bloom period. The area of warm sea surface temperature anomaly (SSTA) is expected to increase in April.

On the whole, in the avocado growing areas, rainfall will return to below normal levels after 25th. There is a chance for some rains in southern California from the 23rd to 25th. Daytime highs should be near or slightly above normal in late March and nighttime lows above normal due to coastal eddy conditions.

Seasonal Outlook/El Niño Update – April 5 to June 15... The *El Niño* shows gradual increase during April, May and June. There is more support now for cutoff lows to form off Baja and off the California coast.

In the avocado growing areas, cutoff lows will be dominant for those systems that produce rain in April. In May it will be turning warmer than normal inland, so coastal low clouds will tend to persist as they often do at the immediate coast in spring. Rainfall is expected to return to below normal, although a few rains from upper lows may occur in April. The fronts that come through will tend

to be dry or have sparse rainfall in April. They will be followed or accompanied by gusty winds in the mountains and deserts and breezy, dry conditions with higher than normal ETO in the avocado regions. Upper lows will continue in response to warm sea surface temperatures near southern Baja. These may cause alternation between warm, dry offshore flow and coastal eddy conditions. As May approaches, coastal eddies will become more frequent and any warm or hot offshore flow events will be less frequent.

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