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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>

### **La Habra Heights Avocado Festival**

**May 17**

**Time:** 10:00 a.m. – 4:00 p.m.

**Location:** "The Park," 1885 Hacienda Road, La Habra Heights, CA

### **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 2012 Census of Agriculture Reveals California Led the Nation in Agricultural Sales Dollars

The newly released 2012 Census of Agriculture presents more than 6 million pieces of information that provide insights into the changing demographics, economics and production practices of national, state and county farm sectors. Highlights from the U.S. Department of Agriculture's census include:

### California

- The state was number one in agricultural sales, at \$42.6 billion. Iowa, Texas, Nebraska and Minnesota completed the top five.
- Nine of the top ten counties for value of sales were located in California. Fresno County was first with nearly \$5 billion in 2012 sales. The county's sales were greater than those in 23 states.
- California ranked second for the number of Hispanic farm operators.
- The state was ranked first for using renewable energy producing systems in 2012. California accounts for 10 percent of green energy producing systems on American farms.

### United States – Demographics

- The majority of farms (87 percent) are operated by families or individuals.
- Principal operators are primary male, while secondary operators tend to be female.
- There was an 11.3 percent increase in the number of young, beginning principal operators from 2007 to 2012.
- The number of minority-operated farms also increased during 2007 – 2012, with the largest increase (21 percent) in Hispanic-operated farms.

## United States – Sales and Expenses

- Sales and production expenses reached record highs in 2012. It cost \$328.9 billion to produce \$394.6 billion in agricultural products sales.
- Four percent of all farms produced 66 percent of sales. In comparison, 75 percent of all farms had sales less than \$50,000, representing 3 percent of the total value of farm products.

## United States – Agriculture Practices

- Six percent of farmland in the U.S. is irrigated.
- Seventy percent of all farms in 2012 had Internet access. The majority of those farms had DSL service.
- From 2007 to 2012, the number of farms using renewable energy producing systems doubled to 57,299.
- A total of 36,331 farms use solar panels.

Growers can access the census data [online](#). A series of infographics that summarize census data are available [here](#). California state and county census reports also can be found [here](#).

## Learn About the Latest Developments in Avocado Rootstocks

The California Avocado Society, the California Avocado Commission and the University of California Cooperative Extension are hosting a California avocado grower seminar, “Rootstock Selections,” that examines the latest developments in avocado rootstocks.

The first presenter will be Dr. Zelda van Rooyen, Research Manager, Westfalia Technological Services (WTS), Tzaneen, South Africa, who currently oversees the rootstock development and evaluation program for WTS. The WTS program includes selection of new rootstocks (similar to the California program), field evaluation and overseeing test plantings of material outside of the United States with other WTS staff.

Dr. van Rooyen will:

- Discuss the progress WTS is making on the development of rootstock
- Provide an overview of the WTS program, including a summary of the international efforts of WTS in the area of rootstock and variety development
- Highlight the environmental constraints that challenge growers in the different countries that WTS is currently operating
- Summarize the current progress being made in California pertaining to the WTS rootstocks

The second presenter will be Dr. Mary Lu Arpaia, Extension Specialist, University of California, Riverside, California. Dr. Arpaia is currently a team member of the UC avocado rootstock development program. She will cover aspects of the UC avocado rootstock selection program, including current efforts to evaluate new rootstocks for salinity tolerance.

California avocado growers can choose from one of the following seminar locations and dates.

- June 10, 1:00 p.m. – 3:00 p.m., Cooperative Extension Office / Auditorium, 2156 Sierra Way, San Luis Obispo
- June 11, 9:00 a.m. – 11:00 a.m., Cooperative Extension County Office / Conference Room, 669 County Square Drive, Ventura
- June 12, 9:00 a.m. – 11:00 a.m., Fallbrook Public Library Community Room, 124 S. Mission Road, Fallbrook

## Organic Pest Management and Plant Health Seminar

An all-day production seminar focusing on organic and sustainable practices for orchards, vineyards and vegetable crops, entitled “Sustainable/Organic Practices in Southern California,” will be held June 19, 2014 from 8:00 a.m. – 3:00 p.m. The seminar will be held at the Pala Mesa Resort, 2001 Old Highway 395, Fallbrook, California.

The seminar will cover:

- Regulatory updates
- Bio control of pests
- Micronutrient use in organic systems and prevention of fungal diseases
- Essential plant nutrients
- Soil testing
- Benefits of soil amendments
- Weed control
- Optimizing organic fertilizer application

Department of Pesticide continuing education hours are offered for the seminar, which is presented by the San Diego County Chapter of California Association of Pest Control Advisers and Organic Fertilizer Association of California.

Products acceptable for organic and sustainable production will also be exhibited at the seminar.

Additional program information, an agenda and seminar registration are available [online](#). Contact Steve Beckley at [sbeckley@aol.com](mailto:sbeckley@aol.com) or 916.539.4107 for more information.

## Irrigation, Salinity Management and New Tree Planting Demonstration June 26

The California Avocado Commission (CAC) is offering a three-part seminar at the Pine Tree Demonstration Grove on Thursday, June 26, 2014 from 10:00 a.m. to 12:00 p.m. to address some of California avocado growers’ greatest challenges. The event will consist of presentations and hands-on field demonstrations.

### Irrigation and salinity management

Dr. David Crowley, Professor of Environmental Sciences UCR, will give a presentation on irrigation and salinity management in avocados followed by a field demonstration of irrigation best practices.

Topics include:

- How salinity affects avocado tree physiology, including nutrient and other stress interactions
- Proper irrigation management techniques to help mitigate the affects of salinity

Dr. Crowley has studied salinity in avocado for many years and is currently working on a project to integrate his vast data sets on avocado irrigation and nutrition into decision support tools for California avocado growers.

## New avocado tree planting and care

New trees can be particularly vulnerable and require specific care in order to flourish and become productive. The second portion of the seminar consists of a field demonstration on proper tree planting techniques, followed by a discussion concerning after-planting care of new trees.

## Field demonstration grove tour

In the third part of the session, growers will have an opportunity to walk through the new avocado blocks at the ranch to review different grove planting styles and avocado tree varieties.

## Thousands of Avocado Fans from Across the U.S. Attend Fallbrook Avocado Festival



Thousands of eager avocado fans stopped by the California Avocado Commission's (CAC) tent at the [2014 Fallbrook Avocado Festival](#) to ask questions about growing avocados, collect new California avocado recipes, avocado nutrition information, and learn about unique ways to prepare avocados. CAC staff, including David Cruz (Marketing Development Manager) Stacia Kierulff (HR/Administrative Assistant), Dr. Timothy Spann (Research Project Manager) and CAC Board Member and California avocado grower Charley Wolk, answered questions, provided a variety of avocado-related information to festival attendees and signed up three new California avocado growers.

The event took place April 13, 2014, in the self-proclaimed avocado capital of the world. Of the tens of thousands who attended from all over the United States, an estimated 38 percent live outside of San Diego County.

Live music, avocado menu items, an Art of the Avocado competition, exhibits and vendors were all featured at the event designed to celebrate the region's agricultural heritage and the California avocado.

## Avocado Breakfast and Snack Recipes a Success at California Dietetic Association Conference



Of attendees who sampled California avocado recipes at the California Dietetic Association (CDA) Annual Conference, at least 70 percent said the dishes introduced them to new uses for fresh avocados and noted they would recommend the recipes to patients and clients. The recipe sampling was just one of CAC's numerous successful outreach and sponsorship initiatives at a conference attended by 700 registered dietitians from a wide range of practice areas including sports, nutrition, public policy, supermarket nutrition, education and clinical nutrition.

As part of the Commission's 2014 breakfast and snacking initiatives, Angela Fraser, CAC Marketing Manager and Emily Schiller, GolinHarris Registered Dietitian established relationships with registered dietitians at the event by answering their questions about the healthful benefits of avocados and providing them with a variety of materials to assist them in recommending fresh California-grown avocados as meals and snacks to their clients. They also provided informative nick-and-peel demonstrations and distributed 700 recipe samples and 200 recipe brochures. To help the dietitians with nutrition counseling and encourage them to recommend California avocados, CAC provided attendees with a Make Your Snacks Count with Nutrient-Dense California Avocados fact sheet featuring four 200-calorie-or-less recipes.

Other highlights from the conference are as follows.

- Attendees sampled three snack and breakfast recipes — California Avocado, Chicken and Quinoa Pilaf; California Avocado and Blueberry Muffins; California Avocado Red, White and Blueberry Salsa

- Summer Stuffed California Avocados were served to 450 lunch attendees at the CDA 2014 Saturday Luncheon sponsored by CAC
- Twitter-based contest encouraged attendees to Tweet something new they learned about nutrition and California avocados for a chance to win a California avocado-themed gift basket — CDA conference-related posts from CAC's Twitter handle resulted in 88,240 impressions

Conference attendee, Diana Carrillo summed up the value of CAC's participation in CDA in her Tweet: "[@CA Avocados](#) at [#CDAAC2014](#) taught me how to peel back the skin to get the most nutrients out of my avocado!"

## Fresh California Avocados Featured in Habit Burger and Shari's this Spring

A significant percent of avocados grown in California are sold to foodservice operators, so the California Avocado Commission's foodservice marketing team develops programs to get California avocados featured on popular restaurant chain menus. Two exciting promotions developed last year are back again this year at West Coast fast casual restaurant chains Habit Burger and Shari's, who began featuring fresh California avocados at the end of April.

From April 30 through June 10, 2014, [Habit Burger](#) is featuring a limited time offer (LTO) menu item — the Santa Barbara-style Charburger. This Habit Burger signature item, a double charburger, will be served with fresh California avocados on grilled sourdough bread for \$5.45. The *Hand Grown in California* logo will be used on Habit Burger's LTO menu and promotional pieces at 94 units located in California, Arizona and Utah and on Habit Burger's [website](#) and [social media sites](#).

Beginning May 1, 2014 through June 30, 2014, ninety-nine [Shari's](#) units in California, Oregon, Washington, Idaho, Wyoming and Nebraska will feature two fresh California avocado items in its LTO annual fresh seasonal berry promotion — Strawberry Chicken & Avocado Salad and a "Srirach-Cha-Cha" Burger with Avocado.

In addition to the demand for California avocados generated directly by these promotions, featuring fresh California avocados in menu items exposes consumers to unique ways to enjoy the quality and flavor of California avocados, encouraging them to explore new means of preparing the fruit in their own kitchens.

The effectiveness of these menu item campaigns will be determined by comparing the promotional period usage volume of fresh California avocados to either the same time frame as the previous year or to another comparable two-month period.



## CAC RMDs Connect with 1,200 Key Industry Decision Makers

The 2014 [Fresh Produce & Floral Council](#) NorCal Expo provided Retail Marketing Directors (RMDs) Dave Howald and Connie Stukenberg with the opportunity to present 2014 crop information and fresh California avocado promotional materials to key industry decision-makers. Approximately 1,200 representatives from retail, floral, grower-shippers and allied organizations, including produce executives, independent store owners, produce supervisors and store produce personnel attended the event held at the Alameda County Fairgrounds in Pleasanton, California. The Expo is noted as a key event for the industry, providing Northern California attendees with the latest information concerning new product and promotional opportunities.

Held April 9, 2014, the well-attended event included retail and trade representatives from Food Maxx, Grocery Outlet, Mi Pueblo, Mollie Stone's, Nugget Markets, Raley's, Safeway (local and Corporate), Save Mart, Unified Grocers and Whole Foods. Major produce wholesalers at the event included General Produce, OK Produce and NorCal Produce. General Produce and OK Produce supply the Grocery Outlet stores in addition to other independent markets. NorCal Produce supplies Lunardi's, Nugget Markets and many Unified Grocers' customers.

Commission representatives also connected with California avocado handlers in attendance including Calavo, Del Rey, Henry Avocado, Index Fresh, Mission and West Pak.

The bustling event was deemed a success for the Commission, providing CAC with the opportunity to share current market information and 2014 California season marketing materials and ideas to a number of its northern customers.



*Don Murphy, of Grocery Outlet, learns about the new California avocado labeling initiative from CAC's Dave Howald and Connie Stukenberg.*

## 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>.

<b>California Avocado Commission Weekly Volume Summary (pounds)</b>			
	Week Ending 5/11/2014	Season-to-Date (since 11/1/13)	2014 Year to Date
Hass	14,377,276	107,250,012	106,849,693
Lamb	1,918	19,163	19,163
Other (Greens)	8,159	1,356,690	1,241,285
<b>California Total</b>	<b>14,387,353</b>	<b>108,625,865</b>	<b>108,110,141</b>
Florida	6,105	14,137,455	4,992,570
Chile	1,760,849	95,223,602	68,730,225
Mexico	18,237,508	711,125,817	512,875,807
Other (Imports)	2,505,440	24,125,440	15,907,366
<b>Import Total</b>	<b>22,503,797</b>	<b>830,474,859</b>	<b>597,513,398</b>
<b>USA Total</b>	<b>36,897,255</b>	<b>953,238,179</b>	<b>710,616,109</b>
Source(s):	California = CAC (AMRIC)		
	Florida = Florida Avocado Admin Committee		
	Chile = Comite de Paltas, Chile		
	Mexico = APEAM		
	Other Imports = HAB and USDA AMS website		

<b>California Avocado Society Weekly Newslines* Avocado Prices</b>				
<b>5/12/2014</b>				
	FOB Price	Field Price	Retail Price	Last Year FOB
<b>California Hass</b>	(25# carton)	(per pound)	(per each)	(25# carton)
#2's	13.00-33.00	0.36-1.12		8.00-24.00
32's-36's	37.00-38.00	1.28-1.32		31.00-32.00
40's	37.00-38.00	1.28-1.32		31.00-32.00
48's	37.00-40.00	1.28-1.40	1.69-1.79	33.00-34.00
60's	31.00-32.00	1.04-1.08	4/5.00	23.00-24.00
70's	24.00-26.00	0.76-0.84	0.79	15.00-17.00
84's	19.00-21.00	0.65-0.75	2/0.99-4/3.79	11.00-12.00
<b>Mexican Hass</b>				
All Sizes	19.00-37.00	N/A	2/3.00-1.99	11.00-33.00
<b>Chilean Hass</b>				
All Sizes	16.00-32.00	N/A		
<b>Peruvian Hass</b>				
All Sizes	N/A			

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

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

Synopsis... We had a few periods of light showers mostly in the Sierra Nevada Mountains. As of this writing, we were entering another record breaking hot spell for early May. In some inland and coastal valleys areas, temperatures are expected to break through the 100 mark. Even the north coast at Fortuna was expected to reach the mid-80s.

**In the Near-Term - Southern California Avocado Region – May 14 to 31...** Expect hot temperatures through the 17th. A cooling trend and a coastal eddy should occur from the 18th to 20th. A cold front will move through on the 19th, but the north winds finally appear strong enough to cause offshore flow and much warmer conditions from the 20th to 22nd. It will be hot inland with a shallow coastal eddy occurring from the 23rd to 27th. There is still a chance for local Santa Ana type winds in the coastal hills, foothills and mountains on the 26th to the 31st.

**For June 1 to 15...** *El Niño* will continue to develop slowly. As stray upper lows develop over southern California, western Mexico, and the Sierra Nevadas, there is a chance for showers and thunderstorms in the mountains. In the avocado growing regions, it will be warmer and drier than normal. There is the possibility of some excessively hot days. Persistent coastal eddy will associate with some persistent fogs at the immediate coast while hot conditions occur inland.

**Seasonal Outlook/*El Niño* Update – June 15 to August 30...** *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 central and southern California.

Tropical cyclones forming off southwestern Mexico would be the main near-term issue, along with development of an active summertime southeast flow pattern. Current sea surface temperatures are tending to favor development of lows to the west of Baja California and recurrent southeast flow conditions. As we progress into mid-July, these will pick up more moisture and result in an active and possibly wetter than normal summer monsoon in California. The issue for Arizona and the southwest would be the tendency for stagnant upper high pressure and prolonged or unbroken hot periods.

**Southern California Avocado Region- June 15 to August 30...** It will be warmer and drier than normal from June 1 to August 1. Monsoonal moisture should be close to the normal schedule. However, cutoff lows may induce more thunderstorms than normal with dry lightning events during the first part of June. Beginning in mid-July, we should consider the risk of flash flooding in the mountains and deserts, but not in the avocado belt. Beginning after August 1, there is a chance 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 start to become more frequent after the middle of August, there will be some recurrent periods of very hot weather, with daytime highs from the mid-90s to near 100 degrees, becoming more likely. These periods would typically last for about three days. Although the hot days may not be abnormally hot, they will tend to be more numerous.

Some things have been said about the possibility of an *El Niño*-type wet winter rainy season during winter of 2014-15. Now is the time to prepare for this. We believe that this should be considered at least a moderate, if not a high probability of occurrence for central and southern California. We have started to tell our water management clients that now is the time to prepare for next winter's rains. They have a good chance to be significant and the heaviest since 2003.

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