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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>

UCCE Day of Celebration

[More information available here.](#)

May 8

Time: 10:00 a.m. – 2:00 p.m.

Location: San Diego Operations Center, 5520 Overland Drive, San Diego, CA, 92123

Salute to Agriculture in San Diego County

[More information available here.](#)

May 10

Time: 11:00 a.m. – 2:00 p.m.

Location: Fallbrook Historical Society, 1730 Hill Avenue, Fallbrook, CA, 92028

Finance Committee Meeting

May 15

Time: 8:15 a.m.

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

CAC Board Meeting

May 15

Time: 9:30 a.m.

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

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 Utility District Board Room, 990 East Mission Road, Fallbrook

CAC's Annual Grower Crop Estimate Survey: Responses Due May 7

The California Avocado Commission (CAC) is currently conducting its annual grower crop estimate survey. On April 10, surveys were mailed to all producers on record with a Wednesday, May 7, 2014 deadline for completing the survey.

Pre-season estimates indicate a 2014 crop volume of approximately 300 million pounds. It is important California avocado growers complete the survey in order to fine-tune the estimate and better predict the harvest flow to market. The survey is also an important tool in helping CAC understand the industry's overall productivity and grower intentions in light of industry forces such as water pricing, availability and global market competition.

If you need assistance estimating your avocado crop, visit CAC's [avocado crop estimation instructions](#) or utilize the [Avocadosource.com](#) avocado crop estimating calculator. The calculator is listed under "Tools."

Growers may submit their survey responses [online at the California avocado growers website](#). They may also complete the postage-paid survey they received and return by mail by simply folding the form so that BUSINESS REPLY MAIL shows on the front. The form also may be faxed to 619.445.3346.

If you did not receive a crop estimate survey, or have questions regarding the form, please contact April Aymami at aaymami@avocado.org or 949.341.1955.

Two Alternate Handler Vacancies on CAC's Board of Directors

The California Avocado Commission (CAC) has two Alternate Handler Member seats available on the Commission's Board of Directors. Of these two available seats, the terms are as follows:

- One seat is vacant for the unexpired portion of the term through October 31, 2014
- One seat is vacant for the unexpired portion of the term through October 31, 2015

Below is a list of the general requirements for nomination and election to the Board.

- Proof of ownership, employment or membership in a legal entity that is "actively and directly engaged in the handling of California avocados"
- Submit and complete a qualification form, disclosure statement and other documentation required by CAC

Nomination documentation is available in the Related Content sidebar to the right. Nominations must be received at the CAC offices no later than Thursday, May 8, 2014. Forms can be mailed to: CAC Board Vacancy, 12 Mauchly, Suite L, Irvine, CA, 92618, or faxed to 949.341.1970.

The vacancies will be filled by a majority vote of the Board at the CAC meeting scheduled for Thursday, May 15, 2014.

For further information, contact April Aymami at 949.341.1955, ext. 118 or via email at aaymami@avocado.org.

CAC's Annual Meeting Presentation Available

The presentation materials from the California Avocado Commission's annual meetings, held April 8 – 10, 2014, [are now available on the California avocado grower website](#).

The presentation covers the following topics:

- CAC's Vision 2025
- The current market situation, including key consumer preference statistics
- CAC's Strategy 2025, with a synopsis of CAC's premium positioning and product labeling initiatives
- Overview of the Commission's marketing priorities and messaging, including:
 - Consumer and retail marketing assets
 - The new online video series: A Look Behind the Label
 - Public relations and nutrition communications activities
 - CAC's new consumer blog, *The Scoop*
 - Co-marketing campaigns
 - Trade relations, advertising and support
- Industry Affairs highlights related to improving grower sustainability, as well as food safety, plant growth regulators, water pricing and congressional outreach
- Recent and upcoming activities at the Pine Tree Ranch Demonstration Grove
- Production Research projects including, rootstock breeding and polyphagous shot hole borer research

A summary of the meetings will be available in the Summer 2014 *From the Grove*.

Avocado Demonstration Part of UCCE Day of Celebration

The University of California Cooperative Extension (UCCE) is celebrating 100 years of science and service with a Day of Celebration in San Diego. As part of the celebration, Dr. Gary Bender, Avocado and Deciduous Fruit Tree Advisor at UCCE, will provide an Avocado Varieties and Avocado Grafting Demonstration.

The Day of Celebration takes place May 8, 2014 from 10 a.m. – 2 p.m. at the County of San Diego Operations Center located at 5520 Overland Drive, San Diego, CA, 92123. The free event is open to the public and includes presentations, demonstrations, interactive kiosks and program exhibits. Besides Dr. Bender's avocado presentation, there will be an avocado and citrus exhibit, watershed model demonstrations, and informative exhibits concerning pest management training and wildfires.

For more information, download the [event flyer](#) or contact Jan Gonzales at jgonzales@ucanr.edu.

Drought Assistance Available for Avocado Growers

The California Certified Organic Farmers (CCOF) and the Community Alliance with Family Farmers (CAFF) have made [special hardship funds available](#) for growers who have been affected by the drought.

CAFF is offering grants to family farmers who use sustainable agriculture practices. The CCOF is offering drought disaster grants to certified organic farmers; growers need to be certified, but need not be certified by CCOF. Preference will be given to those farms that match the definition of a small family farm — those with gross annual sales less than \$250,000.

CCOF eligibility requirements for the \$500 grant are as follows:

- Certified organic operation in good standing
- Located in a county designated as a drought disaster area by the U.S. Department of Agriculture
- Can demonstrate severe financial hardship caused by the drought
- Not receiving other federal assistance for the same loss or hardship

To apply for the funds, complete the [application form](#) and email the form to policy@ccof.org. The form can also be faxed to 831.423.4528 or mailed to: CCOF, 2155 Delaware Avenue, Suite 150, Santa Cruz, CA, 95060. The deadline for application is April 30, 2014.

For more information, contact CCOF Policy and Outreach Specialist Jane Sooby at 831.423.2263 ext. 49 or by email at jsooby@ccof.org. A list of additional drought resources for organic producers is available [online](#).

Avocado Inspection Committee Vacancies

The California Avocado Inspection Committee is accepting applications for one grower and one alternate handler member. The Committee is responsible for making recommendations to the California Department of Food and Agriculture (CDFA) Secretary concerning the California Avocado Inspection Program. The Program helps ensure avocados meet quality standards established by the industry and provides uniform avocado inspections that look for defects and uniform size and package count.

Members of the committee serve a two-year term and are not compensated. However, members are eligible to receive reimbursement for traveling expenses per the rules of the California Department of Human Resources.

Growers and handlers interested in applying to the committee must complete a [Prospective Member Questionnaire](#) and submit a recommendation from an industry peer. Applications materials can be sent to Sarah Cardoni, CDFA Inspection and Compliance Branch, 1220 N Street,

Sacramento, CA, 95841. Materials may also be emailed to: sarah.cardoni@cdfa.ca.gov.

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

@CA_Avocados Listed as must-follow Instagram Page by Popular Website

The California Avocado Commission (CAC) [Instagram page](#) was recently featured by [DailyBurn.com](#) as one of their [25 best Instagram accounts to follow](#). The feature by DailyBurn.com highlighted many notable and well-known food-related accounts — and praised CAC for inspiring them to lighten up their baking recipes or livening up their salads with California avocados.

The CAC Instagram account was created at the end of 2012 and has been a great vehicle and huge success for engaging younger consumers with the brand through meaningful photos.



California Fresh Snacking Recipe Brochure Available

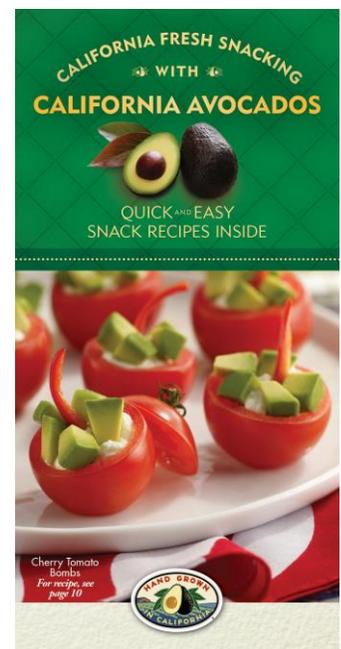
Snacking presents a significant opportunity to expand incremental usage of California avocados. Because consumer snacking is on the rise, the California Avocado Commission's (CAC) marketing team has launched a California avocado snacking initiative to encourage consumers to choose avocados as a healthy, everyday snack. A key element of this campaign is the newly released California Fresh Snacking brochure.

CAC developed twelve California avocado snacking recipes for the brochure. CAC's registered dietitian ambassador, Katie Ferraro, MPH, RD, CDE, created four of the recipes — each with 100 calories or less. One of the recipes, *California Avocado Cracker Snacks*, will be promoted by co-marketing partners Gourmet Garden™ Herbs and Spices and Milton's® crackers. Another recipe, *Summer Stuffed Avocados*, features Naturipe® blueberries. Details of Naturipe's marketing activities promoting California avocados will be covered in a future issue of the *GreenSheet*.

In addition to recipes, the brochure provides California avocado preparation and handling tips, as well as nutrition information and messaging to encourage consumers to choose California avocados as a healthy meal and snack option throughout the day.

There are 150,000 consumer-friendly brochures available for retailers to use to help draw attention to California avocado in-store displays and drive consumer purchases. Supermarket Registered Dietitians utilize the brochures for in-store avocado-centric activities. In addition, CAC provides consumers with the brochures at avocado festivals and other events.

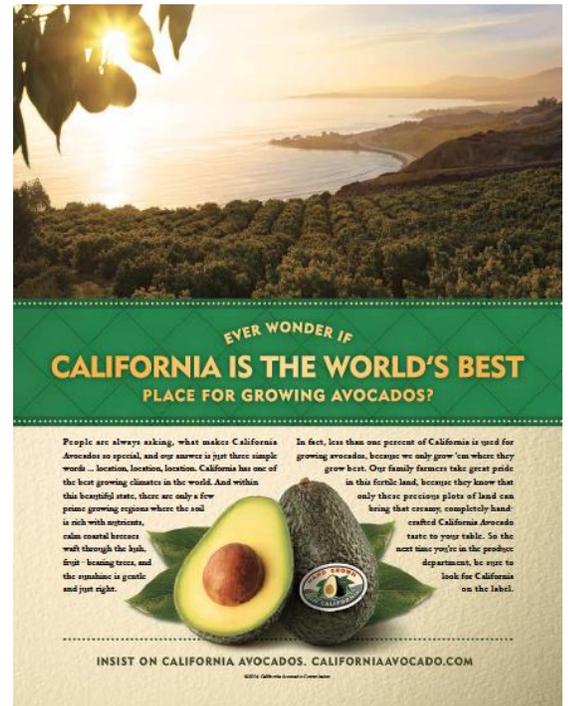
CAC's snacking initiatives also will be covered in the summer edition of *From the Grove*.



Consumer Advertising Campaign Promotes Premium Attributes of California Avocados

This season, the consumer advertising campaign will encourage demand and elevate the California avocado premium position by accentuating the competitive advantages that highlight why California avocados are worth more. These points of difference are unique to California avocados and make them the premium avocado.

- Seasonality – Only available for a limited amount of time.
 - There's an exclusive window of availability for California avocados. The ads make sure consumers are aware of their availability with a sense of urgency to get them before they are gone.
- Location – Only available in a limited geography.
 - Similar to certain wine varietals, there's only a small area within the entire state of California that you can even grow a California avocado. In fact, it currently is grown in areas that are less than 0.05 percent of the state.
- Patience – It takes a lot of time to be market ready.
 - A California avocado grower nurtures the fruit on the tree for over a year to make sure it's the best it can be before it's ready to go to market.



By focusing on these points of difference, the advertising will educate consumers that the way to ensure they are getting the best tasting, freshest avocado every time is to look for the California label — the symbol of premium quality Hand Grown avocados.

The advertising launches on April 21 with radio spots throughout California that promote the competitive advantage of the limited geography of where avocados are grown. These commercials include the retail locations where California avocados are currently available. Listen to the radio spot by clicking on the audio item below.

To complement this radio messaging, a *Sunset* magazine ad will hit newsstands in May featuring the headline, “Ever wonder if California is the best place for growing avocados?” The ad then communicates all the reasons why California is the best.

Throughout May, growers will also be able to see and hear California avocado advertising on in-grocery radio, online web banners, epicurean website sponsorships, mobile ads, Pandora digital radio and America's Test Kitchen sponsorship.

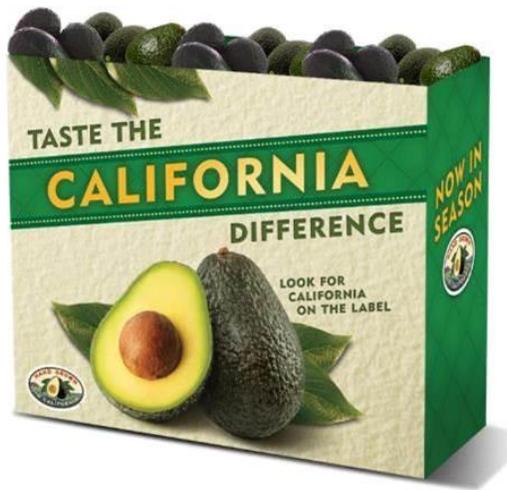
See future editions of the GreenSheet for the latest consumer advertising news.

POS Materials Encourage Consumers to Choose California Avocados Throughout the Season

Beginning this month, the California Avocado Commission (CAC) is providing retailers with a variety of POS materials designed to help consumers identify and purchase California avocados. The new POS materials will be available throughout the California avocado season.

The new POS materials include California avocado display bins, California Fresh Snacking brochures and a California Fresh Salads recipe tear pad.

Each of these POS items is designed to establish California brand identification from grove to point-of-purchase while providing retailers with POS that promotes a premium California avocado look. The POS communicates the nutritional benefits of eating California avocados and, as part of the Commission's snacking initiative, provides alternative usage ideas that can lead to increases in incremental purchases and consumption of California avocados throughout the day.



The California avocado display bins reinforce the Commission's premium messaging and make it easy for consumers to identify the fruit's country of origin.

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 4/27/2014	Season-to-Date (since 11/1/13)	2014 Year to Date
Hass	14,254,742	78,174,189	77,520,767
Lamb	13,386	288,027	288,027
Other (Greens)	7,348	864,033	733,595
California Total	14,275,476	79,326,249	78,542,389
Florida	3,300	14,128,765	4,983,880
Chile	2,575,685	91,485,996	64,992,619
Mexico	25,612,457	674,688,949	476,438,939
Other (Imports)	170,000	21,490,000	13,130,000
Import Total	28,358,142	787,664,945	554,561,558
USA Total	42,636,918	881,119,959	638,087,827
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 Newsline* Avocado Prices

4/28/2014

	FOB Price	Field Price	Retail Price	Last Year FOB
California Hass	(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	36.00-37.00	1.24-1.28		30.00-31.00
40's	36.00-37.00	1.24-1.28	2/3.00	30.00-31.00
48's	37.00-39.00	1.28-1.36	1.69-1.79	31.00-32.00
60's	30.00-33.00	1.00-1.12	4/5.00	21.00-24.00
70's	24.00-26.00	0.76-0.84	0.89	15.00-16.00
84's	18.00-20.00	0.60-0.70	4/3.79-6/3.99	10.00-12.00
Mexican Hass				
All Sizes	20.00-37.00	N/A	4/3.99-1.79	11.00-31.00
Chilean Hass				
All Sizes	16.00-32.00	N/A	0.69-5/5.99	
Peruvian Hass				
All Sizes	N/A			

*To subscribe to the Weekly Newsline, 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 were some more showery periods, including the ones on the 24th and 25th, but we are still well below normal precipitation as we approach the end of the rainy season in California. Even Eureka is only about 55% of normal with just under 20 inches since July 1. The snowpack water equivalent, measured by the State of California DWR and reported on CDEC, shows northern California at only 9% of normal, the central Sierra Nevadas at 26%, and the southern Sierra Nevadas at 22% of normal as of April 28.

In the Near Term - Southern California Avocado Region – May 1 to 15... It will be hot with moderate to strong Santa Ana winds on the 29th and 30th. On May 1 and 2, it will be hot but with less wind. It will become cooler on the 3rd as the marine layer returns.

May 15 to 30... *El Niño* will be a little stronger and more consistent. Subtropical lows will migrate from the western Pacific and find their way close to the California coast. These systems will weaken as they approach the central coast. However, there is still a chance for showers and thunderstorms associated with these lows, especially in the Sierra Nevadas. In the southern California avocado region, it will be gray through about May 23, with the usual marine low clouds. Currently, we expect to see some showers or thunderstorms around May 25 to 28.

Seasonal Outlook/*El Niño* Update – June 1 to August 1... *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, especially the central and south.

One thing to watch is a belt of low latitude westerlies extending from the Philippine Islands to the east Pacific off central California near 135W. There has been a persistent feature now in the sea surface temperature field associated with this pattern, so we should keep an eye on it. In the fall (October), such a pattern can quickly redevelop after a short quiescent period over the summer and cause early and significant rains over central California. This may especially be the case if old typhoon remnants are entrained into the low latitude westerlies.

In the southern California avocado region, it will be warmer and drier than normal from June 1 to August 1. Monsoonal moisture should be close to a normal schedule. However, cutoff lows may induce some dry thunderstorms with dry lightning events during the first part of June.

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