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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>

PRC Committee Meeting

November 5

Time: 10:00 a.m. – 1:00 p.m.

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

CAC Board Meeting

November 13

Time: 9:00 a.m. – 2:15 p.m.

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

Avocado Research Seminar

Hosted by Index Fresh, Inc. RSVP Required. [For more information click here.](#)

November 18-20

November 18

Time: 9:00 a.m.

Location: Pala Mesa Resort, 2001 Old Highway 395, Fallbrook, CA 92028

November 19

Time: 9:00 a.m.

Location: Homewood Suites, 1950 Solar Dr., Oxnard

November 20

Time: 9:00 a.m.

Location: Embassy Suites, 333 Madonna Road, San Luis Obispo

PSHB Update

Since the discovery of polyphagous shot hole borer (PSHB) in commercial avocado groves in San Diego County, Commission staff have been working with researchers and impacted industry members to communicate critical information to limit the spread of the pest complex. While efforts to identify possible chemical control materials continue, grove sanitation measures constitute the primary activity growers can undertake to further limit the spread of the beetle/fungus complex.

Infected fallen branches and heavily infested branches still on the tree need to be eliminated. One option may be to burn these branches. With the forecast for showers this weekend, conditions may be more appropriate after the rain. Of course any burn activities would need to be conducted in a safe place and follow local permitting requirements. If chipping of branches occurs, rather than attempting to solarize the treated woodchip pile, another option is to apply a registered insecticide and then cover removed material well with thick plastic or a tarp.

Scouting of all groves also remains an important activity. [Videos from an infested grove may be viewed here that show how to identify PSHB](#). When there is a new infestation the beetle often times begins to settle in the crotch area (see picture below) at the base of tree limbs. Currently a treatment of pyrethrin on and around the crotch or scaffold is recommended for some possible control (Reuben Hofshi).

The sterilization of tools to prevent the spread of the disease with either 25 percent household bleach, Lysol® cleaning solution, or 70 percent ethyl alcohol is also recommended, along with avoiding removal of any debris (leaves, stems, twigs) from an infected grove.

The Commission is working with the researchers to schedule an informational meeting in the north within a few weeks, and we will continue to provide updates as new information becomes available.

New Climate Hub Website Provides Grower Resources for Dealing with CA Climate Changes

The United States Department of Agriculture (USDA) has launched a new [website](#) designed to provide farmers, ranchers and forest landowners with practical information to help them cope with the challenges and stressors caused by a changing climate. The website offers a variety of resources related to drought, wildfire, pests, diseases, tree mortality, heat stress, climate variability and less available water. Resources are available for all regions of the United States.

Of particular interest to California avocado growers is the [USDA California Climate Sub Hub website](#). This web portal provides growers with:

- A newsfeed of articles related to the changing California climate and agriculture
- A [research and data](#) section hosting a variety of reports concerning topics such as state-level census data, impacts and strategies for resilient specialty crops and the California Water Action Plan
- An Events Calendar listing webinars, conferences and seminars of interest to growers
- A collection of [educational materials](#)
- A variety of [recent assessment reports](#) focused on climate change trends, climate impacts and climate adaptation in California

A section devoted to [California specialty crops](#) is also under development.

Disappointing Results In Uniconazole-P Field Trials

The final report from Dr. Carol Lovatt, UC Riverside, for Uniconazole-P commercial field tests in California on Hass avocado trees resulted in negative effects on yield, fruit size and fruit quality. Uniconazole-P is a new formulation that was developed for use in California to increase fruit set and yield by inhibiting vegetative shoot growth at the apex of indeterminate floral shoots. Based on the negative results of the yearlong trials, at the October Commission Board meeting it was decided to no longer pursue a Uniconazole-P registration.

To determine its effectiveness at stopping the growth of vegetative shoots at different stages of development, Uniconazole-P was applied at the suggested rate for Sunny® in spring, summer, fall and winter in avocado groves located in San Jan Capistrano and Camarillo. Highlights of the findings are as follows:

- Following a spring application, there were no significant differences in the number of fruit set by the spring bloom or in the size of the fruit at either location.
- The summer application increased leaf burn and caused leaf curling and cupping in both orchards.
- Fruit quality at both orchards also was affected. The summer, fall and winter applications at San Juan Capistrano significantly reduced fruit length and width, and the summer application reduced the width of the edible portion of the fruit (the mesocarp). At Camarillo the summer application reduced mesocarp width, fruit width and fruit length, while the fall application reduced seed diameter and fruit width.
- At San Juan Capistrano, total fruit yield was reduced by the summer and winter applications. There was also a significant decrease in commercially valuable size fruit yields in summer and winter due to decreases in fruit of packing carton sizes 48 and 40.
- In comparison, at Camarillo, applications only slightly reduced the total yield. While the summer application slightly reduced fruit of packing carton sizes 48 and 40, there were significant increases in the yield of fruit sizes 84, 70 and 60.

Overall, the researchers note that due to the “negative effects on yield, fruit size and fruit quality” at both sites, it is “not possible to increase the concentration of Uniconazole-P in an attempt to achieve a greater reduction in shoot growth.”

The Production Research Report, [“Studies on the efficacy of a new formulation of Uniconazole-P”](#) can be viewed online.

CAC Receives Marketing Excellence Award

The *Produce Business Magazine* honored the California Avocado Commission (CAC) with a Marketing Excellence Award in the August edition of the magazine. The competition recognized the ten best campaigns for “stellar creativity, strategy and execution.” The California Avocado Season Foodservice Chain Promotion campaign was one of those recognized. *Produce Business Magazine* noted that the CAC campaign included “24 promotions with major foodservice chains and all chains purchased California avocados.” These popular restaurant chains also featured the *Hand Grown in California* logo in their marketing materials supporting the promotions. The magazine mentioned that CAC’s promotions reached more than 5,500 restaurant locations.

Produce Business Magazine is a highly respected trade publication with a circulation of 18,000. The magazine’s print and online recognition of CAC’s campaign helps reinforce the Commission’s leadership and excellence in avocado marketing while increasing awareness of California avocados within the industry.



The California Avocado Season Foodservice Chain Promotion campaign was recognized by Produce Business Magazine.

More than 2,500 Shoppers Sample California Avocados at Rouse's Stores

To drive incremental sales volume during the highly competitive late avocado season, in-store California avocado sampling events were held at one-quarter of Rouse's Stores in South Louisiana and Alabama. More than 2,500 people sampled the fresh fruit during the weekend of September 5, 2014. As part of the promotion, bagged California avocados were offered at a special price. The chain called out the Morro Bay California origin of the fruit.



Late season California avocados were featured at in-store demos at the Rouse's Store chain in South Louisiana and Alabama.

Registered Dietitians’ Avocado-centric Breakfast, Snack and Back-to-School Recipes Garner 91,000 Impressions

In August, as families prepared for the back-to-school season, the California Avocado Commission’s (CAC) Registered Dietitian Ambassadors set out to share nutritional, versatile, avocado-centric recipes with consumers via television, radio podcasts and social media platforms. As a result, more than 91,000 impressions were generated.

On August 22, Registered Dietitian and Cordon Bleu-certified chef Michelle Dudash was a featured guest on AZ-TV’s “The Morning Scramble.” During the episode Michelle shared five delicious ways to start the day with nutrient-dense California avocados and showcased *California Avocado Breakfast Casserole with Spinach and Sweet Potato*, a new recipe she developed on behalf of the Commission. Michelle demonstrated the versatility of the fruit by preparing a variety of dishes including smoothies and fresh avocados on toast.

At the end of August, the Meal Makeover Moms (Janice Newell Bissex, MS, RD and Liz Weiss, MS, RD) promoted quick, easy and delicious ways for parents to incorporate California avocados in kids’ lunchboxes and afterschool snacks. With busy parents in mind, the Meal Makeover Moms developed two new easy-to-prepare recipes for CAC — *California Avocado and Banana Frosty* and *California Avocado Orzo Salad*. They shared the recipes on the MealMakeoverMoms.com blog, their Facebook page and the Cooking with Moms radio show podcast.

As trusted resources for consumers, CAC’s Registered Dietitian partners continue to be an effective means of showcasing California avocados as part of healthful meals and snacks for busy families. By sharing the nutrition benefits of California avocados and demonstrating their versatility with easy-to-prepare recipes, the dietitians inspire families to incorporate fresh California avocados at breakfast, school meals and after school.



Michelle Dudash highlights the California Avocado Breakfast Casserole with Spinach and Sweet Potato recipe as a healthful make-ahead option for families.

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/industry/market-statistics>.

| California Avocado Commission Weekly Volume Summary (pounds) | | | |
|---|---|-----------------------------------|----------------------|
| | Week Ending 10/26/2014 | Season-to-Date (since 11/1/13) | 2014 Year to Date |
| Hass | 0 | 292,273,040 | 291,872,721 |
| Lamb | 0 | 8,062,333 | 8,062,333 |
| Other (Greens) | 0 | 2,429,951 | 2,314,546 |
| California Total | 0 | 302,765,324 | 302,249,600 |
| Florida | 1,984,290 | 64,585,985 | 55,441,100 |
| Chile | 1,143,921 | 110,344,866 | 83,851,489 |
| Mexico | 37,690,569 | 1,251,002,251 | 1,052,752,241 |
| Other (Imports) | 850,000 | 170,077,848 | 159,478,132 |
| Import Total | 39,684,490 | 1,531,424,965 | 1,296,081,862 |
| USA Total | 41,668,780 | 1,898,776,274 | 1,653,772,562 |
| 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 | | | | |
|---|--------------|-------------|--------------|---------------|
| 10/27/2014 | | | | |
| | 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 |
| 32's-36's | | | | 38.00-43.00 |
| 40's | Insufficient | | | 38.00-43.00 |
| 48's | Volume | | | 38.00-43.00 |
| 60's | to Quote | | 1.49 | 34.00-36.00 |
| 70's | | | 1.29 | 22.00-27.00 |
| 84's | | | | 20.00-23.00 |
| Mexican Hass | | | | |
| All Sizes | 16.00-32.00 | N/A | 2/0.99-1.99 | 18.00-37.00 |
| Chilean Hass | | | | |
| All Sizes | 17.00-33.00 | N/A | 5/5.99 | 18.00-35.00 |
| Peruvian Hass | | | | |
| All Sizes | N/A | 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... The transition to more fall like conditions continues. A significant rain event occurred through northern California and over the Sierra Nevadas on the 25th.

In the Near-Term - Southern California Avocado Area – October 27 to November 27... It will continue to be drier than normal. Rains up north, especially on the 31st, may produce a few showers in southern California on the 31st and 1st. There is a chance for the return of some Santa Ana winds that will send temperatures back into the 80's from the 2nd to the 5th.

November 12 to 26 – Summary... Warmer than normal sea surface temperatures will continue near southern Baja and along the coast through central California. El Niño will continue to slowly develop. A long fetch of low latitude westerlies from the Philippines area to near 135W 30-37N should be watched. Troughs and lows will tend to develop along this storm track and bring abundant rainfall to northwest California and the Pacific Northwest states. For this period, we expect troughing and rains to develop again around November 17 to 22 for all of California.

In the avocado growing areas, there is a chance for showers on November 11 and 12, followed by dry conditions from the 13th to 17th. There is another chance for some rain from one or two fronts from about the 18th to the 23rd.

Seasonal Outlook/El Niño Update – November 27 to February 15... The latest guidance from the CFS2 model and Scripps ECPC indicate that *El Niño* will continue to slowly develop and reach a maximum in January and February.

Support will continue for recurrent Atmospheric River (AR) patterns to develop from 170E to 133W and 29N to 37N in the Pacific basin. The east portion of this long fetch is about 10 degrees or 500 miles west of the central coast. Storms approaching from the west by southwest will tend to weaken somewhat as they approach the coast. If *El Niño* becomes strong enough, it should begin to assist the movement of storms into central and southcentral California. According to the CFS2 (NOAA Climate Forecast System) this now may not occur until February. That is a long time to wait, and we may start seeing some good waves of storms arriving in January. Normally, in late January there is a break in the winter cold in the Midwestern U.S., and this teleconnects with a breakdown of the ridge of high pressure along the west coast at about that time.

For northern California and the central and northern Sierra Nevadas, we expect continued warmer than normal conditions, with above normal rainfall in the north portions that will recover to near normal rainfall in late November and December. This will be followed by some good strengthening of the sub-tropical westerlies in late December for a significant warm rain event in late December. For the bottom line...expect below normal snowfall in the Sierra Nevadas and northern California mountains at least through January. This will be due to snowfalls that will accumulate at higher elevations than is normal. CFS2 continues to suggest above normal rainfall developing in central and southern California in late January and February.

In the avocado growing areas, watch for another period of rain from about December 15 to 28 that will follow a period of dry, warm conditions. We may see above normal rainfall in the first days of January, especially in the northern avocado areas. We expect below normal frost and freeze occurrences due to the warm sea surface temperatures and recurrent southwest flow aloft.

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