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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>

CDFA SWEEP Application Assistance Workshop

October 16 (The last workshop presentation date)

Time: 10:00 a.m. – 12:00 p.m.

Location: Webinar - Please email the CDFA at grants@cdfa.ca.gov for more information.

CAC Board Meeting

November 13

Time: TBA

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 and Fusarium Dieback Seminar Materials Available

Five handouts from the recent Informational Polyphagous Shot Hole Borer/Fusarium Dieback Grower Meeting are now available [online](#).

The [PSHB/Fusarium Dieback FAQ](#) document provides growers with information concerning:

- How to minimize the spread and infestation of PSHB in groves
- How to identify PSHB/FD
- What to do with heavily infested trees
- Who to contact if you suspect PSHB has invaded your groves

The [PSHB/FD New Pest Complex in Southern California](#) document provides California avocado growers with a variety of photographs to assist in identifying the beetle, external and internal signs and symptoms of infestation, and a collection of PSHB/FD look-alikes.

Dr. Richard Stouthamer's presentation, "[PSHB beetles: what they are, where they came from and how to detect them](#)":

- Discusses the unique characteristics of the beetles
- Offers a look at the worldwide distribution of the beetle and how it arrived in California
- Provides detection methods
- Summarizes lures used in test orchards
- Gives updates concerning the search for the beetle's natural enemies in Vietnam

Dr. Akif Eskalen's presentation, "[Pathogens transmitted by PSHB and infestation distribution](#)" provides:

- Updates on the current distribution of PSHB in California
- Information concerning the fungal pathogens that lead to Fusarium Dieback
- An extensive array of photos that show entry/exit holes and symptoms
- An examination of possible antagonistic bacteria that could be used to control the fungus
- Information concerning how to minimize the spread of PSHB/FD in groves

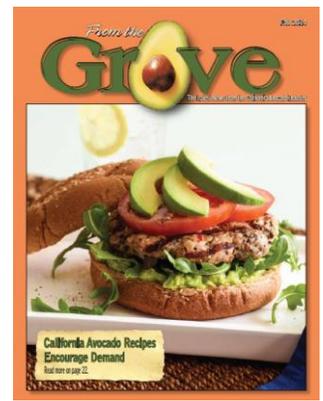
The "[PSHB: Biology and Control](#)" presentation, given by Dr. Tim Paine, discusses possible biological, cultural and sanitation controls of the disease complex, as well as how the complex spreads. He also provides information on research examining chipping practices, solarization and chemical controls.

Fall 2014 From the Grove Available Online

The latest issue of [From the Grove](#) is now available online. Contents of the Fall 2014 issue include:

- A summary of the Commission's various marketing initiatives, including the [4th of July](#) promotion, [avocado-centric recipe distribution](#), the [blogger outreach program](#) and [retail promotions](#)
- A look at upcoming changes to the [Commission's food safety program](#)

- Two cultural management articles that focus on [soil water monitoring](#) and [irrigation management technology](#)
- A profile of California avocado grower [Jay Ruskey](#)
- An update concerning [PSHB and fusarium dieback](#)
- The latest news concerning the [Metropolitan Water District Board appeal](#)
- The [labor challenges](#) faced by the Brazilian avocado industry



Click [here](#) to read the entire Fall 2014 issue of From the Grove.

CAC Serves as Go-to Resource during the Largest Ever Morro Bay Avocado Festival

Thousands of people visited downtown Morro Bay to enjoy the award-winning guacamole of the Morro Bay High School cheerleaders, sip refreshing margaritas, browse a variety of arts and crafts stalls and sample a wide range of avocado-centric dishes at the [2014 Morro Bay Avocado and Margarita Festival](#). And who better to answer the questions of these curious avocado lovers than the California Avocado Commission (CAC) staff and California avocado grower volunteers?

CAC staff and Commissioner Bradley Miles along with Bill Coy and other area growers were on hand throughout the September 13 – 14 event to distribute information about California avocados to thousands of avocado fans.

The booth staff answered numerous questions from backyard growers, distributed thousands of new avocado recipes, shared nutrition information and discussed the care involved in nurturing hand-grown California avocados. Festival attendees also registered to win a year’s worth of fresh California avocados.



CAC’s Connie Stukenberg and Dave Cruz along with California avocado grower Bill Coy in the festival booth.

CA GROWN Features CA Avocado Giveaway

[CA Grown](#) is a popular blog designed to “[connect] Californians with the people who grow and produce their food.” The resident blogger, Susan Phillips, utilizes her family-farming heritage to promote California agriculture by sharing stories and information about California produce, cultural practices and packaging.

To connect with consumers who support California agriculture, the California Avocado Commission (CAC) hosted a [California avocado giveaway](#) on CA GROWN’s Facebook and Instagram platforms from September 8 – 12. The giveaway featured messaging and graphics to help drive interest and awareness around premium California avocados. More than 350 California avocado lovers on Facebook and more than 250 on Instagram registered to win a free box of California avocados delivered right to their door.



The CA GROWN California Avocado Giveaway helped the Commission connect with a key audience — those interested in and supportive of California agriculture.

CAC's Cece Krumrine Named New England Produce Person of the Year

Produce Business magazine recently named CAC Retail Marketing Director Cece Krumrine 2014 New England Produce Person of the Year. It is the first time a woman has received this honor.

Ken Whitacre, publisher of *Produce Business*, presented the award to Cece at the New England Produce Council's Produce and Floral Expo held in Providence, Rhode Island, September 10 – 12, 2014. The Expo was attended by many of the Northeast's most prominent retailers.

Whitacre acknowledged Cece's "ability to get the job done, on time, every time, without excuses" and recognized her outstanding career in the produce industry. Upon completing a Bachelor of Arts Degree from Pennsylvania State University, she served as food editor for *Good Housekeeping* magazine then later moved to Chicago where she wrote food copy for the *Chicago Tribune*.

CAC's Vice President of Marketing, Jan DeLyser said, "Cece is a joy to work with. She has such passion for produce and specifically for California avocados. She has helped move avocados from the tropical department to prominent locations in the produce department for increased sales. Her efforts in the northeast on behalf of the industry have been truly incredible."

In 1980, she began a career as a regional merchandiser for the California Tree Fruit Agreement and established working relationships with avocado, mango, kiwifruit, watermelon and tomato commodity boards that provided bottom-line benefits to various New England retailers. Krumrine has represented the California Avocado Commission for nearly a decade. In 1995 she co-founded the New England Produce Council with Arthur O'Leary.



Cece Krumrine celebrates being named New England Produce Person of the Year with her family. Photo courtesy of The Produce News.

Commission Connects with New England Retailers at Expo

The New England Produce and Floral Expo provides the California Avocado Commission (CAC) with an important opportunity to network and solidify relationships with retailers and produce and floral personnel and vendors from the East Coast. The event, held September 10 – 12, 2014, in Newport, Rhode Island was attended by the majority of New England retailers, including several from outside the region.

During the Expo, CAC Retail Marketing Director Cece Krumrine — who was named [New England Produce Person of the Year](#) at the event — met with various customers and avocado suppliers to discuss the 2014 California avocado season. She connected with numerous other industry members as well, including Mike Maguire, Director of Produce, Market Basket; Chris Dock, Category Manager, Delhaize; Paul Kneeland, Vice President Perishables, Kings; Greg Veneziano, Vice President Produce, Bozzutos; Tom Mar, Director of Produce, Bozzutos; Mark Antoch, RLB Distributors; Bob Duperre, C&S Wholesale; Tom Murray, Vice President Produce, Roche Bros.; and Peter Wildes, Produce Merchandiser, Hannaford Markets. These in-person meetings afforded CAC the opportunity to showcase its premium position in the marketplace by demonstrating the Commission’s support for retailers’ regional activities and events.

To broaden awareness of premium California avocados, the Commission sponsored the “complementary parking pass” at the Expo and California avocado signage and banners were displayed throughout the show. The Commission also was recognized for its sponsorship during the Keynote Breakfast.



Cece Krumrine, CAC Retail Marketing Director, with Peter Wildes, Hannaford Produce Merchandiser.

CAC Retail Marketing Staff Changes Announced



The California Avocado Commission (CAC) announced that produce veteran Connie Stukenberg returned to the Commission staff full-time as Retail Marketing Director. Ms. Stukenberg, who had worked on CAC's merchandising staff from 2000 to 2009, then continued her affiliation with the Commission as part of her own business consultancy, CS Sales and Marketing for Results, rejoined the CAC staff effective August 31.

"CAC vice president Jan DeLyser and I are thrilled to have Connie's merchandising and marketing expertise on staff, as well as all that she brings to the table with her retail relationships and passion for California avocados," said Tom Bellamore, CAC president.

DeLyser also announced the resignation of Dave Howald, CAC retail marketing director for the northwest region, effective the end of September. Howald, who had worked with CAC for 22 years, accepted a full-time regional manager position with the Pear Bureau Northwest.

"We wish Dave every success in his new venture. He has been a loyal steward of the California Avocado Brand and will be missed," said DeLyser. "Dave worked with CAC's marketing team to

transition accounts and activities smoothly."

Part of that transition includes expanded responsibility for Stukenberg with national corporate accounts and regional retail and wholesale account responsibilities in Arizona and throughout California.

"Connie is an expert in avocado merchandising and marketing," said DeLyser. The relationships that she has built with retailers and others in the produce industry are invaluable."

Stukenberg has been affiliated with the produce industry for more than 30 years, beginning in 1979 implementing programs for in-store juice extractors in an era before bottled refrigerated juices were merchandised in produce. An innovator from an early age, she co-founded Citrus Connection in 1987 and built the fresh juice company until it was purchased by California Day Fresh Foods (a Chiquita subsidiary that was later renamed Naked Juice). She stayed on with Naked Juice managing national and regional key retail account sales until 2000 when she joined CAC.

Well-known for her service on numerous charity and industry committees and boards, Stukenberg was a recipient of the President's Volunteer Service Award for recognition of more than 4,000 hours of volunteer service to community and country. In 2012 the Fresh Produce and Floral Council (FPFC) presented her with the "Buz" Bolstad Produce Achievement Award for meritorious service and outstanding contributions to the Produce Industry and Council. She is currently serving her third term on the Board of Directors for FPFC and will serve on the Produce Marketing Association's Fresh Summit Committee beginning in 2015.

Rounding out CAC's retail merchandising team are Cece Krumrine and Dave Anderson, both of whom have worked with CAC for nearly a decade. Krumrine has responsibility for retailers in the Northeast. She recently was named "New England Produce Person of the Year" by *Produce Business* magazine, the first time a woman has received that honor. (For more detail on Krumrine's award click [here](#).) Anderson has been responsible for calling on retailers in the Central, Southwest and Southeast territory, along with key account corporate responsibility. He will now call on regional accounts in the Northwest as well.

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 10/12/2014	Season-to-Date (since 11/1/13)	2014 Year to Date
Hass	352,358	292,213,997	291,813,678
Lamb	84,404	8,033,559	8,033,559
Other (Greens)	1,032	2,422,958	2,307,553
California Total	437,794	302,670,514	302,154,790
Florida	1,766,655	60,011,965	50,867,080
Chile	2,189,102	107,654,004	81,160,627
Mexico	28,027,936	1,180,093,262	981,843,252
Other (Imports)	40,000	168,227,848	157,628,132
Import Total	30,257,038	1,455,975,114	1,220,632,011
USA Total	32,461,487	1,818,657,593	1,573,653,881
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 10/13/2014

	FOB Price	Field Price	Retail Price	Last Year FOB
California Hass	(25# carton)	(per pound)	(per each)	(25# carton)
#2's	17.00-34.00	0.55-1.16		17.00-37.00
32's-36's	37.00-39.00	1.28-1.36		41.00-43.00
40's	37.00-39.00	1.28-1.36		41.00-43.00
48's	37.00-39.00	1.28-1.36	1.69	41.00-43.00
60's	37.00-39.00	1.28-1.36		35.00-36.00
70's	29.00-30.00	0.96-1.00		27.00-31.00
84's	22.00-23.00	0.77-0.82		22.00-23.00
Mexican Hass				
All Sizes	18.00-31.00	N/A	0.79-1.79	20.00-37.00
Chilean Hass				
All Sizes	18.00-31.00	N/A		25.00-35.00
Peruvian Hass				
All Sizes	N/A	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... Tropical cyclones have continued to pass northwestward around the southern tip of Baja. The latest is Tropical Storm Simon which was moving toward the northern Baja California coast and is expected to produce heavy rains in the deserts of Arizona and New Mexico.

In the Near-Term - Southern California Avocado Area - October 9-21... After low clouds and drizzle on the 9th and 10th, we return to dry and warmer weather events for the 12th and 13th. It will turn cooler from the 14th to 16th, with an increase of coastal low clouds. Warmer and dry conditions will return on the 17th and 18th and then there will be a return of coastal low clouds on 20-21st.

October 22 to November 6... Summary... The warmer than normal sea surface temperatures near southern Baja and southwestern Mexico will continue to induce upper low pressure to recur near Baja. *El Niño* will continue to slowly develop. Still, *El Niño* will continue weak, with a small effect through the end of Oct. A long fetch of low latitude westerlies from the Philippines area to near 132W 26-35N needs to be watched for possible development of lows and troughs approaching central and south-central California.

In the avocado growing areas, we look for some cold fronts to come through from about the 18th to 25th, followed by Santa Ana winds from the 27th to 30th.

Seasonal Outlook/*El Niño* Update... November 25 to January 2015... The latest guidance from the CFS2 model and Scripps ECPC indicate that *El Niño* will continue to develop. However, from November to January the relative strength of *El Niño* is not much different from the other positive sea surface temperature anomalies out in the central and east Pacific. It is one of three active players where each is making its unique contribution.

There is good support for an Atmospheric River (AR) pattern to develop recurrently in the subtropics from 170E 27N to 33N 130W. However, this support for AR conditions does not extend east to California. Storms approaching from the WSW will encounter less support as they approach Calif. If *El Niño* is strong enough, a weakness can still develop that would allow the westerlies to finally burst through. However, the westerlies will have to work hard to make that happen, and this particular *El Niño* is not strong and will encounter resistance.

For northern and central California, along with the northern Sierra Nevadas, expect warmer than normal conditions and near normal rainfall in December. This will be followed by some good strengthening of the sub-tropical westerlies in January. The bottom line is that Sierra Nevada snow fall will be below normal at least through January.

In the avocado regions, we expect conditions to be warmer than normal from November through the middle of December. Upper lows will develop and still have the potential to produce showers. Watch for above normal rainfall to develop in December and January in Ventura, Santa Barbara and San Luis Obispo Counties. Due to warm sea surface temperatures and recurrent southwest flow aloft, we expect below normal frost and freeze occurrences.

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