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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>

CAS/CAC/UCCE Grower Seminars: Fertilization Techniques, PGRs & Local Issues Updates

August 6

Time: 1:00 pm - 3:00 pm

Location: UCCE Auditorium, 2156 Sierra Way, San Luis Obispo

August 7

Time: 9:00 am - 11:00 am

Location: Ventura UCCE Conference Room, 669 County Square Drive, Ventura

August 8

Time: 9:00 am - 11:00 am

Location: Temecula Civic Center, 41000 Main Street, Temecula

Phosphorous Acid: Fungicide, Fertilizer, or Both Seminar

This seminar is hosted by **Index Fresh**. [Click here](#) for more information.

August 20

Time: 9:00 am - 11:00 am

Location: The Embassy Suites 333 Madonna Rd, San Luis Obispo

August 21

Time: 9:00 am - 11:00 am

Location: The Homewood Suites 1950 Solar Drive, Oxnard

August 22

Time: 9:00 am - 11:00 am

Location: Pala Mesa Golf Resort 2001 Old Highway 395, Fallbrook

CAC Board Meeting

August 27

Time: TBD

Location: CAC Office, 12 Mauchly, Suite L, Irvine, CA 92618

Treating for Persea Mite

Recently, weather conditions in many parts of the growing region have favored the development of persea mite populations. Growers should remember that a variety of treatment options are available and the best treatment plan is one that utilizes a balanced approach to avoid pesticide resistance problems. The following table is excerpted from Hoddle, M.S. and J.G. Morse. 2013. *The Persea Mite Invasion into California: History, Biology, Management, and Current Status*. California Avocado Society 2012 Yearbook 95: 107-137, which will soon be published. If you need assistance in developing a balanced treatment plan, be sure to consult with a knowledgeable Pest Control Advisor.

Table 3. Pesticides registered or nearing registration on avocados useful in control of persea mite that can be used in a proactive resistance management approach. Products are listed in the order they were registered on California avocados. This table is only for reference; make sure to **check a current label** to ensure that any planned application is consistent with a current label (e.g., language on different abamectin labels may vary; labels evolve over time). This table is based on the situation as of 7-5-13. Consult <http://www.ipm.ucdavis.edu/> for Avocado Pest Management Guidelines kept current on the Statewide IPM Program website.

Trade name (formulation)	Common name	Class of chemistry ^a	Mode of action ^a	REI (hrs) ^b	PHI (days)	Air application language	Japanese MRL vs. U.S. tolerance	Notes
Many oils, e.g., PHT 440, Omni 6E, Leaf Life Gavicide Green 415, etc.	Narrow-range 415 or 440 oil	Paraffinic oils (Narrow range oils) – act via smothering / barrier effects	--	See label	See label	Check the label for specifics	Not applicable	Oil is an option for persea mite control (also used in some cases by ground against avocado thrips) either by ground (e.g., 100 gpa LV spray), application via hand-gun (100-500 gpa), or by air (100 gpa). OMRI approved oils are an organic option.
Envidor (2 lbs ai/gal)	spirodiclofen	Inhibitor of acetyl CoA carboxylase	23	12	2	18-20 fl oz/a in min 50 gpa	2.0 (U.S. 1.0)	Contact material (not translaminar or systemic). Limited evidence suggests addition of oil with ground treatments may reduce efficacy; this seems unlikely with air application given the relatively low gallonage used by air (so field experience will be needed to resolve this).
Zeal (72%)	etoxazole	Mite growth inhibitors	10B	12	1	2-3 oz/a in 20 gpa or more	Default 0.01 (U.S. 0.2) ^c	Maximum of 1 application per year. Material shows some translaminar activity and addition of a surfactant or oil (more work needed) may improve efficacy (stickers appear to limit translaminar activity and might be avoided).
Danitol (2.4 lbs ai/gal) ^b	fenpropathrin	Pyrethroids	3A	7 days ^b	1	16-21.3 fl oz/a in 50-100 gpa	2.0 (U.S. 1.0)	Contact material (not translaminar or systemic). Know of no evidence oil improves efficacy of fenpropathrin. We suggest limiting Danitol use to once every 3 years to reduce the potential for resistance evolution.
FujiMite 5EC (0.4 lb ai/gal)	fenpyroximate	Mitochondrial complex I electron transport inhibitors	21A	12	1	2 pts/a in min 50 gpa	Default 0.02 (U.S. 0.15) ^c	Contact material (not translaminar or systemic). Know of no evidence oil improves the efficacy of fenpyroximate.

^a Mode of action and class of chemistry based on IRAC (Insecticide Resistance Action Committee) classification; see <http://www.irac-online.org/>. See text for details on resistance management strategies.

^b Restricted entry interval (REI) is the number of hours from treatment until the treated area can be entered without protective clothing. In some cases, the REI exceeds the PHI. The longer of the two intervals is the minimum time that must elapse before harvest. The Danitol PHI on avocado is 1 day but because of past worker exposure concerns, it is suggested that no more than 1% oil be added to Danitol applications on avocado and within 7 days of application, workers who re-enter for the purpose of harvest should wear coveralls, chemical resistant gloves, socks plus shoes, face protection, and protective eyewear.

^c Based on the current MRL in Japan and because that is much less than the U.S. tolerance, the label PHI **does not** at all ensure MRL export compliance (i.e. contact that company's sales representative for suggestions regarding a safe PHI if the fruit is likely to be exported).

Commission Participates in Town Hall Forum on Immigration Reform

Freshman GOP Congressman David Valadao, representing California's 21st Congressional District (Central Valley), was joined in Bakersfield on July 20th by Illinois Democrat Luis Gutierrez on Saturday, for a town hall meeting on immigration reform. Rep. Valadao has been a strong advocate within the Republican Party for comprehensive immigration reform, as evidenced by his June "["dear colleague" letter](#)" in which he voiced his disapproval for any type of piece meal approach in the House. Rep. Gutierrez is a member of the House's bipartisan "Gang of Seven" that has been working on crafting a comprehensive immigration bill. The Commission was represented by Ken Melban, and others in attendance included Ryan Zaninovich, Chairman of the California Grape and Tree Fruit League, and United Farm Workers President Arturo Rodriguez. The discussion focused on the need for Congress members to hear how critical immigration reform is for agriculture, and the end of September was set as a goal for introducing legislation in the House. The Commission continues to advocate for avocado growers on this critical issue and will remain engaged at the federal level until a solution that works for agriculture is delivered.

Central Coast Water Board - Approved Cooperative Groundwater Monitoring Programs for Irrigated Agriculture

Growers and landowners enrolled in the Agricultural Order now have the opportunity to participate in the following approved cooperative groundwater monitoring programs:

-Santa Rosa Creek Valley Cooperative Groundwater Monitoring Program (San Luis Obispo County)

-Central Coast Cooperative Groundwater Program (Santa Clara, Santa Cruz, Monterey, and San Benito Counties)

The Agricultural Order provides landowners and operators the option to comply with groundwater monitoring requirements by either sampling groundwater wells individually on their agricultural operations, or by joining a groundwater cooperative monitoring program approved by the Executive Officer. There are advantages and disadvantages to both the individual and cooperative groundwater monitoring options (including cost and responsibilities). Individual landowners and operators should evaluate the options carefully and choose the option that best fits their specific situation. Landowners and operators have 60 days from the date of approval to join a cooperative groundwater monitoring program. [Click here for more information.](#)

More information about the Agricultural Regulatory Program may be found at:

http://www.waterboards.ca.gov/centralcoast/water_issues/programs/ag_waivers/index.shtml

Production Research Committee Discusses New Research Proposals

The Production Research Committee had a teleconference meeting on July 11 and a face-to-face meeting on July 17 to discuss the 10 research proposals submitted for fiscal year 2013/14 funding. Based on the discussion at the teleconference meeting, three researchers were asked to make presentations at the July 17 meeting to provide the Committee with more information regarding their proposals. Following discussion, the PRC viewed four proposals, related to the Polyphagous Shot Hole Borer and production issues, favorably. The Committee also had a lengthy discussion about the future direction and goals of the plant breeding program, and possible changes that could be made to the program to better address the industry's needs in the areas of salinity and Phytophthora tolerance.



Budwood Theft from UC Riverside ASBV-infected Avocado Trees

CAC Staff were made aware of some recent theft of budwood from trees at the UC Riverside Ag Ops farm in Riverside. Someone was seen cutting material from a research block of trees infected with different strains of the Avocado Sunblotch Viroid. Ag Ops staff wasn't able to get to the block in time to catch them, but from looking at the material left behind it's believed they were harvesting budwood. Not only are the thieves causing significant damage to the trees, but they are potentially spreading this serious avocado disease. Growers are reminded to always purchase trees from a reputable certified nursery. Any trees propagated from this stolen material will likely be available in about a year.

Avocado Theft Reported in San Diego County

Recently the Commission was made aware of an avocado theft, in which 2,000 pounds of fruit were taken, that occurred on Sunday, July 21 in Escondido. The reported theft, which took place the night before a full moon, was located near the intersection of Highland Valley Road and Starvation Mountain Road. The grower reporting this incident noted that the property was fenced and that the grove manager lives on the property, however the thieves cut the fence and were able to take the fruit closest to the fence perimeter without being noticed. If anyone has any information regarding this theft, or any other theft you may have witnessed, please contact the San Diego County Sheriff's Department at (858) 565-5200. Also, the California Avocado Commission's Anti-Theft Reward Program provides monetary reward, of up to \$5,000 to individuals who provide information leading to the arrest/conviction of another for unlawful possession of California avocados, or for information leading to the return of stolen fruit, or for information leading to the prevention of an avocado theft in progress. For more information regarding the Commission's reward program, click [here](#), or visit: <http://www.californiaavocadogrowers.com/growing/avocado-grove-theft-protection>.

As a reminder, avocado theft can occur at any time of the year, and the best way to minimize vulnerability to theft is to assess the security of your grove and implement proper prevention measures to protect your crop. If you feel your grove could benefit from some proactive theft prevention, click [here](#) for some helpful prevention tips.

California Avocado Foodservice Promotions Continue Throughout the Summer

zpizza

From June 17 through September 1, 2013, zpizza celebrates the season with a Fresh Summer Flavor promotion to introduce the chain's new *Avocado Arugula Salad*. zpizza developed the salad to leverage the "healthy halo" around the company's menu. Customers can enjoy a blend of fresh California avocados, fresh arugula and romaine, cucumber, feta cheese, and fresh basil with zpizza's house-made vinaigrette served alongside.

Fresh Summer Flavor

NEW Prosciutto Arugula Pizza
Prosciutto, creamy mozzarella, fresh arugula and organic basil pesto, finished with house made lemon vinaigrette and zest.

NEW Avocado Arugula Salad
California avocados, arugula, romaine, cucumber, feta cheese and fresh basil, served with a house made lemon vinaigrette.

zpizza

HAND GROWN IN CALIFORNIA

Limited Time Only

This Newport Beach-based chain has corporate and franchise locations throughout the United States. All 89 units will support the *Avocado Arugula Salad* with e-blasts and direct mail. In each store, the **Hand Grown in California** logo can be seen on window banners and cash register wrappers.

Which Wich®

From July 8 through August 5, 2013, Which Wich® will feature fresh California avocados on their menus across the country. Which Wich Superior Sandwiches is committed to creating superior sandwiches for their customers, including appealing vegetarian options that contain less than 400 calories and 6 grams of fat. The *Avocado Aficionado* promotion will be supported in-store with a counter

card, wobblers, and Sharpie® ring in 250 locations across 30 states. The brand will use social media in the form of an introductory e-blast and a web banner. The **Hand Grown in California** logo is prominently featured on all promotional materials. Last year Which Wich's fresh California avocados menu promotion resulted in a boost of +14% in avocado usage system wide.



El Pollo Loco

El Pollo Loco will feature fresh California avocados in their new *Bacon Avocado Chicken Burrito* from August 3 through September 6, 2013. The *Bacon Avocado Chicken Burrito* will be one of three Signature Summer Burritos supported with several in-restaurant pieces in 400 locations. The chain will also distribute an FSI promoting the burritos. The **Hand Grown in California** logo is prominently featured on all promotional materials.



Highlights from Northeast Summer 2013 Promotions

A&P Corporation, a 300+-chain store (banners include A&P, Pathmark, Food Emporium, SuperFresh, Waldbaums and Food Basics) located in Metro New York and New Jersey, featured California avocados in A&P, Waldbaums and The Food Emporium flyers during the week of July 4th. The ad also was tagged with "great on salads and in guacamole" and featured the *Hand Grown In California* logo.



A&P also featured California avocado nutrition messaging and recipes on the A&P website as well as in the company's various social media outlets including Facebook and Pinterest.

Custom retailer-specific point-of-sale material was created for two other chains; Kings Food Markets, a 26-chain store located in New Jersey and New York City and Redner's Wholesale Markets, a 52-chain store in Central Pennsylvania to promote California avocados for the July 4th holiday.

California Avocado Social Media Corner

Fan Love:

Fans appreciate hand-grown avocados from California. See the comment thread below, taken from the CAC Facebook page, from consumers who are expressing why they choose California avocados:

Fans posting recipes:

Bloggers (both CAC partners and others) often share recipes and photos they create using California avocados with the CAC social communities. See some recent shares below:



Gigi Gluten Free

Love adding rich, buttery California avocados to my dishes! Check out today's recipe for Caprese Salad with a twist! (It's gluten-free & dairy-free!)

Recipe here --> <http://www.glutenfreegigi.com/dairy-free-caprese-salad-with-a-nutritious-twist/>

Visit the website & Gluten Free Gigi FB page for lots of delish, gluten-free avocado recipes! xoxo



Liv Life

We're loving our California Avocados!! Here's a roundup of 25+ of our favorite recipes. <http://livlifetoo.blogspot.com/2013/07/avocados-theyre-not-just-for-guacamole.html>



Popular Posts:

Many of our fresh recipe posts have garnered thousands of likes, shares and clicks – meaning users are engaged with the content CAC is posting, the California avocado brand and California avocado season. See highlights below:

Facebook:

Looking for a last minute #recipe for tomorrow? Our California Avocado Red, White and Blueberry #Salsa is a colorful tangy dip, salad topping, or meat pairing! Find this recipe and more on our Fourth of July-themed website: <http://bit.ly/15g7l1q>.



Like · Comment · Share 1,457
3,435 people like this. Top Comments ▾



Instagram:

New for CAC, Instagram allows a user to share photos with their followers. CAC shares recipe photos, groves and other fun behind-the-scenes pictures from events and outings. Through engaging posts, CAC has garnered many new followers who share their passion for California avocados daily.



With the peak of California avocado season upon us, there is much to share on social media. Join the conversation by following along on [Facebook](#), [Twitter](#), [Pinterest](#) or [Instagram](#).

CAC Co-Marketing with Beef Adds Promotional Coverage in Summer/Early Fall

CAC is participating in one regional and one national beef-themed program encouraging consumption of California avocados on a variety of burgers and fresh dishes with lean beef.

In the West CAC is partnering with the California Beef Council to promote California avocados and lean beef burgers from August through early fall. The program is perfect for retailer grilling promotions in late summer and for fall tailgating. More than a third of avocado users nationwide report eating them on burgers. In the west this jumps to 45% or more. *California Avocado Burger Bonanza* recipe booklets feature recipes ranging from sliders to traditional burgers to lettuce-wrapped burgers, and are available for retailers now. A burger-themed page on CaliforniaAvocado.com will include additional avocado burger recipes. Both the booklet and the website show consumers that delicious California avocado in place of other toppings may help reduce dietary intake of calories, fat, sodium and cholesterol.

CALIFORNIA AVOCADO BURGER BONANZA



Another program is CAC's sponsorship of the American National Cattlewomen's Association's (ANCW) National Beef Cook-off, a bi-yearly recipe contest that is one of the largest in the country. This year one of the contest's four categories is Craveable Fresh Beef and Fresh California Avocado Recipes. Regional finalist recipes include several with California avocados, including *Cali-Avocado Steak Salad* and *Lemon Grass Beef with Avocado*. The recipe for *Tuscan Burger with Avocado-Tomato Spread* was one of seven regional winners that were announced July 15 on beefcookoff.org. One different grand prize winner from the 14 remaining finalists will be announced from the Metropolitan Cooking & Entertaining Show in Washington, DC on November 2, 2013.



In addition to extensive public relations coverage leading up to and during The National Beef Cook-off, including a mat release distributed nationwide, the Commission and ANCW will host an editor luncheon in New York in the fall. CAC also will promote the contest finalist recipes with California avocados on CaliforniaAvocado.com and via social media.

About the National Beef Cook-Off

The National Beef Cook-Off is a Beef Checkoff Program that began in 1974 as an annual contest and changed to a biennial contest in 1993. The Cook-Off is managed by the American National CattleWomen, Inc. During its 39 year history, the Cook-Off has received accolades and the support of many notable culinary experts. The National Beef Cook-Off is considered to be among the top three cooking contests in the nation.

About The Beef Checkoff Program

The Beef Checkoff Program (<http://www.MyBeefCheckoff.com/>) was established as part of the 1985 Farm Bill. The checkoff assesses \$1 per head on the sale of live domestic and imported cattle, in addition to comparable assessment on imported beef and beef products.

States retain up to 50 cents on the dollar and forward the other 50 cents per head to the Cattlemen's Beef Promotion and Research Board, which administers the national checkoff program, subject to USDA approval.



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 7/21/2013	Season-to-Date (since 11/1/12)	2013 Year to Date
Hass	19,630,895	314,993,538	313,447,349
Lamb	1,675,227	7,108,807	7,108,807
Other (Greens)	100,899	2,225,439	2,166,498
California Total	21,407,021	324,327,784	322,722,654
Florida	2,756,985	26,688,875	17,083,730
Chile	0	22,731,637	6,029,213
Mexico	9,239,784	911,570,905	680,775,821
Other (Imports)	1,900,000	35,699,000	26,689,000
Import Total	11,139,784	970,001,542	713,494,034
USA Total	35,303,790	1,321,018,201	1,053,300,418
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 7/22/2013

	FOB Price	Field Price	Retail Price	Last Year FOB
California Hass	(25# carton)	(per pound)	(per each)	(25# carton)
#2's	11.00-29.00	0.27-0.96		9.00-22.00
32's-36's	34.00-35.00	1.16-1.20	1.99	21.00-24.00
40's	34.00-35.00	1.16-1.20	5/5.99	23.00-26.00
48's	34.00-35.00	1.16-1.20	1.49	23.00-25.00
60's	35.00-37.00	1.20-1.28	0.50-4/5.00	24.00-26.00
70's	27.00-29.00	0.88-0.96	4/3.99	22.00-23.00
84's	19.00-21.00	0.64-0.73	2/0.99-6/2.99	17.00-18.00
Mexican Hass				
All Sizes	22.00-36.00	N/A	2/3.00	17.00-24.00
Chilean Hass				
All Sizes	N/A			
Peruvian Hass				
All Sizes	24.00-30.00	N/A		17.00-24.00

*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... Now that it is the middle of July, thunderstorms have developed and are bringing in the monsoon season.

Warmer than normal sea surface temperatures will continue from 130W to 160W off central and northern California. Support for troughing and a well developed storm track now exist from the western Pacific east of Japan at 45-50N and 160E to 150W. Support for weak troughing still exists in the mid-Pacific north by northwest of Hawaii. This in turn teleconnects with persistent high pressure aloft just off the coast of northern California. This is in addition to the normally occurring upper high pressure that dominates the southwestern U.S. in summer. This argues for the continuation of the consistently warm or hot conditions we have seen so far this summer. It also starts to add some possible support for some early north wind events. This is not good news as we begin the transition into August. Thus far, troughing has stayed in the mid-western U.S. and Ohio Valley. If troughs start to develop in the northern Rockies, then support for some downslope, dry wind events may occur earlier than usual -- in August.

In the Near-Term - Southern California Avocado Region July 25 to August 8 Support for thunderstorms will continue in southern California mountains and deserts through the first days of August. However, from the 3rd to 7th, we expect another spike of hot weather. The only areas of pleasant condition will be along the coast.

August 9 – 25 ...Southern California Avocado Region – The overall pattern will be for persistently warmer than normal conditions but with southerly surface winds at the coast. This will tend to decrease the coastal upwelling and cause above normal sea surface temperatures in the southern California inner waters and warm, humid nights in the avocado region.

The period will start with continued support for monsoonal thunderstorms and a shallow marine layer due to high pressure aloft over the Great Basin and southern plateau.

A consistent regime of monsoonal southeastern flow and thunderstorms in the mountains and deserts appears likely to recur in the middle part of August. For the avocado region, the best advice at this point is to assume that it will be warmer than normal and ETO's will be higher than normal even in the coastal zone.

Seasonal Outlook/El Niño Update...There is no substantial change from our discussion last week. Both Scripps ECPC and NOAA/CPC are predicting the development of *El Niño* conditions for the late winter and spring months of 2014. There is a bit of variability in forecast solutions, but in general, we are seeing a weak to possibly moderate *El Niño* event. However, for the near term, NOAA/CPC

shows *El Niño* forcing starting in October and November. Then the sea surface temperature anomaly along the equator decreases to near neutral conditions in January 2014.

Southern California Avocado Region... August 25 to November 15...In response to an apparently robust start to *El Niño* in October, we should see some cutoff lows developing in late September and October that will result in an increase in thunderstorms and rain in Southern California. This pattern does not argue for Atmospheric River (AR) events in central or northern California as occurred in October 2009. We do not see an increased risk in August for rains from cutoff lows or tropical cyclone remnants, but the risk will tend to increase in early September. Well-organized tropical cyclones in southern California are rare, but flash flooding from monsoonal thunderstorms or tropical moisture from western Mexico occurs fairly frequently in late summer and early fall in mountain and desert areas -- a few showers may occasionally reach into the avocado region.

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