

The GREENSHEET

CALIFORNIA AVOCADO INDUSTRY NEWS

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Calendar

For a listing of industry events and dates for the coming year, please visit:

<http://www.californiaavocadogrowers.com/upcoming-meetings-events/>

Wednesday, June 26, 2013, 9:30 a.m. - 10:30 a.m., CAC Crop Meeting for **Handlers and Grove Managers** to discuss the current crop estimate and to get a general feel for the fruit that has recently set for next year's marketing season.

UC Cooperative Extension Office, Conference Room, 669 County Square Drive, Ventura, CA

Thursday, June 27, 2013, 9:30 a.m. - 10:30 a.m., CAC Crop Meeting for **Handlers and Grove Managers** to discuss the current crop estimate, and to get a general feel for the fruit that has recently set for next year's marketing season.

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

Northern Field Office Grand Opening

May 29, 2013 marked the official grand opening of CAC's field office wherein local area industry stakeholders were given the opportunity to tour the facilities and chat with Commission staff and board members. The open house was followed by an official ribbon-cutting ceremony where Congresswoman Julia Brownley, representing the 26th District of California which encompasses a large portion of Ventura County, and other local officials, were in attendance. Brownley, no longer a stranger to avocado farming operations, addressed the crowd stating "We're having a symbolic ceremony here today, but this really represents a great investment into Ventura County. Agriculture and avocados are so important to our economy here in



Ventura County, and when our economy is strong, and people are consuming avocados, it's good for the entire county, and really, good for the entire State and our country." As Congresswoman Brownley stated, this office is an investment in the future of the California avocado industry throughout the state, and we hope growers will take advantage of the availability of Commission staff, right in their neighborhood, and drop by to provide the valuable feedback and input necessary to a making that future a success.

Senate Begins Immigration Reform Debate

On June 10th the Senate voted 82-15 to move forward on the Border Security, Economic Opportunity, and Immigration Modernization Act, commonly known as immigration reform. The stage is now set for a robust debate on the Senate floor on the bill and amendments. The bill is intended to secure the nation's borders, legalize undocumented residents and modernize the country's immigration system. Earlier this year the Agriculture Workforce Coalition, of which the Commission is an active member, negotiated an agreement with the United Farm Workers on the agriculture language for the bill. Of the over 300 amendments, only 2 involve the agriculture piece, providing some confidence that if the bill is passed by the Senate the ag components will remain relatively unchanged. The Commission will continue to remain engaged with Congress on this critical legislation and provide updates as necessary.

21st Century Invasive Pest Management Symposium Series: Globalization, Climate Change, and other 21st Century Challenges

By Dr. Jonathan Dixon

On Wednesday June 5, I attended the 21st Century invasive pest management symposium in Oakland. The symposium is the first in a series of workshops being conducted by CDFA examining their policies and procedures. There are five symposia planned with the first symposium as the first part of a look at Invasion Biology. The second meeting on Invasion Biology will be held in late September/early October. Other symposia planned for 2014 will cover Prevention, Exclusion, Detection and Risk Assessments, Education and Outreach, Intervention – Eradication, Control or Suppression.

There were over 100 participants from a wide range of interests, mostly representing environmental groups and county Ag commissioners. Two discussion tracks were considered by the participants: Invasion Biology Pathways and Partnerships and Conceptualizing the term "Invasive Species." These were discussed by small groups of 5 to 6 individuals and each group reported back in the plenary session. There was a large diversity of responses to the discussion tracks, which were collected for summarization at a later date. I participated in the Invasion Biology Pathways and Partnerships discussion track and emphasized the role Greenwaste and the movement of partially processed plant material could have in spreading pests and diseases, and that close collaboration with Commodity Boards was very important for funding assistance.

It was very notable that Commodity Boards, nursery representatives, pest management companies and the landscape industry had very little representation. This is interesting as they will be the most affected by the outcomes of the symposia but appear not to be expressing their points of view. Future symposia should have greater participation by under-represented groups.

It is a fact of life that the California avocado industry has to deal with new invasive pests regularly. Therefore, understanding the state systems for responses to new pests and diseases and having input on behalf of avocado growers to how the system works will be very important in the Commission's reaction to a new pest. Participating in the symposia is therefore very important for CAC to present a grower voice in the policy making process.

Tre-Hold Registration Received

CAC was informed on June 5, 2013 that the registration for Tre-Hold (NAA) Sprout Inhibitor has been completed. This means that Tre-Hold will move from a Section 18 emergency exemption, which it has been used under for the past several years, to a full product registration. There is still some paperwork on the government's end that needs to be completed and a revised product label must be developed, but these final steps should move quickly. Having a full registration for NAA removes acreage use restrictions that were part of the Section 18 emergency exemption making the product available for use by all California avocado growers should they so choose.

Production Research Request for Proposals Released

The Production Research Request for Proposals for the 2013-14 fiscal year has been released to researchers. Final proposals are due by the close of business on June 24. The RFP identifies five research priority areas that the Production Research Committee identified during its last meeting:

1. Overcoming the negative impact of salinity on yield
2. Improvement to disease and pest management
3. Increasing root health of established trees
4. Canopy management systems for improved and more consistent yields
5. Greater understanding of nutritional requirements

Although the RFP identifies these five topics as the industry's top priorities, researchers are not prohibited from submitting proposals outside of these topics. Researchers or anyone interested in submitting a proposal are encouraged to discuss their ideas with CAC Staff prior to submission. The complete RFP can be found on the CAC website at <http://www.californiaavocadogrowers.com/research-proposal-application/>. For questions or further information regarding the RFP or proposal submission process please contact Tim Spann, Research Project Manager, tspann@avocado.org.

Polyphagous Shot Hole Borer Update

Dr. Tim Paine, Professor of Entomology at UC Riverside, has been working on better understanding the biology of PSHB, developing control strategies, and determining the host range and avocado variety preferences/resistance. His lab recently completed a study looking at the effects of solarization on the beetle populations in cut logs of castor bean and box elder. They used both clear and black plastic to cover the logs and looked at beetle mortality after 2 and 4 weeks. For both wood species, clear plastic was much more effective at reducing beetle populations than black plastic. However, neither plastic completely eliminated the beetle in 4 weeks. In the coming months, this study will be repeated and they will also be looking at the combined effects of chipping and solarization.

Another aspect of Dr. Paine's work is to determine avocado varietal differences with respect to beetle attack. To date they have looked at 'Fuerte' and 'Hass' and have not found significant differences between the two cultivars. They are asking for your assistance in obtaining wood of other varieties to further their studies. If you have freshly pruned limbs from any avocado variety that you would be willing to donate the Dr. Paine's research they would like to hear from you. Please contact Dr. Michele Jones in Dr. Paine's lab at 951-827-4488 or michelej@ucr.edu, and they will arrange to pick up the wood from you.

Consumer Advertising Messages Continue to Drive Preference for California Avocados Throughout the Season

CAC's consumer advertising campaign continues to highlight the factors that lead to positive consumer perceptions of the California avocado.

In June, you will see California avocado consumer advertising in epicurean magazines like Bon Appetit, Eating Well, Food and Wine, and Sunset, as well as retailer specific publications. CAC will also utilize broadcast media to reach our target including radio throughout the core markets and TV in California starting on June 24.

Much of the creative will promote California avocados for the 4th of July. Last year the 4th of July became the number one avocado consumption event of the year. CAC will build on that success this year by encouraging consumers to add a little green to their red, white and blue celebrations.

THIS 4TH of JULY
★ ★ ★
ADD SOME GREEN

TO YOUR RED, WHITE *and* BLUE.

THIS 4TH OF JULY, kick up those old classics and put a little green in your red, white and blue with fresh California Avocados. On burgers, on dogs, on the grill, or in your favorite salad, the options are endless and the avocados are All-American. Just like the folks who grow them, American family farmers dedicated to delivering that creamy, completely handcrafted California Avocado taste to your 4th of July table. So when planning your celebrations, don't forget to bring home a true American classic ... the California Avocado. And always be sure to look for California on the label.

FOR DELICIOUS 4TH OF JULY RECIPES, VISIT CALIFORNIAAVOCADO.COM TODAY

©2013 California Avocado Commission.

Along with the media noted above, CAC will communicate with our target in places they are looking for summer holiday recipe inspiration, including display banners on epicurean websites, plus 4th of July themed online sponsorships including RachaelRay.com, FoodNetwork.com and TheDailyMeal.com.

One of the highlights this month is a sponsorship segment on the TV show “The Balancing Act” featuring chef Sara Moulton. The show airs June 18th and 25th at 7 a.m. on Lifetime[®] Television.



Sara Moulton promoting California avocados on Lifetime[®] Television’s “The Balancing Act”

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

Artisan Chef Partners Share California Avocado Recipes

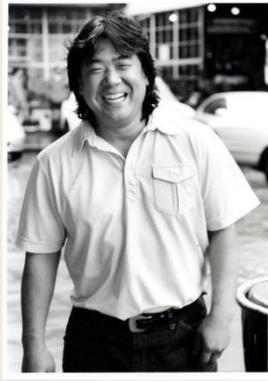
In partnership with the California Avocado Commission (CAC), chef partners Eric Tanaka and Lisa Schroeder are inspiring consumers with fresh ideas on ways to incorporate California avocados into their meals by sharing their favorite avocado-centric recipes that consumers can create in their own kitchens.

Tanaka, co-executive chef for Tom Douglas restaurants in Seattle, Wash., developed the perfect dish to warm up a cool summer menu, Grilled Chorizo Sandwiches with Shaved Fennel and California Avocado. Schroeder, the executive chef and owner of one of Portland’s most popular restaurants, Mother’s Bistro & Bar, added diced avocados to one of her restaurant staples, macaroni and cheese, resulting in a creamy and delectable recipe for California Avocado, Bacon & Cheddar Macaroni & Cheese.

Both recipes will be featured in a press release that CAC will distribute to national and regional print, online and broadcast outlets.

To further promote the peak season of California avocados and also celebrate June as California Avocado Month, other chef partners in cities throughout the country, including Atlanta, Boston, Chicago, Dallas, Los Angeles, New York, Phoenix, Sacramento, San Antonio, San Diego and San Francisco will feature California avocado-centric dishes in their respective restaurants, incorporate them into tastings at events and promote the fruit through their social media channels.

To garner coverage, targeted media relations also will be conducted to secure story placements leading up to and during promotions in markets which include a participating chef.



Chef Eric Tanaka



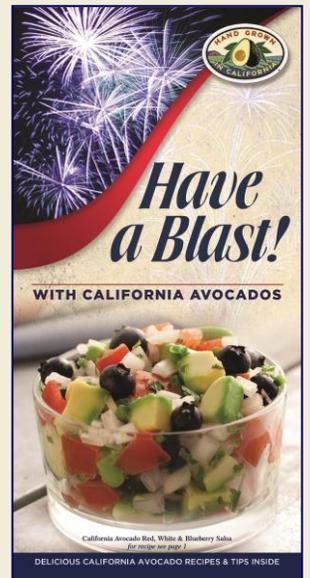
Chef Lisa Schroeder

CAC Merchandising Team Getting Retailers Geared Up for 4th of July

The California Avocado Commission merchandising team is helping retailers gear up for 4th of July promotions. CAC developed new point-of-sale material to support these programs including a new recipe booklet that encourages shoppers to use California avocados for barbecues, picnics and other summer gatherings.

CAC's *Have a Blast with California Avocados* recipe booklet for retailers features patriotic/fireworks-themed recipes such as *Cherry Tomato Bombs* and *California Avocado Red, White and Blueberry Salsa*, one of several included in the Commission's co-marketing promotion with Naturipe® Berries. The booklet also puts a new spin on some classic American summer holiday dishes by making California avocados a key part of the dish, such as *Guacamole Potato Salad*. In addition to use on retail displays, the booklet has been requested by supermarket registered dietitians for use in their programs.

Retailers are also using customized point-of-sale materials with their logo, including a poster, display card, and recipe tear pad. These merchandising aides are designed to drive California avocado brand and category awareness and sales at retail during peak California season.



Foodservice Event Updates

Approximately 200 foodservice marketing executives from more than 120 restaurant management companies gathered at the annual spring Marketing Executive Group (MEG). Held in Chicago, the conference precedes the annual National Restaurant Association (NRA) show.

As a 15-year sponsor of MEG, the California Avocado Commission takes pride in presenting intriguing dishes that could be served on chain menus. This year, attendees enjoyed *Achiote Grilled Chicken Tostada with California Avocado Black Bean Relish* and *Smoky California Avocado, Shrimp, and White Bean Gazpacho* during the afternoon break on the first day of the conference. The CAC team met with new chains and worked to solidify and reinforce relationships with long-term chain partners Black Angus, Boston Pizza Restaurants, Bread Winners, Burgerville, California Tortilla, Colonial Café, Elmer's Restaurants, Famous Dave's, Firehouse Subs, Fuzzy Taco's Taco Shop, Grill Concepts, Johnny Rockets, Lazy Dog Restaurant & Bar, Mimi's Café, Polly's Pies, RAM International, Shari's, Stanford University, Sonic Drive In's, The Cheesecake Factory, The Old Spaghetti Factory, Tony Roma's and Which Wich Superior Sandwiches.

On the first night of the NRA show more than 40 members and sponsors of the International Corporate Chef Association (ICCA) gathered for an informal reception. During the event, the CAC team connected with the culinary creative directors and product innovators of national, high volume restaurant chains from Au Bon Pain, Chili's, El Pollo Loco, HMS Host, Maggiano's and Shari's. Fresh California avocados were showcased in a variety of dishes: *Fried California Avocado Cemita Sandwich*, *Tempura Avocado with Jalapeno Lime Aioli* and *Alaskan Halibut Taco with Mango Lime Salsa & California Avocado Espuma*.



California Market Trends

To view all market trend graphs, including "Avocado Volume Summary," "Weekly Price Range" and "U.S. Avocado Supply," please visit: <http://www.californiaavocadogrowers.com/market-information/>.

California Avocado Commission			
Weekly Volume Summary (pounds)			
	Week Ending 6/9/2013	Season-to-Date (since 11/1/12)	2013 Year to Date
Hass	18,739,560	210,125,455	208,579,266
Lamb	133,753	140,393	140,393
Other (Greens)	37,962	1,889,442	1,830,501
California Total	18,911,275	212,155,290	210,550,160
Florida	596,200	14,375,420	4,770,275
Chile	0	22,731,637	6,029,213
Mexico	17,695,877	838,281,324	607,486,240
Other (Imports)	89,000	25,249,000	16,239,000
Import Total	17,784,877	886,261,961	629,754,453
USA Total	37,292,352	1,112,792,671	845,074,888
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				6/10/2013
Weekly Newslines* Avocado Prices				
	FOB price	Field price	Retail price	Last Year FOB
California Hass	(25# carton)	(per pound)	(per each)	(25# carton)
#2's	7.00-25.00	0.10-0.80		7.00-23.00
32's-36's	32.00-34.00	1.08-1.16	1.99	30.00-32.00
40's	34.00-35.00	1.16-1.20	5/4.99	33.00-34.00
48's	34.00-36.00	1.16-1.24	1.49	32.00-33.00
60's	20.00-23.00	0.60-0.72	0.79-4/5.00	23.00-25.00
70's	12.00-15.00	0.28-0.40	4/3.99	16.00-17.00
84's	10.00-11.00	0.23-0.27	2/0.99-6/3.99	13.00-14.00
Mexican Hass				
All Sizes	14.00-33.00	N/A	\$0.99	13.00-28.00
Chilean Hass				
All Sizes	N/A			
Peruvian Hass				
All Sizes	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... A warm sea surface temperature anomaly exists along 35 - 47N in the Pacific from the 165W to 135W, but the sea surface is still a little colder than normal near the southern California coast and southwestward between Baja California and Hawaii.

On the 7th and 8th we had the expected spike of hot temperatures (107-113 degrees) in the interior sections of central and northern California. This hot and dry event was followed by thunderstorms with dry lightning. High evapotranspiration was observed during the hot days in northwest California valleys.

In the Near-Term - Southern California Avocado Region, June 12-25... The current weather pattern indicates troughing and cool, coastal eddy conditions. The coolest period will be from the 15th to the 19th. During the 20th to 25th, a warm-up is expected as we return to a more seasonable and dry summer pattern.

June 26 to July 11...Southern California Avocado Region... Normal marine layer conditions are expected. At issue this season would be the occasional periods of shallow marine layer and hot conditions in the foothills and coastal hills. Monsoonal thunderstorms are not expected to develop until a well developed deep flow begins from the southern Gulf of California into southeastern California and Arizona. Such conditions are not expected to develop until after about July 11.

Seasonal Outlook/El Niño Update... (July 12 - September 30)... We are currently seeing a weak, cold *La Niña* condition (colder than normal sea surface) off the coast of Peru. About mid-summer (late July), weak *El Niño* conditions are expected to begin, and this is expected to lead to an increase in *El Niño* conditions through fall and winter months and into the spring months of 2014.

We will begin the transition to *El Niño* and warmer than normal sea surface temperatures off to the southwest and southern coast of Mexico in late August and September. This will tend to shift the focus of tropical cyclone activity to the Pacific side of Mexico with a possible later season bloom of tropical cyclones off the south coast of Mexico and southern Baja California. Such conditions will transport moisture north along the western portions of Mexico and Baja. Eventually we should see some increase in moisture with thunderstorms into California and Arizona as the monsoonal pattern increases in the mid and late summer months.

Southern California Avocado Region...(July 12 - September 30) We will transition to monsoonal southeastern flow conditions in the middle of July accompanied by thunderstorms in the mountains and deserts as is normal. In Mexico, there will be support for some tropical cyclones in early July near the south coast of Mexico. As the season develops, we should see a more typical active period of tropical cyclones off the south coast of Mexico. This will cause moisture to recurve north along western Mexico into southern California and Arizona to produce thunderstorms. In southern California, such storms may affect the avocado regions in late July, August, and in September.

As *El Niño* develops, more cutoff lows will be possible in September off Baja and southern California causing more frequent thunderstorm activity over southern California.

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