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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>

### **Managing Agricultural Nutrients: Challenges, Opportunities, and the Future**

[Click here for more information](#)

#### **October 30**

**Time:** 9:00 a.m. – 12:00 p.m.

**Location:** Doubletree Hotel, 1150 Ninth Street, Modesto, CA

### **Riverside County International Agricultural Trade Summit**

#### **November 6**

**Time:** 8:00 a.m. – 4:00 p.m.

**Location:** Coachella Valley History Museum, 82616 Miles Avenue, Indio, CA

### **Tree and Vine Seminar 2013**

#### **November 7**

**Time:** 8:00 a.m. – 2:30 p.m.

**Location:** San Marcos Community Center, 3 Civic Center Drive, San Marcos, CA, 92069

### **Reading Your Trees - Index Fresh, Inc. Grower Seminar**

[Click here for more information](#)

#### **November 12**

**Time:** 9:00 a.m. - 11:00 a.m.

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

#### **November 13**

**Time:** 9:00 a.m. - 11:00 a.m.

**Location:** Ventura, Cooperative Extension County Office/Conference Room, 669 County Square Drive, Ventura

#### **November 14**

**Time:** 9:00 a.m. - 11:00 a.m.

Location: Oxnard, The Homewood Suites, 1950 Solar Drive

## Quarantine Endorsement Pilot Program Listening Sessions

November 12, 13, 14, 15

[Please click here for time and location information](#)

## Marketing Advisory Committee Meeting

November 13

Time: 12:00 p.m. – 2:15 p.m.

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

## CAC Board Meeting

November 14

Time: TBA

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

## CAC-GAP Rebate Submissions Due November 12<sup>th</sup>, 2013

If your avocado grove was audited for compliance with established Good Agricultural Practices between November 1<sup>st</sup>, 2012 and October 31<sup>st</sup>, 2013, and you have not yet filed for the CAC-GAP Incentive Rebate you still have time. The CAC-GAP Incentive Rebate Request Form and required documentation (links below) must be RECEIVED by Tuesday, November 12<sup>th</sup>, 2013 to be eligible for payment. As a reminder, CAC will reimburse growers up to \$300 for actual costs of audits conducted by USDA, Primus, or NSF, dependent on availability of funds.

You may submit your paperwork one of the following ways:

**Email:** [gaprebate@avocado.org](mailto:gaprebate@avocado.org)

**Fax:** 949-208-3510

**Mail:**

California Avocado Commission

ATT: GAP Rebate Program

12 Mauchly, Suite L

Irvine, CA 92618

The forms may be found here: [CAC-GAP Rebate Form](#) , [CAC-GAP Rebate Guidelines](#)

## USDA Conservation Funding Deadline Approaching

Avocado growers interested in applying for Farm Bill conservation funds for fiscal year 2014 should submit applications to their local USDA Natural Resources Conservation Service (NRCS) office by November 15, 2013. While applications for the [Environmental Quality Incentives Program](#) (EQIP) are accepted year round, those received prior to November 15 will be given first consideration.

EQIP helps eligible growers plan and implement conservation practices that address a wide range of natural resource concerns and provide opportunities to improve soil, water, plant, animal, air and related resources on agricultural land and non-industrial private forestland.

Growers will need a [conservation plan](#) in order to complete an EQIP application. The plan should:

- Describe the conservation practices to be implemented

- Note the timing of the implementation
- Define the practice location
- Summarize the desired conservation benefit

Local NRCS field office staff members are available to assist growers with conservation planning and technical assistance needed to complete the EQIP application.

To be eligible for EQIP, avocado growers must have a vested interest in production agricultural or non-industrial private forestland. A list of other [program eligibility requirements is available online](#). [Detailed application instructions](#) are also available on the California NRCS site.

To find your local NRCS office, consult the online listing of NRCS offices in [Southern California counties](#). For additional information, contact Dawn Afman, District Conservationist at 805.984.2358 x 101 or email: [Dawn.Afman@ca.usda.gov](mailto:Dawn.Afman@ca.usda.gov).

## Upcoming Conference on Managing Agricultural Nutrients

On October 29 - 30, the California Department of Food and Agriculture's Fertilizer Research and Education Program (FREP) and the Western Plant Health Association (WPHA) will host a conference entitled, "[Managing Agricultural Nutrients: Challenges, Opportunities, and the Future](#)." The conference is designed for growers, crop advisers, government personnel, agricultural specialists, and supply and service consultants. California Avocado Commission staff will be in attendance.

The conference agenda will cover a wide range of statewide and regional nutrient management topics, including crop fertilization guidelines, organic fertilizer schedules, updates on FREP's research initiatives and research database, and a live demonstration of fertigation injection and irrigation equipment. Certified Crop Adviser (CCA) and Pest Control Adviser (PCA) continuing education units (CEUs) are available for both days of the conference.

[A complete agenda is available online](#). Interested parties may also [register online](#). Registration fees are \$90 per day or \$175 for both days; registration fees for current students are \$50 per day or \$90 for two days.

For more information, contact FREP staff at [frep@cdfa.ca.gov](mailto:frep@cdfa.ca.gov) or (916) 900-5022.

## Estimated 100,000 Avocado Fans Celebrate at Green Carpinteria Festival

According to a [local Santa Barbara newspaper](#), the [27<sup>th</sup> Annual California Avocado Festival](#) held in Carpinteria hosted an estimated 100,000 avocado fans. Sunny skies, warm temperatures, enthusiastic support from the community, retail discounts and a wide array of food featuring California avocados are credited for the success of the festival.

Local nonprofit organizations, artisans and musicians entertained festival participants, and local retailers offered Avocado Festival retail specials. Over 75 acts performed on four stages during the three-day festival, and a live Webcam streamed images of the festival to the Avocado Festival [website](#) throughout the event.



The California Avocado Commission also had a booth where staff and local California avocado growers answered questions regarding avocados. They also promoted avocado usage and consumption by sharing recipe and nutrition handouts.

This year, festival organizers and participants also implemented a green initiative and successfully recycled, composted or reused 100 percent of all waste materials. The festival ensured no Styrofoam was used at the festival and utilized biodiesel for all generators.

## Avocado Declared “Breakthrough Ingredient of the Year” at Foodservice Event

*Senior Chain Executives Enjoy California Avocados at Multi-Unit Food Service Operators Conference*

Foodservice trend guru Nancy Kruse declared avocado the #1 menu ingredient of the year in her “State of the Plate” presentation during the opening session of the annual Multi-Unit Food Service Operators (MUFSO) Conference, September 29 – October 1, 2013 in Dallas, TX. The California Avocado Commission (CAC) participated in the event to network with more than 450 senior level executives of multi-unit chains and to take advantage of the heightened interest in the coming year’s top menu ingredient. More information on Kruse’s presentation is available [here](#).

CAC employs a multi-pronged tactical program to reach and build awareness for fresh California avocados among decision-makers—culinary, marketing, purchasing and senior executives—who influence chain menus. At the Supplier Exchange that followed this announcement, CAC sampled fresh California avocados in a variety menu applications: *California Avocado Breakfast Burrito*, *California Avocado Confetti Cole Slaw*, *California Avocado Bahn Mi Sandwich* and *California Avocado Grecian Pizza*. The menu items demonstrated the value and benefit of fresh California avocados: versatility across menu- and day-part and global cuisines.



*MUFSO attendees sampling innovative fresh California avocado menu applications.*

## Retailer Interest in California Reed Avocados Spurs Late-Season Displays

California Heritage avocado varieties such as Reed have sparked interest with upscale retailers in the Golden State. Whole Foods recently featured California Reed avocados with large displays in some stores and generated consumer enthusiasm. Mollie Stone’s, a retailer with locations in the San Francisco Bay area, recently featured California Reed avocados in their stores as well.



Boutique Southern California retailers Bristol Farms and Gelson’s are now carrying California Reed avocados as a seasonal specialty item. CAC expects this trend to grow among retailers interested in differentiating themselves with the heritage varieties. The Commission supported the promotions providing information about California Reed avocados.

# Reed

A Summer and Early Fall Variety



The Reed avocado is a large, round fruit available in the summer and early fall months

**Description:**

- Round in shape
- Medium-sized seed
- Peels easily
- Good taste

**Size:**

- Medium to large
- Ranges from 12 to 18 oz. (36 and larger)

**Appearance:**

- Thick green skin with slight pebbling
- Flesh is buttery

**Ripe Characteristics:**

- Skin remains green
- Fruit yields to gentle pressure when ripe

**Handling Information:**

- Good shelf-life
- Stores well
- Responds to ethylene Pre-Conditioning
- Easy to peel and scoop

**Seasonality:**

- Available summer to early fall



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## California Avocado Social Media Fan Corner

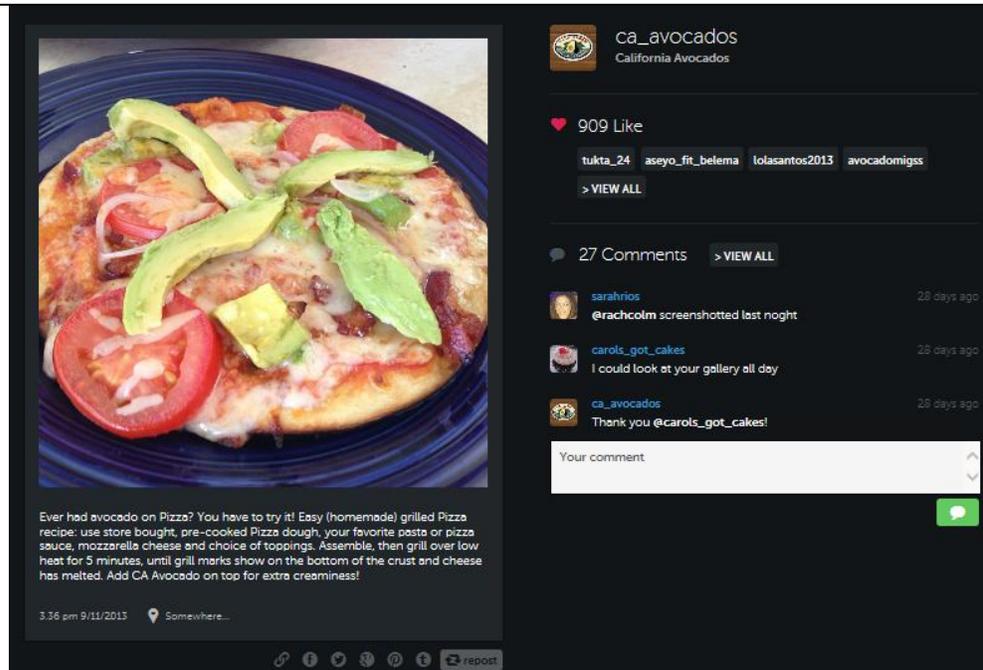
CAC continues to reach online users through its social media channels, with a prominent presence and daily updates on Facebook, Twitter, Pinterest and Instagram. See a collection of recent highlights below:

**Popular post:**

National Guacamole Day was a hit. CAC’s Facebook followers loved the 16 must-try recipes we recommended.



**Instagram sharing:**  
Our Instagram followers really liked our meal suggestion with California avocados. One fan who is in the food industry as well commented saying “I could look at your gallery all day!”



**Fan appreciation:**  
Along with helping to increase the awareness of California avocados, ongoing social media outlets create loyal and appreciative fans – as well as introduce us to new recipes to share.



**Partnership:**  
We generated a lot of interest when we partnered with the popular restaurant chain Chipotle in their Cultivate Festival. Our Twitter and Facebook feed showed fan base engagements (likes, comments and shared) increased with this event.



**Pinterest - popular pins:** Users this month were enthusiastic about re-pining our Pinterest content where avocados were in the recipe. Re-pins (sharing of our content) results in more daily audience engagement and exposure for California avocados.



Avocado, Cream Cheese, and Salsa stuffed puff pastries

39 repins 4 likes

Pinned onto Side Dishes



huevos rancheros breakfast pizza

43 repins 12 likes

Pinned onto Breakfast Time



Grilled Pineapple, Chicken & Avocado Salad.

41 repins 5 likes 1 comment

Pinned onto Salads

Jessica Poota Yummmmmmmmmmmmy

**Fan love:** Fans continually share their love for California avocados. From recipes to the superior quality of the product, to simple avocado love - consumers love to share reasons why they choose avocados from California.

- 
**AdrienneBYoung**  
 Sep 22, 8:48pm via Web  
 @CA\_Avocados I love adding avocados to my minestrone soup. Delicious!
- 
**sunshineavocado**  
 Sep 21, 10:59am via Twitter for iPhone  
 shout out to @CA\_Avocados for being great avocado enthusiasts! can't wait to try one of their recipes on my blog!
- 
**Lucky**  
 Sep 12, 10:50am via HootSuite  
 A summer sunset with a big slice of @CA\_Avocados Summer Pie is the stuff happiness is made of. luckysm.com/avos2  
 1 retweets
- 
**CandaceDoby**  
 Sep 9, 4:33pm via Twitter for iPhone  
 Avocados = my new obsession @CA\_Avocados
- 
**chefnathanlyon**  
 Sep 6, 3:24pm via Twitter for iPhone  
 @CA\_Avocados there's nothing better than California avocados!
- 
**barbie2be**  
 Sep 5, 7:39pm via Twitter for Windows Phone  
 Know what's better with @CA\_Avocados ? Everything! Enjoying my salad with tomatoes from my garden and #California\_Avocados. !!  
 2 retweets
- 
**Lucky**  
 Sep 5, 3:47pm via HootSuite  
 Kale chips with @CA\_Avocados guacamole could easily become the favorite household snack. #Dipln



**Karacakes Grace** ▸ California Avocado Commission

September 20

I love California Avocados ❤️

Have been enjoying this fruit fit for God for the last 15 years, every morning. I am 60yo but look like 40s, and I contribute the renewal of my youth to this wonderful fruit.

Stay tuned for updates – better yet, join us by following along on [Facebook](#), [Twitter](#), [Pinterest](#) or [Instagram](#).

### 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 10/27/2013	Season-to-Date (since 11/1/12)	2013 Year to Date
Hass	857,790	470,668,495	469,122,306
Lamb	10,435	17,153,848	17,153,848
Other (Greens)	8,991	3,161,280	3,102,339
<b>California Total</b>	<b>877,216</b>	<b>490,983,623</b>	<b>489,378,493</b>
Florida	1,665,895	64,081,780	54,476,635
Chile	4,203,094	37,654,112	20,951,688
Mexico	27,696,909	1,131,721,599	900,926,515
Other (Imports)	590,000	75,632,103	66,622,103
Import Total	32,490,003	1,245,007,814	988,500,306
<b>USA Total</b>	<b>35,033,114</b>	<b>1,800,073,217</b>	<b>1,532,355,434</b>
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 10/28/2013

	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	0.45-1.20		12.00-20.00
32's-36's	38.00-43.00	1.32-1.52		23.00-25.00
40's	38.00-43.00	1.32-1.52	1.99	23.00-25.00
48's	38.00-43.00	1.32-1.52	0.98-1.29	25.00-29.00
60's	34.00-36.00	1.16-1.24	4/5.00	24.00-27.00
70's	22.00-27.00	0.68-0.88	4/3.99	20.00-23.00
84's	20.00-23.00	0.68-0.81	6/2.99-4/3.49	17.00-18.00
<b>Mexican Hass</b>				
All Sizes	18.00-37.00	N/A	0.69-2/3.00	15.00-19.00
<b>Chilean Hass</b>				
All Sizes	18.00-35.00	N/A	5/6.99	17.00-25.00
<b>Peruvian Hass</b>				
All Sizes	N/A			

\*To subscribe to the Weekly Newslines, please contact California Avocado Society at (951) 225-9102 or [www.californiaavocadosociety.org](http://www.californiaavocadosociety.org).

### Weather: 30-Day Outlook For California's Coastal & Valley Areas

Synopsis... The patterns of longwaves and sea surface temperature anomalies (SSTAS) have changed to a configuration more favorable for fronts and precipitation to start moving into the Pacific Northwest and northern California. There appears to be support for rains from November 2 to 14 in northern California. Medium range guidance now suggests that a series of Pacific fronts and troughs will be moving through California during the first half of Nov. The best chance for significant rains in southern California appears to be from November 8 to 10, and 12 to 14.

**In the Near Term - Southern California Avocado Region – October 30 to November 13...** In the outlook issued on the 14th, we mentioned the possibility of rains for the last few days of October. Indeed, despite all the inconsistencies in model guidance, the pattern appeared to be transitioning to become wetter. A good rain has developed in the avocado areas with up to ½ inch in the San Diego County mountains as of noon on the 28th. Rains in southern California are suggested for November 8 in the medium range guidance. There is a chance for a Santa Ana event on 10/31 and 11/1. Otherwise, watch for frosts in the colder areas from the 4th to the 7th.

Tropical Cyclone Raymond (a weakening tropical depression as it moves through central Baja and into Sonora and Sinaloa) is still expected to produce heavy, flash flood producing rainfall from the 2nd to the 4th.

**November 14-28 - Southern California Avocado Region...** We would expect some Santa Anas from the 15th to the 20th that will alternate with light winds and freeze events in the coastal and inland valley areas. We should see a more frequent occurrence of upper lows from the 21st to the 28th. The focus of *El Niño* induced acceleration of the southern jet stream will be transitioning to be over Arizona and Texas later this winter rather than over southern California. However, early in the rainy season (November and December) southern California should be in a position to enjoy some welcome, though not significant, rains.

**Seasonal Outlook/*El Niño* Update - December 1, 2013 to February 28, 2014...** The latest ENSO trends at this point favor a trough over the central U.S. as well as in the east Pacific around 140W. This combination does not favor above normal rainfall in central and northern California. In southern California, the pattern does still support development of cutoff lows and troughs near southern California.

After some good rain events in November and December, in January, we will start a return to a drier pattern for California. It currently appears that the southern storm track will be strongest over Mexico and the southwest or southern U.S. rather than over southern

California. The drier than normal pattern in California may extend into February, interrupted at times by cutoff lows and accompanying showers.

**Southern California Avocado Region – December 1 to February 28...** There appears to be support for near or a little wetter than normal conditions in December and early to mid-January. The usual number of freeze events should be expected and will occur between rains in December and during the dry period in January.

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