

The GreenSheet

C A L I F O R N I A A V O C A D O I N D U S T R Y N E W S



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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 Fertilization for Avocados Seminar

This seminar is entirely in Spanish. [Click here](#) for more information.

September 12

Time: 9:00 am - 12:00 pm

Location: Fallbrook Public Utility District, 990 E Mission Rd, Fallbrook

CAC Retirement Plan Committee Meeting

September 18

Time: 1:00 pm – 2:30 pm

Location: CAC Northern Field Office, 705 E. Main Street, Suite A, Santa Paula, CA 93060

District Grower Meetings – Fallbrook, Ventura, San Luis Obispo

September 24

Time: 9:00 am - 11:00 am

Location: Grand Tradition Estate & Gardens 220 Grand Tradition Way, Fallbrook, CA 92028

September 25

Time: 1:00 pm - 3:00 pm

Location: Museum of Ventura County 100 East Main Street, Ventura, CA 93001

September 26

Time: 9:00 am - 11:00 am

Location: UC Cooperative Extension Office, Auditorium 2156 Sierra Way, San Luis Obispo, CA 93401

CAPCA Polyphagous Shot Hole Borer / Fusarium Dieback Workshop

[Click here for more information.](#)

September 26

Time: 9:00 a.m. - 1:00 p.m.

Location: Huntington Gardens, Ahmanson Classroom, 1151 Oxford Rd, Santa Marino, CA 91108

Commission Management Takes 2013-14 Preliminary Budget and Assessment Rate to the Field

At its August meeting, the Commission Board of Directors took up the annual task of reviewing management's recommendations on budget and assessment rate for the coming fiscal year. While an official 2013-14 budget and assessment rate are not finalized until October, preliminary recommendations are provided in August so that the Board can begin discussions about estimated crop size, revenues and expenditures. With a consensus from the Board in August, management can then take the results of those discussions to the field and obtain further input from the grower community at large.

On August 27th, subsequent to hearing Finance Committee support for management's recommendation, and following in-depth board-level discussion, the CAC Board approved a preliminary 2013-14 budget of \$16.2 million based on a crop size of 325 million pounds and an assessment rate of 2.10%. The proposed \$16.2 million budget reflects a robust marketing spend of \$10.7 million, approximately 66% of the total budget, with 7.6% dedicated to Production Research projects and 8.7% going towards Industry Affairs activities.

Have an opinion on how you want your assessment dollars spent? Then plan to attend one of the upcoming District Grower Meetings on September 24-26th when CAC management will provide an overview of the activities that took place during the 2012-13 season and what is planned for 2013-14. General information regarding meeting dates and times are listed below; please visit the [CaliforniaAvocadoGrower.com Calendar Page](#) for further details.

District Grower Meetings - Fallbrook, Ventura, San Luis Obispo

- Tuesday, September 24, 2013 - Fallbrook - 9:00 - 11:00 a.m.
- Wednesday, September 25, 2013 - Ventura - 1:00 - 3:00 p.m.
- Thursday, September 26, 2013 - San Luis Obispo - 9:00 - 11:00 a.m.

Deadline to sign-up for 2015 crop insurance is November 30, 2013

Growers who are interested in participating in the USDA Risk Management Agency's (RMA) crop insurance program for the 2015 crop year must sign up by November 30th, 2013 (information may be found at http://www.rma.usda.gov/fields/ca_rso/2013/caavocado.pdf). Although the most recent USDA RMA Fact Sheet is for the 2014 crop year, very little is expected to change for 2015. If you have any questions or would like to sign-up please contact your crop insurance agent or the USDA/Risk Management Agency by calling (530) 792-5870 or emailing: rsoca@rma.usda.gov.

Polyphagous Shot Hole Borer Professional Development Training

The California Association of Pest Control Advisors, in association with the California Avocado Commission, is holding a professional development training seminar on Thursday September 26 at the Huntington Botanical Gardens. The course is specifically designed for PCAs, but growers are also welcome to attend. Registration is \$40 and can be done online by going to <https://capcaed.com/>. California Department of Pesticide Regulation, Certified Crop Advisor, International Society of Arboriculture and Golf Course Superintendents Association of America continuing education hours are available. Early registration (by September 22) is strongly encouraged as seating is limited. [For more information, click here](#).

Utilizing the Newest Sales Resource: The Supermarket Registered Dietitian

Supermarket Registered Dietitians (SRDs) continue to be a growing force in retail communication and nutrition education for their customers. SRD's often appear on local radio and television shows. They also contribute to newsletter articles, newspaper columns, company websites, blogs, Facebook and Twitter, and host store tours and cooking classes as well as counsel shoppers with menu suggestions and shopping lists. CAC has become a trusted resource and partner to these respected resources under its SRD program. Below are highlights from this season's initiatives:

CAC partnered with Hy-Vee, a large Midwest retailer, which featured California avocados as their May produce “Pick of the Month.” Information packets created by Hy-Vee’s lead dietitian using materials provided by CAC went out to all 200+ Hy-Vee RDs with a QR Code that linked to the “Cut, Nick & Peel” video on the CAC website. The *Celebrate American Summer Holidays with California Avocados* recipe brochures and the *Wake Up to Breakfast with California Avocados* were also shipped to and used by RDs in all stores at various in-store and community events.

The brochure features a large purple apple icon at the top left with the text "Hy-Vee dietitian's pick MAY 2013". To the right is a QR code with the text "Scan this icon to learn how to cut an avocado". Below the QR code is a section titled "Did you know?" containing facts about avocados. A large image of two ripe avocados is on the right side of the brochure. The bottom of the brochure includes a disclaimer: "The information is not intended as medical advice. Please consult a medical professional for individual advice."

Did you know?

The greatest concentration of carotenoids, such as lutein, in avocados is found in the dark green layer closest to the peel?

California Avocado

- * A new way to cut: Cut, Nick and Peel - Cut in quarters, nick and peel skin from avocado to get nutrient-rich, dark green fruit under peel.
- * One-fifth of a medium avocado or 3 thin slices has 50 calories and 2 grams fiber.
- * The majority of fat is monounsaturated, a healthy fat good for heart health.
- * An avocado contains 20 vitamins, minerals and phytonutrients including vitamin K, folate, potassium and vitamin E.

Easy to Use

- * Test for ripeness: Gently squeeze in palm of hand. Ready to eat when avocado will yield to gentle pressure.
- * Mash for a spread for sandwiches, wraps or bagels.
- * Dice for salads, pasta, tacos, omelets and pizza.
- * Slice for burgers or BLT sandwiches.
- * Splash with balsamic vinegar or fresh lime juice; add black pepper and salt. Serve with whole-grain crackers.
- * Toss into fruit smoothies to add creaminess

Giant Eagle, which operates more than 200 stores in the northeast, held “Back to School” events hosted by their 21 SRDs. At each event, the SRD distributed 100 sets of CAC materials to customers, which included recipe booklets, stickers, magnets and kids activity sheets.



California avocados were also featured on various retailer social media sites as a result of the personal contact and relationship building with SRDs. A favorite of the season was Bristol Farms' "California branded" 4th of July Facebook and Twitter posts that reached more than 7,000 fans and followers of the Southern California-based retailer.

The screenshot shows two scheduled posts from Bristol Farms' Facebook page:

- Scheduled Posts**
Bristol Farms
4th of July is right around the corner! Don't forget the Avocados! Try this All American Guacamole by California Avocado Commission. Yum, yum! <http://bri.st/120j42Q>

EVERY DAY
All American Guacamole | California Avocado Commission
californiavacado.com
Every time you select California Avocados, you support the family farmers dedicated to bringing you fresh, premium fruit with outstanding taste and creamy texture. California Avocados are in season Spring through Fall. So check the label and be sure to insist on California Avocados.
Kick-start your healthy day with a nutritious diet featuring California Avocados for breakfast.
Monday, July 1, 2013 at 3:30pm GMT-7 ·
- Bristol Farms**
We're loving this super simple and delicious Avocado Bruschetta from the California Avocado Commission for the 4th! <http://bri.st/12l2jR>

Wednesday, July 3, 2013 at 3:40pm GMT-7 ·

Additionally, a television segment in Austin, MN on the ABC affiliate with its accompanying website article: [The Fruit with Healthy Fat: Avocados](#) featuring Hy-Vee SRD Jen Haugen, provided California avocado nutrition information and recipes.

The screenshot shows a news broadcast from ABC 6 News (kaaltv.com) featuring Jen Haugen. The top banner includes the station's logo, weather forecast (59°F), and radar map. The main content area features a video player showing a person mashing avocados in a bowl, with a timestamp of 00:51. The video player has a "6" in the bottom right corner. Below the video, there is a caption about the Skinny on Fat in Avocados.

ABC 6 NEWS kaaltv.com

WEATHER ▾ NEWS ▾ SPORTS ▾ ONLY ON 6 ▾ WHAT'S ON 6 ▾ ABC 6 EXTRA ▾ WEB CAMS ▾ ABC 6 INFO ▾ CONNECTIONS ▾

Posted at: 05/01/2013 11:30 AM

Print Story Email to a Friend

[Tweet](#) 0 [Recommend](#) 0 One person recommends this. Be the first of your friends.

The Fruit with Healthy Fat: Avocados

California avocado season is in full swing! With Cinco de Mayo approaching, it's a great time to highlight avocados. Your Hy-Vee registered dietitian, Jen Haugen will enlighten your viewers with the skinny on the fat in avocados, boost their confidence selecting and slicing this fruit, and share fantastic ways to enjoy it.

The Skinny on Fat in Avocados: The majority of the calories in avocados come from monounsaturated fat. Get the skinny on why this type of fat is good for you and find out how it enhances absorption of certain nutrients, including those contained in the avocado itself.

The Supermarket RD Outreach program is another way that CAC supports sales and programs at retail while simultaneously reaching consumers at point-of-purchase.

Retail Corner: Social Media Update, Albertson's Sales Contest

Social media is playing an increasingly important role in CAC's produce retailer outreach. CAC provides content for retailer social media accounts with recipes, nutritional information, usage, selecting and ripening tips, all providing their customers with information on California avocados and many retailers choose to pick up the content for sharing with their fans.

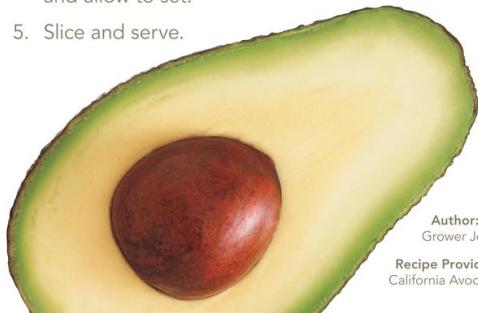
The following is an example of a Facebook post featuring our California Summer Avocado Pie which Gelson's (a Southern California-based retailer) shared for Labor Day weekend:

California summer avocado pie

serves 10

Instructions:

1. Blend avocado, lemon juice, lemon zest and sweetened condensed milk until smooth.
2. Pour mixture into prepared pie crust.
3. Top with whipped cream and sliced almonds, if desired.
4. Place pie in refrigerator for 3–4 hours and allow to set.
5. Slice and serve.



Author: California Avocado Grower John Scudder

Recipe Provided By: the California Avocado Commission

Ingredients:

- | |
|---|
| 1 ripe, Fresh California Avocado, seeded, peeled and mashed |
| ½ cup lemon juice |
| - Lemon zest to taste |
| 1 (14 oz.) can sweetened condensed milk |
| 1 (9-inch) prepared graham cracker pie crust |
| - Whipped cream, for garnish |
| - Sliced almonds, for garnish |



GELSON'S®

In other retail promotion news, Albertson's stores in Southern California and Phoenix will soon feature a California avocado "Fresh Made Guacamole Sales Contest" from September 16 – 29. Albertsons will support the contest by featuring California avocados in their ads and displays. California avocados also will be used in the Fresh Made Guacamole that is sold in their stores. If you shop at Albertson's, be sure to look for the signage, displays and in-ad branding during this period!

CAC Challenges Registered Dietitians in Recipe Contest

CAC continued the momentum of its American Summer Holidays program by partnering with a blogger group, [The Recipe ReDux](#), to create and conduct a recipe development challenge. The Recipe ReDux is the first and only recipe challenge founded by – and made up entirely of – registered dietitians whose blogs are primarily recipe-focused on healthy food preparation. Through its monthly recipe challenges, The Recipe ReDux aims to inspire healthy eating and a love for food.

[CAC sponsored The Recipe ReDux's August recipe challenge, which ran August 10 – 18.](#) Top food and nutrition bloggers from across the country were challenged to develop the perfect summer get-together dish featuring California avocados. Participants who entered the contest also included a California avocado-branded post with the recipe on their respective blogs and shared it on their social media channels.

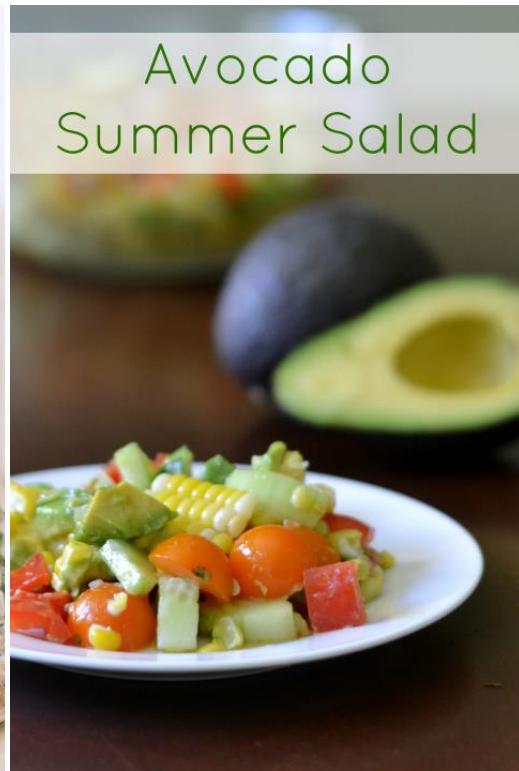
In total, 63 recipes featuring California avocados were submitted. Each was judged on taste, simplicity, dish appearance/photo quality, nutritious attributes and creativity. By working with these bloggers, 63 new recipes featuring California avocados were created and shared with the followers of the bloggers to inspire them to recreate these dishes with the fruit and drive them to purchase California avocados.

Avocado Croquettes with Avocado Cucumber Sauce



www.FreshFoodPerspectives.com

The grand-prize winning recipe was Avocado Croquettes with Avocado Cucumber Sauce, featuring California avocado in both the croquettes and in the sauce.



The two first prize winners were Grasshopper Pie Shots (left) and California Summer Salad (right)

A key benefit of the sponsorship is that CAC receives the right to use all recipes and photos created for the contest, which provides a large number of new nutrition-focused recipes that can be used in future online and social media outreach and retail programs.

California Avocado Consumer Advertising Continues into September

The consumer advertising campaign continues into September, with messaging on California avocados proximity to market and the great taste and quality consumers have come to rely on. The advertising also reminds the consumer to look for "California" on the label.

California avocado consumer advertising appears throughout the core western markets in Sunset magazine, retailer specific publications, major radio stations, billboards, online and in-grocery radio commercials.

CAC's online advertising communicates with our target consumer where they are looking for menu inspiration, including Google and through targeted advertising on top recipe websites like [EatingWell.com](#), [FoodNetwork.com](#) and [AllRecipes.com](#). The California avocado messaging also reaches consumers while they are listening to music in their web browsers or on their mobile devices through [Pandora.com](#).



Animated web banner

With this integrated campaign, CAC is reaching our target audience with a message that not all avocados are created equal while inspiring them to look for "California" on the label.



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 9/8/2013	Season-to-Date (since 11/1/12)	2013 Year to Date
Hass	10,571,335	430,158,754	428,612,565
Lamb	1,016,899	14,707,408	14,707,408
Other (Greens)	185,481	2,722,053	2,663,112
California Total	11,773,715	447,588,215	445,983,085
Florida	2,564,045	47,410,565	37,805,420
Chile	437,274	24,022,250	7,319,826
Mexico	12,159,017	981,395,155	750,600,071
Other (Imports)	1,731,190	71,041,667	62,031,667
Import Total	14,327,481	1,076,459,072	819,951,564
USA Total	28,665,241	1,571,457,852	1,303,740,069
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

9/9/2013

	FOB Price (25# carton)	Field Price (per pound)	Retail Price (per each)	Last Year FOB (25# carton)
California Hass				
#2's	14.00-35.00	0.41-1.20		10.00-20.00
32's-36's	39.00-41.00	1.36-1.44		22.00-23.00
40's	39.00-41.00	1.36-1.44	4/5.99-1.99	23.00-25.00
48's	39.00-41.00	1.36-1.44	1.49	25.00-26.00
60's	29.00-31.00	0.96-1.04	0.99	22.00-23.00
70's	25.00-27.00	0.80-0.88	4/3.99	21.00-22.00
84's	18.00-19.00	0.60-0.65	6/2.99-0.69	17.00-18.00
Mexican Hass				
All Sizes	18.00-42.00	N/A		16.00-23.00
Chilean Hass				
All Sizes	N/A			
Peruvian Hass				
All Sizes	20.00-35.00	N/A		15.00-24.00

*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... It was an active week of weather (September 2-8). Moisture from the remnants of Tropical Storms Kiko, Juliette and Lorena continued to cause hot conditions and thunderstorm activity in southern California. It was also hot in northern California, with Fortuna having a high of 87 degrees. Unusually dry conditions have persisted in northwestern and northern California.

In the Near Term - Southern California Avocado Region - September 12-26... It will be hot through the 17th with a few thunderstorms in the mountains. It will be dry and cooler from the 18th to 23rd due to persistent troughing over central California. Expect onshore flow and coastal eddy conditions on the 24th. It will be warmer again on the 25th and 26th.

September 27 to October 15 -- Southern California Avocado Region – The Overall Pattern -- We will begin a transition to upper high pressure and persistently warmer than normal or hot days with mild nights, offshore flow, and a tendency for shallow marine layer conditions. This would also support warm nights in the foothills. At this time, if cutoff lows still develop, the mountains and deserts will encounter thunderstorms from October 1 to 15.

Seasonal Outlook/*El Niño* Update... There will be a small and gradual increase in *El Niño* influence as suggested in the guidance for the fall according to the latest NOAA sea surface temperature anomaly guidance posted on the NOAA/NCEP/CPC CFS2 web site. Scripps ECPC does not expect any increase in *El Niño* until next late winter and spring.

Although we start the period with east winds at times, and hot conditions, this trend is unlikely to continue due to presence of *El Niño*. At least we can expect some cutoff low activity during the fall and early winter, recurrent high pressure off and over northern California, and dry conditions. Predictability of rain events will be a challenge due to the lack of a well developed storm track into northern California. As long as weak *El Niño* conditions are present, there will tend to be cutoff lows during this particular season. In this case, weak *El Niño* conditions will tend to support cutoff lows and a lack of consistency between the midlatitude and subtropical branches of the westerlies. This supports a lack of predictability.

Southern California Avocado Region – October 15 to January 15... In response to a slow increase in *El Niño* contribution, we should watch for a transition to more frequently occurring cutoff lows with thunderstorms. Predictability of rain events will be more difficult

this season due to the higher frequency of cutoff lows and lack of a well-defined storm track through the middle of December. This pattern does not support Atmospheric River (AR) events in southern California.

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