

California Avocado Growers' Seminar Series 2008-2009

“CREATING OUR FUTURE”

Presented by:

**California Avocado Society
California Avocado Commission
University of California Cooperative Extension**

LOCATIONS & TIMES

San Luis Obispo: 1:00 – 4:00 PM: Tuesdays

Cooperative Extension County Office/Auditorium, 2156 Sierra Way, San Luis Obispo

Ventura: 9:00 AM – 12:00 PM: Wednesdays

Cooperative Extension County Office/Conf. Room, 669 County Square Dr., Ventura

Temecula: 1:00 – 4:00 PM: Thursdays

South Coast Winery Resort – 34843 Rancho California Road, Temecula

DATES AND TOPICS*

December 9 (Tuesday): San Luis Obispo (1 - 4 PM)

December 10 (Wednesday): Ventura (9AM – 12:00PM)

December 11 (Thursday): Temecula (1 - 4PM)

Production Research - Building for the Future

Dr. Guy Witney, supported by Production Research members, will give insight into CAC's production research program: how it is structured and funded, and the rigorous process through which research proposals are subjected each year. They will provide a synopsis of the current slate of funded research projects and what the anticipated results will mean to YOU, the grower. Q & A session to follow.

Growers will have the opportunity to complete a questionnaire on their research needs for the future.

February 10 (Tuesday): San Luis Obispo (1 - 4 PM)

February 11 (Wednesday): Ventura (9 AM -12:00 PM)

February 12 (Thursday): Temecula (1 - 4 PM)

Dothiorella Canker Update

Dr. Akif Eskalen, UCR Department of Plant Pathology, will present an update on his research of Dothiorella Canker that is now prevalent in the southern growing areas.

Harvesting Strategies and Market Conditions - Packer Panel Discussions

A panel of packing house representatives from Calavo, Del Rey, Giumarra, Index Fresh, Mission and West Pak, will discuss how every grower can read and understand market conditions in order to make smart and profitable harvesting decisions. There will also be a significant question and answer session to discuss harvesting strategies, consignments vs. 10-days out, organics vs. conventional growing, food safety mandates, and other general packing house insights that growers need to know in order to stay ahead of the curve.

Q & A Session to follow.

Jan DeLyser, CAC Vice President Marketing, will be present to answer questions on the CAC 2009 marketing program and perspective for 2010.

April 14 (Tuesday): San Luis Obispo (1 - 4 PM)

April 15 (Wednesday): Ventura (9 AM -12:00 PM)

April 16 (Thursday): Temecula (1 - 4 PM)

BUGS! Pest Research Updates & Panel Discussions with Researchers and Entomologists

Drs. Joe Morse and Mark Hoddle, UCR Entomology Department, will provide research updates on avocado pests in California as well as potential avocado pests. The presentations will be followed by Q&A. A panel comprised of Drs. Morse and Hoddle, and local PCA's will answer questions presented.

Tools For Thrips Control - What is New and What is Changing in Pest Control Products

Dr. Guy Witney, CAC Industry Affairs, will discuss new products available and what we can expect from them. Big-picture issues including abamectin's future and pest resistant management will also be discussed. Dr. Witney and Representatives from DOW AgriScience will present information about the newest product, *Delegate*, for treating Avocado Thrips.

A combined panel of the researchers and local entomologists will field a Q & A session.

June 9 (Tuesday): San Luis Obispo (1 - 4 PM)

June 10 (Wednesday): Ventura (9 AM -12:00 PM)

June 11 (Thursday): Temecula (1 - 4 PM)

Soil & Cutting Edge Technologies - Dr. David Crowley, UCR Department of Environmental Sciences, will discuss the management of avocado in relation to soil chemical and physical properties. Particular attention will be given to management of soil salinity, its effect on avocado growth and yields, and the selection of different root stocks for salinity tolerance.

Rootstock Research Update - Dr. Greg Douhan, UCR Department of Plant Pathology, will present a progress update on his rootstock research, "Screening & Evaluation of New Rootstocks with Resistance to Phytophthora cinnamomi." Q & A session will follow.

Mary Bianchi, Ben Faber and Dr. Gary Bender will share their knowledge about irrigation 'gadgets.'

August 11 (Tuesday): San Luis Obispo (1 - 4 PM)

August 12 (Wednesday): Ventura (9 AM -12:00 PM)

August 13 (Thursday): Temecula (1 - 4 PM)

Plant Growth Regulators (PGRs) – Dr. Carol Lovatt, UCR Department of Botany & Plant Sciences, will update growers with the latest information on PGR's to increase yield and size.

Naphthaleneacetic Acid (NAA) for Increased Productivity in the Near Future

Dr. Mary Lu Arpaia, UCR, Department of Botany and Plant Sciences, will provide the latest research information conducted on the use of NAA to control vegetative vigor in avocado trees. Dr. Arpaia will speak on NAA research and field trials since the beginning of the tree-structuring and growth-control project.

Dave Holden of Holden Research & Consulting will present his CAC work on NAA and vegetative re-growth at the Ventura seminar; Farm Advisors Mary Bianchi and Ben Faber will present in SLO; and Gary Bender in Temecula, to discuss the establishment of demonstration plots across the industry. NAA will be used on every tree in every grove, every year, within a few seasons of its avocado label release. Q & A session to follow.

*PCA Credits will be applied for the February, April, June and August seminars.

*Since these jointly presented seminars replace the previous one-day CAC Research Symposiums, the topics reflect the researchers' reports on progress from the prior year (in this case, the 07-08 funded research) as well as current updates if available. Research Poster Boards will be present at the venues so growers and researchers can interact on topics of the day.