

USDA DESIGNATES 21 COUNTIES IN CALIFORNIA AS DISASTER AREAS

On September, 22 the U.S. Department of Agriculture (USDA) designated 21 counties in California as primary natural disaster areas because of losses caused by drought that occurred from January 1 and continuing.

Of the designated 21 counties, the following six avocado producing counties were designated as natural disaster areas on September 17, and are eligible for low interest emergency (EM) loans from USDA's Farm Service Agency (FSA), provided eligibility requirements are met:

- Orange
- Riverside
- San Diego
- San Luis Obispo
- Santa Barbara
- Ventura

Farmers in eligible counties have eight months from the date of the declaration to apply for loans to help cover part of their actual losses. Eligibility requirements are based on FSA's own merits, taking into account the extent of the losses, security available and repayment ability.

Interested farmers may contact their local USDA Service Centers for further information on eligibility requirements and application procedures for these and other programs. Additional information is also available online at: <http://disaster.fsa.usda.gov>.

CAC MEETS WITH RMA TO DISCUSS NEW CROP INSURANCE PRODUCTS

On September 21, two U.S. Department of Agriculture-Risk Management Agency (USDA-RMA) officials met with CAC President Tom Bellamore at Commission headquarters. Mary Alonzo, Director, Actuarial and Product Design Division and Matt Kamphoefner, Specialty Crops Coordinator flew in from Kansas City, Missouri to discuss the Avocado Pilot Program. The Avocado Pilot Program was recently changed to an Actual Production History (APH) program, to be more responsive to the needs of California Avocado growers. Also discussed was the new Quarantine Endorsement, which must be purchased at the same time as the underlying policy. RMA is hopeful that California avocado grower participation in the new APH program will be much greater than it was under the old Revenue program, which was fraught with issues. The APH program and Quarantine

Endorsement will be the focus of the CAC/CAS/UCCE seminars scheduled for early November across the growing region. Sign up for the new program must take place before November 21, 2009 when the new insurance period begins.

Fires

If you've experienced losses, it is recommended that you contact the Farm Service Agency office and register with them. This will be helpful in the event that federal grants become available. Growers who suffered fire damage and have crop insurance are advised to contact their agent immediately and have an adjustor sign off on the losses before doing any work to clean up the damage. Phone numbers for northern fire area growers: Ventura County Farm Bureau (805) 289-0155 and Santa Barbara County Farm Service Agency (805) 928-9269. Growers in southern fire areas should call the San Diego County Farm Bureau (760) 745-3023.

MEDFLY UPDATE

USDA and CDFA regulatory officials held a meeting on September 24, 2009 at the San Diego County Farm Bureau to provide an update on the Medfly quarantine in Escondido. Below are summary points from the meeting. For more complete information, see the contact information at the bottom of this release.

The quarantine has been triggered by the detection of a single, mated female Mediterranean fruit fly caught in an early detection trap. A larval survey has been completed and no larvae were found. Daily trapping thus far has produced no additional flies. Sterile insect releases over a 9 square mile area covering the quarantine zone will occur until December 1, 2009.

The quarantine zone is being established now by administrative procedure and a map will be posted on the CDFA website, www.cdfa.ca.gov, or County website www.sdcounty.ca.gov/awm, as soon as it becomes available. It will roughly take in a 4.5 square mile area around the central detection site.

All avocado varieties are considered to be Medfly hosts, so Hass avocados will be regulated (they will not be exempt from bait treatment requirements as when there is a Mexican fruit fly quarantine).

The duration of the quarantine period will be 3 fly lifecycles. If no further flies are found and temperatures remain close to historical averages, the quarantine could end in early May 2010.

Growers wishing to harvest their fruit before the end of the quarantine period will have to apply pre-harvest treatments according to a schedule prescribed by USDA/CDFA. Approved materials, pesticide rates, and re-entry and preharvest interval schedules are available from USDA/CDFA. Spinosad GF 120 NF, Naturalyte has been approved for use by organic growers. Regulators have also developed a harvest schedule (which will be updated and posted on the CDFA web site every several weeks) to guide growers on start and end dates for pesticide applications. Be sure to consult these tables well in advance of your planned harvest.

Growers will need an operator identification number and site identification number to purchase and apply approved pesticide-bait treatments.

USDA/CDFA representatives must be present when every pesticide-bait treatment is mixed and applied. Representatives will be available six days per week (Monday through Saturday). Application must be in accordance with a prescribed protocol. Rain in excess of ½ inch within 24 hours of an applied treatment may be cause for re-treatment—check with USDA/CDFA if this occurs.

Growers, harvesters, haulers and packinghouses that handle fruit from the quarantine zone must have compliance agreements with USDA/CDFA. Permits must be issued for every load of fruit that originates within the quarantine zone and is transported elsewhere. Growers who expect to “wait out” the quarantine without applying bait treatments are not required to have a compliance agreement.

A USDA/CDFA Medfly Project satellite office has been set up at 1520 Linda Vista Drive, San Marcos, CA 92078. The Project phone number is 760-510-4703. The fax number is 760-510-4704. Contact them for the required forms or go to the websites listed above for additional information and updates

ORGANIC GROWERS DEADLINE FOR HAB CERTIFICATE FOR EXEMPTION

The deadline for Organic growers to apply for the Hass Avocado Board (HAB) assessment exemption is October 31, 2009. Applications are online at: http://www.avohq.com/i_organicexemption_instructions.php

FOOD REGISTRY REQUIREMENTS ESTABLISHED

The FDA has established its Reportable Food Registry requirements for FDA registered food facilities. Those facilities will have 24 hours to advise FDA through an electronic portal if they find a reasonable probability that an article of food will cause severe health problems or death to a person or an animal. The requirements are in effect now but FDA has indicated that it will use its enforcement discretion through December 8, 2009 where “FDA determines that a responsible party has made a reasonable effort to comply with the requirements of section 417 of the FD&C Act and has otherwise acted to protect public health.”

View a copy of the FDA guidance (in Q & A format) by clicking this link:
<http://www.fda.gov/Food/FoodSafety/FoodSafetyPrograms/RFR/ucm180889.htm>

UPCOMING CONFERENCE: FRESH APPROACHES TO FERTILIZING TECHNIQUES

The California Department of Food and Agriculture’s (CDFA) Fertilizer Research and Education Program (FREP) and the Western Plant Health Association (WPHA) are teaming up to present a full, two-day conference on fertilizing techniques.

A JOINT EVENT!

17th Annual Fertilizer Research and Education Program Conference &
Western Plant Health Association Central Valley Regional Nutrient Seminar



fresh
**approaches to
fertilizing techniques**

2009

November 17-18, 2009
Visalia Convention Center
Visalia, California



[Click here to view the flyer](#)

(Note: Adobe PDF Reader required)

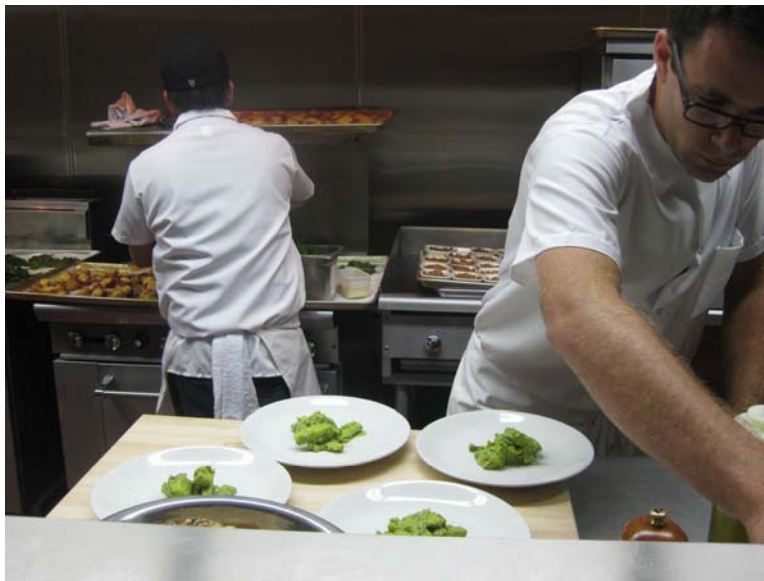
According to the [CDFA's flyer](#) and [Fresh Approaches to Fertilizing Techniques' convention Web site](#), attendance offers the opportunity to see presenters from academia, industry and agricultural consulting addressing pioneering research, practical implementation and regulations (through the following themes: Nitrogen management, Water management, Tools in plant nutrient management and Agriculture laboratories).

The event is on November 17-18 at the Visalia Convention Center in Visalia. Early registration deadline is October 26 and costs \$75 per day or \$135 for both days – during this time students can register for \$10 per day. Late registration (postmarked after October 26 or on site) is \$95 per day or \$170 for both days – during this time, students can register for \$20 per day.

For more information, go to [CDFA's Fresh Approaches to Fertilizing Techniques convention Web site](#) at: <http://www.cdfa.ca.gov/is/fflders/frep.html> or call (916) 445-0444.

“TOP CHEF” WINNER FEATURES CALIFORNIA AVOCADOS AT RESTAURANT EVENT

In late August, chef Ilan Hall, season two winner of Bravo's hit reality show “Top Chef,” opened his first restaurant, The Gorbals, in the historic Alexandria Hotel in downtown Los Angeles. Hall invited media and key influencers to a preview party, where they had the opportunity to get a sneak peek at the space and sample some of the dishes that are featured on the menu.



Chef Hall, right, prepares an avocado-cucumber salad made with Fresh California Avocados



One of the five dishes sampled was an avocado-cucumber salad made with Fresh California Avocados, which were provided by the California Avocado Commission (CAC).



CAC was acknowledged for its donation of fruit through signage displayed near the kitchen which was heavily populated with guests watching the chef in action. CAC team members attended the event and spoke with guests, including many who praised the avocado dish and professed their love for California Avocados.

NEW LA HABRA HISTORICAL MUSEUM TO HIGHLIGHT HASS AVOCADO TREE

The La Habra Historical Museum will have a free reception on October 17th from 2:00 to 5:00 p.m. to highlight the city's agricultural history.

According to the [La Habra Historical Museum blog](#), the permanent exhibit was founded and will be operated by the La Habra Old Settlers Historical Society. It will serve as a forum for gathering, preserving and interpreting significant historical artifacts including art, photos, charts, maps and books for the purpose of educating and developing an appreciation of La Habra's past. This celebrated past includes postman Rudolph Hass of La Habra Heights, who discovered the Hass variety and patented it in 1935.

For more information, visit the La Habra Historical Museum blog at:

<http://www.lahabrahistoricalmuseum.blogspot.com/>.

CALIFORNIA AVOCADOS INCLUDED IN SEPTEMBER EATING WELL ISSUE

CAC's logo and a mention of California Avocados were featured in a promotional piece that ran in the September Eating Well magazine.

The piece focused on healthy recipes, touted tips on portion size, staying healthy by substituting healthier alternatives, eating more fruits and vegetables and making balanced choices.

California Avocado coverage included a short description about an event where children learned about the nutritional benefits of avocados, and the **Hand Grown in California** logo was featured in the participating supporters section.

Kids in the Kitchen Cooking Up Healthy Recipes... and Changing Lives

The Association of Junior Leagues International educational nutrition initiative "Kids in the Kitchen" is helping to make healthy eating a way of life.

MAKING A DIFFERENCE

This year Kids in the Kitchen proudly joined the Association of Junior Leagues International in their quest to empower today's youth to make nutritional choices that will lead to a healthy lifestyle.

With a mission to provide the information and inspiration to make healthy eating a way of life, Kids in the Kitchen offers a strength and resources to support this important endeavor. To discover more delicious kid-friendly recipes, tips, guidelines and suggestions for healthy meal and party planning visit www.kidsthekitchen.org. You can also watch a video of young chefs in action, as they learn how to create healthy and delicious snacks!

RECIPES

***** SUPERSTAR PUMPKIN BARS *****

These sweet and spicy bars are an easy "use food" recipe to make with your little supporters. They're adaptable to whatever kind of fruit and nut you may have on hand as by adding crystallized ginger to the mix for a warming tarting treat. Dried and almonds, chopped walnuts and softener seeds will add some crunch too. Enjoy in a great lunch treat or top with fat-free ice cream sauce frozen yogurt for a delicious dessert!

BAKE:

- 1 cup all purpose flour (can substitute Spelt Flour)
- 1 cup sugar (can substitute Sucralose)
- 1/2 teaspoon cinnamon, ground
- 1 teaspoon baking powder
- 1 teaspoon baking soda
- 1/2 teaspoon sea salt
- 1/2 teaspoon nutmeg, ground
- 1 teaspoon cloves, ground
- 1 teaspoon vanilla extract
- 1/2 teaspoon pumpkin, canned
- 1 large Organic Valley Grade A, Cheese & Brown Egg
- 1 egg yolk
- 1 egg white

FRUITING:

- 3 ounces Organic Valley Handshaken Cheese, crumbled
- 1 cup Organic Valley Salted Butter
- 1 teaspoon vanilla extract

INSTRUCTIONS:

- Preheat the oven to 350°F.
- Grease 10 1/2 x 10 1/2 inch baking sheet.

BAKE:

- Stir all dry ingredients in large bowl to blend. Add vanilla extract, pumpkin, eggs and yolk and mix well. Add nutmeg, salt, sea salt, and sea salt.
- Add chopped nuts and/or in your crystallized ginger if desired. Spread batter in greased pan. Bake 20-25 minutes or until butter hardened into the center. Sprinkle with cheese. Remove from oven and allow to cool in a rack.

FRUITING:

These bars are so yummy, you really don't need frosting to enhance them. But if you want...

- Use Organic Valley Handshaken Cheese, crumbled
- Use Organic Valley Salted Butter
- Use Organic Valley Handshaken Vanilla Ice Cream
- Use Organic Valley Handshaken Soft Ice Cream
- Use Organic Valley Handshaken Soft Ice Cream
- Use Organic Valley Handshaken Soft Ice Cream

PREPARATION:

1. Preheat the oven to 350°F.

2. Grease 10 1/2 x 10 1/2 inch baking sheet.

3. Stir all dry ingredients in large bowl to blend. Add vanilla extract, pumpkin, eggs and yolk and mix well. Add nutmeg, salt, sea salt, and sea salt.

4. Add chopped nuts and/or in your crystallized ginger if desired. Spread batter in greased pan. Bake 20-25 minutes or until butter hardened into the center. Sprinkle with cheese. Remove from oven and allow to cool in a rack.

5. To ensure that children are getting plenty of calcium, add low fat cheese to meals and snacks to make most diets balanced with good calcium intake to some extent and fat-free cheese for healthy snacks.

6. Teach children what a reasonable portion size is. For example, a serving of fat-free ice cream is an ice cream cone and a portion of meat should be about the size of a deck of cards.

7. Working alongside kids in the kitchen, means, tips and activities to help them learn to cook and eat healthy. For more information on everything from healthy to healthy, visit www.kidsthekitchen.org.

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The above promotional piece, developed by The Association of Junior Leagues International educational nutrition initiative "Kids in the Kitchen" to help make health eating a way of life, is available for [full-size viewing here](#) (Note: Adobe PDF Reader required)

MEETINGS

CAC Board Meeting – Thursday, October 15 at 9:00 a.m. 38 Discovery, Suite 150 Irvine, CA

DISTRICT 2 GROWER MEETING

Monday, October 5th at 7:00 p.m. / Pala Mesa 2001 Old Highway 395 Fallbrook, CA. For further information: Ken Roth at (760) 751-8658

DISTRICT 4 GROWER MEETING

Wednesday, October 7th at 9:00 a.m. / UC Cooperative Extension 669 County Square Dr. #100 Ventura, CA. For further information: Don Reeder lemonpickr@aol.com or (805) 643-3232

DISTRICT 5 GROWER MEETING

Thursday, October 8th at 1:30 p.m. / SLO Farm Bureau, 651 Tank Farm Rd. San Luis Obispo, CA. For further information: Rick Shade rshade@avocado.org (805) 684-9707 or Bradley Miles Coletero@att.net.

GROWER SEMINARS:

Tuesday, November 3rd at 1:00 p.m. - 3:00 p.m.

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

Wednesday, November 4th at 9:00 a.m. - 11:00 a.m.

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

Thursday, November 5th at 1:00 p.m. - 3:00 p.m.

South Coast Winery Resort / 34843 Rancho California Rd., Temecula

TOPIC:

Crop Insurance & Pilot Program – Dick Mansfield, Risk Management Agency, USDA will address crop insurance, the new program and enrollment requirements. Speakers from USDA Farm Service Agency will present information on SURE. Q & A session to follow.

Future Seminars will be:

February 9, 10, 11 Good Agricultural Practices (GAP)

April 6, 7, 8 Updates on Pests and Pesticides

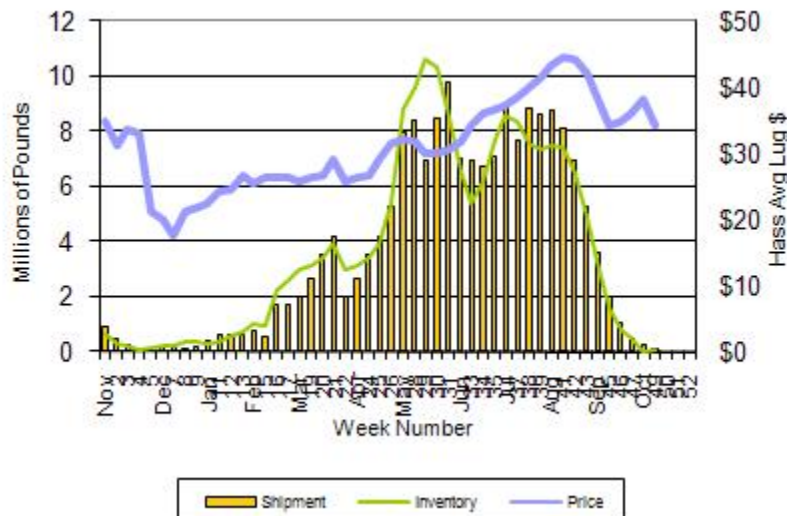
June 8, 9, 10 Soil Management-Fertilizers

August 10, 11, 12 The Costs of Conventional and Organic Farming

CAS ANNUAL MEETING

The California Avocado Society (CAS) is having its Annual Meeting on October 16 & 17 at the Four Points Sheraton Hotel in Ventura. For additional information, contact Trish Shade trishshadecas@yahoo.com or (805) 684-2804.

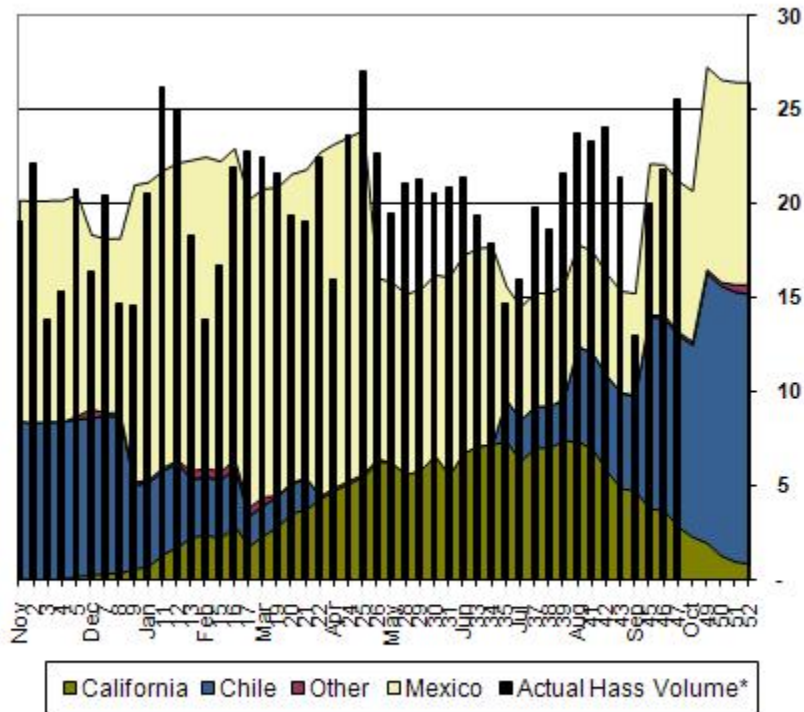
CALIFORNIA MARKET TREND



CALIFORNIA VOLUME INTO U.S. MARKET

Avocado Volume Summary				
	This Week	Last Week	Season-to-Date	Est %
	9/27/2009	9/20/2009	(Since 11/1/08)	Complete*
				(thru Oct '09)
Hass	58,900	225,825	151,359,250	84%
Lamb-Hass	1,041	21,345	13,552,510	136%
Greens	131	35,550	3,736,511	83%
CA Total	60,072	282,720	168,648,271	86%
Chile	10,141,156	10,636,324	160,834,167	75%
Mexico	15,335,512	10,961,849	614,832,435	100%
Other	75,425	31,425	3,406,975	28%
Florida	-	2,553,870	42,417,642	80%
USA Total	25,612,165	24,466,188	990,139,490	91%

*Percentage complete are estimates based on current projections.



*Chile and Mexico figures represent arrivals into US Market. All other figures reflect AMRIC shipment volume.

30 DAY WEATHER OUTLOOK

By Fox Weather

The trough will move east on Wednesday September 30th, followed by a moderate to locally strong Santa Ana on October 1st and a strong dry northeast wind event for northern California. A front will move southeast into northern California on October 2nd with a few light showers along northwest California coast and the central coast, but with the greatest amounts occurring in the west slopes of the Sierra Nevada. A cold low will deepen over central and southern California on October 3-4th, inducing significant rains in Baja California, left over from tropical moisture off the Baja coast. The current pattern, as indicated in the latest forecast run today still supports some significant rainfall for southern California during October 3-4th. Thereafter, the trough will linger over or near southern California until the 11th or 12th. Periods of partly cloudy skies with some thunderstorms will be possible, especially in the mountains, while northern California stays mostly dry with a long period of offshore flow conditions. Some frosts will be possible in northwest California on the 30th and 1st, and again about 5-6th.

October 12-October 28: the main center for development of troughs and lows continues to orient NE-SW from the Washington coast southwest to about 135W. El Niño is currently weak, but this is still normally the 'off-season' for El Niño, so even weak positive anomalies can be significant. The midlatitude north pacific shows a well developed pattern that supports a trough west of the northern California and central coasts, with support for a strong west-southwest fetch into the coast of northern California and Oregon. This supports development of troughs closer to the coast as we progress into the fall season. After the current period of troughing on October 3-10th, the next period would be the first week of November while ridging would tend to persist during 15-25th. El Niño is exerting an influence on the longwave pattern to produce some troughing into central and southern California, but is too weak at this time to provide any more than weak support