

EQIP 2009 APPLICATIONS FOR FARM BILL COST-SHARE PROGRAMS EXTENDED THROUGH MAY 22, 2009

USDA's Natural Resources Conservation Service (NRCS) has announced that the deadline for Environmental Quality Incentives Program (EQIP) applications has been extended through May 22, 2009. Applications will be accepted at NRCS Field Offices (see <http://offices.sc.egov.usda.gov/locator/app?state=ca> for locations).

EQIP is a voluntary program that provides financial assistance to farmers who face threats to soil, water, air, and related natural resources on their land. Priority is given to water conservation or irrigation efficiency applications that will reduce water use and applications that improve conservation practices or systems already in place. Contact your local NRCS about cost-share programs that relate to tree pruning, irrigation management, and other drought-related activities.

Applicants must meet certain program eligibility requirements set forth in Conservation Program Application NRCS-CPA-1200, which can be found at:

ftp://ftp-fc.sc.egov.usda.gov/CA/programs/EQIP/2009/Blank_EQIP_CCC1200.pdf.

For additional information, contact your local NRCS office or go to:

<http://www.nrcs.usda.gov/programs/eqip/>.

THE HEAT DIDN'T KEEP VISITORS AWAY FROM THE 23RD ANNUAL FALLBROOK AVOCADO FESTIVAL

On Sunday, April 19th, the California Avocado Commission along with Board Commissioners Ken Roth and Gary Woodworth educated visitors about California Avocados while providing take-away items such as recipes, avocado scoopers, refrigerator magnets and other avocado related information. According to the Fallbrook Chamber of Commerce there were approximately 70,000 visitors in attendance.

Wal*Mart was a new sponsor this year with a booth that offered a beautiful display of California Avocados which they proudly display in their stores, hoping to encourage consumers to buy locally grown fruit.

Despite the hot weather, the crowd proved there is growing excitement over California Avocados! It was another successful day celebrating the San Diego area's green gold.



METROPOLITAN VOTES TO INCREASE RATES, SPEED UP IMPLEMENTATION

On April 14, 2009, after months of intensive discussion, the Board of Directors of the Metropolitan Water District (Metropolitan) voted to increase overall water rates and charges by an average of 19.7%. The Board action also included a one-time move to expedite the implementation of some elements of the rate schedule to September 1, 2009, rather than the normal implementation date on the first day of each calendar year.

Expediting the increases allows Metropolitan to lessen the rate of increase by extending the period of time over which the new, higher rates are collected. By comparison, the Board also considered an increase by an average of 33% effective January 1, the day upon which rate increases have customarily taken effect since 1996. Both proposals were based on the same FY 2009/10 budget.

Effective September 1, 2009, untreated and treated Tier 1 rates will increase to \$484/AF and \$701/AF respectively. As shown below, these amounts represent a 17% increase in the untreated Tier 1 rate and a 21% increase in the treated Tier 1 rate. A key factor in the increase in treated water rates was the large increase in the Treatment Surcharge, driven primarily by increasing chemical and power costs associated with water treatment.

The differential between IAWP and Tier 1 rates remains the same through 2010 - \$90 for untreated and \$114 for treated. These differentials will decrease to \$68 for untreated and \$86 for treated for 2011.

	Jan. 1, 2009	Sept.1, 2009	% Increase
<i>Full Service, Untreated Volumetric Cost (\$/AF)</i>			
Tier 1	\$412	\$484	17%
Tier 2	\$528	\$594*	13%
<i>Untreated IAWP (\$/AF)</i>	\$322	\$394	22%
<i>Treatment Surcharge</i>	\$167	\$217	30%
<i>Full Service, Treated Volumetric Cost (\$/AF) **</i>			
Tier 1	\$579	\$701	21%
Tier 2	\$695	\$811*	17%
<i>Treated IAWP (\$/AF) **</i>	\$465	\$587	26%

* Effective January 1, 2010

** Includes Treatment Surcharge

Note - the same dollar increase on a smaller rate results in a larger percentage increase.

Included in the Tier 1 and IAWP rates is a new Delta Supply Surcharge of \$69/AF. The Delta Supply Surcharge is designed to recover the additional supply, personnel and consulting costs that Metropolitan faces as a result of the pumping restrictions (such as purchases from the State Drought Water Bank, additional purchases from Palo Verde Irrigation District (PVID), Yuma Desalter, etc), plus the lost value in supplies available from the SWP. The Delta Surcharge would remain in effect until a long-term solution for the Delta was achieved. It is expected that the surcharge would be phased out as interim Delta improvements ease pumping restrictions.

Metropolitan is also evaluating opportunities to increase revenues from fixed charges to take some of the pressure off water rates and help mitigate the impacts of lower sales in the future. Full evaluation of Metropolitan's ability to increase property taxes to fund a greater portion of the SWP fixed costs is underway. It is anticipated that this review would be completed by December 2009, in order to be incorporated into the rates and charges to be effective on January 1, 2011.

According to Metropolitan, it is facing one of the most challenging time periods in its history. The well publicized water supply challenges and the current economic downturn, combined with the fact that Metropolitan has not collected sufficient revenues to cover its costs in three of the past four years, will necessitate Metropolitan raising rates approximately 40 percent cumulatively over the next two years.

FIRST FLIGHT OF RADIO ADS COORDINATED WITH CALIFORNIA FRUIT

To officially kick off this year's California Avocado season, key retail accounts in the Northwest and Southwest will carry California Avocados during CAC's first flight of radio set to run during the days leading up to and after Cinco de Mayo.

Albertsons, Fred Meyer, Safeway, Thriftway, Nugget Markets, Raley's, Bel Air Markets, Nob Hill, Save Mart, Andronico's, Food Maxx, Lucky, Mollie Stone's, PW Markets, QFC, Top Food, Pavilions, Vons, Ralphs, Gelson's and Fry's have made the switch to California Avocados in CAC's target markets.

Advertising activity will be brisk with numerous Cinco de Mayo promotions. The California Grower Campaign featuring the *Hand Grown in California* messaging will be featured in CAC's advertised markets into September.

CAC's integrated programs in addition to radio include consumer public relations, retail and foodservice promotions. Look for more information on CAC's marketing programs in future issues of the Greensheet, or for a schedule of upcoming promotions view the CAC Promo Planner [here](#) (Adobe Reader required).

CAC CINCO DE MAYO WEB SITE GOES LIVE

The site features recipes and party tips for CA Avocados. All of CAC's marketing programs will promote it leading up to 5/5. <http://cincodemayo.avocado.org>

WEB SITE UPDATE: FOUR NEW GROWER PROFILES ADDED

CaliforniaAvocado.com continues to build out the grower profiles, with four new profiles featuring stories, photos and videos recently posted.

CALIFORNIA AVOCADOS FEATURED IN RETAILER PUBLICATIONS

CAC has secured featured coverage with recipes and photos in several key Western region retailer publications to run during peak California Avocado season. Look for publications from the following Retailers during the season:

Raleys – *Something Extra* (April/May/June): This full-page, color article shines a spotlight on the versatility of California Avocados as the featured product in its “1 Thing/4 Ways” section with the headline: “Say Ahh...Avocados, that is. Rich, creamy and nutty – there’s nothing like a California Avocado.” Four delicious recipes developed by Raleys specifically call for “California Avocado” in the ingredient list.

Bristol Farms – *Something Extra* magazine (Summer): Telling the growers’ story, this article encourages the reader to, as the title says, “Consider the Source. California Avocados are hand grown by family farmers like Richard Pidduck.” The one-page feature profiles Ventura grower Richard Pidduck and clearly communicates CAC’s “hand grown” message. Peak season availability and avocado nutrition information are also communicated and CAC’s “Spread and Dip Nutritional Comparison” chart is featured as well. The article encourages readers to visit the California Avocado Commission Web site to read more grower profiles, and to get more information and recipes about fresh, *Hand Grown in California Avocados*.

Whole Foods – *Whole Foods Magazine* (May/June): Published by AIM media, publisher of Vegetarian Times, Whole Foods Magazine is editing an article that appeared last September in Vegetarian Times about avocados. Avocados take the spotlight in the “Flavors of the Season” section of Whole Foods Magazine with updates specific to the California Avocado message, including alerting readers to “be on the lookout” for California Avocados – mentioning that April through September is peak season. The two recipes featured in the article, Avocado Fennel and Citrus Salad and Glazed Chocolate-Avocado Cupcakes specify California Avocados in the ingredients listed. The original article also quoted Carol Steed; that quote will additionally appear in the edited article in Whole Foods Magazine.

Kroger – *Optimum Health* (July/August): Also published by AIM media, the magazine will feature an edited version of the Vegetarian Times article with a slightly different approach, but with the same California message. The revisions to the article are being made in the next two weeks.

AVOCADOS IN THE NEWS

As California Avocado season moves into high gear, media coverage highlighting nutrition attributes of avocados can be seen in a number of publications to encourage consumers to incorporate avocados into their diet.

People Magazine interviewed former supermodel Kathy Ireland in “How I Let Myself Go (and Then Got My Body Back!).” During the interview, Ireland mentions that a diet focused on vegetables and healthy fats like avocados helped her shed 25 pounds.

A *Woman’s World Magazine* article, titled, “Five Easy Steps to Cut Your Cancer Risk by 80 Percent!,” encouraged readers to include avocados into their diet. The article states that one medium avocado offers 162 mcg. of folic acid, a vitamin that can help women reduce their risk of colon cancer by 80 percent and risk of breast cancer by 27 percent.

Body + Soul Magazine provided readers with diets to help battle cancer, heart disease, type 2 diabetes and depression in the article “Eat for Your Health.” The article states that depression is linked to a deficiency in

brain nourishing B vitamins, and encourages readers to add foods rich in B vitamins such as leafy greens, peas, asparagus and avocados to their daily diet.

Eva Longoria, actress and owner of L.A. restaurant Beso, provided *People Magazine* with her tips to a perfect Cinco de Mayo bash. In the "Great Ideas" article, Longoria shares her recipe for "Eva's Guacamole."

HEALTHY CALIFORNIA TIPS E-MAIL FEATURES AVOCADOS

5-A-Day "Champions for Change" April 2009 e-mail, featured avocados and nutrition, usage ideas and a link to CAC's Web site for more recipes.

MEETINGS

Grower Seminars:

Tuesday, June 9th 1:00 p.m. – 4:00 p.m.

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

Wednesday, June 10th 9:00 a.m. - 12:00 p.m.

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

Thursday, June 11th 1:00 p.m. – 4:00 p.m. South Coast Winery Resort 34843 Rancho California Rd., Temecula

TOPICS:

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 will follow.

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

4th Australian and New Zealand Avocado Growers Conference July 21-24, 2009 - Cairns Convention Centre - Cairns, Queensland, Australia. For Further information, contact the conference managers: info@anzagc.org

Phone: +61 7 3858 5528 Fax: +61 7 3858 5499 Online: www.anzagc.org

30 DAY WEATHER OUTLOOK

By Fox Weather

After another unusually cold period, the flow aloft will return to westerly, and a trough from the west will bring rain into mostly Northern and Central California on the 2nd of May. Thereafter, upper high pressure will build over all of California during May 3-6th and continue through the 9th. During this hot period, highs in Northern California valleys and foothills will be in the 80's, and in Southern California inland valleys and foothills in the 90's.

May 10-25: Sea surface temperatures (SSTs) will continue colder than normal north-south along the California coast, in the Gulf of Alaska, and west of Central and Northern Baja to Hawaii. Warmer than normal sea surface is expected to develop near the southern tip of Baja in May. Troughs will move east from the Gulf of Alaska into the Pacific Northwest states, with return of dry cold fronts moving southeast into the Great Basin. Windy conditions will develop at the coast which is typical for pt conception north, and coastal eddies in Southern California with persistent marine low clouds. Cooler than normal at the coast, both in Northern and Southern California, but warmer than normal in the south and eastern deserts. Above normal frost risk could still be an issue for Northwest California during May 11-18th.