

CALIFORNIA GROWER CAMPAIGN EARNS 12 AWARDS AT OC AD CEREMONY

The California Avocado Commission’s California Avocado Grower campaign, created by DGWB Advertising & Communications, was recognized at the Orange County ADDY® Awards on March 21, 2009. Sponsored by the American Advertising Federation, recognizing the best in local advertising is the first step in the advertising industry’s largest creative competition. Award winners go on to compete at a district level, and if successful, on to a national competition.

The campaign took home twelve awards, the most for any single advertiser.



These awards included gold medals for CAC’s national TV commercial, print campaign and logo design, and silver medals for its mixed media campaign, billboard, health club poster, grocery cart and print ads.

MID-SEASON CROP ESTIMATE UPDATE

The estimate California Avocado crop volume of 2009 has been updated to reflect the latest information collected by the Commission. These numbers are a compilation of data from several information sources including recent grower surveys, meetings with handlers, field managers, grove managers and seasonal bin count/movement data. We appreciate all of you that contributed your time and expertise to the crop estimate update effort.

| Variety | Acres | Estimated Yield | Estimated Yield | Response |
|-----------|--------|-----------------|-----------------|----------|
| | | Lbs/Acre | Lbs (MM) | % |
| Hass | 60,127 | 3,012 | 181.1 | 45% |
| Lamb Hass | 2,039 | 4,904 | 10.0 | 36% |

| | | | | |
|-------|--------|-------|-------|-----|
| Other | 2,389 | 1,871 | 4.5 | 15% |
| Total | 64,555 | 3,030 | 195.6 | 44% |

\$50 MILLION BEING MADE AVAILABLE FOR ORGANIC INITIATIVE

May 5, 2009 - USDA Agriculture Deputy Secretary Kathleen Merrigan announced the availability of \$50 Million to begin a 2009 Organic Initiative Program to encourage more *organic* agriculture production. Assisting organic producers is a priority of the 2008 Farm Bill.

Funding for this special initiative is being made available as part of the Environmental Quality Incentives Program (EQIP). The objective is to make certified organic producers, as well as producers in the process of transitioning to organic, eligible to compete for EQUIP financial assistance. Organic producers may also apply for assistance under general EQUIP.

Under the Organic Initiative Program, required minimum core-conservation practices will be determined by specific resource concerns: Conservation Crop Rotation; Cover Crop; Nutrient Management; Pest Management; Prescribed Grazing; and Forage Harvest Management.

Applications received from organic producers or producers in transition to organic farming will be accepted under this initiative between May 11 and May 29. Applications will be ranked at that time based on resource concerns that link to the National Organic Program (NOP) objectives and the core conservation practices.

Applicant eligibility questions can be answered through two separate National Screening Tools (one for producers transitioning to organic for the first time; one for certified organic producers transitioning additional land or adding additional conservation practices).

The 2009 Organic Initiative will be administered by the Natural Resources Conservation Service. Interested producers should visit their nearest USDA Service Center to determine eligibility. Additional information on the 2009 EQIP Organic Initiative is available at: www.nrcs.usda.gov/programs/eqip/.

LAUREL WILT THREAT

University of Florida scientists tracking redbay ambrosia beetle's spread across the southeastern United States and into Florida had sobering information for the group of growers, regulators, environmentalists, scientists and State officials who attended the Laurel Wilt Disease Meeting in Temecula last week. UF pathologist, Dr. Randy Ploetz, horticulturist, Dr. Jonathan Crane, and entomologist Dr. Jorge Pena detailed the latest findings on the beetle and the lethal disease it carries, the laurel wilt fungus. The complex has been shown to be lethal to plants in the Lauraceae family, both native and cultivated -- including avocado, directly threatening the country's second-largest avocado producer, Florida, and posing a very serious risk to California, the nation's largest avocado producer. Although having thus far only reached backyard avocados in Jacksonville, Florida, the beetle and fungus are at the doorstep of Florida's commercial avocado industry carrying with it a threat to cause millions of dollars in damage. The spread of the beetle has been accelerated in recent years by the transport of the abundant firewood available from dead redbay trees, a fuel favored by barbecue enthusiasts.

The meeting, cosponsored by CAC and the University of California, was held to foster a greater awareness of the potential danger of Laurel Wilt to California, and to persuade regulators to put meaningful measures in place to prevent the spread of the disease into California's avocado industry and native vegetation. Several high ranking officials from

CDFA Pest Exclusion and county agriculture departments were present at the meeting and CDFA pledged to play a part in protecting California's agriculture and natural resources from the disease.

CALIFORNIA AVOCADOS IN THE NEWS

CAC continues to secure media coverage that inspires consumers to eat more California Avocados. Below are just two highlights of recent California Avocado coverage secured by the team:

The Chicago Tribune included avocados in the article "Unsung Superfoods," which provided an overview of the nutritional and health benefits of foods that should be incorporated into daily diets. The article stated that "avocados contain good, unsaturated fats which help with the growth and development of the central nervous system and the brain." Additionally, the article mentioned that the fruit "contains nearly 20 vitamins, minerals and phytonutrients."

Runner's World Magazine also included an article about avocados, stating that the fruit is in season between May and August. The story discussed how the mono- and polyunsaturated fats, otherwise known as the heart-healthy fats, found in the fruit can help lower levels of "bad" cholesterol. The article also featured tips for consumers on how to choose and store avocados.

SECTION-18 EMERGENCY USE LABEL FOR TREHOLD® SPROUT INHIBITOR APPROVED

CAC is pleased to announce that TreHold Sprout Inhibitor A-112, a plant growth regulator material containing naphthalene acetic acid (NAA), a synthetic auxin, has been granted Section 18 emergency exemption for use on California avocado groves by the California Environmental Protection Agency's Department of Pesticide Regulation. In trials held in both the north and south, TreHold was shown to be a valuable tool in avocado tree growth management through its ability to control the vigor of problematic shoots which arise near pruning cuts and on stumped trees. Through proper use, growers will be able to reduce tree re-growth rates after stumping, thus conserving water, while maintaining trees to more desirable height and spread which will ultimately improve production. Prior to using this product, a permit must be obtained from your local agricultural commissioner.

Grower meetings to discuss the use of this material on avocados have been scheduled for:

Tuesday, May 26th 2 - 4 p.m. Cooperative Extension County Office / Auditorium 2156 Sierra Way, San Luis Obispo
Wednesday, May 27th 9 - 11 a.m. Cooperative Extension County Office / Conference Room 669 County Square Dr.,
Ventura

*Thursday, May 28th 1-3 p.m. at the Temecula Community Center 28816 Pujol St., Temecula 92590 (951)694-6469

*Note: New grower meeting location!

CAC SUMMER ENTERTAINING PROMOTION

With record breaking Cinco de Mayo promotions in the past, CAC continues to aid in building demand for California Avocados by focusing promotion efforts throughout the California season.

In addition to CAC's ongoing promotions, a new Summer Entertaining-themed promotion will feature:

An in-store Summer Entertaining booklet chock-full of California Avocado recipes and nutrition information, distributed to shoppers via California Avocado displays

200,000 55-cents off coupons that provide an immediate incentive for consumers to purchase California Avocados

In-store coverage via retailers in the west (Southern California, Northern California, Phoenix, Portland and Seattle) with the inclusion of the California Avocado Grower Campaign and in-store promotion assets

Leveraging of assets from CAC's Media Campaign (radio tags, grocery cart and In-Store Broadcast network)

California Avocado ad activity

An online micro-site featuring summer-themed recipes and party tips that encourages California Avocado usage during peak season

CAC's June recipe e-mail will direct more consumers to the Summer Entertaining micro-site for recipes and entertaining tips

Public relations efforts will promote summer brunch entertaining with California Avocados, and will feature recipes from the *Too Hot Tamales*

Stay tuned for details and updates on CAC's Summer Entertaining promotion.

AVOCADO DOLLARS AND VOLUME ON THE RISE AT RETAIL

Based on actual totals and growth variances during a 13-week period ending 3/29/09 versus the same time frame from the prior year, avocados are showing a 13.36 percent gain in dollar sales and a 23.25 percent gain in volume according to IRI/FreshLook Marketing. These percentages put avocados into the top five of growing fruit categories, among berries, bananas, tangerines, grapes and limes.

LA HABRA HEIGHTS AVOCADO FESTIVAL

La Habra Heights will host its annual Avocado Festival on May 16, 2009 from 10 a.m. to 4 p.m. at "The Park," 1885 Hacienda Rd. in La Habra Heights, CA. For more information visit: <http://ci.la-habra-heights.ca.us/>

To find upcoming festivals go to: <http://www.avocado.org/fineprint/avocado-festivals>

MEETINGS:

District 1 & 2 Meetings Combined:

Tuesday, May 26th, 7 – 9 p.m. Pala Mesa, 2001 Old Highway 395, Fallbrook 92028. For more information please call Commissioner Ken Roth: (760) 751-8658

District 3 Meeting:

Friday, May 22, 8 – 10 a.m. No host breakfast meeting will be held at Papa Paul's 27535 Jefferson Ave., Temecula. Corner of Jefferson and Overland in the Winchester Square Shopping Center. For further information call Laura Eggering at (951)699-9505.

District 4 Meeting:

Monday, May 18th, 9 – 11 a.m. Cooperative Extension County Office / Conference Room 669 County Square Dr., Ventura, CA 93003. For more information please call your Commissioners Don Reeder (805) 643-3232 or Tom Pecht (805) 485-4639.

District 5 meetings:

Friday, May 15th, 8 – 10 a.m. Margie's Diner 1575 Calle Joaquin San Luis Obispo, Ca 93405. For more information please call your Commissioner Bradley Miles (805) 689-4268

Tuesday, May 19th, 9 – 11 a.m. Goleta Community Center 5679 Hollister Ave # 1 Goleta, CA 93117. For more information please call your Commissioner Bradley Miles (805) 689-4268

TRE-HOLD SECTION 18 EMERGENCY USE GROWER MEETINGS:

Meetings to discuss the use of Tre-Hold NAA to control vegetative vigor of avocados

Tuesday, May 26th 2 - 4 p.m. Cooperative Extension County Office / Auditorium 2156 Sierra Way, San Luis Obispo

Wednesday, May 27th, 9 - 11 a.m. Cooperative Extension County Office / Conference Room 669 County Square Dr., Ventura

Thursday, May 28th, 1-3 p.m. at the Temecula Community Center 28816 Pujol St., Temecula 92590 (951)694-6469 (new location for this meeting)

GROWER SEMINARS: Soils, Salts, Rootstocks and Irrigation Management

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.'

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

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

We developed a more typical may pattern this week, with sundowner winds in Santa Barbara county and San Luis Obispo area, and a coastal eddy in Los Angeles county-south. Minimal rain occurred this past week in Northern California. During the coming week to 10 days, we look for development of longwave ridging over most of California and the Southwest U.S., and hot conditions. Minimal rains are indicated for Northwest California on the 14th and again a week later (21st). A weak upper trough will become stationary over and southwest of Southern California, resulting in marine low clouds and usual coastal eddy that we expect this time of year. However, the upper low could draw some moisture up from the Gulf of California to cause a few cloud buildups in the mountains of Southern California as well as the Southern Sierra, as a summer-like thunderstorm pattern tries to develop.

May 22-June 5: 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 continues near Southern Baja. Troughs will move east from the Gulf of Alaska into the Pacific Northwest states. A very large area of warmer than normal SSTs that has been north of Hawaii through the winter and early spring is expected to start extending eastward to the Northern California coast. We have been cooler than normal so far this spring, but we may be starting to see a transition to a warmer than normal pattern. The storm track will stay north in Oregon, but there is a chance for above normal rainfall along the pacific northwest coast, along with the usual summertime marine onshore flow pattern over Central and Northern California. Drier than normal conditions are expected through Idaho, Eastern Oregon, the northeast plateau of California, and most of Nevada and Utah into the first week of June.