



AGENDA

California Avocado Commission Board of Directors Meeting

Meeting Information

Date: December 11, 2025

Time: 8:00 a.m.

Location: Hybrid Meeting

Physical Meeting Location:

Hilton Pasadena

168 S Los Robles Ave

Pasadena, CA 91101

Web/Teleconference URL:

<https://californiaavocado.zoom.us/j/89765291402?pwd=2BaKq7D279XJdirgoUWkawuClNmOwf.1>

Conference Call Number: (669) 900-6833

Meeting ID: 897 6529 1402

Passcode: 663306

Meeting materials will be posted online at least 24 hours prior to the meeting at:

<https://www.californiaavocadogrowers.com/commission/industry-calendar>

Board Member and Alternate Attendance

Board members and alternates, please contact Cristina Wede at cwede@avocado.org to confirm attendance no later than Wednesday, December 3, 2025.

Time	Item
8:00 a.m.	1. Call to Order – Ben Kardokus (CDFA) Presiding <ul style="list-style-type: none">a. Announce Election Results and Introduce New Members and Alternatesb. Roll Call/Quorum
	2. Election of Officers – Ben Kardokus <ul style="list-style-type: none">a. Instructions on Nominations and Voting for Board Officersb. Nominations and Election of Chair
	3. Chair Takes Gavel and Presides <ul style="list-style-type: none">a. Nominations and Election of Vice-Chair, Secretary, and Treasurerb. Chair's Opening Remarks

Time	Item
	<p>4. Opportunity for Public Comment Persons may address the Board on subjects within the jurisdiction of the Commission.</p> <p>5. Board member orientation</p> <p>6. Consent Calendar</p> <ul style="list-style-type: none"> a. Approval of Board minutes of October 9, 2025 b. Approval of Proposed 2025-26 Meeting Schedule c. Acceptance of reissued Final 2024 Report of Independent Accountants on Management's Assertions on Compliance with Section V.D. of the <i>Guidelines for Agricultural Marketing Service (AMS) Oversight of Commodity Research and Promotion Programs</i> d. 2024-25 Financial update <p>7. President's Report</p> <ul style="list-style-type: none"> a. Greivance Update b. Referendum and Redistricting c. USMCA Update d. Retailer Visits e. Recommend Member and Alternate to Serve on Hass Avocado Committee f. Recommend Members to Serve on Avocado Sustainability Advisory <p>8. Marketing</p> <ul style="list-style-type: none"> a. December 2025 Handler Meetings b. 2025 Consumer Tracking Study Results c. Consumer Marketing FY25 End of Year Highlights d. Consumer Advertising Study <p>9. New Business</p> <p>10. Closed Session</p> <ul style="list-style-type: none"> a. Closed session regarding pending and/or ongoing litigation pursuant to Government Code Section 11126(e) <p>11. Return to open session and announce action taken in closed session, if any.</p>
12:00 p.m.	12. Adjourn Meeting

Disclosures

Some agenda items may not be discussed prior to adjournment. Such items will be rescheduled for a subsequent meeting. All meetings of the Commission are open to the public and subject to the Bagley-Keene Open Meeting Act.

All agenda items are subject to discussion and possible action.

For information or a request regarding disability-related modification or accommodation for the meeting, please contact April Aymami at 949-341-1955 via email at aaymami@avocado.org. Such requests should be made at least 48 hours prior to the meeting.

This meeting schedule notice and agenda is available on the internet at <https://www.californiaavocadogrowers.com/commission/meeting-agendas-minutes> and <http://it.cdfa.ca.gov/igov/postings/detail.aspx?type=Notices>.

Contact April Aymami at aaymami@avocado.org or 949-341-1955 if you have any questions.

Summary Definition of Conflict of Interest

Members and alternates are responsible to determine whether they have a conflict of interest and whether to recuse themselves from discussion or vote during a meeting. The following **Summary Definition of Conflict of Interest** may be helpful.

A Commission *member or employee* has a conflict of interest in a decision of the Commission if it is reasonably foreseeable that the decision will have a material effect, financial or otherwise, on the member or employee or a member of his or her immediate family that is distinguishable from its effect on all persons subject to the Commission's jurisdiction.

No Commission member or employee shall make, or participate in making, any decision in which he or she knows or should know he or she has a conflict of interest.

No Commission member or employee shall, in any way, use his or her position to influence any decision in which he or she knows or should know he or she has a conflict of interest.