



# AGENDA

## California Avocado Commission Marketing Committee Meeting

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### Meeting Information

**Date: February 18, 2026**

**Time: 10:00 a.m.**

**Meeting Location:**

**United Water Conservation District**

**1701 N Lombard St**

**Oxnard, CA 93030**

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

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

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### Committee Member Attendance

**Committee members, please contact April Aymami at [aaymami@avocado.org](mailto:aaymami@avocado.org) to confirm attendance no later than Friday, February 13, 2026.**

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Time	Item
10:00 a.m.	<b>1. Call to Order</b> <ul style="list-style-type: none"><li>a. Roll Call/Quorum</li><li>b. Introductions</li></ul> <b>2. Opportunity for Public Comment</b> <p>Persons may address the Board on subjects within the jurisdiction of the Commission.</p> <b>3. Approval of Marketing Committee minutes of February 25, 2025</b> <b>4. Marketing Committee Role and Responsibilities</b> <b>5. Trade Retail Investment</b> <b>6. 2025-26 Marketing Budget Allocations</b>
12:00 p.m.	<b>7. Adjourn Meeting</b>

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### 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](mailto: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](mailto:aaymami@avocado.org) or 949-341-1955 if you have any questions.

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### **Summary Definition of Conflict of Interest**

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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.