



# AGENDA

## MARKETING COMMITTEE MEETING CALIFORNIA AVOCADO COMMISSION

CAC Board Room  
12 Mauchly, Suite L  
Irvine, CA 92618

Tuesday, December 12, 2017

10:00 a.m. – 12:00 p.m.

- 10:00 a.m.    1. CALL TO ORDER  
A. Roll Call / Establish Quorum

- 10:05 a.m.    2. OPPORTUNITY FOR PUBLIC COMMENT  
Any person may address the Committee at this time on any subject within the jurisdiction of the California Avocado Commission.

- 10:10 a.m.    3. CONSENT CALENDAR

Consent Calendar items are expected to be routine and non-controversial, to be acted upon by the Marketing Committee at one time without discussion. If any Committee member, staff member, or interested person requests that an item be removed from the Consent Calendar, it shall be removed so that it may be acted upon separately.

- A. Consider Approval of Marketing Committee's Meeting Minutes of August 16, 2017

- 10:15 a.m.    4. DISCUSSION ITEMS  
A. AMRIC Handler Forecast  
B. 2018 California Crop Projection, Timing and Sizing  
C. 2018 Import Crop Estimates, Timing and Sizing  
D. Avocado Attitude and Usage Tracking Study – Temra Wald, Temra Wald Consulting  
E. Satisfaction Research Project – Jeff Ganis, Deloitte  
F. California Avocado Marketing Program 2017 Results & Media Plan for 2018  
G. Industry Updates

- 12:00 p.m.    5. ADJOURN MEETING

The times listed for each agenda item are estimated and subject to change. It is possible that some of the agenda items may not be able to be discussed prior to adjournment. Consequently, those items will be rescheduled to appear on a subsequent agenda. All meetings of the California Avocado 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 more information, or to make a request regarding a disability-related modification or accommodation for the meeting, please contact April Aymami at 1-800-344-4333, California Avocado Commission, 12 Mauchly, Suite L, Irvine, CA 92618, or via email at [aaymami@avocado.org](mailto:aaymami@avocado.org). Requests for disability-related modification or accommodation for the meeting should be made at least 48 hours prior to the meeting time. For individuals with sensory disabilities, this document is available in Braille, large print, audiocassette or computer disk. This meeting schedule notice and agenda is available on the internet at <http://www.californiaavocadogrowers.com/commission/meeting-agendas-minutes> and <http://it.cdfa.ca.gov/igov/postings/detail.aspx?type=Notices>.

If you have questions on the above agenda, please contact David Cruz at [dcruz@avocado.org](mailto:dcruz@avocado.org) or 1-800-344-4333.

### **SUMMARY DEFINITION OF CONFLICT OF INTEREST**

It is each member's and alternate's responsibility to determine whether they have a conflict of interest and whether they should excuse themselves from a particular discussion or vote during a meeting. To assist you in this evaluation, 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.