



## Board of Directors

### District 1

Member/John Burr  
Member/Jessica Hunter  
Alternate/Ryan Rochefort

### District 2

Member/Kellen Newhouse-**Vice Chair**  
Member/ Leo McGuire  
Alternate/Ohannes Karaoghlanian

### District 3

Member/Art Bliss-**Treasurer**  
Member/ John Lamb  
Alternate/Robert Grether

### District 4

Member/Jason Cole-**Secretary**  
Member/Ed McFadden  
Alternate/Bryce Bannatyne

### District 5

Member/ Jim Swoboda  
Member/ Rick Shade-**Chairman**  
Alternate/Tyler Cobb

### Handlers

Member/Steve Taft  
Member/Gary Caloroso  
Alternate/Gary Clevenger  
  
Member/Egidio "Gene" Carbone  
Member/Robb Bertels  
Alternate/Donny Lucy

### Public Member

Nina Ames

To contact a CAC representative, please visit:  
[CaliforniaAvocadoGrowers.com/Commission/your-representatives](http://CaliforniaAvocadoGrowers.com/Commission/your-representatives)

of federal regulations that pertain to agriculture in California.

As the new administration gains momentum, the Commission will be paying close attention, looking for opportunities to further the interests of California avocado growers. To be fair to all, take heart in the fact that we would be doing the same even if Secretary Clinton had been successful in

her bid for the Presidency. The difference is, I suppose, that the mandate for change is palpable and expectations are running high. Nonetheless, in the early days of what promises to be a very different approach to government, we must wait and let the details of the new landscape come into focus. 🥑

## At Long Last, the Avocado Emoji is Here!

Emojis – those icons on your phone like the smiley face – are used to express emotion, to convey the things words cannot or communicate them in less space, to express our feelings and even let friends know what we're having for lunch. But ever since emojis have been around a very important one had been missing: the avocado. Until now!

Earlier this year, the California Avocado Commission (CAC) developed a social media campaign encouraging fans to push The Unicode Consortium (the non-profit corporation that governs the issuance of new emojis) for an avocado emoji. CAC started a campaign on iPetition and by the end of May achieved the goal of 1,000+ signatures by avocado fans asking for an avocado emoji. More than a third left encouraging comments, and beyond the petition itself the campaign was noted on social media and by traditional media such as Newsweek.

In June, CAC celebrated with fans on social media after The Unicode Consortium announced that an avocado emoji would be coming out soon. At last, in December the long-awaited avocado emoji became available on iPhones with iOS 10.2.

CAC prepared communication in anticipation of the announcement and immediately launched an online conversation celebrating the release. A dedicated email to CAC's nearly 250,000 subscribers was sent out, which included a "Click-to-Tweet" link that recipients could click to share the news. More than 70 people shared the tweet that showed the emoji and included CAC's Twitter handle @CA\_Avocados.

Additionally, California-branded social media posts were developed that encouraged fans to share the news and engage with the avocado emoji with their friends, reaching more than 600,000 people in 48 hours.

And share they did...more than 400 times across Instagram, Facebook and Twitter. Even the popular culinary magazine *Bon Appetit* posted an article saying, "Don't panic, the avocado emoji is finally here!"

CAC expects excitement to continue as avocado lovers around the world realize that all of their emoji dreams are now a reality. Avocados have always been in our hearts, and now they're in our phones. 🥑

