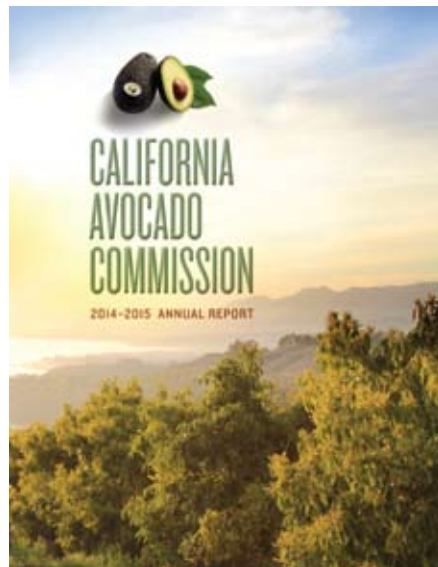


## 2014-15 CAC Annual Report Now Online

In an effort to maximize efficiencies, in 2014 the California Avocado Commission (CAC) moved to producing its Annual Report as a strictly digital publication. CAC is pleased to announce that the *2014-15 Annual Report* has been completed and is now available to the industry through the California avocado grower website, [www.CaliforniaAvocadoGrowers.com](http://www.CaliforniaAvocadoGrowers.com).

The CAC *2014-15 Annual Report* covers a wide array of Commission-funded activities as well as industry statistics and financials. Below is just a highlight of what this year's report contains:

- A recap of the California avocado season and the Big Game day promotions that launched the season
- A timeline summarizing the Commission's research and advocacy efforts to stem the spread of the polyphagous shot hole borer (PSHB) and Kuroshio shot hole borer (KSHB)
- Recent developments in CAC-funded PSHB, KSHB and fusarium dieback research
- A review of the Commission's critical drought management initiatives



- Summaries of independent research studies tracking avocado category growth and consumer preferences
- A synopsis of the Commission's tiered marketing approach and the successes of its tier one retail and foodservice outreach and marketing efforts
- A second-year review of the California avocado label initiative
- Highlights from the Commission's trail-blazing retail communications campaign

- Statistics summarizing the impact and reach of CAC's retail and consumer advertising and public relations initiatives, including social media impressions
- Audited Financial Statements (2014-15)
- Ten-year Industry Statistical Data

The *2014-15 Annual Report* can be viewed online as a digital flipbook or downloaded as a pdf here: <http://californiaavocadogrowers.com/commission/accountability-reports/annual-report>.

If you would like to receive a printed version, the Commission will print a copy in-house and mail it to you. A hard copy of the *2014-15 Annual Report* can be requested via email, phone, fax or regular mail or by returning the tear away postcard included on this page. 🥑

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