

By April Aymami  
Industry Affairs Manager

## Board Approves Budget, Business Plan ... and Sets Assessment Rate

**A**t its October 9, 2014, meeting, the California Avocado Commission Board of Directors took up the annual task of approving the budget, business plan and annual assessment rate for the fiscal year commencing November 1, 2014.

The approved budget of \$16.1 million is based on a crop size of 320 million pounds (all varieties) and an assessment rate of 2.30 percent. Programs outlined in the business plan reflect a robust marketing spend of \$10.7 million, 66.5 percent of the total budget, with 6.9 percent dedicated to Production Research projects and 7.8 percent going towards Industry Affairs activities.

Following are business plan highlights for the 2014-15 fiscal year:

### Marketing

- Expand use of California avocado brand identification (label) on the fruit and packaging, complementing California branding in advertising and marketing materials
- Customized marketing programs for supportive, targeted retailers
- Addition of California Fresh Sandwiches usage campaign

and extension of California Fresh Snacking usage campaign

- Continue integrated advertising and marketing support promoting California avocados for American summer holidays
- Rebuild and launch CAC's website, CaliforniaAvocado.com, to keep it relevant with the technology California avocado consumers use
- Continue California avocado menu promotions with targeted foodservice accounts

### Industry Affairs

- Finalize development of new web-based grove database
- Continue to work with Metropolitan Water District in developing programs that support agricultural water users
- Utilize Demonstration Grove for Field Days
- Examine foreign market development activities and review new and existing Free Trade Agreements
- Monitor and provide comments concerning second FSMA draft and FDA ruling assignment
- Review current CDFA AIP

inspection requirements in cooperation with handlers

- Explore potential of 6-BA and ProGibb

### Production Research

- Examine the biology and control of the PSHB pest complex and assess fungicides and biocontrol agents
- Optimize trapping and development of an attract-and-kill strategy for shot hole borer
- Monitor PSHB and fusarium dieback
- Evaluate rootstocks with focus on resistance to Phytophthora and salinity
- Develop web-based decision support tool that examines effects of climate, fertility and irrigation on production and fruit quality

Review the complete business plan and budget online at the following locations:

Business Plan: [www.californiaavocadogrowers.com/commission/accountability-reports/business-plans](http://www.californiaavocadogrowers.com/commission/accountability-reports/business-plans)

Budget: [www.californiaavocadogrowers.com/commission/accountability-reports/finance](http://www.californiaavocadogrowers.com/commission/accountability-reports/finance). 🥑