

# CAC Establishes Northern Field Office in Santa Paula

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**S**ituate CAC facilities for grower accessibility. It's been just over two years since this component of CAC's Seven-Point Plan was first introduced, and as of May 2013, with the establishment of a northern field office in Santa Paula, the commission has taken steps to accomplish this goal. Upon receiving unanimous board approval at its March 2013 meeting, CAC management finalized negotiations on the lease of a property on Main Street in Santa Paula, taking possession of the premises on May 1, 2013. The small suite, roughly 1,000 square feet, consists of three offices and a small conference room. It will be shared with the Avocado Inspection Program and is conveniently located in downtown Santa Paula.

May 29, 2013, marked the official grand opening of CAC's field office wherein local area industry stakeholders were given the opportunity to tour the facilities and chat with commission staff and board members. The open house was followed by an official ribbon cutting ceremony with Congresswoman Julia Brownley, representing the 26th District of California which encompasses a large portion of Ventura County, and other local officials, in attendance. Brownley, no longer a stranger to avocado farming operations (check out article on page 34/35) addressed the crowd stating: "We're having a symbolic ceremony here today, but this really represents a great investment into Ventura County. Agriculture and avocados are so important to our economy here in Ventura County, and when our economy is strong, and people are consuming avocados, it's good for the entire county, and really, good for the entire State and our country."



The purpose of the establishment of this field office is for CAC staff to be more accessible to the grower community. In the coming months, CAC will communicate through The Greensheet when members of the commission staff or board will be available at the Santa Paula office. In addition, the facility will be utilized for industry meetings as necessary, and will also be a base for outreach efforts at CAC's Pine Tree Ranch site.

As Congresswoman Brownley stated, this office is an investment in the future of the California avocado industry throughout the state, and we hope growers will take advantage of the availability of commission staff, right in their neighborhood, and drop by to provide the valuable feedback and input necessary to a making that future a success. 🥑