

Shaping the Future Success of California Avocado Growers: Your Voice Matters!



Rob Grether

Dear California Avocado Growers,

Your participation and engagement in shaping the future of the California Avocado Commission are essential. As we face challenges and opportunities in our industry, I urge you to connect with your district representatives and provide critical feedback and guidance on the strategic direction of the Commission.

At the upcoming board meeting in August, CAC will engage in strategic planning to chart a course that aligns with the needs and aspirations of California avocado growers. This makes the next two months an opportune time to connect with your district representatives and ensure your voice is heard during this crucial planning phase.

The board meeting will provide an ideal platform for collaborative discussions, as the newly appointed leadership of the Commission brings tremendous experience and fresh ideas. Their leadership will undoubtedly pave the way for innovation and progress, but they also recognize the value of diverse perspectives and novel approaches.

By reaching out to your district representatives, you have the opportunity to contribute your insights, concerns, and ideas. Your feedback will help shape the discussions and decisions made during the strategic

planning session, ensuring that the Commission's initiatives align with the needs and aspirations of California avocado growers.

Your district representatives serve as a vital conduit between you and the Commission. They are eager to listen, understand, and advocate for your interests. Whether it is regarding pricing challenges, market access, sustainability practices, or any other aspect of avocado cultivation, your feedback will provide them with valuable insights into the priorities that require attention.

Engagement with your district representatives is not limited to the board meeting. CAC encourages ongoing communication and collaboration. Your district representatives are available to engage in meaningful discussions, answer your questions, and provide updates on the Commission's activities. They are committed to working together with you to foster a prosperous avocado industry.

As we navigate challenges like increased global avocado production and rising costs, it is crucial that we leverage our collective wisdom and creativity. Your district representatives will play a pivotal role in advocating for policies that support California growers and address the unique challenges we face. However, they need your input and guidance to effectively

represent your interests.

CAC acknowledges the value of new ideas and new directions. The leadership of the Commission is open to hearing innovative proposals and exploring uncharted territories. Your perspectives and suggestions can shape the strategic planning process and ensure that the Commission remains responsive and adaptable to the evolving needs of the industry.

In conclusion, I implore you to connect with your district representatives and make your voice heard in the coming months. The upcoming board meeting in August presents a prime opportunity to contribute to the strategic planning process of the California Avocado Commission. Together, we can shape a resilient, sustainable, and prosperous future for California avocado growers.

Thank you for your unwavering dedication and commitment to the California Avocado Commission. By actively participating and engaging with your district representatives, we can drive positive change and secure the continued success of our industry.

Warm regards,

A handwritten signature in blue ink, appearing to read 'Rob Grether'.

Chairman, California Avocado Commission