

CAC Board Approves 2015-16 Budget, Business Plan and Sets Assessment Rate

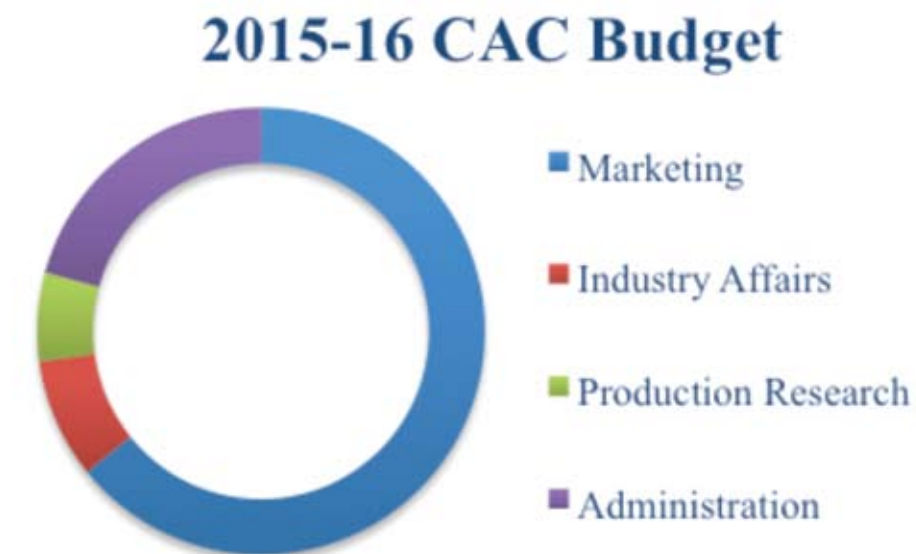
At its October 15, 2015 meeting the California Avocado Commission (CAC) Board of Directors took up the annual task of approving the budget, business plan and annual assessment rate for the fiscal year commencing November 1, 2015.

The approved budget of \$15.3 million is based on a crop size of 360 million pounds (all varieties) and an assessment rate of 2.30 percent. Programs outlined in the business plan reflect a robust marketing spend of \$9.8 million, 64.2 percent of the total budget, with 6.4 percent dedicated to Production Research projects and 7.6 percent going towards Industry Affairs activities.

Following are business plan highlights for the 2015-16 fiscal year:

Marketing

- Support retail and foodservice initiatives that use the California avocado label throughout the season and secure retail commitment to utilize California avocado display bins



- Refine and enhance the tiered-account marketing approach that includes customized programs for targeted retailers and foodservice operators willing to pay a premium for California avocados
- Continue integrated advertising and marketing support promoting California avocados as the perfect choice for the American summer

holidays

- Initiate 360-degree integrated consumer marketing campaign, with an emphasis on high-engagement
- Customize functionality and creative of CAC's website, CaliforniaAvocado.com, to support marketing campaigns; evaluate website to improve load performance; and

review and update recipe section to optimize fan-friendly recipe search

- Develop comprehensive social media, content and communication strategy based on new brand recommendations from Mullen Lowe
- Expand relationships with artisan chefs, registered dietitians and blogger ambassadors
- Conduct retail research

Industry Affairs

- Develop and support technical initiatives to address the spread of the polyphagous shot hole borer (PSHB) and Kuroshio shot hole borer (KSHB) pest-disease complex, including Section 18 emergency exemptions and a field lab for bioassays
- Work with the Metropolitan Water District to improve water efficiency program and continue to develop programs with water agencies in the interest of lowering agricultural water costs
- Utilize Pine Tree Ranch Demonstration Grove for Educational Outreach Field Days
- Examine and review new and existing Free Trade Agreements with China and Japan
- Work with handlers to review current CDFA AIP inspection requirements
- Complete Redistricting and Referendum functions as required by the Food and Agricultural Code
- Explore potential registrations for 6-BA and ProGibb

Production Research

- Develop prioritized list of effective new pesticides and fungicides for shot hole borer and document factors for insect transmission
- Examine effect of Southeast Asian biocontrol agents in quarantine studies at UCR
- Optimize trapping and develop method to use lures to attract and kill the shot hole borer

- Monitor and document PSHB and KSHB and Fusarium dieback incidence and spread
- Quantify impact of shot hole borer infestation on crop yield
- Evaluate pesticide resistance development in avocado thrips
- Examine trunk spray and injection methods of pesticides for use against a variety of pests

- Evaluate rootstocks with focus on resistance to Phytophthora cinnamomi and salinity
- Develop web-based decision support tool that examines effects of climate, fertility and irrigation on production and fruit quality
- Develop a model that prescribes leaf nutrient levels required for maximum yield 🥑

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

Business Plan: <http://www.californiaavocadogrowers.com/commission/accountability-reports/business-plans>

Budget: <http://www.californiaavocadogrowers.com/commission/accountability-reports/finance>

California Avocado Growers Referendum Vote

The California Department of Food and Agriculture will soon conduct a referendum vote as mandated by state law to determine whether California Avocado Commission operations should be re-approved and continued for the next five years.

- Ballots will be mailed to growers on January 29, 2016
- Completed ballots must be returned to the California Department of Food and Agriculture for tallying and be postmarked by February 29, 2016
- Contact the California Avocado Commission at **949.341.1955** if you are an eligible grower and do not receive a ballot

