



AGENDA

California Avocado Commission Board of Directors Meeting

Meeting Information

Date: August 18, 2022

Time: 9:00 a.m.

Location: Hybrid Meeting

Physical Meeting Location:
California Avocado Commission
12 Mauchly, Suite L
Irvine, CA 92618

Web/Teleconference URL:

<https://californiaavocado.zoom.us/j/89306764957?pwd=UnVla3BERFhLbUt2aldKbFpSVkM5UT09>

Conference Call Number: (669) 900-6833

Meeting ID: 893 0676 4957

Passcode: 028510

Meeting materials will be posted online at least 24 hours prior to the meeting at:
<https://www.californiaavocadogrowers.com/commission/meeting-agendas-minutes>

Board Member Attendance

As of Friday, August 12, 2022, the following individuals have advised the Commission they will participate in this meeting:

Gary Caloroso, *Member*

Will Carleton, *Alternate*

Jason Cole, *Member*

John Cornell, *Member*

Maureen Cottingham, *Alternate*

Rob Grether, *Member*

Jessica Hunter, *Member*

Connor Huser, *Alternate*

Ohannes Karaoghlanian, *Member*

Rachael Laenen, *Member*

John Lloyd-Butler, *Member*

Daniella Malfitano, *Member*

Daryn Miller, *Member*

Michael Perricone, *Member*

Andrew Prechtel, *Member*

Ryan Rochefort, *Alternate*

Peter Shore, *Member*

Charley Wolk, *Alternate*

Time	Item
9:00 a.m.	<ol style="list-style-type: none">1. Call to Order<ol style="list-style-type: none">a. Roll Call/Quorum2. Opportunity for Public Comment<p>Any person may address the Board at this time on any subject within the jurisdiction of the California Avocado Commission.</p>3. Consent Calendar<ol style="list-style-type: none">a. Consider approval of Board of Director's meeting minutes of May 5, 2022b. Consider approval of Board of Director's meeting minutes of May 19, 2022c. 2021-22 Financial and crop updated. Consider approval of Food Safety Manual, VERSION 5.0 (Complies with PrimusGFS V3.2)4. Closed session regarding the appointment, employment, evaluation of performance, or dismissal of an employee pursuant to California Government Code Section 11126(a)<ol style="list-style-type: none">a. The Board may go into closed session to discuss and make recommendations regarding appointment, employment or dismissal of an employee.b. Return to open session and announce action taken in closed session, if any.5. Chairman's Report<ol style="list-style-type: none">a. Consider approval of delegation of authorityb. Update on President & CEO Searchc. Update on overall administration of the Commissiond. Consider Recommendation of Public Member for Term Commencing November 1, 20226. Industry Affairs<ol style="list-style-type: none">a. District member meetings with growersb. Avocado Brainstorming funding requestc. World Avocado Congressd. South Coast Field Station land development plane. Commission's participation in avocado festivals7. Marketing<ol style="list-style-type: none">a. 2021-22 Consumer Marketing Program Review8. Production Research<ol style="list-style-type: none">a. Committee Meeting Summaryb. Preliminary Budget for FY 2022-23

Time	Item
	<p>9. Treasurer's Report and Financial Discussion</p> <p>a. 2022-23 Preliminary Budget and Assessment Rate</p>
1:00 p.m.	10. Adjourn Meeting

Disclosures

The times listed for each agenda item are estimated and subject to change. It is possible that some of the agenda items may not be able to be discussed prior to adjournment. Consequently, those items will be rescheduled to appear on a subsequent agenda. All meetings of the California Avocado Commission are open to the public and subject to the Bagley-Keene Open Meeting Act.

All agenda items are subject to discussion and possible action. For more information, or to make a request regarding a disability-related modification or accommodation for the meeting, please contact April Aymami at 949-341-1955, California Avocado Commission, 12 Mauchly, Suite L, Irvine, CA 92618, or via email at aaymami@avocado.org. Requests for disability-related modification or accommodation for the meeting should be made at least 48 hours prior to the meeting time. For individuals with sensory disabilities, this document is available in Braille, large print, audiocassette or computer disk. This meeting schedule notice and agenda is available on the internet at <https://www.californiaavocadogrowers.com/commission/meeting-agendas-minutes> and <http://it.cdfa.ca.gov/igov/postings/detail.aspx?type=Notices>.

If you have questions on the above agenda, please contact April Aymami at aaymami@avocado.org or 949-341-1955.

Summary Definition of Conflict of Interest

It is each member's and alternate's responsibility to determine whether they have a conflict of interest and whether they should excuse themselves from a particular discussion or vote during a meeting. To assist you in this evaluation, the following *Summary Definition of Conflict of Interest* may be helpful.

A Commission *member or employee* has a conflict of interest in a decision of the Commission if it is reasonably foreseeable that the decision will have a material effect, financial or otherwise, on the member or employee or a member of his or her immediate family that is distinguishable from its effect on all persons subject to the Commission's jurisdiction.

No Commission member or employee shall make, or participate in making, any decision in which he or she knows or should know he or she has a conflict of interest.

No Commission member or employee shall, in any way, use his or her position to influence any decision in which he or she knows or should know he or she has a conflict of interest.



BOARD ACTION

**ITEM 3.a: CONSIDER APPROVAL OF BOARD OF DIRECTORS' MEETING MINUTES
OF MAY 5, 2022**

SUMMARY:

The minutes of the Board of Directors' regular meeting of May 5, 2022 are attached for the Board's review and approval.

FISCAL ANALYSIS:

- Not applicable

BOARD OPTIONS:

- Adopt minutes as presented
- Amend minutes
- Take no action

STAFF RECOMMENDATION:

- Approve minutes as presented

EXHIBITS / ATTACHMENTS:

- Minutes of the Board of Directors' regular meeting of May 5, 2022

**CALIFORNIA AVOCADO COMMISSION
BOARD MEETING MINUTES
May 5, 2022**

A meeting of the California Avocado Commission (CAC) Board was held on Thursday, May 5, 2022, with the following people present:

MEMBERS PRESENT

Gary Caloroso
Jason Cole
John Cornell
Rob Grether
Jessica Hunter
Ohannes Karaoghlanian
Rachael Laenen
John Lloyd-Butler
Daniella Malfitano
Daryn Miller
Michael Perricone
Andrew Prechtl
Peter Shore

ALTERNATES PRESENT

Will Carleton
Maureen Cottingham
Connor Huser
Catherine Keeling
Ryan Rochefort
Charley Wolk

MEMBERS ABSENT

None

ALTERNATES ABSENT

None

OFFICIALLY PRESENT

Victoria Carpenter, *USDA*
Jeff Hodge, *Boyden*
Ben Kardokus, *CDFA*
John Lamb, *Succession Task Force*
Rick Shade, *Succession Task Force*
George Soares, *Kahn, Soares & Conway*

STAFF PRESENT

Monica Arnett
April Aymami
Tom Bellamore
Zac Benedict
Dave Cruz
Jan DeLyser
Angela Fraser
Stacia Kierulff
Miriam Martinez
Ken Melban
Cristina Wede

GUESTS PRESENT

Rick Carey
Eddie Grangetto

ITEM #1 CALL TO ORDER

Roll Call/Quorum – Item 1.a.

Rob Grether, CAC chairman, called the meeting to order at 9:05 a.m. with a quorum present.

April Aymami, CAC industry affairs director, announced the California Department of Food and Agriculture (CDFA) and US Department of Agriculture (USDA) representatives, CAC staff and known guests participating in the meeting. She asked for all other guests to announce themselves and recorded all participants in attendance.

ITEM # 2 OPPORTUNITY FOR PUBLIC COMMENT

California grower, Rick Carey, addressed the Board stating, “CA growers face challenges. Please conduct a National search to bring in fresh leadership in an effort to reshape CAC to better serve needs in a more cost- efficient manner.”

California grower, Eddie Grangetto, commented regarding the transition of new CAC leadership and the need to address core issues such as the return on investment of CAC assessment dollars and a Commission focused on representing the best interests of California growers.

ITEM # 3 CLOSED SESSION REGARDING THE APPOINTMENT, EMPLOYMENT, EVALUATION PERFORMANCE, OR DISMISSAL OF AN EMPLOYEE PURSUANT TO CALIFORNIA GOVERNMENT CODE SECTION 11126(a)

Mr. Grether convened a Closed Session of board members, alternates, legal counsel, CDFA and USDA representatives, Jeff Hodge, John Lamb and Rick Shade at 9:13 a.m.

ITEM # 4 RETURN TO OPEN SESSION AND ANNOUNCE ACTION TAKEN IN CLOSED SESSION, IF ANY

Mr. Grether returned to open session at 1:30 p.m. and announced that the board had taken action to extend an offer of employment to the President/CEO candidate recommended by the Succession Task Force.

ADJOURN MEETING

Mr. Grether adjourned the meeting at 1:32 p.m. The next regularly scheduled Board meeting will be held on May 19, 2022.

Respectfully submitted,

April Aymami, CAC Industry Affairs Director

I certify that the above is a true statement of the Minutes of May 5, 2022 approved by the CAC Board of Directors on August 18, 2022.

Jessica Hunter, CAC Board Secretary

EXHIBITS ATTACHED TO THE PERMANENT COPY OF THESE MINUTES

None



ITEM 3.b: **CONSIDER APPROVAL OF BOARD OF DIRECTORS' MEETING MINUTES
OF MAY 19, 2022**

SUMMARY:

The minutes of the Board of Directors' regular meeting of May 19, 2022 are attached for the Board's review and approval.

FISCAL ANALYSIS:

- Not applicable

BOARD OPTIONS:

- Adopt minutes as presented
- Amend minutes
- Take no action

STAFF RECOMMENDATION:

- Approve minutes as presented

EXHIBITS / ATTACHMENTS:

- Minutes of the Board of Directors' regular meeting of May 19, 2022

**CALIFORNIA AVOCADO COMMISSION
BOARD MEETING MINUTES
May 19, 2022**

A meeting of the California Avocado Commission (CAC) Board was held on Thursday, May 19, 2022, with the following people present:

MEMBERS PRESENT

Gary Caloroso
Jason Cole
John Cornell
Rob Grether
Jessica Hunter
Ohannes Karaoghlanian
Catherine Keeling (*Laenen Alt.*)
John Lloyd-Butler
Daniella Malfitano
Daryn Miller
Michael Perricone
Andrew Prechtl
Peter Shore

ALTERNATES PRESENT

Will Carleton
Maureen Cottingham
Connor Huser
Ryan Rochefort
Charley Wolk

MEMBERS ABSENT

Rachael Laenen

ALTERNATES ABSENT

None

OFFICIALLY PRESENT

Victoria Carpenter, *USDA*
David Hillis, *CDFA*
Jeff Hodge, *Boyden*
Marji Morrow, *Rockwell
Morrow*
George Soares, *Kahn,
Soares & Conway*
Dr. Tim Spann, *Spann Ag
Research & Consulting*

STAFF PRESENT

Monica Arnett
April Aymami
Tom Bellamore
Zac Benedict
Dave Cruz
Jan DeLyser
Angela Fraser
Stacia Kierulff
Miriam Martinez
Ken Melban
Cristina Wede

GUESTS PRESENT

Jennifer Ayvazian
Carolyn Becker
Emiliano Escobedo
Brittany Ferrant
Candace Hollar
Robby Granatelli
Lauren Jacobsen
Kathleen Johnson
Lauren Kelley
Tyler Kirsch
Kim Kurata
John McGuigan
Jillian McMenamin
Steven Muro
Jill Netzel
Laura Paden
Barb Peirce
Bryan Reugebrink
Erica Sanchez
Sam Schaitberger
Matt Schraut

ITEM #1 CALL TO ORDER

Roll Call/Quorum – Item 1.a.

Rob Grether, CAC chairman, called the meeting to order at 10:03 a.m. with a quorum present.

April Aymami, CAC industry affairs director, announced the California Department of Food and Agriculture (CDFA) and US Department of Agriculture (USDA) representatives, CAC staff and known guests participating in the meeting. She asked for all other guests to announce themselves and recorded all participants in attendance.

ITEM # 2 OPPORTUNITY FOR PUBLIC COMMENT

There was no public comment.

ITEM # 3 CONSENT CALENDAR

Mr. Grether introduced the consent calendar items and asked for questions or comments. With no comments on the consent calendar items, the following motion was put forward:

MOTION:

The CAC Board of Directors approves the Consent Calendar, Items 3.a through 3.f as presented.

(Cornell/Cole) MSC Unanimous

MOTION 22-5-19-1

The Consent Calendar is included in the May 2022 Board Packet and is attached to the permanent copy of these Minutes and identified as EXHIBIT A, Items 3.a through 3.f.

ITEM # 4.a CLOSED SESSION REGARDING THE APPOINTMENT, EMPLOYMENT, EVALUATION PERFORMANCE, OR DISMISSAL OF AN EMPLOYEE PURSUANT TO CALIFORNIA GOVERNMENT CODE SECTION 11126(a)

Mr. Grether convened a Closed Session of board members, alternates, legal counsel, and CDFA and USDA representatives at 10:13 a.m.

ITEM #4.b RETURN TO OPEN SESSION AND ANNOUNCE ACTION TAKEN IN CLOSED SESSION, IF ANY

Mr. Grether returned to open session at 12:10 p.m. and announced that the board had taken action to accept CAC President Tom Bellamore's resignation effective June 2, 2022. On behalf of the industry, he commended Mr. Bellamore's leadership and tenure as CAC president.

Mr. Bellamore thanked the Board for being an excellent employer over the past 28 years. He specifically recognized Charley Wolk for his strength, wisdom and sage advice provided to Mr. Bellamore during his tenure.

Mr. Grether reported that no action had been taken regarding the ongoing President and CEO recruitment process.

ITEM #7 MARKETING REPORT

2022 IFPA Global Produce Show Update – Item 7.d.

Angela Fraser, CAC director trade and legal affairs, provided an overview of the International Fresh Produce Association 2022 Global Produce & Floral Show scheduled to be held October 27-29, 2022, in Orlando, Florida. She provided an overview of the COVID-19 health and safety protocols as well as the event schedule, avocado-related exhibitors, expo floor plan, CAC booth layout and booth staffing. Ms. Fraser also reported that CAC had a block of rooms and limited supply of complimentary Expo Only passes. She stated that CAC board members would have priority status on distribution of passes and access to, at board member's expense, CAC's room block.

The International Fresh Produce Association 2022 Global Produce & Floral Show presentation is attached to the permanent copy of these Minutes and identified as EXHIBIT B.

ITEM #5 CHAIRMAN'S REPORT

Mr. Grether noted that he had nothing additional to report under the Chairman's Report.

ITEM #6 TREASURER'S REPORT

Jason Cole, CAC treasurer, reported that the Finance Committee had met and reviewed CAC's current financial status, cash disbursements, contracts and CAC Merch Shop financials. He noted that despite a decrease in estimated 2022 crop volume, the strong market pricing has offset any detrimental financial impact that CAC would have experienced due to the loss in volume.

Consider Finance Committee Recommendation on Corporate Insurance – Item 6.a.

Mr. Cole stated that the Finance Committee reviewed the schedule of corporate insurance policies prepared by staff, with counsel from CAC's insurance broker, and recommended approval of the corporate insurance policies as presented. It was noted that the policies presented were the same as prior years, with the exception of the Employed Lawyers Professional Liability policy, which would not be renewed.

MOTION:

***Move to approve the CAC Corporate Insurance Schedule as presented.
(Lloyd-Butler/Shore) MSC Unanimous***

MOTION 22-5-19-2

The CAC Corporate Insurance Schedule is included in the May 2022 Board Packet and is attached to the permanent copy of these Minutes and identified as EXHIBIT A, Item 6.a.

ITEM #7 MARKETING REPORT (CONTINUED)

Mr. Grether stated that due to time constraints, the consumer advertising, public relations and living well brand advocates reports would need to be postponed to a future meeting. Jan DeLyser, CAC vice president marketing, indicated that the presentations would be sent out to the Board following the meeting.

Merch Shop Report – Item 7.e.

Ms. DeLyser introduced Marji Morrow, who provided an in-depth report on the California Avocado Merchandise Shop financials, as well as overview of top-selling items and general observations. It was noted that the marketing department would be reviewing the Merch Shop performance as part of the 2022-23 planning process and provide recommendations to the Board at a future meeting.

The California Avocado Merchandise Shop report is attached to the permanent copy of these Minutes and identified as EXHIBIT C.

ITEM #8 PRODUCTION RESEARCH REPORT

Dr. Tim Spann reported the Production Research Committee had recently met to discuss project needs for the coming year. He noted that no action was taken, with discussion focused on the following:

- CAC's effort to advertise the need for industry reviewers for the USDA Specialty Crop Research Initiative proposal review process
- Request for a three-year proposal from UCR on continued rootstock research
- Expanding the avocado crop coefficient project to include northern growing regions
- The need to move fungicides for Avocado Branch Canker treatment into the registration process for California
- Request that an update be provided to PRC on Dr. Peggy Mauk's herbicide work
- UCR proposal submitted for federal funding on carbon footprint, including avocados, which could provide valuable information to CAC in completing a full life-cycle analysis in the future
- Request that an Avocado Lace Bug update be provided to PRC to discuss the current status of research and whether additional funding is needed
- Support to pursue a renewal of CAC's leased acreage at Pine Tree Ranch, with suggestion to explore the option to expand the number of leased acres and the need to install a variable frequency drive to allow for more flexibility in irrigating CAC's leased portion of the ranch

There was brief Board discussion regarding the issue of sustainability and the Hass Avocado Board's work in this area. It was noted that CAC was collaborating with HAB's sustainability efforts.

John Cornell, CAC District 2 member, stated that he had previously submitted a proposal on the use of overhead irrigation as a heat mitigation strategy for the PRC's consideration. Dr. Spann requested that Mr. Cornell resubmit the proposal for the PRC's review.

Ken Melban, CAC vice president of industry affairs, reported that an Israeli plant pathology and weed researcher would be visiting California and for the next four months would be utilizing office space at the Commission.

California Avocado Commission
Board Meeting Minutes
May 19, 2022

ADJOURN MEETING

Mr. Grether adjourned the meeting at 1:00 p.m. The next regularly scheduled Board meeting will be held on August 19, 2022.

Respectfully submitted,

April Aymami, CAC Industry Affairs Director

I certify that the above is a true statement of the Minutes of May 19, 2022 approved by the CAC Board of Directors on August 18, 2022.

Jessica Hunter, CAC Board Secretary

EXHIBITS ATTACHED TO THE PERMANENT COPY OF THESE MINUTES

- EXHIBIT A May 2022 Board Packet
- EXHIBIT B International Fresh Produce Association 2022 Global Produce & Floral Show Presentation
- EXHIBIT C California Avocado Merchandise Shop Report
- EXHIBIT D May 19, 2022 Board Meeting AB 2720 Roll Call Vote Tally Summary

CALIFORNIA AVOCADO COMMISSION
AB 2720 Roll Call Vote Tally Summary
To be attached to the Meeting Minutes

Meeting Name: <i>California Avocado Commission Regular Board Meeting</i>	Meeting Location: <i>Hybrid In-person (Irvine) Online (Zoom)</i>	Meeting Date: <i>May 19, 2022</i>
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<i>Attendees Who Voted</i>	<u><i>MOTION 22-5-19-1</i></u>	<u><i>MOTION 22-5-19-2</i></u>
Michael Perricone	Yea	Yea
Jessica Hunter	Yea	Yea
Ohannes Karaoghlanian	Yea	Yea
John Cornell	Yea	Yea
Rob Grether	Did Not Vote	Did Not Vote
John Lloyd-Butler	Yea	Yea
Jason Cole	Yea	Yea
Catherine Keeling	Yea	Yea
Daryn Miller	Yea	Yea
Andrew Prechtl	Yea	Yea
Peter Shore	Yea	Yea
Gary Caloroso	Yea	Yea
Daniella Malfitano	Yea	Yea
<i>Outcome</i>	Unanimous	Unanimous



BOARD INFORMATION

ITEM 3.C: 2021-22 FINANCIAL & CROP UPDATE

SUMMARY:

Financial Position and Operational Indicators

The following are highlights taken from the Commission’s Statement of Net Position (Balance Sheet & Reserves) as of June 30, 2022 and Statement of Revenues, Expenses & Changes in Net Position (Income Statement) for the period then ended, with comparison to prior year’s figures:

	6/30/22	6/30/21
Assets		
Petty Cash	\$200	\$200
Cash in Bank–Checking Accounts	1,898,268	1,610,954
Investments (LAIF & MMA)	7,682,823	8,420,577
Subtotal CAC Cash & Investment	9,581,291	10,031,731
Cash & Investments held for AIP	901,416	826,383
Total Cash & Investment	10,482,707	10,858,114
Assessment Receivable	4,610,542	3,210,445
Other (Other Receivables, Prepaids and Fixed Assets)	402,479	272,829
Total Assets	15,495,728	14,341,388
Liabilities & Net Reserves		
Accounts Payable and Accrued Expenses	445,925	655,011
Due to AIP	901,416	826,383
Other	252,692	221,398
Total Liabilities	1,600,033	1,702,792
Total Revenues	11,513,286	7,498,529
Total Expenditures	8,030,014	9,202,375
YTD Surplus (Deficit)	3,483,272	(1,703,846)
Net Reserves-Prior Periods	10,412,423	14,342,442
Total Net Reserves	13,895,695	12,638,596
Total Liabilities & Net Reserves	\$15,495,728	\$14,341,388

Crop Statistics

Handlers reported 176.4 million pounds of California avocados were harvested through May 2022 with an average price (per pound) reported at 1.69 dollars. An estimated 34.1 million pounds were harvested in June 2022 with an average price (per pound) of 2.04 dollars. This would bring the total harvested through June 2022 to 210.5 million pounds at an average price (per pound) of 1.75 dollars.

The attached year-to-date 2021-22 U.S. Aggregate Avocado Volume by Month Chart shows the actual crop volume for all countries of origin with prior year comparison.

FISCAL ANALYSIS:

- Not applicable

BOARD OPTIONS:

- Discussion item only

STAFF RECOMMENDATION:

- Not applicable

EXHIBITS / ATTACHMENTS:

- Balance Sheet and Reserves as of June 30, 2022
- Statement of Revenues and Expenses for the eight months ending June 30, 2022
- 2021-22 Pounds & Dollars by Variety Report (November 2021 – May 2022)
- 2021-22 U.S. Aggregate Avocado Volume by Month Chart (November 2021 – May 2022)

California Avocado Commission
Statement of Net Position
As of June 30, 2022 (with Comparison to Prior Year)

	Current Year		Prior Year		Variance	
	Balance	%	Balance	%	Amount	%
ASSETS						
Cash and Short Term Investments:						
Petty Cash	200	0.00%	200	0.00%	-	0.00%
Cash in Bank	1,898,268	12.25%	1,610,954	11.23%	287,314	17.84%
Cash in Bank-LAIF & Money Market	7,682,823	49.58%	8,420,577	58.72%	(737,754)	-8.76%
Total CAC Cash and Short Term Investments	9,581,291	61.83%	10,031,731	69.95%	(450,440)	-4.49%
Cash in Bank, LAIF & Money Market (held for A	901,416	5.82%	826,383	5.76%	75,033	9.08%
Total Cash and Short Term Investments	10,482,707	67.65%	10,858,114	75.71%	(375,407)	-3.46%
Other Current Assets:						
Assessment Receivable	4,610,542	29.75%	3,210,445	22.39%	1,400,096	43.61%
Other Receivable	176,308	1.14%	4,030	0.03%	172,279	4275.40%
Prepays	104,562	0.67%	137,245	0.96%	(32,683)	-23.81%
Merchandise Shop Inventory	67,061	0.43%	30,535	0.21%	36,526	119.62%
Total Other Current Assets	4,958,473	32.00%	3,382,255	23.58%	1,576,218	46.60%
Total Current Assets	15,441,180	99.65%	14,240,369	99.30%	1,200,811	8.43%
Fixed Assets:						
Furniture	40,436	0.26%	72,785	0.51%	(32,349)	-44.44%
Land Improvements	14,112	0.09%	28,235	0.20%	(14,123)	-50.02%
Total Fixed Assets	54,548	0.35%	101,020	0.70%	(46,472)	-46.00%
Net Fixed Assets	54,548	0.35%	101,020	0.70%	(46,472)	-46.00%
Total Assets	15,495,728	100.00%	14,341,388	100.00%	1,154,339	8.05%
LIABILITIES AND NET RESERVES						
Current Liabilities:						
Accounts Payable & Accrued Expenses	445,925	27.87%	655,011	38.47%	(209,086)	-31.92%
Due to AIP	901,416	56.34%	826,383	48.53%	(75,033)	-9.08%
Other Payable (Vacation/Payroll/Sec. 125)	234,693	14.67%	200,205	11.76%	34,488	17.23%
Research Contract Payable	-	0.00%	3,194	0.19%	(3,194)	0.00%
Total Current Liabilities	1,582,033	98.88%	1,684,792	98.94%	(102,759)	-6.10%
Long Term Liabilities:						
Deposit Due to CDFA/AIP	18,000	1.12%	18,000	1.06%	-	0.00%
Total Long Term Liabilities	18,000	1.12%	18,000	1.06%	-	0.00%
Total Liabilities	1,600,033	100.00%	1,702,792	100.00%	(102,759)	-6.03%
Net Reserves:						
Net Reserves-Prior Periods	10,412,423	74.93%	14,342,442	113.48%	(3,930,019)	-27.40%
Surplus (Deficit)-Current Period	3,483,272	25.07%	(1,703,846)	-13.48%	5,187,117	-304.44%
Total Net Reserves	13,895,695	100.00%	12,638,596	100.00%	1,257,099	9.95%
Total Liabilities and Net Reserves	15,495,728	100.00%	14,341,388	100.00%	1,154,339	8.05%

California Avocado Commission
Statement of Revenues, Expenses & Changes in Net Position (Surplus/Deficit)
For the eight months ending June 30, 2022 (with Comparison to Prior Year)

	2021/2022		2020/2021		Current Year Vs Prior Year	
	Actual	%	Actual	%	Var-Fav(Unfav)	% of Change
Revenues						
Assessment Revenues						
CAC Assessment Revenue	6,995,536	60.8%	3,872,907	51.65%	3,122,629	80.6%
HAB Assessment Revenue	4,206,995	36.5%	3,450,784	46.02%	756,210	21.9%
Subtotal Assessment Revenue	11,202,530	97.3%	7,323,691	97.67%	3,878,839	53.0%
Other Revenues						
Admin & Accounting Fee Revenue (AIP)	40,664	0.4%	40,664	0.54%	-	0.0%
Grant Funding	-	0.0%	-	0.00%	-	0.0%
Pine Tree Ranch Crop Income	208,049	1.8%	58,905	0.79%	149,144	253.2%
Interest and Other Income	52,187	0.5%	61,809	0.82%	(9,622)	-15.6%
Merch Shop Income	9,856	0.1%	13,459	0.18%	(3,604)	-26.8%
Subtotal Other Revenues	310,755	2.7%	174,838	2.33%	135,918	77.7%
Total Revenue	11,513,286	100.0%	7,498,529	100.00%	4,014,757	53.5%
Expenses						
Marketing Expenses						
Consumer Marketing	2,932,569	37.0%	3,714,832	40.70%	782,263	21.1%
Merchandising	886,973	11.2%	1,229,538	13.47%	342,565	27.9%
Foodservice	345,656	4.4%	354,851	3.89%	9,195	2.6%
Consumer Public Relations	579,069	7.3%	682,492	7.48%	103,424	15.2%
Consumer/Trade Living Well	104,841	1.3%	124,322	1.36%	19,482	15.7%
Marketing Activities Support	70,613	0.9%	139,951	1.53%	69,338	49.5%
Merch Shop	93,688	1.2%	74,457	0.82%	(19,231)	-25.8%
Subtotal Marketing Expenses	5,013,409	63.2%	6,320,444	69.24%	1,307,035	20.7%
Non-Marketing Expenses						
Industry Affairs & Production Research	462,924	5.8%	596,236	6.53%	133,311	22.4%
Grant Programs	325,075	4.1%	203,845	2.23%	(121,230)	-59.5%
Administration	2,228,605	28.1%	2,081,850	22.81%	(146,755)	-7.0%
Subtotal Non-Marketing Expenses	3,016,605	38.0%	2,881,930	31.57%	(134,675)	-4.7%
Total Expenses	8,030,014	100.0%	9,202,374	100.00%	1,172,361	12.7%
Surplus (Deficit)	3,483,272	100.0%	(1,703,846)	100.00%	5,187,117	304.4%

California Avocado Commission
Statement of Revenues, Expenses & Changes in Net Position (Surplus/Deficit) - Actual vs. Budget
For the eight months ending June 30, 2022 (with Comparison to Budget)

	YTD		YTD Budget	YTD Actual Vs YTD Budget		Annual Budget	YTD Actual Vs Annual Budget	
	Actual	%		Var-Fav(Unfav)	% of Budget		Var-Fav(Unfav)	% of Budget
Revenues								
Assessment Revenues								
CAC Assessment Revenue	6,995,536	60.76%	3,923,570	3,071,966	78.30%	6,398,440	597,096	9.33%
HAB Assessment Revenue	4,206,995	36.54%	3,930,530	276,465	7.03%	5,928,750	(1,721,755)	-29.04%
Subtotal Assessment Revenue	11,202,530	97.30%	7,854,100	3,348,430	42.63%	12,327,190	(1,124,660)	-9.12%
Other Revenues								
Admin & Accounting Fee Revenue (AIP)	40,664	0.35%	40,664	-	0.00%	61,000	(20,336)	-33.34%
Grant Funding	-	0.00%	-	-	0.00%	475,000	(475,000)	-100.00%
Pine Tree Ranch Crop Income	208,049	1.81%	112,500	95,549	84.93%	112,500	95,549	84.93%
From The Grove Income	41,250	0.36%	32,500	8,750	26.92%	65,000	(23,750)	-36.54%
Interest and Other Income	10,937	0.09%	10,000	937	9.37%	15,000	(4,063)	-27.09%
Merchandise Shop Income	9,856	0.09%	35,747	(25,892)	-72.43%	53,621	(43,765)	-81.62%
Subtotal Other Revenues	310,755	2.70%	231,411	79,344	34.29%	782,121	(471,365)	-60.27%
Total Revenue	11,513,286	100.00%	8,085,511	3,427,774	42.39%	13,109,311	(1,596,025)	-12.17%
Expenses								
Marketing Expenses								
Consumer Marketing	2,932,569	36.52%	3,692,132	759,563	20.57%	5,375,000	2,442,431	45.44%
Merchandising	886,973	11.05%	1,025,162	138,189	13.48%	2,194,035	1,307,062	59.57%
Foodservice	345,656	4.30%	370,720	25,064	6.76%	772,500	426,844	55.25%
Consumer Public Relations	579,069	7.21%	564,750	(14,319)	-2.54%	785,000	205,931	26.23%
Consumer/Trade Living Well	104,841	1.31%	107,750	2,909	2.70%	145,000	40,159	27.70%
Marketing Activities Support	70,613	0.88%	69,935	(678)	-0.97%	112,500	41,887	37.23%
Merchandise Shop	93,688	1.17%	102,875	9,187	8.93%	147,330	53,642	36.41%
Subtotal Marketing Expenses	5,013,409	62.43%	5,933,324	919,915	15.50%	9,531,365	4,517,956	47.40%
Non-Marketing Expenses								
Industry Affairs & Production Research	462,924	5.76%	512,703	49,778	11.34%	1,465,412	1,002,488	143.97%
Grants	325,075	4.05%	341,200	16,125	4.73%	475,000	149,925	31.56%
Administration	2,228,605	27.75%	2,361,327	132,722	5.62%	3,577,725	1,349,120	37.71%
Subtotal Non-Marketing Expenses	3,016,605	37.57%	3,215,230	198,625	6.18%	5,518,137	2,501,532	45.33%
Total Expenses	8,030,014	100.00%	9,148,554	1,118,540	12.23%	15,049,502	7,019,488	46.64%
Surplus (Deficit)	3,483,272	100.00%	(1,063,042)	4,546,314	-427.67%	(1,940,191)	5,423,463	279.53%

California Avocado Commission
Statement of Revenues, Expenses & Changes in Net Position (Surplus/Deficit) - Actual vs. Budget
For the eight months ending June 30, 2022 (with Comparison to Budget)

	YTD		YTD Budget	YTD Actual Vs YTD Budget		Annual Budget	YTD Actual Vs Annual Budget	
	Actual	%		Var-Fav(Unfav)	% of Budget		Var-Fav(Unfav)	% of Budget
Consumer Advertising								
Media	1,532,751	19.09%	2,153,332	620,581	28.82%	3,200,000	1,667,249	52.10%
Production	149,882	1.87%	177,305	27,423	15.47%	197,305	47,423	24.04%
Online Marketing	206,066	2.57%	317,625	111,559	35.12%	411,890	205,824	49.97%
Program Administration	1,043,870	13.00%	1,043,870	-	0.00%	1,565,805	521,935	33.33%
Subtotal Consumer Advertising	2,932,569	36.52%	3,692,132	759,563	20.57%	5,375,000	2,442,431	45.44%
Merchandising Promotions								
Trade Relations	629,215	7.84%	724,920	95,705	13.20%	1,001,500	372,285	37.17%
Retail/Consumer Promotions	98,281	1.22%	99,500	1,219	1.22%	813,835	715,554	87.92%
Data, Research & Analysis	144,826	1.80%	182,702	37,876	20.73%	293,700	148,874	50.69%
Administration & Other	14,652	0.18%	18,040	3,388	18.78%	85,000	70,348	82.76%
Subtotal Merchandising Promoti	886,973	11.05%	1,025,162	138,189	13.48%	2,194,035	1,307,062	59.57%
Foodservice								
Media	63,545	0.79%	59,470	(4,075)	-6.85%	79,300	15,755	19.87%
Public Relations & Collateral Materials	31,720	0.40%	32,050	330	1.03%	56,800	25,080	44.15%
Foodservice Events	122,895	1.53%	144,800	21,905	15.13%	279,700	156,805	56.06%
Chain Promotions	104,518	1.30%	109,000	4,483	4.11%	300,700	196,183	65.24%
Education Programs	1,260	0.02%	1,400	140	10.00%	2,000	740	37.00%
Program Administration Fees	21,718	0.27%	24,000	2,282	9.51%	54,000	32,282	59.78%
Subtotal Foodservice	345,656	4.30%	370,720	25,064	6.76%	772,500	426,844	55.25%
Consumer Public Relations								
Brand Advocates	231,442	2.88%	213,250	(18,192)	-8.53%	339,800	108,358	31.89%
Public Relations	279,546	3.48%	285,700	6,154	2.15%	321,700	42,154	13.10%
Program Administration	68,081	0.85%	65,800	(2,281)	-3.47%	123,500	55,419	44.87%
Subtotal Public Relations	579,069	7.21%	564,750	(14,319)	-2.54%	785,000	205,931	26.23%
Consumer/Trade Living Well								
RDN Ambassadors	79,258	0.99%	80,050	792	0.99%	113,700	34,442	30.29%
Industry Partnerships	19,183	0.24%	21,300	2,117	9.94%	21,300	2,117	9.94%
Program Administration	6,400	0.08%	6,400	-	0.00%	10,000	3,600	36.00%
Subtotal Consumer/Trade Livi	104,841	1.31%	107,750	2,909	2.70%	145,000	40,159	27.70%
Marketing Activities Support								
Marketing Planning	58,113	0.72%	57,435	(678)	-1.18%	87,500	29,387	33.59%
Center for Produce Safety	-	0.00%	-	-	0.00%	-	-	0.00%
"Buy California" Marketing Campaign	12,500	0.16%	12,500	-	0.00%	25,000	12,500	0.00%
Festivals	-	0.00%	-	-	0.00%	-	-	0.00%
Subtotal Marketing Activities :	70,613	0.88%	69,935	(678)	-0.97%	112,500	41,887	37.23%
Merchandise Shop								
Cost of Goods Sold	(1,879)	-0.02%	-	1,879	0.00%	13,000	14,879	114.45%
Expenses - Variable	8,587	0.11%	12,839	4,252	33.12%	19,275	10,688	55.45%
Expenses - Fees	86,981	1.08%	90,036	3,056	3.39%	115,055	28,074	24.40%
Subtotal Merchandise Shop	93,688	1.17%	102,875	9,187	8.93%	147,330	53,642	36.41%
Subtotal Marketing Expenses	5,013,409	62.43%	5,933,324	919,915	15.50%	9,531,365	4,517,956	47.40%

California Avocado Commission
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	YTD		YTD Budget	YTD Actual Vs YTD Budget		Annual Budget	YTD Actual Vs Annual Budget	
	Actual	%		Var-Fav(Unfav)	% of Budget		Var-Fav(Unfav)	% of Budget
Industry Affairs								
AMRIC Operation	32,474	0.40%	34,750	2,276	6.55%	86,500	54,026	62.46%
Crop Forecasting & Analysis	64,394	0.80%	69,613	5,219	7.50%	145,000	80,606	55.59%
Grower Database	985	0.01%	5,000	4,015	80.31%	5,000	4,015	80.31%
Grove ID GIS Project Dmnt	-	0.00%	-	-	0.00%	20,000	20,000	100.00%
Online Information (Grower Web Site)	7,626	0.09%	25,100	17,474	69.62%	46,000	38,374	83.42%
Publications	61,693	0.77%	46,755	(14,938)	-31.95%	104,000	42,307	40.68%
Annual Meeting	-	0.00%	20,000	20,000	100.00%	20,000	20,000	100.00%
Annual Report	13,267	0.17%	12,000	(1,267)	-10.56%	12,000	(1,267)	-10.56%
Water Issues	-	0.00%	-	-	0.00%	25,000	25,000	100.00%
Field/Technical Support	20,636	0.26%	20,670	34	0.16%	65,000	44,364	68.25%
Research Program Coordination & Outrea	64,000	0.80%	64,000	-	0.00%	120,000	56,000	46.67%
Legislative & Regulatory Advocacy	2,838	0.04%	3,000	163	5.42%	125,000	122,163	97.73%
Product Registrations	-	0.00%	-	-	0.00%	4,000	4,000	100.00%
Sustainability Project	225	0.00%	250	25	10.00%	50,000	49,775	99.55%
Elections	-	0.00%	1,000	1,000	100.00%	10,000	10,000	100.00%
Legal Support	24,273	0.30%	26,000	1,727	6.64%	40,000	15,727	39.32%
Governance Support	-	0.00%	-	-	0.00%	20,000	20,000	100.00%
Field Meetings, Seminars & Workshops	-	0.00%	-	-	0.00%	23,500	23,500	100.00%
Pine Tree Ranch Field Days	-	0.00%	675	675	100.00%	2,000	2,000	100.00%
Grower Outreach	3,509	0.04%	3,600	91	2.52%	13,500	9,991	74.00%
Coalition Dues, Sponsorship & Reports	9,470	0.12%	10,070	600	5.96%	20,000	10,530	52.65%
Grant Writing	-	0.00%	-	-	0.00%	2,500	2,500	100.00%
Travel	6,922	0.09%	24,000	17,078	71.16%	40,000	33,078	82.70%
Office Expense	5,223	0.07%	10,800	5,577	51.64%	16,500	11,277	68.34%
Committee Meeting Expense	-	0.00%	-	-	0.00%	5,000	5,000	100.00%
Demonstration Grove								
Pine Tree - Rent	16,080	0.20%	16,080	-	0.00%	24,384	8,304	34.06%
Pine Tree - Grove Management	21,227	0.26%	22,200	973	4.38%	40,000	18,773	46.93%
Pine Tree - Utilities	212	0.00%	3,600	3,388	94.12%	5,400	5,188	96.08%
Pine Tree - Property Tax & Insurance	(81)	0.00%	1,680	1,761	104.85%	2,500	2,581	103.26%
Pine Tree - Misc Expenses	997	0.01%	1,000	3	0.26%	5,000	4,003	80.05%
Pine Tree - Crop Harvesting	26,678	0.33%	13,700	(12,978)	-94.73%	16,200	(10,478)	-64.68%
Pine Tree - Crop Hauling	-	0.00%	-	-	0.00%	500	500	100.00%
Pine Tree - CAC Assessment	3,641	0.05%	1,669	(1,972)	-118.14%	1,969	(1,672)	-84.91%
Pine Tree - HAB Assessment	3,055	0.04%	1,910	(1,145)	-59.94%	2,250	(805)	-35.77%
Subtotal Pine Tree Demonstra	71,808	0.89%	61,839	(9,969)	-16.12%	98,203	26,395	26.88%
Subtotal Industry Affairs	389,343	4.85%	439,122	49,778	11.34%	1,118,703	729,360	65.20%
Production Research								
Proactive Mgmt of Avocado Seed and Str	-	0.00%	-	-	0.00%	50,000	50,000	100.00%
Phenology and Ecology of Avocado Lace	-	0.00%	-	-	0.00%	50,845	50,845	100.00%
Commercial-Scale Field Testing of Advan	67,500	0.84%	67,500	-	0.00%	135,000	67,500	50.00%
Safety and Efficacy of Herbicides in Beari	6,081	0.08%	6,081	-	0.00%	10,864	4,783	44.03%
Development of Chloride Mitigation Strate	-	0.00%	-	-	0.00%	74,600	74,600	100.00%
PLACEHOLDER	-	0.00%	-	-	0.00%	25,400	25,400	100.00%
Subtotal Production Research	73,581	0.92%	73,581	-	0.00%	346,709	273,128	78.78%
Grants								
USDA Grant-FAS MAP South Korea	174,149	2.17%	177,000	2,851	1.61%	200,000	25,851	12.93%
USDA Grant-FAS MAP China	150,926	1.88%	164,200	13,274	8.08%	275,000	124,074	45.12%
Subtotal Grants	325,075	4.05%	341,200	16,125	4.73%	475,000	149,925	31.56%

California Avocado Commission
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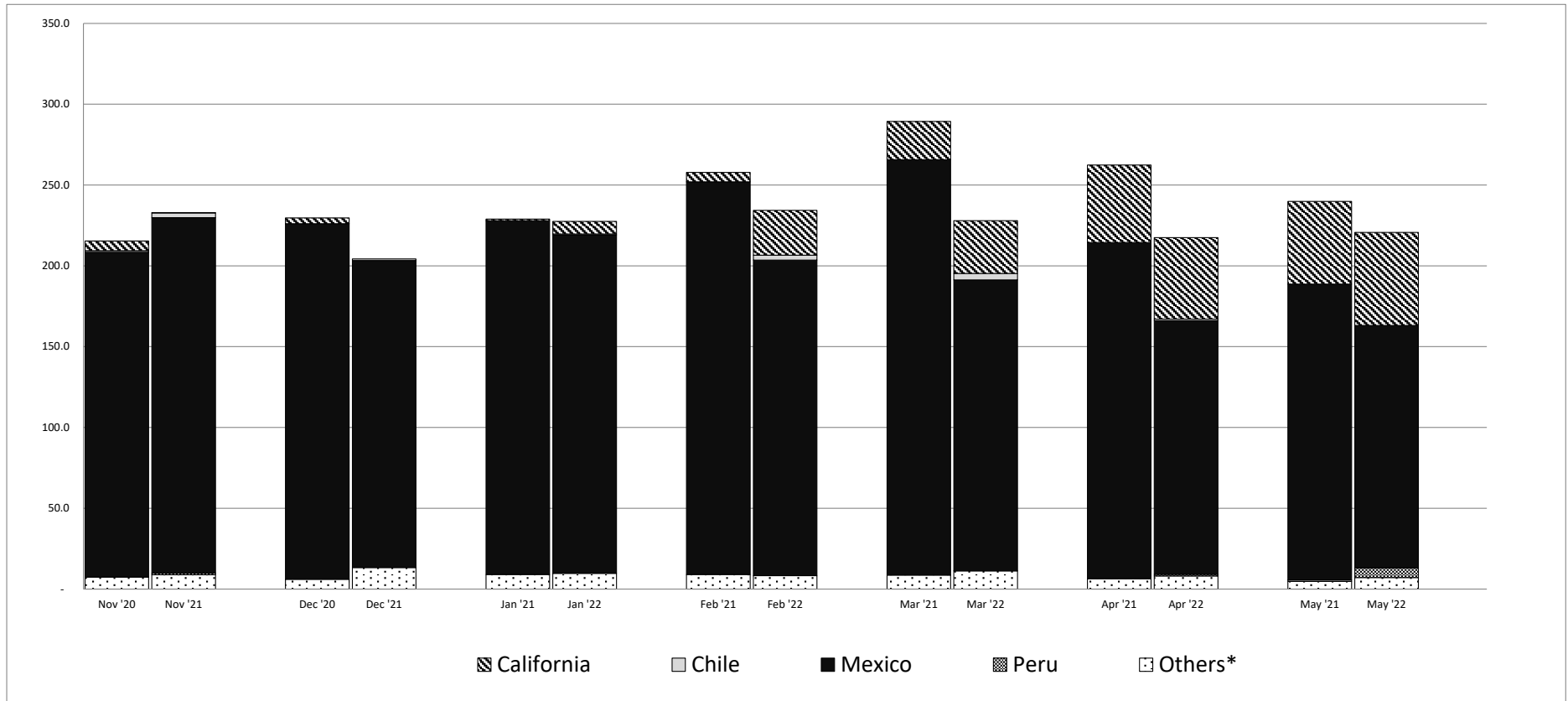
	YTD		YTD Budget	YTD Actual Vs YTD Budget		Annual Budget	YTD Actual Vs Annual Budget	
	Actual	%		Var-Fav(Unfav)	% of Budget		Var-Fav(Unfav)	% of Budget
Administration								
Rent-Office-CAM, Ins, Prop Tax-Mauchly	94,869	1.18%	95,098	229	0.24%	142,790	47,921	33.56%
Rent-Offsite Storage	4,680	0.06%	4,680	-	0.00%	7,137	2,457	34.43%
Corporate Insurance	88,101	1.10%	98,050	9,949	10.15%	98,050	9,949	10.15%
Office Expense, Supplies & Janitorial	12,446	0.15%	18,660	6,214	33.30%	38,835	26,389	67.95%
Utilities	5,821	0.07%	9,360	3,539	37.81%	16,540	10,719	64.81%
Bank Fees	11,504	0.14%	11,065	(439)	-3.97%	15,860	4,356	27.47%
Equip Maint. & Exp. and Capital Lease In	13,294	0.17%	17,750	4,456	25.11%	27,600	14,306	51.83%
Telephone & Postage	11,953	0.15%	19,440	7,487	38.51%	30,410	18,457	60.69%
CPA-Financial Audits	31,120	0.39%	31,500	380	1.21%	31,500	380	1.21%
CPA-Assessment Audits	1,255	0.02%	20,738	19,483	93.95%	20,738	19,483	93.95%
CDFA-Fiscal and Compliance Audit	8,500	0.11%	8,715	215	2.47%	8,715	215	2.47%
California Dept. of Food & Agriculture	53,586	0.67%	53,800	214	0.40%	76,200	22,614	29.68%
U.S. Dept. of Agriculture (AMS)	27,028	0.34%	50,400	23,372	46.37%	75,600	48,572	64.25%
Legal & Other Professional	3,752	0.05%	3,800	48	1.26%	5,000	1,248	24.96%
Salaries/Wages	1,261,298	15.71%	1,263,000	1,702	0.13%	1,875,000	613,702	32.73%
Pension, Payroll Tax & Benefits	422,418	5.26%	438,080	15,662	3.58%	646,392	223,974	34.65%
Board Member District Meetings & Expen	-	0.00%	-	-	0.00%	3,000	3,000	100.00%
Board Member Entertainment	-	0.00%	-	-	0.00%	2,000	2,000	100.00%
Board Member Travel, Lodging, Mileage,	2,740	0.03%	3,000	260	8.68%	38,000	35,260	92.79%
Board Meeting Expenses	3,811	0.05%	23,000	19,189	83.43%	30,500	26,689	87.50%
Network Maint., Hardware, Software & Lic	34,864	0.43%	35,230	366	1.04%	48,610	13,746	28.28%
IT Support & Consulting and Other Servic	9,573	0.12%	17,920	8,347	46.58%	55,000	45,427	82.59%
Accounting & Assessment System	1,023	0.01%	1,260	237	18.81%	7,910	6,887	87.07%
Administration Staff Travel	-	0.00%	6,000	6,000	100.00%	9,000	9,000	100.00%
Depreciation Expense	30,981	0.39%	30,981	(0)	0.00%	46,463	15,482	33.32%
Pension Admin & Legal	19,684	0.25%	25,150	5,466	21.74%	52,300	32,616	62.36%
Dues, Reg, Education, Recruitment & Otr	74,306	0.93%	74,650	344	0.46%	143,575	69,269	48.25%
Temporary Help	-	0.00%	-	-	0.00%	25,000	25,000	100.00%
Subtotal Administration	2,228,605	27.75%	2,361,327	132,722	5.62%	3,577,725	1,349,120	37.71%
Total Expenses	8,030,014	100.00%	9,148,554	1,118,540	12.23%	15,049,502	7,019,488	46.64%
Surplus (Deficit)	3,483,272	100.00%	(1,063,042)	4,546,314	-427.67%	(1,940,191)	5,423,463	279.53%

CALIFORNIA AVOCADO COMMISSION POUNDS & DOLLARS BY VARIETY

November 2021 Through May 2022

Month	Hass Pounds	Lamb Pounds	Gem Pounds	Others Pounds	Total Pounds	Hass Dollars	Lamb Dollars	Gem Dollars	Others Dollars	Total Dollars	Avg \$/Lb
Nov 2021	25,432	3,582	0	73,789	102,803	\$35,115	\$6,113	\$	\$102,366	\$143,594	\$1.397
Dec 2021	8,018		0	26,052	34,070	\$15,742	0	\$	\$20,361	\$36,103	\$1.060
Jan 2022	7,647,756		0	197,244	7,845,000	\$12,056,594	0	\$	\$132,257	\$12,188,851	\$1.554
1st QTR	7,681,206	3,582	0	297,085	7,981,873	\$12,107,451	\$6,113	0	\$254,984	\$12,368,548	\$1.550
Feb 2022	27,609,858		6,814	75,251	27,691,923	\$43,637,363	0	\$3,505	\$45,425	\$43,686,293	\$1.578
Mar 2022	32,232,723		466,366	28,785	32,727,874	\$49,531,316	0	\$894,602	\$14,620	\$50,440,538	\$1.541
Apr 2022	48,477,509	8	1,846,498	84,069	50,408,084	\$83,068,347	\$42	\$3,755,235	\$137,442	\$86,961,066	\$1.725
2nd QTR	108,320,090	8	2,319,678	188,105	110,827,881	\$176,237,026	\$42	\$4,653,342	\$197,487	\$181,087,897	\$1.634
1st Half	116,001,296	3,590	2,319,678	485,190	118,809,754	\$188,344,477	\$6,155	\$4,653,342	\$452,471	\$193,456,445	\$1.628
May 2022	55,596,453		1,993,131	2,973	57,592,557	\$101,801,603	0	\$2,695,941	\$8,312	\$104,505,856	\$1.815
3rd QTR	55,596,453	0	1,993,131	2,973	57,592,557	\$101,801,603	0	\$2,695,941	\$8,312	\$104,505,856	\$1.815
2nd Half	55,596,453	0	1,993,131	2,973	57,592,557	\$101,801,603	0	\$2,695,941	\$8,312	\$104,505,856	\$1.815
Total	171,597,749	3,590	4,312,809	488,163	176,402,311	\$290,146,080	\$6,155	\$7,349,283	\$460,783	\$297,962,301	\$1.689
Year-to-Date % of Crop	97.28%	.00%	2.44%	.28%	100.00%	97.38%	.00%	2.47%	.15%	100.00%	
Year-to-Date Average \$/lb						\$1.691	\$1.714	\$1.704	\$0.944	\$1.689	

**2021-22 FISCAL YEAR
WITH PRIOR YEAR COMPARISON
U. S. AGGREGATE AVOCADO VOLUME BY MONTH
All Varieties (million lbs.)**



	Actual	Actual	Actual	Actual	Actual	Actual	Actual	Actual	Actual	Actual	Actual	Actual	Actual	Actual	YTD Total	YTD Total	Total
	Nov '20	Nov '21	Dec '20	Dec '21	Jan '21	Jan '22	Feb '21	Feb '22	Mar '21	Mar '22	Apr '21	Apr '22	May '21	May '22	2020-21	2021-22	
California	6.0	0.1	3.6	-	0.9	7.8	5.8	27.7	23.7	32.7	48.0	50.4	51.2	57.6	139.2	176.3	269.6
Chile	1.0	3.0	-	1.0	-	0.7	-	3.0	-	4.0	-	1.0	-	-	1.0	12.7	4.0
Mexico	201.0	220.0	220.0	190.0	219.0	209.3	243.0	195.3	257.0	180.0	208.0	157.0	183.0	150.0	1,531.0	1,301.6	2,337.0
Peru	-	1.0	-	-	-	-	-	-	-	-	-	1.0	1.0	6.0	1.0	8.0	176.0
Others*	7.4	8.8	6.1	13.3	9.0	9.7	9.0	8.3	8.7	11.3	6.4	8.1	4.7	7.1	51.3	66.6	100.7
TOTAL	215.4	232.9	229.7	204.3	228.9	227.5	257.8	234.3	289.4	228.0	262.4	217.5	239.9	220.7	1,723.5	1,565.2	2,887.3

* Others = Florida and Dominican Republic
** California is not final as of this report date

Source(s): CA = California Avocado Commission
Chile = Hass Avocado Board
Mexico = Hass Avocado Board
Peru = Hass Avocado Board
Others = USDA AMS and FATUS databases



BOARD ACTION

ITEM 3.d: CONSIDER APPROVAL OF FOOD SAFETY MANUAL, VERSION 5.0

SUMMARY:

In 2011 CAC developed a Food Safety Manual and launched a food safety program for growers. The impetus for this effort was to assist California avocado growers in preparation for the pending Food Safety Modernization Act's (FSMA) requirements and in response to increasing buyer requests for food safety certified fruit.

The first CAC Food Safety Manual primarily supported a grower's conformance to the United States Department of Agriculture's GAP audit, and in 2014, due to changing buyer requirements, CAC modified the Food Safety Manual to V2.0 to prepare growers for certification through a Primus Ranch audit. In 2016, based on input from buyers and industry members, the decision was made to modify the CAC Food Safety Manual to support the Global Food Safety Initiative (GFSI) standard. The CAC Food Safety Manual V3.0, approved by the CAC Board in November 2016, was aligned with the PrimusGFS audit (Complies with PrimusGFS V2.1-2). Then, in February 2019, the Board approved the CAC Food Safety Manual V4.0 to align with changes in the Primus GFSI audit.

Currently most California avocado growers pursuing food safety certification do so through Primus. Over the last few months CAC staff has worked with food safety personnel from various packers to address evolving reporting requirements in the Primus GFSV3.2 audit. Based on input from handler audit personnel, updates have been incorporated into the CAC Food Safety Manual V.5 to address changes to the Primus GFSV3.2 audit. This CAC Food Safety Manual V5.0 will better serve California's avocado farmers.

The draft CAC Food Safety Manual V.5 for CAC Board consideration and approval can be found at <https://www.californiaavocadogrowers.com/sites/default/files/CAC-Food-Safety-Manual-V5.0-DRAFT.pdf>

FISCAL ANALYSIS:

- None

BOARD OPTIONS:

- Approve the Food Safety Manual V5.0
- Modify the Food Safety Manual
- Take no action

STAFF RECOMMENDATION:

- Staff recommends Board approval of the Food Safety Manual V5.0

EXHIBITS / ATTACHMENTS:

- None



ITEM 5.d: CONSIDER RECOMMENDATION OF PUBLIC MEMBER FOR TERM COMMENCING NOVEMBER 1, 2022

SUMMARY:

In July 2022, Daniella Malfitano informed CAC Chairman Rob Grether that she would not be seeking reappointment of her seat as Public Member on the CAC Board at the end of her current term, October 31, 2022. CAC has publicized the availability of the Public Member position by posting information on the CAC web site, placing notices in various e-newsletter publications and with CDFA.

Pursuant to CAC law, the public member is appointed by the California Secretary of Food and Agriculture from nominees recommended by the Commission. To date, the following individuals have expressed interest in serving on the CAC Board, which are hereby presented to the Board for consideration:

- Kel Mitchel
- Eric Lancaster

FISCAL ANALYSIS:

- Not applicable

BOARD OPTIONS:

- Submit the name of one of the presented individuals to recommend to California Secretary of Food and Agriculture for consideration as CAC's Public Member for the two-year term commencing November 1, 2022
- Take no action and continue to search for additional candidates

STAFF RECOMMENDATION:

- CAC management recommends that the board review the qualifications of the individuals interested in the Public Member position and make a recommendation to the CDFA Secretary no later than October 2022

EXHIBITS / ATTACHMENTS:

- Expression of Interest and Professional Qualifications of Kel Mitchel
- Expression of Interest and Professional Qualifications of Eric Lancaster

From: [Kel Mitchel](#)
To: cac.iaf@avocado.org
Subject: Interest in Serving on Commission Board as Public Rep
Date: Wednesday, August 3, 2022 11:10:36 AM

Hello,

I'm submitting my interest in serving as a public member of the CA Avocado Commission Board of Directors.

[My LinkedIn profile](#) contains all of my education and work experience. I currently am a fellow with the agricultural leadership foundation and am very keen to explore volunteer opportunities to ensure the longevity of CA's ag sector -- this opportunity to serve on the Avocado Commission Board stems from that. Furthermore, my first job in the ag sector was on an Avocado ranch in Carpinteria, which really spurred my focus in this business.

Feel free to reach out with any questions.

Thank you,
Kel Mitchel
818 519-2027

<https://www.linkedin.com/in/kelmitchel/>

Contact

www.linkedin.com/in/kelmitchel
(LinkedIn)

Top Skills

Research
Geology
Environmental Science

Languages

English (Native or Bilingual)
Spanish

Certifications

Engineer In Training
Geologist-In-Training (G.I.T)

Honors-Awards

Thomas Bove Memorial Award
Estwing Prize for Mineralogy
Gregory C. Pomeroy Abstract Award
L. Austin Weeks Grant
Dean's List

Kelford (Kel) Mitchel

Project Manager at RRG — E.I.T. & G.I.T.
Bakersfield, California, United States

Summary

My work stems from my passions -- rivers and streams -- which has led me into the pursuit of a career focused in water management and hydrogeology. I utilize my engineering and geology backgrounds to create sustainable water management strategies via groundwater recharge and water transfers at RRG for farming portfolios held in various investment funds. I use my people skills to solve complex, often contentious issues related to water shortages, groundwater legislation, and environmental issues in partnership and serving on the board of various public agencies. As a fellow with the CA Agricultural Leadership Foundation, I've honed my leadership skills to serve as an effective advocate for California's agricultural sector through the lens of ensuring water supplies can be utilized sustainably for the longevity of the industry.

When I'm not working, I can be found fly-fishing a river, hiking to a high sierra lake, or travelling California in pursuit of new adventures to learn more about our state's beauty, culture, and food.

Experience

Renewable Resources Group LLC

3 years 8 months

Project Manager

March 2020 - Present (2 years 6 months)

RRG is an investment firm focused on agriculture, food systems, water, and renewable resources. My primary responsibilities include asset management for water-focused investments in the Western US.

Hydrology/Geology Intern

January 2019 - March 2020 (1 year 3 months)

CALIFORNIA AGRICULTURAL LEADERSHIP FOUNDATION

Fellow

September 2021 - Present (1 year)

Stanford Woods Institute for the Environment

Graduate Research Assistant

September 2019 - March 2020 (7 months)

Conduct research on DOE funded project to address the need for better access to water data in the United States with the goal of providing insight on specific tools or techniques where water data access may be improved. Worked closely with one other student to conduct interviews with dozens of stakeholders, provide status updates to funder and PI team, and collaborate with PNNL to prepare internal report on our findings. Started as a class auditor in January 2019, where I presented research from that team to various groups in Washington D.C. I was a volunteer researcher until hired as RA in September 2019.

EKI Environment & Water, Inc. (formerly known as Erler & Kalinowski, Inc.)

Geologist

September 2016 - May 2018 (1 year 9 months)

Burlingame, California

Executed field investigations with portable XRF, PID, and through groundwater, soil, and soil gas sampling. Investigated site geology and hydrology by logging hundreds of feet of soil core, creating contour maps of water levels, and studying neighboring site geology. Planned, organized, and implemented field operations such as drilling groundwater monitoring/production wells, bioremediation via direct injection, and soil excavation. Used field and analytical data to produce professional quality maps and cross-sections, data tables, and various reports to suit the needs and requests of clients and regulatory agencies. Joined water resources team for SGMA related work, providing expertise in ArcGIS and R, in geologic analyses, and in preparation of groundwater management plans.

Colby College

2 years 9 months

Senior Admissions Fellow

September 2015 - May 2016 (9 months)

Conduct admissions interviews and information sessions, playing a vital role in Colby's admission process. Present in front of groups of 5- 30 people. Held to the highest standard of professionalism.

Community Advisor

September 2013 - May 2016 (2 years 9 months)

Assist freshmen living in a 100-person dorm with their adjustment into college life, and cultivate a safe and cohesive living environment for all students. Act as liaison between students and administration, and provide support in situations regarding drug and alcohol abuse, mental health, and sexual assault.

Colby College Department of Geology

Research Assistant

July 2015 - August 2015 (2 months)

Performed personal research for senior thesis project. This included significant field work and sample collection, and in-lab sample preparation. Assisted advisor in two-week-long field project collecting samples and characterizing a 200m wide mylonite zone outcrop in Eastern Maine.

Pacific Operators Offshore LLC

Geologist Intern

June 2015 - July 2015 (2 months)

Prepared diagrams to illustrate perforation sections using a borehole log. Correlated multiple log sections for a presentation to non-geologists so that they could understand the flow of water from injection well to producing well. Spent significant time offshore examining casing repair projects and down-hole camera work.

Pacific Operators Offshore LLC

Geologist Intern

June 2014 - August 2014 (3 months)

carpinteria, california

Mapped rock properties of specific sedimentary layers using Golden Software's Surfer 9. Correlated logs to observe the geologic structure of interest for future drilling and waterflood. Diagramed existing wells and planned new drilling locations on two offshore platforms. Learned local geology and observed and participated in daily oil rig operations. Experience with Earth Vision 3D viewer to analyze geology and well paths.

Rancho Rincon Del Mar

Exotic Fruit Pollination Specialist

July 2013 - August 2013 (2 months)

Pollinated and routinely inspected flowers of exotic fruit trees to prepare them for optimal productivity in the growing season. Provided Spanish-English translation for workers and learned the basic principles of ranch management.

UC Santa Barbara

Structural Geology Research Assistant

June 2013 - August 2013 (3 months)

Extracted minerals from 25 large rock samples, identified and analyzed them in a Scanning Electron Microscope, and prepared them for a Mass Spectrometer. Streamlined work so that a graduate student could expedite his research.

Cate School

Groundskeeper

June 2012 - August 2012 (3 months)

Cate School

Responsible for daily maintenance of campus grounds, weed clean-up, watering plants, and landscape and building management and communicated in Spanish daily with co-workers who spoke little to no English.

Education

Stanford University

Master of Science - MS, Environmental Engineering · (2018 - 2020)

Colby College

Bachelor of Science (BS), Geology/Earth Science and Mathematical Sciences · (2012 - 2016)

University of Minnesota-Twin Cities

n/a, Field Camp · (2016 - 2016)

Cate School

· (2008 - 2012)

From: [Eric Lancaster](#)
To: [Robert Grether](#); [April Aymami](#)
Subject: Application for Public Member
Date: Monday, August 15, 2022 9:17:44 PM

Hello Mr. Grether and Mrs. Aymami,

I am interested in serving as a Public Member of the California Avocado Commission Board of Directors.

Please see my attached resume for my work history and experiences. I have been working in agriculture for 20 years as a vendor and consultant with many crops, including fruit and nut trees. I am passionate about agriculture and would love the opportunity to be involved on another level.

Please feel free to reach out anytime with any questions.

Thank you,

Eric Lancaster
520-370-3532 (cell)

Eric Lancaster

Tucson, AZ | eglvisionary@gmail.com | +[520-370-3532 | linkedin.com/in/ericlancaster

SUMMARY

Over the past 25 years I have become the North American expert on EM Technology®. Specialties are in soil health and wastewater applications. Founder and owner of TeraGanix, Inc., the exclusive distributor and marketing company of Effective Microorganisms® products in the continental US and Canada. Prior to selling the TeraGanix, I had been in charge of all sales staff, marketing, package design, compliance & registration of products, training of staff on product knowledge, and technical services. Worked with farmers and fertilizer dealers in multiple states and countries, consulting on projects in 7 countries. I was a member of the company board from 2005 until 2021 when we sold the company.

SKILLS

Project Management

Identify Customer Needs
Protocol Development
Project monitoring
Knowledge base
Agricultural Research Projects

Value-added Leadership

Business & IT Planning
Cross-Functional Supervision
Effective Communication
Socially Responsible Leadership
Team Engagement & Motivation

WORKING EXPERIENCE

Software Tools

Office, Google (docs, slides, sheets, etc.), Mac (pages, numbers, keynote, imovie, etc), Adobe Illustrator, HubSpot,

TeraGanix Holdings, LLC | *Executive VP Product Development Rusk, TX | 04.2021 – Present*

- Managed TeraGanix's Agriculture, Wastewater, Freshwater protocols and supported all areas of responsibility within a 5-person team
- Equipped TeraGanix with solutions that accelerated the bidding process on all projects
- Trained sales staff on product knowledge, sales process, and project management.
- Documented all project data.
- Trained CSRs on product knowledge.
- Created and updated product knowledge base

TeraGanix, Inc. | *Executive VP*

Alto, TX | 01.2010 – 04.2021

- Managed TeraGanix's Marketing and Sales, growing the company from \$289,000 to \$1.89M over 10-year period
- Developed and managed research budget of \$250K/year
- Developed research protocols with private entities and universities
- Managed, designed and built Tucson manufacturing site with 2 employees
- Equipped TeraGanix with solutions that accelerated the sales process on commercial sales projects
- Increased customer base from 1,000 to over 10,000.
- Engaged national distribution to retail for 6 leader products growing sales from \$0 to over \$250K in retail sales in 3 years
- Managed all TeraGanix Social Media Accounts growing from 0 to 20K on Facebook, 0 to 3,400 on IG, and YouTube from 0 to 3K+ subscribers
- Wrote and published over 30 articles in various trade magazines
- Co-wrote 1 peer reviewed paper
- Wrote Marketing plan
- Co-developed and managed annual sales and marketing budgets
- Developed and managed TeraGanix website, blogs, newsletter, etc.
- Wrote manufacturing training manuals
- Trained licensed manufacturers and their sales teams
- Managed all product registrations and certifications
- Wrote full market and competitor analyses

CEMP USA, Inc. dba EM America | *Executive VP*

Alto, TX | 02.2005 – 01.2010

- Managed TeraGanix's Marketing and Sales, growing the company from \$0 to \$289 over 5-year period
- Equipped TeraGanix with solutions that accelerated the sales process on commercial sales projects
- Increased customer base from 0 to 1,000
- Developed and managed TeraGanix website, started Google video and Blogger accounts
- Wrote and published over 2k blogs
- Wrote Marketing plan
- Co-developed and managed annual sales and marketing budgets
- Co-developed 1st Licensed Manufacturing model and production and training manuals
- Trained 1st licensed manufacturers and their sales teams
- Managed all product registrations and certifications
- Wrote full market and competitor analyses
- Wrote first business plan
- Co-founded EM America in 2005
- Came up with idea of EM America in 2004

EDUCATION

Cape Cod Community College – *Associates of Arts History Barnstable, MA* | **1992 – 1995**

- Cumulative **GPA**: 4.00

Bridgewater State College – *Bachelor of Arts History Bridgewater, MA* | **1995 – 1997**

- Cumulative **GPA**: 3.91/4.00

Certificates

- Class IV Wastewater Management – (*Massachusetts Maritime Academy*)
- Certificate Digital Marketing – (*Shaw Academy*)

INTERESTS

Music

Guitar
Live music

Exercise

Thai Chi
Qi Gong
Walking
Hiking
Gardening

Watching Series/Movies

Enjoy Thrillers and Action



ITEM 6.b: AVOCADO BRAINSTORMING FUNDING REQUEST

SUMMARY:

Recently the CAC Production Research Committee received a funding request from Dr. Mary Lu Arpaia for the Avocado Brainstorming meeting to be held in Brisbane, Australia March 27-30, 2023, prior to the World Avocado Congress in Auckland, New Zealand. The Avocado Brainstorming is an invitation only meeting of avocado researchers from around the world with the “primary objective is to share knowledge with the express purpose of stimulating discussion, communication and collaboration among scientists with the belief that this will result in enhanced long-term sustainability of the world avocado industry.” Upon review of the sponsorship levels provided the PRC recommended the Board consider supporting the Avocado Brainstorming at the Platinum (\$10,001 - \$15,000) or Titanium (>\$15,000) level.

The event coordinators have provided the attached Avocado Brainstorming proposal to assist in consideration of this funding request, which includes details of all sponsorship levels. Included below are the specific details of the PRC-recommended sponsorship levels:

- **Titanium: > \$15,000 USD** - Ability to send up to 3 delegates including registration. Formal recognition at meeting; ability to provide input into program planning; copy of final sponsor report (and in-person or online presentation). If in-country (AU) sponsor invitation to attend afternoon poster sessions.
- **Platinum: \$10,001 - \$15,000 USD** - Ability to send 2 delegates including registration. Formal recognition at meeting; copy of final sponsor report. If in-country (AU) sponsor invitation to attend afternoon poster sessions.

Previously, CAC has supported the Avocado Brainstorming at a sponsorship level of \$30,000 (2011, 2015) and most recently \$10,000 (2018). Board discussion leading up to the approval of the 2018 sponsorship level requested Dr. Tim Spann be allowed attend the event, and that a summary report to the Board and industry be made following the meetings. Following the 2018 event, a financial accounting of the event also was provided to the Board.

FISCAL ANALYSIS:

- Any funding approved by the Board for Avocado Brainstorming will be added to the Industry Affairs Sponsorship budget for 2022-23, which will be brought before the Board for approval in October 2022.

BOARD OPTIONS:

- Approve contribution of funds for Avocado Brainstorming 2022 in an amount of the Board's choosing
- Take no action, thereby denying the request for funding

STAFF RECOMMENDATION:

- Staff defers to the Board for consideration of this item

EXHIBITS / ATTACHMENTS:

- Avocado Brainstorming 2022 proposal as provided by event coordinators

Avocado Brainstorming

27 – 30 March, 2023

Queensland Australia

Organizing Committee:

Mary Lu Arpaia, ***Co-Chair, Organizing Committee***

University of California, Riverside, CA, USA

Expertise: Avocado Pre- and Postharvest Physiology; Plant Breeding

Elizabeth Dann, ***Co-Chair, Organizing Committee***

Queensland Alliance for Agriculture and Food Innovation (QAAFI), University of Queensland, Dutton Park, Queensland, AU

Expertise: Plant Pathology

Lara Pretorius, ***Site Coordinator***

Queensland Alliance for Agriculture and Food Innovation (QAAFI), University of Queensland, Dutton Park, Queensland, AU

Alejandro F. Barrientos-Priego

Universidad Autónoma Chapingo, Chapingo, Edo. de Mexico, México

Expertise: Germplasm Conservation, Plant Genetics

Iñaki Hormaza

IHSM La Mayora-CSIC, Málaga, Spain

Expertise: Plant Genetics, Developmental Physiology

Francisco Mena

GAMA, Quillota, Chile

Expertise: Cultural Management, High Density Planting, Plant Growth Regulators

Grant Thorp

Plant and Food Research, Mt. Albert Research Station, Auckland, NZ

Expertise: Tree Physiology and Orchard Management

Zelda Van Rooyen

Westfalia Technological Services, Tzaneen, Limpopo, South Africa

Expertise: Postharvest Biology, Plant Improvement

Introduction

The Avocado Brainstorming meeting had its genesis following the 1999 World Avocado Congress (Mexico) as a joint activity of the California Avocado Commission Production Research Committee and the University of California and was held in California. Since that time meetings have been held in 2003 (California), 2007 (Chile), 2011 (New Zealand), 2015 (Peru) and 2018 (South Africa) with continued support from the California Avocado Commission. The 2018 Avocado Brainstorming was last held off-cycle to the World Avocado Congress. The original plan was to hold the following meeting in Spain in 2022. Due to the Covid-19 pandemic, this was not possible. Following discussions with the New Zealand Avocado Growers' Association it was decided by the organizing committee to hold the meeting just prior to the World Avocado Congress planned for April 2023.

The "Report to the Sponsors" of the 2018 meeting as well as the PowerPoint presentation given at an in-person presentation to the Hass Avocado Board in 2018 are attached (Appendices 1, 2). The "Report to the Sponsors" includes an executive summary, the session reports, the 2018 meeting agenda and the participant list. The

PowerPoint presentation includes information on the career development stage of the participants plus the major research interests represented at the meeting.

Objectives and Goals

The meeting's primary objective is to share knowledge with the express purpose of stimulating discussion, communication and collaboration among scientists with the belief that this will result in enhanced long-term sustainability of the world avocado industry. Research collaborations that have resulted from previous meetings include collaboration on rootstock breeding, collaborative work on avocado genomics, discussion on postharvest disorders and work on avocado water relations.

The goals of the meeting are three-fold: build research networks, new relationships and collaborations among international science groups; encourage upcoming early career scientists to make a career in avocado research; and discuss and share ideas about specific industrywide topics of interest that will enhance long-term viability of the international industry including improved cultural and postharvest practices that optimize output while minimizing resource utilization.

Meeting Plans

The overall theme and agenda of the 2023 meeting is still under discussion. We plan to have sessions that cover Market Access Issues (food safety, MRLs, fruit quality), Pest and Diseases of International Concern, Productivity Related Issues (precision horticulture, dealing with mega-data sets, alternate bearing), and Advances in Avocado Breeding and Genetics (includes rootstock selection, germplasm conservation, genome sequencing). Advances in all these areas from a holistic perspective will move our understanding of "avocado" forward and enhance the long-term prospects of the world industry and provide the consumer with quality fruit which have not only high eating quality but optimized nutritional value. As in the past, we are anticipating 60 to 70 participants that will represent the breadth of major commercial producing countries that have established research programs, a mix of career stage (early to late career) and research interests.

Queensland, Australia was selected as the host country for 2023 to have the meeting held in conjunction with the World Avocado Congress in New Zealand. The meeting venue is currently under final review but will either be at a hotel on the Gold Coast (south of Brisbane) or the Sunshine Coast (north of Brisbane). Either location will provide the opportunity for an industry tour for the participants on the return trip to Brisbane. The meeting agenda will be modeled after the previous meetings to allow time for in-depth discussions on focused topics and informal meetings facilitated around an afternoon poster session (See Appendix 1 for the 2018 agenda). We are also tentatively contemplating an optional half day Friday tour of research facilities at the University of Queensland.

Return on the California Avocado Commission's Investment

The Californian avocado industry has several opportunities to benefit from supporting the world's best avocado scientists, including those from California, in Australia at Avocado Brainstorming 2023:

- University of California scientists attending Avocado Brainstorming 2023 will benefit from direct interactions over 3 days with the world's best avocado scientists. The international keynote speakers and the wide range of topics covered will broaden the knowledge base of California scientists and give them opportunities to convert international science results into recommendations relevant to local conditions. Plus, it will provide them opportunities to develop the very best scientific approaches in their research to provide solutions and identify new opportunities for the Californian avocado industry and associated companies.
- The new knowledge and international collaborations that the Californian scientists will gain from participating in Avocado Brainstorming 2023 will ensure the most effective and up-to-date scientific

approaches are used when CAC and the University of California invest in avocado research and development, and when industry and University scientists implement this research. Better investment decisions will ensure better and faster outcomes for the Californian industry.

Description on how the contribution will be used

Avocado Brainstorming is “not-for-profit” and attendance is by invitation only with most participants being avocado scientists who would be attending the World Avocado Congress in New Zealand. These participants will already have paid their own travel costs to Australia/New Zealand and so CAC funding will be used to contribute to the meeting costs including conference venue hire, local travel and “onshore” accommodation and meal costs. For “non-avocado” keynote speakers attending Avocado Brainstorming, funding from CAC will be used to contribute to the international travel and “onshore” costs for these people while they are in Australia.

Amount Requested:

The total anticipated budget is between USD \$90,000 - \$100,000. Meeting participants will be expected to pay a registration fee of \$250 US Dollars.

Hotel Accommodations and Meals	\$65,000
In-country transportation, return trip, from Brisbane to Venue site	\$5,000
Travel – Invited Speakers (3 – 4)	\$15,000
Travel – Venue Assessment by Co-Chairs and Site Coordinator (in country travel by Dann and Pretorius; international travel by Arpaia (8/22))	\$5,000
Miscellaneous Expenses such as supplies, name tags, drinks for tour etc.	\$5,000
Total Anticipated Expenses	\$95,000

The California Avocado Commission has been a sponsor of Avocado Brainstorming since its inception. Funding has ranged from \$30,000 (2011, 2015) to \$10,000 (2018). We are planning to have a tiered sponsorship program and request that the California Avocado Commission consider sponsorship at the Platinum or Titanium tier:

Sponsorship Levels:	
Titanium: > \$15,000 USD	Ability to send up to 3 delegates including registration. Formal recognition at meeting; ability to provide input into program planning; copy of final sponsor report (and in-person or online presentation). If in-country (AU) sponsor invitation to attend afternoon poster sessions.
Platinum: \$10,001 - \$15,000 USD	Ability to send 2 delegates including registration. Formal recognition at meeting; copy of final sponsor report. If in-country (AU) sponsor invitation to attend afternoon poster sessions.
Gold: \$5,001 - \$10,000 USD	Ability to send 1 delegate including registration, formal recognition at meeting; copy of final sponsor report. If in-country (AU) sponsor invitation to attend afternoon poster sessions.
Silver: \$1,001 - \$5,000 USD	Ability to send 1 delegate with payment of registration fee. Formal recognition at meeting, copy of final sponsor report. If in-country (AU) sponsor invitation to attend afternoon poster sessions.
Bronze: < \$1,000 USD	Formal recognition at meeting, copy of final sponsor report. If in-country (AU) sponsor invitation to attend afternoon poster sessions.

Hi Tim

I realized this morning that it might have been useful to list some of the potential researchers from California that could attend Avocado Brainstorming:

Peggy Mauk

Patricia Manosalva

Manosalva Postdoc

CE Specialist, Plant Pathology (Akif's replacement if on board)

Mary Lu Arpaia

Eric Focht

Mark Hoddle

CE Specialist, Entomology (Monique's replacement if on board)

Eta Takele

Ben Faber

Ali Montazar

Eric Middleton (new Entomology advisor in SD County)

Edwin Solares (you don't know him but he just completed a genome sequence of Gwen, we are working with him)

Lauren Garner

David Hedrick

Huntington Garden – don't have a name

I know I may be missing some people but this is a potential list. With the exception of potentially Edwin who has done some really exciting work on avocado, none of the individuals list above would be on the list where we would cover their travel, this is just the list of who we would invite.



BOARD INFORMATION

ITEM 7: MARKETING – AUGUST 2022 DASHBOARD

SUMMARY:

CALIFORNIA AVOCADO COMMISSION DASHBOARD – 2021-22 AUGUST UPDATE

- The Dashboard provides an in-depth overview of the performance of the Commission's marketing programs from November 1, 2021 through July 31, 2022 highlighting activities occurring since the Dashboard update provided for the May Board meeting

FISCAL ANALYSIS:

- N/A

BOARD OPTIONS:

- Information only

STAFF RECOMMENDATION:

- N/A

EXHIBITS / ATTACHMENTS:

- CAC Dashboard Update Through July 31, 2022



HOME	REVENUE	CONSUMER ADVERTISING	ONLINE MARKETING	CONSUMER PR	CONSUMER/ TRADE LIVING WELL	RETAIL	FOODSERVICE	RESEARCH
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KEY PERFORMANCE INDICATORS: NOVEMBER 2020 THROUGH OCTOBER 2021

\$1.53

Average Selling Price

Category Average Selling Price per Unit for the 4-weeks ending July 10, 2022

280.5 Million

Consumer Media Impressions

Includes offline, online and social media impressions through July 2022

1.2 Billion

Consumer Media and PR Impressions

Media coverage secured with print, broadcast and online media outlets, as well as public relations and retailer communications through July 2022

48.4 Million

Trade Media and Public Relations Impressions

Positive direct CAC trade media and public relations circulation through July 2022

12.8 Million

YouTube Visits

A 23% increase versus the same period in 2021

39

Retail Promotions

Number of Retail Promotion Agreements fully executed through July 2022



HOME REVENUE CONSUMER ADVERTISING ONLINE MARKETING CONSUMER PR CONSUMER/ TRADE LIVING WELL RETAIL FOODSERVICE RESEARCH

REVENUE: CROP MOVEMENT AND MEASURES

California Avocado Grade and Size Distribution - This Year vs. Last Year											
		November 1, 2021 - July 31, 2022					November 1, 2020 - July 31, 2021				
Grade	Size	Size %	(millions)		Avg Lug \$	% Consigned	Size %	(millions)		Avg Lug \$	% Consigned
			Pounds	Dollars				Pounds	Dollars		
Hass #1 Conv	40	5%	10.5	29.6	\$ 70.45	1%	8%	13.3	9.0	\$ 42.99	2%
	48	28%	56.5	153.9	\$ 68.10	4%	34%	59.3	38.0	\$ 43.06	1%
	60	30%	60.4	149.1	\$ 61.73	4%	28%	49.7	24.0	\$ 37.90	2%
	70	21%	42.5	85.6	\$ 50.33	3%	16%	28.7	10.3	\$ 29.21	2%
	84	12%	23.8	38.3	\$ 40.20	6%	8%	14.2	3.5	\$ 24.22	1%
	Other	4%	8.0				5%	9.3			
	All	100%	201.7	471.1	\$ 58.39	4%	100%	174.5	260.1	\$ 37.26	2%
Hass #2s	All		17.3	35.9	\$ 51.87	3%		15.6	17.4	\$ 27.96	4%
Hass Organic #1	All		20.0	57.0	\$ 71.26	4%		16.4	36.6	\$ 55.77	2%

California Avocado Region Distribution - This Year vs. Last Year											
All Varieties		November 1, 2021 - July 31, 2022					November 1, 2020 - July 31, 2021				
Region	Region %	(millions)		Avg Lug \$	% Consigned	(millions)		Avg Lug \$	% Consigned		
		Pounds	Dollars			Pounds	Dollars				
EAST CENTRAL	5%	13.5	34.2	\$ 63.33	8%	3%	5.6	2.9	\$ 37.08	4%	
NORTHEAST	4%	9.6	24.6	\$ 64.14	2%	2%	5.1	2.6	\$ 40.34	1%	
PACIFIC	78%	192.3	444.7	\$ 57.81	4%	82%	173.3	82.8	\$ 37.65	2%	
SOUTHEAST	4%	9.4	24.4	\$ 64.81	2%	3%	5.7	2.5	\$ 42.87	0%	
SOUTHWEST	4%	10.6	24.6	\$ 58.13	1%	3%	5.9	3.4	\$ 37.65	2%	
WEST CENTRAL	4%	9.8	24.8	\$ 63.21	3%	3%	6.5	1.6	\$ 37.24	1%	
EXPORT	0%	1.2	2.8	\$ 57.52	0%	5%	9.9	11.2	\$ 41.50	2%	



HOME	REVENUE	CONSUMER ADVERTISING	ONLINE MARKETING	CONSUMER PR	CONSUMER/ TRADE LIVING WELL	RETAIL	FOODSERVICE	RESEARCH
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REVENUE: CROP MOVEMENT AND MEASURES

U.S. Hass Avocado Supply (November-July)

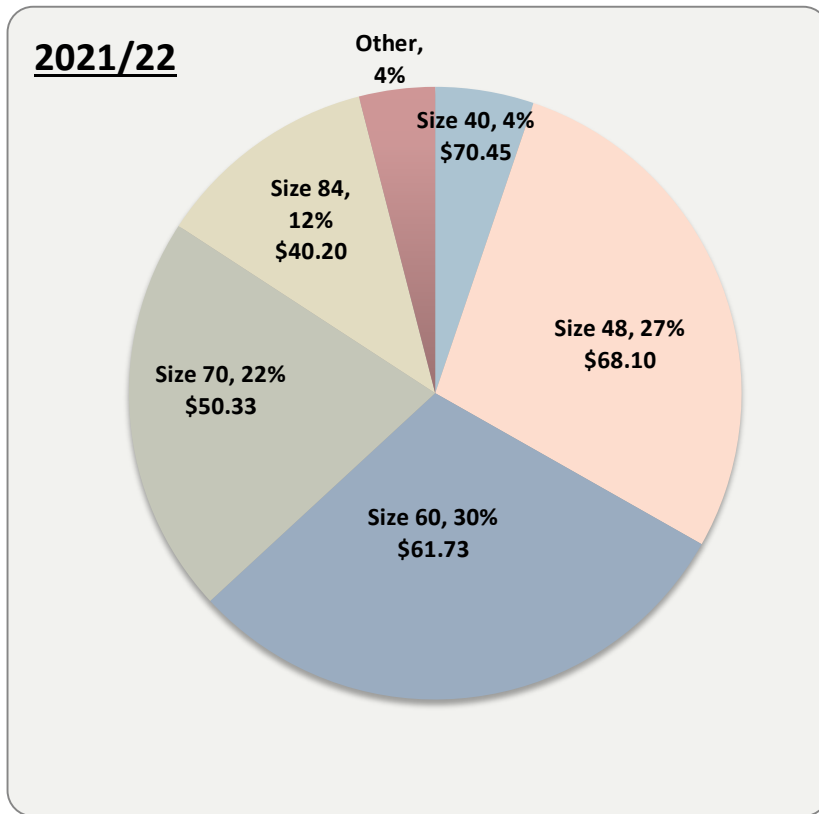
	2021/22		2020/21		2019/20	
Origin	Volume (MM lbs)	Est. % Complete*	Volume (MM lbs)	% Complete	Volume (MM lbs)	% Complete
California	259	96%	222	70%	299	81%
Chile	12	120%	-	0%	4	9%
Mexico	1,478	60%	1,885	82%	1,662	77%
Peru	125	63%	116	64%	133	81%
Other	32	213%	3	33%	2	40%
Total	1,906	64%	2,226	79%	2,100	77%
*based on current projections						Source: CAC



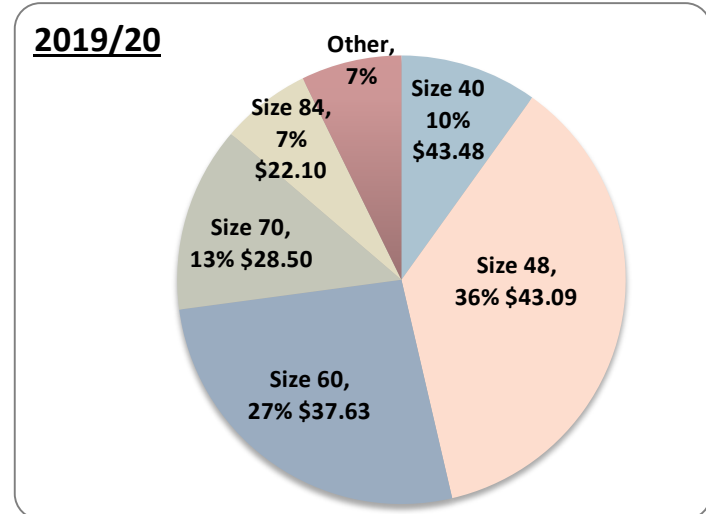
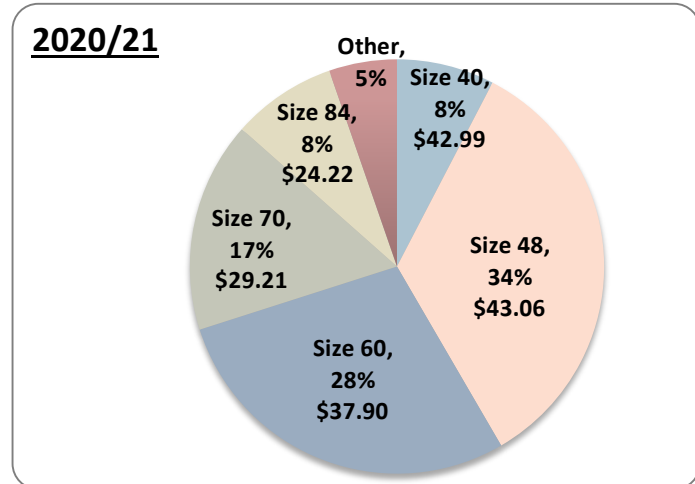
- HOME
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- RETAIL
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- RESEARCH

REVENUE: CROP MOVEMENT AND MEASURES

Size Distribution and Average Lug Price
Hass #1 Conventional (November-July)



Source: AMRIC





HOME REVENUE CONSUMER ADVERTISING ONLINE MARKETING CONSUMER PR CONSUMER/ TRADE LIVING WELL RETAIL FOODSERVICE RESEARCH

REVENUE: RETAIL SALES AND VOLUME

<u>RETAIL</u> <u>(4 wks)</u>	<u>Jun21-July21</u> <u>(6/12/21-7/11/21)</u>	<u>Jun22-July22</u> <u>(6/13/22-7/10/22)</u>	<u>Variance</u>
Volume (Unit)	176,228,329	145,437,191	-17.5%
Dollars	\$203,897,883	\$221,909,973	+8.8%
Avg. Selling Price/Unit	\$1.16	\$1.53	+31.9%
<u>RETAIL</u> <u>California Season</u>	<u>Mar21-July21</u> <u>(3/1/21-7/11/21)</u>	<u>Mar22-July22</u> <u>(2/28/22-7/10/22)</u>	<u>Variance</u>
Volume (Unit)	843,325,084	725,148,957	-14.0%
Dollars	\$972,237,852	\$1,087,153,125	+11.8%
Avg. Selling Price/Unit	\$1.15	\$1.50	+30.0%
<u>RETAIL</u> <u>Non-California Season</u>	<u>Sep20-Feb21</u> <u>(8/31/20-2/28/21)</u>	<u>Sep21-Feb22</u> <u>8/30/21-2/27/22</u>	<u>Variance</u>
Volume (Unit)	1,127,294,171	1,009,066,000	-11.7%
Dollars	\$1,113,345,713	\$1,240,154,420	+10.2%
Avg. Selling Price/Unit	\$0.99	\$1.23	+19.6%



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- RESEARCH

REVENUE: RETAIL SALES AND VOLUME

Avg. Retail Price
\$1.15



Mar 2021 – Aug 2021
(3/1/21 – 8/29/21)

Avg. Retail Price
\$1.23



Sept 2021 – Feb 2022
(8/30/21 – 2/28/22)

Avg. Retail Price
\$1.50



Mar 2021 – July 2021
(3/1/22 – 7/10/22)



HOME	REVENUE	CONSUMER ADVERTISING	ONLINE MARKETING	CONSUMER PR	CONSUMER/ TRADE LIVING WELL	RETAIL	FOODSERVICE	RESEARCH
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CONSUMER ADVERTISING: OUTDOOR

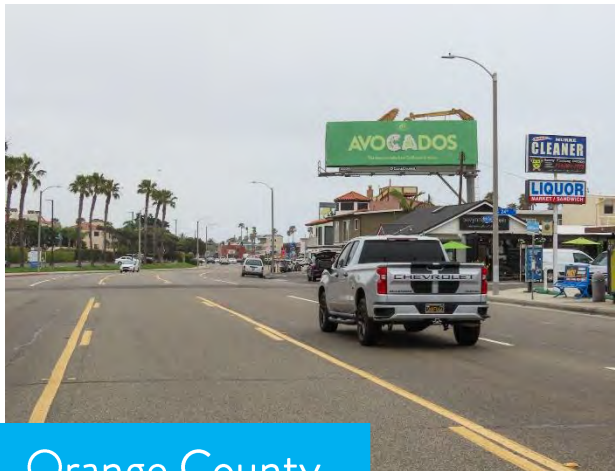
- 21,513,620 Impressions
- Seven high-impact locations throughout Los Angeles, San Francisco, San Diego and Orange County
- 155 Volta Electric Vehicle Charging Stations across multiple retail locations in all four cities
- 32 units in Premium Dining and Shopping Centers in Orange County and San Francisco



Los Angeles



San Francisco



Orange County



San Diego



- HOME
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- CONSUMER ADVERTISING**
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- RESEARCH

CONSUMER ADVERTISING: OUTDOOR



Volta Charging Stations



SF Broadway Plaza



OC Fashion Island

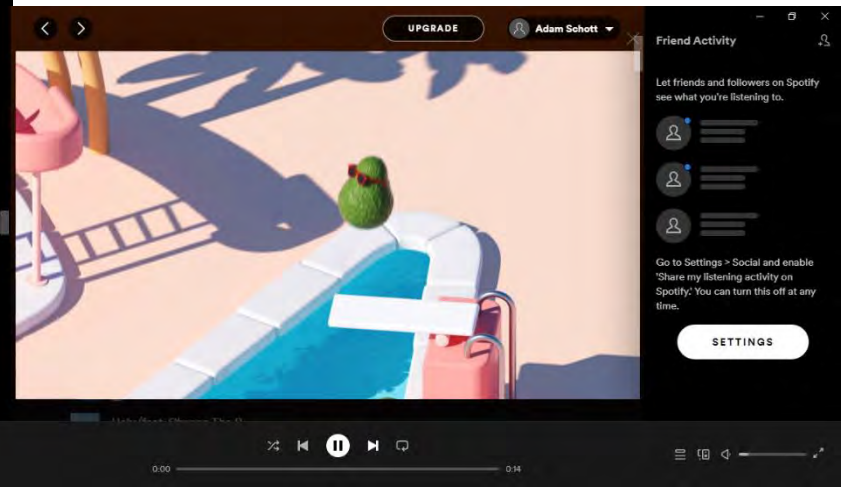
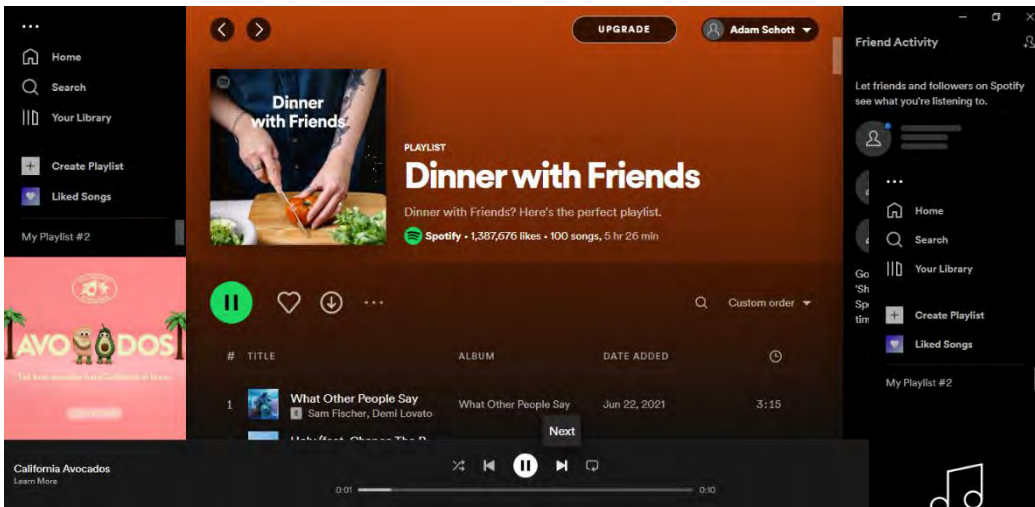


OC Irvine Spectrum



CONSUMER ADVERTISING: AUDIO

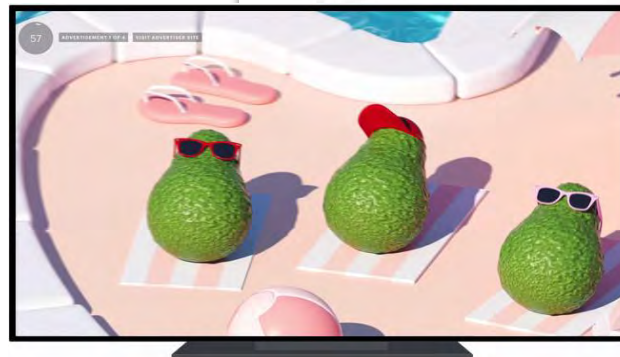
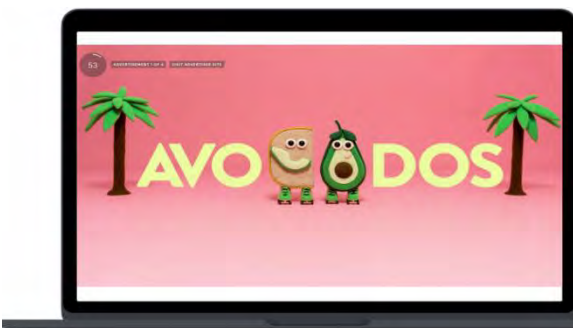
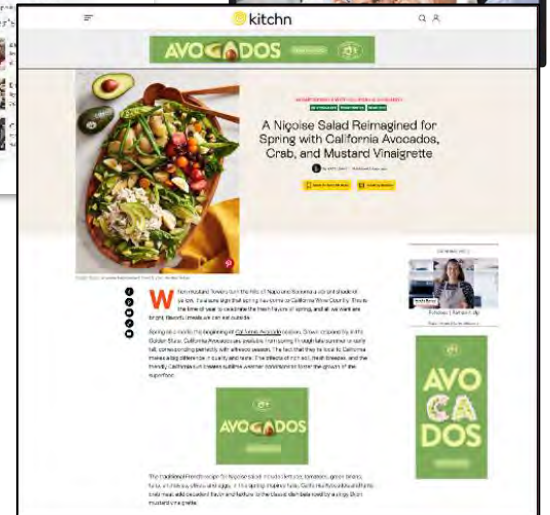
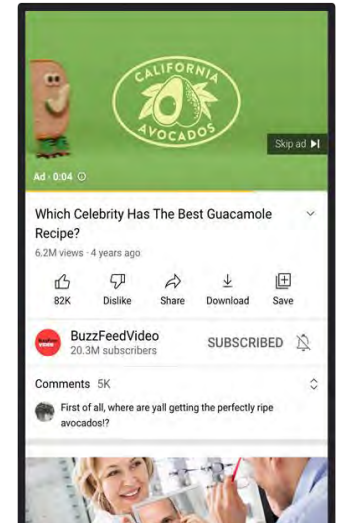
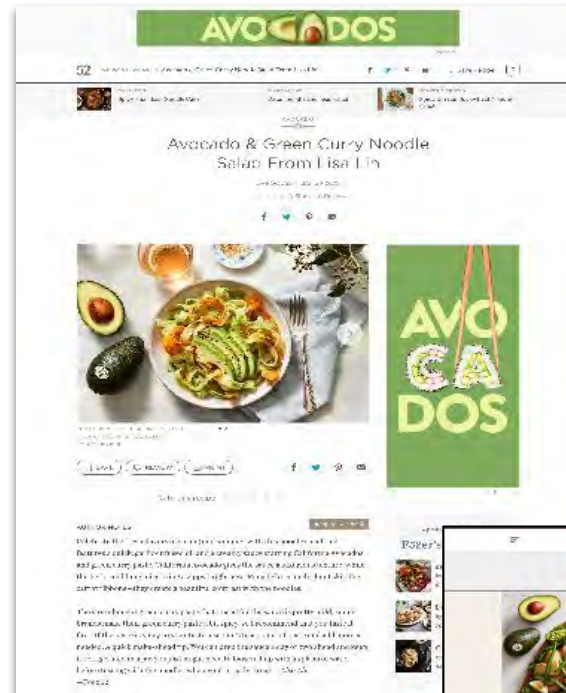
- 33,239,503 Impressions
- 36,086 Clicks with a 0.22% Click Through Rate
- 11,536,660 Video Views
- Targeted listening sessions, audio, banners, overlays, in-car audio and podcast live reads





CONSUMER ADVERTISING: DIGITAL BRAND

- 97,967,744 Impressions
- 227,117 Clicks with a 0.32% Click Through Rate
- 56,133,979 Video Views
- Digital video, mobile and display banners

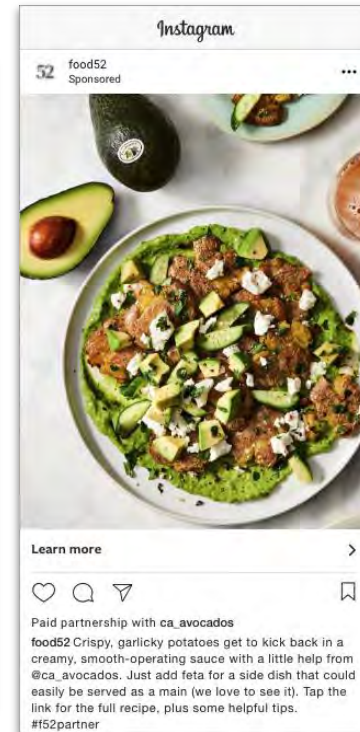
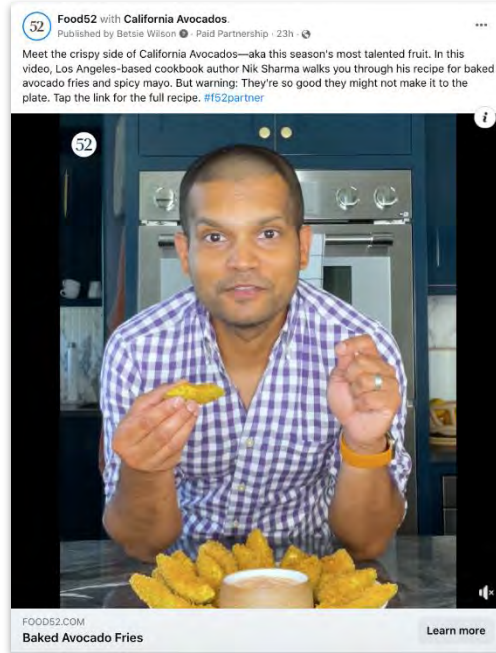
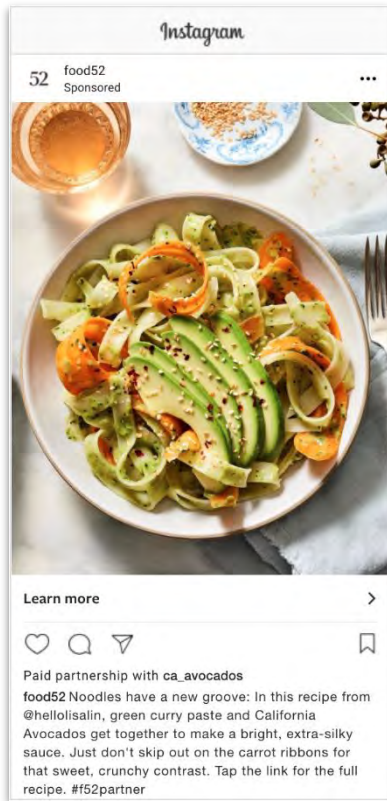
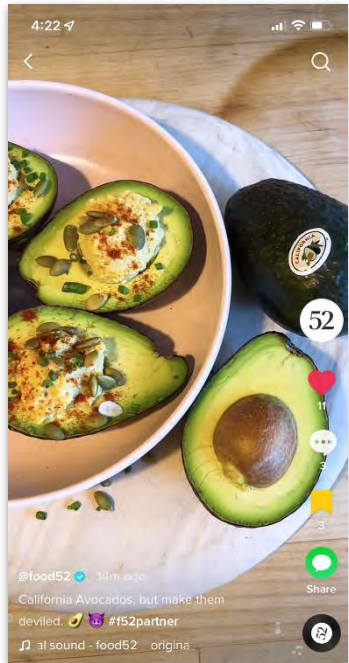




CONSUMER ADVERTISING: DIGITAL CUSTOM CONTENT

FOOD52

Custom content including six recipe videos and images prominently featuring California Avocados shared across Food52’s Instagram, Facebook and TikTok along with their website, email and custom “Play Me A Recipe Podcast”

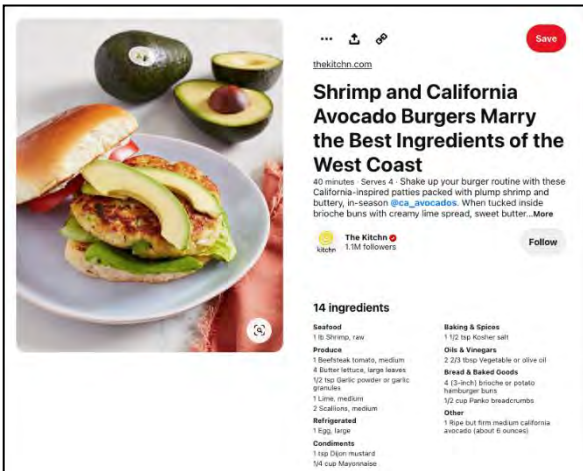
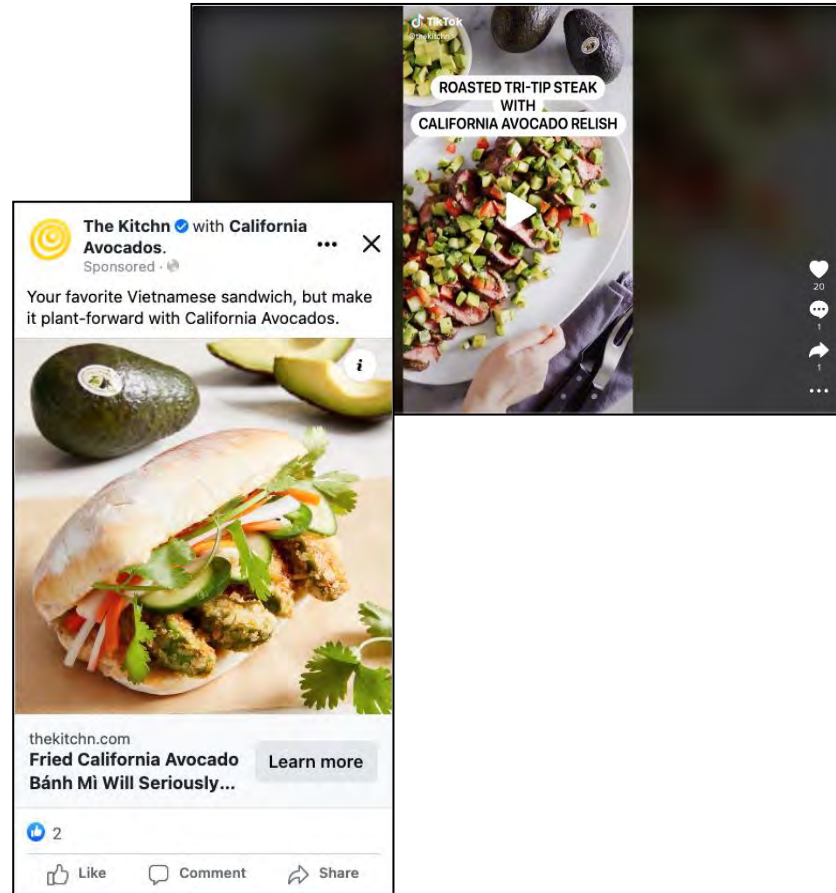
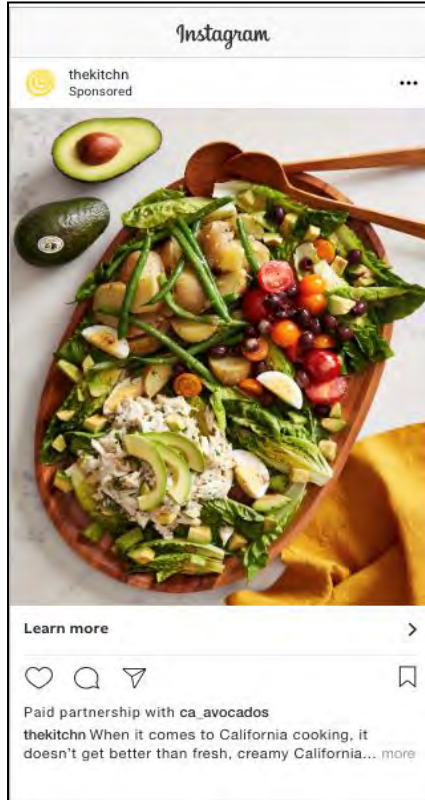
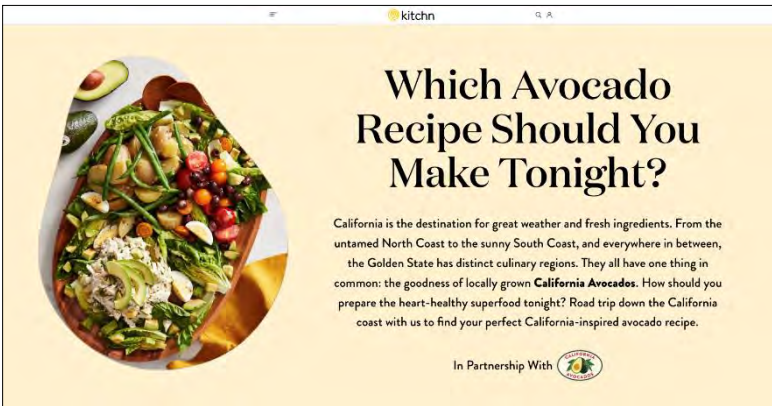




CONSUMER ADVERTISING: DIGITAL CUSTOM CONTENT



Custom content including a interactive flowchart on The Kitchn’s site, home to five recipes that prominently feature California Avocados. Recipes were also distributed across The Kitchn’s Instagram, Facebook, Pinterest and TikTok channels as well as their daily email

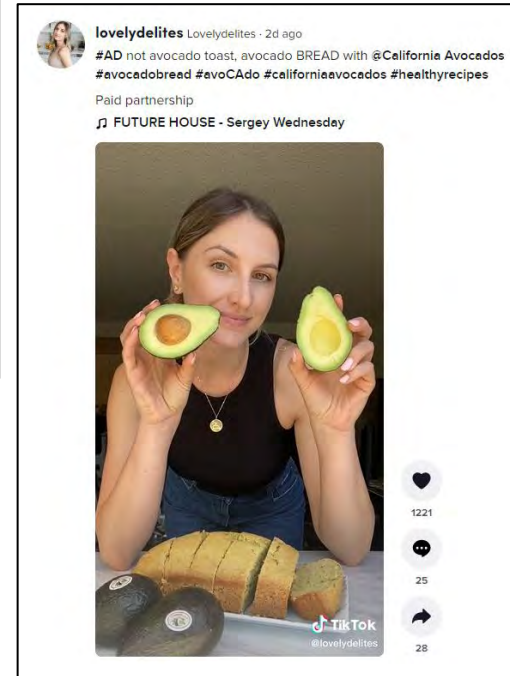
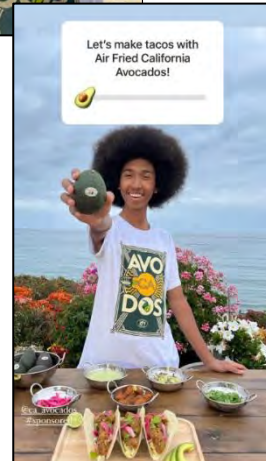
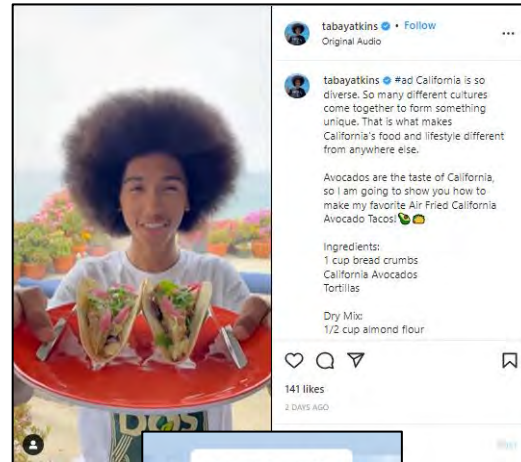
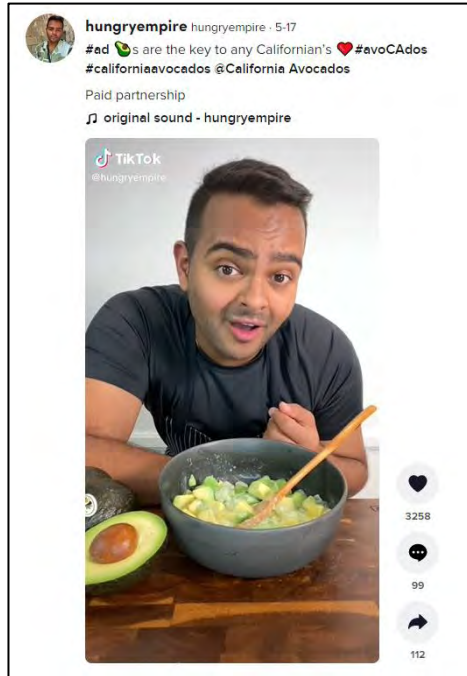




CONSUMER ADVERTISING: DIGITAL CUSTOM CONTENT



Custom content including five Influencers on Instagram and five Influencers on TikTok posting original recipe videos in feed and in their stories

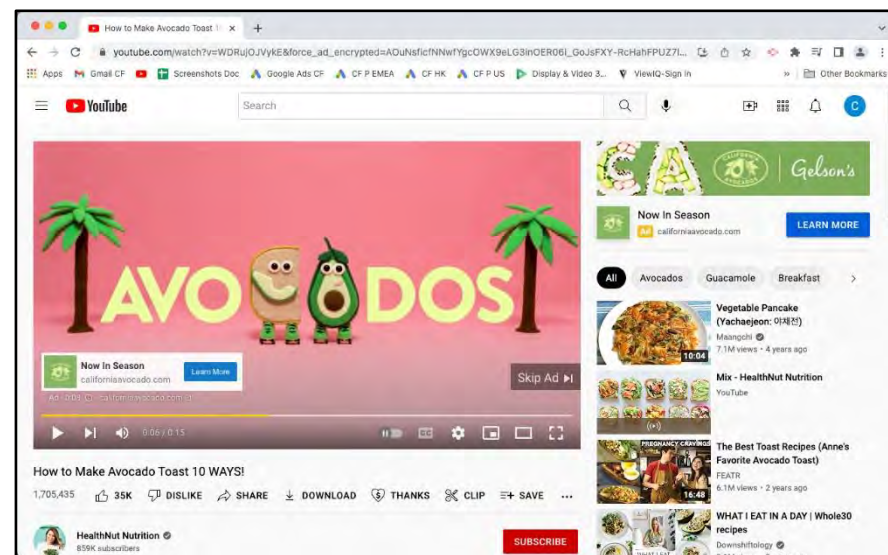




CONSUMER ADVERTISING: DIGITAL – RETAIL



- 62,879,352 Impressions
- 375,252 Clicks with a 0.60% Click Through Rate
- 5,168,260 Video Views
- Promoted in-store availability to drive users to retailers carrying California Avocados





Navigation menu with buttons: HOME, REVENUE, CONSUMER ADVERTISING, ONLINE MARKETING, CONSUMER PR, CONSUMER/ TRADE LIVING WELL, RETAIL, FOODSERVICE, RESEARCH

CONSUMER ADVERTISING: SOCIAL BRAND

- 29,290,041 Impressions
- 1,005,114 Engagements with a 3.43% Engagement Rate
- Season-long social advertising across top platforms



Recipe card for Black Bean Taquitos with California Avocado Dipping Sauce. Includes ingredients list and a photo of the dish.

Black Bean Taquitos with California Avocado Dipping Sauce

35 minutes · Vegetarian · Gluten free · Serves 4

14 ingredients

Produce	Nuts & Seeds
1 can (15-oz, each) black beans	1/2 tsp Cumin, ground
1 1/2 California avocados, ripe	Bread & Baked Goods
1/2 cup Cilantro, fresh	12 Corn tortillas, small
1 tsp Garlic powder	Dairy
Condiments	2 tbsp Cream cheese, dairy-free
2 tbsp Lime juice	Liquids
3 tbsp Salsa	1/2 cup Water
Baking & Spices	
2 tsp Chili powder	
3/8 tsp Peppercorn	
1/8 tsp Salt	
Oils & Vinegars	
2 tsp Olive oil	



Instagram post from @ca_avocados. Image of a green smoothie with mango and avocado. Caption: "Getting your greens in has never been easier (or as tasty). Try our Mango, Spinach and California Avocado Smoothie 🥑🥑🥑 Link in bio!"

Facebook post from California Avocados. Text: "We're dropping recipes all summer long to help you show off your grill skills. Starting with the basics, learn how to grill California Avocados here: link". Image: "CALIFORNIA AVOCADOS SUMMER GRILLING SERIES".

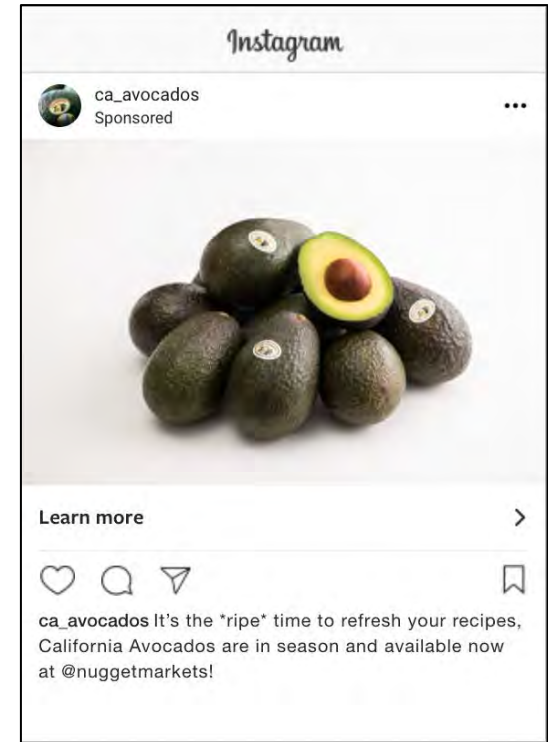
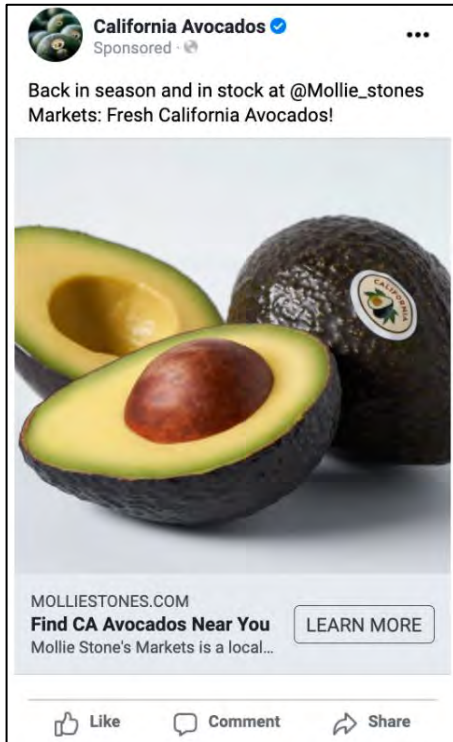
Facebook post from California Avocados. Text: "This #CaliforniaAvocadoMonth we're celebrating what makes us, us." Includes two images: one of an avocado tree and one of a Hass avocado with the text "DID YOU KNOW? Every Hass Avocado has its lineage in California".



CONSUMER ADVERTISING: SOCIAL – RETAIL



- 4,803,113 Impressions
- 33,631 Engagements with a 0.70% Engagement Rate
- Promoted California Avocados in-store to drive users to retailers



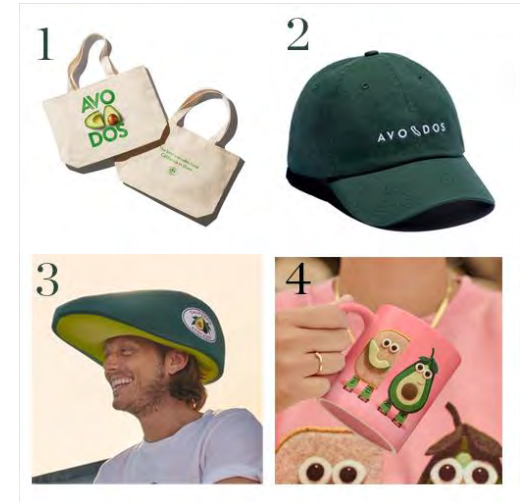


CONSUMER ADVERTISING: CALIFORNIA AVOCADO MERCHANDISE SHOP

- 21,500 visitors (81% increase YoY)
- 42,000 page views (46% increase YoY)
- 164 total orders (4% increase YoY)
- 1.98 items/order (-11% decrease YoY)
- \$84.48 average order value (-6% decrease YoY)

* All comparisons to same time period FY21

Best selling products by quantity



Best selling products by net \$ sales





ONLINE MARKETING: NOVEMBER 2021 – JULY 2022

SEARCH RESULTS

- Organic Search Impressions: 27.5MM
- Paid Search Impressions: 3.3MM

SOCIAL MEDIA

- Facebook
 - Total Fans: 317.7K (-1% decrease YoY)
 - Impressions: 24.3MM (267% increase YoY)
- Twitter
 - Total Followers: 20.9K (0% change YoY)
 - Impressions: 49.9K (46% decrease YoY)
- YouTube
 - Views: 12.8MM (23% increase YoY)
 - Subscribers: 3.0K (15% increase YoY)
- Instagram
 - Followers: 42.8K (0% change YoY)
 - Impressions: 454K (-1000% decrease YoY)

CONSUMER WEBSITE

- # of Visits: 1.12MM (-15% decrease YoY)
- Page Views / Visit: 1.32 (Flat YoY)
- Time on site: 36 seconds (-14% decrease YoY)
- Total Page Views: 1.47MM (-15% decrease YoY)

EMAIL

- Average Open Rate: 29.5%
- Click through rate: 3.5%
- Emails Sent: 6 emails sent to 169K recipients per email



HOME

REVENUE

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PRCONSUMER/
TRADE
LIVING WELL

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CONSUMER PR: 10TH ANNIVERSARY OF CALIFORNIA AVOCADO MONTH

- In honor of the 10th anniversary of California Avocado Month in June, the Commission partnered with southern California native Chef Nyesha Arrington to create two delicious and seasonal recipes prominently featuring California avocados (California Avocado Crab & Tuna Stack and Grilled California Avocado & Peach Salad), which were promoted via press and mat releases
- CAC also hosted a California Avocado grove open house, where attendees experienced first-hand what it takes to grow California Avocados – from picking California Avocados directly from trees to watching a grafting demonstration to learning how to create an avocado rose
- Through earned media relations, the program resulted in more than **695,062,896 impressions**





CONSUMER PR: CALIFORNIA AVOCADO MONTH PROCLAMATIONS

The PR team also secured four proclamations and one scroll from the following CA cities and counties, officially recognizing and celebrating June as California Avocado Month: San Diego County (districts 4 and 5), cities of Santa Paula and San Luis Obispo, and Los Angeles County





HOME

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CONSUMER PR: BRAND ADVOCATES

- To celebrate California Avocado season and promote the seasonal availability of California Avocados, the Commission partnered with five influencers to serve as this year's Brand Advocates. The Brand Advocates were chosen based on their significant influence on social media, large viewership on their blog channels, and their vibrant content creation
 - The ask for this season was to develop unique recipes promoting California Avocados on their respective social media channels, including their blog, Instagram, Facebook, TikTok, and Pinterest pages
- Between March and June, the Brand Advocate program secured **469,630** blog post impressions and **1,258,023** social media impressions, resulting in a total of **1,727,653** impressions





CONSUMER PR: NEWS BUREAU

Throughout the 2022 season, the team identified relevant story angles for CAC and leveraged its unique perspective and assets to promote with consumer media. Reactive and proactive news bureau media efforts resulted in **42,226,448 impressions**.

yahoo!life

What are the best ways to eat avocado? Chef Nyeshia Arrington shares recipes, tips and more


Arrington, who spoke with Yahoo Life as part of her work promoting the California Avocado Commission and California Avocado Month says before going on an avocado run, it's important to know what you're going to do with them.

"It is important to have a plan," says the Top Chef star, Chopped judge and Next Level Chef mentor. "I think that's going to indicate what level of ripeness of an avocado that you're looking for. Because ultimately, you can eat avocados at different ripeness based on the use of the actual avocado."

Celebrate California Avocado Month every day with two of Arrington's favorite avocado dishes.

California Avocado Crab and Tuna Stack

Courtesy of Nyeshia Arrington for the California Avocado Commission




(Photo: Nyeshia Arrington for the California Avocado Commission)

TastingTable.

11 Fruits You Can Still Enjoy On A Keto Diet

Avocados



Creamy avocados are full of healthy fats and low on carbs, making them a super keto-friendly fruit that you can snack on anytime (via California Avocado). These green goodies have less than two grams of carbohydrates for every 100 grams of fruit. Medium avocados are roughly 150 grams, so you can snack and slather avocado on virtually anything you want.

msn

Easy-To-Eat Snacks For Baby Learning To Eat Solids

Jessica Tucker - Jul 20

Avocado

A snack that is great for babies' brain development, according to California Avocados, is the avocado. With it being packed with 20 vitamins and minerals, per the publication, every bite is healthy for little ones. And because it is soft and squishy, it makes for easy food to eat for infants.





CONSUMER/TRADE – LIVING WELL: BRAND ADVOCATES

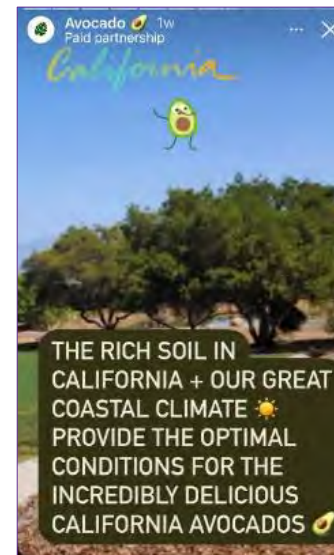
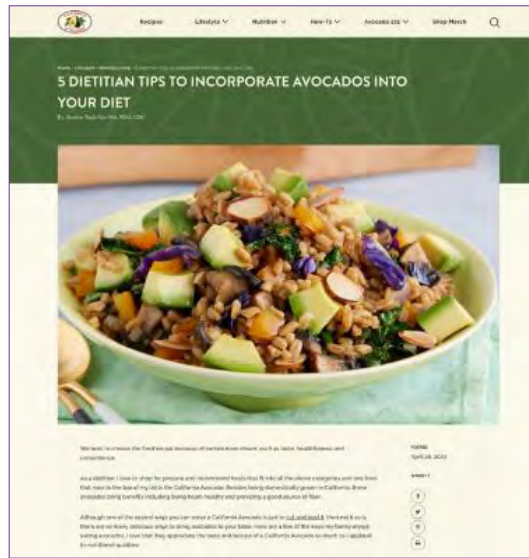
Living Well Brand Advocates are registered dietitians who help drive engagement with how and why California Avocados can be a healthy and delicious addition to one’s diet. The LWBAs developed nine new recipes for use in social media, Commission website articles and recipe database, television segments and retail events. The recipes brought to life food and nutrition trends featuring California Avocados used in new and different ways.





CONSUMER/TRADE – LIVING WELL: BRAND ADVOCATES

Living Well Brand Advocates are trusted experts, whose passion for sharing good health and good food is leveraged to tell the California Avocado nutrition and healthy lifestyle story, as well as communicate the California fruit’s superiority and seasonal availability. These third-party spokespersons use their platforms and the Commission’s, to help drive engagement by sharing California Avocado messages of interest to their individual audiences – from where California Avocados are grown and by whom to how California Avocados align with current food and nutrition trends.

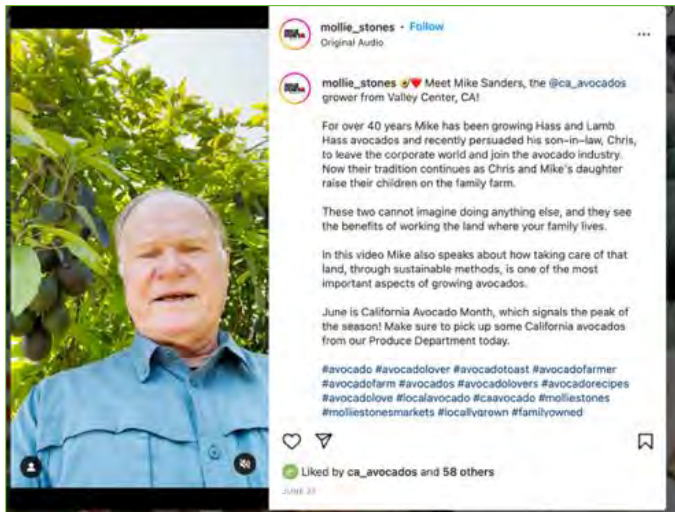




RETAIL: TRADE RELATIONS – KEY ACCOUNT MARKETING COMMUNICATIONS



Key accounts were encouraged to create and run multi-platform social media campaigns throughout the season in support of the Commission’s retail marketing promotions as well as their own initiatives. Customized content was provided to convey California Avocado-specific messages and show California Avocado branding. This messaging spoke directly to retailers’ customers at targeted top-tier accounts through their social media platforms and other digital marketing tools including social media, websites and mailers.



California Avocado Month – Video reel featuring Mike Sanders posted on Facebook and Instagram



California Avocado Month – Giveaway on Facebook, Instagram and in the newsletter



HOME REVENUE CONSUMER ADVERTISING ONLINE MARKETING CONSUMER PR CONSUMER/ TRADE LIVING WELL **RETAIL** FOODSERVICE RESEARCH

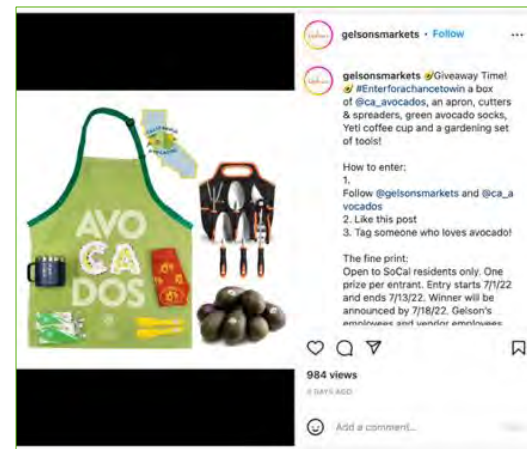
RETAIL: TRADE RELATIONS – KEY ACCOUNT MARKETING COMMUNICATIONS

Gelson's



The Lyall family was highlighted on Facebook in Gelson's July Farmer Feature

Cinco de Mayo – Supported with CAC's Chipotle Lentil Tacos with Peach and California Avocado Salsa recipe video as well as posts for guacamole and chips on Instagram/Facebook



Giveaway – Summer grilling on Instagram





- HOME
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- CONSUMER PR
- CONSUMER/ TRADE LIVING WELL
- RETAIL**
- FOODSERVICE
- RESEARCH

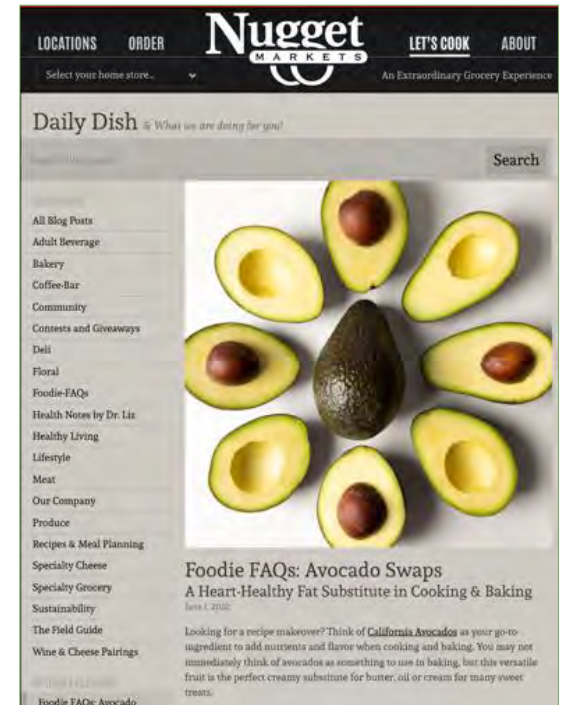
RETAIL: TRADE RELATIONS – KEY ACCOUNT MARKETING COMMUNICATIONS



Supported California Avocado season with a video reel on Instagram and TikTok



California Avocado Month – Two giveaways featured in newsletter and on social media platforms



CAC-provided a feature article for newsletter



HOME REVENUE CONSUMER ADVERTISING ONLINE MARKETING CONSUMER PR CONSUMER/ TRADE LIVING WELL **RETAIL** FOODSERVICE RESEARCH

RETAIL: TRADE RELATIONS – KEY ACCOUNT MARKETING COMMUNICATIONS



California Avocado Month – 4-week Instagram/Facebook series



Giveaway -- Promoted on Instagram and featured CAC's California Avocado Steak Sandwich



California Avocado Month – Facebook feature on Jamie Johnson; peak season – Mike Sanders video reel featured on Facebook



Cinco de Mayo – featured CAC's Classic Guacamole recipe video on Instagram and Facebook




HOME	REVENUE	CONSUMER ADVERTISING	ONLINE MARKETING	CONSUMER PR	CONSUMER/ TRADE LIVING WELL	RETAIL	FOODSERVICE	RESEARCH
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RETAIL: TRADE RELATIONS – KEY ACCOUNT MARKETING COMMUNICATIONS

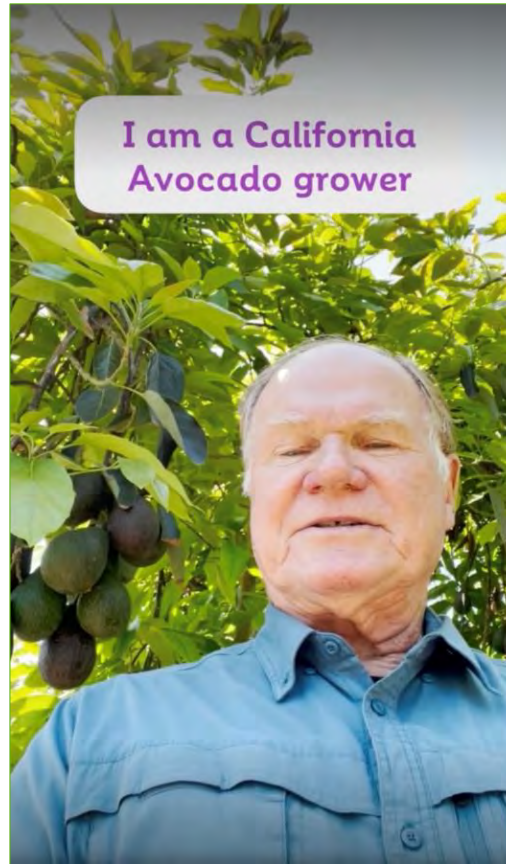
National Avocado Day – Posts featured on retailer’s Instagram/Facebook platforms using Commission-provided copy and a reel featuring Mike Sanders speaking to the topic of “two crops”



 savemart 🌿🥑🌸 Celebrate National Avocado Day on July 31 by featuring locally grown, in season California Avocados. 🥑🌸 What makes avocados grown right here in the Golden State so special? The Hass avocado variety is a California native. It was first discovered by Rudolph Hass in the 1920’s. Every Hass avocado in the world can trace its roots to that “Mother Hass Tree” in La Habra Heights, California. It takes 14-18 months to grow a single California Avocado. That means for a few months, avocado trees have two crop years on them! One California Avocado tree can produce up to 150 avocados (or 60 pounds of fruit) per season.

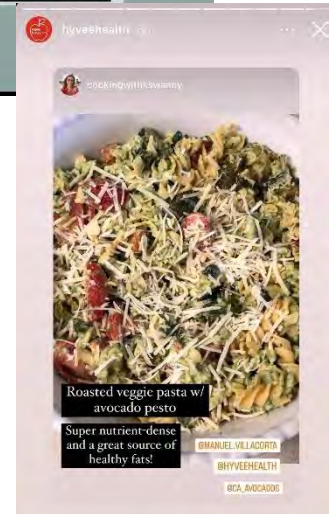
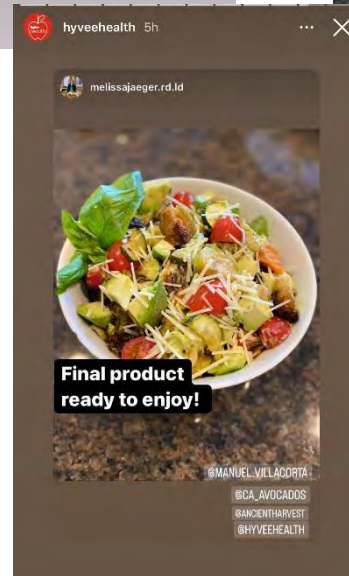
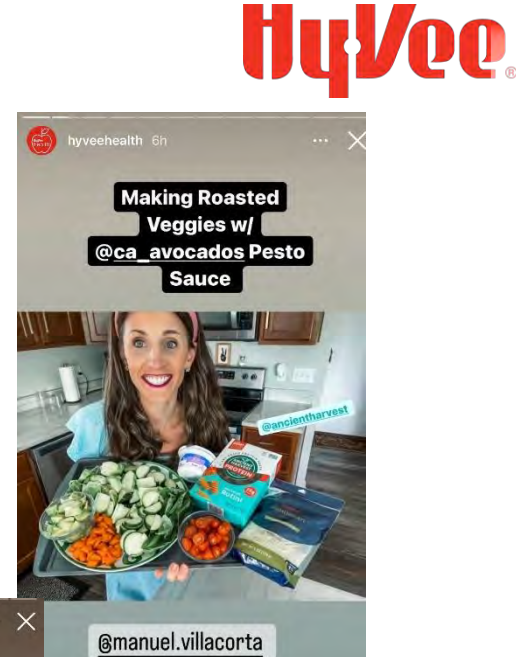
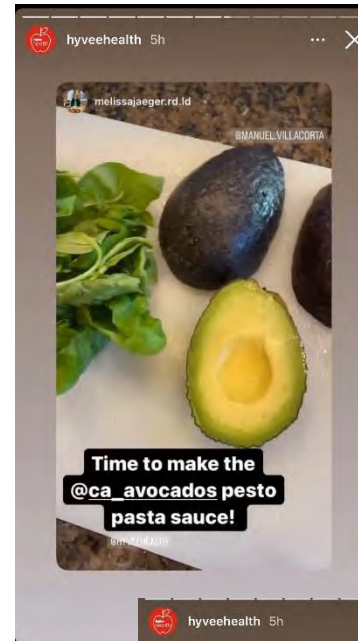
Remember, you can’t spell 🥑 without California – it’s right in the name “AvoCAdos”

For more fun facts and additional information about California Avocados, visit link in bio!





RETAIL: RETAIL DIETITIAN RELATIONS



The Commission was asked to present a “virtual lunch cook along” to the Hy-Vee dietitians. CAC LWBA Manuel Villacorta demonstrated his Roasted Vegetable Pasta with Avocado Pesto Sauce providing nutrition, handling and usage tips and California messaging along the way. He also responded in real time to the dietitians’ questions. Dietitians shared their progress on their social media platforms as well as @hyveehealth.



RETAIL: PROMOTIONS

- Sales contest, Albertson/Vons for U Coupon at \$.50 off bulk California Avocados and CAC display bins
- 23.2% increase in sales
- 14,000 approximately coupons redeemed





RETAIL: PROMOTIONS

July Local Grown Contest with CA GROWN Partner

Gelson's

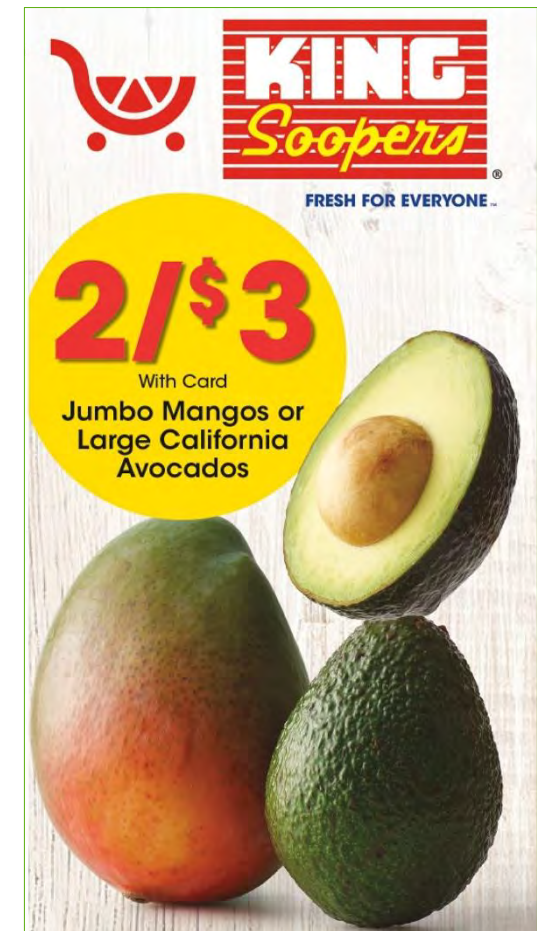




HOME	REVENUE	CONSUMER ADVERTISING	ONLINE MARKETING	CONSUMER PR	CONSUMER/ TRADE LIVING WELL	RETAIL	FOODSERVICE	RESEARCH
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RETAIL: PROMOTIONS

- California Avocado ads also in May and June – all incremental to last year
- There was no California presence in the #2 Kroger division last year





RETAIL: PROMOTIONS

- July Sales Contest on bagged California Avocados
- \$100,000 and 104% increase in units over last year





RETAIL: PROMOTIONS

Independence Day Sales Contest

- 13-28% increase in sales over previous contest





- HOME
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- CONSUMER/ TRADE LIVING WELL
- RETAIL**
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RETAIL: PROMOTIONS

GEM Field Guide Feature and online marketing



All About Gem Avocados

Gem Avocados

- Their thick, gold-speckled skin is easy to peel and turns black when ripe. (Peeling an avocado is often better than scooping since the densest nutrients are next to the skin.)
- Similar to Hass avocados, but with a richer, creamier flavor.
- They have nutty, buttery flesh and a medium-sized seed.
- Available for a limited time—their season usually only runs through June!

California Avocado Chocolate Mousse

PREP TIME: 10 MINUTES, PLUS 2 HOURS CHILLING
COOK TIME: 5 MINUTES
YIELD: 4-6 SERVINGS

INGREDIENTS

- 1/2 teaspoon vanilla extract
- 1/2 cup Three Trees Pistachio Nutmilk
- 1/4 teaspoon salt
- 1/4 cup brown sugar
- 2 tablespoons maple syrup
- 6 ounces dark chocolate baking bars
- 3 Gem avocados (about 12 ounces)

Preparation

In a work bowl, combine vanilla extract, pistachio nutmilk, salt, brown sugar and maple syrup. Mix until combined and sugar is dissolved. Break up chocolate bars and place in a metal or glass bowl. Heat a small pot of water until steaming. Place the bowl of chocolate over the steaming water until melted.

Place pistachio nutmilk mixture and avocado into a blender and puree until very smooth. Transfer puree back to work bowl and fold in the melted chocolate, then chill for a minimum of 2 hours.

To serve, pipe or scoop chilled mousse into serving glasses.

SUGAR PLUM VEGAN

Whether you're vegan, gluten-free or both, you can have your cake and eat it, too with delicious and inspired desserts from **Sugar Plum Vegan!** Based locally in Sacramento, they craft a variety of vegan sweets like **Midnight Cake, Carrot Cake, Raspberry Almond Cake, Tiramisu Cheesecake, Lemon Cashew Cheesecake** and even **Cupcakes** for when you just need a little plant-based treat. Flavors may vary by location and season, so drop by our Bakery to see what vegan treats we have in store!



RETAIL: PROMOTIONS

- June CA GROWN and California Avocado promotion and Farmer's Market promotion on Local Grown
- California Avocado grower feature ad
- 36-53% increase in sales for avocados alone over last July

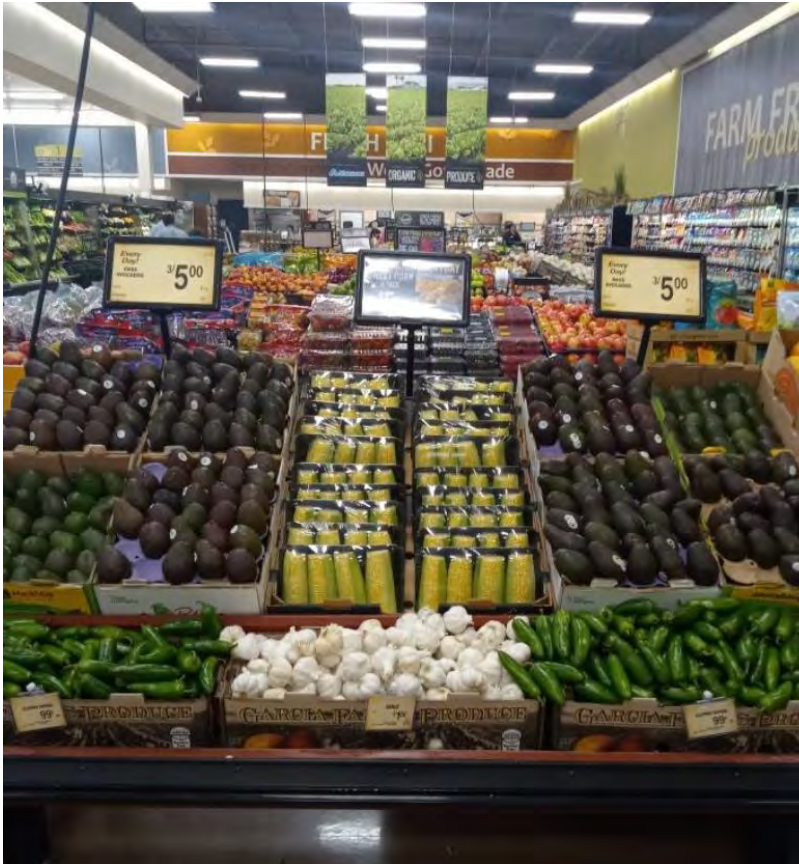




RETAIL: PROMOTIONS

Southwest-Arizona – Sales Contest and Albertsons/Safeway for U digital coupon on bags

- 18,751 units sold





RETAIL: PROMOTIONS

Custom display boxes in California and Arizona stores, feature ads and store training bulletin on California Avocado growing regions





RETAIL: PROMOTIONS

- Bulk and bagged ads
- August co-promotion with Tajin sales contest





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- CONSUMER/ TRADE LIVING WELL
- RETAIL**
- FOODSERVICE
- RESEARCH

RETAIL: PROMOTIONS

Additional digital ads since April



May 18

2/\$4
SAVE UP TO \$1.58 ON 2
ORGANIC Hass Avocados
USDA ORGANIC

June 27

4 CT BAG
Buy 1, Get 1 Free
Hass Avocados
SAVE UP TO \$5.99 ON 2

July 31

LOYALTY MEMBERS, LET'S CELEBRATE!
NATIONAL AVOCADO DAY IS JULY 31

Hass Avocados

\$2.49ea

MEMBER-ONLY PRICE

\$1.99ea
SAVE \$0.50ea

August 5

MADE Fresh IN STORE

THE FRESH MARKET GUACAMOLE
\$8.99lb

Our guacamole is made in-house using fresh avocados, lime, cilantro, onion, garlic and tomato. Serve it alongside your favorite tortilla chips or over tacos, burritos and more!



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RETAIL: CORPORATE PROMOTIONS

- Digital coupons on Branded California Bag at Key Kroger Divisions:
 - Ralphs
 - Fred Meyer
 - QFC
 - Smith's
 - King Soopers added (No Coupon)
- 265,000 downloads
- Sold 17,000 bags on promotion
- Over 90,000 bags loaded into Kroger stores
- All Tier 1 markets:
 - Seattle, Portland, San Francisco, Los Angeles, San Diego, Denver, Salt Lake City





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RETAIL: CORPORATE PROMOTIONS



Temporary price discount on dedicated California promotion in Colorado:

- June 15 thru June 21 Temporary Price Discount
 - Aurora Colorado Depot
 - \$2.00 offer to Costco Members
 - This year's results:
 - ASP: \$8.76 this year vs. \$6.05 last year
 - Units: +32.5% over previous 7 days
 - Dollars: +37.7% vs. last year
- Costco Buildings Participating in:
 - Colorado
 - New Mexico



RETAIL: CORPORATE PROMOTIONS – SPOTLIGHT RECIPE VIDEO

- Digital advertising with shop now option
- Over 10,500,000 impressions
- Delivered on and off Walmart Site
- Tracking conversions thru August
- Using CAC creative on retailer portal
- CAC advertising one step closer to purchase



Guac state of mind

Scoop the delicious taste of California-grown avocados.

[Shop now](#)

Guac state of mind

Sponsored



RETAIL: CORPORATE PROMOTIONS

- Fresh California Avocados featured in digital advertising campaign, 165 clubs
- April 15 – May 16; 4.5 million impressions – new distribution in Midwest



CREATIVE SET

The creative set includes several ad variations:

- Top Left:** A horizontal ad with the California Avocado logo, an image of avocados, the text "The best avocados have California in them.", and a right-pointing arrow.
- Middle Left:** A horizontal ad with the California Avocado logo, the text "The best avocados have California in them.", an image of avocados, and a "Shop Now" button with a right-pointing arrow.
- Top Right:** A vertical ad with the text "The best avocados have California in them.", "Experience the superb texture, taste and versatility.", a "Shop Now" button, and "Available at sam's club" with the Sam's Club logo. It features images of avocados and a plate of food.
- Middle Right:** A vertical ad with the California Avocado logo, the text "The best avocados have California in them.", "Experience the superb texture, taste and versatility.", a "Shop Now" button, and "Available at sam's club" with the Sam's Club logo. It features images of avocados and a plate of food.
- Bottom Left:** A horizontal ad with a plate of food, the text "The best avocados have California in them.", "Experience the superb texture, taste and versatility.", an image of avocados, a "Shop Now" button, and a right-pointing arrow.
- Bottom Middle:** A horizontal ad with the California Avocado logo, the text "The best avocados have California in them.", "Experience the superb texture, taste and versatility.", an image of avocados, a "Shop Now" button, and a right-pointing arrow.
- Bottom Right:** A horizontal ad with the text "The best avocados have California in them.", "Experience the superb texture, taste and versatility.", an image of avocados, a "Shop Now" button, and a right-pointing arrow.



RETAIL: TRADE PRINT AD

16 print ads ran from February through July generating 1,789,863 impressions



AVOCADOS

The best avocados have California in them.

Weekly Dollar Sales increase by 10%, a lift of nearly **\$800k per week**¹

In the West, **70% of avocado shoppers** with a preference would choose **California Avocados**²

Increased sales velocity of **4%** means **more dollars for retailers**³

Avocado Sales Grow When California Avocados are in Season!

Your shoppers anxiously anticipate the California season because of the consistent quality, freshness and homegrown taste of fresh California Avocados. They value the California difference and spend more when California Avocados are available. You can give them what they're asking for and benefit from California season's higher sales velocity, increased dollar sales and shopper preference.

Keep up with demand, carry California Avocados.
Contact us for customized marketing programs and POS material.

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RETAIL: TRADE DIGITAL ADS

- 686 digital ads ran from February through July generating 33,851,116 impressions
- Total print and digital impressions: 35,640,979



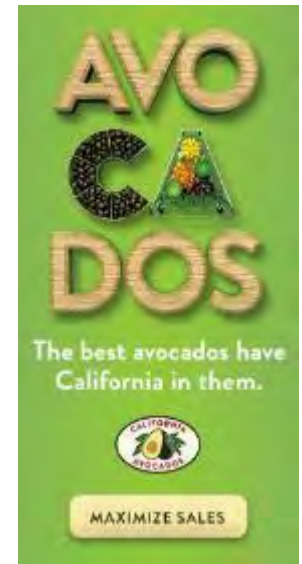
COVERING THE FRESH PRODUCE SUPPLY CHAIN



AVOCADO SALES GROW WHEN CALIFORNIA AVOCADOS ARE IN SEASON!

- Weekly Dollar Sales Increase by 10% a lift of nearly \$800k per week!
- In the west, 70% of avocado shoppers with a preference would choose California Avocados!
- Increased sales velocity of 4% means more dollars for retailers!

Shoppers anxiously anticipate the California season because of the consistent quality, freshness and homegrown taste of fresh California Avocados. They value the California difference and spend more when California Avocados are available. Retailers can benefit from the California season's higher sales velocity, increased dollar sales and shopper preferences.



The digital ads feature a “Maximize Sales” button. The button/ad links to CAC’s retail website page where the Infographic represents information that supports the sales data of how retailers can grow their sales when California Avocados are in season.



RETAIL: LINKEDIN



- 466,548 Impressions
- 3,126 Engagements with a 4.9% Engagement Rate
- 47% Page Growth Rate
- Posts reach industry professionals in retail, wholesale, and foodservice in addition to growers, shippers, buyers and retail dietitians
- Continuously tagged in relevant industry content by industry partners and trade publications

California Avocado Commission
1,378 followers
1mo · 🌐

The California Avocado Season generates a lift in average weekly unit sales. To read more about the California Season, click here https://lnkd.in/g/Cuij2_p.

Over the past four years, the California Avocado Commission averaged a +10% increase in weekly unit sales compared to non-California Avocado.

California Avocado Commission
1,378 followers
2mo · 🌐

A ripeness study conducted by the Commission determined that consumers look for a variety of avocado ripeness levels when shopping. They feel confident in their ability to gauge avocado ripeness based on appearance, firmness and usage timeframe. To learn more about insights from the study, visit <http://ow.ly/7NE9F50IK6IE>.



California Avocado Commission
1,378 followers
4mo · 🌐

We've got the scoop for retail dietitians, food service providers, and cooking school managers. From helpful how-to tips to news-you-can-use nutrition information, delicious recipes, virtual demonstrations and more. Learn more at: <http://ow.ly/It6F50IEo0e>.

California Avocado Commission
1,378 followers
1mo · 🌐

Ken has worked for the California Avocado Commission for over 10 years. He manages and implements various programs that address key industry issues, secure pricing and protect registrations. He also advocates on behalf of California avocado growers at state and federal level with government officials.

SAY HELLO TO KEN MELBAN
Vice President of Industry Affairs



HOME

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CONSUMER/ TRADE LIVING WELL

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RETAIL: TRADE PUBLIC RELATIONS

- Nearly 7.7 million Trade PR impressions in November – July
- Key press releases since April: California Avocado Month and Social
- DeLyser interviews and CAC insertion in media-driven topics contributed to significant coverage with key print and digital publications

AVOCADOS
The best avocados have California in them. MAXIMIZE SALES

California Avocado Extends Advertising Campaign

The California Avocado Commission is extending its advertising campaign for California avocados. The campaign features the slogan "The best avocados have California in them." and aims to maximize sales by extending the advertising campaign.

The Packer
Local produce marketing efforts fresher than ever

Local produce marketing efforts are fresher than ever, according to a report from The Packer. The article highlights the success of various marketing strategies used by local producers to reach consumers.

Zac Benedict, 39 Online Marketing Director California Avocado Commission

What attracted me, as a marketer, was that produce is a necessity that helps people all over the world maintain a healthy lifestyle and meet their basic needs. In my, the positive nature of the products in the produce industry were a draw because they are items I care a lot about, as a foodie and as someone who is passionate about the industry.

Blue Book Services
Credit Rating & Marketing Information for the Produce Industry

Get hands-on with California avocados

May 17, 2022 - Produce with Pamela

Hands-on experience with California avocados is available through various programs and events. The article discusses the benefits of direct engagement with the industry.

BAGDIFFER
OUR TOP-SELLING BRANDS UNDER ONE UMBRELLA

Our top-selling brands under one umbrella include various avocado products. The article highlights the success of these brands in the market and the strategies used to achieve this success.

Valley Center, CA

But it's usually a big group, in a big, noisy environment with little opportunity to really dig around. The article describes the challenges of finding quality produce in a busy market setting.

A vertical strip of small images showing various aspects of avocado production and marketing, including farmers in the field, packaging, and promotional materials.

SNACK
CALIFORNIA AVOCADOS SNAPSHOT

California avocados are a popular snack choice. The article provides a snapshot of the current market trends and consumer preferences for avocado-based products.

Fresh Plaza
Strong pull for California avocados going into July 4th

There is a strong pull for California avocados going into July 4th. The article discusses the increased demand for avocados during the summer months and the role of California avocados in this demand.



RETAIL: TRADE PUBLIC RELATIONS – CALIFORNIA AVOCADO MONTH & SOCIAL PROGRAM

- 10th Anniversary of California Avocado Month pick up was very strong – 900K+ impressions
- CAC’s Social Program release also strong, garnered 300K+ impressions in 2 weeks

AgNet
Celebrate Avocados in June
A few new initiatives for avocados in June, thanks to the 10th Anniversary of California Avocado Month. They are...
The California Avocado Commission (CAC) is proud to have the 10th anniversary of California Avocado Month. This year's theme is "Celebrate Avocados in June". The CAC has a variety of initiatives to celebrate the month, including...
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Fresh Plaza
Celebrating 10 years of California Avocado Month
For 10 years, the California Avocado Commission has celebrated the month of June as California Avocado Month. This year's theme is "Celebrate Avocados in June". The CAC has a variety of initiatives to celebrate the month, including...
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The Pioneer
Commission celebrates avocado month's 10-year anniversary with chef created recipes
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CALIFORNIA AVOCADO MONTH
10th ANNIVERSARY
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FreshFruitParadise.com
Agronomer in Chats: Commemorating ten years of the California Avocado Month
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THE PRODUCE NEWS
CAC's social pages thrive with Avo-Zen approach
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THE SHELBY REPORT
California Avocado Commission Celebrates 10-Year Anniversary in June
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SOCIAL MEDIA STRATEGIES
California Avocado Commission uses social media to raise awareness for upcoming season. Jan Delyser discusses...
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Blue Book Services
California Avocado Commission engages consumers on social media
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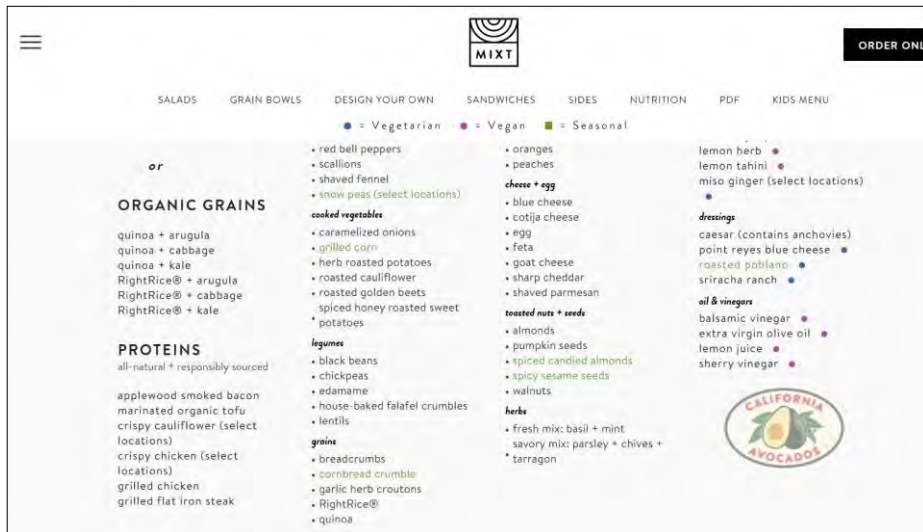
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FOODSERVICE: CHAIN PROMOTIONS



- 16 units (12 Mixt; 4 Split)
- May 23 – July 1
- Northern California/Bay Area
- California Avocados on menu



- 20 units
- May 30 – July 5
- Southern California chain
- Seasonal celebration and California Avocado upsell






HOME REVENUE CONSUMER ADVERTISING ONLINE MARKETING CONSUMER PR CONSUMER/ TRADE LIVING WELL RETAIL **FOODSERVICE** RESEARCH

FOODSERVICE: CHAIN PROMOTIONS




- 60 units (CA, AZ, CO, OH)
- June 1 – 30
- Avocado Toasts




[HOME](#)
[MENU](#)
[FIND A ROBEKS](#)
[SEND E-GIFT](#)
[REWARDS](#)
[FRANCHISING](#)
[ORDER ONLINE](#)


TOASTS




ACAI ALMOND BUTTER TOAST
Savory Almond Butter with a layer of Acai Greek Yogurt topped with sliced Bananas, dried Blueberries and drizzled with Honey on a thick slice of sourdough toast.
[\(MORE INFO\)](#)




CLASSIC AVOCADO TOAST
Avocado drizzled with Lemon and Olive Oil, topped with chili flakes, Pink Himalayan Salt and pepper on a thick slice of sourdough toast.
[\(MORE INFO\)](#)




EVERYTHING AVOCADO TOAST
Avocado and Tomato sprinkled with a blend of everything seasoning (think Everything Bagel) on a thick slice of sourdough toast.
[\(MORE INFO\)](#)



AVOCADO & EGG TOAST
Our signature sourdough toast is the base layer for creamy avocado, tender hard-boiled egg, savory plant-based bacon crumbles, all topped with a drizzle of olive oil, cracked black pepper and Himalayan salt.
[\(MORE INFO\)](#)



PEANUT BUTTER & BANANA TOAST
A creamy comfort, featuring smooth peanut butter, fresh sliced banana, a drizzle of pure honey and a scattering of chia seeds all nestled on our crunchy and satisfying sourdough toast. Make a toast to day
[\(MORE INFO\)](#)



*where available

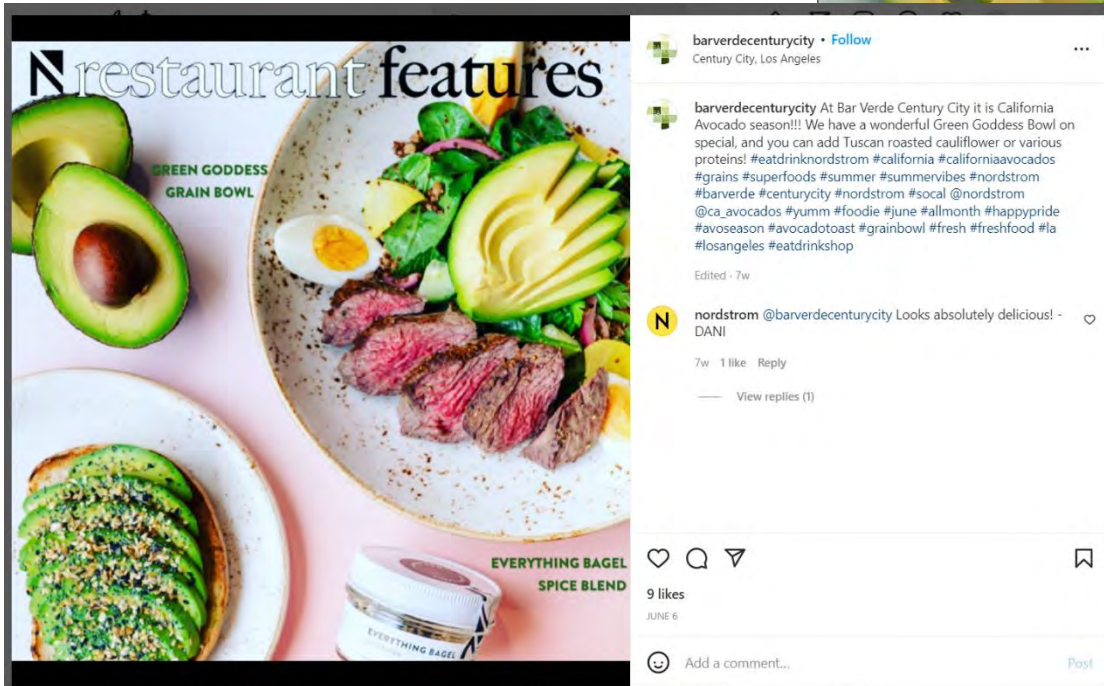
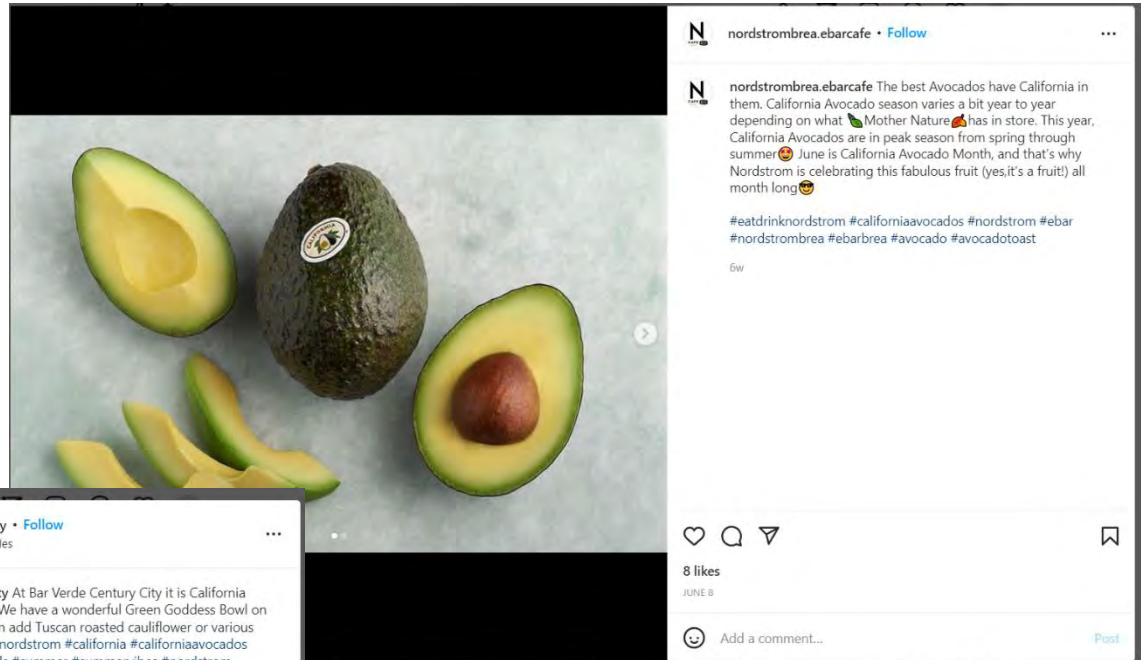


- HOME
- REVENUE
- CONSUMER ADVERTISING
- ONLINE MARKETING
- CONSUMER PR
- CONSUMER/ TRADE LIVING WELL
- RETAIL
- FOODSERVICE**
- RESEARCH

FOODSERVICE: CHAIN PROMOTIONS

NORDSTROM

- Approximately 100 units
- 12 brands across the western states
- May 31 – July 4
- Celebrate California Avocado Month



#californiaavocados
#California
@ca_avocados



FOODSERVICE: MENU IDEATION SESSIONS

- 20 units, California-based chain
- Presented 8 concepts, requested recipes for 4
- Launch spring 2023





HOME	REVENUE	CONSUMER ADVERTISING	ONLINE MARKETING	CONSUMER PR	CONSUMER/ TRADE LIVING WELL	RETAIL	FOODSERVICE	RESEARCH
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FOODSERVICE: EVENTS

Chain Gang

- May 3, Long Beach, CA
- A business networking food show event with one-on-one access sharing information and creating a ‘community’ of supply chain executives and suppliers
- Engaged with chain culinary and marketing executives to generate awareness and interest in Fresh California Avocados





FOODSERVICE: EVENTS

National Restaurant Association (Chicago, IL):

- Marketing Executive Group (MEG), May 18-20
- NRA Brunch, May 22
- IFEC Bubble Reception, May 23



- Engaged with chain culinary and marketing executives to generate awareness and interest in Fresh California Avocados
- Served innovative dishes that reinforces “California-style”



FOODSERVICE: EVENTS

Food News Media Orange County Meet-Up

- July 19
- Lido Bottleworks Newport Beach
- Engaged with local and emerging chain owners, culinary and marketing executives to generate awareness and interest in Fresh California Avocados





FOODSERVICE: EVENTS



INTERNATIONAL
FRESH PRODUCE ASSOCIATION

- July 28-29
- Restaurant chains and K-12 schools
- Produce purchasing and menu planners/developers





FOODSERVICE: PRINT ADVERTISING

- Focus on California Avocado season and California cuisine and style
- 3 print publications (*Flavor & The Menu*, *FSR* and *Plate*); 7 insertions
- 207,358 impressions

AVO DOS

Create California Style with a California Original

California produces avocados that are colorful, lush in texture and flavor, menu-friendly and flexible, and they anchor the craveable dishes that typify California cuisine. Elevate a menu standard to a new level with this California spin. California Avocado Everything Tost Salad generates menu excitement with a unique and delectable take on a popular customer favorite. Picked at the source: the best avocados have California in them. **For more information, please visit CaliforniaAvocado.com/Foodservice**

The best avocados have California in them.

California Avocado Everything Tost Salad

©2022 California Avocado Commission

AVO DOS

Create California Flair with a California Original

It's tough to beat the fresh appeal of California Avocados. Straight from the Golden State, California Avocados win customers with their lush flavor and texture and endless versatility. To add a California taco, California pizza, California pike or California chicken sando to your menu, just layer on the California Avocados. How can you say California in a dish, a bowl or a bite? Pour on the love: California Avocados. **For more information, please visit CaliforniaAvocado.com/Foodservice**

The best avocados have California love in them.

Grilled Octopus and California Avocado

©2022 California Avocado Commission

AVO DOS

Create California Cuisine with a California Original

In California, it's no secret that the best dishes on the menu start with our avocados. Tops in menu flexibility, California Avocados are colorful, lush and wildly popular. Operators put California Avocados on toast, on tacos, on pizza, on pike – even on Japanese sandos – for a California spin. Their guests expect nothing less than fresh California goodness bite after bite. Try to beat the fresh appeal of California Avocados. They're summer on a plate. **For more information, please visit CaliforniaAvocado.com/Foodservice**

The best avocados have California summer in them.

California Avocado Nepaplan Pizza

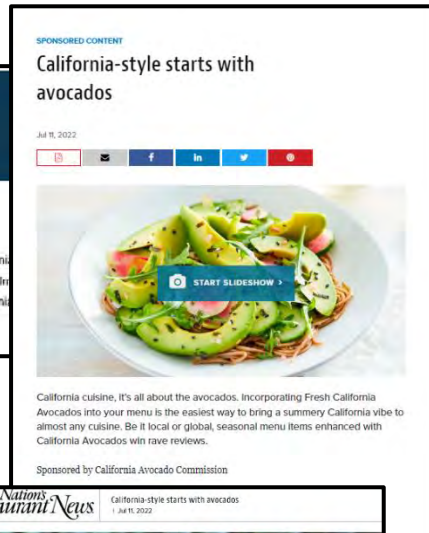
©2022 California Avocado Commission



FOODSERVICE: DIGITAL ADVERTISING

- Leverage insertion dates in season to build awareness of California Avocado season
- Since May, 5 digital ads appeared on four platforms (Informa: *Recipe Watch*, *NRN A.M.* and *Native Gallery* and *Winsight Recipe Report*,)
- Over 1,194,330 impressions to-date

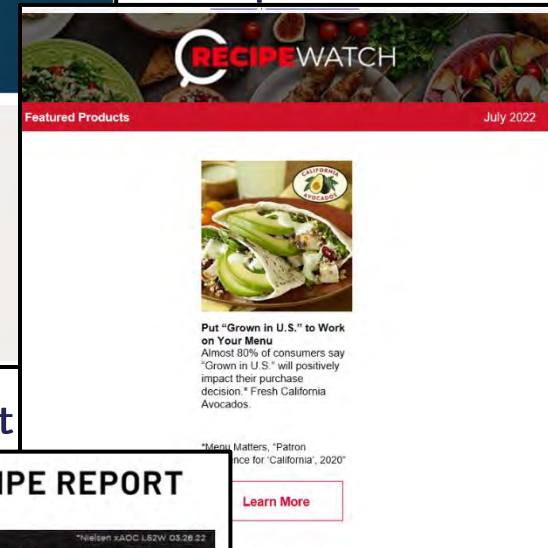
NRN: Native Gallery



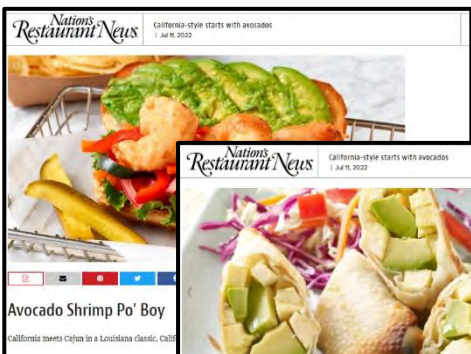
NRN A.M.



Recipe Watch



Winsight: Recipe Report





- HOME
- REVENUE
- CONSUMER ADVERTISING
- ONLINE MARKETING
- CONSUMER PR
- CONSUMER/ TRADE LIVING WELL
- RETAIL
- FOODSERVICE
- RESEARCH

FOODSERVICE: ENEWSLETTER

- Leverage media publications’ databases with custom content newsletters
- Deliver message of the benefits of seasonal, local ingredients



Flavor & The Menu

- July 13 deployment
- Delivered to 7,774 recipients
- 40% Open Rate
- 3,129 Impressions
- Received 99 Clicks to foodservice recipes on CaliforniaAvocado.com



FSR magazine

- May 2 deployment
- Delivered to 21,578 recipients
- 31% Open Rate
- 21,702 Impressions
- Received 79 Clicks to foodservice recipes on CaliforniaAvocado.com



FOODSERVICE: PUBLIC RELATIONS

- Over 3.2 million Foodservice PR impressions to-date
- Key topics: Avocados, California style, Plant-Based, Local

MENU
Recipe report: Summer specials
 By Patricia Cobe on Jun. 09, 2022



Avocado Zen Cocktail
 Since avocados are in peak season in June, Chef Jason Hernandez uses them to enhance this calming, culinary-inspired green cocktail.

[Click here to see the recipe.](#)

JUN 23 FM Special Report **FOOD MANAGEMENT**

10 sunny, sophisticated Northern California dishes for summer of menu love

10 Northern California dishes for summer of menu love

[GET FULL GALLERY](#)

Calli avo-tomato sandwich

Avocado Shrimp Po'Boy
 Chef Angela Augustine updates a New Orleans-style shrimp po'boy with fresh avocado slices, pickled vegetables and Sriracha mayo.

[Click here to see the recipe.](#)

MENU
Recipe report: Refresh the sandwich lineup
 By Patricia Cobe on Jul. 28, 2022



Avocado Shrimp Po'Boy
 Chef Angela Augustine updates a New Orleans-style shrimp po'boy with fresh avocado slices, pickled vegetables and Sriracha mayo.

[Click here to see the recipe.](#)

The Packer News Markets Weather Opinion Topics Events Video

FOODSERVICE
 California Avocado Commission pivots foodservice support to focus on digital space



(California Avocado Commission)
 By TOM KARST July 18, 2022

el Restaurante
Recipe of the week
 by Simplot



Grilled Al Pastor Marinated Yellowtail Tacos with Pineapple-Jalapeno Salsa & Lime-Marinated California Avocados

Yellowtail tuna replaces slow-cooked pork in these Grilled Al Pastor Marinated Yellowtail Tacos with Pineapple-Jalapeno Salsa & Lime-Marinated California Avocados. Watch for more seafood recipes in our July/August issue coming soon!

[Click Here for This Week's Recipe](#)


MENU
Recipe report: Al fresco favorites
 By Patricia Cobe on Jul. 07, 2022



Summer Rolls
 This recipe spans meal occasions and can serve as a picnic box lunch, appetizer for an al fresco dinner or a healthy snack.

[Click here to see the recipe.](#)

MENU
Recipe report: Al fresco favorites
 By Patricia Cobe on Jul. 07, 2022



Baran's BLAT Salad
 BLAT stands for bacon, lettuce, avocado, tomato—an update of the classic BLT sandwich. Chef Jason Baran deconstructs the sandwich into a summery salad featuring peak season cherry tomatoes, cucumbers and more.

[Click here to see the recipe.](#)

FOOD MANAGEMENT

10 sunny, sophisticated Northern California dishes for summer of menu love
 Tara Fitzpatrick | Jun 21, 2022



Cali avo-tomato sandwich

This recipe from the California Avocado Commission makes the most of a fascinating reason avocados taste so good with sourdough bread, a molecule called hexanal that scientists have isolated in both avocados and sourdough. When they match up, the California flavors kick into high gear.



HOME

REVENUE

CONSUMER
ADVERTISINGONLINE
MARKETINGCONSUMER
PRCONSUMER/
TRADE
LIVING WELL

RETAIL

FOODSERVICE

RESEARCH

RESEARCH: STUDIES COMPLETE AND IN DEVELOPMENT

Report on Inflation and its Impact at Retail

- Scope: a look at rising prices and the impact on avocado dollar sales and volume. Also includes an overview of the current state inflation is having on food, energy, etc.
- Original and update complete; presented to CAC Marketing Committee

2022 California Avocado Tracking Study

- Objectives: to monitor performance vs. plan objectives, to better understand consumer attitudes and to showcase reasons why retailers should merchandise California Avocados
- Methodology: quantitative study of 1,500+ avocado purchasers
- Tentative Timing: fielding in July-August, full report by 10/31/22

2022 Nielsen Advertising Study

- This study measures the brand impact of the California Avocado online campaign against the intended audience across multiple equity metrics and provides creative diagnostics
- Methodology: responses are gathered from a third-party survey panel
- Tentative Timing: fielding during media campaign, full report by 10/31/22



HOME	REVENUE	CONSUMER ADVERTISING	ONLINE MARKETING	CONSUMER PR	CONSUMER/ TRADE LIVING WELL	RETAIL	FOODSERVICE	EXPORT
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EXPORT: SOUTH KOREA

Chef Marketing – Recipe Videos

Collaborated with five renowned chefs who have a YouTube presence to create recipe videos featuring California Avocados for their viewers

- Edward Kwon: California Avocado Open Sandwich, California Avocado Tomato Tartar & Garlic Crostini and Crab Roulade with California Avocados
- Gerrard Park: Open Sandwich with Soft Chicken Breast Steak and Creamy California Avocado Mousse
- Leo Kang: California Avocado & Lobster Cannelloni
- Minjoo Yoo: California Avocado Cheesecake & Ice Cream
- Yeongbok Lee: Braised Scallops with California Avocados



Over 115,000 views and 2,700 likes





ITEM 8: PRODUCTION RESEARCH REPORT

SUMMARY:

The Production Research Committee met on Wednesday July 27, 2022, via teleconference. The Committee considered funding requests for the 2023 Avocado Brainstorming, a proposal on overhead irrigation for heat mitigation in avocado groves, developing an improved avocado crop coefficient for better irrigation management, and continued funding for evaluation of five advanced rootstock selections from UC Riverside.

Dr. Mary Lu Arpaia submitted a funding request for consideration of funding for the Avocado Brainstorming meeting to be held in Brisbane, Australia March 27-30, 2023, prior to the World Avocado Congress in Auckland, New Zealand. The Avocado Brainstorming is an invitation only meeting of avocado researchers from around the world with the “primary objective is to share knowledge with the express purpose of stimulating discussion, communication and collaboration among scientists with the belief that this will result in enhanced long-term sustainability of the world avocado industry.” Previously, CAC has supported the Avocado Brainstorming at a sponsorship level of \$30,000 (2011, 2015) and most recently \$10,000 (2018). Dr. Spann explained to the PRC that it is difficult to pinpoint specific outcomes of the meeting that are of direct benefit to the California grower. However, Committee member Jim Davis put it best by explaining that it is not CAC’s duty to support the professional development of researchers, but it is in CAC’s interest to do so. Thus, **the Committee recommended the Board consider supporting the Avocado Brainstorming at the Platinum (\$10,001 - \$15,000) or Titanium (>\$15,000) level.**

Dr. Mary Lu Arpaia, Dr. Ben Faber and Mr. John Cornell submitted a proposal for funding consideration titled, “Can overhead water application to control temperature and humidity increase yields, tree growth and health in avocado orchards.” The Committee had several concerns with the proposal, including that starting the project with a new planting would not provide information on the effects of overhead irrigation on productivity for quite some time, as well as the concern that only a small subset of growers would likely have sufficient water available to install such a system, thus, the potential benefit to the industry was questioned. **The Committee did not recommend funding the proposal.**

Next the Committee considered a funding request from Dr. Ali Montazar, UC Farm Advisor for Irrigation and Water Management, to expand a CDFA funded project he conducting to define the crop coefficient for avocado to improve irrigation management. Currently, Dr. Montazar is receiving a CDFA grant to determine the crop coefficient for avocados using several test sites in San Diego and Riverside Counties. This funding request of CAC would allow him to expand his trial sites into Ventura County to have a more representative sample California avocado growing areas. The Committee discussed the fact that in the recent CAC grower survey water was the

number one cost for growers, and having a data derived crop coefficient for avocados would allow growers to improve their irrigation management and potentially directly benefit growers' bottom line. **The Committee recommended funding the project as requested for \$217,697 for three years (\$95,041 FY 2022-23).**

Lastly, the Committee considered a funding request from Dr. Patricia Manosalva to continue the evaluation of five elite rootstock selections from the UC Riverside breeding program with the goal of deciding whether any of the rootstocks are viable for commercial release. Starting in 2019, CAC funded Dr. Manosalva to establish commercial-scale trials of these five elite rootstocks across the California avocado growing regions. Those trials were planted in 2019, 2020, and 2021, with the earliest plantings producing their first crop in 2022. The Committee agreed that it is important to the industry to continue to collect yield and tree health data on these rootstock selections as some of these selections are showing improved salinity and/or phytophthora root rot tolerance compared to currently available rootstocks. **The Committee recommended funding the proposal a slightly reduced level from what was requested for a total of \$225,000 for three years (\$75,000 FY 2022-23).**

FISCAL ANALYSIS:

- Any funding approved by the Board for the Avocado Brainstorming will be added to the Industry Affairs budget for 2022-23. The funding recommendations for the avocado crop coefficient and rootstock projects, as well as prior funding commitments, are included in the attached Proposed Production Research Budget for FY 2022-23 and total \$270,981. All these budget items in their final form will be presented to the Board for approval at the October meeting.

BOARD OPTIONS:

- Information item only

STAFF RECOMMENDATION:

- Not applicable

EXHIBITS / ATTACHMENTS:

- Proposed Production Research Budget for FY 2022-23

PROPOSED PRODUCTION RESEARCH BUDGET 2022-23

Production Research Budget

Acct Code	Investigator	Project	Proposed 2022-23 Budget
Research - Pest and Disease Projects			
65131	Hoddle	Phenology and Ecology of Avocado Lace Bug in Southern California	\$76,074
Pest and Disease Sub-total			\$76,074
Research - Breeding, Varieties, Genetics Projects			
652xx	Manosalva	Commercial-scale field testing and potential release of five elite advanced rootstocks	\$75,000
Breeding and Genetics Sub-total			\$75,000
Research - Cultural Management Projects			
65321	Liu	Development of Chloride Mitigation Strategies for California Avocado Groves: Technology Review and Treatment Prediction	\$24,866
653xx	Montazar	Developing tools and information on crop water use and effective irrigation management for more profitable and sustainable avocado production	\$95,041
Cultural Management Sub-total:			\$119,907
Annual totals:			\$270,981