

**CALIFORNIA AVOCADO COMMISSION**  
**MARKETING COMMITTEE WEB/TELECONFERENCE MEETING MINUTES**  
**March 9, 2022**

A web conference meeting of the Marketing Committee was held on Wednesday, March 9, 2021, with the following people participating:

**MEMBERS PARTICIPATING**

Gary Caloroso  
Dave Fausset  
Denise Junqueiro  
Rachael Laenen  
Patrick Lucy  
Andy Lyall  
Doug Meyer  
Peter Shore  
Steve Taft  
Chris Varvel  
Rob Grether (Ex  
    Officio Member)

**MEMBERS NOT PARTICIPATING**

Carson McDaniel  
Ed McFadden  
Hayden McIntyre  
Debbie Willmann

**CAC STAFF PARTICIPATING**

Monica Arnett  
April Aymami  
Tom Bellamore  
David Cruz  
Jan DeLyser  
Angela Fraser  
Ken Melban

**OFFICIALLY PRESENT**

David Anderson (Anderson Food Sales  
    and Marketing)  
Carolyn Becker (CL Marketing)  
Candace Hollar (Mediahub)  
Lauren Kelley (MullenLowe)  
Tyler Kirsch, (MullenLowe)  
Kim Kurata, (Kurata Communications)  
Jillian McMenamin (Golin)  
Marji Morrow (Rockwell Morrow)  
Laura Paden, (PJ/PR)  
Bryan Reugebrink, (MullenLowe)

**GUESTS PRESENT**

Hannah Almsted  
    (MullenLowe)  
Will Carleton  
Brittany Ferrant  
    (Media Hub)  
Kathleen Johnson  
    (PJ/PR)  
Steven Muro  
    (Fusion)  
Jill Netzel (Fusion)  
Doug O'Hara  
    (Somis Pacific)  
Martin Pagh  
    Ludvigsen  
    (Mullen Lowe)  
Lecia Rdzak (Fusion)  
Alexei Rudolf (Kurata  
    Communications)  
Sam Schaitberger  
    (MullenLowe)  
Matt Schraut  
    (Fusion)  
Kenneth Weiss

**ITEM #1 ROLL CALL/QUORUM**

The Marketing Committee teleconference meeting was called to order at 10:00 a.m. by Chairman Gary Caloroso. A quorum was established. Mr. Caloroso noted that the meeting was being recorded to help with leadership orientation during the President/CEO transition.

**ITEM #2 OPPORTUNITY FOR PUBLIC COMMENT**

None.

**ITEM #3 CONSENT CALENDAR**

Ms. Junqueiro moved to approve the Consent Calendar, including minutes from the December 9, 2021 meeting. The motion was seconded by Mr. Shore and unanimously approved. ***MOTION 22-03-09-1.***

**ITEM #4 DISCUSSION ITEMS**

Chairman Caloroso Welcome – Item 4.A.

Mr. Caloroso welcomed the 2022 Marketing Committee and introduced new members.

2022 California Crop Forecast – Item 4B.

Ms. Aymami reviewed the early season California crop update. February input received from handlers did not impact the overall projection of 306 million pounds. In May she will conduct another forecast and communicate a revised projection if there is any change. Currently 42.8 million pounds of California avocados have been harvested this season. The “heart” of the season, March through August, remains unchanged overall, however the revised weekly numbers are reduced by about one-half million to a million pounds per week to adjust for what was shipped earlier than originally projected. Ms. Aymami included a handler forecast vs. 4-year average forecast comparison.

Handler and grower consensus is that the crop is looking good, but due to early shipping March may be a little lighter than projected. Due to lack of rain and cold/hot weather, sizing is smaller, which may impact overall tonnage. Ms. Aymami mentioned her analysis that about 2 million pounds of fruit might have sized up more if it had been allowed to stay on the trees, but some growers are seeing more fruit on trees so there is an upside as well. The overall budget impact if there were to be 2 million pounds fewer than projected is not concerning because CAC budgeted 300 million pounds and early pricing has been very good. It was noted that the oil content is rising in the fruit, which could be an issue if there is high heat later in the season. On the other hand, early pruning has been good for the crop and some growers said it was nice to get some fruit off early. Potential challenges were noted, including the possibility that late-season pricing might not hold and a continued sizing challenge if rains don't come. The ongoing sizing issue is something to be aware of. A continued dynamic situation is expected throughout the year.

Ms. Junquero urged thinking further down the line – three years or more when there's even more volume in the market. Colombia and Peru are positioning as sustainable alternatives in avocado supply. She challenged the Committee to be thinking about California's positioning.

2022 Import Crop Projections – Item 4.C.

Mexico: Mexico shipped less than projection right after the Big Game but then last week was right on expectations at 55 million pounds. There was consensus that Michoacan will be short this year, challenged to get through their fiscal year ending in June with current crop. Volatility in supply is expected.

Jalisco volume is not expected to have a big impact this year.

Peru: Peru could try to stage an earlier start, as could Colombia and Jalisco. If prices stay as is Mr. Fausset expects those origins to take advantage of it. HAB projections are 190 million pounds, CAC has been using 200 million pounds. The Committee advised continuing to use 200 million pounds for the projection, noting uncertainty in Europe due to the war.

2022 Media Plan and Creative Updates – Item 4.D.

Ms. DeLyser welcomed new members to the Marketing Committee and introduced agencies who would be presenting the Marketing Updates.

Ms. Hollar presented an overview of 2022 media plans and advised what media has already started this season. She pointed out new media partners. Ms. Kelly highlighted the advertising creative campaign “the best avocados have California in them”. Mr. Kirsch shared the new audio spots and noted they feature different benefits of California avocados. He also shared the outdoor creative. Mr. Reugebrink and Mr. Kirsch shared a design exploration for California avocado bag branding. Mr. Meyer requested the ability to size the bag straps as needed for different bags and MullenLowe advised the design could be adjusted as needed. Mr. Reugebrink and Mr. Kirsch announced the CAC launch (expected to be live in April) of a TikTok channel.

Consumer Public Relations and Living Well Brand Advocates Plans – Item 4.E.

Ms. McMenamin highlighted plans for CAC’s key consumer public relations programs this year. On March 31 there will be a virtual cooking class – a California avocado charcuterie board experience for influencers, consumer media and trade guests. Other programs include a grove open house, the 10<sup>th</sup> anniversary of California Avocado Month and partnering with celebrated Chef Nyesha Arrington with two new recipes. She noted the content development and outreach of the brand advocates and recipe creation as well as a new sustainability infographic to be used with media throughout the season.

Ms. Paden provided an update on the Living Well Brand Advocate program. This year four influential registered dietitians will focus on different topics of consumer interest while communicating avocado nutrition benefits and California avocado messaging. She shared the editorial calendar that runs from April through August.

The retail communications program works with retailer communications departments, dietitians and cooking schools to create custom retail programs as well as local media activations to promote California avocados in season.

Retail and Foodservice Tiered-Account Updates – Item 4.F.

Ms. Becker shared the results of the first promotion of the year with Mollie Stone’s, a Big Game promotion with displays and social media support. She also noted Northern California distribution to date and future meetings. She advised some retailers are looking for April, Cinco de Mayo and Father’s Day promotions, earlier programs than usual. Mr. Anderson noted King Soopers in Denver, in conjunction with Kroger Corporate, wanted to make a statement with bold feature ad activity in late February supporting California avocados. This is a big win for an account who has not always supported California avocados in this region. Kroger promotions will focus on bags using their own creative which includes California origin prominently. The Retail Marketing Directions are busy with more calls, sewing up programs with loyal customers and setting up some in-and-out promotions.

Ms. Kurata outlined the progress against target foodservice accounts, which started with a list of 110 accounts. She highlighted promotional plans with several including Del Taco,

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Erik's DeliCafé, The Flame Broiler, Nordstrom Restaurants, Norms Restaurants and Wahoo's Fish Taco. She also noted menu ideation sessions the foodservice team is working on securing.

Shop.CaliforniaAvocado.com Updates – Item 4.G.

Ms. Morrow reviewed the January 2022 California Avocado merch shop results and highlighted new support activities.

Industry Updates – Item 4.H.


Mr. Bellamore noted that the search for his replacement is happening with an external search firm. Mr. Grether expressed gratitude for Mr. Bellamore's many years of service.

Ms. Becker noted that retailers are expressing interest in the GEM and interest will likely grow due to the GEM's larger size.

**ADJOURN**

Mr. Caloroso adjourned the web/teleconference meeting at 11:16 a.m.

Submitted by:



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Jan DeLyser, CAC Staff