



February 28, 2024

The Honorable Thomas J. Vilsack
Secretary of Agriculture
U.S. Department of Agriculture
1400 Independence Avenue, SW
Washington, D.C. 20250

Re: HASS AVOCADO PROMOTION, RESEARCH, AND INFORMATION ACT: Effective: October 28, 2000

Dear Mr. Secretary,

The California Avocado Commission is established in state law and authorized to represent California's 3,000 growers who produce avocados on about 50,000 acres. California produces 90% of total U.S. avocado production and 100% of domestic Hass production, with an average annual farmgate value of more than \$400 million. The Commission is governed by a 13-member Board of Directors elected by the industry.

On January 8, 2024, the Commission received a letter from Avocado Growers of California stating: "AGC requests that CAC petitions USDA to organize a referendum for the Hass Avocado Board allowing all HAB assessment paying members to express their collective position."

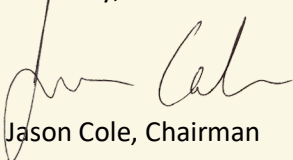
Accordingly, the CAC Board considered the request at their February 22, 2024, meeting, and the following action was taken:

In response to a request from some California avocado growers, the board of directors of the California Avocado Commission has reviewed and considered the merits of requesting the Secretary to conduct a referendum of the Hass Avocado Board (HAB) pursuant to §7805(d)(2) of the Hass Avocado Promotion, Research, and Information Act.

The Board of Directors of the California Avocado Commission recognizes HAB as a necessary and excellent program and affirms its support for the continuation of the HAB and recommends against conducting a referendum at this time.

We appreciate your attention to this important matter. Please let us know if you have any questions.

Sincerely,



Jason Cole, Chairman

Cc: Board of Directors, California Avocado Commission
Board of Directors, Hass Avocado Board
Emiliano Escobedo, Executive Director, Hass Avocado Board
Terry Splane, Vice President Marketing
Ken Melban, Vice President Industry Affairs & Operations