

By Jason Cole
Chair of the Board

Critical Grower Inputs Informs CAC Board Decisions

Based on the insights provided by California avocado growers, the California Avocado Commission Board of Directors finalized the 2024-25 Commission budget and set a half-cent per pound fixed assessment rate at the October 10, 2024, Board meeting. The path that led the CAC Board to this decision is a testament to the importance of grower meetings and the thoughtful discussions that take place across our growing regions.

Because of the prior year's larger than projected crop and the resulting increase in reserves, in August the Commission initially proposed a preliminary budget based on no CAC assessment for the 2024-25 season. The Board then met with industry members during a series of grower meetings in Fallbrook, Ventura and San Luis Obispo. Discussions at the meetings were extensive and as the meetings unfolded, growers voiced concern over not having an assessment in 2024-25, which could potentially lead to large upswings in future year assessments. Instead, growers proposed a 1 cent per pound assessment rate for the upcoming season, which was widely supported by growers in attendance at

the final two meetings.

At its October meeting, the Board split the difference between no assessment and the 1 cent per pound grower-proposed rate, settling on a modest one-half cent per pound fixed assessment rate coupled with the estimated 400-million-pound crop volume. The Board believes this move will provide more long-term stability for growers and the Commission in their annual budgeting. By simplifying the process, growers can budget for the year ahead based on the pre-determined half-cent per pound rate and focus instead on predicting their yield.

On behalf of the Commission, I would like to thank all the growers who provided valuable input concerning the assessment rate and/or took the time to attend our September grower meetings. As a grower myself, I certainly appreciate how busy you are. And as CAC Chairman, I also am aware of how critical your input is. As a follow up, I welcome you to visit CaliforniaAvocadoGrowers.com and review the 2024-25 Business Plan, which provides an overview of the topline budget numbers as well as the marketing, industry affairs and research teams' initiatives. 🥑



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