

**CALIFORNIA AVOCADO COMMISSION  
BOARD MEETING MINUTES  
May 22, 2025**

A meeting of the California Avocado Commission (CAC) Board was held on Wednesday, May 22, 2025 with the following people present:

**MEMBERS PRESENT**

Victor Araiza  
Jason Cole  
Maureen Cottingham  
John Dmytriw  
Rob Grether  
Robert Jackson  
Jamie Johnson  
Ohannes Karaoghlanian  
Rachael Laenen  
Daryn Miller  
Peter Shore  
Al Stehly

**ALTERNATES PRESENT**

John Berns  
Tina Wolferd

**MEMBERS ABSENT**

Marty Ordman

**ALTERNATES ABSENT**

Hayden McIntyre  
Maddie Cook

**OFFICIALLY PRESENT**

Vickie Carpenter, *USDA*  
Ben Kardokus, *CDFA*  
George Soares, *KSC Dr.*  
Tim Spann, *Spann Ag*

**STAFF PRESENT**

April Aymami  
Zac Benedict  
Stacia Kierulff  
Ken Melban  
Lori Small  
Terry Splane  
Cristina Wede

**GUESTS PRESENT**

John McGuigan  
Marji Morrow  
Byron Talley  
Ken Wildman

**ITEM #1 CALL TO ORDER**

**Roll Call/Quorum – Item 1.a.**

Jason Cole, CAC Chairman, called the meeting to order at 8:04 a.m. with a quorum present.

**Introductions – Item 1.b.**

April Aymami, CAC director of industry affairs and operations, announced the California Department of Food and Agriculture (CDFA) and US Department of Agriculture (USDA) representatives, CAC Legal Counsel, 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**

Ohannes Karaoghlanian, CAC Board member made comment on the USDA fifteen thousand employees taking a leave of absence, affecting all USDA departments.

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

**The Board may go into closed session to discuss and make recommendations regarding appointment, employment, or dismissal of an employee – Item 3.a**

Mr. Cole convened a Closed Session of board members, alternates, legal counsel, and the CDFA representative at 8:11 a.m.

**Return to open session and announce action taken in closed session, if any – Item 4.c.**

Mr. Cole returned to the open session at 9:44 a.m. and announced that the board took two actions: 1. The approval to hire a new CAC marketing employee and 2. Management modification.

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**ITEM # 4 CONSENT CALENDAR**

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

**MOTION:**

***The CAC Board of Directors approves Consent Calendar Items 4.a through 4.d as presented.***

***(Dmytriw/Karaoghlanian) MSC Unanimous***

**MOTION 25-5-22-1**

The Consent Calendar is included in the May 22, 2025 Board Packet and is attached to the permanent copy of these Minutes and identified as EXHIBIT A, Items 4.a through 4.d.

**ITEM #5 CONSIDER APPOINTMENT OF PRODUCER ALTERNATE MEMBERS TO FILL EXISTING VACANCIES FOR TERM ENDING OCTOBER 31, 2025**

**District 5 alternate producer member – Item 5.b.**

Byron Talley, District 5 producer called in as a candidate for the alternate producer member seat. Mr. Cole commented that the other candidate interested in the vacancy has dropped out.

**MOTION:**

***The CAC Board of Directors moves to appoint Byron Talley as District 5 alternate producer member with term ending October 31, 2025.***

***(Stehly/Miller) MSC Unanimous***

**MOTION 25-5-22-2**

He informed Mr. Talley that he has been selected as the district 5 alternate producer and welcomed him to the Board.

**District 1 alternate producer member – Item 5.a.**

James Kovaly, District 1 producer called in as a candidate for the alternate producer member seat. The Board discussed the District 1 candidates and decided on candidate Enrico Ferro to fill the District 1 vacancy.

**MOTION:**

***The CAC Board of Directors moves to appoint Enrico Ferro as District 1 alternate producer member with term ending October 31, 2025.***

***(Stehly/Araiza) MSC Unanimous***

**MOTION 25-5-22-3**

The District 1 and District 5 Candidate Statements and Disclosure Forms are included in the May 22, 2025 Board Packet and are attached to the permanent copy of these Minutes and identified as EXHIBIT A, Item 5.a. and 5.b.

**ITEM #6 CONSIDER APPOINTMENT OF HANDLER ALTERNATE MEMBERS TO FILL EXISTING VACANCY FOR TERM ENDING OCTOBER 31, 2025**

Mr. Cole stated that there were no candidates to consider for the handler alternate member vacancy.

**ITEM # 7 INDUSTRY AFFAIRS REPORT**

**USDA Inspections – Item 7.a.**

Ken Melban, CAC president, provided industry affairs handouts for Board members to review. Mr. Melban discussed the timeline handout first that referenced the USDA Mexico avocado inspection program and the Operational Work Plan (OWP). He informed the Board that since they last met, he has been engaged with CAC legal counsel George Soares, Jeff Miller with Ballard Partners, Matt Shupe with Praetorian Public Relations, and from Fox News on this issue. Mr. Melban remarked that he had not yet received an answer from the USDA.

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Mr. Melban then referenced the second industry report handout titled “The Growing Threat to California Avocados”. The report covers the oversight of phytosanitary inspections, pest detection surge, and material from Dr. Mark Hoddle to show the threat to California growers.

The Board discussed Guatemala, field audits, USDA, and random inspections. It was asked if the Hass Avocado Board will be deliberating on this issue and John McGuigan from HAB stated that HAB would not be commenting on this item.

The Industry Affairs Timeline is attached to the permanent copy of these Minutes and identified as EXHIBIT B.

The Industry Report titled “The Growing Threat to California Avocados” is attached to the permanent copy of these Minutes and identified as EXHIBIT C.

**ITEM # 8 TREASURER’S REPORT**

Report on May 6, 2025 Finance Committee meeting – Item 8.a.

Maureen Cottingham, CAC treasurer, commented that the Finance Committee met on May 6th to review committee goals, responsibilities, internal controls policy, investment policy, USDA and CDFA requirements, and financial reports. The Finance Committee had three action items, to approve budget amendment #2, discuss corporate insurance policy, and the meeting schedule.

2024-25 Crop update and financial implications – Item 8.b.

Ms. Aymami presented the assessment rate and budget planning two-year analysis. Ms. Aymami discussed the budget based on the 2024-25 estimated crop of 350-million-pounds and informed the Board that she has included the fully funded production research projects to show what the budget would look like if all projects were approved and the ending reserves for 2025/26.

The Board discussed fruit sizing, crop estimates by county, and pounds per acre.

Consider approval of Budget Amendment #2 – Item 8.c.

Ms. Cottingham presented Budget Amendment #2 which updates the 2024-25 beginning reserve balance and grant funding based on the actual amount that has been awarded. The budget amendment also reflects an increase in the Production Research budget based on board action in February to approve two new projects.

The Board discussed Budget Amendment #2 with the updated cash and revenues. Mr. Cole stated that the Board will be further discussing the Production Research projects later in the meeting, therefore the approval of Budget Amendment #2 would be tabled until that discussion took place.

The Assessment Rate and Budget Planning (2-YR Analysis) is attached to the permanent copy of these Minutes and identified as EXHIBIT D.

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### **ITEM # 9 MARKETING REPORT**

Terry Splane, CAC vice president of marketing, presented an updated on marketing activities. He commented on expanding the existing marketing campaign strengths by emphasizing the success with locally grown, sustainably farmed, ethically sourced and responsibly grown. Mr. Splane discussed the campaign testing to measure the 2024 advertising campaign and the 2025 campaign evolution's impact on memorability, perceived brand value and brand preference.

Zac Benedict, CAC online marketing director, presented the marketing rollout for the season. He discussed the social media posts to create awareness and availability, the targeted advertising highlights, YouTube ads, Spotify banners, and charging station advertisements.

Mr. Splane presented the retail promotions for Cinco de Mayo 2025 showing the retailers promoting California avocados for the celebration and the retail promotion displays expanding into new markets.

The Marketing Update is attached to the permanent copy of these Minutes and identified as EXHIBIT E.

### **ITEM # 10 CONSIDER ACTION RESULTING FROM STRATEGIC PLANNING DISCUSSION**

Mr. Cole reminded the Board that at yesterday's meeting, the PRC research proposal of Hamutahl Cohen for a pesticide resistance monitoring program for avocado thrips and proposal of Jesse Landesman addressing the relationship between soil characteristics and soil salinity in California avocado orchards were approved. He opened the floor for the Board to discuss any other research proposals that they would like to approve.

The Board discussed the additional research proposals and decided to wait until the August Board meeting for any other possible action on funding.

#### **MOTION:**

***The CAC Board of Directors moved to approve CAC Budget Amendment #2 as presented, with the addition of the two research proposals for Hamutahl Cohen and Jesse Landesman.***

***(Grether/Miller) MSC Unanimous***

**MOTION 25-5-22-4**

The Budget Amendment #2 is included in the May 22, 2025 Board Packet and is attached to the permanent copy of these Minutes and identified as EXHIBIT A, Items 8.c.

### **ITEM # 11 NEW/OTHER BUSINESS**

The Board discussed the Zoom and in-person options for Board member attendance in the future meetings. It was commented that in-person only meetings are more cohesive and engaging. The consensus of the Board was to continue to provide hybrid meeting options, but the Board would commit to making effort to attend meetings in-person.

### **ADJOURN MEETING**

Mr. Cole adjourned the meeting at 11:46 a.m. The next regularly scheduled Board meeting will be held on August 14, 2025.

Respectfully submitted,

DocuSigned by:



Stacia Kierulff, CAC Human Resources Manager



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I certify that the above is a true statement of the Minutes of May 22, 2025 approved by the CAC Board of Directors on August 14, 2025.

Signed by:

*Victor Ariza*

Victor Ariza, CAC Board Secretary

**EXHIBITS ATTACHED TO THE PERMANENT COPY OF THESE MINUTES**

EXHIBIT A	May 22, 2025 Board Packet
EXHIBIT B	Industry Affairs Timeline
EXHIBIT C	Industry Report titled "The Growing Threat to California Avocados"
EXHIBIT D	Assessment Rate and Budget Planning (2-YR Analysis)
EXHIBIT E	Marketing Update
EXHIBIT F	May 22, 2025 Board Meeting AB 2720 Roll Call Vote Tally Summary

## Exhibit F



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

<b>Meeting Name:</b> <i>California Avocado Commission Regular Board Meeting</i>	<b>Meeting Location:</b> <i>In-Person – Pasadena</i>	<b>Meeting Date:</b> <i>May 22, 2025</i>
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<i>Attendees Who Voted</i>	<i><u>MOTION 25-5-22-1</u></i>	<i><u>MOTION 25-5-22-2</u></i>	<i><u>MOTION 25-5-22-3</u></i>	<i><u>MOTION 25-5-22-4</u></i>
Al Stehly	Yea	Yea	Yea	Yea
Robert Jackson	Yea	Yea	Yea	Yea
Victor Araiza	Yea	Yea	Yea	Yea
Ohannes Karaoghlanian	Yea	Yea	Yea	Yea
Jason Cole	Did Not Vote	Did Not Vote	Did Not Vote	Did Not Vote
Rob Grether	Yea	Yea	Yea	Yea
Maureen Cottingham	Yea	Yea	Yea	Yea
Rachael Laenen	Yea	Yea	Yea	Yea
Daryn Miller	Yea	Yea	Yea	Yea
Jamie Johnson	Yea	Yea	Yea	Yea
John Dmytriw	Yea	Yea	Yea	Yea
<b><i>Outcome</i></b>	<b>Unanimous</b>	<b>Unanimous</b>	<b>Unanimous</b>	<b>Unanimous</b>



# AGENDA

## California Avocado Commission Board of Directors Meeting

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### Meeting Information

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**Date:** May 22, 2025

**Time:** 8:00 a.m.

**Location:** Hilton Pasadena

168 South Los Robles Ave.

Pasadena, CA 91101

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

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### Board Member and Alternate Attendance

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Board members and alternates, please contact Cristina Wede, [cwede@avocado.org](mailto:cwede@avocado.org) or 949-341-1955, to confirm attendance no later than Wednesday, May 14, 2025.

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Time	Item
8:00 a.m.	<ol style="list-style-type: none"> <li>1. <b>Call to Order</b> <ol style="list-style-type: none"> <li>a. Roll Call/Quorum</li> <li>b. Introductions</li> </ol> </li> <li>2. <b>Opportunity for Public Comment</b> Any person may address the Board at this time on any subject within the jurisdiction of the California Avocado Commission.</li> <li>3. <b>Closed session regarding the appointment, employment, evaluation of performance, or dismissal of an employee pursuant to California Government Code Section 11126(a)(1)</b> <ol style="list-style-type: none"> <li>a. The Board may go into closed session to discuss and make recommendations regarding appointment, employment or dismissal of an employee.</li> <li>b. Return to open session and announce action taken in closed session, if any.</li> </ol> </li> <li>4. <b>Consent Calendar</b> <ol style="list-style-type: none"> <li>a. Consider approval of Board of Director's meeting minutes of February 20, 2025</li> </ol> </li> </ol>

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- b. 2024-25 Financial update
    - c. 2025 General Election Schedule
    - d. Consider Approval of Avocado Inspection Committee (AIC)  
Member/Alternate Recommendations
  - 5. **Consider appointment of producer alternate members to fill existing vacancies for terms ending October 31, 2025**
    - a. District 1 alternate producer member
    - b. District 5 alternate producer member
  - 6. **Consider appointment of handler alternate to fill existing vacancy for term ending October 31, 2025**
    - a. Handler alternate member
  - 7. **Industry Affairs Report**
    - a. USDA Inspections
  - 8. **Treasurer's Report**
    - a. Report on May 6, 2025 Finance Committee meeting
    - b. 2024-25 Crop update and financial implications
    - c. Consider approval of Budget Amendment #2
  - 9. **Marketing Report**
  - 10. **Consider Action Resulting from Strategic Planning Discussion**
  - 11. **New/Other Business**
  - 12:00 p.m. 12. **Adjourn Meeting**

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**Disclosures**


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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](mailto: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

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

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### **Summary Definition of Conflict of Interest**

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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 OF DIRECTORS MEETING, May 22, 2025**

**BOARD ACTION**

**ITEM 4.a:      Consider approval of Board of Director's meeting minutes of February 20, 2025**

**SUMMARY:**

The minutes of the Board of Directors' regular meeting of February 20, 2025 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 February 20, 2025

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A meeting of the California Avocado Commission (CAC) Board was held on Thursday, February 20, 2025 with the following people present:

**MEMBERS PRESENT**

Victor Araiza  
Jason Cole  
Maureen Cottingham  
John Dmytriw  
Rob Grether  
Robert Jackson  
James Johnson  
Ohannes Karaoghlanian  
Rachael Laenen  
Daryn Miller  
Peter Shore  
Al Stehly

**ALTERNATES PRESENT**

John Berns  
Maddie Cook  
Tina Wolferd

**MEMBERS ABSENT**

Quinn Cotter

**ALTERNATES ABSENT**

Hayden McIntyre

**OFFICIALLY PRESENT**

Victoria Carpenter, *USDA*  
Justin Ellerby, *CDFA*  
George Soares, *Kahn, Soares & Conway, LLP*

**STAFF PRESENT**

April Aymami  
Zac Benedict  
Stacia Kierulff  
Ken Melban  
Terry Splane  
Cristina Wede

**GUESTS PRESENT**

Rob Clark  
Gahl Crane  
Michael Craviotto  
Emiliano Escobedo  
Nikki Ford, HAB  
John Haskett  
Jessica Hunter  
Jay Jacobs  
Kathi Johnson  
James Kovaly  
Kim Kurata  
Marko Macura  
Dev Mavi  
John McGuigan  
Jeff Miller  
Marji Morrow  
Steven Muro  
Martin Ordman  
Laura Paden  
Matt Parsons  
Tim Spann  
Chuck Samuelson  
Joanne Robles-Swanson  
Gina Widjaja  
Charley Wolk

**ITEM #1 CALL TO ORDER****Roll Call/Quorum – Item 1.a.**

Jason Cole, CAC Chairman, called the meeting to order at 8:01 a.m. with a quorum present.

**Introductions – Item 1.b.**

April Aymami, CAC director of industry affairs and operations, announced the United States Department of Agriculture (USDA), California Department of Food and Agriculture (CDFA), CAC staff, CAC agency personnel 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**

Joanne Robles-Swanson of the Avocado Growers of California stated she was pleased that CAC was planning to discuss the Hass Avocado Board (HAB) assessment and that AGC was not supportive of an increase to the HAB assessment rate. She noted that HAB income has increased due to the increase in volume coming into the U.S. and that HAB should look to cut costs before considering an increase to the assessment rate.

**ITEM # 3 CONSENT CALENDAR**

Mr. Cole introduced the consent calendar items and asked for questions or comments.

Hearing no comments, the following motion was put forward:

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**MOTION:**

***The CAC Board of Directors approves Consent Calendar Items 3.a through 3.d as presented.***

***(Laenen/Araiza) MSC Unanimous***

**MOTION 25-2-20-1**

The Consent Calendar is included in the February 2025 Board Packet and is attached to the permanent copy of these Minutes and identified as EXHIBIT A, Items 3.a through 3.d.

**ITEM #4 CONSIDER APPOINTMENT OF DISTRICT 1 ALTERNATE TO FILL EXISTING VACANCY FOR TERM ENDING OCTOBER 31, 2025**

Mr. Cole reported that there was currently a vacant District 1 alternate producer seat on the Board, however there were currently no interested parties. He asked for nominations from the floor, and in hearing none, stated the vacancy would be revisited at the next Board meeting.

**ITEM #5 CONSIDER APPOINTMENT OF DISTRICT 5 ALTERNATE TO FILL EXISTING VACANCY FOR TERM ENDING OCTOBER 31, 2025**

Mr. Cole stated that there were currently two parties, Dale Guerra and Byron Talley, interested in the District 5 alternate producer seat on the Board, however neither were present to address the Board. Members discussed their knowledge of both individuals, with both seen favorably by their peers. The Board was interested in hearing directly from Mr. Guerra and Mr. Talley and recommended inviting them to the May Board meeting. Mr. Cole stated the vacancy would be revisited at the next Board meeting.

The District 5 Candidate Disclosures and Statements are included in the February 2025 Board Packet and is attached to the permanent copy of these Minutes and identified as EXHIBIT A, Item 5.

**ITEM #6 CONSIDER APPOINTMENT OF HANDLER ALTERNATE TO FILL EXISTING VACANCY FOR TERM ENDING OCTOBER 31, 2025**

Mr. Cole reported that there were currently no interested parties in the vacant handler alternate seat. He asked for nominations from the floor, and in hearing none, stated the vacancy would be revisited at the next Board meeting.

**ITEM #7 CONSIDER RECOMMENDATION OF PUBLIC MEMBER FOR TERM ENDING OCTOBER 31, 2026**

Mr. Cole provided an update on the public member selection process, noting the Executive Committee had met in December to review a number of candidates, with two, Marty Ordman and Maddie Cook, deemed qualified and brought before the Board for consideration. Mr. Cole provided each candidate with the opportunity to address the Board.

Ms. Cook stated she had enjoyed serving as the alternate public member this past term and would like to continue serving the California avocado industry as either the public member or alternate public member.

Mr. Ordman provides an overview of his background as a marketing executive and what he could bring to the Board, noting that at this point in his career he was looking to remain engaged and add value in the food industry. In response to a question regarding the time commitment, Mr. Ordman commented that he had the time and willingness to serve and was especially interested in how he could help on a marketing committee.

**MOTION:**

***Move to recommend Marty Ordman to serve as CAC public member for the term ending October 31, 2026.***



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***(Stehly/Karaoghlanian) MSC Unanimous***

**MOTION 25-2-20-2**

**MOTION:**

***Move to recommend Maddie Cook to serve as CAC alternate public member for the term ending October 31, 2026.***

***(Karaoghlanian/Laenen) MSC Unanimous***

**MOTION 25-2-20-3**

The Public Member Resume Submissions are included in the February 2025 Board Packet and is attached to the permanent copy of these Minutes and identified as EXHIBIT A, Item 6.

**ITEM #8 TREASURER'S REPORT**

**Report on February 18, 2025 Finance Committee meeting – Item 8.a.**

Maureen Cottingham, CAC treasurer, reported that the Finance Committee had recently met to review options for a new banking partner and approved Western Alliance Bank as CAC's new financial institution. Ken Melban, CAC vice president of industry affairs and operations, provided a brief overview of the events leading up to management's recommendation to change banks, which will result in better services for CAC, as well as much more favorable investment returns.

**Consider acceptance of 2023-24 audited financial statements – Item 8.b.**

Matt Parsons, Moss Adams partner, presented the results of the audit prior to the acceptance of 2023-24 Audited Financial Statements. Moss Adams had no findings in the 2023-24 audited CAC financials.

Ms. Cottingham asked the Board to consider acceptance of the 2023-24 Audited Financial Statements.

**MOTION:**

***The CAC Board of Directors moves to accept the 2023-24 Audited Financial Statements as presented.***

***(Jackson/Dmytriw) MSC Unanimous***

**MOTION 25-2-20-4**

The 2023-24 Audited Financial Statements are included in the February 2025 Board Packet and is attached to the permanent copy of these Minutes and identified as EXHIBIT A, Item 8.b.

**ITEM #9 INDUSTRY AFFAIRS/OPERATIONS**

**Consider proposal "Survey for avocado fruit feeding insect pests in Guatemala – Item 9.b.**

**Consider proposal "Chemical Synthesis and Field Evaluation of an Enantiopure (+)-Gandisol, the Putative Avocado Seed Weevil (Heilipus lauri) Aggregation Pheromone" – Item 9.c.**

**Consider proposal "Delimiting cryptic species within avocado seed moth, Stenoma caterifer for improved management and control of an economically important pest" – Item 9.d.**

Dr. Tim Spann, CAC research program consultant, provided an overview of CAC's history of funding pest surveys and the events that led to the development of the three proposals submitted for the Board's consideration. It was noted that the Board had deemed the threat of pests from Guatemala to be a priority and requested full proposals be sent to CAC's Production Research Committee to be reviewed for merit. Dr. Spann said that upon review of the full proposals the PRC recommended funding two of the three projects, Items 9.b and 9.c. He reported the PRC had no issue with the scientific merit of Item 9.d, but the Committee felt the results of the research would not make a difference in pest management in California.

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During discussion questions were raised regarding Dr. Hoddle's capacity to complete two projects simultaneously, and the probability of success with the pheromone project. Dr. Spann stated he had no concerns with the ability to complete the projects simultaneously as Dr. Hoddle had two separate teams, one in Guatemala and one at UCR, that would be working to support each project. Dr. Spann explained that while previous work on the pheromone had been conducted with unsuccessful results, the work was not funded by CAC and had limited funding available to conduct the research. Dr. Spann felt confident that with proper funding and the research team that had been assembled, the project should produce results. He noted that if throughout the project the PRC does not see results, the project can be terminated in accordance with the terms of the contract.

Another question was raised as to whether results of the pest survey could reverse the decision to provide access for Guatemalan avocados. Mr. Melban explained that if a new pest was identified, the hope is that CAC can use science to request the operational work plan be updated to address the new pest risk and continue to protect California growers.

At the conclusion of discussion it was agreed pests in Guatemala pose a significant threat and that Guatemala had no incentive to fund this research, leaving it up to CAC to do the work to protect California growers from potential pest risks.

**MOTION:**

***The CAC Board of Directors moves to approve Item 9.b. Surveys for avocado fruit feeding insect pests in Guatemala and Item 9.c. Chemical synthesis and field evaluation of an Enantiopure (+)-Grandisol, the putative avocado seed weevil (Heilipus lauri) aggregation pheromone.***

***(Stehly/Araiza) MSC (Unanimous)***

**MOTION 25-2-20-5**

There was additional discussion regarding what CAC will be doing about the Guatemalan fruit coming into the U.S. during the years it will take for the pest survey to be completed. Mr. Melban stated that although the final ruling was issued in the federal register on November 8, 2024, allowing access to Guatemala, the details of the operational work plan still need to be finalized between the U.S. and the Guatemalan governments. Guatemala will not have access to the U.S. until the operational work plan is complete, so CAC is working with USDA and the new administration to delay the finalization of the operational work plan.

**USDA Mexico inspections – Item 9.a.**

Mr. Melban provided a recap of the situation with the avocado inspection program shifting from USDA employees to Mexican employees. He reported CAC did not receive a response from former USDA Secretary Vilsack to our letter asking him to return the program to its previous protocols to include USDA inspectors in groves. Mr. Melban said CAC has received reports of stem weevil and seed weevil finds in Mexico packing facilities. Adding, he has asked USDA for reports detailing the pest findings, and they are awaiting approval from new USDA leadership.

Mr. Melban reported on CAC activities including Congressional member outreach which resulted in a Congressional letter to Secretary Rollins in support of our request.

After some discussion it was the Board's general consensus that CAC is taking the appropriate and necessary actions on this critical issue and to stay the course.

The Industry Affairs Situation Brief is attached to the permanent copy of these Minutes and identified as EXHIBIT B.

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Hass Avocado Board assessment rate – Item 9.e.

Mr. Melban stated that in October, the Hass Avocado Board hosted a forum of avocado industry leaders from around the world that served to kick-off HAB's strategic planning process. Mr. Melban shared the HAB strategic planning timeline, which included an opportunity to discuss possible changes to the HAB assessment rate. Mr. Melban noted that the HAB assessment rate has been at two and a half cents per pound since its inception. He stated that it is prudent for CAC to be informed on potential changes to the HAB assessment rate and to discuss how any change would impact CAC funding. Mr. Melban noted that CAC currently has two funding streams, the CAC grower assessment and the HAB assessment rebate funds, the latter of which are restricted to marketing programs. He stated that the current assessment to a California grower is three cents per pound, which includes half of one cent for CAC and two and a half cents for HAB. Mr. Melban noted that if HAB were to increase their assessment rate, due to the restrictions placed on that revenue for marketing, CAC would not be able to reduce their assessment to account for this increase in revenues, as the funds could not be used toward non-marketing activities.

The Board discussed the assessment rate and benchmarks from other similar commodity boards. Mr. Melban reminded the Board that CAC does not have a direct vote on the HAB assessment, it is determined by the HAB Board to decide on any change in their assessment.

John McGuigan, HAB director of industry affairs, commented that the CAC Board does have some influence on the HAB assessment because of their participation on the Hass Avocado Committee and any discussion or action at that level considered by the HAB Board prior to taking any final action. He stated that it is prudent for both Boards to have these discussions about what the needs may be over the next five years. During discussion it was asked why HAB was considering an increase to their assessment and what HAB would spend the additional funding on.

Emiliano Escobedo, HAB executive director, addressed the Board stating that HAB is not looking to increase the assessment rate, rather simply looking at the current rate and if any changes are needed. He commented that a year ago, HAB commissioned a study with UC Davis for a five-year evaluation and asked them to look at the assessment rate in terms of returns and adjustments in inflation. Mr. Escobedo stated that HAB only keeps fifteen percent (15%) of the funds they receive, and the costs for their expenses have gone up, specifically research, travel, wages, benefits, insurance, etc. Mr. Escobedo explained that what HAB is trying to do is to understand where the industry falls in respect to the assessment. He commented that it has been over twenty years since HAB's inception, and they have never changed their assessment rate, but have continued to work on projects such as nutrition, sustainability, and research. Mr. Escobedo stated that HAB had not yet gone through the strategic planning process to determine their priorities and specifically how additional assessment funds would be allocated.

The Board continued to discuss the HAB assessment impacts on the industry. There was discussion on HAB staff necessity, inflation, marketing dollars, and project priorities. A common theme in discussion was the need to see how HAB would spend additional revenues and the proposed return to the industry on that investment.

Rob Grether, CAC Board member, presented his analysis of HAB's historical assessment, revenue, and adjustments for inflation. Mr. Grether commented that the creation of HAB, the admission of Mexican fruit, and the availability of avocados year-round has led to significant consumer awareness, consumption, and helped California growers when our fruit is in season. He commented that it is valid for CAC to evaluate the HAB program for the appropriate assessment rate and the value it has for California growers.

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Mr. Cole stated that he did believe there was a need to take formal action on CAC's position at this time, however he was comfortable allowing Mr. Grether to represent CAC in the capacity as our HAC member, if the rest of the Board felt the same. Mr. Cole stated that if the Board did not feel the same, they should make that known and/or make a motion.

The Board continued to discuss the HAB assessment rate, HAB law and return on investment. At the conclusion of discussion, the Board consensus was for no action to be taken on this matter today and for Mr. Grether to represent CAC as the HAC member. Mr. Cole asked if there was any further discussion and heard none.

The Hass Avocado Board assessment rate is included in the February 2025 Board Packet and is attached to the permanent copy of these Minutes and identified as EXHIBIT A, Item 9.e.

The HAB Presentation is attached to the permanent copy of these Minutes and identified as EXHIBIT C.

The HAB Assessment and Revenue Chart is attached to the permanent copy of these Minutes and identified as EXHIBIT D.

Commission office lease – Item 9.f.

Mr. Melban provided an overview of the discussions at the Executive Committee regarding the current CAC office lease expiration and potential for CAC to operate as a remote organization. He reported that management had reviewed budget implications of closing the office, which would result in savings of approximately \$150,000 a year. Mr. Melban stated that staff has discussed the considerations and implications of closing the office and has a plan for continuing operations without issue if the physical Irvine office was closed. He noted the Irvine office lease was coming up for renewal at the end of November 2025 and management needed to inform the landlord of CAC's intention to either extend the lease or vacate the premises.

The Board discussed the CAC office in terms of usage, size, lease rates, social components, CAC remote policy and costs. Mr. Cole asked if there was any further discussion and heard none.

**MOTION:**

***The CAC Board of Directors moves to approve the closing of the CAC Irvine office.  
(Karaoghlanian/Dmytriw) MSC (Unanimous)***

**MOTION 25-2-20-6**

**ITEM #10 MARKETING**

Terry Splane, CAC vice president of marketing, gave the Board a recap of the marketing campaign changes made last year and went through the 'What's Inside Campaign Evolution' presentation. The campaign showcases a story within the fruit; all you have to do is open one up. The campaign shows growers, groves, drone footage and beautiful fruit to lay the foundation for locally grown and sustainably farmed. Mr. Splane explained the marketing presentation displaying lifestyle marketing, elevating consumer engagement, and building a sense of community.

The Board discussed the responsibly grown message, consistent branding, package branding, labels/PLUs, and sustainability.

Lori Small, CAC senior marketing manager, presented on the retail content support. She shared retailer content assets, regional retailer activations, and 'come shop with me' activations.

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The Marketing Presentation is attached to the permanent copy of these Minutes and identified as EXHIBIT E.

#### **ITEM #11 CONSIDER APPROVAL OF HAB BOLD CANDIDATE SPONSORSHIPS**

Mr. Cole provided an overview of the HAB BOLD program, reminding the Board that CAC had previously sponsored members and the cost is four thousand dollars per applicant to sponsor. He stated that nine producers had submitted applications for the current HAB BOLD class. Mr. Cole noted that Board members Rachael Laenen and Maureen Cottingham are graduates of the BOLD program and have benefited greatly. He also mentioned that alternate Board member John Berns is currently in the program and loves it. Mr. McGuigan commented HAB is looking for CAC to sponsor two or three individuals from the list, maximum.

The Board discussed the submitted applications and stated their candidate preferences. After the Board stated their preferences, the majority votes were for Herman Els and Matias Purcell.

#### **MOTION:**

***The CAC Board of Directors moves to sponsor Herman Els and Matias Purcell as participants in the HAB BOLD program.  
(Laenen/Araiza) MSC (Unanimous)***

**MOTION 25-2-20-7**

The Consider Approval of HAB BOLD Candidate Sponsorships is included in the February 2025 Board Packet and is attached to the permanent copy of these Minutes and identified as EXHIBIT A, Item 11.

#### **ITEM #12 CHAIRMAN'S REPORT**

Mr. Cole reported that the next Board meeting will be in-person only on May 21<sup>st</sup> and May 22<sup>nd</sup> in Pasadena. He also commented that he encourages all directors to attend the upcoming annual meetings in March.

#### **ADJOURN MEETING**

Mr. Cole adjourned the meeting at 11:57 a.m. The next regularly scheduled Board meeting will be held on May 21, 2025.

Respectfully submitted,

---

Stacia Kierulff, CAC Human Resources Manager

I certify that the above is a true statement of the Minutes of February 20, 2025 approved by the CAC Board of Directors on May 21, 2025.

---

Victor Araiza, CAC Board Secretary

#### **EXHIBITS ATTACHED TO THE PERMANENT COPY OF THESE MINUTES**

EXHIBIT A	February 2025 Board Packet
EXHIBIT B	Industry Affairs Situation Brief
EXHIBIT C	HAB Presentation
EXHIBIT D	HAB Assessment and Revenue Chart
EXHIBIT E	Marketing Presentation
EXHIBIT F	February 20, 2025 Board Meeting AB 2720 Roll Call Vote Tally Summary

## Exhibit F



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

<b>Meeting Name:</b> <i>California Avocado Commission Regular Board Meeting</i>	<b>Meeting Location:</b> <i>Hybrid In-Person – Temecula Online - Zoom</i>	<b>Meeting Date:</b> <i>February 20, 2025</i>
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<i>Attendees Who Voted</i>	<u><i>MOTION 25-2- 20-1</i></u>	<u><i>MOTION 25-2- 20-2</i></u>	<u><i>MOTION 25-2- 20-3</i></u>	<u><i>MOTION 25-2- 20-4</i></u>	<u><i>MOTION 25-2- 20-5</i></u>	<u><i>MOTION 25-2- 20-6</i></u>	<u><i>MOTION 25-2- 20-7</i></u>
Al Stehly	Yea	Yea	Yea	Yea	Yea	Yea	Yea
Robert Jackson	Yea	Yea	Yea	Yea	Yea	Yea	Yea
Ohannes Karaoghlanian	Yea	Yea	Yea	Yea	Yea	Yea	Yea
Victor Araiza	Yea	Yea	Yea	Yea	Yea	Yea	Yea
Maureen Cottingham	Yea	Yea	Yea	Yea	Yea	Yea	Yea
Rob Grether	Yea	Yea	Yea	Yea	Yea	Yea	Yea
Rachael Laenen	Yea	Yea	Yea	Yea	Yea	Yea	Yea
Jason Cole	Did Not Vote	Did Not Vote	Did Not Vote	Did Not Vote	Did Not Vote	Did Not Vote	Did Not Vote
James Johnson	Yea	Did Not Vote	Did Not Vote	Yea	Yea	Yea	Yea
Daryn Miller	Yea	Yea	Yea	Yea	Yea	Yea	Yea
John Dmytriw	Yea	Yea	Yea	Yea	Yea	Yea	Yea
Peter Shore	Yea	Yea	Yea	Yea	Yea	Yea	Yea
Maddie Cook	Yea	Yea	Yea	Yea	Yea	Yea	Yea
<b>Outcome</b>							

**BOARD OF DIRECTORS MEETING, May 22, 2025****BOARD INFORMATION****ITEM 4.b:      2024-25 FINANCIAL UPDATES****SUMMARY:**

Attached are CAC's financial statements through the month ending February 28, 2025 as prepared by management. The reports include CAC statement of financial position, statement of activity and year-to-date actual versus budget comparisons.

**FISCAL ANALYSIS:**

- Not applicable

**BOARD OPTIONS:**

- Information item only

**STAFF RECOMMENDATION:**

- Not applicable

**EXHIBITS / ATTACHMENTS:**

- Financial Statements through the month ending February 28, 2025
- 2024-25 Pounds & Dollars by Variety Report (November 2024 through February 2025)

## California Avocado Commission

## Statement of Financial Position

As of February 28, 2025

	TOTAL		
	AS OF FEB 28, 2025	AS OF FEB 29, 2024 (PY)	% CHANGE
<b>ASSETS</b>			
Current Assets			
Bank Accounts			
10001-000 Petty Cash	0.00	240.00	-100.00 %
10010-000 BMO Checking (5241) - CAC	3,382,838.66	583,728.47	479.52 %
10110-000 BMO Money Market (5407) - CAC	10,515,931.35	4,975,187.12	111.37 %
10210-000 Cash - LAIF - CAC	11,325.14	10,824.64	4.62 %
<b>Total Bank Accounts</b>	<b>\$13,910,095.15</b>	<b>\$5,569,980.23</b>	<b>149.73 %</b>
Accounts Receivable			
12901-000 Misc Receivables (A/R)	15,500.00	7,200.00	115.28 %
<b>Total Accounts Receivable</b>	<b>\$15,500.00</b>	<b>\$7,200.00</b>	<b>115.28 %</b>
Other Current Assets			
11001-000 CAC Assessment Receivable	52,600.00	41,700.00	26.14 %
11002-000 HAB Assessment Receivable	465,000.00	43,200.00	976.39 %
12004-000 Due from Avocado Inspection Program	1,409.68	2,466.10	-42.84 %
12701-000 Grant Receivable	335,603.80	235,930.60	42.25 %
12801-000 Voluntary Life Benefit Receivable	0.00	0.00	
13001-000 Prepaid Deposits	11,352.50	11,352.50	0.00 %
13002-000 Prepaid Expenses	199,683.09	116,526.02	71.36 %
Misc Receivable (old non-AR)	0.00	0.00	
<b>Total Other Current Assets</b>	<b>\$1,065,649.07</b>	<b>\$451,175.22</b>	<b>136.19 %</b>
<b>Total Current Assets</b>	<b>\$14,991,244.22</b>	<b>\$6,028,355.45</b>	<b>148.68 %</b>
Fixed Assets			
15001-000 Furniture	26,160.00	187,904.42	-86.08 %
15002-000 Accumulated Depreciation-Furniture	-26,160.00	-187,904.42	86.08 %
15101-000 Office Equipment	61,002.24	61,002.24	0.00 %
15102-000 Accumulated Depreciation-Office Equip.	-61,002.24	-61,002.24	0.00 %
15301-000 Software	15,021.62	15,021.62	0.00 %
15302-000 Accumulated Depreciation-Software	-15,021.62	-15,021.62	0.00 %
15401-000 Land Improvements	108,558.63	108,558.63	0.00 %
15402-000 Accumulated Depreciation-Land Improvements	-108,558.63	-108,558.63	0.00 %
<b>Total Fixed Assets</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>0.00%</b>
Other Assets			
16001-000 Mauchly Office Lease	634,984.73	634,984.73	0.00 %
16002-000 Mauchly Amortization	-541,306.48	-416,402.14	-30.00 %
16003-000 Pine Tree Lease	117,984.95	82,037.84	43.82 %
16004-000 Pine Tree Amortization	-21,630.57	-80,070.68	72.99 %
16101-000 Quadient Capital Lease	3,435.74	3,435.74	0.00 %
16102-000 Quadient Amortization	-3,083.37	-2,026.22	-52.17 %
16103-000 CBE 2020 Sharp Capital Lease	0.00	0.00	
16104-000 CBE 2020 Sharp Amortization	0.00	0.00	
16105-000 CBE 2022 Sharp Capital Lease	13,543.55	13,543.55	0.00 %



## California Avocado Commission

## Statement of Financial Position

As of February 28, 2025

	TOTAL		
	AS OF FEB 28, 2025	AS OF FEB 29, 2024 (PY)	% CHANGE
16106-000 CBE 2022 Sharp Amortization	-8,346.50	-3,149.45	-165.01 %
16107-000 CBE 2020 Ricoh Capital Lease	0.00	0.00	
16108-000 CBE 2020 Ricoh Amortization	0.00	0.00	
16109-000 CBE 2022 Ricoh Capital Lease	13,652.62	13,652.62	0.00 %
16110-000 CBE 2022 Ricoh Amortization	-9,101.75	-4,550.87	-100.00 %
17000-000 Merchandise Shop Inventory	0.00	0.00	
<b>Total Other Assets</b>	<b>\$200,132.92</b>	<b>\$241,455.12</b>	<b>-17.11 %</b>
<b>TOTAL ASSETS</b>	<b>\$15,191,377.14</b>	<b>\$6,269,810.57</b>	<b>142.29 %</b>
<b>LIABILITIES AND EQUITY</b>			
Liabilities			
Current Liabilities			
Accounts Payable			
20001-000 Accounts Payable (A/P)	724,997.53	456,662.39	58.76 %
<b>Total Accounts Payable</b>	<b>\$724,997.53</b>	<b>\$456,662.39</b>	<b>58.76 %</b>
Other Current Liabilities			
20002-000 Accounts Payable - Clearing	0.00	0.00	
20009-000 Miscellaneous Payable	0.00	-540.60	100.00 %
20101-000 Accrued Expenses	95,056.33	64,266.19	47.91 %
21011-000 Section 125 Payable	0.00	0.00	
21021-000 Vacation Payable - Short Term	72,353.50	48,319.70	49.74 %
21031-000 Deferred Compensation Payable	0.00	0.00	
24001-000 ST Lease Liability - LACA1	100,296.91	130,659.83	-23.24 %
24002-000 ST Lease Liability - CAPO1	21,014.72	1,975.99	963.50 %
24101-000 ST Lease Liability - MAFI1	366.00	1,071.97	-65.86 %
24102-000 ST Lease Liability - CBE 2020 Sharp	0.00	0.00	
24103-000 ST Lease Liability - CBE 2022 Sharp	5,399.62	5,194.45	3.95 %
24104-000 ST Lease Liability - CBE 2020 Ricoh	0.00	0.00	
24105-000 ST Lease Liability - CBE 2022 Ricoh	4,743.87	4,743.87	0.00 %
<b>Total Other Current Liabilities</b>	<b>\$299,230.95</b>	<b>\$255,691.40</b>	<b>17.03 %</b>
<b>Total Current Liabilities</b>	<b>\$1,024,228.48</b>	<b>\$712,353.79</b>	<b>43.78 %</b>
Long-Term Liabilities			
28011-000 LT Lease Liability - CAPO1	79,493.06		
28110-000 LT Lease Liability - MAFI1	0.00	638.41	-100.00 %
28111-000 LT Lease Liability - LACA1	0.00	100,296.91	-100.00 %
28112-000 LT Lease Liability - CBE 2022 Sharp	0.00	5,399.62	-100.00 %
28114-000 LT Lease Liability - CBE 2022 Ricoh	0.00	4,548.18	-100.00 %
<b>Total Long-Term Liabilities</b>	<b>\$79,493.06</b>	<b>\$110,883.12</b>	<b>-28.31 %</b>
<b>Total Liabilities</b>	<b>\$1,103,721.54</b>	<b>\$823,236.91</b>	<b>34.07 %</b>
Equity			
32000-000 Retained Earnings	13,095,466.33	4,441,572.17	194.84 %
32010-000 Net Assets	0.00	0.00	
32011-000 Net Assets-Restricted for Marketing	3,145,181.20	2,951,115.45	6.58 %

California Avocado Commission

Statement of Financial Position

As of February 28, 2025

	TOTAL		
	AS OF FEB 28, 2025	AS OF FEB 29, 2024 (PY)	% CHANGE
32012-000 Net Assets-Invested in Leased Assets	-157,783.88	42,715.21	-469.39 %
32013-000 Net Assets-Unrestricted	6,433.34	0.00	
<b>Total 32010-000 Net Assets</b>	<b>2,993,830.66</b>	<b>2,993,830.66</b>	<b>0.00 %</b>
Net Revenue	-2,001,641.39	-1,988,829.17	-0.64 %
<b>Total Equity</b>	<b>\$14,087,655.60</b>	<b>\$5,446,573.66</b>	<b>158.65 %</b>
<b>TOTAL LIABILITIES AND EQUITY</b>	<b>\$15,191,377.14</b>	<b>\$6,269,810.57</b>	<b>142.29 %</b>

## MEC Statement of Activity vs. Prior Year

## California Avocado Commission

February 1-28, 2025

DISTRIBUTION ACCOUNT	TOTAL		
	FEB 1 - FEB 28 2025	FEB 1 - FEB 29 2024 (PY)	% CHANGE (PY)
Income			
40001-000 CAC Assessment Revenue-Current Year	42,638.89	41,351.49	3.11 %
40002-000 CAC Assessment Revenue-Prior Year	811.58		
40011-000 HAB Rebate Assess. Revenue-Current Year	203,006.21	41,300.00	391.54 %
48001-000 Interest Income	1,613.16	788.29	104.64 %
48009-000 Other Income - Misc	2,250.00		
48009-118 Other Income - From the Grove	12,500.00		
<b>Total for Income</b>	<b>\$262,819.84</b>	<b>\$83,439.78</b>	<b>214.98 %</b>
Cost of Goods Sold			
<b>Gross Profit</b>	<b>\$262,819.84</b>	<b>\$83,439.78</b>	<b>214.98 %</b>
Expenses			
50000-000 Marketing	0	0	
51000-000 Consumer Marketing	0	0	
51001-072 Media Planning & Buying-Curious Plot	11,096.25	9,666.25	14.79 %
51002-072 Creative Strategy, Content & Production-Curious Plot	235,094.58	122,478.01	91.95 %
51004-072 Consumer Marketing-Retail-Curious Plot	21,647.43	23,081.50	-6.21 %
51801-072 Account Administration-Curious Plot	47,672.50	22,532.50	111.57 %
54001-072 Consumer PR-Curious Plot	53,234.07	2,960.00	1698.45 %
55101-072 Consumer Email Marketing-Curious Plot	9,602.50	8,912.50	7.74 %
55103-072 Social Media & Content Marketing-Curious Plot	23,269.34	13,643.12	70.56 %
51002-000 Production		171.76	-100.0 %
<b>Total for 51000-000 Consumer Marketing</b>	<b>\$401,616.67</b>	<b>\$203,445.64</b>	<b>97.41 %</b>
52000-000 Trade - Retail	0	0	
52000-001 Trade Relations	0	0	
52002-066 Trade Advertising-Production-Fusion	13,057.92	2,660.66	390.78 %
52022-000 Dues	1,199.58	15,589.59	-92.31 %
52042-000 Conventions	750.00		
52052-081 Program Admin/Strategy/Planning-PJ/PR	714.28	2,000.00	-64.29 %
52055-081 Key Account Marketing Communications-Fees-PJ/PR	26,202.34	12,600.00	107.96 %
52058-081 Retailer/Immersive Experiences-Expenses-PJ/PR	2,142.86		
52071-075 Key Account Coverage-TX/MW/SE-Anderson	9,583.00	8,300.00	15.46 %
52075-013 Key Account Coverage-SW/NW-Becker	14,000.00		
52001-066 Trade Advertising-Media-Fusion		2,225.00	-100.0 %
52053-081 Retail Communications - Retail Resources-Fees-PJ/PR		2,000.00	-100.0 %
<b>Total for 52000-001 Trade Relations</b>	<b>\$67,649.98</b>	<b>\$45,375.25</b>	<b>49.09 %</b>
52010-000 Retail & Consumer Promotions	0	0	
52124-000 Retail Performance Programs-Retail Promotions	441.49		
52128-066 Retail Trade Promotions-Fusion	6,906.72		
52303-000 Storage/Fulfillment	2,249.00	1,870.00	20.27 %

## MEC Statement of Activity vs. Prior Year

## California Avocado Commission

February 1-28, 2025

DISTRIBUTION ACCOUNT	TOTAL		
	FEB 1 - FEB 28 2025	FEB 1 - FEB 29 2024 (PY)	% CHANGE (PY)
<b>Total for 52010-000 Retail &amp; Consumer Promotions</b>	<b>\$9,597.21</b>	<b>\$1,870.00</b>	<b>413.22 %</b>
52200-000 Data, Research & Analysis	0	0	
52202-000 Retail POS Scan Data-Circana	16,507.75		
52204-066 Data Analysis & Retail Research-FUSION	4,978.54	30,925.46	-83.9 %
52206-086 Inventory Reporting-AVMA	225.00	225.00	0.0 %
52211-066 California Avocado Market Analysis-Fusion	10,755.83	17,920.96	-39.98 %
52213-066 Retail Support, Consultation, Planning, Program & Data Admin-Fusion	643.02	244.22	163.3 %
<b>Total for 52200-000 Data, Research &amp; Analysis</b>	<b>\$33,110.14</b>	<b>\$49,315.64</b>	<b>-32.86 %</b>
52400-000 Administration & Other	0	0	
52140-098 Grower Communications-GingerRoot	540.00	180.00	200.0 %
52401-004 Travel Expenses - Splane	123.06		
52401-019 Travel Expenses - Marketing Staff	1,328.58		
52411-000 Office Expenses - Marketing	295.92	591.29	-49.95 %
52401-000 Travel Expenses - Marketing (deleted)		1,694.47	-100.0 %
<b>Total for 52400-000 Administration &amp; Other</b>	<b>\$2,287.56</b>	<b>\$2,465.76</b>	<b>-7.23 %</b>
<b>Total for 52000-000 Trade - Retail</b>	<b>\$112,644.89</b>	<b>\$99,026.65</b>	<b>13.75 %</b>
53000-000 Trade - Foodservice	0	0	
53001-070 Media-KC	2,250.00		
53101-070 Public Relations-KC	5,117.93	2,450.00	108.9 %
53103-070 Foodservice Events-KC	5,543.28	3,198.50	73.31 %
53104-070 Chain Promotions-KC	7,462.65	5,600.00	33.26 %
53105-070 Culinary Education Program-KC	100.00	150.00	-33.33 %
53801-070 Program Administration Fees-KC	650.00	4,100.00	-84.15 %
53802-070 Program Administration Expenses-KC	0.73		
<b>Total for 53000-000 Trade - Foodservice</b>	<b>\$21,124.59</b>	<b>\$15,498.50</b>	<b>36.3 %</b>
59000-000 Marketing Activities Support	0	0	
51003-000 Buy California Marketing Agreement	2,083.33		
51803-067 Marketing Planning/Special Projects-RoMo	5,500.00	11,275.00	-51.22 %
51805-000 Marketing Personnel Expense	71,039.59		
<b>Total for 59000-000 Marketing Activities Support</b>	<b>\$78,622.92</b>	<b>\$11,275.00</b>	<b>597.32 %</b>
54000-000 Consumer Public Relations (deleted)	0	0	
54102-072 Local Media Outreach/Pitching/Experiential & Reporting (Cision) (PR)- Curious Plot (deleted)		14,503.66	-100.0 %
54206-000 Brand Advocates (deleted)		190.00	-100.0 %
<b>Total for 54000-000 Consumer Public Relations (deleted)</b>	<b>0</b>	<b>\$14,693.66</b>	<b>-100.0 %</b>
<b>Total for 50000-000 Marketing</b>	<b>\$614,009.07</b>	<b>\$343,939.45</b>	<b>78.52 %</b>

## MEC Statement of Activity vs. Prior Year

## California Avocado Commission

February 1-28, 2025

DISTRIBUTION ACCOUNT	TOTAL		
	FEB 1 - FEB 28 2025	FEB 1 - FEB 29 2024 (PY)	% CHANGE (PY)
64000-000 Industry Affairs	0	0	
64000-001 Industry Statistics and Information	0	0	
64001-000 AMRIC Operation	346.31	164.84	110.09 %
64001-130 AMRIC Operation-Hooman Mohammadpour	1,200.00	900.00	33.33 %
<b>Total for 64000-001 Industry Statistics and Information</b>	<b>\$1,546.31</b>	<b>\$1,064.84</b>	<b>45.22 %</b>
64100-000 Grower Communications	0	0	
64105-000 Online Information	1,296.37	1,187.12	9.2 %
64105-098 Online Information-GingerRoot	720.00	1,440.00	-50.0 %
64105-099 Online Information-Fishhook	5,000.00		
64106-000 Publications	57.95	57.95	0.0 %
64106-085 Publications-Fox Wthr	110.00	110.00	0.0 %
64106-098 Publications-GingerRoot	520.00	960.00	-45.83 %
64106-118 Publications-Champ	15,418.52		
64106-067 Publications-ROMO		375.00	-100.0 %
<b>Total for 64100-000 Grower Communications</b>	<b>\$23,122.84</b>	<b>\$4,130.07</b>	<b>459.87 %</b>
64200-000 Issues Management	0	0	
64204-000 Research Program Coordination & Outreach	9,180.28	8,000.00	14.75 %
64206-000 Legislative & Regulatory Advocacy	27,531.25	635.00	4235.63 %
64201-000 Water Issues			
<b>Total for 64200-000 Issues Management</b>	<b>\$36,711.53</b>	<b>\$8,635.00</b>	<b>325.15 %</b>
64300-000 Legal & Governance	0	0	
64301-000 Elections	918.29		
64302-000 Legal Support	15,196.00	21,726.25	-30.06 %
<b>Total for 64300-000 Legal &amp; Governance</b>	<b>\$16,114.29</b>	<b>\$21,726.25</b>	<b>-25.83 %</b>
64400-000 Demonstration Grove	0	0	
64401-000 Pine Tree - Rent		100.00	-100.0 %
64402-000 Pine Tree - Grove Management	4,310.62	2,182.74	97.49 %
<b>Total for 64400-000 Demonstration Grove</b>	<b>\$4,310.62</b>	<b>\$2,282.74</b>	<b>88.84 %</b>
64800-000 Other Industry Affairs	0	0	
64801-000 Coalition Dues, Sponsorships , Registrations & Rep	1,000.00	1,000.00	0.0 %
64801-086 Industry Reports-AVMA	40.00	40.00	0.0 %
64803-000 Travel Expenses - Industry Affairs	1,108.49	150.96	634.29 %
64804-000 Office Expenses - Industry Affairs	209.70	249.41	-15.92 %
<b>Total for 64800-000 Other Industry Affairs</b>	<b>\$2,358.19</b>	<b>\$1,440.37</b>	<b>63.72 %</b>
64500-000 Education & Outreach	0	0	
64501-000 Field Meetings, Seminars & Workshops		116.50	-100.0 %
<b>Total for 64500-000 Education &amp; Outreach</b>	<b>0</b>	<b>\$116.50</b>	<b>-100.0 %</b>
<b>Total for 64000-000 Industry Affairs</b>	<b>\$84,163.78</b>	<b>\$39,395.77</b>	<b>113.64 %</b>

## MEC Statement of Activity vs. Prior Year

## California Avocado Commission

February 1-28, 2025

DISTRIBUTION ACCOUNT	TOTAL		
	FEB 1 - FEB 28 2025	FEB 1 - FEB 29 2024 (PY)	% CHANGE (PY)
65000-000 Production Research	0	0	
65200-000 Breeding, Varieties & Genetics	0	0	
65216-000 Commercial-Scale Field Testing of Advanced Rootstock		22,407.00	-100.0 %
65217-000 CAL POLY - Commercial-scale field testing and potential release of five elite advanced rootstocks	925.52		
<b>Total for 65200-000 Breeding, Varieties &amp; Genetics</b>	<b>\$925.52</b>	<b>\$22,407.00</b>	<b>-95.87 %</b>
<b>Total for 65000-000 Production Research</b>	<b>\$925.52</b>	<b>\$22,407.00</b>	<b>-95.87 %</b>
66010-000 Grant Programs	0	0	
66015-000 Export Marketing	0	0	
66021-000 USDA Grant - FAS MAP China	-31,787.99		
<b>Total for 66015-000 Export Marketing</b>	<b>-\$31,787.99</b>	<b>0</b>	
66100-000 Unreimbursed Grant Receivables	31,787.99		
<b>Total for 66010-000 Grant Programs</b>	<b>0</b>	<b>0</b>	
70000-000 Operations	0	0	
71100-000 Office Expense	0	0	
71101-000 Office Rent - CAC Mauchly, Irvine			
71102-000 Rent-CAM, Ins, Prop Tax	2,752.99	2,133.47	29.04 %
71104-000 Rent-Offsite Storage	830.00	658.90	25.97 %
71111-000 Insurance-Liability	7,870.63	2,551.08	208.52 %
71121-000 Office Expenses - Operations	102.99	273.82	-62.39 %
71123-000 Janitorial	489.00	474.00	3.16 %
71131-000 Office Utilities	971.64	1,033.15	-5.95 %
71141-000 Bank & Payroll Fees	780.75	764.67	2.1 %
71151-000 Equipment Maintenance & Expense	429.57	180.65	137.79 %
71161-000 Telephone	685.68	664.87	3.13 %
71162-000 Employee Communication Expense	1,125.00	1,200.00	-6.25 %
71122-000 Office Supplies		23.48	-100.0 %
71181-000 Postage & Courier Service		55.52	-100.0 %
<b>Total for 71100-000 Office Expense</b>	<b>\$16,038.25</b>	<b>\$10,013.61</b>	<b>60.16 %</b>
71200-000 Professional Fees	0	0	
71211-000 Calif. Department of Food & Ag.-CDFA	6,724.76	6,627.00	1.48 %
71221-000 Dept. of Ag-USDA/AMS	3,050.33	4,736.00	-35.59 %
78301-000 Pension Adm & Legal	980.20	889.21	10.23 %
71201-000 CPA-Financial Audits		18,322.00	-100.0 %
71236-000 Outsourced Accounting		10,555.00	-100.0 %
<b>Total for 71200-000 Professional Fees</b>	<b>\$10,755.29</b>	<b>\$41,129.21</b>	<b>-73.85 %</b>
71300-000 Personnel Expenses	0	0	
71301-000 Salaries/Wages	0	0	
71302-000 Salaries/Wages - IA & Ops	52,915.17	50,378.87	5.03 %
71303-000 Salaries/Wages - Marketing	9,816.59	59,163.36	-83.41 %

## MEC Statement of Activity vs. Prior Year

## California Avocado Commission

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DISTRIBUTION ACCOUNT	TOTAL		
	FEB 1 - FEB 28 2025	FEB 1 - FEB 29 2024 (PY)	% CHANGE (PY)
<b>Total for 71301-000 Salaries/Wages</b>	<b>\$62,731.76</b>	<b>\$109,542.23</b>	<b>-42.73 %</b>
71311-000 Pension Expense	0	0	
71312-000 Pension Expense - IA & Ops	5,291.52	5,037.89	5.03 %
71313-000 Pension Expense - Marketing	845.20	2,430.92	-65.23 %
<b>Total for 71311-000 Pension Expense</b>	<b>\$6,136.72</b>	<b>\$7,468.81</b>	<b>-17.84 %</b>
71321-000 Payroll Tax & Work Comp	0	0	
71322-000 Payroll Tax & Work Comp - IA & Ops	4,176.74	4,067.10	2.7 %
71323-000 Payroll Tax & Work Comp - Marketing	896.49	4,742.53	-81.1 %
<b>Total for 71321-000 Payroll Tax &amp; Work Comp</b>	<b>\$5,073.23</b>	<b>\$8,809.63</b>	<b>-42.41 %</b>
71331-000 Benefits	0	\$7,021.99	-100.0 %
71332-000 Benefits - IA & Ops	7,180.45		
71333-000 Benefits - Marketing	1,125.99	7,424.73	-84.83 %
<b>Total for 71331-000 Benefits</b>	<b>\$8,306.44</b>	<b>\$14,446.72</b>	<b>-42.5 %</b>
<b>Total for 71300-000 Personnel Expenses</b>	<b>\$82,248.15</b>	<b>\$140,267.39</b>	<b>-41.36 %</b>
71400-000 Commissioner Expenses	0	0	
71403-000 Travel Expenses - Board Members	401.90	270.63	48.51 %
71404-000 Board Meeting Expenses	5,610.40	465.14	1106.17 %
71405-000 HAB BOLD Participation		1,943.48	-100.0 %
<b>Total for 71400-000 Commissioner Expenses</b>	<b>\$6,012.30</b>	<b>\$2,679.25</b>	<b>124.4 %</b>
73000-000 Information Technology	0	0	
73001-000 Network Maintenance	1,016.74	3,655.76	-72.19 %
73002-000 Network Hardware, Software & Licenses	239.22	4,912.88	-95.13 %
73003-000 IT Support & Consulting	2,993.00	305.00	881.31 %
73004-000 Accounting & Assessment System	738.31	1,011.94	-27.04 %
73005-000 IT Services	820.00	820.00	0.0 %
<b>Total for 73000-000 Information Technology</b>	<b>\$5,807.27</b>	<b>\$10,705.58</b>	<b>-45.75 %</b>
78000-000 Depreciation, Interest & Other Operations	0	0	
78101-000 Travel Expenses - Operations	212.97	166.16	28.17 %
78501-000 Dues, Education, Training, Recruitment & Other	8,000.00		
79001-000 Amortization Expense	13,275.52	13,276.28	-0.01 %
79100-000 Interest Expense	515.49	148.67	246.73 %
<b>Total for 78000-000 Depreciation, Interest &amp; Other Operations</b>	<b>\$22,003.98</b>	<b>\$13,591.11</b>	<b>61.9 %</b>
<b>Total for 70000-000 Operations</b>	<b>\$142,865.24</b>	<b>\$218,386.15</b>	<b>-34.58 %</b>
<b>Total for Expenses</b>	<b>\$841,963.61</b>	<b>\$624,128.37</b>	<b>34.9 %</b>
<b>Net Operating Income</b>	<b>-\$579,143.77</b>	<b>-\$540,688.59</b>	<b>-7.11 %</b>
Other Income			

MEC Statement of Activity vs. Prior Year

California Avocado Commission

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DISTRIBUTION ACCOUNT	TOTAL		
	FEB 1 - FEB 28 2025	FEB 1 - FEB 29 2024 (PY)	% CHANGE (PY)
Other Expenses			
Net Other Income	0	0	
Net Income	-\$579,143.77	-\$540,688.59	-7.11 %



	Nov 2024				Dec 2024				Jan 2025				Feb 2025				Total			
	Actual	Budget	Over/Under Budget	% of Budget	Actual	Budget	Over/Under Budget	% of Budget	Actual	Budget	Over/Under Budget	% of Budget	Actual	Budget	Over/Under Budget	% of Budget	Actual	Budget	Over/Under Budget	% of Budget
Revenue																				
40001-000 CAC Assessment Revenue-Current Year	\$0.00	\$250.00	(\$250.00)	0.00%	\$443.67	\$180.00	\$263.67	246.48%	\$65,984.84	\$1,110.00	\$64,874.84	5944.58%	\$42,638.89	\$12,635.00	\$30,003.89	337.47%	\$109,067.40	\$14,175.00	\$94,892.40	769.43%
40002-000 CAC Assessment Revenue-Prior Year	(\$74.79)	\$0.00	(\$74.79)		\$82.91	\$0.00	\$82.91		(\$210.59)	\$0.00	(\$210.59)		\$811.58	\$0.00	\$811.58		\$609.11	\$0.00	\$609.11	
40011-000 HAB Rebate Assess. Revenue-Current Year	\$0.00	\$750.00	(\$750.00)	0.00%	\$0.00	\$50.00	(\$50.00)	0.00%	\$262,085.43	\$3,200.00	\$258,885.43	8190.17%	\$203,006.21	\$51,000.00	\$152,006.21	398.05%	\$465,091.64	\$55,000.00	\$410,091.64	845.62%
42001-000 Accounting/Administration Fee Revenue (AIP)	\$5,083.00	(\$5,083.00)		0.00%	\$5,083.00	(\$5,083.00)		0.00%	\$5,083.00	(\$5,083.00)		0.00%	\$5,083.00	(\$5,083.00)		0.00%	\$0.00	\$20,332.00	(\$20,332.00)	0.00%
46000-000 Grant Funding		\$0.00				\$0.00				\$0.00				\$0.00			\$0.00	\$0.00	\$0.00	
46020-000 USDA Grant - FAS MAP Korea - Revenue		\$0.00	\$0.00			\$0.00	\$0.00			\$0.00	\$0.00			\$0.00	\$0.00		\$0.00	\$0.00	\$0.00	
46021-000 USDA Grant - FAS MAP China - Revenue		\$0.00	\$0.00			\$0.00	\$0.00			\$0.00	\$0.00			\$0.00	\$0.00		\$0.00	\$0.00	\$0.00	
Total 46000-000 Grant Funding	\$0.00	\$0.00	\$0.00		\$0.00	\$0.00	\$0.00		\$0.00	\$0.00	\$0.00		\$0.00	\$0.00	\$0.00		\$0.00	\$0.00	\$0.00	
48001-000 Interest Income	\$1,699.72	\$500.00	\$1,199.72	339.94%	\$1,780.51	\$500.00	\$1,280.51	356.10%	\$1,915.89	\$500.00	\$1,415.89	383.18%	\$1,613.16	\$500.00	\$1,113.16	322.63%	\$7,009.28	\$2,000.00	\$5,009.28	350.46%
48003-000 Other - Pine Tree Ranch Crop Income	\$29.66	\$0.00	\$29.66			\$0.00	\$0.00			\$0.00	\$0.00			\$0.00	\$0.00		\$29.66	\$0.00	\$29.66	
48009-000 Other Income - Misc		\$0.00	\$0.00		\$150.00	\$0.00	\$150.00			\$0.00	\$0.00		\$2,250.00	\$0.00	\$2,250.00		\$2,400.00	\$0.00	\$2,400.00	
48009-118 Other Income - From the Grove		\$0.00	\$0.00			\$0.00	\$0.00		\$5,600.00	\$15,000.00	(\$9,400.00)	37.33%	\$12,500.00	\$0.00	\$12,500.00		\$18,100.00	\$15,000.00	\$3,100.00	120.67%
Total Revenue	\$1,654.59	\$6,583.00	(\$4,928.41)	25.13%	\$2,457.09	\$5,813.00	(\$3,355.91)	42.27%	\$335,375.57	\$24,893.00	\$310,482.57	1347.27%	\$262,819.84	\$69,218.00	\$193,601.84	379.70%	\$602,307.09	\$106,507.00	\$495,800.09	565.51%
Gross Profit	\$1,654.59	\$6,583.00	(\$4,928.41)	25.13%	\$2,457.09	\$5,813.00	(\$3,355.91)	42.27%	\$335,375.57	\$24,893.00	\$310,482.57	1347.27%	\$262,819.84	\$69,218.00	\$193,601.84	379.70%	\$602,307.09	\$106,507.00	\$495,800.09	565.51%
Expenditures																				
50000-000 Marketing		\$0.00	\$0.00			\$0.00	\$0.00			\$0.00	\$0.00			\$0.00	\$0.00		\$0.00	\$0.00	\$0.00	
51000-000 Consumer Marketing		\$0.00	\$0.00			\$0.00	\$0.00			\$0.00	\$0.00			\$0.00	\$0.00		\$0.00	\$0.00	\$0.00	
51001-072 Media Planning & Buying-Curious Plot	\$7,800.00	\$5,000.00	\$2,800.00	156.00%	\$2,165.00	\$5,000.00	(\$2,835.00)	43.30%	\$85,313.75	\$15,000.00	\$70,313.75	568.76%	\$11,096.25	\$15,000.00	(\$3,903.75)	73.98%	\$106,375.00	\$40,000.00	\$66,375.00	265.94%
51002-072 Creative Strategy, Content & Production-Curious Plot	\$6,483.75	\$10,000.00	(\$3,516.25)	64.84%	\$15,244.50	\$25,000.00	(\$9,755.50)	60.98%	\$44,018.75	\$110,000.00	(\$65,981.25)	40.02%	\$235,094.58	\$133,000.00	\$102,094.58	176.76%	\$300,841.58	\$278,000.00	\$22,841.58	108.22%
51004-072 Consumer Marketing-Retail-Curious Plot	\$12,562.52	\$18,500.00	(\$5,937.48)	67.91%	\$2,816.25	\$20,000.00	(\$17,183.75)	14.08%	\$20,665.00	\$20,500.00	\$165.00	100.80%	\$21,647.43	\$38,900.00	(\$17,252.57)	55.65%	\$57,691.20	\$97,900.00	(\$40,208.80)	58.93%
51801-072 Account Administration-Curious Plot	\$18,728.75	\$17,500.00	\$1,228.75	107.02%	\$19,755.00	\$17,500.00	\$2,255.00	112.89%	\$22,298.75	\$47,500.00	(\$25,201.25)	46.94%	\$47,672.50	\$37,500.00	\$10,172.50	127.13%	\$108,455.00	\$120,000.00	(\$11,545.00)	90.38%
52113-000 Photo Shoots		\$0.00	\$0.00			\$0.00	\$0.00			\$0.00	\$0.00			\$0.00	\$0.00		\$0.00	\$0.00	\$0.00	
54001-072 Consumer PR-Curious Plot	\$8,193.75	\$15,625.00	(\$7,431.25)	52.44%	\$5,886.25	\$15,625.00	(\$9,738.75)	37.67%	\$14,753.75	\$39,625.00	(\$24,871.25)	37.23%	\$53,234.07	\$42,125.00	\$11,109.07	126.37%	\$82,067.82	\$113,000.00	(\$30,932.18)	72.63%
55101-072 Consumer Email Marketing-Curious Plot	\$12,740.00	\$24,260.00	(\$11,520.00)	52.51%	\$8,661.25	\$15,000.00	(\$6,338.75)	57.74%	\$11,522.50	\$7,960.00	\$3,562.50	144.76%	\$9,602.50	\$7,960.00	\$1,642.50	120.63%	\$42,526.25	\$55,180.00	(\$12,653.75)	77.07%
55103-072 Social Media & Content Marketing-Curious Plot	\$14,095.58	\$12,000.00	\$2,095.58	117.46%	\$8,530.66	\$10,000.00	(\$1,469.34)	85.31%	\$19,851.86	\$10,000.00	\$9,851.86	198.52%	\$23,269.34	\$22,500.00	\$769.34	103.42%	\$65,747.44	\$54,500.00	\$11,247.44	120.64%
57002-000 Consumer Research		\$0.00	\$0.00			\$0.00	\$0.00			\$0.00	\$0.00			\$0.00	\$0.00		\$0.00	\$0.00	\$0.00	
Total 51000-000 Consumer Marketing	\$80,604.35	\$102,885.00	(\$22,280.65)	78.34%	\$63,058.91	\$108,125.00	(\$45,066.09)	58.32%	\$218,424.36	\$250,585.00	(\$32,160.64)	87.17%	\$401,616.67	\$296,985.00	\$104,631.67	135.23%	\$763,704.29	\$758,580.00	\$5,124.29	100.68%
52000-000 Trade - Retail		\$0.00	\$0.00			\$0.00	\$0.00			\$0.00	\$0.00			\$0.00	\$0.00		\$0.00	\$0.00	\$0.00	
52000-001 Trade Relations			\$0.00				\$0.00				\$0.00				\$0.00		\$0.00	\$0.00	\$0.00	
52001-066 Trade Advertising-Media-Fusion		\$0.00	\$0.00			\$0.00	\$0.00			\$0.00	\$0.00			\$0.00	\$0.00		\$0.00	\$0.00	\$0.00	
52002-066 Trade Advertising-Production-Fusion	\$1,223.76	\$5,500.00	(\$4,276.24)	22.25%	\$2,005.20	\$8,200.00	(\$6,194.80)	24.45%	\$11,388.18	\$12,500.00	(\$1,111.82)	91.11%	\$13,057.92	\$3,400.00	\$9,657.92	384.06%	\$27,675.06	\$29,600.00	(\$1,924.94)	93.50%
52015-000 Trade PR Expenses		\$0.00	\$0.00			\$0.00	\$0.00			\$0.00	\$0.00			\$0.00	\$0.00		\$0.00	\$0.00	\$0.00	
52022-000 Dues	\$1,189.59	\$0.00	\$1,189.59		\$1,189.51	\$0.00	\$1,189.51		\$1,894.58	\$13,890.00	(\$11,995.42)	13.64%	\$1,199.58	\$0.00	\$1,199.58		\$5,473.26	\$13,890.00	(\$8,416.74)	39.40%
52024-000 Sponsorships-Southern California Locations		\$0.00	\$0.00			\$0.00	\$0.00			\$0.00	\$0.00			\$0.00	\$0.00		\$0.00	\$0.00	\$0.00	
52042-000 Conventions	\$11.39	\$0.00	\$11.39			\$0.00	\$0.00			\$0.00	\$0.00		\$750.00	\$14,000.00	(\$13,250.00)	5.36%	\$761.39	\$14,000.00	(\$13,238.61)	5.44%
52052-081 Program Admin/Strategy/Planning-PJ/PR	\$1,428.60	\$1,429.00	(\$0.40)	99.97%	\$1,428.60	\$1,429.00	(\$0.40)	99.97%	\$1,428.56	\$1,429.00	(\$0.44)	99.97%	\$714.28	\$1,429.00	(\$714.72)	49.98%	\$5,000.04	\$5,716.00	(\$715.96)	87.47%
52055-081 Key Account Marketing Communications-Fees-PJ/PR	\$25,488.34	\$25,488.00	\$0.34	100.00%	\$25,488.06	\$25,488.00	\$0.06	100.00%	\$25,488.06	\$25,488.00	\$0.06	100.00%	\$25,488.06	\$25,488.00	\$0.06	100.00%	\$101,952.52	\$101,952.00	\$0.52	100.00%
52058-000 Retailer/Immersive Experiences-Expenses		\$2,143.00	(\$2,143.00)	0.00%		\$2,143.00	(\$2,143.00)	0.00%		\$2,143.00	(\$2,143.00)	0.00%		\$2,143.00	(\$2,143.00)	0.00%	\$0.00	\$8,572.00	(\$8,572.00)	0.00%
52058-081 Retailer/Immersive Experiences-Expenses-PJ/PR	\$2,142.86	\$2,143.00	(\$0.14)	99.99%	\$2,142.86	\$2,143.00	(\$0.14)	99.99%	\$2,142.86	\$2,143.00	(\$0.14)	99.99%	\$2,142.86	\$2,143.00	(\$0.14)	99.99%	\$8,571.44	\$8,572.00	(\$0.56)	99.99%
52071-075 Key Account Coverage-TX/MW/SE-Anderson	\$9,583.00	\$9,583.00	\$0.00	100.00%	\$9,583.00	\$9,583.00	\$0.00	100.00%	\$9,583.00	\$9,583.00	\$0.00	100.00%	\$9,583.00	\$9,583.00	\$0.00	100.00%	\$38,332.00	\$38,332.00	\$0.00	100.00%
52075-013 Key Account Coverage-SW/NW-Becker	\$14,000.00	\$14,000.00	\$0.00	100.00%	\$14,000.00	\$14,000.00	\$0.00	100.00%	\$14,000.00	\$14,000.00	\$0.00	100.00%	\$14,000.00	\$14,000.00	\$0.00	100.00%	\$56,000.00	\$56,000.00	\$0.00	100.00%
Total 52000-001 Trade Relations	\$55,067.54	\$60,286.00	(\$5,218.46)	91.34%	\$55,837.23	\$62,986.00	(\$7,148.77)	88.65%	\$65,925.24	\$81,176.00	(\$15,250.76)	81.21%	\$66,935.70	\$72,186.00	(\$5,250.30)	92.73%	\$243,765.71	\$276,634.00	(\$32,868.29)	88.12%

California Avocado Commission  
YTD Budget vs. YTD Actuals  
November 2024 - February 2025

EXHIBIT A

	Nov 2024				Dec 2024				Jan 2025				Feb 2025				Total			
	Actual	Budget	Over/Under Budget	% of Budget	Actual	Budget	Over/Under Budget	% of Budget	Actual	Budget	Over/Under Budget	% of Budget	Actual	Budget	Over/Under Budget	% of Budget	Actual	Budget	Over/Under Budget	% of Budget
52010-000 Retail & Consumer Promotions			\$0.00				\$0.00				\$0.00				\$0.00		\$0.00	\$0.00	\$0.00	
52016-000 Recipe Development	\$0.00	\$0.00	\$0.00			\$0.00	\$0.00		\$0.00	\$0.00			\$0.00	\$0.00			\$0.00	\$0.00	\$0.00	
52124-000 Retail Performance Programs-Retail Promotions	\$0.00	\$0.00	\$0.00			\$0.00	\$0.00		\$0.00	\$0.00			\$441.49	\$140,000.00	(\$139,558.51)	0.32%	\$441.49	\$140,000.00	(\$139,558.51)	0.32%
52125-000 Retail Brand Awareness Programs	(\$45,000.00)	\$0.00	(\$45,000.00)			\$0.00	\$0.00		\$39,661.14	\$0.00	\$39,661.14			\$150,000.00	(\$150,000.00)	0.00%	(\$5,338.86)	\$150,000.00	(\$155,338.86)	-3.56%
52128-066 Retail Trade Promotions-Fusion	\$2,435.28	\$5,800.00	(\$3,364.72)	41.99%	\$6,547.50	\$2,900.00	\$3,647.50	225.78%	\$4,941.36	\$5,250.00	(\$308.64)	94.12%	\$6,906.72	\$2,400.00	\$4,506.72	287.78%	\$20,830.86	\$16,350.00	\$4,480.86	127.41%
52129-000 Retailer Social Media Advertising Support		\$0.00	\$0.00			\$0.00	\$0.00			\$0.00	\$0.00			\$0.00	\$0.00		\$0.00	\$0.00	\$0.00	
52131-000 Retail Merchandising Services (POS Placement)		\$0.00	\$0.00			\$0.00	\$0.00			\$0.00	\$0.00			\$50,000.00	(\$50,000.00)	0.00%	\$0.00	\$50,000.00	(\$50,000.00)	0.00%
52132-000 Retail Identity Programs-Display Bins		\$0.00	\$0.00			\$0.00	\$0.00			\$0.00	\$0.00			\$0.00	\$0.00		\$0.00	\$0.00	\$0.00	
52301-000 Premiums		\$0.00	\$0.00			\$0.00	\$0.00			\$0.00	\$0.00			\$0.00	\$0.00		\$0.00	\$0.00	\$0.00	
52302-000 POS Materials		\$0.00	\$0.00			\$0.00	\$0.00			\$0.00	\$0.00			\$0.00	\$0.00		\$0.00	\$0.00	\$0.00	
52303-000 Storage/Fulfillment	\$1,145.00	\$1,200.00	(\$55.00)	95.42%	\$1,145.00	\$1,200.00	(\$55.00)	95.42%	\$1,450.41	\$1,200.00	\$250.41	120.87%	\$2,249.00	\$2,000.00	\$249.00	112.45%	\$5,989.41	\$5,600.00	\$389.41	106.95%
Total 52010-000 Retail & Consumer Promotions	(\$41,419.72)	\$7,000.00	(\$48,419.72)	-591.71%	\$7,692.50	\$4,100.00	\$3,592.50	187.62%	\$46,052.91	\$6,450.00	\$39,602.91	714.00%	\$9,597.21	\$344,400.00	(\$334,802.79)	2.79%	\$21,922.90	\$361,950.00	(\$340,027.10)	6.06%
52200-000 Data, Research & Analysis			\$0.00				\$0.00				\$0.00				\$0.00		\$0.00	\$0.00	\$0.00	
52202-000 Retail POS Scan Data-Circana		\$15,500.00	(\$15,500.00)	0.00%		\$0.00	\$0.00			\$0.00	\$0.00		\$16,507.75	\$15,500.00	\$1,007.75	106.50%	\$16,507.75	\$31,000.00	(\$14,492.25)	53.25%
52204-066 Data Analysis & Retail Research-FUSION	\$2,392.36	\$2,000.00	\$392.36	119.62%	\$20,322.45	\$1,800.00	\$18,522.45	1129.03%	\$28,235.40	\$21,000.00	\$7,235.40	134.45%	\$4,978.54	\$28,500.00	(\$23,521.46)	17.47%	\$55,928.75	\$53,300.00	\$2,628.75	104.93%
52206-086 Inventory Reporting-AVMA	\$225.00	\$225.00	\$0.00	100.00%	\$225.00	\$225.00	\$0.00	100.00%	\$225.00	\$225.00	\$0.00	100.00%	\$225.00	\$225.00	\$0.00	100.00%	\$900.00	\$900.00	\$0.00	100.00%
52211-066 California Avocado Market Analysis-Fusion	\$10,045.67	\$6,800.00	\$3,245.67	147.73%	\$893.30	\$4,800.00	(\$3,906.70)	18.61%	\$10,246.61	\$5,600.00	\$4,646.61	182.98%	\$10,755.83	\$18,000.00	(\$7,244.17)	59.75%	\$31,941.41	\$35,200.00	(\$3,258.59)	90.74%
52213-066 Retail Support, Planning, Program & Data Admin-Fusion	\$4,123.91	\$1,700.00	\$2,423.91	242.58%	\$1,464.93	\$2,200.00	(\$735.07)	66.59%	\$587.82	\$1,000.00	(\$412.18)	58.78%	\$643.02	\$1,600.00	(\$956.98)	40.19%	\$6,819.68	\$6,500.00	\$319.68	104.92%
Total 52200-000 Data, Research & Analysis	\$16,786.94	\$26,225.00	(\$9,438.06)	64.01%	\$22,905.68	\$9,025.00	\$13,880.68	253.80%	\$39,294.83	\$27,825.00	\$11,469.83	141.22%	\$33,110.14	\$63,825.00	(\$30,714.86)	51.88%	\$112,097.59	\$126,900.00	(\$14,802.41)	88.34%
52400-000 Administration & Other			\$0.00				\$0.00				\$0.00				\$0.00		\$0.00	\$0.00	\$0.00	
52140-098 Grower Communications-GingerRoot	\$260.00	\$800.00	(\$540.00)	32.50%	\$920.00	\$340.00	\$580.00	270.59%	\$160.00	\$380.00	(\$220.00)	42.11%	\$540.00	\$640.00	(\$100.00)	84.38%	\$1,880.00	\$2,160.00	(\$280.00)	87.04%
52401-004 Travel Expenses - Splane		\$0.00	\$0.00		\$337.20	\$500.00	(\$162.80)	67.44%		\$100.00	(\$100.00)	0.00%	\$123.06	\$400.00	(\$276.94)	30.77%	\$460.26	\$1,000.00	(\$539.74)	46.03%
52401-019 Travel Expenses - Marketing Staff		\$100.00	(\$100.00)	0.00%	\$241.96	\$1,500.00	(\$1,258.04)	16.13%	\$1,873.99	\$100.00	\$1,773.99	1873.99%	\$1,073.98	\$500.00	\$573.98	214.80%	\$3,189.93	\$2,200.00	\$989.93	145.00%
52411-000 Office Expenses - Marketing	\$2,180.33	\$500.00	\$1,680.33	436.07%	\$615.47	\$500.00	\$115.47	123.09%	\$1,790.70	\$1,000.00	\$790.70	179.07%	\$295.92	\$500.00	(\$204.08)	59.18%	\$4,882.42	\$2,500.00	\$2,382.42	195.30%
Total 52400-000 Administration & Other	\$2,440.33	\$1,400.00	\$1,040.33	174.31%	\$2,114.63	\$2,840.00	(\$725.37)	74.46%	\$3,824.69	\$1,580.00	\$2,244.69	242.07%	\$2,032.96	\$2,040.00	(\$7.04)	99.65%	\$10,412.61	\$7,860.00	\$2,552.61	132.48%
Total 52000-000 Trade - Retail	\$32,875.09	\$94,911.00	(\$62,035.91)	34.64%	\$88,550.04	\$78,951.00	\$9,599.04	112.16%	\$155,097.67	\$117,031.00	\$38,066.67	132.53%	\$111,676.01	\$482,451.00	(\$370,774.99)	23.15%	\$388,198.81	\$773,344.00	(\$385,145.19)	50.20%
53000-000 Trade - Foodservice			\$0.00				\$0.00				\$0.00				\$0.00		\$0.00	\$0.00	\$0.00	
53001-070 Media-KC		\$500.00	(\$500.00)	0.00%	\$750.00	\$1,000.00	(\$250.00)	75.00%	\$800.00	\$1,000.00	(\$200.00)	80.00%	\$2,250.00	\$0.00	\$2,250.00		\$3,800.00	\$2,500.00	\$1,300.00	152.00%
53002-070 Production-KC	\$3,550.00	\$3,500.00	\$50.00	101.43%	\$9,482.04	\$13,600.00	(\$4,117.96)	69.72%	\$1,050.00	\$2,800.00	(\$1,750.00)	37.50%		\$2,050.00	(\$2,050.00)	0.00%	\$14,082.04	\$21,950.00	(\$7,867.96)	64.16%
53101-070 Public Relations-KC	\$4,250.00	\$3,200.00	\$1,050.00	132.81%	\$7,944.54	\$22,600.00	(\$14,655.46)	35.15%	\$8,080.60	\$5,200.00	\$2,880.60	155.40%	\$5,117.93	\$5,100.00	\$17.93	100.35%	\$25,393.07	\$36,100.00	(\$10,706.93)	70.34%
53103-070 Foodservice Events-KC	\$508.01	\$23,000.00	(\$22,491.99)	2.21%	\$350.00	\$0.00	\$350.00		\$26,210.49	\$2,000.00	\$24,210.49	1310.52%	\$5,543.28	\$1,200.00	\$4,343.28	461.94%	\$32,611.78	\$26,200.00	\$6,411.78	124.47%
53104-070 Chain Promotions-KC	\$1,950.00	\$4,000.00	(\$2,050.00)	48.75%	\$1,650.00	\$3,000.00	(\$1,350.00)	55.00%	\$9,103.55	\$6,400.00	\$2,703.55	142.24%	\$7,462.65	\$6,600.00	\$862.65	113.07%	\$20,166.20	\$20,000.00	\$166.20	100.83%
53105-070 Culinary Education Program-KC	\$100.00	\$150.00	(\$50.00)	66.67%	\$100.00	\$150.00	(\$50.00)	66.67%	\$100.00	\$150.00	(\$50.00)	66.67%	\$100.00	\$150.00	(\$50.00)	66.67%	\$400.00	\$600.00	(\$200.00)	66.67%
53801-070 Program Administration Fees-KC	\$4,050.00	\$2,400.00	\$1,650.00	168.75%	\$5,450.00	\$4,000.00	\$1,450.00	136.25%	\$1,650.00	\$1,000.00	\$650.00	165.00%	\$650.00	\$500.00	\$150.00	130.00%	\$11,800.00	\$7,900.00	\$3,900.00	149.37%
53802-070 Program Administration Expenses-KC	\$0.00	\$0.00	\$0.00		\$736.55	\$500.00	\$236.55	147.31%	\$5.11	\$0.00	\$5.11		\$0.73	\$0.00	\$0.73		\$742.39	\$500.00	\$242.39	148.48%
Total 53000-000 Trade - Foodservice	\$14,408.01	\$36,750.00	(\$22,341.99)	39.21%	\$26,463.13	\$44,850.00	(\$18,386.87)	59.00%	\$46,999.75	\$18,550.00	\$28,449.75	253.37%	\$21,124.59	\$15,600.00	\$5,524.59	135.41%	\$108,995.48	\$115,750.00	(\$6,754.52)	94.16%
59000-000 Marketing Activities Support			\$0.00				\$0.00				\$0.00				\$0.00		\$0.00	\$0.00	\$0.00	
51003-000 Buy California Marketing Agreement		\$2,084.00	(\$2,084.00)	0.00%		\$2,084.00	(\$2,084.00)	0.00%	\$2,083.33	\$2,083.00	\$0.33	100.02%	\$2,083.33	\$2,083.00	\$0.33	100.02%	\$4,166.66	\$8,334.00	(\$4,167.34)	50.00%
51803-000 Marketing/Planning		\$0.00	\$0.00			\$0.00	\$0.00			\$0.00	\$0.00			\$0.00	\$0.00		\$0.00	\$0.00	\$0.00	
51803-067 Marketing Planning/Special Projects-RoMo	\$5,500.00	\$5,500.00	\$0.00	100.00%	\$5,500.00	\$5,500.00	\$0.00	100.00%	\$5,500.00	\$5,500.00	\$0.00	100.00%	\$5,500.00	\$5,500.00	\$0.00	100.00%	\$22,000.00	\$22,000.00	\$0.00	100.00%
51805-000 Marketing Personnel Expense	\$53,586.19	\$66,000.00	(\$12,413.81)	81.19%	\$63,263.03	\$66,000.00	(\$2,736.97)	95.85%	\$76,314.37	\$91,000.00	(\$14,685.63)	83.86%	\$71,039.59	\$68,000.00	\$3,039.59	104.47%	\$264,203.18	\$291,000.00	(\$26,796.82)	90.79%
52134-000 Export Program		\$0.00	\$0.00			\$0.00	\$0.00			\$0.00	\$0.00			\$0.00	\$0.00		\$0.00	\$0.00	\$0.00	
Total 59000-000 Marketing Activities Support	\$59,086.19	\$73,584.00	(\$14,497.81)	80.30%	\$68,763.03	\$73,584.00	(\$4,820.97)	93.45%	\$83,897.70	\$98,583.00	(\$14,685.30)	85.10%	\$78,622.92	\$75,583.00	\$3,039.92	104.02%	\$290,369.84	\$321,334.00	(\$30,964.16)	90.36%
Total 50000-000 Marketing	\$186,973.64	\$308,130.00	(\$121,156.36)	60.68%	\$246,835.11	\$305,510.00	(\$58,674.89)	80.79%	\$504,419.48	\$484,749.00	\$19,670.48	104.06%	\$613,040.19	\$870,619.00	(\$257,578.81)	70.41%	\$1,551,268.42	\$1,969,008.00	(\$417,739.58)	78.78%

California Avocado Commission  
YTD Budget vs. YTD Actuals  
November 2024 - February 2025

EXHIBIT A

	Nov 2024				Dec 2024				Jan 2025				Feb 2025				Total			
	Actual	Budget	Over/Under Budget	% of Budget	Actual	Budget	Over/Under Budget	% of Budget	Actual	Budget	Over/Under Budget	% of Budget	Actual	Budget	Over/Under Budget	% of Budget	Actual	Budget	Over/Under Budget	% of Budget
64000-000 Industry Affairs			\$0.00				\$0.00				\$0.00				\$0.00		\$0.00	\$0.00	\$0.00	
64000-001 Industry Statistics and Information		\$0.00	\$0.00			\$0.00	\$0.00			\$0.00	\$0.00			\$0.00	\$0.00		\$0.00	\$0.00	\$0.00	
64001-000 AMRIC Operation	\$346.38	\$300.00	\$46.38	115.46%	\$339.48	\$300.00	\$39.48	113.16%	\$346.63	\$300.00	\$46.63	115.54%	\$346.31	\$300.00	\$46.31	115.44%	\$1,378.80	\$1,200.00	\$178.80	114.90%
64001-130 AMRIC Operation-Hooman Mohammadpour	\$900.00	\$1,000.00	(\$100.00)	90.00%	\$900.00	\$1,000.00	(\$100.00)	90.00%	\$900.00	\$1,000.00	(\$100.00)	90.00%	\$1,200.00	\$1,000.00	\$200.00	120.00%	\$3,900.00	\$4,000.00	(\$100.00)	97.50%
64002-000 Crop Forecasting and Analysis		\$0.00	\$0.00			\$0.00	\$0.00			\$0.00	\$0.00			\$0.00	\$0.00		\$0.00	\$0.00	\$0.00	
64002-104 Crop Forecasting And Analysis-Land IQ		\$0.00	\$0.00		\$38,287.50	\$38,288.00	(\$0.50)	100.00%		\$0.00	\$0.00			\$0.00	\$0.00		\$38,287.50	\$38,288.00	(\$0.50)	100.00%
64003-000 Grower Database		\$0.00	\$0.00			\$0.00	\$0.00			\$0.00	\$0.00		\$1,500.00	(\$1,500.00)	0.00%	\$0.00	\$1,500.00	(\$1,500.00)	0.00%	
64004-000 Grove ID GIS Project Dmnt		\$0.00	\$0.00			\$0.00	\$0.00			\$0.00	\$0.00			\$0.00	\$0.00		\$0.00	\$0.00	\$0.00	
64004-104 Grove ID GIS Project Dmnt-Land IQ	\$1,546.25	\$0.00	\$1,546.25			\$0.00	\$0.00			\$0.00	\$0.00			\$0.00	\$0.00		\$1,546.25	\$0.00	\$1,546.25	
Total 64000-001 Industry Statistics and Information	\$2,792.63	\$1,300.00	\$1,492.63	214.82%	\$39,526.98	\$39,588.00	(\$61.02)	99.85%	\$1,246.63	\$1,300.00	(\$53.37)	95.89%	\$1,546.31	\$2,800.00	(\$1,253.69)	55.23%	\$45,112.55	\$44,988.00	\$124.55	100.28%
64100-000 Grower Communications		\$0.00	\$0.00			\$0.00	\$0.00			\$0.00	\$0.00			\$0.00	\$0.00		\$0.00	\$0.00	\$0.00	
64105-000 Online Information	\$80.32	\$100.00	(\$19.68)	80.32%	\$80.32	\$100.00	(\$19.68)	80.32%	\$91.40	\$100.00	(\$8.60)	91.40%	\$1,296.37	\$1,300.00	(\$3.63)	99.72%	\$1,548.41	\$1,600.00	(\$51.59)	96.78%
64105-098 Online Information-GingerRoot	\$1,260.00	\$1,650.00	(\$390.00)	76.36%	\$640.00	\$1,650.00	(\$1,010.00)	38.79%	\$2,680.00	\$1,650.00	\$1,030.00	162.42%	\$720.00	\$1,650.00	(\$930.00)	43.64%	\$5,300.00	\$6,600.00	(\$1,300.00)	80.30%
64105-099 Online Information-Fishhook		\$0.00	\$0.00			\$0.00	\$0.00			\$0.00	\$0.00		\$5,000.00	\$0.00	\$5,000.00		\$5,000.00	\$0.00	\$5,000.00	
64106-000 Publications	\$57.95	\$100.00	(\$42.05)	57.95%	\$57.95	\$100.00	(\$42.05)	57.95%	\$57.95	\$100.00	(\$42.05)	57.95%	\$57.95	\$100.00	(\$42.05)	57.95%	\$231.80	\$400.00	(\$168.20)	57.95%
64106-067 Publications-ROMO		\$0.00	\$0.00			\$0.00	\$0.00		\$375.00	\$750.00	(\$375.00)	50.00%		\$0.00	\$0.00		\$375.00	\$750.00	(\$375.00)	50.00%
64106-085 Publications-Fox Wthr	\$110.00	\$110.00	\$0.00	100.00%	\$110.00	\$110.00	\$0.00	100.00%	\$110.00	\$110.00	\$0.00	100.00%	\$110.00	\$110.00	\$0.00	100.00%	\$440.00	\$440.00	\$0.00	100.00%
64106-098 Publications-GingerRoot	\$700.00	\$1,250.00	(\$550.00)	56.00%	\$420.00	\$1,250.00	(\$830.00)	33.60%	\$940.00	\$1,250.00	(\$310.00)	75.20%	\$520.00	\$1,250.00	(\$730.00)	41.60%	\$2,580.00	\$5,000.00	(\$2,420.00)	51.60%
64106-118 Publications-Champ	(\$53.34)	\$0.00	(\$53.34)		\$71.60	\$0.00	\$71.60			\$18,000.00	(\$18,000.00)	0.00%	\$15,418.52	\$0.00	\$15,418.52		\$15,436.78	\$18,000.00	(\$2,563.22)	85.76%
64107-000 Annual Meeting		\$0.00	\$0.00			\$0.00	\$0.00			\$0.00	\$0.00			\$2,500.00	(\$2,500.00)	0.00%	\$0.00	\$2,500.00	(\$2,500.00)	0.00%
64108-000 Annual Report		\$0.00	\$0.00			\$0.00	\$0.00			\$0.00	\$0.00			\$0.00	\$0.00		\$0.00	\$0.00	\$0.00	
64108-098 Annual Report-GingerRoot	\$120.00	\$0.00	\$120.00			\$0.00	\$0.00			\$2,500.00	(\$2,500.00)	0.00%		\$2,500.00	(\$2,500.00)	0.00%	\$120.00	\$5,000.00	(\$4,880.00)	2.40%
Total 64100-000 Grower Communications	\$2,274.93	\$3,210.00	(\$935.07)	70.87%	\$1,379.87	\$3,210.00	(\$1,830.13)	42.99%	\$4,254.35	\$24,460.00	(\$20,205.65)	17.39%	\$23,122.84	\$9,410.00	\$13,712.84	245.73%	\$31,031.99	\$40,290.00	(\$9,258.01)	77.02%
64200-000 Issues Management		\$0.00	\$0.00			\$0.00	\$0.00			\$0.00	\$0.00			\$0.00	\$0.00		\$0.00	\$0.00	\$0.00	
64201-000 Water Issues		\$0.00	\$0.00			\$0.00	\$0.00			\$0.00	\$0.00			\$0.00	\$0.00		\$0.00	\$0.00	\$0.00	
64202-000 Field/Technical Support		\$0.00	\$0.00			\$0.00	\$0.00			\$0.00	\$0.00			\$0.00	\$0.00		\$0.00	\$0.00	\$0.00	
64204-000 Research Program Coordination & Outreach	\$9,901.82	\$10,000.00	(\$98.18)	99.02%	\$8,000.00	\$8,000.00	\$0.00	100.00%	\$8,000.00	\$8,000.00	\$0.00	100.00%	\$9,180.28	\$12,000.00	(\$2,819.72)	76.50%	\$35,082.10	\$38,000.00	(\$2,917.90)	92.32%
64206-000 Legislative & Regulatory Advocacy	\$7,937.50	\$8,000.00	(\$62.50)	99.22%	\$38,875.00	\$39,000.00	(\$125.00)	99.68%	\$25,000.00	\$35,000.00	(\$10,000.00)	71.43%	\$27,531.25	\$35,000.00	(\$7,468.75)	78.66%	\$99,343.75	\$117,000.00	(\$17,656.25)	84.91%
64208-000 Product Registrations		\$0.00	\$0.00			\$0.00	\$0.00			\$0.00	\$0.00			\$0.00	\$0.00		\$0.00	\$0.00	\$0.00	
64211-000 Sustainability Project		\$0.00	\$0.00			\$0.00	\$0.00			\$0.00	\$0.00			\$0.00	\$0.00		\$0.00	\$0.00	\$0.00	
Total 64200-000 Issues Management	\$17,839.32	\$18,000.00	(\$160.68)	98.11%	\$46,875.00	\$47,000.00	(\$125.00)	99.73%	\$33,000.00	\$43,000.00	(\$10,000.00)	76.74%	\$36,711.53	\$47,000.00	(\$10,288.47)	78.11%	\$134,425.85	\$155,000.00	(\$20,574.15)	86.73%
64300-000 Legal & Governance		\$0.00	\$0.00			\$0.00	\$0.00			\$0.00	\$0.00			\$0.00	\$0.00		\$0.00	\$0.00	\$0.00	
64301-000 Elections		\$0.00	\$0.00			\$0.00	\$0.00			\$1,000.00	(\$1,000.00)	0.00%	\$918.29	\$0.00	\$918.29		\$918.29	\$1,000.00	(\$81.71)	91.83%
64302-000 Legal Support	\$10,420.00	\$12,500.00	(\$2,080.00)	83.36%	\$16,879.00	\$12,500.00	\$4,379.00	135.03%	\$18,235.00	\$12,500.00	\$5,735.00	145.88%	\$15,196.00	\$12,500.00	\$2,696.00	121.57%	\$60,730.00	\$50,000.00	\$10,730.00	121.46%
64303-000 Governance Support		\$0.00	\$0.00			\$0.00	\$0.00		\$4,529.11	\$5,000.00	(\$470.89)	90.58%		\$1,000.00	(\$1,000.00)	0.00%	\$4,529.11	\$6,000.00	(\$1,470.89)	75.49%
Total 64300-000 Legal & Governance	\$10,420.00	\$12,500.00	(\$2,080.00)	83.36%	\$16,879.00	\$12,500.00	\$4,379.00	135.03%	\$22,764.11	\$18,500.00	\$4,264.11	123.05%	\$16,114.29	\$13,500.00	\$2,614.29	119.37%	\$66,177.40	\$57,000.00	\$9,177.40	116.10%
64400-000 Demonstration Grove		\$0.00	\$0.00			\$0.00	\$0.00			\$0.00	\$0.00			\$0.00	\$0.00		\$0.00	\$0.00	\$0.00	
64401-000 Pine Tree - Rent	\$0.00	\$2,075.00	(\$2,075.00)	0.00%	\$0.00	\$2,075.00	(\$2,075.00)	0.00%	\$0.00	\$2,075.00	(\$2,075.00)	0.00%	\$0.00	\$2,075.00	(\$2,075.00)	0.00%	\$0.00	\$8,300.00	(\$8,300.00)	0.00%
64402-000 Pine Tree - Grove Management	\$2,403.01	\$1,500.00	\$903.01	160.20%	\$2,766.56	\$1,500.00	\$1,266.56	184.44%	\$2,578.18	\$3,333.00	(\$754.82)	77.35%	\$4,310.62	\$3,333.00	\$977.62	129.33%	\$12,058.37	\$9,666.00	\$2,392.37	124.75%
64403-000 Pine Tree - Utilities	(\$1,784.98)	\$450.00	(\$2,234.98)	-396.66%	\$37.57	\$450.00	(\$412.43)	8.35%		\$450.00	(\$450.00)	0.00%		\$450.00	(\$450.00)	0.00%	(\$1,747.41)	\$1,800.00	(\$3,547.41)	-97.08%
64404-000 Pine Tree - Property Tax & Insurance	(\$50.27)	\$213.00	(\$263.27)	-23.60%	\$146.90	\$213.00	(\$66.10)	68.97%		\$213.00	(\$213.00)	0.00%		\$213.00	(\$213.00)	0.00%	\$96.63	\$852.00	(\$755.37)	11.34%
64405-000 Pine Tree - Miscellaneous Expense		\$0.00	\$0.00			\$0.00	\$0.00			\$0.00	\$0.00			\$0.00	\$0.00		\$0.00	\$0.00	\$0.00	
64406-000 Pine Tree - Crop Harvesting		\$0.00	\$0.00			\$0.00	\$0.00			\$0.00	\$0.00			\$0.00	\$0.00		\$0.00	\$0.00	\$0.00	
64408-000 Pine Tree - CAC Assessment		\$0.00	\$0.00			\$0.00	\$0.00			\$0.00	\$0.00			\$0.00	\$0.00		\$0.00	\$0.00	\$0.00	
64409-000 Pine Tree - HAB Assessment		\$0.00	\$0.00			\$0.00	\$0.00			\$0.00	\$0.00			\$0.00	\$0.00		\$0.00	\$0.00	\$0.00	
Total 64400-000 Demonstration Grove	\$567.76	\$4,238.00	(\$3,670.24)	13.40%	\$2,951.03	\$4,238.00	(\$1,286.97)	69.63%	\$2,578.18	\$6,071.00	(\$3,492.82)	42.47%	\$4,310.62	\$6,071.00	(\$1,760.38)	71.00%	\$10,407.59	\$20,618.00	(\$10,210.41)	50.48%

California Avocado Commission  
YTD Budget vs. YTD Actuals  
November 2024 - February 2025

EXHIBIT A

	Nov 2024				Dec 2024				Jan 2025				Feb 2025				Total			
	Actual	Budget	Over/Under Budget	% of Budget	Actual	Budget	Over/Under Budget	% of Budget	Actual	Budget	Over/Under Budget	% of Budget	Actual	Budget	Over/Under Budget	% of Budget	Actual	Budget	Over/Under Budget	% of Budget
64500-000 Education & Outreach			\$0.00				\$0.00				\$0.00				\$0.00		\$0.00	\$0.00	\$0.00	
64501-000 Field Meetings, Seminars & Workshops		\$0.00	\$0.00			\$0.00	\$0.00			\$0.00	\$0.00		\$0.00	\$0.00	\$0.00		\$0.00	\$0.00	\$0.00	
64502-000 Pine Tree Ranch Field Days	\$100.08	\$100.00	\$0.08	100.08%		\$0.00	\$0.00		\$738.14	\$600.00	\$138.14	123.02%		\$0.00	\$0.00		\$838.22	\$700.00	\$138.22	119.75%
64503-000 Grower Outreach		\$0.00	\$0.00			\$0.00	\$0.00			\$0.00	\$0.00			\$0.00	\$0.00		\$0.00	\$0.00	\$0.00	
Total 64500-000 Education & Outreach	\$100.08	\$100.00	\$0.08	100.08%	\$0.00	\$0.00	\$0.00		\$738.14	\$600.00	\$138.14	123.02%	\$0.00	\$0.00	\$0.00		\$838.22	\$700.00	\$138.22	119.75%
64800-000 Other Industry Affairs			\$0.00				\$0.00				\$0.00				\$0.00		\$0.00	\$0.00	\$0.00	
64801-000 Coalition Dues, Sponsorships , Registrations & Rep	\$10,000.00	\$10,000.00	\$0.00	100.00%		\$2,500.00	(\$2,500.00)	0.00%	\$12,000.00	\$12,500.00	(\$500.00)	96.00%	\$1,000.00	\$2,000.00	(\$1,000.00)	50.00%	\$23,000.00	\$27,000.00	(\$4,000.00)	85.19%
64801-086 Industry Reports-AVMA	\$40.00	\$40.00	\$0.00	100.00%	\$40.00	\$40.00	\$0.00	100.00%	\$40.00	\$40.00	\$0.00	100.00%	\$40.00	\$40.00	\$0.00	100.00%	\$160.00	\$160.00	\$0.00	100.00%
64802-000 Grant Writing		\$0.00	\$0.00			\$0.00	\$0.00			\$0.00	\$0.00			\$0.00	\$0.00		\$0.00	\$0.00	\$0.00	
64803-000 Travel Expenses - Industry Affairs	\$1,609.09	\$3,750.00	(\$2,140.91)	42.91%	\$328.13	\$3,750.00	(\$3,421.87)	8.75%	\$347.71	\$3,750.00	(\$3,402.29)	9.27%	\$1,108.49	\$3,750.00	(\$2,641.51)	29.56%	\$3,393.42	\$15,000.00	(\$11,606.58)	22.62%
64804-000 Office Expenses - Industry Affairs	\$54.97	\$210.00	(\$155.03)	26.18%	\$54.97	\$210.00	(\$155.03)	26.18%	\$54.97	\$210.00	(\$155.03)	26.18%	\$209.70	\$210.00	(\$0.30)	99.86%	\$374.61	\$840.00	(\$465.39)	44.60%
64805-000 Committee Meeting Expense		\$0.00	\$0.00			\$0.00	\$0.00			\$0.00	\$0.00			\$0.00	\$0.00		\$0.00	\$0.00	\$0.00	
64901-000 Misc IA Exps (Theft Reward)	\$5.53	\$100.00	(\$94.47)	5.53%		\$0.00	\$0.00		\$19.95	\$0.00	\$19.95			\$0.00	\$0.00		\$25.48	\$100.00	(\$74.52)	25.48%
Total 64800-000 Other Industry Affairs	\$11,709.59	\$14,100.00	(\$2,390.41)	83.05%	\$423.10	\$6,500.00	(\$6,076.90)	6.51%	\$12,462.63	\$16,500.00	(\$4,037.37)	75.53%	\$2,358.19	\$6,000.00	(\$3,641.81)	39.30%	\$26,953.51	\$43,100.00	(\$16,146.49)	62.54%
Total 64000-000 Industry Affairs	\$45,704.31	\$53,448.00	(\$7,743.69)	85.51%	\$108,034.98	\$113,036.00	(\$5,001.02)	95.58%	\$77,044.04	\$110,431.00	(\$33,386.96)	69.77%	\$84,163.78	\$84,781.00	(\$617.22)	99.27%	\$314,947.11	\$361,696.00	(\$46,748.89)	87.08%
65000-000 Production Research			\$0.00				\$0.00				\$0.00				\$0.00		\$0.00	\$0.00	\$0.00	
65200-000 Breeding, Varieties & Genetics			\$0.00				\$0.00				\$0.00				\$0.00		\$0.00	\$0.00	\$0.00	
65216-000 Commercial-Scale Field Testing of Advanced Rootstock	\$0.00	\$0.00	\$0.00			\$0.00	\$0.00		\$22,407.00	\$22,407.00	\$0.00	100.00%	\$0.00	\$0.00	\$0.00		\$22,407.00	\$22,407.00	\$0.00	100.00%
65217-000 CAL POLY Commercial scale field testing of rootstocks		\$0.00	\$0.00			\$0.00	\$0.00		\$3,419.00	\$3,419.00	\$0.00	100.00%	\$925.52	\$0.00	\$925.52		\$4,344.52	\$3,419.00	\$925.52	127.07%
Total 65200-000 Breeding, Varieties & Genetics	\$0.00	\$0.00	\$0.00		\$0.00	\$0.00	\$0.00		\$25,826.00	\$25,826.00	\$0.00	100.00%	\$925.52	\$0.00	\$925.52		\$26,751.52	\$25,826.00	\$925.52	103.58%
65300-000 Cultural Management			\$0.00				\$0.00				\$0.00				\$0.00		\$0.00	\$0.00	\$0.00	
65323-000 Develop tools and info on crop water use		\$0.00	\$0.00			\$0.00	\$0.00			\$0.00	\$0.00			\$0.00	\$0.00		\$0.00	\$0.00	\$0.00	
65325-000 Artificial Pollination Research		\$0.00	\$0.00			\$0.00	\$0.00			\$0.00	\$0.00			\$0.00	\$0.00		\$0.00	\$0.00	\$0.00	
Total 65300-000 Cultural Management	\$0.00	\$0.00	\$0.00		\$0.00	\$0.00	\$0.00		\$0.00	\$0.00	\$0.00		\$0.00	\$0.00	\$0.00		\$0.00	\$0.00	\$0.00	
65400-000 Industry Research Support			\$0.00				\$0.00				\$0.00				\$0.00		\$0.00	\$0.00	\$0.00	
65403-000 FFAR Fellow Sponsor - Landesman		\$0.00	\$0.00			\$0.00	\$0.00			\$0.00	\$0.00			\$0.00	\$0.00		\$0.00	\$0.00	\$0.00	
Total 65400-000 Industry Research Support	\$0.00	\$0.00	\$0.00		\$0.00	\$0.00	\$0.00		\$0.00	\$0.00	\$0.00		\$0.00	\$0.00	\$0.00		\$0.00	\$0.00	\$0.00	
Total 65000-000 Production Research	\$0.00	\$0.00	\$0.00		\$0.00	\$0.00	\$0.00		\$25,826.00	\$25,826.00	\$0.00	100.00%	\$925.52	\$0.00	\$925.52		\$26,751.52	\$25,826.00	\$925.52	103.58%
66010-000 Grant Programs			\$0.00				\$0.00				\$0.00				\$0.00		\$0.00	\$0.00	\$0.00	
66015-000 Export Marketing			\$0.00				\$0.00				\$0.00				\$0.00		\$0.00	\$0.00	\$0.00	
66020-000 USDA Grant - FAS MAP Korea		\$0.00	\$0.00			\$0.00	\$0.00			\$0.00	\$0.00			\$0.00	\$0.00		\$0.00	\$0.00	\$0.00	
66021-000 USDA Grant - FAS MAP China	\$4,000.00	\$0.00	\$4,000.00		\$35,787.99	\$0.00	\$35,787.99		\$0.00	\$0.00	\$0.00		(\$31,787.99)	\$0.00	(\$31,787.99)		\$8,000.00	\$0.00	\$8,000.00	
Total 66015-000 Export Marketing	\$4,000.00	\$0.00	\$4,000.00		\$35,787.99	\$0.00	\$35,787.99		\$0.00	\$0.00	\$0.00		(\$31,787.99)	\$0.00	(\$31,787.99)		\$8,000.00	\$0.00	\$8,000.00	
Total 66010-000 Grant Programs	\$4,000.00	\$0.00	\$4,000.00		\$35,787.99	\$0.00	\$35,787.99		\$0.00	\$0.00	\$0.00		(\$31,787.99)	\$0.00	(\$31,787.99)		\$8,000.00	\$0.00	\$8,000.00	
70000-000 Operations			\$0.00				\$0.00				\$0.00				\$0.00		\$0.00	\$0.00	\$0.00	
71100-000 Office Expense			\$0.00				\$0.00				\$0.00				\$0.00		\$0.00	\$0.00	\$0.00	
71101-000 Office Rent - CAC Mauchly, Irvine	\$0.00	\$458.00	(\$458.00)	0.00%	\$0.00	\$749.00	(\$749.00)	0.00%	\$0.00	\$749.00	(\$749.00)	0.00%	\$0.00	\$749.00	(\$749.00)	0.00%	\$0.00	\$2,705.00	(\$2,705.00)	0.00%
71102-000 Rent-CAM, Ins, Prop Tax	\$2,609.37	\$2,200.00	\$409.37	118.61%	\$2,609.37	\$2,200.00	\$409.37	118.61%	\$2,752.99	\$2,200.00	\$552.99	125.14%	\$2,752.99	\$2,200.00	\$552.99	125.14%	\$10,724.72	\$8,800.00	\$1,924.72	121.87%
71104-000 Rent-Offsite Storage	\$830.00	\$830.00	\$0.00	100.00%	\$830.00	\$830.00	\$0.00	100.00%	\$830.00	\$830.00	\$0.00	100.00%	\$830.00	\$830.00	\$0.00	100.00%	\$3,320.00	\$3,320.00	\$0.00	100.00%
71111-000 Insurance-Liability	\$2,551.08	\$8,415.00	(\$5,863.92)	30.32%	\$3,994.12	\$8,415.00	(\$4,420.88)	47.46%	\$7,870.63	\$8,415.00	(\$544.37)	93.53%	\$7,870.63	\$8,415.00	(\$544.37)	93.53%	\$22,286.46	\$33,660.00	(\$11,373.54)	66.21%
71121-000 Office Expenses - Operations	\$195.32	\$250.00	(\$54.68)	78.13%	\$464.44	\$250.00	\$214.44	185.78%	\$91.97	\$750.00	(\$658.03)	12.26%	\$102.99	\$250.00	(\$147.01)	41.20%	\$854.72	\$1,500.00	(\$645.28)	56.98%
71122-000 Office Supplies	\$68.57	\$250.00	(\$181.43)	27.43%	\$0.00	\$250.00	(\$250.00)	0.00%	\$118.84	\$250.00	(\$131.16)	47.54%		\$250.00	(\$250.00)	0.00%	\$187.41	\$1,000.00	(\$812.59)	18.74%
71123-000 Janitorial	\$627.87	\$625.00	\$2.87	100.46%	\$474.00	\$500.00	(\$26.00)	94.80%	\$489.00	\$500.00	(\$11.00)	97.80%	\$489.00	\$500.00	(\$11.00)	97.80%	\$2,079.87	\$2,125.00	(\$45.13)	97.88%
71131-000 Office Utilities	\$814.72	\$955.00	(\$140.28)	85.31%	\$837.41	\$955.00	(\$117.59)	87.69%	\$940.50	\$1,055.00	(\$114.50)	89.15%	\$971.64	\$955.00	\$16.64	101.74%	\$3,564.27	\$3,920.00	(\$355.73)	90.93%
71141-000 Bank & Payroll Fees	\$494.98	\$661.00	(\$166.02)	74.88%	\$494.98	\$661.00	(\$166.02)	74.88%	\$691.48	\$661.00	\$30.48	104.61%	\$780.75	\$661.00	\$119.75	118.12%	\$2,462.19	\$2,644.00	(\$181.81)	93.12%
71151-000 Equipment Maintenance & Expense	\$527.63	\$480.00	\$47.63	109.92%	\$933.48	\$480.00	\$453.48	194.48%	\$723.76	\$480.00	\$243.76	150.78%	\$429.57	\$480.00	(\$50.43)	89.49%	\$2,614.44	\$1,920.00	\$694.44	136.17%
71161-000 Telephone	\$684.45	\$700.00	(\$15.55)	97.78%	\$684.45	\$700.00	(\$15.55)	97.78%	\$685.68	\$700.00	(\$14.32)	97.95%	\$685.68	\$700.00	(\$14.32)	97.95%	\$2,740.26	\$2,800.00	(\$59.74)	97.87%
71162-000 Employee Communication Expense	\$1,200.00	\$1,200.00	\$0.00	100.00%	\$1,200.00	\$1,200.00	\$0.00	100.00%	\$1,200.00	\$1,200.00	\$0.00	100.00%	\$1,125.00	\$1,200.00	(\$75.00)	93.75%	\$4,725.00	\$4,800.00	(\$75.00)	98.44%
71181-000 Postage & Courier Service		\$525.00	(\$525.00)	0.00%		\$25.00	(\$25.00)	0.00%		\$25.00	(\$25.00)	0.00%		\$25.00	(\$25.00)	0.00%	\$0.00	\$600.00	(\$600.00)	0.00%
Total 71100-000 Office Expense	\$10,603.99	\$17,549.00	(\$6,945.01)	60.43%	\$12,522.25	\$17,215.00	(\$4,692.75)	72.74%	\$16,394.85	\$17,815.00	(\$1,420.15)	92.03%	\$16,038.25	\$17,215.00	(\$1,176.75)	93.16%	\$55,559.34	\$69,794.00	(\$14,234.66)	79.60%

California Avocado Commission  
YTD Budget vs. YTD Actuals  
November 2024 - February 2025

EXHIBIT A

	Nov 2024				Dec 2024				Jan 2025				Feb 2025				Total			
	Actual	Budget	Over/Under Budget	% of Budget	Actual	Budget	Over/Under Budget	% of Budget	Actual	Budget	Over/Under Budget	% of Budget	Actual	Budget	Over/Under Budget	% of Budget	Actual	Budget	Over/Under Budget	% of Budget
71200-000 Professional Fees			\$0.00				\$0.00				\$0.00				\$0.00		\$0.00	\$0.00	\$0.00	
71201-000 CPA-Financial Audits		\$0.00	\$0.00			\$0.00	\$0.00			\$0.00	\$0.00		\$40,000.00	(\$40,000.00)	0.00%	\$0.00	\$40,000.00	(\$40,000.00)	0.00%	
71203-000 CPA-Assessment Audits	\$0.00	\$27,500.00	(\$27,500.00)	0.00%		\$0.00	\$0.00			\$0.00	\$0.00		\$0.00	\$0.00		\$0.00	\$27,500.00	(\$27,500.00)	0.00%	
71207-000 CDFA Fiscal and Compliance Audit		\$0.00	\$0.00			\$0.00	\$0.00			\$0.00	\$0.00		\$9,925.00	(\$9,925.00)	0.00%	\$0.00	\$9,925.00	(\$9,925.00)	0.00%	
71211-000 Calif. Department of Food & Ag.-CDFA	\$6,340.17	\$7,500.00	(\$1,159.83)	84.54%	\$6,136.04	\$7,500.00	(\$1,363.96)	81.81%	\$6,346.82	\$7,500.00	(\$1,153.18)	84.62%	\$6,724.76	\$7,500.00	(\$775.24)	89.66%	\$25,547.79	\$30,000.00	(\$4,452.21)	85.16%
71221-000 Dept. of Ag-USDA/AMS	\$4,690.00	\$5,250.00	(\$560.00)	89.33%	\$4,758.33	\$5,250.00	(\$491.67)	90.63%	(\$1,615.13)	\$5,250.00	(\$6,865.13)	-30.76%	\$3,050.33	\$5,250.00	(\$2,199.67)	58.10%	\$10,883.53	\$21,000.00	(\$10,116.47)	51.83%
71235-000 Legal-Ballard/Rosenberg-Labor Issues		\$0.00	\$0.00			\$0.00	\$0.00			\$0.00	\$0.00		\$0.00	\$0.00		\$0.00	\$0.00	\$0.00		
71236-000 Outsourced Accounting	\$13,128.73	\$8,750.00	\$4,378.73	150.04%	\$8,521.25	\$8,750.00	(\$228.75)	97.39%		\$8,750.00	(\$8,750.00)	0.00%		\$8,750.00	(\$8,750.00)	0.00%	\$21,649.98	\$35,000.00	(\$13,350.02)	61.86%
71299-000 Other Professional Expense		\$0.00	\$0.00			\$0.00	\$0.00			\$0.00	\$0.00			\$0.00	\$0.00		\$0.00	\$0.00	\$0.00	
78301-000 Pension Adm & Legal	\$921.17	\$1,005.00	(\$83.83)	91.66%	\$932.75	\$1,005.00	(\$72.25)	92.81%	\$5,333.24	\$6,395.00	(\$1,061.76)	83.40%	\$980.20	\$1,005.00	(\$24.80)	97.53%	\$8,167.36	\$9,410.00	(\$1,242.64)	86.79%
Total 71200-000 Professional Fees	\$25,080.07	\$50,005.00	(\$24,924.93)	50.16%	\$20,348.37	\$22,505.00	(\$2,156.63)	90.42%	\$10,064.93	\$27,895.00	(\$17,830.07)	36.08%	\$10,755.29	\$72,430.00	(\$61,674.71)	14.85%	\$66,248.66	\$172,835.00	(\$106,586.34)	38.33%
71300-000 Personnel Expenses			\$0.00				\$0.00				\$0.00				\$0.00		\$0.00	\$0.00	\$0.00	
71302-000 Salaries/Wages - IA & Ops	\$40,063.22	\$50,350.00	(\$10,286.78)	79.57%	\$50,572.27	\$50,350.00	\$222.27	100.44%	\$57,193.04	\$52,370.00	\$4,823.04	109.21%	\$52,915.17	\$52,370.00	\$545.17	101.04%	\$200,743.70	\$205,440.00	(\$4,696.30)	97.71%
71303-000 Salaries/Wages - Marketing	\$7,099.60	\$8,874.00	(\$1,774.40)	80.00%	\$8,874.50	\$8,874.00	\$0.50	100.01%	\$13,416.52	\$9,230.00	\$4,186.52	145.36%	\$9,816.59	\$9,230.00	\$586.59	106.36%	\$39,207.21	\$36,208.00	\$2,999.21	108.28%
Total 71301-000 Salaries/Wages	\$47,162.82	\$59,224.00	(\$12,061.18)	79.63%	\$59,446.77	\$59,224.00	\$222.77	100.38%	\$70,609.56	\$61,600.00	\$9,009.56	114.63%	\$62,731.76	\$61,600.00	\$1,131.76	101.84%	\$239,950.91	\$241,648.00	(\$1,697.09)	99.30%
71312-000 Pension Expense - IA & Ops	\$4,991.46	\$5,035.00	(\$43.54)	99.14%	\$5,057.22	\$5,035.00	\$22.22	100.44%	\$5,259.46	\$5,237.00	\$22.46	100.43%	\$5,291.52	\$5,237.00	\$54.52	101.04%	\$20,599.66	\$20,544.00	\$55.66	100.27%
71313-000 Pension Expense - Marketing	\$887.45	\$887.00	\$0.45	100.05%	\$887.45	\$887.00	\$0.45	100.05%	\$929.70	\$923.00	\$6.70	100.73%	\$845.20	\$923.00	(\$77.80)	91.57%	\$3,549.80	\$3,620.00	(\$70.20)	98.06%
Total 71311-000 Pension Expense	\$5,878.91	\$5,922.00	(\$43.09)	99.27%	\$5,944.67	\$5,922.00	\$22.67	100.38%	\$6,189.16	\$6,160.00	\$29.16	100.47%	\$6,136.72	\$6,160.00	(\$23.28)	99.62%	\$24,149.46	\$24,164.00	(\$14.54)	99.94%
71322-000 Payroll Tax & Work Comp - IA & Ops	\$2,028.83	\$3,937.00	(\$1,908.17)	51.53%	\$2,429.50	\$3,937.00	(\$1,507.50)	61.71%	\$5,888.19	\$3,937.00	\$1,951.19	149.56%	\$4,176.74	\$3,937.00	\$239.74	106.09%	\$14,523.26	\$15,748.00	(\$1,224.74)	92.22%
71323-000 Payroll Tax & Work Comp - Marketing	\$386.58	\$669.00	(\$282.42)	57.78%	\$480.69	\$669.00	(\$188.31)	71.85%	\$991.44	\$669.00	\$322.44	148.20%	\$896.49	\$669.00	\$227.49	134.00%	\$2,755.20	\$2,676.00	\$79.20	102.96%
Total 71321-000 Payroll Tax & Work Comp	\$2,415.41	\$4,606.00	(\$2,190.59)	52.44%	\$2,910.19	\$4,606.00	(\$1,695.81)	63.18%	\$6,879.63	\$4,606.00	\$2,273.63	149.36%	\$5,073.23	\$4,606.00	\$467.23	110.14%	\$17,278.46	\$18,424.00	(\$1,145.54)	93.78%
71332-000 Benefits - IA & Ops	\$6,859.53	\$7,879.00	(\$1,019.47)	87.06%	\$6,859.53	\$7,879.00	(\$1,019.47)	87.06%	\$15,730.45	\$38,879.00	(\$23,148.55)	40.46%	\$7,180.45	\$7,879.00	(\$698.55)	91.13%	\$36,629.96	\$62,516.00	(\$25,886.04)	58.59%
71333-000 Benefits - Marketing	\$1,082.74	\$1,245.00	(\$162.26)	86.97%	\$1,159.24	\$1,245.00	(\$85.76)	93.11%	\$2,249.11	\$5,310.00	(\$3,060.89)	42.36%	\$1,125.99	\$1,245.00	(\$119.01)	90.44%	\$5,617.08	\$9,045.00	(\$3,427.92)	62.10%
Total 71331-000 Benefits	\$7,942.27	\$9,124.00	(\$1,181.73)	87.05%	\$8,018.77	\$9,124.00	(\$1,105.23)	87.89%	\$17,979.56	\$44,189.00	(\$26,209.44)	40.69%	\$8,306.44	\$9,124.00	(\$817.56)	91.04%	\$42,247.04	\$71,561.00	(\$29,313.96)	59.04%
Total 71300-000 Personnel Expenses	\$63,399.41	\$78,876.00	(\$15,476.59)	80.38%	\$76,320.40	\$78,876.00	(\$2,555.60)	96.76%	\$101,657.91	\$116,555.00	(\$14,897.09)	87.22%	\$82,248.15	\$81,490.00	\$758.15	100.93%	\$323,625.87	\$355,797.00	(\$32,171.13)	90.96%
71400-000 Commissioner Expenses			\$0.00				\$0.00				\$0.00				\$0.00		\$0.00	\$0.00	\$0.00	
71401-000 District Meetings & Expenses		\$0.00	\$0.00			\$0.00	\$0.00			\$0.00	\$0.00		\$0.00	\$0.00		\$0.00	\$0.00	\$0.00	\$0.00	
71402-000 Entertainment		\$0.00	\$0.00			\$0.00	\$0.00			\$0.00	\$0.00		\$0.00	\$0.00		\$0.00	\$0.00	\$0.00	\$0.00	
71403-000 Travel Expenses - Board Members		\$10,000.00	(\$10,000.00)	0.00%	\$30.55	\$0.00	\$30.55			\$0.00	\$0.00		\$401.90	\$10,000.00	(\$9,598.10)	4.02%	\$432.45	\$20,000.00	(\$19,567.55)	2.16%
71404-000 Board Meeting Expenses	\$881.39	\$2,000.00	(\$1,118.61)	44.07%	\$0.00	\$0.00	\$0.00			\$1,250.00	(\$1,250.00)	0.00%	\$5,610.40	\$2,000.00	\$3,610.40	280.52%	\$6,491.79	\$5,250.00	\$1,241.79	123.65%
71405-000 HAB BOLD Participation		\$0.00	\$0.00			\$0.00	\$0.00			\$0.00	\$0.00			\$0.00	\$0.00		\$0.00	\$0.00	\$0.00	
71406-000 District Designated Funds		\$0.00	\$0.00			\$0.00	\$0.00			\$0.00	\$0.00			\$0.00	\$0.00		\$0.00	\$0.00	\$0.00	
Total 71400-000 Commissioner Expenses	\$881.39	\$12,000.00	(\$11,118.61)	7.34%	\$30.55	\$0.00	\$30.55		\$0.00	\$1,250.00	(\$1,250.00)	0.00%	\$6,012.30	\$12,000.00	(\$5,987.70)	50.10%	\$6,924.24	\$25,250.00	(\$18,325.76)	27.42%
73001-000 Network Maintenance	\$1,946.71	\$2,000.00	(\$53.29)	97.34%	\$934.08	\$2,000.00	(\$1,065.92)	46.70%	\$1,720.77	\$2,000.00	(\$279.23)	86.04%	\$1,016.74	\$2,000.00	(\$983.26)	50.84%	\$5,618.30	\$8,000.00	(\$2,381.70)	70.23%
73002-000 Network Hardware, Software & Licenses	\$297.97	\$340.00	(\$42.03)	87.64%	\$286.00	\$340.00	(\$54.00)	84.12%	\$274.00	\$340.00	(\$66.00)	80.59%	\$239.22	\$340.00	(\$100.78)	70.36%	\$1,097.19	\$1,360.00	(\$262.81)	80.68%
73003-000 IT Support & Consulting	\$22.50	\$11,836.00	(\$11,813.50)	0.19%	\$2,993.00	\$3,683.00	(\$690.00)	81.27%	\$2,993.00	\$3,683.00	(\$690.00)	81.27%	\$2,993.00	\$3,683.00	(\$690.00)	81.27%	\$9,001.50	\$22,885.00	(\$13,883.50)	39.33%
73004-000 Accounting & Assessment System	\$941.81	\$300.00	\$641.81	313.94%	\$635.81	\$300.00	\$335.81	211.94%	\$536.00	\$700.00	(\$164.00)	76.57%	\$738.31	\$300.00	\$438.31	246.10%	\$2,851.93	\$1,600.00	\$1,251.93	178.25%
73005-000 IT Services	\$820.00	\$820.00	\$0.00	100.00%	\$820.00	\$820.00	\$0.00	100.00%	\$820.00	\$820.00	\$0.00	100.00%	\$820.00	\$820.00	\$0.00	100.00%	\$3,280.00	\$3,280.00	\$0.00	100.00%
Total 73000-000 Information Technology	\$4,028.99	\$15,296.00	(\$11,267.01)	26.34%	\$5,668.89	\$7,143.00	(\$1,474.11)	79.36%	\$6,343.77	\$7,543.00	(\$1,199.23)	84.10%	\$5,807.27	\$7,143.00	(\$1,335.73)	81.30%	\$21,848.92	\$37,125.00	(\$15,276.08)	58.85%
78101-000 Travel Expenses - Operations		\$0.00	\$0.00			\$0.00	\$0.00			\$0.00	\$0.00		\$212.97	\$500.00	(\$287.03)	42.59%	\$212.97	\$500.00	(\$287.03	

California Avocado Commission																	Nov 2024 - October 2025 Budget			
Total Budget vs. YTD Actuals																	EXHIBIT			
November 2024 - October 2025																				
	Nov 2024				Dec 2024				Jan 2025				Feb 2025				Total			
	Actual	Budget	Over/Under Budget	% of Budget	Actual	Budget	Over/Under Budget	% of Budget	Actual	Budget	Over/Under Budget	% of Budget	Actual	Budget	Over/Under Budget	% of Budget	Actual	Budget	Over/Under Budget	% of Budget
Revenue																				
40001-000 CAC Assessment Revenue-Current Year	\$0.00	\$250.00	(\$250.00)	0.00%	\$443.67	\$180.00	\$263.67	246.48%	\$65,984.84	\$1,110.00	\$64,874.84	5944.58%	\$42,638.89	\$12,635.00	\$30,003.89	337.47%	\$109,067.40	\$1,950,000.00	(\$1,840,932.60)	5.59%
40002-000 CAC Assessment Revenue-Prior Year	(\$74.79)	\$0.00	(\$74.79)		\$82.91	\$0.00	\$82.91		(\$210.59)	\$0.00	(\$210.59)		\$811.58	\$0.00	\$811.58		\$609.11	\$0.00	\$609.11	
40011-000 HAB Rebate Assess. Revenue-Current Year	\$0.00	\$750.00	(\$750.00)	0.00%	\$0.00	\$50.00	(\$50.00)	0.00%	\$262,085.43	\$3,200.00	\$258,885.43	8190.17%	\$203,006.21	\$51,000.00	\$152,006.21	398.05%	\$465,091.64	\$7,905,000.00	(\$7,439,908.36)	5.88%
42001-000 Accounting/Administration Fee Revenue (AIP)		\$5,083.00	(\$5,083.00)	0.00%		\$5,083.00	(\$5,083.00)	0.00%		\$5,083.00	(\$5,083.00)	0.00%		\$5,083.00	(\$5,083.00)	0.00%	\$0.00	\$61,000.00	(\$61,000.00)	0.00%
46000-000 Grant Funding			\$0.00				\$0.00				\$0.00				\$0.00		\$0.00	\$0.00	\$0.00	
46020-000 USDA Grant - FAS MAP Korea - Revenue		\$0.00	\$0.00			\$0.00	\$0.00			\$0.00	\$0.00			\$0.00	\$0.00		\$0.00	\$100,000.00	(\$100,000.00)	0.00%
46021-000 USDA Grant - FAS MAP China - Revenue		\$0.00	\$0.00			\$0.00	\$0.00			\$0.00	\$0.00			\$0.00	\$0.00		\$0.00	\$100,000.00	(\$100,000.00)	0.00%
Total 46000-000 Grant Funding	\$0.00	\$0.00	\$0.00		\$0.00	\$0.00	\$0.00		\$0.00	\$0.00	\$0.00		\$0.00	\$0.00	\$0.00		\$0.00	\$200,000.00	(\$200,000.00)	0.00%
48001-000 Interest Income	\$1,699.72	\$500.00	\$1,199.72	339.94%	\$1,780.51	\$500.00	\$1,280.51	356.10%	\$1,915.89	\$500.00	\$1,415.89	383.18%	\$1,613.16	\$500.00	\$1,113.16	322.63%	\$7,009.28	\$6,000.00	\$1,009.28	116.82%
48003-000 Other - Pine Tree Ranch Crop Income	\$29.66	\$0.00	\$29.66			\$0.00	\$0.00			\$0.00	\$0.00			\$0.00	\$0.00		\$29.66	\$125,000.00	(\$124,970.34)	0.02%
48009-000 Other Income - Misc		\$0.00	\$0.00		\$150.00	\$0.00	\$150.00			\$0.00	\$0.00		\$2,250.00	\$0.00	\$2,250.00		\$2,400.00	\$15,000.00	(\$12,600.00)	16.00%
48009-118 Other Income - From the Grove		\$0.00	\$0.00			\$0.00	\$0.00		\$5,600.00	\$15,000.00	(\$9,400.00)	37.33%	\$12,500.00	\$0.00	\$12,500.00		\$18,100.00	\$60,000.00	(\$41,900.00)	30.17%
Total Revenue	\$1,654.59	\$6,583.00	(\$4,928.41)	25.13%	\$2,457.09	\$5,813.00	(\$3,355.91)	42.27%	\$335,375.57	\$24,893.00	\$310,482.57	1347.27%	\$262,819.84	\$69,218.00	\$193,601.84	379.70%	\$602,307.09	\$10,322,000.00	(\$9,719,692.91)	5.84%
Gross Profit	\$1,654.59	\$6,583.00	(\$4,928.41)	25.13%	\$2,457.09	\$5,813.00	(\$3,355.91)	42.27%	\$335,375.57	\$24,893.00	\$310,482.57	1347.27%	\$262,819.84	\$69,218.00	\$193,601.84	379.70%	\$602,307.09	\$10,322,000.00	(\$9,719,692.91)	5.84%
Expenditures																				
50000-000 Marketing		\$0.00	\$0.00			\$0.00	\$0.00			\$0.00	\$0.00			\$0.00	\$0.00		\$0.00	\$0.00	\$0.00	
51000-000 Consumer Marketing		\$0.00	\$0.00			\$0.00	\$0.00			\$0.00	\$0.00			\$0.00	\$0.00		\$0.00	\$0.00	\$0.00	
51001-072 Media Planning & Buying-Curious Plot	\$7,800.00	\$5,000.00	\$2,800.00	156.00%	\$2,165.00	\$5,000.00	(\$2,835.00)	43.30%	\$85,313.75	\$15,000.00	\$70,313.75	568.76%	\$11,096.25	\$15,000.00	(\$3,903.75)	73.98%	\$106,375.00	\$2,175,000.00	(\$2,068,625.00)	4.89%
51002-072 Creative Strategy, Content & Production-Curious Plot	\$6,483.75	\$10,000.00	(\$3,516.25)	64.84%	\$15,244.50	\$25,000.00	(\$9,755.50)	60.98%	\$44,018.75	\$110,000.00	(\$65,981.25)	40.02%	\$235,094.58	\$133,000.00	\$102,094.58	176.76%	\$300,841.58	\$741,600.00	(\$440,758.42)	40.57%
51004-072 Consumer Marketing-Retail-Curious Plot	\$12,562.52	\$18,500.00	(\$5,937.48)	67.91%	\$2,816.25	\$20,000.00	(\$17,183.75)	14.08%	\$20,665.00	\$20,500.00	\$165.00	100.80%	\$21,647.43	\$38,900.00	(\$17,252.57)	55.65%	\$57,691.20	\$1,201,900.00	(\$1,144,208.80)	4.80%
51801-072 Account Administration-Curious Plot	\$18,728.75	\$17,500.00	\$1,228.75	107.02%	\$19,755.00	\$17,500.00	\$2,255.00	112.89%	\$22,298.75	\$47,500.00	(\$25,201.25)	46.94%	\$47,672.50	\$37,500.00	\$10,172.50	127.13%	\$108,455.00	\$335,000.00	(\$226,545.00)	32.37%
52113-000 Photo Shoots		\$0.00	\$0.00			\$0.00	\$0.00			\$0.00	\$0.00			\$0.00	\$0.00		\$0.00	\$34,000.00	(\$34,000.00)	0.00%
54001-072 Consumer PR-Curious Plot	\$8,193.75	\$15,625.00	(\$7,431.25)	52.44%	\$5,886.25	\$15,625.00	(\$9,738.75)	37.67%	\$14,753.75	\$39,625.00	(\$24,871.25)	37.23%	\$53,234.07	\$42,125.00	\$11,109.07	126.37%	\$82,067.82	\$458,000.00	(\$375,932.18)	17.92%
55101-072 Consumer Email Marketing-Curious Plot	\$12,740.00	\$24,260.00	(\$11,520.00)	52.51%	\$8,661.25	\$15,000.00	(\$6,338.75)	57.74%	\$11,522.50	\$7,960.00	\$3,562.50	144.76%	\$9,602.50	\$7,960.00	\$1,642.50	120.63%	\$42,526.25	\$161,100.00	(\$118,573.75)	26.40%
55103-072 Social Media & Content Marketing-Curious Plot	\$14,095.58	\$12,000.00	\$2,095.58	117.46%	\$8,530.66	\$10,000.00	(\$1,469.34)	85.31%	\$19,851.86	\$10,000.00	\$9,851.86	198.52%	\$23,269.34	\$22,500.00	\$769.34	103.42%	\$65,747.44	\$625,500.00	(\$559,752.56)	10.51%
57002-000 Consumer Research		\$0.00	\$0.00			\$0.00	\$0.00			\$0.00	\$0.00			\$0.00	\$0.00		\$0.00	\$40,500.00	(\$40,500.00)	0.00%
Total 51000-000 Consumer Marketing	\$80,604.35	\$102,885.00	(\$22,280.65)	78.34%	\$63,058.91	\$108,125.00	(\$45,066.09)	58.32%	\$218,424.36	\$250,585.00	(\$32,160.64)	87.17%	\$401,616.67	\$296,985.00	\$104,631.67	135.23%	\$763,704.29	\$5,772,600.00	(\$5,008,895.71)	13.23%
52000-000 Trade - Retail		\$0.00	\$0.00			\$0.00	\$0.00			\$0.00	\$0.00			\$0.00	\$0.00		\$0.00	\$0.00	\$0.00	
52000-001 Trade Relations			\$0.00				\$0.00				\$0.00				\$0.00		\$0.00	\$0.00	\$0.00	
52001-066 Trade Advertising-Media-Fusion		\$0.00	\$0.00			\$0.00	\$0.00			\$0.00	\$0.00			\$0.00	\$0.00		\$0.00	\$140,000.00	(\$140,000.00)	0.00%
52002-066 Trade Advertising-Production-Fusion	\$1,223.76	\$5,500.00	(\$4,276.24)	22.25%	\$2,005.20	\$8,200.00	(\$6,194.80)	24.45%	\$11,388.18	\$12,500.00	(\$1,111.82)	91.11%	\$13,057.92	\$3,400.00	\$9,657.92	384.06%	\$27,675.06	\$29,600.00	(\$1,924.94)	93.50%
52015-000 Trade PR Expenses		\$0.00	\$0.00			\$0.00	\$0.00			\$0.00	\$0.00			\$0.00	\$0.00		\$0.00	\$10,000.00	(\$10,000.00)	0.00%
52022-000 Dues	\$1,189.59	\$0.00	\$1,189.59		\$1,189.51	\$0.00	\$1,189.51		\$1,894.58	\$13,890.00	(\$11,995.42)	13.64%	\$1,199.58	\$0.00	\$1,199.58		\$5,473.26	\$13,890.00	(\$8,416.74)	39.40%
52024-000 Sponsorships-Southern California Locations		\$0.00	\$0.00			\$0.00	\$0.00			\$0.00	\$0.00			\$0.00	\$0.00		\$0.00	\$4,760.00	(\$4,760.00)	0.00%
52042-000 Conventions	\$11.39	\$0.00	\$11.39			\$0.00	\$0.00			\$0.00	\$0.00		\$750.00	\$14,000.00	(\$13,250.00)	5.36%	\$761.39	\$77,000.00	(\$76,238.61)	0.99%
52052-081 Program Admin/Strategy/Planning-PJ/PR	\$1,428.60	\$1,429.00	(\$0.40)	99.97%	\$1,428.60	\$1,429.00	(\$0.40)	99.97%	\$1,428.56	\$1,429.00	(\$0.44)	99.97%	\$714.28	\$1,429.00	(\$714.72)	49.98%	\$5,000.04	\$30,000.00	(\$24,999.96)	16.67%
52055-081 Key Account Marketing Communications-Fees-PJ/PR	\$25,488.34	\$25,488.00	\$0.34	100.00%	\$25,488.06	\$25,488.00	\$0.06	100.00%	\$25,488.06	\$25,488.00	\$0.06	100.00%	\$25,488.06	\$25,488.00	\$0.06	100.00%	\$101,952.52	\$297,000.00	(\$195,047.48)	34.33%
52058-000 Retailer/Immersive Experiences-Expenses		\$2,143.00	(\$2,143.00)	0.00%		\$2,143.00	(\$2,143.00)	0.00%		\$2,143.00	(\$2,143.00)	0.00%		\$2,143.00	(\$2,143.00)	0.00%	\$0.00	\$15,000.00	(\$15,000.00)	0.00%
52058-081 Retailer/Immersive Experiences-Expenses-PJ/PR	\$2,142.86	\$2,143.00	(\$0.14)	99.99%	\$2,142.86	\$2,143.00	(\$0.14)	99.99%	\$2,142.86	\$2,143.00	(\$0.14)	99.99%	\$2,142.86	\$2,143.00	(\$0.14)	99.99%	\$8,571.44	\$15,000.00	(\$6,428.56)	57.14%
52071-075 Key Account Coverage-TX/MW/SE-Anderson	\$9,583.00	\$9,583.00	\$0.00	100.00%	\$9,583.00	\$9,583.00	\$0.00	100.00%	\$9,583.00	\$9,583.00	\$0.00	100.00%	\$9,583.00	\$9,583.00	\$0.00	100.00%	\$38,332.00	\$115,000.00	(\$76,668.00)	33.33%
52075-013 Key Account Coverage-SW/NW-Becker	\$14,000.00	\$14,000.00	\$0.00	100.00%	\$14,000.00	\$14,000.00	\$0.00	100.00%	\$14,000.00	\$14,000.00	\$0.00	100.00%	\$14,000.00	\$14,000.00	\$0.00	100.00%	\$56,000.00	\$168,000.00	(\$112,000.00)	33.33%
Total 52000-001 Trade Relations	\$55,067.54	\$60,286.00	(\$5,218.46)	91.34%	\$55,837.23	\$62,986.00	(\$7,148.77)	88.65%	\$65,925.24	\$81,176.00	(\$15,250.76)	81.21%	\$66,935.70	\$72,186.00	(\$5,250.30)	92.73%	\$243,765.71	\$915,250.00	(\$671,484.29)	26.63%

California Avocado Commission  
Total Budget vs. YTD Actuals  
November 2024 - October 2025

EXHIBIT A

	Nov 2024				Dec 2024				Jan 2025				Feb 2025				Total			
	Actual	Budget	Over/Under Budget	% of Budget	Actual	Budget	Over/Under Budget	% of Budget	Actual	Budget	Over/Under Budget	% of Budget	Actual	Budget	Over/Under Budget	% of Budget	Actual	Budget	Over/Under Budget	% of Budget
52010-000 Retail & Consumer Promotions			\$0.00				\$0.00				\$0.00				\$0.00		\$0.00	\$0.00	\$0.00	
52016-000 Recipe Development	\$0.00	\$0.00	\$0.00			\$0.00	\$0.00		\$0.00	\$0.00			\$0.00	\$0.00			\$0.00	\$5,000.00	(\$5,000.00)	0.00%
52124-000 Retail Performance Programs-Retail Promotions	\$0.00	\$0.00	\$0.00			\$0.00	\$0.00		\$0.00	\$0.00			\$441.49	\$140,000.00	(\$139,558.51)	0.32%	\$441.49	\$1,550,000.00	(\$1,549,558.51)	0.03%
52125-000 Retail Brand Awareness Programs	(\$45,000.00)	\$0.00	(\$45,000.00)			\$0.00	\$0.00		\$39,661.14	\$0.00	\$39,661.14			\$150,000.00	(\$150,000.00)	0.00%	(\$5,338.86)	\$453,000.00	(\$458,338.86)	-1.18%
52128-066 Retail Trade Promotions-Fusion	\$2,435.28	\$5,800.00	(\$3,364.72)	41.99%	\$6,547.50	\$2,900.00	\$3,647.50	225.78%	\$4,941.36	\$5,250.00	(\$308.64)	94.12%	\$6,906.72	\$2,400.00	\$4,506.72	287.78%	\$20,830.86	\$29,450.00	(\$8,619.14)	70.73%
52129-000 Retailer Social Media Advertising Support		\$0.00	\$0.00			\$0.00	\$0.00			\$0.00	\$0.00			\$0.00	\$0.00		\$0.00	\$40,000.00	(\$40,000.00)	0.00%
52131-000 Retail Merchandising Services (POS Placement)		\$0.00	\$0.00			\$0.00	\$0.00			\$0.00	\$0.00			\$50,000.00	(\$50,000.00)	0.00%	\$0.00	\$150,000.00	(\$150,000.00)	0.00%
52132-000 Retail Identity Programs-Display Bins		\$0.00	\$0.00			\$0.00	\$0.00			\$0.00	\$0.00			\$0.00	\$0.00		\$0.00	\$90,000.00	(\$90,000.00)	0.00%
52301-000 Premiums		\$0.00	\$0.00			\$0.00	\$0.00			\$0.00	\$0.00			\$0.00	\$0.00		\$0.00	\$5,000.00	(\$5,000.00)	0.00%
52302-000 POS Materials		\$0.00	\$0.00			\$0.00	\$0.00			\$0.00	\$0.00			\$0.00	\$0.00		\$0.00	\$5,000.00	(\$5,000.00)	0.00%
52303-000 Storage/Fulfillment	\$1,145.00	\$1,200.00	(\$55.00)	95.42%	\$1,145.00	\$1,200.00	(\$55.00)	95.42%	\$1,450.41	\$1,200.00	\$250.41	120.87%	\$2,249.00	\$2,000.00	\$249.00	112.45%	\$5,989.41	\$35,000.00	(\$29,010.59)	17.11%
Total 52010-000 Retail & Consumer Promotions	(\$41,419.72)	\$7,000.00	(\$48,419.72)	-591.71%	\$7,692.50	\$4,100.00	\$3,592.50	187.62%	\$46,052.91	\$6,450.00	\$39,602.91	714.00%	\$9,597.21	\$344,400.00	(\$334,802.79)	2.79%	\$21,922.90	\$2,362,450.00	(\$2,340,527.10)	0.93%
52200-000 Data, Research & Analysis			\$0.00				\$0.00				\$0.00				\$0.00		\$0.00	\$0.00	\$0.00	
52202-000 Retail POS Scan Data-Circana		\$15,500.00	(\$15,500.00)	0.00%		\$0.00	\$0.00			\$0.00	\$0.00		\$16,507.75	\$15,500.00	\$1,007.75	106.50%	\$16,507.75	\$62,000.00	(\$45,492.25)	26.63%
52204-066 Data Analysis & Retail Research-FUSION	\$2,392.36	\$2,000.00	\$392.36	119.62%	\$20,322.45	\$1,800.00	\$18,522.45	1129.03%	\$28,235.40	\$21,000.00	\$7,235.40	134.45%	\$4,978.54	\$28,500.00	(\$23,521.46)	17.47%	\$55,928.75	\$96,500.00	(\$40,571.25)	57.96%
52206-086 Inventory Reporting-AVMA	\$225.00	\$225.00	\$0.00	100.00%	\$225.00	\$225.00	\$0.00	100.00%	\$225.00	\$225.00	\$0.00	100.00%	\$225.00	\$225.00	\$0.00	100.00%	\$900.00	\$2,700.00	(\$1,800.00)	33.33%
52211-066 California Avocado Market Analysis-Fusion	\$10,045.67	\$6,800.00	\$3,245.67	147.73%	\$893.30	\$4,800.00	(\$3,906.70)	18.61%	\$10,246.61	\$5,600.00	\$4,646.61	182.98%	\$10,755.83	\$18,000.00	(\$7,244.17)	59.75%	\$31,941.41	\$54,500.00	(\$22,558.59)	58.61%
52213-066 Retail Support, Planning, Program & Data Admin-Fusion	\$4,123.91	\$1,700.00	\$2,423.91	242.58%	\$1,464.93	\$2,200.00	(\$735.07)	66.59%	\$587.82	\$1,000.00	(\$412.18)	58.78%	\$643.02	\$1,600.00	(\$956.98)	40.19%	\$6,819.68	\$56,500.00	(\$49,680.32)	12.07%
Total 52200-000 Data, Research & Analysis	\$16,786.94	\$26,225.00	(\$9,438.06)	64.01%	\$22,905.68	\$9,025.00	\$13,880.68	253.80%	\$39,294.83	\$27,825.00	\$11,469.83	141.22%	\$33,110.14	\$63,825.00	(\$30,714.86)	51.88%	\$112,097.59	\$272,200.00	(\$160,102.41)	41.18%
52400-000 Administration & Other			\$0.00				\$0.00				\$0.00				\$0.00		\$0.00	\$0.00	\$0.00	
52140-098 Grower Communications-GingerRoot	\$260.00	\$800.00	(\$540.00)	32.50%	\$920.00	\$340.00	\$580.00	270.59%	\$160.00	\$380.00	(\$220.00)	42.11%	\$540.00	\$640.00	(\$100.00)	84.38%	\$1,880.00	\$11,000.00	(\$9,120.00)	17.09%
52401-004 Travel Expenses - Splane		\$0.00	\$0.00		\$337.20	\$500.00	(\$162.80)	67.44%		\$100.00	(\$100.00)	0.00%	\$123.06	\$400.00	(\$276.94)	30.77%	\$460.26	\$7,500.00	(\$7,039.74)	6.14%
52401-019 Travel Expenses - Marketing Staff		\$100.00	(\$100.00)	0.00%	\$241.96	\$1,500.00	(\$1,258.04)	16.13%	\$1,873.99	\$100.00	\$1,773.99	1873.99%	\$1,073.98	\$500.00	\$573.98	214.80%	\$3,189.93	\$17,500.00	(\$14,310.07)	18.23%
52411-000 Office Expenses - Marketing	\$2,180.33	\$500.00	\$1,680.33	436.07%	\$615.47	\$500.00	\$115.47	123.09%	\$1,790.70	\$1,000.00	\$790.70	179.07%	\$295.92	\$500.00	(\$204.08)	59.18%	\$4,882.42	\$30,000.00	(\$25,117.58)	16.27%
Total 52400-000 Administration & Other	\$2,440.33	\$1,400.00	\$1,040.33	174.31%	\$2,114.63	\$2,840.00	(\$725.37)	74.46%	\$3,824.69	\$1,580.00	\$2,244.69	242.07%	\$2,032.96	\$2,040.00	(\$7.04)	99.65%	\$10,412.61	\$66,000.00	(\$55,587.39)	15.78%
Total 52000-000 Trade - Retail	\$32,875.09	\$94,911.00	(\$62,035.91)	34.64%	\$88,550.04	\$78,951.00	\$9,599.04	112.16%	\$155,097.67	\$117,031.00	\$38,066.67	132.53%	\$111,676.01	\$482,451.00	(\$370,774.99)	23.15%	\$388,198.81	\$3,615,900.00	(\$3,227,701.19)	10.74%
53000-000 Trade - Foodservice			\$0.00				\$0.00				\$0.00				\$0.00		\$0.00	\$0.00	\$0.00	
53001-070 Media-KC		\$500.00	(\$500.00)	0.00%	\$750.00	\$1,000.00	(\$250.00)	75.00%	\$800.00	\$1,000.00	(\$200.00)	80.00%	\$2,250.00	\$0.00	\$2,250.00		\$3,800.00	\$64,400.00	(\$60,600.00)	5.90%
53002-070 Production-KC	\$3,550.00	\$3,500.00	\$50.00	101.43%	\$9,482.04	\$13,600.00	(\$4,117.96)	69.72%	\$1,050.00	\$2,800.00	(\$1,750.00)	37.50%		\$2,050.00	(\$2,050.00)	0.00%	\$14,082.04	\$23,000.00	(\$8,917.96)	61.23%
53101-070 Public Relations-KC	\$4,250.00	\$3,200.00	\$1,050.00	132.81%	\$7,944.54	\$22,600.00	(\$14,655.46)	35.15%	\$8,080.60	\$5,200.00	\$2,880.60	155.40%	\$5,117.93	\$5,100.00	\$17.93	100.35%	\$25,393.07	\$102,300.00	(\$76,906.93)	24.82%
53103-070 Foodservice Events-KC	\$508.01	\$23,000.00	(\$22,491.99)	2.21%	\$350.00	\$0.00	\$350.00		\$26,210.49	\$2,000.00	\$24,210.49	1310.52%	\$5,543.28	\$1,200.00	\$4,343.28	461.94%	\$32,611.78	\$213,800.00	(\$181,188.22)	15.25%
53104-070 Chain Promotions-KC	\$1,950.00	\$4,000.00	(\$2,050.00)	48.75%	\$1,650.00	\$3,000.00	(\$1,350.00)	55.00%	\$9,103.55	\$6,400.00	\$2,703.55	142.24%	\$7,462.65	\$6,600.00	\$862.65	113.07%	\$20,166.20	\$275,000.00	(\$254,833.80)	7.33%
53105-070 Culinary Education Program-KC	\$100.00	\$150.00	(\$50.00)	66.67%	\$100.00	\$150.00	(\$50.00)	66.67%	\$100.00	\$150.00	(\$50.00)	66.67%	\$100.00	\$150.00	(\$50.00)	66.67%	\$400.00	\$2,000.00	(\$1,600.00)	20.00%
53801-070 Program Administration Fees-KC	\$4,050.00	\$2,400.00	\$1,650.00	168.75%	\$5,450.00	\$4,000.00	\$1,450.00	136.25%	\$1,650.00	\$1,000.00	\$650.00	165.00%	\$650.00	\$500.00	\$150.00	130.00%	\$11,800.00	\$42,900.00	(\$31,100.00)	27.51%
53802-070 Program Administration Expenses-KC	\$0.00	\$0.00	\$0.00		\$736.55	\$500.00	\$236.55	147.31%	\$5.11	\$0.00	\$5.11		\$0.73	\$0.00	\$0.73		\$742.39	\$1,600.00	(\$857.61)	46.40%
Total 53000-000 Trade - Foodservice	\$14,408.01	\$36,750.00	(\$22,341.99)	39.21%	\$26,463.13	\$44,850.00	(\$18,386.87)	59.00%	\$46,999.75	\$18,550.00	\$28,449.75	253.37%	\$21,124.59	\$15,600.00	\$5,524.59	135.41%	\$108,995.48	\$725,000.00	(\$616,004.52)	15.03%
59000-000 Marketing Activities Support			\$0.00				\$0.00				\$0.00				\$0.00		\$0.00	\$0.00	\$0.00	
51003-000 Buy California Marketing Agreement		\$2,084.00	(\$2,084.00)	0.00%		\$2,084.00	(\$2,084.00)	0.00%	\$2,083.33	\$2,083.00	\$0.33	100.02%	\$2,083.33	\$2,083.00	\$0.33	100.02%	\$4,166.66	\$25,000.00	(\$20,833.34)	16.67%
51803-000 Marketing/Planning		\$0.00	\$0.00			\$0.00	\$0.00			\$0.00	\$0.00			\$0.00	\$0.00		\$0.00	\$500.00	(\$500.00)	0.00%
51803-067 Marketing Planning/Special Projects-RoMo	\$5,500.00	\$5,500.00	\$0.00	100.00%	\$5,500.00	\$5,500.00	\$0.00	100.00%	\$5,500.00	\$5,500.00	\$0.00	100.00%	\$5,500.00	\$5,500.00	\$0.00	100.00%	\$22,000.00	\$66,000.00	(\$44,000.00)	33.33%
51805-000 Marketing Personnel Expense	\$53,586.19	\$66,000.00	(\$12,413.81)	81.19%	\$63,263.03	\$66,000.00	(\$2,736.97)	95.85%	\$76,314.37	\$91,000.00	(\$14,685.63)	83.86%	\$71,039.59	\$68,000.00	\$3,039.59	104.47%	\$264,203.18	\$835,000.00	(\$570,796.82)	31.64%
52134-000 Export Program		\$0.00	\$0.00			\$0.00	\$0.00			\$0.00	\$0.00			\$0.00	\$0.00		\$0.00	\$45,000.00	(\$45,000.00)	0.00%
Total 59000-000 Marketing Activities Support	\$59,086.19	\$73,584.00	(\$14,497.81)	80.30%	\$68,763.03	\$73,584.00	(\$4,820.97)	93.45%	\$83,897.70	\$98,583.00	(\$14,685.30)	85.10%	\$78,622.92	\$75,583.00	\$3,039.92	104.02%	\$290,369.84	\$971,500.00	(\$681,130.16)	29.89%
Total 50000-000 Marketing	\$186,973.64	\$308,130.00	(\$121,156.36)	60.68%	\$246,835.11	\$305,510.00	(\$58,674.89)	80.79%	\$504,419.48	\$484,749.00	\$19,670.48	104.06%	\$613,040.19	\$870,619.00	(\$257,578.81)	70.41%	\$1,551,268.42	\$11,085,000.00	(\$9,533,731.58)	13.99%

California Avocado Commission  
Total Budget vs. YTD Actuals  
November 2024 - October 2025

EXHIBIT A

	Nov 2024				Dec 2024				Jan 2025				Feb 2025				Total			
	Actual	Budget	Over/Under Budget	% of Budget	Actual	Budget	Over/Under Budget	% of Budget	Actual	Budget	Over/Under Budget	% of Budget	Actual	Budget	Over/Under Budget	% of Budget	Actual	Budget	Over/Under Budget	% of Budget
64000-000 Industry Affairs			\$0.00				\$0.00				\$0.00				\$0.00		\$0.00	\$0.00	\$0.00	
64000-001 Industry Statistics and Information		\$0.00	\$0.00			\$0.00	\$0.00			\$0.00	\$0.00			\$0.00	\$0.00		\$0.00	\$0.00	\$0.00	
64001-000 AMRIC Operation	\$346.38	\$300.00	\$46.38	115.46%	\$339.48	\$300.00	\$39.48	113.16%	\$346.63	\$300.00	\$46.63	115.54%	\$346.31	\$300.00	\$46.31	115.44%	\$1,378.80	\$7,300.00	(\$5,921.20)	18.89%
64001-130 AMRIC Operation-Hooman Mohammadpour	\$900.00	\$1,000.00	(\$100.00)	90.00%	\$900.00	\$1,000.00	(\$100.00)	90.00%	\$900.00	\$1,000.00	(\$100.00)	90.00%	\$1,200.00	\$1,000.00	\$200.00	120.00%	\$3,900.00	\$12,000.00	(\$8,100.00)	32.50%
64002-000 Crop Forecasting and Analysis		\$0.00	\$0.00			\$0.00	\$0.00			\$0.00	\$0.00			\$0.00	\$0.00		\$0.00	\$5,000.00	(\$5,000.00)	0.00%
64002-104 Crop Forecasting And Analysis-Land IQ		\$0.00	\$0.00		\$38,287.50	\$38,288.00	(\$0.50)	100.00%		\$0.00	\$0.00			\$0.00	\$0.00		\$38,287.50	\$78,750.00	(\$40,462.50)	48.62%
64003-000 Grower Database		\$0.00	\$0.00			\$0.00	\$0.00			\$0.00	\$0.00			\$1,500.00	(\$1,500.00)	0.00%	\$0.00	\$1,500.00	(\$1,500.00)	0.00%
64004-000 Grove ID GIS Project Dmnt		\$0.00	\$0.00			\$0.00	\$0.00			\$0.00	\$0.00			\$0.00	\$0.00		\$0.00	\$1,975.00	(\$1,975.00)	0.00%
64004-104 Grove ID GIS Project Dmnt-Land IQ	\$1,546.25	\$0.00	\$1,546.25			\$0.00	\$0.00			\$0.00	\$0.00			\$0.00	\$0.00		\$1,546.25	\$9,525.00	(\$7,978.75)	16.23%
Total 64000-001 Industry Statistics and Information	\$2,792.63	\$1,300.00	\$1,492.63	214.82%	\$39,526.98	\$39,588.00	(\$61.02)	99.85%	\$1,246.63	\$1,300.00	(\$53.37)	95.89%	\$1,546.31	\$2,800.00	(\$1,253.69)	55.23%	\$45,112.55	\$116,050.00	(\$70,937.45)	38.87%
64100-000 Grower Communications		\$0.00	\$0.00			\$0.00	\$0.00			\$0.00	\$0.00			\$0.00	\$0.00		\$0.00	\$0.00	\$0.00	
64105-000 Online Information	\$80.32	\$100.00	(\$19.68)	80.32%	\$80.32	\$100.00	(\$19.68)	80.32%	\$91.40	\$100.00	(\$8.60)	91.40%	\$1,296.37	\$1,300.00	(\$3.63)	99.72%	\$1,548.41	\$6,000.00	(\$4,451.59)	25.81%
64105-098 Online Information-GingerRoot	\$1,260.00	\$1,650.00	(\$390.00)	76.36%	\$640.00	\$1,650.00	(\$1,010.00)	38.79%	\$2,680.00	\$1,650.00	\$1,030.00	162.42%	\$720.00	\$1,650.00	(\$930.00)	43.64%	\$5,300.00	\$20,000.00	(\$14,700.00)	26.50%
64105-099 Online Information-Fishhook		\$0.00	\$0.00			\$0.00	\$0.00			\$0.00	\$0.00		\$5,000.00	\$0.00	\$5,000.00		\$5,000.00	\$5,000.00	\$0.00	100.00%
64106-000 Publications	\$57.95	\$100.00	(\$42.05)	57.95%	\$57.95	\$100.00	(\$42.05)	57.95%	\$57.95	\$100.00	(\$42.05)	57.95%	\$57.95	\$100.00	(\$42.05)	57.95%	\$231.80	\$17,100.00	(\$16,868.20)	1.36%
64106-067 Publications-ROMO		\$0.00	\$0.00			\$0.00	\$0.00		\$375.00	\$750.00	(\$375.00)	50.00%		\$0.00	\$0.00		\$375.00	\$3,000.00	(\$2,625.00)	12.50%
64106-085 Publications-Fox Wthr	\$110.00	\$110.00	\$0.00	100.00%	\$110.00	\$110.00	\$0.00	100.00%	\$110.00	\$110.00	\$0.00	100.00%	\$110.00	\$110.00	\$0.00	100.00%	\$440.00	\$1,400.00	(\$960.00)	31.43%
64106-098 Publications-GingerRoot	\$700.00	\$1,250.00	(\$550.00)	56.00%	\$420.00	\$1,250.00	(\$830.00)	33.60%	\$940.00	\$1,250.00	(\$310.00)	75.20%	\$520.00	\$1,250.00	(\$730.00)	41.60%	\$2,580.00	\$15,000.00	(\$12,420.00)	17.20%
64106-118 Publications-Champ	(\$53.34)	\$0.00	(\$53.34)		\$71.60	\$0.00	\$71.60			\$18,000.00	(\$18,000.00)	0.00%	\$15,418.52	\$0.00	\$15,418.52		\$15,436.78	\$72,000.00	(\$56,563.22)	21.44%
64107-000 Annual Meeting		\$0.00	\$0.00			\$0.00	\$0.00			\$0.00	\$0.00			\$2,500.00	(\$2,500.00)	0.00%	\$0.00	\$15,000.00	(\$15,000.00)	0.00%
64108-000 Annual Report		\$0.00	\$0.00			\$0.00	\$0.00			\$0.00	\$0.00			\$0.00	\$0.00		\$0.00	\$9,000.00	(\$9,000.00)	0.00%
64108-098 Annual Report-GingerRoot	\$120.00	\$0.00	\$120.00			\$0.00	\$0.00			\$2,500.00	(\$2,500.00)	0.00%		\$2,500.00	(\$2,500.00)	0.00%	\$120.00	\$8,000.00	(\$7,880.00)	1.50%
Total 64100-000 Grower Communications	\$2,274.93	\$3,210.00	(\$935.07)	70.87%	\$1,379.87	\$3,210.00	(\$1,830.13)	42.99%	\$4,254.35	\$24,460.00	(\$20,205.65)	17.39%	\$23,122.84	\$9,410.00	\$13,712.84	245.73%	\$31,031.99	\$171,500.00	(\$140,468.01)	18.09%
64200-000 Issues Management			\$0.00				\$0.00				\$0.00				\$0.00		\$0.00	\$0.00	\$0.00	
64201-000 Water Issues		\$0.00	\$0.00			\$0.00	\$0.00			\$0.00	\$0.00			\$0.00	\$0.00		\$0.00	\$100,000.00	(\$100,000.00)	0.00%
64202-000 Field/Technical Support		\$0.00	\$0.00			\$0.00	\$0.00			\$0.00	\$0.00			\$0.00	\$0.00		\$0.00	\$100,000.00	(\$100,000.00)	0.00%
64204-000 Research Program Coordination & Outreach	\$9,901.82	\$10,000.00	(\$98.18)	99.02%	\$8,000.00	\$8,000.00	\$0.00	100.00%	\$8,000.00	\$8,000.00	\$0.00	100.00%	\$9,180.28	\$12,000.00	(\$2,819.72)	76.50%	\$35,082.10	\$120,000.00	(\$84,917.90)	29.24%
64206-000 Legislative & Regulatory Advocacy	\$7,937.50	\$8,000.00	(\$62.50)	99.22%	\$38,875.00	\$39,000.00	(\$125.00)	99.68%	\$25,000.00	\$35,000.00	(\$10,000.00)	71.43%	\$27,531.25	\$35,000.00	(\$7,468.75)	78.66%	\$99,343.75	\$400,000.00	(\$300,656.25)	24.84%
64208-000 Product Registrations		\$0.00	\$0.00			\$0.00	\$0.00			\$0.00	\$0.00			\$0.00	\$0.00		\$0.00	\$5,000.00	(\$5,000.00)	0.00%
64211-000 Sustainability Project		\$0.00	\$0.00			\$0.00	\$0.00			\$0.00	\$0.00			\$0.00	\$0.00		\$0.00	\$50,000.00	(\$50,000.00)	0.00%
Total 64200-000 Issues Management	\$17,839.32	\$18,000.00	(\$160.68)	98.11%	\$46,875.00	\$47,000.00	(\$125.00)	99.73%	\$33,000.00	\$43,000.00	(\$10,000.00)	76.74%	\$36,711.53	\$47,000.00	(\$10,288.47)	78.11%	\$134,425.85	\$775,000.00	(\$640,574.15)	17.35%
64300-000 Legal & Governance			\$0.00				\$0.00				\$0.00				\$0.00		\$0.00	\$0.00	\$0.00	
64301-000 Elections		\$0.00	\$0.00			\$0.00	\$0.00			\$1,000.00	(\$1,000.00)	0.00%	\$918.29	\$0.00	\$918.29		\$918.29	\$10,000.00	(\$9,081.71)	9.18%
64302-000 Legal Support	\$10,420.00	\$12,500.00	(\$2,080.00)	83.36%	\$16,879.00	\$12,500.00	\$4,379.00	135.03%	\$18,235.00	\$12,500.00	\$5,735.00	145.88%	\$15,196.00	\$12,500.00	\$2,696.00	121.57%	\$60,730.00	\$150,000.00	(\$89,270.00)	40.49%
64303-000 Governance Support		\$0.00	\$0.00			\$0.00	\$0.00		\$4,529.11	\$5,000.00	(\$470.89)	90.58%		\$1,000.00	(\$1,000.00)	0.00%	\$4,529.11	\$10,000.00	(\$5,470.89)	45.29%
Total 64300-000 Legal & Governance	\$10,420.00	\$12,500.00	(\$2,080.00)	83.36%	\$16,879.00	\$12,500.00	\$4,379.00	135.03%	\$22,764.11	\$18,500.00	\$4,264.11	123.05%	\$16,114.29	\$13,500.00	\$2,614.29	119.37%	\$66,177.40	\$170,000.00	(\$103,822.60)	38.93%
64400-000 Demonstration Grove			\$0.00				\$0.00				\$0.00				\$0.00		\$0.00	\$0.00	\$0.00	
64401-000 Pine Tree - Rent	\$0.00	\$2,075.00	(\$2,075.00)	0.00%	\$0.00	\$2,075.00	(\$2,075.00)	0.00%	\$0.00	\$2,075.00	(\$2,075.00)	0.00%	\$0.00	\$2,075.00	(\$2,075.00)	0.00%	\$0.00	\$24,900.00	(\$24,900.00)	0.00%
64402-000 Pine Tree - Grove Management	\$2,403.01	\$1,500.00	\$903.01	160.20%	\$2,766.56	\$1,500.00	\$1,266.56	184.44%	\$2,578.18	\$3,333.00	(\$754.82)	77.35%	\$4,310.62	\$3,333.00	\$977.62	129.33%	\$12,058.37	\$52,000.00	(\$39,941.63)	23.19%
64403-000 Pine Tree - Utilities	(\$1,784.98)	\$450.00	(\$2,234.98)	-396.66%	\$37.57	\$450.00	(\$412.43)	8.35%		\$450.00	(\$450.00)	0.00%		\$450.00	(\$450.00)	0.00%	(\$1,747.41)	\$5,400.00	(\$7,147.41)	-32.36%
64404-000 Pine Tree - Property Tax & Insurance	(\$50.27)	\$213.00	(\$263.27)	-23.60%	\$146.90	\$213.00	(\$66.10)	68.97%		\$213.00	(\$213.00)	0.00%		\$213.00	(\$213.00)	0.00%	\$96.63	\$2,550.00	(\$2,453.37)	3.79%
64405-000 Pine Tree - Miscellaneous Expense		\$0.00	\$0.00			\$0.00	\$0.00			\$0.00	\$0.00			\$0.00	\$0.00		\$0.00	\$5,000.00	(\$5,000.00)	0.00%
64406-000 Pine Tree - Crop Harvesting		\$0.00	\$0.00			\$0.00	\$0.00			\$0.00	\$0.00			\$0.00	\$0.00		\$0.00	\$25,000.00	(\$25,000.00)	0.00%
64408-000 Pine Tree - CAC Assessment		\$0.00	\$0.00			\$0.00	\$0.00			\$0.00	\$0.00			\$0.00	\$0.00		\$0.00	\$1,000.00	(\$1,000.00)	0.00%
64409-000 Pine Tree - HAB Assessment		\$0.00	\$0.00			\$0.00	\$0.00			\$0.00	\$0.00			\$0.00	\$0.00		\$0.00	\$2,500.00	(\$2,500.00)	0.00%
Total 64400-000 Demonstration Grove	\$567.76	\$4,238.00	(\$3,670.24)	13.40%	\$2,951.03	\$4,238.00	(\$1,286.97)	69.63%	\$2,578.18	\$6,071.00	(\$3,492.82)	42.47%	\$4,310.62	\$6,071.00	(\$1,760.38)	71.00%	\$10,407.59	\$118,350.00	(\$107,942.41)	8.79%



California Avocado Commission  
Total Budget vs. YTD Actuals  
November 2024 - October 2025

EXHIBIT A

	Nov 2024				Dec 2024				Jan 2025				Feb 2025				Total			
	Actual	Budget	Over/Under Budget	% of Budget	Actual	Budget	Over/Under Budget	% of Budget	Actual	Budget	Over/Under Budget	% of Budget	Actual	Budget	Over/Under Budget	% of Budget	Actual	Budget	Over/Under Budget	% of Budget
64500-000 Education & Outreach			\$0.00				\$0.00				\$0.00				\$0.00		\$0.00	\$0.00	\$0.00	
64501-000 Field Meetings, Seminars & Workshops		\$0.00	\$0.00			\$0.00	\$0.00			\$0.00	\$0.00		\$0.00	\$0.00	\$0.00		\$0.00	\$15,000.00	(\$15,000.00)	0.00%
64502-000 Pine Tree Ranch Field Days	\$100.08	\$100.00	\$0.08	100.08%		\$0.00	\$0.00		\$738.14	\$600.00	\$138.14	123.02%		\$0.00	\$0.00		\$838.22	\$2,000.00	(\$1,161.78)	41.91%
64503-000 Grower Outreach		\$0.00	\$0.00			\$0.00	\$0.00			\$0.00	\$0.00			\$0.00	\$0.00		\$0.00	\$3,000.00	(\$3,000.00)	0.00%
Total 64500-000 Education & Outreach	\$100.08	\$100.00	\$0.08	100.08%	\$0.00	\$0.00	\$0.00		\$738.14	\$600.00	\$138.14	123.02%	\$0.00	\$0.00	\$0.00		\$838.22	\$20,000.00	(\$19,161.78)	4.19%
64800-000 Other Industry Affairs			\$0.00				\$0.00				\$0.00				\$0.00		\$0.00	\$0.00	\$0.00	
64801-000 Coalition Dues, Sponsorships , Registrations & Rep	\$10,000.00	\$10,000.00	\$0.00	100.00%		\$2,500.00	(\$2,500.00)	0.00%	\$12,000.00	\$12,500.00	(\$500.00)	96.00%	\$1,000.00	\$2,000.00	(\$1,000.00)	50.00%	\$23,000.00	\$39,520.00	(\$16,520.00)	58.20%
64801-086 Industry Reports-AVMA	\$40.00	\$40.00	\$0.00	100.00%	\$40.00	\$40.00	\$0.00	100.00%	\$40.00	\$40.00	\$0.00	100.00%	\$40.00	\$40.00	\$0.00	100.00%	\$160.00	\$480.00	(\$320.00)	33.33%
64802-000 Grant Writing		\$0.00	\$0.00			\$0.00	\$0.00			\$0.00	\$0.00			\$0.00	\$0.00		\$0.00	\$2,500.00	(\$2,500.00)	0.00%
64803-000 Travel Expenses - Industry Affairs	\$1,609.09	\$3,750.00	(\$2,140.91)	42.91%	\$328.13	\$3,750.00	(\$3,421.87)	8.75%	\$347.71	\$3,750.00	(\$3,402.29)	9.27%	\$1,108.49	\$3,750.00	(\$2,641.51)	29.56%	\$3,393.42	\$60,000.00	(\$56,606.58)	5.66%
64804-000 Office Expenses - Industry Affairs	\$54.97	\$210.00	(\$155.03)	26.18%	\$54.97	\$210.00	(\$155.03)	26.18%	\$54.97	\$210.00	(\$155.03)	26.18%	\$209.70	\$210.00	(\$0.30)	99.86%	\$374.61	\$7,500.00	(\$7,125.39)	4.99%
64805-000 Committee Meeting Expense		\$0.00	\$0.00			\$0.00	\$0.00			\$0.00	\$0.00			\$0.00	\$0.00		\$0.00	\$5,000.00	(\$5,000.00)	0.00%
64901-000 Misc IA Exps (Theft Reward)	\$5.53	\$100.00	(\$94.47)	5.53%		\$0.00	\$0.00		\$19.95	\$0.00	\$19.95			\$0.00	\$0.00		\$25.48	\$15,000.00	(\$14,974.52)	0.17%
Total 64800-000 Other Industry Affairs	\$11,709.59	\$14,100.00	(\$2,390.41)	83.05%	\$423.10	\$6,500.00	(\$6,076.90)	6.51%	\$12,462.63	\$16,500.00	(\$4,037.37)	75.53%	\$2,358.19	\$6,000.00	(\$3,641.81)	39.30%	\$26,953.51	\$130,000.00	(\$103,046.49)	20.73%
Total 64000-000 Industry Affairs	\$45,704.31	\$53,448.00	(\$7,743.69)	85.51%	\$108,034.98	\$113,036.00	(\$5,001.02)	95.58%	\$77,044.04	\$110,431.00	(\$33,386.96)	69.77%	\$84,163.78	\$84,781.00	(\$617.22)	99.27%	\$314,947.11	\$1,500,900.00	(\$1,185,952.89)	20.98%
65000-000 Production Research			\$0.00				\$0.00				\$0.00				\$0.00		\$0.00	\$0.00	\$0.00	
65200-000 Breeding, Varieties & Genetics			\$0.00				\$0.00				\$0.00				\$0.00		\$0.00	\$0.00	\$0.00	
65216-000 Commercial-Scale Field Testing of Advanced Rootstock	\$0.00	\$0.00	\$0.00			\$0.00	\$0.00		\$22,407.00	\$22,407.00	\$0.00	100.00%	\$0.00	\$0.00	\$0.00		\$22,407.00	\$89,628.00	(\$67,221.00)	25.00%
65217-000 CAL POLY Commercial scale field testing of rootstocks		\$0.00	\$0.00			\$0.00	\$0.00		\$3,419.00	\$3,419.00	\$0.00	100.00%	\$925.52	\$0.00	\$925.52		\$4,344.52	\$16,773.00	(\$12,428.48)	25.90%
Total 65200-000 Breeding, Varieties & Genetics	\$0.00	\$0.00	\$0.00		\$0.00	\$0.00	\$0.00		\$25,826.00	\$25,826.00	\$0.00	100.00%	\$925.52	\$0.00	\$925.52		\$26,751.52	\$106,401.00	(\$79,649.48)	25.14%
65300-000 Cultural Management			\$0.00				\$0.00				\$0.00				\$0.00		\$0.00	\$0.00	\$0.00	
65323-000 Develop tools and info on crop water use		\$0.00	\$0.00			\$0.00	\$0.00			\$0.00	\$0.00			\$0.00	\$0.00		\$0.00	\$55,603.00	(\$55,603.00)	0.00%
65325-000 Artificial Pollination Research		\$0.00	\$0.00			\$0.00	\$0.00			\$0.00	\$0.00			\$0.00	\$0.00		\$0.00	\$62,719.00	(\$62,719.00)	0.00%
Total 65300-000 Cultural Management	\$0.00	\$0.00	\$0.00		\$0.00	\$0.00	\$0.00		\$0.00	\$0.00	\$0.00		\$0.00	\$0.00	\$0.00		\$0.00	\$118,322.00	(\$118,322.00)	0.00%
65400-000 Industry Research Support			\$0.00				\$0.00				\$0.00				\$0.00		\$0.00	\$0.00	\$0.00	
65403-000 FFAR Fellow Sponsor - Landesman		\$0.00	\$0.00			\$0.00	\$0.00			\$0.00	\$0.00			\$0.00	\$0.00		\$0.00	\$32,500.00	(\$32,500.00)	0.00%
Total 65400-000 Industry Research Support	\$0.00	\$0.00	\$0.00		\$0.00	\$0.00	\$0.00		\$0.00	\$0.00	\$0.00		\$0.00	\$0.00	\$0.00		\$0.00	\$32,500.00	(\$32,500.00)	0.00%
Total 65000-000 Production Research	\$0.00	\$0.00	\$0.00		\$0.00	\$0.00	\$0.00		\$25,826.00	\$25,826.00	\$0.00	100.00%	\$925.52	\$0.00	\$925.52		\$26,751.52	\$257,223.00	(\$230,471.48)	10.40%
66010-000 Grant Programs			\$0.00				\$0.00				\$0.00				\$0.00		\$0.00	\$0.00	\$0.00	
66015-000 Export Marketing			\$0.00				\$0.00				\$0.00				\$0.00		\$0.00	\$0.00	\$0.00	
66020-000 USDA Grant - FAS MAP Korea		\$0.00	\$0.00			\$0.00	\$0.00			\$0.00	\$0.00			\$0.00	\$0.00		\$0.00	\$100,000.00	(\$100,000.00)	0.00%
66021-000 USDA Grant - FAS MAP China	\$4,000.00	\$0.00	\$4,000.00		\$35,787.99	\$0.00	\$35,787.99		\$0.00	\$0.00	\$0.00		(\$31,787.99)	\$0.00	(\$31,787.99)		\$8,000.00	\$100,000.00	(\$92,000.00)	8.00%
Total 66015-000 Export Marketing	\$4,000.00	\$0.00	\$4,000.00		\$35,787.99	\$0.00	\$35,787.99		\$0.00	\$0.00	\$0.00		(\$31,787.99)	\$0.00	(\$31,787.99)		\$8,000.00	\$200,000.00	(\$192,000.00)	4.00%
Total 66010-000 Grant Programs	\$4,000.00	\$0.00	\$4,000.00		\$35,787.99	\$0.00	\$35,787.99		\$0.00	\$0.00	\$0.00		(\$31,787.99)	\$0.00	(\$31,787.99)		\$8,000.00	\$200,000.00	(\$192,000.00)	4.00%
70000-000 Operations			\$0.00				\$0.00				\$0.00				\$0.00		\$0.00	\$0.00	\$0.00	
71100-000 Office Expense			\$0.00				\$0.00				\$0.00				\$0.00		\$0.00	\$0.00	\$0.00	
71101-000 Office Rent - CAC Mauchly, Irvine	\$0.00	\$458.00	(\$458.00)	0.00%	\$0.00	\$749.00	(\$749.00)	0.00%	\$0.00	\$749.00	(\$749.00)	0.00%	\$0.00	\$749.00	(\$749.00)	0.00%	\$0.00	\$8,702.00	(\$8,702.00)	0.00%
71102-000 Rent-CAM, Ins, Prop Tax	\$2,609.37	\$2,200.00	\$409.37	118.61%	\$2,609.37	\$2,200.00	\$409.37	118.61%	\$2,752.99	\$2,200.00	\$552.99	125.14%	\$2,752.99	\$2,200.00	\$552.99	125.14%	\$10,724.72	\$26,430.00	(\$15,705.28)	40.58%
71104-000 Rent-Offsite Storage	\$830.00	\$830.00	\$0.00	100.00%	\$830.00	\$830.00	\$0.00	100.00%	\$830.00	\$830.00	\$0.00	100.00%	\$830.00	\$830.00	\$0.00	100.00%	\$3,320.00	\$10,240.00	(\$6,920.00)	32.42%
71111-000 Insurance-Liability	\$2,551.08	\$8,415.00	(\$5,863.92)	30.32%	\$3,994.12	\$8,415.00	(\$4,420.88)	47.46%	\$7,870.63	\$8,415.00	(\$544.37)	93.53%	\$7,870.63	\$8,415.00	(\$544.37)	93.53%	\$22,286.46	\$101,960.00	(\$79,673.54)	21.86%
71121-000 Office Expenses - Operations	\$195.32	\$250.00	(\$54.68)	78.13%	\$464.44	\$250.00	\$214.44	185.78%	\$91.97	\$750.00	(\$658.03)	12.26%	\$102.99	\$250.00	(\$147.01)	41.20%	\$854.72	\$18,850.00	(\$17,995.28)	4.53%
71122-000 Office Supplies	\$68.57	\$250.00	(\$181.43)	27.43%	\$0.00	\$250.00	(\$250.00)	0.00%	\$118.84	\$250.00	(\$131.16)	47.54%		\$250.00	(\$250.00)	0.00%	\$187.41	\$3,000.00	(\$2,812.59)	6.25%
71123-000 Janitorial	\$627.87	\$625.00	\$2.87	100.46%	\$474.00	\$500.00	(\$26.00)	94.80%	\$489.00	\$500.00	(\$11.00)	97.80%	\$489.00	\$500.00	(\$11.00)	97.80%	\$2,079.87	\$9,500.00	(\$7,420.13)	21.89%
71131-000 Office Utilities	\$814.72	\$955.00	(\$140.28)	85.31%	\$837.41	\$955.00	(\$117.59)	87.69%	\$940.50	\$1,055.00	(\$114.50)	89.15%	\$971.64	\$955.00	\$16.64	101.74%	\$3,564.27	\$14,700.00	(\$11,135.73)	24.25%
71141-000 Bank & Payroll Fees	\$494.98	\$661.00	(\$166.02)	74.88%	\$494.98	\$661.00	(\$166.02)	74.88%	\$691.48	\$661.00	\$30.48	104.61%	\$780.75	\$661.00	\$119.75	118.12%	\$2,462.19	\$8,500.00	(\$6,037.81)	28.97%
71151-000 Equipment Maintenance & Expense	\$527.63	\$480.00	\$47.63	109.92%	\$933.48	\$480.00	\$453.48	194.48%	\$723.76	\$480.00	\$243.76	150.78%	\$429.57	\$480.00	(\$50.43)	89.49%	\$2,614.44	\$7,760.00	(\$5,145.56)	33.69%
71161-000 Telephone	\$684.45	\$700.00	(\$15.55)	97.78%	\$684.45	\$700.00	(\$15.55)	97.78%	\$685.68	\$700.00	(\$14.32)	97.95%	\$685.68	\$700.00	(\$14.32)	97.95%	\$2,740.26	\$8,400.00	(\$5,659.74)	32.62%
71162-000 Employee Communication Expense	\$1,200.00	\$1,200.00	\$0.00	100.00%	\$1,200.00	\$1,200.00	\$0.00	100.00%	\$1,200.00	\$1,200.00	\$0.00	100.00%	\$1,125.00	\$1,200.00	(\$75.00)	93.75%	\$4,725.00	\$14,400.00	(\$9,675.00)	32.81%
71181-000 Postage & Courier Service		\$525.00	(\$525.00)	0.00%		\$25.00	(\$25.00)	0.00%		\$25.00	(\$25.00)	0.00%		\$25.00	(\$25.00)	0.00%	\$0.00	\$2,000.00	(\$2,000.00)	0.00%
Total 71100-000 Office Expense	\$10,603.99	\$17,549.00	(\$6,945.01)	60.43%	\$12,522.25	\$17,215.00	(\$4,692.75)	72.74%	\$16,394.85	\$17,815.00	(\$1,420.15)	92.03%	\$16,038.25	\$17,215.00	(\$1,176.75)	93.16%	\$55,559.34	\$234,442.00	(\$178,882.66)	23.70%

California Avocado Commission

Total Budget vs. YTD Actuals

November 2024 - October 2025

EXHIBIT A

	Nov 2024				Dec 2024				Jan 2025				Feb 2025				Total			
	Actual	Budget	Over/Under Budget	% of Budget	Actual	Budget	Over/Under Budget	% of Budget	Actual	Budget	Over/Under Budget	% of Budget	Actual	Budget	Over/Under Budget	% of Budget	Actual	Budget	Over/Under Budget	% of Budget
71200-000 Professional Fees			\$0.00				\$0.00				\$0.00				\$0.00		\$0.00	\$0.00	\$0.00	
71201-000 CPA-Financial Audits		\$0.00	\$0.00			\$0.00	\$0.00			\$0.00	\$0.00		\$40,000.00	(\$40,000.00)	0.00%	\$0.00	\$40,000.00	(\$40,000.00)	0.00%	
71203-000 CPA-Assessment Audits	\$0.00	\$27,500.00	(\$27,500.00)	0.00%		\$0.00	\$0.00			\$0.00	\$0.00		\$0.00	\$0.00		\$0.00	\$56,375.00	(\$56,375.00)	0.00%	
71207-000 CDFA Fiscal and Compliance Audit		\$0.00	\$0.00			\$0.00	\$0.00			\$0.00	\$0.00		\$9,925.00	(\$9,925.00)	0.00%	\$0.00	\$9,925.00	(\$9,925.00)	0.00%	
71211-000 Calif. Department of Food & Ag.-CDFA	\$6,340.17	\$7,500.00	(\$1,159.83)	84.54%	\$6,136.04	\$7,500.00	(\$1,363.96)	81.81%	\$6,346.82	\$7,500.00	(\$1,153.18)	84.62%	\$6,724.76	\$7,500.00	(\$775.24)	89.66%	\$25,547.79	\$90,000.00	(\$64,452.21)	28.39%
71221-000 Dept. of Ag-USDA/AMS	\$4,690.00	\$5,250.00	(\$560.00)	89.33%	\$4,758.33	\$5,250.00	(\$491.67)	90.63%	(\$1,615.13)	\$5,250.00	(\$6,865.13)	-30.76%	\$3,050.33	\$5,250.00	(\$2,199.67)	58.10%	\$10,883.53	\$63,000.00	(\$52,116.47)	17.28%
71235-000 Legal-Ballard/Rosenberg-Labor Issues		\$0.00	\$0.00			\$0.00	\$0.00			\$0.00	\$0.00		\$0.00	\$0.00		\$0.00	\$7,500.00	(\$7,500.00)	0.00%	
71236-000 Outsourced Accounting	\$13,128.73	\$8,750.00	\$4,378.73	150.04%	\$8,521.25	\$8,750.00	(\$228.75)	97.39%		\$8,750.00	(\$8,750.00)	0.00%		\$8,750.00	(\$8,750.00)	0.00%	\$21,649.98	\$107,500.00	(\$85,850.02)	20.14%
71299-000 Other Professional Expense		\$0.00	\$0.00			\$0.00	\$0.00			\$0.00	\$0.00		\$0.00	\$0.00		\$0.00	\$2,500.00	(\$2,500.00)	0.00%	
78301-000 Pension Adm & Legal	\$921.17	\$1,005.00	(\$83.83)	91.66%	\$932.75	\$1,005.00	(\$72.25)	92.81%	\$5,333.24	\$6,395.00	(\$1,061.76)	83.40%	\$980.20	\$1,005.00	(\$24.80)	97.53%	\$8,167.36	\$38,620.00	(\$30,452.64)	21.15%
Total 71200-000 Professional Fees	\$25,080.07	\$50,005.00	(\$24,924.93)	50.16%	\$20,348.37	\$22,505.00	(\$2,156.63)	90.42%	\$10,064.93	\$27,895.00	(\$17,830.07)	36.08%	\$10,755.29	\$72,430.00	(\$61,674.71)	14.85%	\$66,248.66	\$415,420.00	(\$349,171.34)	15.95%
71300-000 Personnel Expenses			\$0.00				\$0.00				\$0.00				\$0.00		\$0.00	\$0.00	\$0.00	
71302-000 Salaries/Wages - IA & Ops	\$40,063.22	\$50,350.00	(\$10,286.78)	79.57%	\$50,572.27	\$50,350.00	\$222.27	100.44%	\$57,193.04	\$52,370.00	\$4,823.04	109.21%	\$52,915.17	\$52,370.00	\$545.17	101.04%	\$200,743.70	\$624,400.00	(\$423,656.30)	32.15%
71303-000 Salaries/Wages - Marketing	\$7,099.60	\$8,874.00	(\$1,774.40)	80.00%	\$8,874.50	\$8,874.00	\$0.50	100.01%	\$13,416.52	\$9,230.00	\$4,186.52	145.36%	\$9,816.59	\$9,230.00	\$586.59	106.36%	\$39,207.21	\$110,043.00	(\$70,835.79)	35.63%
Total 71301-000 Salaries/Wages	\$47,162.82	\$59,224.00	(\$12,061.18)	79.63%	\$59,446.77	\$59,224.00	\$222.77	100.38%	\$70,609.56	\$61,600.00	\$9,009.56	114.63%	\$62,731.76	\$61,600.00	\$1,131.76	101.84%	\$239,950.91	\$734,443.00	(\$494,492.09)	32.67%
71312-000 Pension Expense - IA & Ops	\$4,991.46	\$5,035.00	(\$43.54)	99.14%	\$5,057.22	\$5,035.00	\$22.22	100.44%	\$5,259.46	\$5,237.00	\$22.46	100.43%	\$5,291.52	\$5,237.00	\$54.52	101.04%	\$20,599.66	\$62,440.00	(\$41,840.34)	32.99%
71313-000 Pension Expense - Marketing	\$887.45	\$887.00	\$0.45	100.05%	\$887.45	\$887.00	\$0.45	100.05%	\$929.70	\$923.00	\$6.70	100.73%	\$845.20	\$923.00	(\$77.80)	91.57%	\$3,549.80	\$11,005.00	(\$7,455.20)	32.26%
Total 71311-000 Pension Expense	\$5,878.91	\$5,922.00	(\$43.09)	99.27%	\$5,944.67	\$5,922.00	\$22.67	100.38%	\$6,189.16	\$6,160.00	\$29.16	100.47%	\$6,136.72	\$6,160.00	(\$23.28)	99.62%	\$24,149.46	\$73,445.00	(\$49,295.54)	32.88%
71322-000 Payroll Tax & Work Comp - IA & Ops	\$2,028.83	\$3,937.00	(\$1,908.17)	51.53%	\$2,429.50	\$3,937.00	(\$1,507.50)	61.71%	\$5,888.19	\$3,937.00	\$1,951.19	149.56%	\$4,176.74	\$3,937.00	\$239.74	106.09%	\$14,523.26	\$46,440.00	(\$31,916.74)	31.27%
71323-000 Payroll Tax & Work Comp - Marketing	\$386.58	\$669.00	(\$282.42)	57.78%	\$480.69	\$669.00	(\$188.31)	71.85%	\$991.44	\$669.00	\$322.44	148.20%	\$896.49	\$669.00	\$227.49	134.00%	\$2,755.20	\$8,028.00	(\$5,272.80)	34.32%
Total 71321-000 Payroll Tax & Work Comp	\$2,415.41	\$4,606.00	(\$2,190.59)	52.44%	\$2,910.19	\$4,606.00	(\$1,695.81)	63.18%	\$6,879.63	\$4,606.00	\$2,273.63	149.36%	\$5,073.23	\$4,606.00	\$467.23	110.14%	\$17,278.46	\$54,468.00	(\$37,189.54)	31.72%
71332-000 Benefits - IA & Ops	\$6,859.53	\$7,879.00	(\$1,019.47)	87.06%	\$6,859.53	\$7,879.00	(\$1,019.47)	87.06%	\$15,730.45	\$38,879.00	(\$23,148.55)	40.46%	\$7,180.45	\$7,879.00	(\$698.55)	91.13%	\$36,629.96	\$127,550.00	(\$90,920.04)	28.72%
71333-000 Benefits - Marketing	\$1,082.74	\$1,245.00	(\$162.26)	86.97%	\$1,159.24	\$1,245.00	(\$85.76)	93.11%	\$2,249.11	\$5,310.00	(\$3,060.89)	42.36%	\$1,125.99	\$1,245.00	(\$119.01)	90.44%	\$5,617.08	\$19,007.00	(\$13,389.92)	29.55%
Total 71331-000 Benefits	\$7,942.27	\$9,124.00	(\$1,181.73)	87.05%	\$8,018.77	\$9,124.00	(\$1,105.23)	87.89%	\$17,979.56	\$44,189.00	(\$26,209.44)	40.69%	\$8,306.44	\$9,124.00	(\$817.56)	91.04%	\$42,247.04	\$146,557.00	(\$104,309.96)	28.83%
Total 71300-000 Personnel Expenses	\$63,399.41	\$78,876.00	(\$15,476.59)	80.38%	\$76,320.40	\$78,876.00	(\$2,555.60)	96.76%	\$101,657.91	\$116,555.00	(\$14,897.09)	87.22%	\$82,248.15	\$81,490.00	\$758.15	100.93%	\$323,625.87	\$1,008,913.00	(\$685,287.13)	32.08%
71400-000 Commissioner Expenses			\$0.00				\$0.00				\$0.00				\$0.00		\$0.00	\$0.00	\$0.00	
71401-000 District Meetings & Expenses		\$0.00	\$0.00			\$0.00	\$0.00			\$0.00	\$0.00		\$0.00	\$0.00		\$0.00	\$5,000.00	(\$5,000.00)	0.00%	
71402-000 Entertainment		\$0.00	\$0.00			\$0.00	\$0.00			\$0.00	\$0.00		\$0.00	\$0.00		\$0.00	\$2,000.00	(\$2,000.00)	0.00%	
71403-000 Travel Expenses - Board Members		\$10,000.00	(\$10,000.00)	0.00%	\$30.55	\$0.00	\$30.55			\$0.00	\$0.00		\$401.90	\$10,000.00	(\$9,598.10)	4.02%	\$432.45	\$56,000.00	(\$55,567.55)	0.77%
71404-000 Board Meeting Expenses	\$881.39	\$2,000.00	(\$1,118.61)	44.07%	\$0.00	\$0.00	\$0.00			\$1,250.00	(\$1,250.00)	0.00%	\$5,610.40	\$2,000.00	\$3,610.40	280.52%	\$6,491.79	\$22,250.00	(\$15,758.21)	29.18%
71405-000 HAB BOLD Participation		\$0.00	\$0.00			\$0.00	\$0.00			\$0.00	\$0.00		\$0.00	\$0.00		\$0.00	\$10,000.00	(\$10,000.00)	0.00%	
71406-000 District Designated Funds		\$0.00	\$0.00			\$0.00	\$0.00			\$0.00	\$0.00		\$0.00	\$0.00		\$0.00	\$100,000.00	(\$100,000.00)	0.00%	
Total 71400-000 Commissioner Expenses	\$881.39	\$12,000.00	(\$11,118.61)	7.34%	\$30.55	\$0.00	\$30.55		\$0.00	\$1,250.00	(\$1,250.00)	0.00%	\$6,012.30	\$12,000.00	(\$5,987.70)	50.10%	\$6,924.24	\$195,250.00	(\$188,325.76)	3.55%
73001-000 Network Maintenance	\$1,946.71	\$2,000.00	(\$53.29)	97.34%	\$934.08	\$2,000.00	(\$1,065.92)	46.70%	\$1,720.77	\$2,000.00	(\$279.23)	86.04%	\$1,016.74	\$2,000.00	(\$983.26)	50.84%	\$5,618.30	\$27,000.00	(\$21,381.70)	20.81%
73002-000 Network Hardware, Software & Licenses	\$297.97	\$340.00	(\$42.03)	87.64%	\$286.00	\$340.00	(\$54.00)	84.12%	\$274.00	\$340.00	(\$66.00)	80.59%	\$239.22	\$340.00	(\$100.78)	70.36%	\$1,097.19	\$8,806.00	(\$7,708.81)	12.46%
73003-000 IT Support & Consulting	\$22.50	\$11,836.00	(\$11,813.50)	0.19%	\$2,993.00	\$3,683.00	(\$690.00)	81.27%	\$2,993.00	\$3,683.00	(\$690.00)	81.27%	\$2,993.00	\$3,683.00	(\$690.00)	81.27%	\$9,001.50	\$58,354.00	(\$49,352.50)	15.43%
73004-000 Accounting & Assessment System	\$941.81	\$300.00	\$641.81	313.94%	\$635.81	\$300.00	\$335.81	211.94%	\$536.00	\$700.00	(\$164.00)	76.57%	\$738.31	\$300.00	\$438.31	246.10%	\$2,851.93	\$6,000.00	(\$3,148.07)	47.53%
73005-000 IT Services	\$820.00	\$820.00	\$0.00	100.00%	\$820.00	\$820.00	\$0.00	100.00%	\$820.00	\$820.00	\$0.00	100.00%	\$820.00	\$820.00	\$0.00	100.00%	\$3,280.00	\$9,840.00	(\$6,560.00)	33.33%
Total 73000-000 Information Technology	\$4,028.99	\$15,296.00	(\$11,267.01)	26.34%	\$5,668.89	\$7,143.00	(\$1,474.11)	79.36%	\$6,343.77	\$7,543.00	(\$1,199.23)	84.10%	\$5,807.27	\$7,143.00	(\$					

CALIFORNIA AVOCADO COMMISSION  
POUNDS & DOLLARS BY VARIETY

November 2024 Through February 2025

Month	Hass Pounds	Lamb Pounds	Gem Pounds	Others Pounds	Total Pounds	Hass Dollars	Lamb Dollars	Gem Dollars	Others Dollars	Total Dollars	Avg \$/Lb
Nov 2024	48,362	228	0	16,819	65,409	\$39,957	\$1,021	\$	\$16,097	\$57,075	\$0.873
Dec 2024	2,097		0	28,523	30,620	\$6,629	0	\$	\$23,158	\$29,787	\$0.973
Jan 2025	12,581,100	1,220	272	111,504	12,694,096	\$22,556,149	\$1,504	\$408	\$119,992	\$22,678,053	\$1.787
1st QTR	12,631,559	1,448	272	156,846	12,790,125	\$22,602,735	\$2,525	\$408	\$159,247	\$22,764,915	\$1.780
Feb 2025	11,608,898		0	35,752	11,644,650	\$18,710,483	0	\$	\$26,762	\$18,737,245	\$1.609
2nd QTR	11,608,898	0	0	35,752	11,644,650	\$18,710,483	0	0	\$26,762	\$18,737,245	\$1.609
1st Half	24,240,457	1,448	272	192,598	24,434,775	\$41,313,218	\$2,525	\$408	\$186,009	\$41,502,160	\$1.698
Total	24,240,457	1,448	272	192,598	24,434,775	\$41,313,218	\$2,525	\$408	\$186,009	\$41,502,160	\$1.698
Year-to-Date % of Crop	99.20%	.01%	.00%	.79%	100.00%	99.54%	.01%	.00%	.45%	100.00%	
Year-to-Date Average \$/lb						\$1.704	\$1.744	\$1.500	\$0.966	\$1.698	

**BOARD OF DIRECTORS MEETING, May 22, 2025****BOARD INFORMATION****ITEM 4.c:      2025 GENERAL ELECTION SCHEDULE****SUMMARY:**

Based on deadlines set forth in CAC's Election Procedures that govern when certain events must occur, attached is the 2025 General Election Schedule. Also included with the schedule is the summary of all open seats.

**FISCAL ANALYSIS:**

- The "Elections" line item (64301) budget of \$10,000 was approved as part of the 2024-25 CAC Budget in October 2024 and is sufficient to cover the cost of the upcoming election.

**BOARD OPTIONS:**

- Information item only

**STAFF RECOMMENDATION:**

- Not applicable

**EXHIBITS / ATTACHMENTS:**

- 2025 Board of Directors Election Schedule



## CALIFORNIA AVOCADO COMMISSION

### 2025 BOARD OF DIRECTORS ELECTION

The Annual CAC Board Election will be held in October 2025 for one Producer Member Seat and one Producer Alternate Member Seat in each of the five CAC districts. In addition, one Handler Member Seat and one Handler Alternate Member Seat are also open. All seats in the 2025 CAC Election are for two-year terms. The California Department of Food and Agriculture (CDFA) will announce the results of the 2025 Annual CAC Board Election and seat new Board Members at the CAC Board meeting on November 13, 2025.

#### SUMMARY OF OPEN SEATS\*

<u>District</u>	<u>Member</u>	<u>Alternate</u>
1	Robert Jackson	<i>Currently Vacant</i>
2	Victor Araiza	Tina Wolferd
3	Rob Grether	John Berns
4	Jason Cole	Hayden McIntyre
5	Daryn Miller	<i>Currently Vacant</i>
Handler	Peter Shore	<i>Currently Vacant</i>

\* Names shown are incumbents presently holding producer/handler seats

### 2025 ELECTION SCHEDULE

July 14	Election announcement / self-nomination notice sent to all Producers and Handlers
August 25	Deadline for receipt of signed nomination petitions, candidate disclosure statements & affidavits and requests for voter access mailings at CAC
September 5	Deadline for CAC receipt of voter access mailings
September 24	CAC mails ballots to producers and handlers
October 24	Deadline for receipt of ballots by CDFA
November 7	CDFA advises CAC staff of election results
November 13	CDFA announces election results to CAC Board and seats new Board Members and Alternates



BOARD OF DIRECTORS MEETING, May 22, 2025

## BOARD ACTION

### **ITEM 4.d:     CONSIDER APPROVAL OF AVOCADO INSPECTION COMMITTEE (AIC) MEMBER / ALTERNATE RECOMMENDATIONS**

#### **SUMMARY:**

The California Department of Food and Agriculture, Inspection Services Division provides oversight on inspections of avocados at the point of packing to ensure compliance with maturity, quality, size, and weight standards. The Avocado Certification and Inspection Program (AIP) was established in 1972, and, since 1986, the California Avocado Commission, through a Memorandum of Understanding with the CDFA, has been the administrator of the program, providing accounting services and retaining inspection personnel. The Avocado Inspection Committee (AIC) is advisory to the Secretary on all matters pertaining to avocado inspection.

Growers and handlers are appointed to the AIC by the California Secretary of Agriculture. The Secretary appoints six members (three handlers and three growers) and two alternates (one alternate handler, one alternate grower). Four positions are appointed annually. In odd years, the Secretary appoints two handler members, one grower member and one alternate handler. In even years, the Secretary appoints one handler member, two grower members and one alternate grower. The Secretary may also appoint a public member as appropriate. The current AIC members are:

<b><u>Name</u></b>	<b><u>Seat</u></b>	<b><u>Term Expires</u></b>
Bailey Diiioia	Handler Member	2025
Hillary DeCarl	Handler Member	2025
Stewart Lockwood	Grower Member	2025 (Termed Out)
<i>Vacant Seat</i>	<i>Alternate Handler Member</i>	2025
John Schaap	Handler Member	2026
Aaruni Thakur	Grower Member	2026
Jed Harrison	Grower Member	2026
<i>Vacant Seat</i>	<i>Alternate Grower Member</i>	2026

Committee member terms and alternate terms are two years. Each committee member is limited to four consecutive terms. Once a person has served four consecutive terms, or portions thereof, as a member or alternate, he or she is not eligible to serve on the AIC as an alternate or member until at least one year has elapsed since the end of his or her last term.

The CDFA reviews all applications for vacant seats and provides the names of interested parties to the California Avocado Commission for consideration. The Commission Board reviews the list of applicants and submits a letter of recommended nominees to the California Secretary of Agriculture.

CDFA has advised Commission management that Bailey Diiioia and Hillary DeCarl are eligible for reappointment to their current handler member seats, however Stewart Lockwood has served four consecutive terms and is no longer eligible to serve on the AIC. CDFA has asked that if the CAC Board continues to support Mr. Diiioia and Ms. DeCarl as members on the AIC, that this recommendation be formalized and a letter of support sent to the Secretary.

**FISCAL ANALYSIS:**

- Not applicable

**BOARD OPTIONS:**

- Take no action
- Recommend Bailey Diiioia and Hillary DeCarl for reappointment to the AIC as handler members
- Offer alternative names for consideration or direct AIC to do so

**STAFF RECOMMENDATION:**

- Recommend Bailey Diiioia and Hillary DeCarl for reappointment to the AIC as handler members

**EXHIBITS / ATTACHMENTS:**

- None

**BOARD OF DIRECTORS MEETING, May 22, 2025****BOARD ACTION****ITEM 5.a:      Consider appointment of District 1 alternate member to fill existing vacancy, term ending October 31, 2025****SUMMARY:**

There currently exists a District 1 alternate member vacancy on the CAC Board for the term ending October 31, 2025. The Commission announced the District 1 alternate member vacancy in December 2024, February 2025 and April 2025, and at the time this item was prepared the following individuals have expressed interest in the position:

- Derek Davis
- Enrico Ferro
- James Kovaly

Board vacancies, for both member and alternate seats, are filled by a majority vote of the Commission (Election Procedures, Section VII, A), with appointment being conducted at a regularly scheduled meeting as soon as practicable after the vacancy occurs (Election Procedures, Section VII, B). Nominations for appointment to a vacant seat may be solicited by the Commission prior to the meeting at which the appointment will take place and from the floor at the meeting (Section VII, B). Nominees must meet the qualifications set forth in Section IV of the Election Procedures.

While CAC has solicited nominations for the District 1 alternate member vacancy prior to the May Board meeting, nominations will also be accepted from the floor at the upcoming meeting. Note that nominees have the option to be present during the vote to fill the vacant seat and voting may not be conducted by secret ballot (Election Procedures, Section VII, C).

**FISCAL ANALYSIS:**

- Not applicable

**BOARD OPTIONS:**

- Conduct a vote to fill the vacant District 1 alternate member seat
- Take no action

**STAFF RECOMMENDATION:**

- None

**EXHIBITS / ATTACHMENTS:**

- Producer Disclosure of Affiliations and Candidate Statement for Derek Davis
- Producer Disclosure of Affiliations and Candidate Statement for Enrico Ferro





EXHIBIT A

## **PRODUCER DISCLOSURE OF AFFILIATIONS**

I declare that I am engaged, within this state, in the business of producing or causing to be produced avocados for market through a legal entity (individual ownership, partnership, corporation, or other) which is not also involved in the handling of avocados, and that my **grove** is located in California Avocado Commission District Number 1 (Refer to enclosed **Grove District Zip Code List**)

I **own** the following number of planted avocado acres in California 7 and derive a portion of my gross avocado industry income from producing or causing to be produced avocados. I also have a financial interest in groves located in District(s) N/A.

I **manage** the following number of planted avocado acres in California N/A and derive a portion of my gross avocado industry income from producing or causing to be produced avocados. I also have a financial interest in groves located in District(s) N/A.

I **pack** my fruit with the following handlers: Giumara; \_\_\_\_\_; \_\_\_\_\_; \_\_\_\_\_.

In addition, I am also involved in the avocado industry in the following capacities (*check all that apply*):

- ☐ Handler – Owner/Partner
- ☐ Handler – Officer/Director
- ☐ Handler – Employee
- ☐ Holder of a personal financial interest in the production of avocados outside of the United States.
- ☐ Holder of a personal financial interest in a handling operation that imports fruit from outside of the United States.

Please briefly describe that financial interest and specify the location of the out-of-country operation.

N/A

I declare under penalty of perjury that the foregoing is a complete, true and correct explanation of each of my affiliations with the avocado industry. I understand that this form may be made available upon request, or reproduced and included with election information mailed to eligible voters.

PRINT NAME: Derek Davis

SIGNATURE: \_\_\_\_\_

DATE: 2/22/2025

**MUST ARRIVE AT CAC ON OR BEFORE FEBRUARY 13, 2025 VIA MAIL, FAX OR EMAIL**

**12 Mauchly, Suite L, Irvine, CA 92618-6305**

**FAX: (949) 208-3503 EMAIL [AAYMAMI@AVOCADO.ORG](mailto:AAYMAMI@AVOCADO.ORG)**



## PRODUCER CANDIDATE STATEMENT

(Please Print or Type All Information)

NAME: Derek Davis

GROVE CITY/CITIES: Valley Center, CA

### STATEMENT OF QUALIFICATIONS:

This form will be included with the ballots to inform growers about your qualifications. *Please limit your statement to the space provided.*

I have been growing avocados at my current location since 2012. Previously, I had an orchard in Escondido for approximately 9 years. I was first exposed to growing avocados by my grandfather over 60 years ago. I was born in San Diego. I am a graduate of San Diego State with an MBA. I am a Certified Public Accountant. I have served on the Board of American AgCredit. I am currently on the Board of the San Diego Region Irrigated Lands Group. I have deep experience in finance and accounting and will bring that perspective as needed. I have decades of experience and problem solving at the management level. I am an active member of the San Diego Farm Bureau.

I declare under penalty of perjury that the foregoing is a complete, true and correct explanation of my qualifications. I understand that this form shall be reproduced and included with election information mailed to eligible voters.

SIGNATURE: 

DATE: 2/22/2025

**MUST ARRIVE AT CAC ON OR BEFORE FEBRUARY 13, 2025 VIA MAIL, FAX OR EMAIL**

12 Mauchly, Suite L, Irvine, CA 92618-6305

FAX: (949) 208-3503

EMAIL [AAYMAMI@AVOCADO.ORG](mailto:AAYMAMI@AVOCADO.ORG)



# **PRODUCER DISCLOSURE OF AFFILIATIONS**

I declare that I am engaged, within this state, in the business of producing or causing to be produced avocados for market through a legal entity (individual ownership, partnership, corporation, or other) which is not also involved in the handling of avocados, and that my **grove** is located in California Avocado Commission District Number 1 (Refer to enclosed **Grove District Zip Code List**)

I **own** the following number of planted avocado acres in California 16 and derive a portion of my gross avocado industry income from producing or causing to be produced avocados. I also have a financial interest in groves located in District(s) 2.

I **manage** the following number of planted avocado acres in California 16 and derive a portion of my gross avocado industry income from producing or causing to be produced avocados. I also have a financial interest in groves located in District(s) N/A.

I **pack** my fruit with the following handlers: Giumarra; \_\_\_\_\_; \_\_\_\_\_; \_\_\_\_\_.

In addition, I am also involved in the avocado industry in the following capacities (*check all that apply*):

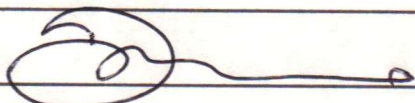
- ☐ Handler – Owner/Partner
- ☐ Handler – Officer/Director
- ☐ Handler – Employee
- ☐ Holder of a personal financial interest in the production of avocados outside of the United States.
- ☐ Holder of a personal financial interest in a handling operation that imports fruit from outside of the United States.

Please briefly describe that financial interest and specify the location of the out-of-country operation.

\_\_\_\_\_  
\_\_\_\_\_

I declare under penalty of perjury that the foregoing is a complete, true and correct explanation of each of my affiliations with the avocado industry. I understand that this form may be made available upon request, or reproduced and included with election information mailed to eligible voters.

PRINT NAME: Enrico Ferro

SIGNATURE:  DATE: 2-25-2025

**MUST ARRIVE AT CAC ON OR BEFORE FEBRUARY 13, 2025 VIA MAIL, FAX OR EMAIL**

**12 Mauchly, Suite L, Irvine, CA 92618-6305**

**FAX: (949) 208-3503 EMAIL AAYMAMI@AVOCADO.ORG**





## **PRODUCER CANDIDATE STATEMENT**

*(Please Print or Type All Information)*

NAME: Enrico Ferro

GROVE CITY/CITIES: Valley Center

### **STATEMENT OF QUALIFICATIONS:**

*This form will be included with the ballots to inform growers about your qualifications. Please limit your statement to the space provided.*

I have worked in the avocado industry as a pest control advisor since 1997. In 2000, I purchased an avocado grove in the De Luz area of Riverside County. In 2003 I sold it and purchased another grove in Valley Center. I have been growing avocados in the Valley Center area of San Diego County since 2004. I continue to work as a PCA for citrus and avocado growers in both counties. I have been an active board member of the San Diego County Farm Bureau since 2014, and a board member of the Valley Center Municipal Water District since 2016. I have also been an active board member of the San Diego Region Irrigated Lands Group since 2017. I love growing avocados and spend as much time as possible irrigating, pruning, fertilizing, weeding and picking fruit on my grove. I support continued research into production, fertility, new rootstocks and varieties, and improved marketing strategies to keep the industry healthy and viable. I also support field research trials between grower cooperators and the UCCE, and seminars and meetings to disseminate improved production methods.

I declare under penalty of perjury that the foregoing is a complete, true and correct explanation of my qualifications. I understand that this form shall be reproduced and included with election information mailed to eligible voters.

SIGNATURE: \_\_\_\_\_

DATE: 2-13-2025

**MUST ARRIVE AT CAC ON OR BEFORE FEBRUARY 13, 2025 VIA MAIL, FAX OR EMAIL**

12 Mauchly, Suite L, Irvine, CA 92618-6305

FAX: (949) 208-3503

EMAIL [AAYMAMI@AVOCADO.ORG](mailto:AAYMAMI@AVOCADO.ORG)

**BOARD OF DIRECTORS MEETING, May 22, 2025****BOARD ACTION**

**ITEM 5.b:**      **Consider appointment of District 5 alternate member to fill existing vacancy, term ending October 31, 2025**

**SUMMARY:**

There currently exists a District 5 alternate member vacancy on the CAC Board for the term ending October 31, 2025. The Commission announced the District 5 alternate member vacancy in December 2024, February 2025 and April 2025, and at the time this item was prepared the following individuals have expressed interest in the position:

- Dale Guerra
- Byron Talley

Board vacancies, for both member and alternate seats, are filled by a majority vote of the Commission (Election Procedures, Section VII, A), with appointment being conducted at a regularly scheduled meeting as soon as practicable after the vacancy occurs (Election Procedures, Section VII, B). Nominations for appointment to a vacant seat may be solicited by the Commission prior to the meeting at which the appointment will take place and from the floor at the meeting (Section VII, B). Nominees must meet the qualifications set forth in Section IV of the Election Procedures.

While CAC has solicited nominations for the District 5 alternate member vacancy prior to the May Board meeting, nominations will also be accepted from the floor at the upcoming meeting. Note that nominees have the option to be present during the vote to fill the vacant seat and voting may not be conducted by secret ballot (Election Procedures, Section VII, C).

**FISCAL ANALYSIS:**

- Not applicable

**BOARD OPTIONS:**

- Conduct a vote to fill the vacant District 5 alternate member seat
- Take no action

**STAFF RECOMMENDATION:**

- None

**EXHIBITS / ATTACHMENTS:**

- Producer Disclosure of Affiliations and Candidate Statement for Dale Guerra
- Producer Disclosure of Affiliations and Candidate Statement for Byron Talley





EXHIBIT A

# **PRODUCER DISCLOSURE OF AFFILIATIONS**

I declare that I am engaged, within this state, in the business of producing or causing to be produced avocados for market through a legal entity (individual ownership, partnership, corporation, or other) which is not also involved in the handling of avocados, and that my **grove** is located in California Avocado Commission District Number 5 (Refer to enclosed **Grove District Zip Code List**)

I **own** the following number of planted avocado acres in California 21.5 and derive a portion of my gross avocado industry income from producing or causing to be produced avocados. I also have a financial interest in groves located in District(s) none.

I **manage** the following number of planted avocado acres in California 21.5 and derive a portion of my gross avocado industry income from producing or causing to be produced avocados. I also have a financial interest in groves located in District(s) 5.

I **pack** my fruit with the following handlers: Mission; \_\_\_\_\_; \_\_\_\_\_; \_\_\_\_\_.

In addition, I am also involved in the avocado industry in the following capacities (*check all that apply*):

- ☐ Handler – Owner/Partner
- ☐ Handler – Officer/Director
- ☐ Handler – Employee
- ☐ Holder of a personal financial interest in the production of avocados outside of the United States.
- ☐ Holder of a personal financial interest in a handling operation that imports fruit from outside of the United States.

Please briefly describe that financial interest and specify the location of the out-of-country operation.

\_\_\_\_\_

\_\_\_\_\_

I declare under penalty of perjury that the foregoing is a complete, true and correct explanation of each of my affiliations with the avocado industry. I understand that this form may be made available upon request, or reproduced and included with election information mailed to eligible voters.

PRINT NAME: Dale E. Guerra

SIGNATURE: 

DATE: 2/12/2025

**MUST ARRIVE AT CAC ON OR BEFORE FEBRUARY 13, 2025 VIA MAIL, FAX OR EMAIL**

**12 Mauchly, Suite L, Irvine, CA 92618-6305**

**FAX: (949) 208-3503 EMAIL [AAYMAMI@AVOCADO.ORG](mailto:AAYMAMI@AVOCADO.ORG)**

NAME: Dale E. Guerra

GROVE CITY/CITIES: Morro Bay

My family has been ranching/farming in San Luis Obispo County since 1861. I have managed avocado groves since 1989 and planted my own trees in 1998, 2003 and 2005. I would like to help spread the word a little better about CA avocados.

SIGNATURE: Debra

DATE: 2/12/2025

EMAIL [AAYMAMI@AVOCADO.ORG](mailto:AAYMAMI@AVOCADO.ORG)



## **PRODUCER DISCLOSURE OF AFFILIATIONS**

I declare that I am engaged, within this state, in the business of producing or causing to be produced avocados for market through a legal entity (individual ownership, partnership, corporation, or other) which is not also involved in the handling of avocados, and that my **grove** is located in California Avocado Commission District Number 5 (Refer to enclosed **Grove District Zip Code List**)

I **own** the following number of planted avocado acres in California 80 and derive a portion of my gross avocado industry income from producing or causing to be produced avocados. I also have a financial interest in groves located in District(s) \_\_\_\_\_.

I **manage** the following number of planted avocado acres in California \_\_\_\_\_ and derive a portion of my gross avocado industry income from producing or causing to be produced avocados. I also have a financial interest in groves located in District(s) \_\_\_\_\_.

I **pack** my fruit with the following handlers: Mission; \_\_\_\_\_; \_\_\_\_\_; \_\_\_\_\_.

**In addition, I am also involved in the avocado industry in the following capacities (*check all that apply*):**

- ☐ Handler – Owner/Partner
- ☐ Handler – Officer/Director
- ☐ Handler – Employee
- ☐ Holder of a personal financial interest in the production of avocados outside of the United States.
- ☐ Holder of a personal financial interest in a handling operation that imports fruit from outside of the United States.

Please briefly describe that financial interest and specify the location of the out-of-country operation.

\_\_\_\_\_  
\_\_\_\_\_

I declare under penalty of perjury that the foregoing is a complete, true and correct explanation of each of my affiliations with the avocado industry. I understand that this form may be made available upon request, or reproduced and included with election information mailed to eligible voters.

PRINT NAME: Byron Talley

SIGNATURE: \_\_\_\_\_

DATE: 2/7/2025

**MUST ARRIVE AT CAC ON OR BEFORE FEBRUARY 13, 2025 VIA MAIL, FAX OR EMAIL**

**12 Mauchly, Suite L, Irvine, CA 92618-6305**

**FAX: (949) 208-3503 EMAIL AAYMAMI@AVOCADO.ORG**





## **PRODUCER CANDIDATE STATEMENT**

*(Please Print or Type All Information)*

NAME: Byron Talley

GROVE CITY/CITIES: Arroyo Grande, CA

### **STATEMENT OF QUALIFICATIONS:**

*This form will be included with the ballots to inform growers about your qualifications. Please limit your statement to the space provided.*

I'm a fourth generation farmer and have been in charge of my family's avocado orchard for five years. During that time I have learned a lot about the industry and have gotten involved in the Hass Avocado Board as an alternate producer for 3 years. I'd love to help out and contribute to the California Avocado Commission by filling in for the position of Producer Alternate for the remainder of the year. I feel we need to continue to find creative ways to promote California avocados especially because they are so tasty and much better than imported avocados.

I declare under penalty of perjury that the foregoing is a complete, true and correct explanation of my qualifications. I understand that this form shall be reproduced and included with election information mailed to eligible voters.

SIGNATURE: \_\_\_\_\_

DATE: 2/7/2025

**MUST ARRIVE AT CAC ON OR BEFORE FEBRUARY 13, 2025 VIA MAIL, FAX OR EMAIL**

12 Mauchly, Suite L, Irvine, CA 92618-6305

FAX: (949) 208-3503

EMAIL [AAYMAMI@AVOCADO.ORG](mailto:AAYMAMI@AVOCADO.ORG)

**BOARD OF DIRECTORS MEETING, May 22, 2025****BOARD ACTION**

**ITEM 6.a:**      **Consider appointment of handler alternate member to fill existing vacancy, term ending October 31, 2025**

**SUMMARY:**

There currently exists a handler alternate member vacancy on the CAC Board for the term ending October 31, 2025. The Commission announced the handler alternate member vacancy in December 2024, February 2025 and April 2025, and at the time this item was prepared CAC has received no nominations for this position.

Board vacancies, for both member and alternate seats, are filled by a majority vote of the Commission (Election Procedures, Section VII, A), with appointment being conducted at a regularly scheduled meeting as soon as practicable after the vacancy occurs (Election Procedures, Section VII, B). Nominations for appointment to a vacant seat may be solicited by the Commission prior to the meeting at which the appointment will take place and from the floor at the meeting (Section VII, B). Nominees must meet the qualifications set forth in Section IV of the Election Procedures.

While CAC has solicited nominations for the handler alternate member vacancy prior to the May Board meeting, nominations will also be accepted from the floor at the upcoming meeting. Note that nominees have the option to be present during the vote to fill the vacant seat and voting may not be conducted by secret ballot (Election Procedures, Section VII, C).

**FISCAL ANALYSIS:**

- Not applicable

**BOARD OPTIONS:**

- Conduct a vote to fill the vacant handler alternate member seat
- Take no action

**STAFF RECOMMENDATION:**

- None

**EXHIBITS / ATTACHMENTS:**

- None

**BOARD OF DIRECTORS MEETING, May 22, 2025****BOARD ACTION****ITEM 8.c:      Consider Approval of Budget Amendment #2****SUMMARY:**

Management has prepared Budget Amendment #2, which updates the 2024-25 beginning cash reserve balance to \$16,089,300 as obtained from the October 31, 2024 audited financial statements, as well as increases revenue by \$50,000 for Grant Funding based on the actual amount that has been awarded.

Budget amendment #2 reflects an increase in the Production Research budget of \$157,093 as a result of action taken by the CAC Board in February 2025 to approve two new pest and disease projects. Also included in this budget amendment is an increase in Grant Funding of \$50,000 to match the actual amount that has been awarded.

**FISCAL ANALYSIS:**

- Budget Amendment #2 increases the Commission's 2024-25 starting position by \$1,759,797 and revenues by \$50,000, while increasing spending by \$207,093, resulting in an increase to the estimated 2024-25 ending position of \$1,602,704.

**BOARD OPTIONS:**

- Approve Budget Amendment #2 as presented
- Modify Budget Amendment #2 and approve as modified
- Take no action

**STAFF RECOMMENDATION:**

- Approve Budget Amendment #2 as presented

**EXHIBITS / ATTACHMENTS:**

- CAC 2024-25 Budget Amendment #2

CALIFORNIA AVOCADO COMMISSION  
2024-25 BUDGET AMEND #2  
WITH COMPARISON TO 2024-25 BUDGET AMEND #1

ACCT CODE		2024-25		2024-25		ORIGINAL vs. AMEND #1		COMMENT
		AMEND #2	%	AMEND #1	%	INCREASE (DECREASE)	PERCENT CHANGE	
40001	CAC Assessment Revenue	\$1,950,000	18.8%	\$1,950,000	18.9%	\$0	0.00%	Crop size 400 MM lbs @ \$.0005/lb assessment
40011	HAB 85% Rebate Assessment Revenue	\$7,905,000	76.2%	\$7,905,000	76.6%	\$0	0.00%	
Subtotal Assessment Revenues		\$9,855,000	95.0%	\$9,855,000	95.5%	\$0	0.00%	
42001	Administration & Accounting Fee Revenue (AIP)	\$61,000	0.6%	\$61,000	0.6%	\$0	0.00%	
46010	Grant Funding	\$250,000	2.4%	\$200,000	1.9%	\$50,000	25.00%	Updated to match amount of grant award
48001	Interest Income	\$6,000	0.1%	\$6,000	0.1%	\$0	0.00%	
48009	From the Grove Income	\$60,000	0.6%	\$60,000	0.6%	\$0	0.00%	
48003	Other Income	\$140,000	1.3%	\$140,000	1.4%	\$0	0.00%	
Subtotal Other Revenues		\$517,000	5.0%	\$467,000	4.5%	\$50,000	10.71%	
Total Revenues		\$10,372,000	100.0%	\$10,322,000	100.0%	\$50,000	0.48%	
ACCT CODE		2024-25		2024-25		ORIGINAL vs. AMEND #1		COMMENT
		AMEND #2	%	AMEND #1	%	INCREASE (DECREASE)	PERCENT CHANGE	
51000 & 55000	Consumer Marketing	\$5,772,600	37.5%	\$5,772,600	38.0%	\$0	0.00%	
52000	Trade Marketing - Retail	\$3,615,900	23.5%	\$3,615,900	23.8%	\$0	0.00%	
53000	Trade Marketing - Foodservice	\$725,000	4.7%	\$725,000	4.8%	\$0	0.00%	
59000	Marketing Activities Support & Personnel	\$971,500	6.3%	\$971,500	6.4%	\$0	0.00%	
Subtotal Marketing Programs		\$11,085,000	72.0%	\$11,085,000	73.0%	\$0	0.00%	
EXPENDITURES: Non-Marketing Programs								
64000 & 65000	Industry Affairs & Production Research	\$1,915,216	12.4%	\$1,758,123	11.6%	\$157,093	8.94%	Two new research projects approved by the Board 2/20/25
66010	Grant Programs	\$250,000	1.6%	\$200,000	1.3%	\$50,000	25.00%	
70000	Operations	\$2,150,328	14.0%	\$2,150,328	14.2%	\$0	0.00%	
Subtotal Non-Marketing Programs		\$4,315,544	28.0%	\$4,108,451	27.0%	\$207,093	5.04%	
Total Expenditures		\$15,400,544	100.0%	\$15,193,451	100.0%	\$207,093	1.36%	
Excess Of Revenues Over (Under) Expenditures		(\$5,028,544)	-48.5%	(\$4,871,451)	-47.2%	(\$157,093)	3.22%	
Beginning Reserves - Nov. 1		\$16,089,300		\$14,329,503		\$1,759,797	12.28%	Updated to match audited financial statements as of 10/31/24
Estimated Ending Reserves - Oct. 31		\$11,060,756		\$9,458,052		\$1,602,704	16.95%	

**Department: Marketing**

Item 8.c-3

**CALIFORNIA AVOCADO COMMISSION  
2024-25 BUDGET AMEND #2  
WITH COMPARISON TO 2024-25 BUDGET AMEND #1**

Department: Industry Affairs & Production Research

ACCT CODE	DEPT/ ACTIVITY	2024-25		2024-25		ORIGINAL vs. AMEND #1		COMMENT
		AMEND #2	%	AMEND #1	%	INCREASE (DECREASE)	PERCENT CHANGE	
	<b><u>Industry Statistics And Information:</u></b>							
64001	AMRIC Operation	\$19,300	1.3%	\$19,300	1.3%	\$0	0.00%	
64002	Crop Forecasting and Analysis	\$83,750	5.6%	\$83,750	5.6%	\$0	0.00%	
64003	Grower Database	\$1,500	0.1%	\$1,500	0.1%	\$0	0.00%	
64004	Grove Identification GIS Project Development	\$11,500	0.8%	\$11,500	0.8%	\$0	0.00%	
	<b>Industry Statistics And Information Subtotal</b>	<b>\$116,050</b>	<b>7.7%</b>	<b>\$116,050</b>	<b>7.7%</b>	<b>\$0</b>	<b>0.00%</b>	
	<b><u>Grower Communications:</u></b>							
64105	Online Information	\$31,000	2.1%	\$31,000	2.1%	\$0	0.00%	
64106	Publications	\$108,500	7.2%	\$108,500	7.2%	\$0	0.00%	
64107	Annual Meeting	\$15,000	1.0%	\$15,000	1.0%	\$0	0.00%	
64108	Annual Report	\$17,000	1.1%	\$17,000	1.1%	\$0	0.00%	
	<b>Grower Communications Subtotal</b>	<b>\$171,500</b>	<b>11.4%</b>	<b>\$171,500</b>	<b>11.4%</b>	<b>\$0</b>	<b>0.00%</b>	
	<b><u>Issues Management:</u></b>							
64201	Water Issues	\$100,000	6.7%	\$100,000	6.7%	\$0	0.00%	
64202	Field/Technical Support	\$100,000	6.7%	\$100,000	6.7%	\$0	0.00%	
64204	Research Program Coordination & Outreach	\$120,000	8.0%	\$120,000	8.0%	\$0	0.00%	
64206	Legislative & Regulatory Advocacy	\$400,000	26.7%	\$400,000	26.7%	\$0	0.00%	
64208	Product Registrations	\$5,000	0.3%	\$5,000	0.3%	\$0	0.00%	
64211	Sustainability Project	\$50,000	3.3%	\$50,000	3.3%	\$0	0.00%	
	<b>Issues Management Subtotal</b>	<b>\$775,000</b>	<b>51.6%</b>	<b>\$775,000</b>	<b>51.6%</b>	<b>\$0</b>	<b>0.00%</b>	
	<b><u>Legal/Governance:</u></b>							
64301	Elections	\$10,000	0.7%	\$10,000	0.7%	\$0	0.00%	
64302	Legal Support	\$150,000	10.0%	\$150,000	10.0%	\$0	0.00%	
64303	Governance Support	\$10,000	0.7%	\$10,000	0.7%	\$0	0.00%	
	<b>Legal/Governance Subtotal</b>	<b>\$170,000</b>	<b>11.3%</b>	<b>\$170,000</b>	<b>11.3%</b>	<b>\$0</b>	<b>0.00%</b>	
	<b><u>Demonstration Grove:</u></b>							
64401	Pine Tree - Rent	\$24,900	1.7%	\$24,900	1.7%	\$0	0.00%	
64402	Pine Tree - Grove Management	\$52,000	3.5%	\$52,000	3.5%	\$0	0.00%	
64403	Pine Tree - Utilities	\$5,400	0.4%	\$5,400	0.4%	\$0	0.00%	
64404	Pine Tree - Property Tax & Insurance	\$2,550	0.2%	\$2,550	0.2%	\$0	0.00%	
64405	Pine Tree - Improvements & Misc Expenses	\$5,000	0.3%	\$5,000	0.3%	\$0	0.00%	
64406 - 64409	Pine Tree - Harvesting, Hauling, CAC & HAB Assessments	\$28,500	1.9%	\$28,500	1.9%	\$0	0.00%	
	<b>Demonstration Grove Subtotal</b>	<b>\$118,350</b>	<b>7.9%</b>	<b>\$118,350</b>	<b>7.9%</b>	<b>\$0</b>	<b>0.00%</b>	
	<b><u>Education &amp; Outreach:</u></b>							
64501	Field Meetings, Seminars & Workshops	\$15,000	1.0%	\$15,000	1.0%	\$0	0.00%	
64502	Pine Tree Ranch Field Days	\$2,000	0.1%	\$2,000	0.1%	\$0	0.00%	
64503	Grower Outreach	\$3,000	0.2%	\$3,000	0.2%	\$0	0.00%	
	<b>Education &amp; Outreach Subtotal</b>	<b>\$20,000</b>	<b>1.3%</b>	<b>\$20,000</b>	<b>1.3%</b>	<b>\$0</b>	<b>0.00%</b>	
	<b><u>Other:</u></b>							
64801	Dues, Sponsorships, & Reports	\$40,000	2.7%	\$40,000	2.7%	\$0	0.00%	
64802	Grant Writing	\$2,500	0.2%	\$2,500	0.2%	\$0	0.00%	
64803	Travel	\$60,000	4.0%	\$60,000	4.0%	\$0	0.00%	
64804	Office Expense	\$7,500	0.5%	\$7,500	0.5%	\$0	0.00%	
64805	Committee Meeting Expense	\$5,000	0.3%	\$5,000	0.3%	\$0	0.00%	
64901	Anti-Theft Reward Program	\$15,000	1.0%	\$15,000	1.0%	\$0	0.00%	
	<b>Other Industry Affairs Subtotal</b>	<b>\$130,000</b>	<b>8.7%</b>	<b>\$130,000</b>	<b>8.7%</b>	<b>\$0</b>	<b>0.00%</b>	
	<b>Total Industry Affairs</b>	<b>\$1,500,900</b>	<b>100.0%</b>	<b>\$1,500,900</b>	<b>100.0%</b>	<b>\$0</b>	<b>0.00%</b>	

**Department: Industry Affairs & Production Research**

**Department: Grant Programs**

Item 8.c-5

**Department: Operations**

Item 8.c-6





May 13, 2025

**TIMELINE: USDA MEXICO AVOCADO INSPECTION PROGRAM****Background**

2001 – The United States Department of Agriculture (USDA) and Mexico finalized the Operational Work Plan (OWP) for the import of avocados from Mexico to the United States. The OWP is to mitigate phytosanitary risks to U.S. growers. Under the OWP, USDA's Animal and Plant Health Inspection Service's (APHIS) is responsible for excluding, eradicating, and/or controlling plant pests, including pests known to follow the pathway of Hass avocados imported from Michoacan and Jalisco, Mexico. Since implementation of the OWP in 2001, USDA has utilized employees in Mexico to conduct bi-annual grove inspections and packing facility inspections.

**Timeline**

February 12, 2022 – USDA suspends phytosanitary export inspections of avocados in Mexico due to safety concerns for USDA inspectors.

April 5, 2024 – Commission management talks with USDA regarding deforestation concerns in Mexico and is informed the State Department is recommending transferring phytosanitary export inspections to the Mexico government. Commission management responds that this will result in an outcry from California avocado growers and the Commission.

June 17, 2024 – USDA suspends phytosanitary export inspections of avocados in Mexico due to safety concerns for USDA inspectors.

June 24, 2024 – New York Times contacts the Commission following a press conference with U.S. and Mexico officials where it is announced that "Mexico would progressively start replacing APHIS inspectors with Mexican inspectors to avoid stopping exports whenever there's a security concern."

June 26, 2024 – Commission issues a press release: "California Avocado Commission Calls on USDA to Maintain Direct Oversight of Mexico Avocado Export Program."

September 17, 2024 – Mexico News Daily reports "US agrees to Mexico's agricultural inspectors supervising avocado exports," removing USDA employed inspectors from grove inspections.

September 23, 2024 – Commission submits a letter to USDA Secretary Vilsack calling for administration of the OWP to remain unchanged and requesting a meeting with Secretary Vilsack. The Commission also issues a press release which is picked up by over 250 media outlets.

September 29, 2024 – Commission management receives a communication from a USDA inspector in Mexico expressing concern with the transfer of oversight to the Mexican government.

October 9, 2024 – A Congressional letter requested by the Commission is submitted to Secretary Vilsack requesting an explanation of USDA's decision.

October 11, 2024 – Commission chair and management meets with Dr. Mark Davidson, APHIS Deputy Administrator for Plant Protection and Quarantine, and Ethan Holmes, APHIS Senior Policy Advisor. USDA does not provide a science-based explanation for changes in the inspections and states these changes are due to USDA's inability to ensure the safety of their employees.

October 28, 2024 – Commission management receives a second communication from the USDA inspector in Mexico, indicating pest detections in packing plants. Information on packing locations, inspectors, dates, and pest pictures is included.

November 7, 2024 – APHIS publishes the Final Rule allowing Guatemala avocados U.S. market access.

November 8, 2024 – Commission submits letter to Dr. Davidson asking when a response from Secretary Vilsack can be expected and requesting USDA Mexico avocado inspection reports since August 1, 2024.

November 22, 2024 – Commission management receives a letter from Dr. Michael Watson, APHIS Administrator, where he states “The number of recent interceptions is notable given the infrequency of such interceptions over the history of the program...”

December 13, 2024 – Commission chair and management meets with Jenny Moffitt, USDA Undersecretary, Dr. Davidson and Mr. Holmes expressing concern over recent pest finds in Mexico packing facilities.

January 20, 2025 – Commission launches online grower petition calling for USDA to fully restore inspections of avocados from Mexico.

January 28, 2025 – Commission online petition results in 727 grower signatures (submitted with the February 14 letter).

February 7, 2025 – Congressman Darrel Issa sends a letter to Gary Washington, acting Secretary of Agriculture, asking for a review of the inspection program.

February 14, 2025 – Commission sends a letter to Secretary Brook Rollins, USDA, asking her to “immediately re-establish the inspection systems originally agreed to before irreversible harm is done, and that safeguards be implemented to protect the USDA employees in question.”

February 28, 2025 – Commission representatives host Congressman Darrel Issa to discuss inspection concerns.

March 10, 2025 – Commission management meets with Chairman GT Thompson, House Committee on Agriculture.

March 10, 2025 – Commission management meets with Congressman Issa. He commits to lead a Congressional letter to Secretary Rollins.

March 11, 2025 – Commission management meets with Jordan Bonfitto, USDA Chief of Staff, Regulatory and Marketing Programs and Dr. Davidson. USDA provides a report of 150 pest finds in Mexico packing facilities from October 17, 2024, through March 11, 2025. USDA reported zero pest finds from January 1, 2024, through October 16, 2024.

March 13, 2025 – Commission management receives a letter from Dr. Michael Watson providing the July 18, 2024, USDA letter to Mexico stating, “APHIS is respectfully notifying SENASICA that starting on July 22, 2024, APHIS inspectors will no longer accompany DGSV and REFIAA in their review of any avocado orchards (including those with less than five years in the program).”

March 25, 2025 – Congressional letter sent to Secretary Rollins from Congressmembers Darrel Issa, Ken Calvert, Doug LaMalfa, David Valadao and Young Kim asking for the “immediate reversal of this order.”

March 26, 2025 – Commission management meets with Chairman John Boozman, Senate Committee on Agriculture, Nutrition and Forestry.

April 8, 2025 – Commission management meets with Jordan Bonfitto.

April 15, 2025 – Commission management interviewed for Fox Digital News.

April 21, 2025 – Commission management interviewed on Varney & Company, Fox Business Network.

May 1, 2025 – Commission management meets with Connie Conway, California State Director, USDA, Farm Service Agency.



# THE GROWING THREAT TO CALIFORNIA AVOCADOS:

WHY USDA MUST  
REINSTATE INSPECTION  
PROTOCOLS IN MEXICO

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Prepared by the California Avocado Commission  
May 2025



I.

# EXECUTIVE SUMMARY

The California Avocado Commission (CAC) urgently warns that the integrity of the United States' avocado supply, and the future of California's \$1.5 billion avocado industry, is under immediate threat. This danger stems from a 2024 decision by the Biden administration to withdraw USDA inspectors from avocado orchards in Mexico following a series of violent threats and attacks from drug cartels. This decision marked the first time in nearly three decades that the U.S. has ceded oversight of phytosanitary inspections to foreign authorities in a critical import program.

Since this withdrawal, detections of dangerous pests, specifically *Macrobrachyus aguacatae* and *Conotrachelus perseae* (avocado seed weevils), have surged at Mexican packing facilities. These pests pose a catastrophic risk to California's pest-free orchards. Once established, they are virtually impossible to eradicate, forcing growers into costly and environmentally regressive pesticide use, threatening international trade access, and rendering fruit unmarketable.

***"Combined feeding damage by weevil or moth larvae... makes fruit unmarketable and inedible."***

— Dr. Mark Hoddle,  
Director of the Center for Invasive Species Research at UC Riverside

This report outlines the background of the U.S.-Mexico avocado inspection partnership, the sequence of events that led to its collapse, the biological and economic threats posed by current pest detections, and the catastrophic consequences of inaction. Most importantly, it delivers clear and actionable recommendations:

- **Reinstate the original USDA inspection protocol** as established in 1997
- Provide diplomatic and physical security support to reestablish U.S. inspector presence
- Hold Mexico accountable for maintaining U.S. phytosanitary standards

California's ~3,000 avocado growers cannot afford further delay. President Trump and Secretary Rollins must act now to reverse a dangerous precedent that places U.S. agriculture at the mercy of foreign threats. A failure to do so may not only devastate a signature California crop, but also signal weakness to adversaries across every U.S. agricultural sector.



II.

# BACKGROUND

## THE U.S.–MEXICO AVOCADO INSPECTION AGREEMENT (1997–2024)

In 1997, the United States Department of Agriculture (USDA), in coordination with the California Avocado Commission, negotiated a landmark agreement with the government of Mexico to allow the importation of fresh Hass avocados into the United States. The agreement lifted a ban on Mexican avocados that had been in place since 1914 to prevent a range of weevils, scabs and pests from entering United States orchards. The focus of the agreement was to protect American agriculture from the pest risks endemic to Mexico and other avocado-producing countries.

### A TWO-TIERED DEFENSE SYSTEM

Under this bilateral agreement, known as the **Operational Work Plan (OWP)**, avocados intended for export from Mexico to the U.S. were subject to two mandatory USDA inspections:

1.

**First**, USDA's Animal and Plant Health Inspection Service (APHIS) personnel were required to inspect avocado orchards in Mexico prior to harvest.

2.

**Second**, the harvested fruit was re-inspected at **Mexican packinghouses** before being cleared for shipment to the U.S.

Importantly, **100% of the costs associated with these inspections were paid by the Mexican avocado industry**, ensuring U.S. taxpayers bore no financial burden for enforcing phytosanitary standards abroad.

***"All expenses related to the inspections are paid by the Mexican avocado industry."*** — CAC Situation Brief, April 11, 2025

This system worked. For nearly three decades—under Presidents Clinton, Bush, Obama, and Trump—the agreement functioned with exceptional effectiveness, **keeping invasive pests like seed weevils and fruit-boring moths out of California**, and maintaining the state's pristine pest-free certification. During this period, California's avocado industry flourished. With no need for chemical interventions against these exotic pests, growers benefited from lower production costs, clean environmental compliance, and the ability to export to countries with strict phytosanitary barriers.

### A STRATEGIC PARTNERSHIP WITH PROVEN RESULTS

California's avocado industry is fundamentally different from many of its global competitors. According to research from Dr. Mark Hoddle, entomologist at UC Riverside, California's pest-free advantage allows growers to produce **high-quality, pesticide-residue-free avocados**, saving millions annually and preserving market access around the world.

***"The absence of avocado seed feeding pests like weevils and moths in California... allows the production of fruit that is relatively free from insecticide residues... and enables relatively easy export of fruit."***

— Dr. Mark Hoddle, UC Riverside

This success is not coincidental, it is the result of a vigilant, science-based pre-export inspection process. **The USDA's physical presence in Mexican orchards was the first and most effective line of defense.** But that defense would be fatally undermined in late 2024.

III.

# COLLAPSE OF SAFEGUARDS

## BIDEN ADMINISTRATION'S 2024 POLICY SHIFT

The nearly three-decade success of the U.S.–Mexico avocado inspection regime was abruptly upended in **mid-to-late 2024**, when the Biden administration—through USDA's Animal and Plant Health Inspection Service—**withdrew all USDA inspectors from Mexican avocado orchards**. This decision, made without consultation with the California Avocado Commission, broke a longstanding bipartisan tradition of active U.S. phytosanitary enforcement abroad and exposed the U.S. avocado industry to unprecedented risk.

### CARTEL THREATS AND UNILATERAL POLICY CHANGE

The justification for the inspector withdrawal was the rising threat of cartel violence in Michoacán, the Mexican state responsible for the majority of avocado exports to the United States. APHIS claimed that the safety of its inspectors could no longer be guaranteed and thus terminated on-site inspections, **not only in orchards but, over time, also scaled back activity in packinghouses**.

This was done **without public announcement, without congressional notification, and without input from American avocado growers**. The Commission first learned of the decision through foreign media reports.



*"We regret that California avocado growers learned through foreign media outlets about the decision to redistribute and relocate some inspectors..."*

— Michael Watson, Administrator, APHIS, March 13, 2025

According to a July 2024 letter from Mexican regulators to USDA Deputy Administrator Dr. Mark Davidson, APHIS had already informed their counterparts that U.S. inspectors “will no longer accompany personnel of this General Directorate in the sampling and certification activities of all avocado orchards proposed in the Operational Work Plan.”

## A PATTERN OF POLICY EROSION

Subsequent APHIS communications confirmed that the agency had reinterpreted its mandate to shift responsibilities to the Mexican government. As stated by Administrator Watson:

Even inspections at packinghouses, previously the last safeguard, were **reduced** to a level that failed to detect the sharp rise in pest presence. The USDA admitted this themselves:

*“APHIS and SENASICA (Mexican government) have mutually agreed in writing that APHIS will no longer routinely visit every orchard in the program.”*

— Michael Watson, December 20, 2024

*“The number of recent interceptions is notable given the infrequency of such interceptions over the history of the program.”*

— Michael Watson, November 22, 2024

## A BREACH OF TRUST AND A DANGEROUS PRECEDENT

This shift in enforcement represents not just a change in operational protocol, it is a **breach of the agreement** that underpinned U.S. avocado imports since 1997. The consequences are real: **Mexican inspections alone cannot be trusted to meet the phytosanitary standards** the U.S. has long required. As a result, **fruit carrying dangerous pests is now being certified and shipped** with reduced oversight, increasing the probability of pest introduction into California’s avocado-growing regions.

Commission leadership was explicit in its warning:

*“The prior administration allowed [California growers] to be victimized by Mexican cartels rather than directing Mexico to correct the security problem or forego importing avocados into the United States.”*

— CAC Letter to USDA Secretary Rollins, March 2025

In prioritizing bureaucratic caution over agricultural protection, the Biden administration’s decision dismantled the most effective pest-prevention tool available, **boots-on-the-ground inspection**. In doing so, it placed thousands of California jobs, billions in economic value, and global market access at risk.



IV.

# THE ESCALATING PEST THREAT

## WHAT THE DATA SHOWS

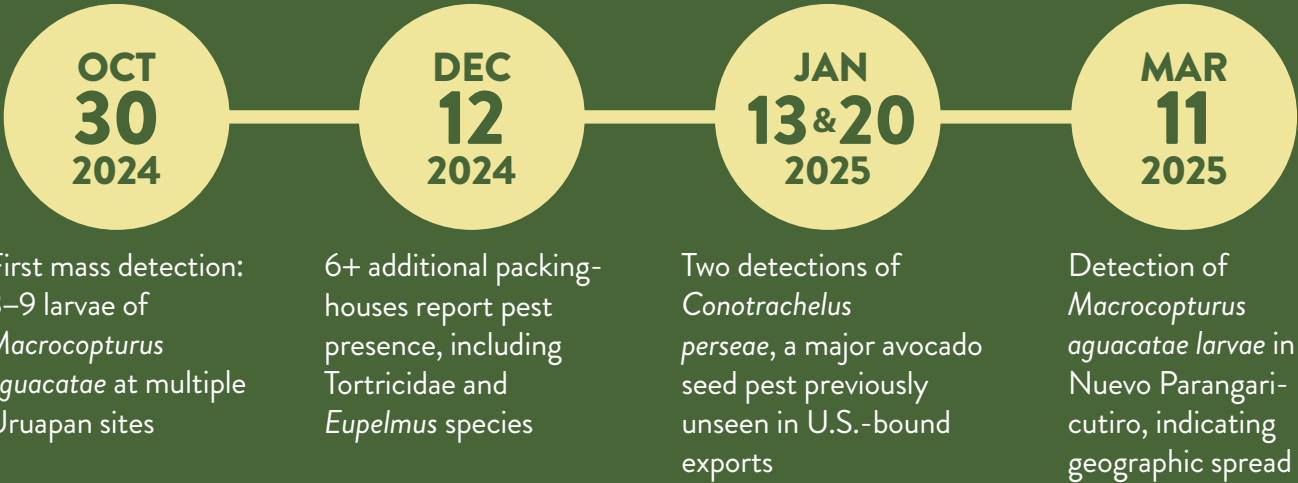
The removal of USDA inspectors from Mexican avocado orchards has had a swift and measurable consequence: **a dramatic surge in detections of dangerous avocado seed pests**. These include ***Macrocopturus aguacatae*** (formerly *Copturus aguacatae*), ***Conotrachelus perseae***, and moth species from the **Depressariidae, Tortricidae** and **Blastobasidae** families—pests that have long posed a catastrophic risk to U.S. avocado production but were successfully excluded through rigorous inspections.

### A TIMELINE OF ALARM: PEST DETECTIONS SKYROCKET

According to USDA data, from **January 1 to October 17, 2024**, there were no pest interceptions in Mexican packinghouses. However, **beginning in late October 2024**, shortly after USDA inspectors were withdrawn from grove inspections, a wave of confirmed pest detections began in packing facilities, **more than 150 distinct interceptions were recorded between October 30, 2024, and March 11, 2025**.

These detections occurred across multiple regions in Michoacán—**Uruapan, Apatzingán, Tacámbaro, Peribán, Morelia, Tancitaro, and Turicato**—signaling a systemic breakdown in pest control.

Key pest detection data points (all post-withdrawal):



These numbers are not minor statistical anomalies. As noted by USDA Administrator Michael Watson:

*“The number of recent interceptions is notable given the infrequency of such interceptions over the history of the program.”* — Michael Watson, November 22, 2024

## UNDERSTANDING THE PESTS: CONCEALED, COSTLY, AND CATASTROPHIC

The pests now being detected are not superficial threats, they are **deep-tissue fruit feeders** that are exceptionally difficult to identify, control, or eradicate once introduced into a growing region.

According to Dr. Mark Hoddle:

- **Avocado seed weevils and moths lay eggs on or inside the fruit**, and their larvae bore deep through the pulp to reach the seed.
- The damage they cause is **internal and nearly invisible until the fruit is sliced open**, rendering standard post-harvest detection ineffective.
- Once established, these pests can **decimate fruit quality**, increase pesticide reliance, and trigger international quarantine restrictions.



*"Because these feeding life stages are so deep inside the fruit, it is almost impossible to control them with insecticides... Combined feeding damage... makes fruit unmarketable and inedible."*

— Dr. Mark Hoddle, April 29, 2025



## SYSTEMIC FAILURE: A POLICY THAT ENABLES PEST MIGRATION

These pests have **never established in California**, thanks to nearly 30 years of strict pre-export USDA enforcement. But the **detection spike in Mexico following USDA inspector withdrawal confirms** what growers have long feared: **Mexican self-inspection is failing**, and pest-contaminated fruit is increasingly slipping through.

The data tells a story of what happens when enforcement disappears. It's not a hypothetical risk, it's **a current, escalating threat**. Every box of uninspected Mexican fruit now carries with it a measurable

v.

# RISK TO CALIFORNIA

## WHAT HAPPENS IF THESE PESTS GET IN

California is one of the last remaining major avocado-producing regions in the world that remains free of **avocado seed weevils** and **fruit-feeding moths**. This rare pest-free status has allowed the industry to thrive with minimal chemical intervention, high export viability, and strong consumer confidence. If pests like *Macrocopturus aguacatae*, *Conotrachelus perseae*, *Heilipus lauri*, or *Stenomacrus catenifer* gain a foothold in California orchards, the result would be devastating—**biologically, economically, and environmentally**.

### ECONOMIC CONSEQUENCES: BILLIONS AT RISK

California's avocado industry is a **\$1.5 billion economic engine**, supporting more than **3,000 family-owned farms** across 50,000 acres. Most growers operate on thin margins, and the introduction of seed-feeding pests would:

**Slash fruit marketability** due to internal feeding damage

**Increase labor and pesticide costs**, with no guarantee of efficacy

**Trigger export restrictions** from countries with strict phytosanitary requirements

**Collapse organic and low-input production systems**

**Accelerate farm closures**, particularly among smaller, multi-generational growers

As Dr. Hoddle warned:

***"Should one or more of these pests establish in California... production costs would escalate markedly, export markets would be closed... [and it] could move the industry into unprofitability leading to the demise of an iconic and world-renowned industry."***

## ENVIRONMENTAL IMPACTS: FROM CLEAN-GROWN TO CHEMICAL-DEPENDENT

Currently, California avocados are grown with relatively few chemical inputs. Pest introduction would force growers to deploy aggressive pesticide regimes, undermining years of sustainability gains:

- Increased **pesticide usage** to combat internal feeders that are almost immune to surface treatments
- Loss of **insecticide-residue-free marketing advantages**
- Compromised water and soil quality due to increased chemical runoff
- Pressure on pollinators and non-target beneficial insects



This is not just a farm-level issue, it's a **consumer and environmental issue.**

## MARKET TRUST AND BRAND DAMAGE

California-grown avocados enjoy strong brand equity for being local, fresh, and responsibly produced. Pests that render fruit unmarketable on the inside, while looking normal on the outside, pose a **direct threat to consumer trust** and retail confidence:

- Retailers may face increased returns and quality claims
- Consumers may associate California avocados with "bad fruit," even if infestation originates from imported sources
- The brand damage would affect not just domestic sales, but **global market access**



## THE DOMINO EFFECT

California's pest-free status doesn't only protect its own growers. Other U.S. states with smaller but growing avocado industries—**Texas, Florida, Hawaii**—would be next in line if an infestation establishes a base in California. A single incursion could reshape the entire **U.S. avocado landscape**, pushing domestic production into decline and increasing reliance on imports under uncertain phytosanitary conditions.



## VI.

# POLICY RECOMMENDATIONS

## PREVENTING AN AGRICULTURAL DISASTER

With increasing detections of seed and stem weevils in Mexican orchards and packinghouses, and growing concern among California's 3,000 avocado growers, urgent policy action is needed to restore the integrity of the U.S.–Mexico avocado trade and prevent irreversible harm to domestic agriculture.

The solution is not complex, but it does require **leadership, coordination, and a return to proven safeguards.**

## 1.

### IMMEDIATE REINSTATEMENT OF THE 1997 OPERATIONAL WORK PLAN

- Restore full USDA APHIS oversight of orchard and packinghouse inspections in Mexico.
- Resume the long-standing practice of **USDA inspectors** in the groves, as originally required under the 1997 U.S.–Mexico agreement.
- Reinforce that this is a **non-negotiable condition of market access** to the United States.

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*"The Commission is... requesting reinstatement of the OWP agreed to in 1997 and supported by every President since, except one..."*  
— CAC Letter to USDA Secretary Rollins, March 2025

## 2.

### DEPLOY TARGETED SECURITY SUPPORT FOR USDA PERSONNEL

- Collaborate with the U.S. Department of State, Mexican authorities, and law enforcement to **provide protection for USDA inspectors.**
- Consider stationing **inspectors in secure convoys**, rotating staff in high-risk regions, or establishing **temporary secure inspection zones.**
- Make clear that if Mexico cannot ensure safety for U.S. personnel, it forfeits the privilege of exporting avocados to the United States.

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*"If the agreed upon inspection requirements cannot be maintained due to safety concerns... then that privilege must be suspended."*  
— CAC USDA Situation Brief

3.

### DIRECT ENGAGEMENT BY THE WHITE HOUSE AND USDA LEADERSHIP

- Request that **President Trump and Secretary Rollins publicly commit** to restoring USDA inspections as a national agricultural security priority.
- Position this effort as part of a broader **"America First" agricultural agenda**, ensuring foreign trade does not compromise U.S. food systems.
- Task APHIS with submitting a **public plan and timeline** for full operational reinstatement in coordination with CAC.

#### Suggested Language for Policymakers:

*"America cannot allow criminal cartels to dictate the terms of our food safety."*

4.

### SUSPEND MEXICAN IMPORTS IF CONDITIONS ARE NOT MET

- Make it clear: if USDA cannot inspect every orchard and packinghouse, then avocados from those sites should **not be eligible for export** to the United States.
- Leverage this standard not as retaliation, but as **enforcement of an existing agreement** that Mexico voluntarily entered into and financially supports.

#### Economic Leverage:

Mexico supplies 85–90% of U.S. avocado demand. The U.S. has leverage, if wielded responsibly, to **incentivize compliance**.

**Eighty percent of Mexico's avocado exports come to the United States.**

5.

### LAUNCH A NATIONAL AWARENESS CAMPAIGN

- Work with the Commission to brief policymakers, the media, and trade stakeholders on the **true scope of the risk**.
- Dispel the myth that Mexico can self-regulate phytosanitary threats.
- Frame the issue as both a **security concern and an economic defense of U.S. agriculture**.

SUMMARY OF ACTION STEPS:

Recommendation	Key Action	Responsible Entity
Reinstate OWP inspections	Resume USDA presence in Mexico	USDA APHIS
Ensure inspector safety	Implement security measures	USDA + State Dept. + Mexican Government
Leadership directive	Public commitment to reversal	President Trump, Sec. Rollins
Suspend noncompliant imports	Enforce trade conditionality	USDA
Inform stakeholders	Media + policy education	CAC + allies

The tools are already in hand. The only missing ingredient is political will.

VII.

CONCLUSION

THE TIME TO ACT IS NOW

The threat facing California’s avocado industry is not theoretical, it is **happening now**. Since the withdrawal of USDA inspectors from Mexico in late 2024, dangerous avocado seed pests have been repeatedly detected in Mexican orchards and packinghouses. These pests, long excluded by strict inspection protocols, now pose a growing risk of crossing into California’s pest-free growing regions. Once established, they cannot be eradicated. The consequences would be severe: billions in economic losses, the collapse of generational family farms, and the loss of one of America’s most successful, clean, and sustainable agricultural commodities.

This crisis was preventable. It is still reversible.

For nearly 30 years, the U.S.–Mexico avocado trade operated under a clear, enforceable agreement that prioritized the protection of U.S. agriculture. That agreement was **unilaterally abandoned** by the Biden administration under pressure from cartel violence, without the knowledge or consent of the California Avocado Commission or its growers. In doing so, USDA forfeited the most effective tool it had to stop invasive pests at the border.



This report has laid out the facts:

- The collapse of enforcement directly preceded a spike in pest detections.
- These pests are concealed, undetectable in final form, and devastating once introduced.
- Mexico's self-regulated inspections have failed to contain the threat.
- The cost of inaction will be far greater than the cost of reestablishing enforcement.

***"The prior administration allowed California farmers to be victimized by Mexican cartels rather than directing Mexico to correct the security problem or forego importing avocados into the United States."***

**— CAC Letter to USDA Secretary Rollins, March 2025**

The California Avocado Commission respectfully but urgently calls on:

- **President Donald J. Trump**
- **USDA Secretary Rollins**

to **take action immediately**, and the:

- **Members of Congress**
- **National agricultural press**
- **California state leaders**

to **call for the reversal**. Reinstate the 1997 Operational Work Plan. Deploy security to protect U.S. personnel. Suspend Mexican exports if conditions are not met. And restore confidence in the U.S. government's ability to defend its food systems from foreign threats, criminal or biological.

California's avocado growers have done their part for decades—growing clean, sustainable fruit with minimal inputs and maximum care. They are now asking for nothing more than what they were promised: **a level playing field and a government willing to defend its borders, not just from people or products, but from pests.**

**Final Call to Action:**

***The path forward is clear. The clock is ticking. The time to act is now.***



California Avocado Commission  
Assessment Rate and Budget Planning (2-YR Analysis)  
Fiscal Year 2024-25 & 2025-26

Assumptions		Projection and Budget						
2024-25 Fiscal Year		2024-25 Approved Budget		2024-25 Estimated Actual		2025-26 Fiscal Year		
CAC Assessment Rate	\$0.0050	Assessment Revenue Projection		%		%		
HAB Assessment Rate	\$0.025	CAC Assessment Revenue	\$1,950,000	19.8%	\$1,706,000	19.8%	\$2,925,000	33.0%
		HAB Assessment Rebate Revenue	\$7,905,000	80.2%	\$6,916,875	80.2%	\$5,929,000	67.0%
2024-25 Crop	350,000,000	Total Assessment Revenue	\$9,855,000	100.0%	\$8,622,875	100.0%	\$8,854,000	100.0%
% of HAB Assessable	93%	Other Income	\$517,000		\$517,000		\$517,000	
Rebate %	85%	Total Revenue	\$10,372,000		\$9,139,875		\$9,371,000	
2025-26 Fiscal Year		Budget		%		%		
CAC Assessment Rate	\$0.010	Marketing	\$11,085,000	71.7%	\$11,085,000	71.5%	\$9,000,000	65.8% \$0.03 per pound
HAB Assessment Rate	\$0.025	Industry Affairs & Prod Research	\$1,972,217	12.8%	\$2,020,003	13.0%	\$2,383,112	17.4% Includes fully funded research
		Grant	\$250,000	1.6%	\$250,000	1.6%	\$250,000	1.8%
2025-26 Crop	300,000,000	Operations	\$2,150,328	13.9%	\$2,150,328	13.9%	\$2,050,000	15.0%
% of HAB Assessable	93%	Total Budget	\$15,457,545	100.0%	\$15,505,331	100.0%	\$13,683,112	100.0%
Rebate %	85%	Projected Surplus (Deficit)	(\$5,085,545)		(\$6,365,456)		(\$4,312,112)	
		Projected Beginning Reserves	\$16,089,300		\$16,089,300		\$9,723,844	
		Projected Ending Reserves	\$11,003,755		\$9,723,844		\$5,411,732	
					(\$1,279,911)			



# CALIFORNIA AVOCADO COMMISSION

## Marketing Update

May 2025



**Winner of the 2024 Produce Business' Marketing Excellence Award** 🏆







# Campaign Evolution

- Building on and expanding the existing campaign strengths
  - Emphasis on local growers and driving home brand values
    - **Sustainably Farmed**
    - **Ethically Sourced**
    - **Responsibly Grown**
- Bringing the campaign out of the grove and into the neighborhood
  - Showing consumers, fresh California Avocado dishes
- The best way to add delicious local flavor to any dish is with responsibly grown California Avocados





# Campaign Testing

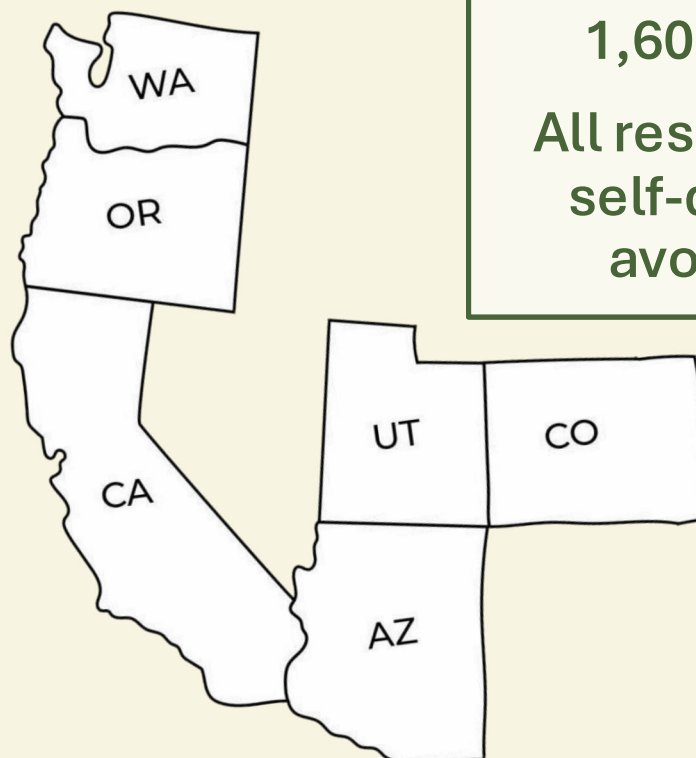
- Goal: Measure the 2024 advertising campaign and 2025 campaign evolution's impact on memorability, perceived brand value and brand preference
- Test impact of messaging and creative evolutions on overall appeal and specifically on brand/origin measures

- **PRIMARY TARGET**

- Ultra and Mega avocado users/buyers

- **SECONDARY TARGETS**

- 18-24 year olds, any race/ethnicity, ultra/mega buyers
  - Hispanics, any age, ultra/mega buyers (25%)



1,602 consumers

All respondents were  
self-defined heavy  
avocado eaters



# Campaign Evolution

## CONSUMER INSIGHT

**Understanding the story behind  
our food instills pride in who we  
are and what we consume**



# 2024 Campaign Testing

## Strongly agree/Agree:

- It is important to see the environment where California Avocados are grown (85%)
- It enhances my trust in locally grown produce from California (83%)
- The California environment helps create more quality and flavorful avocados (83%)
- Knowing that California Avocados are sustainably grown makes me more likely to purchase a California Avocado (82%)
- Knowing the story behind how California Avocados are grown makes me want to purchase them more than avocados grown elsewhere (78%)



# 2025 Campaign Testing











# 2025 Campaign Testing


## Strongly agree/Agree:


- This video helps me believe that California Avocados are a fresh, local product (88%)
- Seeing someone enjoying California Avocados makes me feel good (81%)
- This video helps me believe that California Avocados are a more premium product (80%)
- Watching people in this video eat avocados makes me more likely to purchase California Avocados (75%)
- Watching people in this video eat avocados makes me feel more connected to the food (73%)








**California Avocados**  Sponsored · Not connected to Kai Blue ·  


Locally grown, ethically sourced California Avocados are NOW IN SEASON! 🥑👉👉👉  
<https://bit.ly/4cftvHP>




[californiaavocado.co...](https://californiaavocado.co...)  
**California Avocado Season** 






   455 57 comments 24 shares

9:41   



Following For You 

*POV: Phone eats first during California Avocado season*

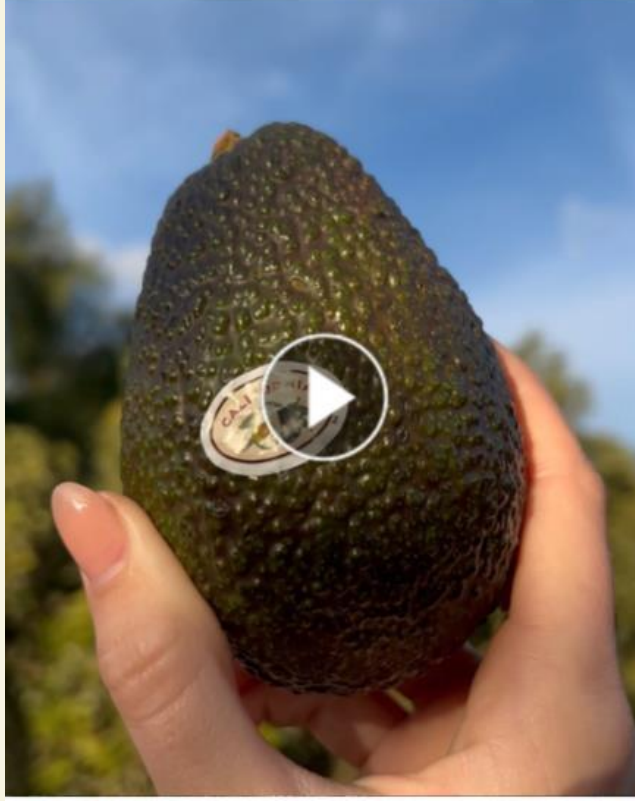





 +  
 991K  
 3456  
 810  
 1256




**California Avocados**  
 During California Avocado season, the phone always eats first. 🥑📱  
 Sponsored

**California Avocados**  Sponsored · 

Fresh from the grove to your table, California Avocados are as local as it gets.  
<https://bit.ly/4cefCd7>



   364 25 comments 27 shares

 Like  Comment  Share





California Avocados  
Sponsored · 🌱

Locally grown and responsibly farmed California Avocados are now available at a Sprouts near you!

**AVAILABLE NOW!**

SPROUTS.COM  
Taste the Season  
Shop California Avocados Today


LEARN MORE

👍❤️👍 207      14 comments

👍 Like    💬 Comment    ➦ Share


**AVAILABLE NOW!**

🔗 Learn more

**CALIFORNIA AVOCADOS**  
RESPONSIBLY grown

Now Available at  
**NOB HILL.**  
FOODS




**CALIFORNIA AVOCADOS**  
RESPONSIBLY grown

Now Available at  
**STATER BROS.**  
markets.



**CALIFORNIA AVOCADOS**  
RESPONSIBLY grown

Now Available at  
**Raley's**

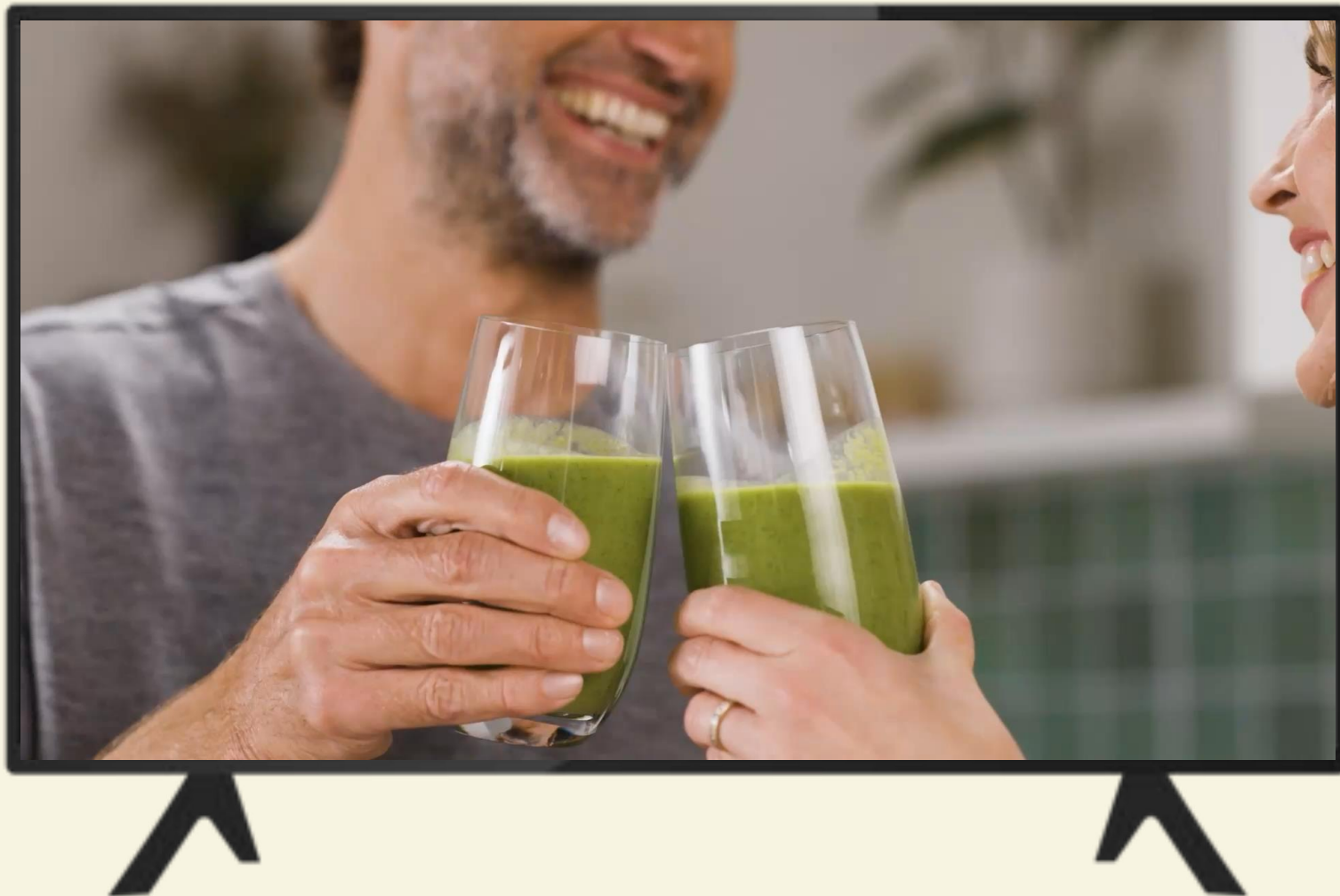




**CALIFORNIA AVOCADOS**  
RESPONSIBLY grown

Now Available at  
**BEL AIR.**



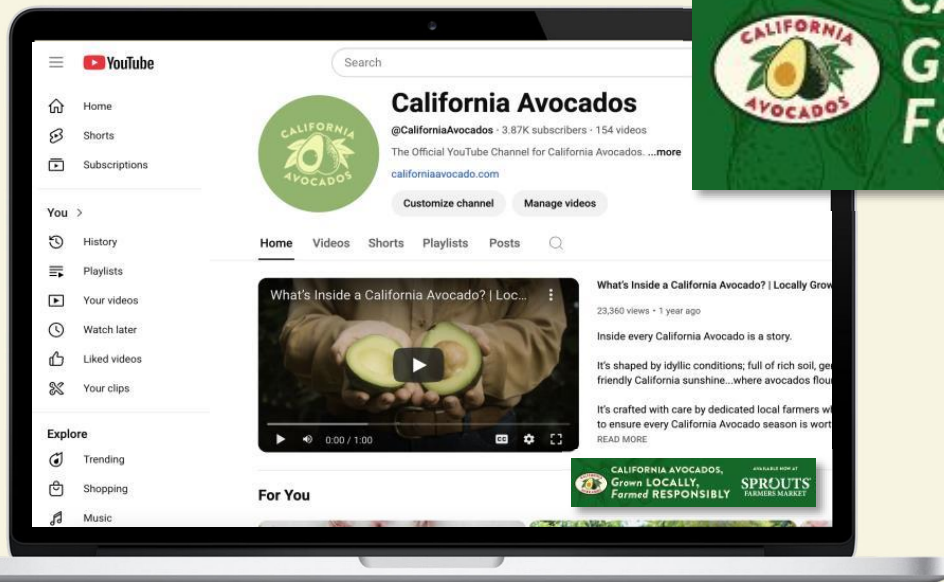


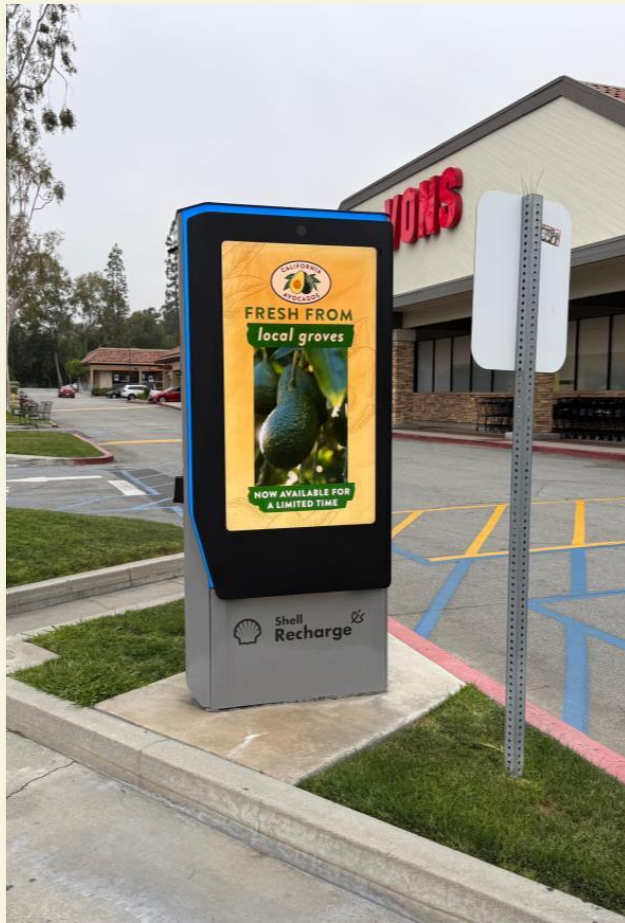
**Completion rate: 99%**





Completion rate: 71%

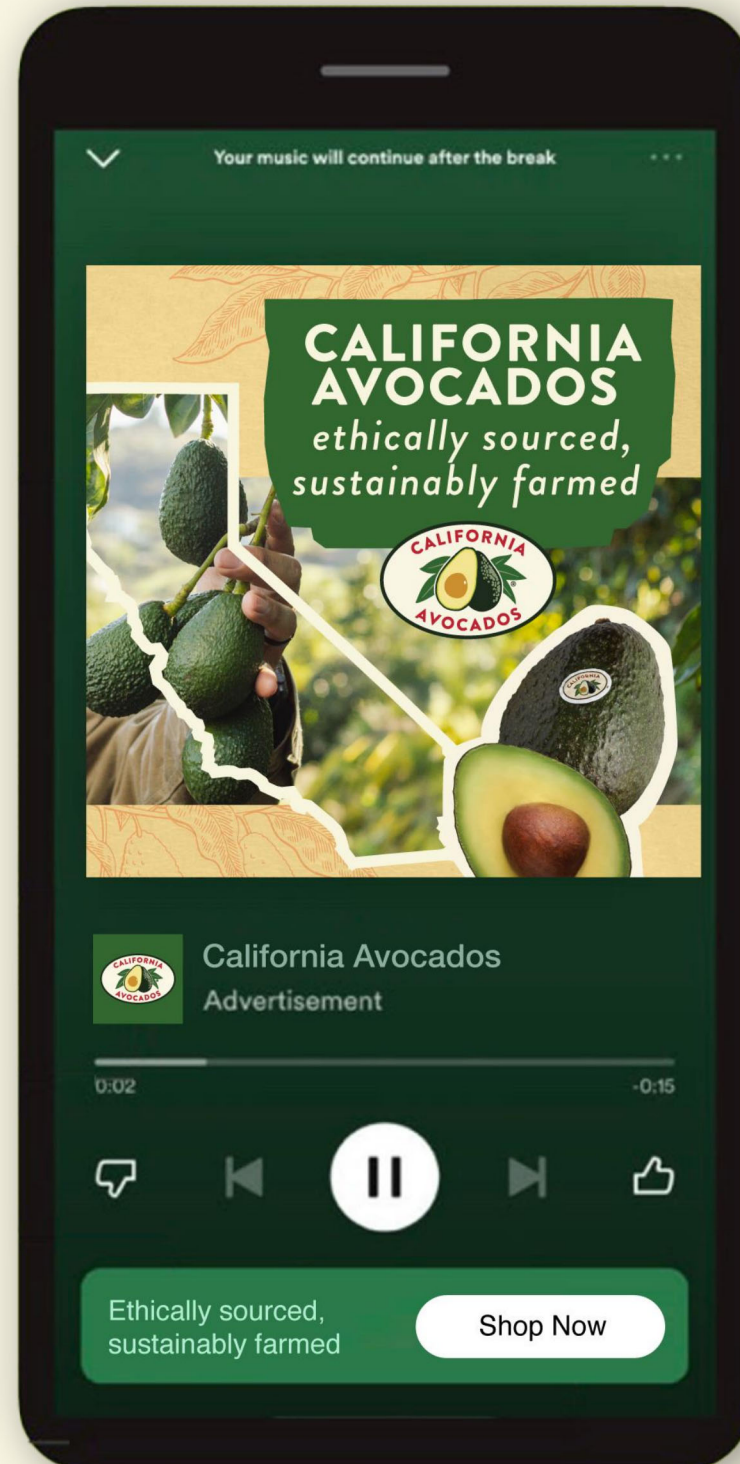
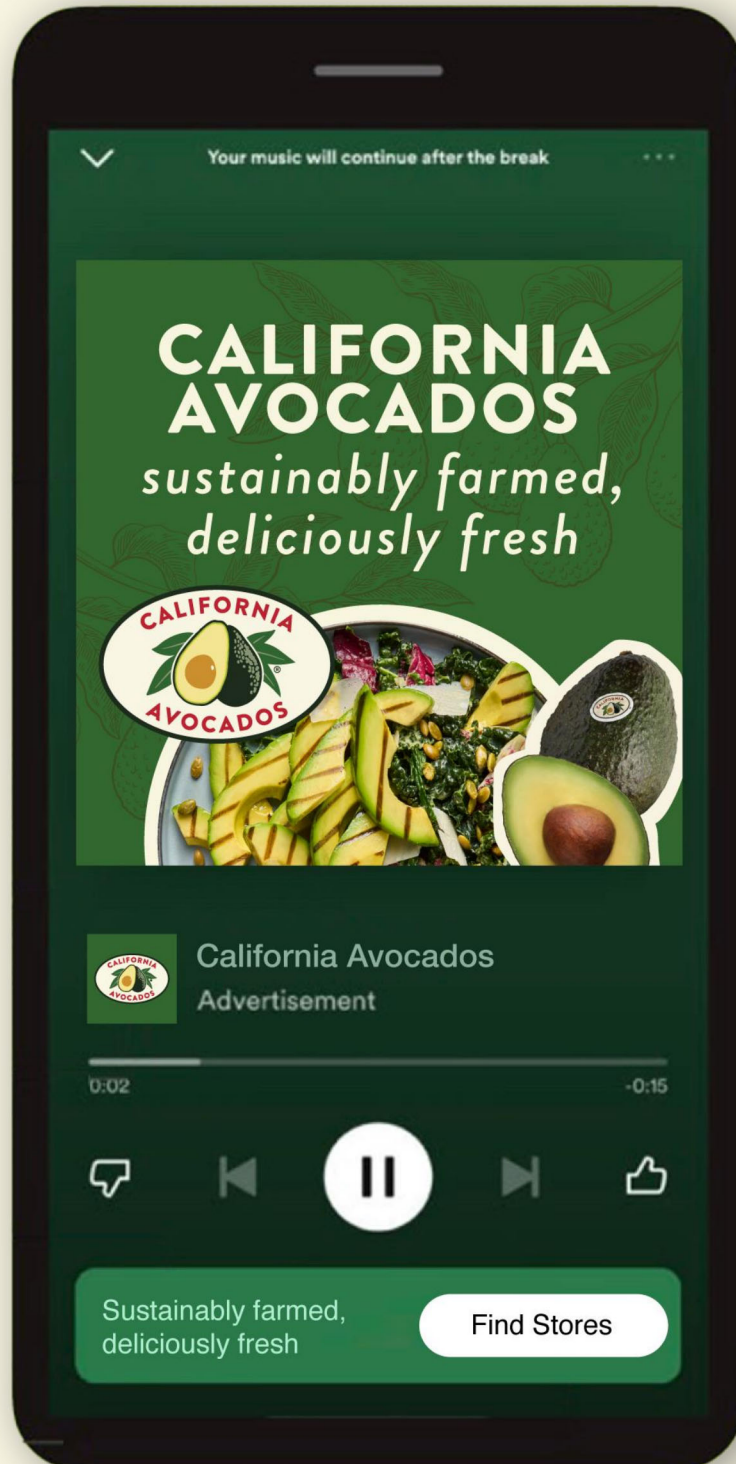




**127 Placements  
surrounding retail  
partner stores**

Los Angeles  
San Diego  
San Francisco  
Portland  
Seattle





Completion  
rate: 98%



# Retail Promotions Cinco de Mayo 2025

- 69 % Increase in Western region retailers promoting California Avocados for Cinco de Mayo over 202



*Bristol Farms*

*Gelson's*



**SPROUTS**  
FARMERS MARKET



*Raley's*







# Retail Promotions

## Cinco de Mayo 2025

**Celebrate CINCO DE MAYO with**  
Locally grown and **CALIFORNIA AVOCADOS** fresh from the grove.

**Has Hass Avocado**  
\$2.99 ea  
(\$2.99 / ea)

**Raley's Hass Avocado, ECT Bag**  
\$3.99 ea \$4.99 ea  
1 ea (\$2.67 / ct)

**Organic Avocados, Bagged**  
\$5.99 ea \$6.99 ea  
6 ct (\$2.00 / ct)

**California Olive Ranch Avocado Blend**  
\$19.99 ea \$24.99 ea  
30.75 fl oz (\$0.79 / oz)

**Taylor Farms Avocado Ranch Chopped Salad Kit**  
2 for \$7.00 ea \$4.99 ea  
25.4 oz (\$0.27 / oz)

**Chosen Foods 100% Pure Avocado and Extra Virgin Olive...**  
\$16.99 ea  
12.8 oz (\$0.27 / ml)

**Raley's 100% Pure Avocado Oil**  
\$7.98 ea  
750 ml (\$0.47 / oz)

**Yucatan Guacamole, Restaurant Style**  
\$7.99 ea  
16.9 oz (\$0.50 / oz)



**69¢ lb** Roma Tomatoes

**SK SUPER KING**

**99¢ ea** Large Avocados





# Retail Promotions Cinco de Mayo 2025

for **U** \$1.00 off

Signature Farms Bagged...

5-7-ct. Limit 1.

[Offer Details](#)

**Exclusive Brand**



**Clip Coupon**



Gelson's

## CUT, PEEL, SLICE & ENJOY

California Avocados and Mangos for  
Cinco de Mayo – endless possibilities together!



For tips on the best way to cut, peel  
and slice a California Avocado.

**Mango**



For tips on the best way to cut, peel  
and slice a Mango.



**HOW TO TELL THAT IT'S RIPE AND READY:**  
Squeeze a California Avocado or Mango gently  
and if it gives a little, you're all set.



**Raley's BEL AIR. NOB HILL.**  
FOODS  
NOURISHING COMMUNITIES SINCE 1935

**Cinco de Mayo SAVINGS!**

**Digital Member Deal**  
**\$1.97/lb**  
Non-Member Price \$3.99/lb.  
Fresh Pork Shoulder Roast  
Bone-in  
LIMIT 2 PACKAGES PER MEMBER.

**\$4.97/lb**  
Responsibly Sourced  
Raley's Raw EZ Peel Medium Shrimp  
Farm-raised or Antibiotic-free  
41 to 50 per lb. • Non-GMO  
Frozen. Sold in a 2 lb. bag \$9.94 ea.

**Digital Member Deal**  
**97¢ ea**  
Non-Member Price \$2.99  
Hass Avocados  
Locally grown in California.  
LIMIT 1 PER MEMBER.

**3 for 99¢** Sweet Corn  
Locally grown in California.  
Living Local



Gelson's



# Retail Expansion Promotions

## In the works

- Expansion retailers in markets of: Arizona, California, Colorado, Utah, Texas, Oklahoma, Oregon, Washington, Florida, Georgia, South Carolina, North Carolina and New York
- Incremental DC's – Target, Walmart & Sams
- Cross-promotion partners of National Mango Board, CA Grown, National Blueberries and Organic Girl Salads are stretching CAC's budget
- Merch roll out plan
  - 8 retailers confirmed 2 targeted
  - Audit and enhance Bin and signage utilization
  - Non-mixed product displays



# Retail Custom Promotions 2025



## FREE



**MOLLIE'S**  
**REWARDS**  
— member exclusive —








**CALIFORNIA GROWN**  
**AVOCADO**  
(ONE SINGLE AVOCADO)

## FRESH DEALS

APRIL 30 - MAY 6 • WHILE SUPPLIES LAST

SHOP ALL DEALS

CURBSIDE OR DELIVERY

 <p><b>Buy 1, Get 1 50% Off</b> SAVE AT LEAST \$2.75 ON 2 <b>ORGANIC Blackberries, Blueberries or Raspberries</b> <small>6 OZ. MUST BUY TWO TO RECEIVE DISCOUNT</small></p>	 <p><b>\$11.99/lb</b> MEMBER-ONLY PRICE SAVE <del>at least</del> \$8.00 LB</p> <p><b>\$12.99/lb</b>   SAVE AT LEAST \$7.00 LB <b>New York Strip Steak</b> <small>HAND-TRIMMED, AGED FOR TENDERNESS</small></p>
 <p><b>2/\$4.00</b>   SAVE AT LEAST \$0.58 ON 2 <b>Hass Avocados</b></p>	 <p><b>\$9.99/lb</b>   SAVE AT LEAST \$5.00 LB <b>Wild Sashimi Tuna Steaks</b></p>



# Thank you