



AGENDA

California Avocado Commission
Board of Directors Meeting

Meeting Information

Date: March 5, 2026
Time: 9:00 a.m.

Meeting Location:
Hilton Garden Inn
28210 Jefferson Ave.
Temecula, CA 92590

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

Board Member and Alternate Attendance

Board members and alternates, please contact Cristina Wede at cwede@avocado.org to confirm attendance no later than Wednesday, February 25, 2026.

Time	Item
9:00 a.m.	<ol style="list-style-type: none">1. Call to Order<ol style="list-style-type: none">a. Roll Call/Quorumb. Introductions2. Chair’s Opening Remarks3. Opportunity for Public Comment<p>Persons may address the Board on subjects within the jurisdiction of the Commission.</p>4. Consent Calendar<ol style="list-style-type: none">a. Approval of Board minutes of December 11, 2025b. Approval of Board minutes of December 19, 2025c. 2025-26 Financial updated. Consider approval of CAC as provider of Avocado Inspection Program administrative services for the CDFR for the period from July 2026 through June 20275. Consider appointment of District 4 alternate member to fill existing vacancy, term ending October 31, 2027

Time	Item
	<p>6. Consider appointment of District 5 member to fill existing vacancy, term ending October 31, 2026</p> <p>7. Consider appointment of handler alternate to fill existing vacancy for term ending October 31, 2027</p> <p>8. Treasurer’s Report</p> <ul style="list-style-type: none"> a. Consider acceptance of 2024-25 audited financial statements b. Consider approval of updated authorization matrix <p>9. Chair’s Report</p> <ul style="list-style-type: none"> a. CAC Committees membership update <p>10. Marketing Report</p> <ul style="list-style-type: none"> a. February 18, 2026 Marketing Committee update b. Marketing plan timing and go to market strategy c. Consider retail marketing investment recommendation and budget reallocation <p>11. Consider approval of 2025-26 CAC Budget amendment</p> <p>12. Redistricting Committee Report</p> <ul style="list-style-type: none"> a. Consider approval of Redistricting Committee recommendation for redrawn district lines effective November 1, 2026 <p>13. Governance Committee Report</p> <p>14. Production Research Committee Report</p> <p>15. HAB Sponsorship Requests</p> <ul style="list-style-type: none"> a. HAB BOLD candidate sponsorship request b. HAB Avocado Conference sponsorship request <p>16. New Business</p>
1:00 p.m.	17. Adjourn Meeting

Disclosures

Some agenda items may not be discussed prior to adjournment. Such items will be rescheduled for a subsequent meeting. All meetings of the 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 information or a request regarding disability-related modification or accommodation for the meeting, please contact April Aymami at 949-341-1955 via email at aaymami@avocado.org. Such requests should be made at least 48 hours prior to the meeting.

This meeting schedule notice and agenda is available on the internet at <https://www.californiaavocadogrowers.com/commission/meeting-agendas-minutes> and <http://it.cdfa.ca.gov/igov/postings/detail.aspx?type=Notices>.

Contact April Aymami at aaymami@avocado.org or 949-341-1955 if you have any questions.

Summary Definition of Conflict of Interest

Members and alternates are responsible to determine whether they have a conflict of interest and whether to recuse themselves from discussion or vote during a meeting. 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.