

**CALIFORNIA AVOCADO COMMISSION
BOARD MEETING MINUTES
December 11, 2025**

A meeting of the California Avocado Commission (CAC) Board was held on Thursday, December 11, 2025 with the following people present:

MEMBERS PRESENT

John Berns
John Dmytriw
Robert Jackson
Danny Klittich
Ohannes Karaoghlanian
Rachael Laenen
Daryn Miller
Marty Ordman
Stephen Sheldon
Al Stehly
Tina Wolferd

ALTERNATES PRESENT

Kurt Bantle
Adam Franscioni
Enrico Ferro
Doug O'Hara

MEMBERS ABSENT

Maureen Cottingham

ALTERNATES ABSENT

Maddie Cook

OFFICIALLY PRESENT

Victoria Carpenter, *USDA*
Josie Curtis, *Curious Plot*
Ben Kardokus, *CDFa*
George Soares, *Kahn, Soares & Conway, LLP*
Temra Wald, *TWC*

STAFF PRESENT

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

GUESTS PRESENT

David Anderson
Victor Arazia
Jennifer Bantle
Josie Curtis
Emiliano Escobedo
Consuelo Fernandez
Rob Grether
John Haskett
iPhone
Jess iPhone
Kathleen Johnson
Norm Kachuck
John McGuigan
Gray Martin
Stuart Maskell
Marji Morrow
Steven Muro
Matt Nelson
Laura Paden
Peter Shore
Tim Spann
Joanne Robles-Swanson
Charley Wolk
Phone # Ending 8284
Phone # Ending 4754

ITEM #1 CALL TO ORDER

Ben Kardokus, representing the California Department of Food and Agriculture (CDFA), called the meeting to order at 8:03 a.m.

Announcement of Election Results and Introduction of New Members and Alternates - Item 1.a.

Mr. Kardokus reported that during the election, 314 ballots were received, with 10 ballots disqualified in accordance with the voting instructions. He noted that the disqualified ballots had no impact on the results of the election.

Mr. Kardokus announced that results from the recently concluded 2025 CAC General Election had been tallied and the following individuals were appointed to the CAC Board for two-year terms ending October 31, 2027:

District 1 Member: Robert Jackson

District 4 Member: Stephen Sheldon

District 2 Member: Tina Wolferd

District 5 Member: Daryn Miller

District 3 Member: John Berns

Handler Member: Danny Klittich

Roll Call – Item 1.b.

Mr. Kardokus conducted roll call attendance and determined that a quorum was present.

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ITEM # 2 ELECTION OF OFFICERS

Instruction on How Nominations and Voting for Board Officers will be Conducted – Item 2.a.

Mr. Kardokus provided a brief overview of Commission law and procedures pertaining to the nomination and election of Board officers. He noted that if two or more individuals were nominated for the same position, a voting by confidential ballot would be conducted. Mr. Kardokus stated that if there were more than two candidates, a candidate must receive a majority of the total votes cast in order to be declared the winner of the election. If this is not obtained during the first vote, the top two candidates would be presented for a subsequent vote to determine the winner of the election.

Nominations and Election of Chair – Item 2.b.

Following the instructions on nominations and voting for board officers, Mr. Kardokus called for nominations for the seat of Chair. Rachael Laenen, Robert Jackson, and Ohannes Karaoghlanian were nominated for the position of Chair.

There were no further nominations for the position of Chair.

Mr. Kardokus gave each nominee a chance to address the Board to provide a candidate statement.

ACTION:

Mr. Kardokus then completed the vote counts with the assistance of Ms. Aymami and announced that Rachael Laenen had received a majority vote of the Commission and was the new CAC Board Chair.

Majority Vote of CAC Board by Ballot

MOTION-25-12-11-1

ITEM #3 CHAIR TAKES GAVEL AND PRESIDES

Chair's Opening Remarks – Item 3.b.

Ms. Laenen assumed the position of Chair and commented that she appreciates everyone's support and looks forward to leading the Board in the coming year. Ms. Laenen continued the election of officers.

Nominations and Election of Vice-Chair, Secretary, and Treasurer – Item 3.a.

Vice Chair

Ms. Laenen requested nominations for the position of Vice-Chair.

John Berns, , nominated Robert Jackson, however, Mr. Jackson declined.

Doug O'Hara, nominated Ohannes Karaoghlanian as Vice-Chair.

Hearing no further nominations, the following motion was put forward:

ACTION:

Move to elect Ohannes Karaoghlanian to the position of Vice-Chair.

MSC (Unanimous)

MOTION 25-12-11-2

Secretary

Ms. Laenen requested nominations for the position of Secretary.

Ohannes Karaoghlanian nominated John Berns for the position of Secretary.

Hearing no further nominations, the following motion was put forward:

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ACTION:

***Move to elect John Berns to the position of Secretary.
MSC (Unanimous)***

MOTION 25-12-11-3

Treasurer

Ms. Laenen requested nominations for the position of Treasurer.

Al Stehly stated that he spoke with Maureen Cottingham, and she would like to continue to serve as CAC Treasurer. Mr. Stehly nominated Maureen Cottingham for the position of Treasurer.

Hearing no further nominations, the following motion was put forward:

ACTION:

***Move to elect Maureen Cottingham to the position of Treasurer.
MSC (Unanimous)***

MOTION 25-12-11-4

ITEM # 4 OPPORTUNITY FOR PUBLIC COMMENT

Norm Kachuck made comments regarding his grievance submissions to the California Avocado Commission. His remarks addressed issues related to eligibility requirements, conflicts of interest and recusal policies, indemnification from personal liability for legal fees, and the Commission's actions in response to perceived threats to the integrity and best practices of the avocado import pipeline serving the U.S. market.

Gray Martin made comments regarding the presence of multiple Hass-like avocado varieties being shipped to the U.S., raising concerns about the accuracy of labeling on imported avocados. He asserted that imported avocados imported are being marketed as "Hass" when they are, in fact, Hass Carmen. Mr. Martin further stated that this variety has not historically been subject to the same fruit quality and maturity regulations.

ITEM #5 BOARD MEMBER ORIENTATION

Ms. Laenen welcomed all the new Board members and alternates and thanked them for their service. Ms. Laenen commented on the critical role that Board members and alternates play for the organization.

Ken Melban, CAC president, informed the Board that the orientation is conducted annually to serve as a refresher for the full Board. Mr. Melban shared that the presentation for the Board of Directors Orientation will be available for reference and will be attached to the minutes.

The *Board of Directors Orientation Presentation* is attached to the permanent copy of these Minutes and identified as EXHIBIT B.

ITEM # 6 CONSENT CALENDAR

Ms. Laenen introduced the consent calendar and asked for questions or comments.

There was a request to discuss Item 6.b, 2025-26 meeting schedule.

Ms. Laenen stated that the CAC 2025–26 meeting schedule would be removed from the Consent Calendar to allow the Board to proceed with approval of the remaining Consent Calendar items, with the meeting schedule to be reviewed and considered separately.

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MOTION:

The CAC Board of Directors approves Consent Calendar Items 6.a, 6.c. and 6.d as presented.

(O’Hara/ Karaoghlanian) MSC (11 Yea/ 1 Abstention)

MOTION 25-12-11-5

The Board discussed the 2025-26 Meeting Schedule, meeting locations, attendance in each region, redistricting, etc. Following discussion, the Board reached a consensus to approve the 2025–26 meeting locations as presented and to retain the schedule without changes. It was further agreed that alternative meeting locations in all regions would be explored.

MOTION:

The CAC Board of Directors approves Consent Calendar Item 6.b as presented.

(Jackson/ Karaoghlanian) MSC Unanimous

MOTION 25-12-11-6

The Consent Calendar is included in the December 2025 Board Packet and is attached to the permanent copy of these Minutes and identified as EXHIBIT A, Items 6.a through 6.d.

ITEM #7 PRESIDENTS REPORT

Grievance Update – Item 7.a.

Mr. Melban updated the Board with the current grievance information including the appointment of Al Stehly as Chair of the Committee and Andy Sheaffer and John Haskett as members.

Referendum and Redistricting – Item 7.b.

Mr. Melban stated that CAC is mandated by law to go through the redistricting process every five years, which would take place during the 2025-26 fiscal year. He commented that the Redistricting Committee will review producing volume and district data and provide a recommendation to the Board if redrawing district lines is deemed necessary.

Regarding timing of CAC’s referendum, Ms. Aymami stated that historically CAC has conducted the referendum vote early in the year. She noted the last referendum in 2021 was conducted February 15 through March 15, and the 2026 referendum is currently scheduled for the same time frame.

The Board discussed referendum timing and referendum process. The Board consensus is to keep the historical referendum timing in February/March as is for the 2026 referendum.

MOTION:

The CAC Board of Directors approves the referendum timing of February 15 through March 15, 2026, as presented.

(O’Hara/ Karaoghlanian) MSC Unanimous

MOTION 25-12-11-7

USMCA Update – Item 7.c.

Mr. Melban provided an update on the USMCA, informing the Board that he was in Washington, D.C. last week, where he participated in a panel discussion and provided testimony. He noted that, at this time, no additional information has been received regarding this matter, and the status remains to be determined.

Retailer Visits – Item 7.d.

Mr. Melban commented that he would be joining Dave Anderson, CAC retail marketing director, to meet with Kroger and Walmart in the coming week. During these visits, he plans to thank the retailers for their partnerships with CAC and discuss opportunities to continue supporting and strengthening the business relationships moving forward.

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Recommend Member and Alternate to Serve on Hass Avocado Committee – Item 7.e.

Mr. Melban reminded the Board that the Hass Avocado Committee is a committee that serves alongside the Hass Avocado Board. Mr. Melban commented that Rob Grether served as the HAC member and John Berns served as the HAC alternate. He also stated that John Berns is a candidate currently under consideration for a seat on the Hass Avocado Board.

Mr. Berns asked not to be considered for the committee at this time.

Mr. Melban asked the Board if there were any nominations for the Hass Avocado Committee Member and Alternate seats.

Doug O'Hara nominated Ohannes Karaoghlanian as Hass Avocado Committee Member.

Ohannes Karaoghlanian nominated Tina Wolferd as Hass Avocado Committee Alternate Member.

Hearing no further nominations, the following motion was put forward:

MOTION:

The CAC Board of Directors recommends Ohannes Karaoghlanian as HAC member representative and Tina Wolferd as HAC alternate representative. (O'Hara/Sheldon) MSC Unanimous

MOTION 25-12-11-8

The *Recommend Member and Alternate to Serve in the Hass Avocado Committee* is included in the December and is attached to the permanent copy of these Minutes and identified as EXHIBIT A, Item 7.e.

Recommend Members to Serve on the Avocado Sustainability Advisory– Item 7.f.

Mr. Melban commented that the current members of the Avocado Sustainability Advisory are himself and Daryn Miller. He stated that he does not plan to continue serving as a member and inquired whether Mr. Miller had interest in maintaining his membership.

Mr. Miller indicated that he is not interested in continuing as a member of the Avocado Sustainability Advisory.

Mr. Melban noted that this item would be discussed further at the December 19, 2025 meeting where committee appointments would be approved.

The *Recommend Member and Alternate to Serve in the Hass Avocado Committee* is included in the December and is attached to the permanent copy of these Minutes and identified as EXHIBIT A, Item 7.f.

ITEM #8 MARKETING.

Terry Splane, CAC vice president of marketing, introduced Temra Wald from Temra Wald Consulting (TWC) and Josie Curtis from Curious Plot that would present the consumer tracking study results and end of year marketing highlights, respectively.

2025 Consumer Tracking Study Results – Item 8.b.

Ms. Wald presented the CAC tracking study research, survey, and data collection. She discussed the tracking study highlights including preference, regional awareness and perception, ad awareness, taste and quality, sustainability, packaging, locally grown, seasonality, geographic comparison, conclusions and implications.

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Consumer Marketing FY25 End of Year Highlights – Item 8.c.

Ms. Curtis presented the 2025 consumer marketing year end highlights. She discussed performance, interactive digital media, sales impact, on-trend social content, streaming and broadcasting TV, digital ads, in-person events, and TV spokesperson local media.

Consumer Advertising Study – Item 8.d.

Mr. Splane provided an update on a market research suggestion received from a board member in 2025. He noted that this idea of shutting down a specific market in an attempt to measure the value of consumer marketing had been discussed in detail at a meeting of Curious Plot's Board of Advisors. Mr. Splane presented the list of potential risks and implications of this proposed research, reporting that the advisors group recommended continuing with the ROI studies HAB and CAC have commissioned in the past.

The 2025 Marketing Updates presentation is attached to the permanent copy of these Minutes and identified as EXHIBIT C.

The Marketing Report is included in the December 2025 Board Packet and is attached to the permanent copy of these Minutes and identified as EXHIBIT A, Item 8.

ITEM #9 NEW BUSINESS

A request was made for an updated Board roster with contact information to be emailed to the Commissioners.

ITEM #10 CLOSED SESSION

Ms. Laenen stated there was no need for the Board to go into closed session.

ADJOURN MEETING

Ms. Laenen adjourned the meeting at 12:28 p.m. The next regularly scheduled Board meeting will be held on December 19, 2025.

Respectfully submitted,

DocuSigned by:



Stacia Kierulff, CAC Human Resource Manager

I certify that the above is a true statement of the Minutes of December 11, 2025 approved by the CAC Board of Directors on December 19, 2025.

Signed by:



John Berns, CAC Board Secretary

EXHIBITS ATTACHED TO THE PERMANENT COPY OF THESE MINUTES

EXHIBIT A December 2025 Board Packet
EXHIBIT B December 2025 Board of Directors Orientation Presentation
EXHIBIT C 2025 Marketing Updates Presentation
EXHIBIT D December 11, 2025 Board Meeting AB 2720 Roll Call Vote Tally Summary



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

Meeting Name: <i>California Avocado Commission Regular Board Meeting</i>	Meeting Location: <i>Hybrid In-Person – Irvine Online - Zoom</i>	Meeting Date: <i>December 11, 2025</i>
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<i>Attendees Who Voted</i>	<u>MOTION 25-12-11-1</u>	<u>MOTION 25-12-11-2</u>	<u>MOTION 25-12-11-3</u>	<u>MOTION 25-12-11-4</u>	<u>MOTION 25-12-11-5</u>	<u>MOTION 25-12-11-6</u>	<u>MOTION 25-12-11-7</u>	<u>MOTION 25-12-11-8</u>
Al Stehly	Confidential Ballot Vote resulting in Rachael Laenen as CAC Board Chair	Yea						
Robert Jackson		Yea						
Ohannes Karaoghlanian		Yea						
Tina Wolferd		Yea						
Doug O’Hara		Yea						
John Berns		Yea						
Rachael Laenen		Did Not Vote						
Stephen Sheldon		Yea						
Daryn Miller		Yea						
Adam Francioni		Yea						
John Dmytriw		Yea						
Danny Klittich		Yea	Yea	Yea	Yea	Abstain	Yea	Yea
Marty Ordman		Yea						
Outcome	Majority	Unanimous	Unanimous	Unanimous	11 Yea/ 1 Abstain	Unanimous	Unanimous	Unanimous



AGENDA

California Avocado Commission Board of Directors Meeting

Meeting Information

Date: December 11, 2025

Time: 8:00 a.m.

Location: Hybrid Meeting

Physical Meeting Location:

Hilton Pasadena

168 S Los Robles Ave

Pasadena, CA 91101

Web/Teleconference URL:

<https://californiaavocado.zoom.us/j/89765291402?pwd=2BaKq7D279XJdirgoUWkawuClNmOwf.1>

Conference Call Number: (669) 900-6833

Meeting ID: 897 6529 1402

Passcode: 663306

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 Tuesday, December 9, 2025.

Time	Item
8:00 a.m.	<ol style="list-style-type: none"> <li data-bbox="341 1428 1482 1543"> 1. Call to Order – Ben Kardokus (CDFA) Presiding <ol style="list-style-type: none"> <li data-bbox="438 1470 1482 1505">a. Announce Election Results and Introduce New Members and Alternates <li data-bbox="438 1507 1482 1543">b. Roll Call/Quorum <li data-bbox="341 1575 1482 1690"> 2. Election of Officers – Ben Kardokus <ol style="list-style-type: none"> <li data-bbox="438 1617 1482 1652">a. Instructions on Nominations and Voting for Board Officers <li data-bbox="438 1654 1482 1690">b. Nominations and Election of Chair <li data-bbox="341 1722 1482 1841"> 3. Chair Takes Gavel and Presides <ol style="list-style-type: none"> <li data-bbox="438 1764 1482 1799">a. Nominations and Election of Vice-Chair, Secretary, and Treasurer <li data-bbox="438 1801 1482 1841">b. Chair’s Opening Remarks

Time	Item
	<p>4. Opportunity for Public Comment Persons may address the Board on subjects within the jurisdiction of the Commission.</p> <p>5. Board member orientation</p> <p>6. Consent Calendar</p> <ul style="list-style-type: none"> a. Approval of Board minutes of October 9, 2025 b. Approval of Proposed 2025-26 Meeting Schedule c. Acceptance of reissued Final 2024 Report of Independent Accountants on Management’s Assertions on Compliance with Section V.D. of the <i>Guidelines for Agricultural Marketing Service (AMS) Oversight of Commodity Research and Promotion Programs</i> d. 2024-25 Financial update <p>7. President’s Report</p> <ul style="list-style-type: none"> a. Greivance Update b. Referendum and Redistricting c. USMCA Update d. Retailer Visits e. Recommend Member and Alternate to Serve on Hass Avocado Committee f. Recommend Members to Serve on Avocado Sustainability Advisory <p>8. Marketing</p> <ul style="list-style-type: none"> a. December 2025 Handler Meetings b. 2025 Consumer Tracking Study Results c. Consumer Marketing FY25 End of Year Highlights d. Consumer Advertising Study <p>9. New Business</p> <p>10. Closed Session</p> <ul style="list-style-type: none"> a. Closed session regarding pending and/or ongoing litigation pursuant to Government Code Section 11126(e) <p>11. Return to open session and announce action taken in closed session, if any.</p>
12:00 p.m.	12. 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.



BOARD OF DIRECTORS MEETING, December 11, 2025

BOARD ACTION

ITEM 3.a: Consider approval of Board of Director's meeting minutes of October 9, 2025

SUMMARY:

The minutes of the Board of Directors' regular meeting of October 9, 2025 are attached for the Board's review and approval.

FISCAL ANALYSIS:

- Not applicable

BOARD OPTIONS:

- Approve 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 October 9, 2025

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BOARD MEETING MINUTES
October 9, 2025**

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MEMBERS PRESENT

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

ALTERNATES PRESENT

John Berns
Maddie Cook
Enrico Ferro
Hayden McIntyre
Tina Wolford

MEMBERS ABSENT

Daryn Miller

ALTERNATES ABSENT

Byron Talley

OFFICIALLY PRESENT

Victoria Carpenter, *USDA*
Ben Kardokus, *CDFCA*
George Soares, *Kahn, Soares & Conway, LLP*

STAFF PRESENT

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

GUESTS PRESENT

Dan Coxe
Paula Coxe
Emiliano Escobedo
Carolyn Gleason
John Haskett
Kathi Johnson
Danny Klittich
John McGuigan
Marji Morrow
Steven Muro
Laura Paden
Barbara Pierce
Lecia Rdzak
Edward Ruckert
Matt Schraut
Gina Widjaja
303-520-8284

ITEM #1 CALL TO ORDER

Roll Call/Quorum – Item 1.a.

Jason Cole, CAC Chairman, called the meeting to order at 8:05 a.m. with a quorum present.

ITEM # 2 OPPORTUNITY FOR PUBLIC COMMENT

Mr. Cole asked if there were any public comments. Hearing none, the Board moved to the next agenda item.

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:

MOTION:

The CAC Board of Directors moves to approve the Consent Calendar Items 3.a and 3.b as presented.

(Stehly/Cottingham) MSC (Unanimous)

MOTION 25-10-9-1

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

ITEM #4 CLOSED SESSION

Closed session regarding pending and/or ongoing litigation pursuant to Government Code Section 11126(e) – Item 4.a

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

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ITEM #5 RETURN TO OPEN SESSION AND ANNOUNCE ACTION TAKEN IN CLOSED SESSION, IF ANY

Returned to open session at 9:44 a.m. The Board unanimously accepted the Executive Committee's recommendation on salaries.

ITEM #6 CHAIRMAN'S REPORT

September District Grower Meetings – Item 6.a.

Mr. Cole discussed the September grower meetings and the feedback the growers provided in each district. He commented on the good work the Commission has done this year and the direction the Board had given the staff was executed flawlessly.

ITEM #7 TREASURER'S REPORT

Auditor's Letters of Engagement for 2024-25 Financial Audit – Item 7.a.

Maureen Cottingham, CAC treasurer, referred to the board packet containing information regarding the auditor's letters of engagement for the 2024-25 financial year. She informed the Board that the auditing firm Baker Tilly was formerly known as Moss Adams and clarified that there had been no change in CAC's auditing firm and management team. Ms. Cottingham stated that the Finance Committee has recommended the Board accept the three letters of engagement for the 2024-25 financial year.

Line of Credit – Item 7.b.

Ms. Cottingham reported that the Finance Committee engaged in an in-depth discussion regarding the CAC line of credit. While the terms of the line of credit were received, the Committee does not recommend that the Board accept them at this time due to the associated costs. CAC staff will revisit the terms with the lender for further discussion. No motion was presented to the Board at this time.

2024-25 Profit Sharing Plan Contributions – Item 7.c.

Ms. Cottingham informed the Board that, as part of the annual review process, the CAC Profit Sharing Plan was evaluated in collaboration with CAC's retirement plan group. She reported that the group presented the profit-sharing contributions for the 2024–25 fiscal year, which she reviewed. In accordance with policy, the contributions are set at ten percent.

CAC Reserves Policy – Item 7.d.

Ms. Cottingham referenced the Board packet containing the reserve policy and noted that the Finance Committee recommended maintaining the existing reserve level of five million dollars. She confirmed that no action was required at this time.

Finance Committee Recommendation on 2025-26 Budget and Assessment Rate – Item 7.e.

Ms. Cottingham noted that the Finance Committee engaged in a thorough discussion regarding this item and recommends that the Board approve the FY 2025–26 budget as presented in the Board packet, which includes the CAC assessment rate at one cent (\$0.01) per pound. She stated that this item would be discussed in greater detail under agenda items 10 and 11.

MOTION:

The CAC Board of Directors moves to approve the three auditor letters of engagement for the 2024-25 financial audit as presented.

(Jackson/Grether) MSC (Unanimous)

MOTION 25-10-9-2

The Auditor's Letters of Engagement for 2024-25 Financial Audit is included in the October 2025 Board Packet and is attached to the permanent copy of these Minutes and identified as EXHIBIT A, Items 7.a.

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The Review of Reserves Policy is included in the October 2025 Board Packet and is attached to the permanent copy of these Minutes and identified as EXHIBIT A, Items 7.d.

ITEM #8 INDUSTRY AFFAIRS REPORT

United States – Mexico – Canada Agreement – Item 8.a.

Ken Melban, CAC president introduced Carolyn Gleason of McDermott Will & Schulte and Ed Ruckert, formerly of McDermott Will & Emery, who are assisting CAC with the legal aspects of this matter. He informed the Board that the United States–Mexico–Canada Agreement (USMCA), which replaced the North American Free Trade Agreement (NAFTA) during the first Trump administration, is scheduled for renegotiation next year. Mr. Melban noted that a public comment period is currently open through November 3rd, and the team has been actively discussing the appropriate course of action for the Commission. He proposed for CAC to submit formal comments during the public comment period, advocating for the restoration of the USDA Mexican inspection program to its previous work plan. He further recommended that, should the program be compromised, the privilege to export to the U.S. market be suspended. Mr. Melban emphasized the importance of establishing a formal record of the Commission's expectations on this matter.

The Board discussed what CAC should submit during the USMCA public comment period regarding the USDA inspection program, discussions with the USDA, pest concerns, pest scientific panel, etc.

Mr. Melban stated that the USMCA negotiations also present an opportunity for CAC to formally express the California avocado industry's concerns regarding the volume of imported fruit entering the U.S. market, emphasizing the need to safeguard the interests of domestic producers.

Ms. Gleason discussed the options available for CAC regarding the growing concerns about imported fruit. She explained seasonal tariff rate quotas (TRQ), industry tariffs, reciprocal tariffs, Section 232 tariffs, etc. as options to assist the Board in addressing the level of imported fruit.

The Board discussed the various tariff options, trade partners, verbiage for the USMCA public comment, consequences of filing public comments, volume restrictions, etc. The Board reached a consensus, directing Mr. Melban to explore the use of Section 232 tariffs and/or seasonal TRQ tools as potential strategies to restrict the volume of imports.

MOTION:

The CAC Board of Directors moves to authorize representatives of CAC to submit comments and input to pending USMCA negotiations supporting proposed Sections 232 tariffs, and/or seasonal TRQ to control volume of imported fresh avocados.
(Jackson/Stehly) MSC (8 Yea/3 Abstain) **MOTION 25-10-9-3**

MOTION:

The Commission shall submit formal comments and testify in response to the Office of the United States Trade Representative (USTR) [Docket Nos. USTR–2025–0004 and USTR– 2025–0005] Request for Public Comments and Notice of Public Hearing Relating to the Operation of the Agreement Between the United States of America, the United Mexican States, and Canada to achieve the following:

1. The need to assure phytosanitary security by reinstating the original United State Department of Agriculture (USDA) pest inspection program approach applicable to avocados to be exported from Mexico to the United States by requiring that USDA

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employed inspectors shall inspect avocado groves in Mexico and packinghouses prior to shipment to the United States; and

2. Requiring immediate cessation of the importation of avocados from Mexico into the United States when actions in Mexico compromise the integrity of the pest inspection program (e.g. threatened safety of USDA inspectors; incomplete or inaccurate records; misrepresenting sources of avocados subject to inspection).

(Laenen/Karaoghlanian) MSC (Unanimous)

MOTION 25-10-9-4

ITEM #9 MARKETING REPORT

Consumer tracking study key takeaways – Item 9.a.

Terry Splane, CAC vice president marketing, informed the Board that his team would present the high-level marketing update including the CAC tracking research and the 2025-26 marketing budget.

Marji Morrow of Rockwell Morrow, presented the CAC tracking study highlights. noting that the tracking study was an annual study that had been administered since the 1990's. Ms. Morrow discussed the survey methodology, data collection, region preference, region awareness, ad awareness, and taste & quality perceptions.

Mr. Splane presented the 2025-26 marketing budget, highlighting trend comparisons for investment, awareness, and preference. He also discussed the year-over-year budget comparison of marketing programs.

The 2025 Marketing Tracking Study Presentation is attached to the permanent copy of these Minutes and identified as EXHIBIT B.

The 2025-26 Marketing Budget Presentation is attached to the permanent copy of these Minutes and identified as EXHIBIT C.

ITEM #10 CONSIDER APPROVAL OF PROPOSED 2025-26 CAC BUSINESS PLAN AND BUDGETS

Mr. Cole reminded the Board that the budget recommended by the Finance Committee included the CAC assessment rate of one cent (\$0.01) per pound.

Mr. Melban presented various budget scenarios for FY 2025–26, based on projected crop size, the HAB assessment, and the CAC assessment, to illustrate the assessment level required to sustain CAC's funding for the 2025-26 fiscal year.

The Board discussed the crop estimate, fruit sizing, reserves, CAC legal expenses, assessment rate, etc. The Board consensus was to accept the recommendation of the Finance Committee.

MOTION:

The CAC Board of Directors moves to approve the proposed 2025-26 CAC business plan and budgets as presented.

(Jackson/Cottingham) MSC (Unanimous)

MOTION 25-10-9-5

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

California Avocado Commission
Board Meeting Minutes
October 9, 2025

The Proposed 2025-26 CAC Business Plan and Budgets is included in the October 2025 Board Packet and is attached to the permanent copy of these Minutes and identified as EXHIBIT A, Items 10.

ITEM #11 ESTABLISH ASSESSMENT RATE FOR 2025-26 FISCAL YEAR

The Board came to a consensus on the assessment rate during discussion on item #10 for the approval for the proposed 2025-26 CAC business plan and budgets, therefore the following motion was made:

MOTION:

The CAC Board of Directors moves to set the 2025-26 California Avocado Commission (CAC) Assessment Rate at 1.0 cent(s) per pound of sales for all avocado varieties during any full or partial month the Federal Hass Avocado Promotion, Research, and Information Order (Order) is in effect with a Hass Avocado Board (HAB) assessment rate of 2.50 cents per pound. Should the HAB assessment be eliminated, or should the assessment rate change from 2.50 cents per pound, the CAC assessment rate shall be adjusted to provide that the combined CAC and HAB gross assessment is 3.50 cents per pound of sales for all avocado varieties for the remainder of the CAC fiscal year.
(Grether/Jackson) MSC (Unanimous) **MOTION 25-10-9-6**

ITEM #12 CONSIDER APPROVAL OF PROPOSED BYLAW AMENDMENTS

Revised language on Marketing Committee composition and responsibilities – Item 12.a.

Mr. Melban called the Board's attention to the revised Bylaw language regarding the Marketing Committee in the Board packet. He read the proposed language out loud to the Board.

Mr. Cole asked if there was any further discussion. Hearing none, the following motion was put forward:

MOTION:

The CAC Board of Directors moves to approve the proposed amendments to Article IV, Committees of the CAC Bylaws as presented.
(Jackson/Laenen) MSC (Unanimous) **MOTION 25-10-9-7**

The Revised language on Marketing Committee composition and responsibilities is included in the October 2025 Board Packet and is attached to the permanent copy of these Minutes and identified as EXHIBIT A, Items 12.a.

ITEM #13 NEW BUSINESS

Mr. Melban acknowledged Commission Board members who were terming out after this fiscal year. Rob Grether served for fourteen years, and Jason Cole served 11 years. Peter Shore has chosen not to run again. CAC thanked them all for their commitment and dedication.

ADJOURN MEETING

Mr. Cole adjourned the meeting at 12:26 p.m. The next regularly scheduled Board meeting will be held on November 13, 2025.

Respectfully submitted,

Stacia Kierulff, CAC Human Resources Manager

California Avocado Commission
Board Meeting Minutes
October 9, 2025

I certify that the above is a true statement of the Minutes of October 9, 2025 approved by the CAC Board of Directors on December 11, 2025.

CAC Board Secretary

EXHIBITS ATTACHED TO THE PERMANENT COPY OF THESE MINUTES

EXHIBIT A October 2025 Board Packet
EXHIBIT B 2025 Marketing Tracking Study Presentation
EXHIBIT C 2025-26 Marketing Budget Presentation
EXHIBIT D Assessment Volume Revenue Scenarios
EXHIBIT E October 2025 Board Meeting AB 2720 Roll Call Vote Tally Summary

Exhibit E



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

Meeting Name: <i>California Avocado Commission Regular Board Meeting</i>	Meeting Location: <i>Hybrid In-Person – Irvine Online - Zoom</i>	Meeting Date: <i>October 9, 2025</i>
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<i>Attendees Who Voted</i>	<i>MOTION 25-10- 9-1</i>	<i>MOTION 25-10- 9-2</i>	<i>MOTION 25-10- 9-3</i>	<i>MOTION 25-10- 9-4</i>	<i>MOTION 25-10- 9-5</i>	<i>MOTION 25-10- 9-6</i>	<i>MOTION 25-10- 9-7</i>
Al Stehly	Yea						
Robert Jackson	Yea						
Ohannes Karaoghlanian	Yea						
Victor Araiza	Yea						
Maureen Cottingham	Yea						
Rob Grether	Yea						
Rachael Laenen	Yea						
Jason Cole	Did Not Vote						
Jamie Johnson	Yea	Did Not Vote	Abstain	Yea	Yea	Yea	Yea
Peter Shore	Did Not Vote	Yea	Abstain	Yea	Yea	Yea	Yea
John Dmytriw	Yea	Yea	Abstain	Yea	Yea	Yea	Yea
Marty Ordman	Yea						
Outcome	Unanimous	Unanimous	8 Yea/3 Abstain	Unanimous	Unanimous	Unanimous	Unanimous



BOARD OF DIRECTORS MEETING, December 11, 2025

BOARD ACTION

ITEM 3.b: CONSIDER APPROVAL OF PROPOSED 2025-26 MEETING SCHEDULE

SUMMARY:

Management has reviewed the business conducted during regularly scheduled board meetings and recommends that the proposed meeting schedule provides adequate time to address business, while also meeting during key times of the fiscal year to review and provide input on marketing activities. On the attached schedule, major items of Board business across the year are included along with the meeting dates.

FISCAL ANALYSIS:

- The 2025-26 Commissioner Expense Budget, approved in October 2025, provides adequate resources for the 2025-26 meetings

BOARD OPTIONS:

- Adopt the meeting schedule as proposed by management
- Modify the meeting schedule

STAFF RECOMMENDATION:

- Staff recommends Board adoption of the proposed meeting schedule

EXHIBITS / ATTACHMENTS:

- Proposed 2025-26 Meeting Schedule



CALIFORNIA AVOCADO COMMISSION 2025-26 MEETING SCHEDULE

December 11, 2025: BOARD MEETING –HILTON, PASADENA

- Seating of new Board members
- Election of Board officers
- Board Orientation
- HAB HAC & ASA Recommendations

December 19, 2025: BOARD MEETING – ZOOM

- Committee appointments

March 5, 2026: BOARD MEETING – HILTON GARDEN INN, TEMCULA

- Fill Vacant Seats (if necessary)
- Financial Statement Audit Report
- Approval of Budget Amendment No. 1 (if necessary)
- Approval of CAC as Provider of Avocado Inspection Program Administrative services for the CDFA for the period from July 2026 through June 2027

April 9, 2026: BOARD MEETING – ZOOM

- Consider Redistricting Recommendation

April 14-16, 2026: CAC ANNUAL MEETINGS

- April 14, 2026 – Fallbrook Public Utility District
- April 15, 2026 – Museum of Ventura County
- April 16, 2026 – SLO Farm Bureau

June 10-11, 2026: BOARD MEETING – IN-PERSON ONLY – HILTON, PASADENA

- Strategic Planning
- Recommend Members/Alternate for Avocado Inspection Committee appointment
- Review of Corporate Insurance
- 2026-27 Planning & Budget Discussion

August 20, 2026: BOARD MEETING – UNITED WATER CONSERVATION DISTRICT, OXNARD

- 2026-27 Financial / Crop Outlook
- Draft of 2026-27 Business Plan Objectives, Strategies and Tentative Budget
- Approval of Tentative 2026-27 Assessment Rate
- Approval of Preliminary 2026-27 Budget

September 15-17, 2026: FALL DISTRICT GROWER MEETINGS

- September 15, 2026 – Fallbrook Public Utility District
- September 16, 2026 – Museum of Ventura County
- September 17, 2026– SLO Farm Bureau

October 1, 2026: BOARD MEETING – HILTON GARDEN INN, IRVINE

- Approval of CPA Letter of Engagement
- Approval of 2026-27 Business Plan and Budget
- Approval of 2026-27 Assessment Rate
- President’s Performance Review

**BOARD OF DIRECTORS MEETING, December 11, 2025****BOARD ACTION**

ITEM 3.c: *Acceptance of Final 2024 Report of Independent Accountants on Management's Assertions on Compliance with Section V.D. of the Guidelines for Agricultural Marketing Service (AMS) Oversight of Commodity Research and Promotion Programs*

SUMMARY:

Each year the Commission engages our auditing firm to complete an examination of CAC's compliance with Section V.D. of the Guidelines for Agricultural Marketing Service (AMS) Oversight of Commodity Research and Promotion Programs. This examination is completed as part of the annual audit services, and was completed for the 2024-25 fiscal year in February 2025. While the CAC Board formally accepted this report in August 2025, BakerTilly (formerly Moss Adams) advised CAC that an internal review of the report had resulted in the addition of a minor modification, requiring the result to be reissued. The redline version of the updated report, is attached here for the Board's review and approval as part of the Consent Calendar at the December 11, 2025 meeting.

FISCAL ANALYSIS:

- Not applicable

BOARD OPTIONS:

- Approve examination report
- Take no action

STAFF RECOMMENDATION:

- Approve examination report as presented

EXHIBITS / ATTACHMENTS:

- Final 2024 Report of Independent Accountants on Management's Assertions on Compliance with Section V.D. of the Guidelines for Agricultural Marketing Service (AMS) Oversight of Commodity Research and Promotion Programs

DRAFT

Report of Independent Accountants

**California Avocado Commission –
Examination - 2024**

October 31, 2024

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Schedule of Findings and Questioned Costs	3

DRAFT

Report of Independent Accountants on Management's Assertions on Compliance with Section V.D. of the *Guidelines for Agricultural Marketing Service (AMS) Oversight of Commodity Research and Promotion Programs*

The Board of Directors
California Avocado Commission

We have examined California Avocado Commission (the Commission) management's assertion that the Commission complied with the following compliance requirements regarding for the year ended October 31, 2024:

1. No funds were used for the purpose of influencing governmental policy or action, per 7 U.S.C. Section 7804(k) of the Hass Avocado Promotion, Research, and Information Act (Act) related to the use of assessments for the purpose of influencing legislation, as the term is defined in Section 4911(d) of the Internal Revenue Code and Title 26 of the United States Code.
2. The Commission's investment policy is in compliance with the AMS investment policy, as stated in the Guidelines, Appendix 3 – Directive 2210.2 "Investment of Public Funds" dated February 7, 2011.
3. Funds are used only for projects and other expenses authorized in a budget approved by the United States Department of Agriculture (USDA), per Section II of the of the Guidelines for AMS Oversight Of Commodity Research And Promotion Programs (Guidelines).
4. Funds are used only in accordance with the rules, regulations and policies of the Act, the Guidelines, and the Hass Avocado Promotion, Research, and Information Order (Order).
5. No violations of the Act, Order or the Guidelines for Research Development Program.
6. Complied with allowability provisions of the *Code of Federal Regulations (7 CFR Part 1219) – Hass Avocado Promotion, Research, and Information Order*.
7. Complied with Section 7804 subsection B part (8) of the Hass Avocado Promotion, Research and Information Act and Section 1219.2 subsection (b) of the Hass Avocado Promotion, Research and Information Order.
8. Expended assessment funds for purposes authorized by the Hass Avocado Promotion, Research and Information Act and Order.

The Commission's management is responsible for its assertions. Our responsibility is to express an opinion on management's assertions about the Commission's compliance with the compliance requirements referred to above based on our examination.

Our examination was conducted in accordance with attestation standards established by the American Institute of Certified Public Accountants; the standards applicable to attestation engagements contained in *Government Auditing Standards*, issued by the Comptroller General of the United States; and the Guidelines. Those standards and the Guidelines require that we plan and perform the examination to obtain reasonable assurance about whether management's assertions about compliance with the compliance requirements referred to above are in accordance with the criteria, in all material respects. An examination involves performing procedures to obtain evidence about management's assertions. The nature, timing, and extent of the procedures selected depend on our judgment, including an assessment of the risks of material misstatement of management's assertions, whether due to fraud or error. We believe that the evidence we obtained is sufficient and appropriate to provide a reasonable basis for our opinion.

We are required to be independent and to meet our other ethical responsibilities in accordance with relevant ethical requirements relating to the engagement.

Our examination does not provide a legal determination on the Commission's compliance with the compliance requirements referred to above.

In our opinion, management's assertions that the Commission complied with the compliance requirements referred to above for the year ended October 31, 2024, are fairly stated, in all material respects.

The purpose of this report is to examine management's assertions about compliance with the compliance requirements referred to above relative to the Commission's application of AMS Guidelines for the year ended October 31, 2024. The report is not suitable for any other purpose.

Irvine, California

[DATE]



BOARD OF DIRECTORS MEETING, December 11, 2025

BOARD INFORMATION

ITEM 3.d: 2024-25 Financial and crop updates

SUMMARY:

Attached are CAC's preliminary financial statements through the month ending October 31, 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:

- Discussion item only

STAFF RECOMMENDATION:

- Not applicable

EXHIBITS / ATTACHMENTS:

- CAC Preliminary Financial Reports through the month ending October 31, 2025

Statement of Financial Position

California Avocado Commission
As of October 31, 2025

Distribution account	Total
Assets	
Current Assets	
Bank Accounts	
10010-000 BMO Checking (5241) - CAC	0.00
10015-000 WAB Checking (4129) - CAC	250,000.00
10110-000 BMO Money Market (5407) - CAC	0.00
10115-000 WAB Money Market (6144) - Collateralized	2,777,582.99
10210-000 Cash - LAIF - CAC	11,724.42
10215-000 WAB ICS Sweep Account	8,022,202.18
Total for Bank Accounts	\$11,061,509.59
Accounts Receivable	
12901-000 Misc Receivables (A/R)	80,660.90
Total for Accounts Receivable	\$80,660.90
Other Current Assets	
11001-000 CAC Assessment Receivable	83,128.67
11002-000 HAB Assessment Receivable	846,122.93
12004-000 Due from Avocado Inspection Program	50.30
12701-000 Grant Receivable	131,461.19
12801-000 Voluntary Life Benefit Receivable	0.00
13001-000 Prepaid Deposits	11,352.50
13002-000 Prepaid Expenses	63,575.63
Misc Receivable (old non-AR)	0.00
Total for Other Current Assets	\$1,135,691.22
Total for Current Assets	\$12,277,861.71
Fixed Assets	
15001-000 Furniture	26,160.00
15002-000 Accumulated Depreciation-Furniture	-26,160.00
15101-000 Office Equipment	61,002.24

Statement of Financial Position

California Avocado Commission
As of October 31, 2025

Distribution account	Total
15102-000 Accumulated Depreciation-Office Equip.	-61,002.24
15301-000 Software	15,021.62
15302-000 Accumulated Depreciation-Software	-15,021.62
15401-000 Land Improvements	108,558.63
15402-000 Accumulated Depreciation-Land Improvements	-108,558.63
Total for Fixed Assets	\$0.00
Other Assets	
16001-000 Mauchly Office Lease	634,984.73
16002-000 Mauchly Amortization	-624,576.00
16003-000 Pine Tree Lease	117,984.95
16004-000 Pine Tree Amortization	-37,361.93
16101-000 Quadient Capital Lease	3,435.74
16102-000 Quadient Amortization	-3,435.77
16103-000 CBE 2020 Sharp Capital Lease	0.00
16104-000 CBE 2020 Sharp Amortization	0.00
16105-000 CBE 2022 Sharp Capital Lease	13,543.55
16106-000 CBE 2022 Sharp Amortization	-13,543.57
16107-000 CBE 2020 Ricoh Capital Lease	0.00
16108-000 CBE 2020 Ricoh Amortization	0.00
16109-000 CBE 2022 Ricoh Capital Lease	13,652.62
16110-000 CBE 2022 Ricoh Amortization	-13,652.63
17000-000 Merchandise Shop Inventory	0.00
Total for Other Assets	\$91,031.69
Total for Assets	\$12,368,893.40
Liabilities and Equity	
Liabilities	
Current Liabilities	
Accounts Payable	
20001-000 Accounts Payable (A/P)	710,239.80

Statement of Financial Position

California Avocado Commission
As of October 31, 2025

	Total
Distribution account	
Total for Accounts Payable	\$710,239.80
Other Current Liabilities	
20002-000 Accounts Payable - Clearing	0.00
20009-000 Miscellaneous Payable	0.00
20101-000 Accrued Expenses	575,540.65
21011-000 Section 125 Payable	0.00
21021-000 Vacation Payable - Short Term	68,734.30
21031-000 Deferred Compensation Payable	0.00
24001-000 ST Lease Liability - LACA1	11,158.21
24002-000 ST Lease Liability - CAPO1	22,482.26
24101-000 ST Lease Liability - MAFI1	0.00
24102-000 ST Lease Liability - CBE 2020 Sharp	0.00
24103-000 ST Lease Liability - CBE 2022 Sharp	0.00
24104-000 ST Lease Liability - CBE 2020 Ricoh	0.00
24105-000 ST Lease Liability - CBE 2022 Ricoh	0.00
Total for Other Current Liabilities	\$677,915.42
Total for Current Liabilities	\$1,388,155.22
Long-term Liabilities	
28011-000 LT Lease Liability - CAPO1	64,170.07
28110-000 LT Lease Liability - MAFI1	0.00
28111-000 LT Lease Liability - LACA1	0.00
28112-000 LT Lease Liability - CBE 2022 Sharp	0.00
28114-000 LT Lease Liability - CBE 2022 Ricoh	0.00
Total for Long-term Liabilities	\$64,170.07
Total for Liabilities	\$1,452,325.29
Equity	
32010-000 Net Assets	\$0.00
32011-000 Net Assets-Restricted for Marketing	1,481,482.68

Statement of Financial Position

California Avocado Commission
As of October 31, 2025

	Total
Distribution account	
32012-000 Net Assets-Invested in Leased Assets	-228,903.59
32013-000 Net Assets-Unrestricted	1,741,251.57
Total for 32010-000 Net Assets	\$2,993,830.66
32000-000 Retained Earnings	13,095,466.33
Net Income	-5,172,728.88
Total for Equity	\$10,916,568.11
Total for Liabilities and Equity	\$12,368,893.40

PRELIMINARY

Statement of Activity

California Avocado Commission
November, 2024-October, 2025

Distribution account	Total
Income	
40001-000 CAC Assessment Revenue-Current Year	1,591,464.95
40002-000 CAC Assessment Revenue-Prior Year	609.11
40005-000 Penalties-Current Year	0.74
40011-000 HAB Rebate Assess. Revenue-Current Year	6,448,012.06
40012-000 HAB Rebate Assess. Revenue-Prior Year	-4,761.19
42001-000 Accounting/Administration Fee Revenue (AIP)	70,000.00
46000-000 Grant Funding	
46022-000 USDA Grant - FAS MAP China/North Asia - Revenue	164,463.47
Total for 46000-000 Grant Funding	\$164,463.47
48001-000 Interest Income	133,408.34
48003-000 Other - Pine Tree Ranch Crop Income	460,172.27
48009-000 Other Income - Misc	3,138.05
48009-118 Other Income - From the Grove	64,650.00
Total for Income	\$8,931,157.80
Gross Profit	\$8,931,157.80
Expenses	
50000-000 Marketing	
51000-000 Consumer Marketing	
51001-072 Media Planning & Buying-Curious Plot	2,075,138.62
51002-000 Production	0.00
51002-072 Creative Strategy, Content & Production-Curious Plot	696,565.27
51004-072 Consumer Marketing-Retail-Curious Plot	1,319,430.58
51801-072 Account Administration-Curious Plot	377,064.96
52113-000 Photo Shoots (deleted)	39,553.03
54001-072 Consumer PR-Curious Plot	445,260.31
55101-000 Email Content (deleted)	0.00
55101-072 Consumer Email Marketing & Website-Curious Plot	160,423.00
55103-072 Social Media & Content Marketing-Curious Plot	547,675.89

Statement of Activity

California Avocado Commission
November, 2024-October, 2025

Distribution account	Total
57002-000 Consumer Research (deleted)	40,500.00
Total for 51000-000 Consumer Marketing	\$5,701,611.66
52000-000 Trade - Retail	
52000-001 Trade Relations	
52001-066 Trade Advertising-Media-Fusion	140,000.00
52002-066 Trade Advertising-Production-Fusion	29,997.41
52015-000 Trade PR Expenses (deleted)	7,086.94
52022-000 Dues	15,069.90
52042-000 Conventions	65,215.61
52052-081 Program Admin/Strategy/Planning-PJ/PR	29,285.72
52055-081 Key Account Marketing Communications-Fees-PJ/PR	297,714.28
52058-000 Retailer/Immersive Experiences-Expenses (deleted)	1,091.00
52058-081 Retailer/Immersive Experiences-Expenses-PJ/PR (deleted)	14,999.98
52071-075 Key Account Coverage-TX/MW/SE-Anderson	115,784.08
52075-013 Key Account Coverage-SW/NW-Becker	168,409.08
Total for 52000-001 Trade Relations	\$884,654.00
52010-000 Retail & Consumer Promotions	
52016-000 Recipe Development (deleted)	0.00
52124-000 Retail Performance Programs-Retail Promotions	1,530,024.28
52125-000 Retail Brand Awareness Programs	254,907.97
52128-066 Retail Trade Promotions-Fusion	33,983.91
52129-000 Retailer Social Media Advertising Support	27,398.58
52131-000 Retail Merchandising Services (POS Placement)	30,940.00
52132-000 Retail Identity Programs-Display Bins	90,000.00
52301-000 Premiums	1,062.91
52302-000 POS Materials	3,376.06
52303-000 Storage/Fulfillment	35,973.48
Total for 52010-000 Retail & Consumer Promotions	\$2,007,667.19
52200-000 Data, Research & Analysis	

Statement of Activity

California Avocado Commission
November, 2024-October, 2025

Distribution account	Total
52202-000 Retail POS Scan Data-Circana	66,031.00
52204-066 Data Analysis & Retail Research-FUSION	104,586.66
52206-086 Inventory Reporting-AVMA	2,740.00
52211-066 California Avocado Market Analysis-Fusion	51,861.64
52213-066 Retail Support, Consultation, Planning, Program & Data Admin-Fusion	55,546.38
Total for 52200-000 Data, Research & Analysis	\$280,765.68
52400-000 Administration & Other	
52140-098 Grower Communications-GingerRoot	8,260.00
52401-004 Travel Expenses - Splane	10,041.08
52401-019 Travel Expenses - Marketing Staff	23,019.56
52411-000 Office Expenses - Marketing	21,839.17
Total for 52400-000 Administration & Other	\$63,159.81
Total for 52000-000 Trade - Retail	\$3,236,246.68
53000-000 Trade - Foodservice	
53001-070 Media-Agency	53,260.00
53002-070 Production-Agency	30,407.04
53101-070 Public Relations-Agency	76,932.71
53103-070 Foodservice Events-Agency	185,758.72
53104-070 Chain Promotions-Agency	274,112.87
53105-070 Culinary Education Program-Agency	1,960.00
53801-070 Program Administration Fees-Agency	43,600.00
53802-070 Program Administration Expenses-Agency	1,270.61
Total for 53000-000 Trade - Foodservice	\$667,301.95
59000-000 Marketing Activities Support	
51003-000 Buy California Marketing Agreement	20,833.30
51803-000 Marketing/Planning	942.97
51803-067 Marketing Planning/Special Projects-RoMo	66,000.00
51805-000 Marketing Personnel Expense	792,551.72

Statement of Activity

California Avocado Commission
November, 2024-October, 2025

Distribution account	Total
52134-000 Export Program	15,000.00
54001-000 Artisan Chef Program (deleted)	0.00
Total for 59000-000 Marketing Activities Support	\$895,327.99
Total for 50000-000 Marketing	\$10,500,488.28
64000-000 Industry Affairs	
64000-001 Industry Statistics and Information	
64001-000 AMRIC Operation	3,483.96
64001-130 AMRIC Operation-Hooman Mohammadpour	14,186.45
64002-000 Crop Forecasting and Analysis	3,764.62
64002-104 Crop Forecasting And Analysis-Land IQ	76,575.00
64004-104 Grove ID GIS Project Dmnt-Land IQ	11,071.25
Total for 64000-001 Industry Statistics and Information	\$109,081.28
64100-000 Grower Communications	
64105-000 Online Information	1,899.18
64105-098 Online Information-GingerRoot	9,140.00
64105-099 Online Information-Fishhook	5,000.00
64106-000 Publications	637.45
64106-067 Publications-ROMO	1,500.00
64106-085 Publications-Fox Wthr	1,320.00
64106-098 Publications-GingerRoot	8,500.00
64106-118 Publications-Champ	66,941.30
64107-000 Annual Meeting	14,228.38
64108-098 Annual Report-GingerRoot	3,560.00
Total for 64100-000 Grower Communications	\$112,726.31
64200-000 Issues Management	
64204-000 Research Program Coordination & Outreach	104,471.63
64206-000 Legislative & Regulatory Advocacy	481,726.99
Total for 64200-000 Issues Management	\$586,198.62

Statement of Activity

California Avocado Commission
November, 2024-October, 2025

Distribution account	Total
64300-000 Legal & Governance	
64301-000 Elections	15,621.77
64302-000 Legal Support	171,441.00
64303-000 Governance Support	5,284.11
Total for 64300-000 Legal & Governance	\$192,346.88
64400-000 Demonstration Grove	
64401-000 Pine Tree - Rent	0.00
64402-000 Pine Tree - Grove Management	75,193.36
64403-000 Pine Tree - Utilities	1,891.68
64404-000 Pine Tree - Property Tax & Insurance	2,910.03
64405-000 Pine Tree - Miscellaneous Expense	740.00
64406-000 Pine Tree - Crop Harvesting	48,735.21
64408-000 Pine Tree - CAC Assessment	1,190.41
64409-000 Pine Tree - HAB Assessment	5,901.26
Total for 64400-000 Demonstration Grove	\$136,561.95
64500-000 Education & Outreach	
64502-000 Pine Tree Ranch Field Days	1,291.61
64503-000 Grower Outreach	2,372.05
Total for 64500-000 Education & Outreach	\$3,663.66
64800-000 Other Industry Affairs	
64801-000 Coalition Dues, Sponsorships , Registrations & Rep	34,525.00
64801-086 Industry Reports-AVMA	440.00
64803-000 Travel Expenses - Industry Affairs	26,643.07
64804-000 Office Expenses - Industry Affairs	2,798.42
64901-000 Misc IA Exps (Theft Reward)	3,209.25
Total for 64800-000 Other Industry Affairs	\$67,615.74
Total for 64000-000 Industry Affairs	\$1,208,194.44
65000-000 Production Research	

Statement of Activity

California Avocado Commission
November, 2024-October, 2025

Distribution account	Total
65100-000 Pest & Disease	
65132-000 Surveys for avocado fruit feeding insect pests in Guatemala	94,093.00
65133-000 Chemical Synthesis and Field Evaluation of an Enantiopure (+)-Grandisol	5,000.00
65134-000 A pesticide resistance monitoring program for avocado thrips	9,411.00
Total for 65100-000 Pest & Disease	\$108,504.00
65200-000 Breeding, Varieties & Genetics	
65216-000 Commercial-Scale Field Testing of Advanced Rootstock	89,628.00
65217-000 CAL POLY - Commercial-scale field testing and potential release of five elite advanced rootstocks	11,741.65
Total for 65200-000 Breeding, Varieties & Genetics	\$101,369.65
65300-000 Cultural Management	
65323-000 Develop tools and info on crop water use	33,196.00
65324-000 Adapting a User-friendly Online Irrigation Calculator for Avocados	4,000.00
65325-000 Artificial Pollination Research	62,719.00
65326-000 Addressing the relationship between soil characteristics and soil salinity in CA avocado groves	47,590.00
Total for 65300-000 Cultural Management	\$147,505.00
65400-000 Industry Research Support	
65403-000 FFAR Fellow Sponsor - Landesman	32,500.00
Total for 65400-000 Industry Research Support	\$32,500.00
Total for 65000-000 Production Research	\$389,878.65
66010-000 Grant Programs	
66015-000 Export Marketing	
66021-000 USDA Grant - FAS MAP China (deleted)	8,000.00
66022-000 USDA Grant - FAS MAP China/North Asia	164,463.47
Total for 66015-000 Export Marketing	\$172,463.47
66100-000 Unreimbursed Grant Receivables	31,787.99
Total for 66010-000 Grant Programs	\$204,251.46

Statement of Activity

California Avocado Commission
November, 2024-October, 2025

Distribution account	Total
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70000-000 Operations	
71100-000 Office Expense	
71101-000 Office Rent - CAC Mauchly, Irvine	0.00
71102-000 Rent-CAM, Ins, Prop Tax	32,748.64
71104-000 Rent-Offsite Storage	10,060.00
71111-000 Insurance-Liability	85,944.29
71121-000 Office Expenses - Operations	12,142.57
71122-000 Office Supplies	2,174.62
71123-000 Janitorial	5,991.87
71131-000 Office Utilities	12,253.55
71141-000 Bank & Payroll Fees	21,042.72
71151-000 Equipment Maintenance & Expense	9,005.89
71161-000 Telephone	8,238.93
71162-000 Employee Communication Expense	13,800.00
71181-000 Postage & Courier Service	419.64
Total for 71100-000 Office Expense	\$213,822.72
71200-000 Professional Fees	
71201-000 CPA-Financial Audits	41,200.00
71203-000 CPA-Assessment Audits	0.00
71207-000 CDFA Fiscal and Compliance Audit	10,290.00
71211-000 Calif. Department of Food & Ag.-CDFA	82,923.82
71221-000 Dept. of Ag-USDA/AMS	48,518.08
71235-000 Legal-Ballard/Rosenberg-Labor Issues	7,006.00
71236-000 Outsourced Accounting	21,649.98
78301-000 Pension Adm & Legal	25,915.49
Total for 71200-000 Professional Fees	\$237,503.37
71300-000 Personnel Expenses	
71301-000 Salaries/Wages	
71302-000 Salaries/Wages - IA & Ops	656,678.84

Statement of Activity

California Avocado Commission
November, 2024-October, 2025

Distribution account	Total
71303-000 Salaries/Wages - Marketing	106,245.91
Total for 71301-000 Salaries/Wages	\$762,924.75
71311-000 Pension Expense	
71312-000 Pension Expense - IA & Ops	64,329.79
71313-000 Pension Expense - Marketing	9,056.88
Total for 71311-000 Pension Expense	\$73,386.67
71321-000 Payroll Tax & Work Comp	
71322-000 Payroll Tax & Work Comp - IA & Ops	44,236.71
71323-000 Payroll Tax & Work Comp - Marketing	7,566.66
Total for 71321-000 Payroll Tax & Work Comp	\$51,803.37
71331-000 Benefits	\$0.00
71332-000 Benefits - IA & Ops	120,623.56
71333-000 Benefits - Marketing	16,992.61
Total for 71331-000 Benefits	\$137,616.17
Total for 71300-000 Personnel Expenses	\$1,025,730.96
71400-000 Commissioner Expenses	
71401-000 District Meetings & Expenses	3,621.95
71403-000 Travel Expenses - Board Members	7,916.90
71404-000 Board Meeting Expenses	24,175.94
71405-000 HAB BOLD Participation	6,521.88
71406-000 District Designated Funds	21,715.49
Total for 71400-000 Commissioner Expenses	\$63,952.16
73000-000 Information Technology	
73001-000 Network Maintenance	15,225.74
73002-000 Network Hardware, Software & Licenses	3,555.04
73003-000 IT Support & Consulting	28,971.50
73004-000 Accounting & Assessment System	7,082.85
73005-000 IT Services	12,855.85

Statement of Activity

California Avocado Commission
November, 2024-October, 2025

	Total
Distribution account	
Total for 73000-000 Information Technology	\$67,690.98
78000-000 Depreciation, Interest & Other Operations	
78101-000 Travel Expenses - Operations	2,939.46
78401-000 Membership Dues & Registration	299.00
78501-000 Dues, Education, Training, Recruitment & Other	24,406.35
79001-000 Amortization Expense	158,954.02
79100-000 Interest Expense	5,774.83
Total for 78000-000 Depreciation, Interest & Other Operations	\$192,373.66
Total for 70000-000 Operations	\$1,801,073.85
Total for Expenses	\$14,103,886.68
Net Operating Income	-\$5,172,728.88
Net Other Income	
Net Income	-\$5,172,728.88

PRELIMINARY

California Avocado Commission

Budget vs. Actuals: CAC FY25 Budget Amend #2 by Class - FY25 P&L Classes

November 2024 - October 2025

	RESTRICTED				UNRESTRICTED				TOTAL			
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
Revenue												
40001-000 CAC Assessment Revenue-Current Year		0.00	0.00		1,591,464.95	1,950,000.00	-358,535.05	81.61 %	\$1,591,464.95	\$1,950,000.00	\$ -358,535.05	81.61 %
40002-000 CAC Assessment Revenue-Prior Year		0.00	0.00		609.11	0.00	609.11		\$609.11	\$0.00	\$609.11	0.00%
40005-000 Penalties-Current Year		0.00	0.00		0.74	0.00	0.74		\$0.74	\$0.00	\$0.74	0.00%
40011-000 HAB Rebate Assess. Revenue-Current Year	6,448,012.06	7,905,000.00	-1,456,987.94	81.57 %		0.00	0.00		\$6,448,012.06	\$7,905,000.00	\$ -1,456,987.94	81.57 %
40012-000 HAB Rebate Assess. Revenue-Prior Year	-4,761.19	0.00	-4,761.19			0.00	0.00		\$ -4,761.19	\$0.00	\$ -4,761.19	0.00%
42001-000 Accounting/Administration Fee Revenue (AIP)		0.00	0.00		70,000.00	61,000.00	9,000.00	114.75 %	\$70,000.00	\$61,000.00	\$9,000.00	114.75 %
46000-000 Grant Funding									\$0.00	\$0.00	\$0.00	0.00%
46022-000 USDA Grant - FAS MAP China/North Asia - Revenue					164,463.47	250,000.00	-85,536.53	65.79 %	\$164,463.47	\$250,000.00	\$ -85,536.53	65.79 %
Total 46000-000 Grant Funding					164,463.47	250,000.00	-85,536.53	65.79 %	\$164,463.47	\$250,000.00	\$ -85,536.53	65.79 %
48001-000 Interest Income	25,114.47	0.00	25,114.47		108,293.87	6,000.00	102,293.87	1,804.90 %	\$133,408.34	\$6,000.00	\$127,408.34	2,223.47 %
48003-000 Other - Pine Tree Ranch Crop Income		0.00	0.00		460,172.27	125,000.00	335,172.27	368.14 %	\$460,172.27	\$125,000.00	\$335,172.27	368.14 %
48009-000 Other Income - Misc					3,138.05	15,000.00	-11,861.95	20.92 %	\$3,138.05	\$15,000.00	\$ -11,861.95	20.92 %
48009-118 Other Income - From the Grove					64,650.00	60,000.00	4,650.00	107.75 %	\$64,650.00	\$60,000.00	\$4,650.00	107.75 %
Total Revenue	\$6,468,365.34	\$7,905,000.00	\$ -1,436,634.66	81.83 %	\$2,462,792.46	\$2,467,000.00	\$ -4,207.54	99.83 %	\$8,931,157.80	\$10,372,000.00	\$ -1,440,842.20	86.11 %
GROSS PROFIT	\$6,468,365.34	\$7,905,000.00	\$ -1,436,634.66	81.83 %	\$2,462,792.46	\$2,467,000.00	\$ -4,207.54	99.83 %	\$8,931,157.80	\$10,372,000.00	\$ -1,440,842.20	86.11 %
Expenditures												
50000-000 Marketing						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%
51001-072 Media Planning & Buying-Curious Plot	2,075,138.62	2,175,000.00	-99,861.38	95.41 %		0.00	0.00		\$2,075,138.62	\$2,175,000.00	\$ -99,861.38	95.41 %
51002-072 Creative Strategy, Content & Production-Curious Plot	696,565.27	741,600.00	-45,034.73	93.93 %	0.00	0.00	0.00		\$696,565.27	\$741,600.00	\$ -45,034.73	93.93 %
51004-072 Consumer Marketing-Retail-Curious Plot	893,793.55	766,900.00	126,893.55	116.55 %	425,637.03	435,000.00	-9,362.97	97.85 %	\$1,319,430.58	\$1,201,900.00	\$117,530.58	109.78 %
51801-072 Account Administration-Curious Plot	322,521.21	280,000.00	42,521.21	115.19 %	54,543.75	55,000.00	-456.25	99.17 %	\$377,064.96	\$335,000.00	\$42,064.96	112.56 %
52113-000 Photo Shoots (deleted)	39,553.03	34,000.00	5,553.03	116.33 %					\$39,553.03	\$34,000.00	\$5,553.03	116.33 %
54001-072 Consumer PR-Curious Plot	445,260.31	458,000.00	-12,739.69	97.22 %	0.00	0.00	0.00		\$445,260.31	\$458,000.00	\$ -12,739.69	97.22 %
55101-072 Consumer Email Marketing & Website-Curious Plot	160,423.00	161,100.00	-677.00	99.58 %		0.00	0.00		\$160,423.00	\$161,100.00	\$ -677.00	99.58 %
55103-072 Social Media & Content Marketing-Curious Plot					547,675.89	625,500.00	-77,824.11	87.56 %	\$547,675.89	\$625,500.00	\$ -77,824.11	87.56 %
57002-000 Consumer Research (deleted)					40,500.00		40,500.00		\$40,500.00	\$0.00	\$40,500.00	0.00%
Total 51000-000 Consumer Marketing	4,633,254.99	4,616,600.00	16,654.99	100.36 %	1,068,356.67	1,115,500.00	-47,143.33	95.77 %	\$5,701,611.66	\$5,732,100.00	\$ -30,488.34	99.47 %
52000-000 Trade - Retail						0.00	0.00		\$0.00	\$0.00	\$0.00	0.00%
52000-001 Trade Relations									\$0.00	\$0.00	\$0.00	0.00%
52001-066 Trade Advertising-Media-Fusion	140,000.00	140,000.00	0.00	100.00 %		0.00	0.00		\$140,000.00	\$140,000.00	\$0.00	100.00 %
52002-066 Trade Advertising-Production-Fusion	29,997.41	29,600.00	397.41	101.34 %		0.00	0.00		\$29,997.41	\$29,600.00	\$397.41	101.34 %
52015-000 Trade PR Expenses (deleted)	7,086.94	10,000.00	-2,913.06	70.87 %					\$7,086.94	\$10,000.00	\$ -2,913.06	70.87 %
52022-000 Dues	15,069.90	13,890.00	1,179.90	108.49 %		0.00	0.00		\$15,069.90	\$13,890.00	\$1,179.90	108.49 %
52024-000 Sponsorships-Southern California Locations (deleted)		4,760.00	-4,760.00						\$0.00	\$4,760.00	\$ -4,760.00	0.00%
52042-000 Conventions	65,215.61	77,000.00	-11,784.39	84.70 %	0.00	0.00	0.00		\$65,215.61	\$77,000.00	\$ -11,784.39	84.70 %
52052-081 Program Admin/Strategy/Planning-PJ/PR	29,285.72	30,000.00	-714.28	97.62 %		0.00	0.00		\$29,285.72	\$30,000.00	\$ -714.28	97.62 %
52055-081 Key Account Marketing Communications-Fees-PJ/PR	0.00		0.00		297,714.28	297,000.00	714.28	100.24 %	\$297,714.28	\$297,000.00	\$714.28	100.24 %
52058-000 Retailer/Immersive Experiences-Expenses (deleted)	1,091.00	15,000.00	-13,909.00	7.27 %					\$1,091.00	\$15,000.00	\$ -13,909.00	7.27 %
52058-081 Retailer/Immersive Experiences-Expenses-PJ/PR (deleted)	14,999.98	15,000.00	-0.02	100.00 %					\$14,999.98	\$15,000.00	\$ -0.02	100.00 %
52071-075 Key Account Coverage-TX/MW/SE-Anderson	115,784.08	115,000.00	784.08	100.68 %		0.00	0.00		\$115,784.08	\$115,000.00	\$784.08	100.68 %
52075-013 Key Account Coverage-SW/NW-Becker	168,409.08	168,000.00	409.08	100.24 %		0.00	0.00		\$168,409.08	\$168,000.00	\$409.08	100.24 %
Total 52000-001 Trade Relations	586,939.72	618,250.00	-31,310.28	94.94 %	297,714.28	297,000.00	714.28	100.24 %	\$884,654.00	\$915,250.00	\$ -30,596.00	96.66 %
52010-000 Retail & Consumer Promotions									\$0.00	\$0.00	\$0.00	0.00%
52016-000 Recipe Development (deleted)	0.00	5,000.00	-5,000.00	0.00 %					\$0.00	\$5,000.00	\$ -5,000.00	0.00 %
52124-000 Retail Performance Programs-Retail Promotions	1,527,785.28	1,550,000.00	-22,214.72	98.57 %	2,239.00	0.00	2,239.00		\$1,530,024.28	\$1,550,000.00	\$ -19,975.72	98.71 %
52125-000 Retail Brand Awareness Programs	254,907.97	453,000.00	-198,092.03	56.27 %		0.00	0.00		\$254,907.97	\$453,000.00	\$ -198,092.03	56.27 %
52128-066 Retail Trade Promotions-Fusion	33,983.91	29,450.00	4,533.91	115.40 %					\$33,983.91	\$29,450.00	\$4,533.91	115.40 %
52129-000 Retailer Social Media Advertising Support	26,500.00	40,000.00	-13,500.00	66.25 %	898.58	0.00	898.58		\$27,398.58	\$40,000.00	\$ -12,601.42	68.50 %
52131-000 Retail Merchandising Services (POS Placement)	30,940.00	150,000.00	-119,060.00	20.63 %		0.00	0.00		\$30,940.00	\$150,000.00	\$ -119,060.00	20.63 %
52132-000 Retail Identity Programs-Display Bins	90,000.00	90,000.00	0.00	100.00 %		0.00	0.00		\$90,000.00	\$90,000.00	\$0.00	100.00 %
52301-000 Premiums	1,062.91	5,000.00	-3,937.09	21.26 %		0.00	0.00		\$1,062.91	\$5,000.00	\$ -3,937.09	21.26 %
52302-000 POS Materials	3,376.06	5,000.00	-1,623.94	67.52 %		0.00	0.00		\$3,376.06	\$5,000.00	\$ -1,623.94	67.52 %
52303-000 Storage/Fulfillment	35,973.48	35,000.00	973.48	102.78 %		0.00	0.00		\$35,973.48	\$35,000.00	\$973.48	102.78 %
Total 52010-000 Retail & Consumer Promotions	2,004,529.61	2,362,450.00	-357,920.39	84.85 %	3,137.58	0.00	3,137.58	107.54 %	\$2,007,667.19	\$2,362,450.00	\$ -354,782.81	84.98 %
52200-000 Data, Research & Analysis									\$0.00	\$0.00	\$0.00	0.00%
52202-000 Retail POS Scan Data-Circana					66,031.00	62,000.00	4,031.00	106.50 %	\$66,031.00	\$62,000.00	\$4,031.00	106.50 %
52204-066 Data Analysis & Retail Research-FUSION	0.00		0.00		104,586.66	96,500.00	8,086.66	108.38 %	\$104,586.66	\$96,500.00	\$8,086.66	108.38 %
52206-086 Inventory Reporting-AVMA					2,740.00	2,700.00	40.00	101.48 %	\$2,740.00	\$2,700.00	\$40.00	101.48 %
52211-066 California Avocado Market Analysis-Fusion	51,861.64	54,500.00	-2,638.36	95.16 %		0.00	0.00		\$51,861.64	\$54,500.00	\$ -2,638.36	95.16 %
52213-066 Retail Support, Consultation, Planning, Program & Data Admin-Fusion	55,546.38	56,500.00	-953.62	98.31 %		0.00	0.00		\$55,546.38	\$56,500.00	\$ -953.62	98.31 %
Total 52200-000 Data, Research & Analysis	107,408.02	111,000.00	-3,591.98	96.76 %	173,357.66	161,200.00	12,157.66	107.54 %	\$280,765.68	\$272,200.00	\$8,565.68	103.15 %
52400-000 Administration & Other									\$0.00	\$0.00	\$0.00	0.00%
52140-098 Grower Communications-GingerRoot					8,260.00	11,000.00	-2,740.00	75.09 %	\$8,260.00	\$11,000.00	\$ -2,740.00	75.09 %
52401-004 Travel Expenses - Splane	10,041.08	7,500.00	2,541.08	133.88 %	0.00		0.00		\$10,041.08	\$7,500.00	\$2,541.08	133.88 %

California Avocado Commission

Budget vs. Actuals: CAC FY25 Budget Amend #2 by Class - FY25 P&L Classes

November 2024 - October 2025

	RESTRICTED				UNRESTRICTED				TOTAL			
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
52401-019 Travel Expenses - Marketing Staff	23,019.56	17,500.00	5,519.56	131.54 %	0.00		0.00		\$23,019.56	\$17,500.00	\$5,519.56	131.54 %
52411-000 Office Expenses - Marketing	21,839.17	30,000.00	-8,160.83	72.80 %	0.00	0.00	0.00		\$21,839.17	\$30,000.00	\$ -8,160.83	72.80 %
Total 52400-000 Administration & Other	54,899.81	55,000.00	-100.19	99.82 %	8,260.00	11,000.00	-2,740.00	75.09 %	\$63,159.81	\$66,000.00	\$ -2,840.19	95.70 %
Total 52000-000 Trade - Retail	2,753,777.16	3,146,700.00	-392,922.84	87.51 %	482,469.52	469,200.00	13,269.52	102.83 %	\$3,236,246.68	\$3,615,900.00	\$ -379,653.32	89.50 %
53000-000 Trade - Foodservice									\$0.00	\$0.00	\$0.00	0.00%
53001-070 Media-Agency	53,260.00	64,400.00	-11,140.00	82.70 %					\$53,260.00	\$64,400.00	\$ -11,140.00	82.70 %
53002-070 Production-Agency	30,407.04	23,000.00	7,407.04	132.20 %					\$30,407.04	\$23,000.00	\$7,407.04	132.20 %
53101-070 Public Relations-Agency	76,932.71	102,300.00	-25,367.29	75.20 %		0.00	0.00		\$76,932.71	\$102,300.00	\$ -25,367.29	75.20 %
53103-070 Foodservice Events-Agency	185,758.72	213,800.00	-28,041.28	86.88 %		0.00	0.00		\$185,758.72	\$213,800.00	\$ -28,041.28	86.88 %
53104-070 Chain Promotions-Agency	50,227.91	51,200.00	-972.09	98.10 %	223,884.96	223,800.00	84.96	100.04 %	\$274,112.87	\$275,000.00	\$ -887.13	99.68 %
53105-070 Culinary Education Program-Agency	1,960.00	2,000.00	-40.00	98.00 %		0.00	0.00		\$1,960.00	\$2,000.00	\$ -40.00	98.00 %
53801-070 Program Administration Fees-Agency	43,600.00	42,900.00	700.00	101.63 %		0.00	0.00		\$43,600.00	\$42,900.00	\$700.00	101.63 %
53802-070 Program Administration Expenses-Agency	1,270.61	1,600.00	-329.39	79.41 %		0.00	0.00		\$1,270.61	\$1,600.00	\$ -329.39	79.41 %
Total 53000-000 Trade - Foodservice	443,416.99	501,200.00	-57,783.01	88.47 %	223,884.96	223,800.00	84.96	100.04 %	\$667,301.95	\$725,000.00	\$ -57,698.05	92.04 %
59000-000 Marketing Activities Support									\$0.00	\$0.00	\$0.00	0.00%
51003-000 Buy California Marketing Agreement	20,833.30	25,000.00	-4,166.70	83.33 %		0.00	0.00		\$20,833.30	\$25,000.00	\$ -4,166.70	83.33 %
51803-000 Marketing/Planning	942.97	500.00	442.97	188.59 %		0.00	0.00		\$942.97	\$500.00	\$442.97	188.59 %
51803-067 Marketing Planning/Special Projects-RoMo		0.00	0.00		66,000.00	66,000.00	0.00	100.00 %	\$66,000.00	\$66,000.00	\$0.00	100.00 %
51805-000 Marketing Personnel Expense	792,551.72	835,000.00	-42,448.28	94.92 %					\$792,551.72	\$835,000.00	\$ -42,448.28	94.92 %
52134-000 Export Program		0.00	0.00		15,000.00	45,000.00	-30,000.00	33.33 %	\$15,000.00	\$45,000.00	\$ -30,000.00	33.33 %
Total 59000-000 Marketing Activities Support	814,327.99	860,500.00	-46,172.01	94.63 %	81,000.00	111,000.00	-30,000.00	72.97 %	\$895,327.99	\$971,500.00	\$ -76,172.01	92.16 %
Total 50000-000 Marketing	8,644,777.13	9,125,000.00	-480,222.87	94.74 %	1,855,711.15	1,919,500.00	-63,788.85	96.68 %	\$10,500,488.28	\$11,044,500.00	\$ -544,011.72	95.07 %
64000-000 Industry Affairs									\$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%
64001-000 AMRIC Operation		0.00	0.00		3,483.96	7,300.00	-3,816.04	47.73 %	\$3,483.96	\$7,300.00	\$ -3,816.04	47.73 %
64001-130 AMRIC Operation-Hooman Mohammadpour		0.00	0.00		14,186.45	12,000.00	2,186.45	118.22 %	\$14,186.45	\$12,000.00	\$2,186.45	118.22 %
64002-000 Crop Forecasting and Analysis		0.00	0.00		3,764.62	5,000.00	-1,235.38	75.29 %	\$3,764.62	\$5,000.00	\$ -1,235.38	75.29 %
64002-104 Crop Forecasting And Analysis-Land IQ		0.00	0.00		76,575.00	78,750.00	-2,175.00	97.24 %	\$76,575.00	\$78,750.00	\$ -2,175.00	97.24 %
64003-000 Grower Database		0.00	0.00			1,500.00	-1,500.00		\$0.00	\$1,500.00	\$ -1,500.00	0.00%
64004-000 Grove ID GIS Project Dmnt		0.00	0.00			1,975.00	-1,975.00		\$0.00	\$1,975.00	\$ -1,975.00	0.00%
64004-104 Grove ID GIS Project Dmnt-Land IQ		0.00	0.00		11,071.25	9,525.00	1,546.25	116.23 %	\$11,071.25	\$9,525.00	\$1,546.25	116.23 %
Total 64000-001 Industry Statistics and Information		0.00	0.00		109,081.28	116,050.00	-6,968.72	94.00 %	\$109,081.28	\$116,050.00	\$ -6,968.72	94.00 %
64100-000 Grower Communications		0.00	0.00						\$0.00	\$0.00	\$0.00	0.00%
64105-000 Online Information		0.00	0.00		1,899.18	6,000.00	-4,100.82	31.65 %	\$1,899.18	\$6,000.00	\$ -4,100.82	31.65 %
64105-098 Online Information-GingerRoot		0.00	0.00		9,140.00	20,000.00	-10,860.00	45.70 %	\$9,140.00	\$20,000.00	\$ -10,860.00	45.70 %
64105-099 Online Information-Fishhook		0.00	0.00		5,000.00	5,000.00	0.00	100.00 %	\$5,000.00	\$5,000.00	\$0.00	100.00 %
64106-000 Publications		0.00	0.00		637.45	17,100.00	-16,462.55	3.73 %	\$637.45	\$17,100.00	\$ -16,462.55	3.73 %
64106-067 Publications-ROMO		0.00	0.00		1,500.00	3,000.00	-1,500.00	50.00 %	\$1,500.00	\$3,000.00	\$ -1,500.00	50.00 %
64106-085 Publications-Fox Wthr		0.00	0.00		1,320.00	1,400.00	-80.00	94.29 %	\$1,320.00	\$1,400.00	\$ -80.00	94.29 %
64106-098 Publications-GingerRoot		0.00	0.00		8,500.00	15,000.00	-6,500.00	56.67 %	\$8,500.00	\$15,000.00	\$ -6,500.00	56.67 %
64106-118 Publications-Champ		0.00	0.00		66,941.30	72,000.00	-5,058.70	92.97 %	\$66,941.30	\$72,000.00	\$ -5,058.70	92.97 %
64107-000 Annual Meeting		0.00	0.00		14,228.38	15,000.00	-771.62	94.86 %	\$14,228.38	\$15,000.00	\$ -771.62	94.86 %
64108-000 Annual Report		0.00	0.00			9,000.00	-9,000.00		\$0.00	\$9,000.00	\$ -9,000.00	0.00%
64108-098 Annual Report-GingerRoot		0.00	0.00		3,560.00	8,000.00	-4,440.00	44.50 %	\$3,560.00	\$8,000.00	\$ -4,440.00	44.50 %
Total 64100-000 Grower Communications		0.00	0.00		112,726.31	171,500.00	-58,773.69	65.73 %	\$112,726.31	\$171,500.00	\$ -58,773.69	65.73 %
64200-000 Issues Management									\$0.00	\$0.00	\$0.00	0.00%
64201-000 Water Issues		0.00	0.00			100,000.00	-100,000.00		\$0.00	\$100,000.00	\$ -100,000.00	0.00%
64202-000 Field/Technical Support		0.00	0.00			100,000.00	-100,000.00		\$0.00	\$100,000.00	\$ -100,000.00	0.00%
64204-000 Research Program Coordination & Outreach		0.00	0.00		104,471.63	120,000.00	-15,528.37	87.06 %	\$104,471.63	\$120,000.00	\$ -15,528.37	87.06 %
64206-000 Legislative & Regulatory Advocacy	0.00	0.00	0.00		481,726.99	400,000.00	81,726.99	120.43 %	\$481,726.99	\$400,000.00	\$81,726.99	120.43 %
64208-000 Product Registrations		0.00	0.00			5,000.00	-5,000.00		\$0.00	\$5,000.00	\$ -5,000.00	0.00%
64211-000 Sustainability Project		0.00	0.00			50,000.00	-50,000.00		\$0.00	\$50,000.00	\$ -50,000.00	0.00%
Total 64200-000 Issues Management	0.00	0.00	0.00		586,198.62	775,000.00	-188,801.38	75.64 %	\$586,198.62	\$775,000.00	\$ -188,801.38	75.64 %
64300-000 Legal & Governance									\$0.00	\$0.00	\$0.00	0.00%
64301-000 Elections		0.00	0.00		15,621.77	10,000.00	5,621.77	156.22 %	\$15,621.77	\$10,000.00	\$5,621.77	156.22 %
64302-000 Legal Support		0.00	0.00		171,441.00	150,000.00	21,441.00	114.29 %	\$171,441.00	\$150,000.00	\$21,441.00	114.29 %
64303-000 Governance Support		0.00	0.00		5,284.11	10,000.00	-4,715.89	52.84 %	\$5,284.11	\$10,000.00	\$ -4,715.89	52.84 %
Total 64300-000 Legal & Governance		0.00	0.00		192,346.88	170,000.00	22,346.88	113.15 %	\$192,346.88	\$170,000.00	\$22,346.88	113.15 %
64400-000 Demonstration Grove									\$0.00	\$0.00	\$0.00	0.00%
64401-000 Pine Tree - Rent		0.00	0.00		0.00	24,900.00	-24,900.00	0.00 %	\$0.00	\$24,900.00	\$ -24,900.00	0.00 %
64402-000 Pine Tree - Grove Management		0.00	0.00		75,193.36	52,000.00	23,193.36	144.60 %	\$75,193.36	\$52,000.00	\$23,193.36	144.60 %
64403-000 Pine Tree - Utilities		0.00	0.00		1,891.68	5,400.00	-3,508.32	35.03 %	\$1,891.68	\$5,400.00	\$ -3,508.32	35.03 %
64404-000 Pine Tree - Property Tax & Insurance		0.00	0.00		2,910.03	2,550.00	360.03	114.12 %	\$2,910.03	\$2,550.00	\$360.03	114.12 %
64405-000 Pine Tree - Miscellaneous Expense		0.00	0.00		740.00	5,000.00	-4,260.00	14.80 %	\$740.00	\$5,000.00	\$ -4,260.00	14.80 %
64406-000 Pine Tree - Crop Harvesting		0.00	0.00		48,735.21	25,000.00	23,735.21	194.94 %	\$48,735.21	\$25,000.00	\$23,735.21	194.94 %

California Avocado Commission

Budget vs. Actuals: CAC FY25 Budget Amend #2 by Class - FY25 P&L Classes

November 2024 - October 2025

	RESTRICTED				UNRESTRICTED				TOTAL			
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
64408-000 Pine Tree - CAC Assessment		0.00	0.00		1,190.41	1,000.00	190.41	119.04 %	\$1,190.41	\$1,000.00	\$190.41	119.04 %
64409-000 Pine Tree - HAB Assessment		0.00	0.00		5,901.26	2,500.00	3,401.26	236.05 %	\$5,901.26	\$2,500.00	\$3,401.26	236.05 %
Total 64400-000 Demonstration Grove		0.00	0.00		136,561.95	118,350.00	18,211.95	115.39 %	\$136,561.95	\$118,350.00	\$18,211.95	115.39 %
64500-000 Education & Outreach									\$0.00	\$0.00	\$0.00	0.00 %
64501-000 Field Meetings, Seminars & Workshops		0.00	0.00			15,000.00	-15,000.00		\$0.00	\$15,000.00	\$ -15,000.00	0.00 %
64502-000 Pine Tree Ranch Field Days		0.00	0.00		1,291.61	2,000.00	-708.39	64.58 %	\$1,291.61	\$2,000.00	\$ -708.39	64.58 %
64503-000 Grower Outreach		0.00	0.00		2,372.05	3,000.00	-627.95	79.07 %	\$2,372.05	\$3,000.00	\$ -627.95	79.07 %
Total 64500-000 Education & Outreach		0.00	0.00		3,663.66	20,000.00	-16,336.34	18.32 %	\$3,663.66	\$20,000.00	\$ -16,336.34	18.32 %
64800-000 Other Industry Affairs									\$0.00	\$0.00	\$0.00	0.00 %
64801-000 Coalition Dues, Sponsorships , Registrations & Rep		0.00	0.00		34,525.00	39,520.00	-4,995.00	87.36 %	\$34,525.00	\$39,520.00	\$ -4,995.00	87.36 %
64801-086 Industry Reports-AVMA		0.00	0.00		440.00	480.00	-40.00	91.67 %	\$440.00	\$480.00	\$ -40.00	91.67 %
64802-000 Grant Writing		0.00	0.00			2,500.00	-2,500.00		\$0.00	\$2,500.00	\$ -2,500.00	0.00 %
64803-000 Travel Expenses - Industry Affairs		0.00	0.00		26,643.07	60,000.00	-33,356.93	44.41 %	\$26,643.07	\$60,000.00	\$ -33,356.93	44.41 %
64804-000 Office Expenses - Industry Affairs		0.00	0.00		2,798.42	7,500.00	-4,701.58	37.31 %	\$2,798.42	\$7,500.00	\$ -4,701.58	37.31 %
64805-000 Committee Meeting Expense		0.00	0.00			5,000.00	-5,000.00		\$0.00	\$5,000.00	\$ -5,000.00	0.00 %
64901-000 Misc IA Exps (Theft Reward)		0.00	0.00		3,209.25	15,000.00	-11,790.75	21.40 %	\$3,209.25	\$15,000.00	\$ -11,790.75	21.40 %
Total 64800-000 Other Industry Affairs		0.00	0.00		67,615.74	130,000.00	-62,384.26	52.01 %	\$67,615.74	\$130,000.00	\$ -62,384.26	52.01 %
Total 64000-000 Industry Affairs	0.00	0.00	0.00		1,208,194.44	1,500,900.00	-292,705.56	80.50 %	\$1,208,194.44	\$1,500,900.00	\$ -292,705.56	80.50 %
65000-000 Production Research									\$0.00	\$0.00	\$0.00	0.00 %
65100-000 Pest & Disease									\$0.00	\$0.00	\$0.00	0.00 %
65132-000 Surveys for avocado fruit feeding insect pests in Guatemala					94,093.00	94,093.00	0.00	100.00 %	\$94,093.00	\$94,093.00	\$0.00	100.00 %
65133-000 Chemical Synthesis and Field Evaluation of an Enantiopure (+)-Grandisol					5,000.00	63,000.00	-58,000.00	7.94 %	\$5,000.00	\$63,000.00	\$ -58,000.00	7.94 %
65134-000 A pesticide resistance monitoring program for avocado thrips					9,411.00	9,411.00	0.00	100.00 %	\$9,411.00	\$9,411.00	\$0.00	100.00 %
Total 65100-000 Pest & Disease					108,504.00	166,504.00	-58,000.00	65.17 %	\$108,504.00	\$166,504.00	\$ -58,000.00	65.17 %
65200-000 Breeding, Varieties & Genetics									\$0.00	\$0.00	\$0.00	0.00 %
65216-000 Commercial-Scale Field Testing of Advanced Rootstock		0.00	0.00		89,628.00	89,628.00	0.00	100.00 %	\$89,628.00	\$89,628.00	\$0.00	100.00 %
65217-000 CAL POLY - Commercial-scale field testing and potential release of five elite advanced rootstocks		0.00	0.00		11,741.65	16,773.00	-5,031.35	70.00 %	\$11,741.65	\$16,773.00	\$ -5,031.35	70.00 %
Total 65200-000 Breeding, Varieties & Genetics		0.00	0.00		101,369.65	106,401.00	-5,031.35	95.27 %	\$101,369.65	\$106,401.00	\$ -5,031.35	95.27 %
65300-000 Cultural Management									\$0.00	\$0.00	\$0.00	0.00 %
65323-000 Develop tools and info on crop water use		0.00	0.00		33,196.00	55,603.00	-22,407.00	59.70 %	\$33,196.00	\$55,603.00	\$ -22,407.00	59.70 %
65324-000 Adapting a User-friendly Online Irrigation Calculator for Avocados					4,000.00		4,000.00		\$4,000.00	\$0.00	\$4,000.00	0.00 %
65325-000 Artificial Pollination Research					62,719.00	62,719.00	0.00	100.00 %	\$62,719.00	\$62,719.00	\$0.00	100.00 %
65326-000 Addressing the relationship between soil characteristics and soil salinity in CA avocado groves					47,590.00	47,590.00	0.00	100.00 %	\$47,590.00	\$47,590.00	\$0.00	100.00 %
Total 65300-000 Cultural Management		0.00	0.00		147,505.00	165,912.00	-18,407.00	88.91 %	\$147,505.00	\$165,912.00	\$ -18,407.00	88.91 %
65400-000 Industry Research Support									\$0.00	\$0.00	\$0.00	0.00 %
65403-000 FFAR Fellow Sponsor - Landesman					32,500.00	32,500.00	0.00	100.00 %	\$32,500.00	\$32,500.00	\$0.00	100.00 %
Total 65400-000 Industry Research Support					32,500.00	32,500.00	0.00	100.00 %	\$32,500.00	\$32,500.00	\$0.00	100.00 %
Total 65000-000 Production Research		0.00	0.00		389,878.65	471,317.00	-81,438.35	82.72 %	\$389,878.65	\$471,317.00	\$ -81,438.35	82.72 %
66010-000 Grant Programs									\$0.00	\$0.00	\$0.00	0.00 %
66015-000 Export Marketing									\$0.00	\$0.00	\$0.00	0.00 %
66021-000 USDA Grant - FAS MAP China (deleted)		0.00	0.00		8,000.00		8,000.00		\$8,000.00	\$0.00	\$8,000.00	0.00 %
66022-000 USDA Grant - FAS MAP China/North Asia					164,463.47	250,000.00	-85,536.53	65.79 %	\$164,463.47	\$250,000.00	\$ -85,536.53	65.79 %
Total 66015-000 Export Marketing		0.00	0.00		172,463.47	250,000.00	-77,536.53	68.99 %	\$172,463.47	\$250,000.00	\$ -77,536.53	68.99 %
66100-000 Unreimbursed Grant Receivables					31,787.99		31,787.99		\$31,787.99	\$0.00	\$31,787.99	0.00 %
Total 66010-000 Grant Programs		0.00	0.00		204,251.46	250,000.00	-45,748.54	81.70 %	\$204,251.46	\$250,000.00	\$ -45,748.54	81.70 %
70000-000 Operations									\$0.00	\$0.00	\$0.00	0.00 %
71100-000 Office Expense									\$0.00	\$0.00	\$0.00	0.00 %
71101-000 Office Rent - CAC Mauchly, Irvine		0.00	0.00		0.00	8,702.00	-8,702.00	0.00 %	\$0.00	\$8,702.00	\$ -8,702.00	0.00 %
71102-000 Rent-CAM, Ins, Prop Tax		0.00	0.00		32,748.64	26,430.00	6,318.64	123.91 %	\$32,748.64	\$26,430.00	\$6,318.64	123.91 %
71104-000 Rent-Offsite Storage		0.00	0.00		10,060.00	10,240.00	-180.00	98.24 %	\$10,060.00	\$10,240.00	\$ -180.00	98.24 %
71111-000 Insurance-Liability		0.00	0.00		85,944.29	101,960.00	-16,015.71	84.29 %	\$85,944.29	\$101,960.00	\$ -16,015.71	84.29 %
71121-000 Office Expenses - Operations		0.00	0.00		12,142.57	18,850.00	-6,707.43	64.42 %	\$12,142.57	\$18,850.00	\$ -6,707.43	64.42 %
71122-000 Office Supplies		0.00	0.00		2,174.62	3,000.00	-825.38	72.49 %	\$2,174.62	\$3,000.00	\$ -825.38	72.49 %
71123-000 Janitorial		0.00	0.00		5,991.87	9,500.00	-3,508.13	63.07 %	\$5,991.87	\$9,500.00	\$ -3,508.13	63.07 %
71131-000 Office Utilities		0.00	0.00		12,253.55	14,700.00	-2,446.45	83.36 %	\$12,253.55	\$14,700.00	\$ -2,446.45	83.36 %
71141-000 Bank & Payroll Fees		0.00	0.00		21,042.72	8,500.00	12,542.72	247.56 %	\$21,042.72	\$8,500.00	\$12,542.72	247.56 %
71151-000 Equipment Maintenance & Expense		0.00	0.00		9,005.89	7,760.00	1,245.89	116.06 %	\$9,005.89	\$7,760.00	\$1,245.89	116.06 %
71161-000 Telephone		0.00	0.00		8,238.93	8,400.00	-161.07	98.08 %	\$8,238.93	\$8,400.00	\$ -161.07	98.08 %
71162-000 Employee Communication Expense		0.00	0.00		13,800.00	14,400.00	-600.00	95.83 %	\$13,800.00	\$14,400.00	\$ -600.00	95.83 %
71181-000 Postage & Courier Service		0.00	0.00		419.64	2,000.00	-1,580.36	20.98 %	\$419.64	\$2,000.00	\$ -1,580.36	20.98 %
Total 71100-000 Office Expense		0.00	0.00		213,822.72	234,442.00	-20,619.28	91.20 %	\$213,822.72	\$234,442.00	\$ -20,619.28	91.20 %
71200-000 Professional Fees									\$0.00	\$0.00	\$0.00	0.00 %
71201-000 CPA-Financial Audits		0.00	0.00		41,200.00	40,000.00	1,200.00	103.00 %	\$41,200.00	\$40,000.00	\$1,200.00	103.00 %
71203-000 CPA-Assessment Audits		0.00	0.00		0.00	56,375.00	-56,375.00	0.00 %	\$0.00	\$56,375.00	\$ -56,375.00	0.00 %
71207-000 CDFA Fiscal and Compliance Audit		0.00	0.00		10,290.00	9,925.00	365.00	103.68 %	\$10,290.00	\$9,925.00	\$365.00	103.68 %

California Avocado Commission

Budget vs. Actuals: CAC FY25 Budget Amend #2 by Class - FY25 P&L Classes

November 2024 - October 2025

	RESTRICTED				UNRESTRICTED				TOTAL			
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
71211-000 Calif. Department of Food & Ag.-CDFA		0.00	0.00		82,923.82	90,000.00	-7,076.18	92.14 %	\$82,923.82	\$90,000.00	\$ -7,076.18	92.14 %
71221-000 Dept. of Ag-USDA/AMS		0.00	0.00		48,518.08	63,000.00	-14,481.92	77.01 %	\$48,518.08	\$63,000.00	\$ -14,481.92	77.01 %
71235-000 Legal-Ballard/Rosenberg-Labor Issues		0.00	0.00		7,006.00	7,500.00	-494.00	93.41 %	\$7,006.00	\$7,500.00	\$ -494.00	93.41 %
71236-000 Outsourced Accounting		0.00	0.00		21,649.98	107,500.00	-85,850.02	20.14 %	\$21,649.98	\$107,500.00	\$ -85,850.02	20.14 %
71299-000 Other Professional Expense		0.00	0.00			2,500.00	-2,500.00		\$0.00	\$2,500.00	\$ -2,500.00	0.00%
78301-000 Pension Adm & Legal		0.00	0.00		25,915.49	38,620.00	-12,704.51	67.10 %	\$25,915.49	\$38,620.00	\$ -12,704.51	67.10 %
Total 71200-000 Professional Fees		0.00	0.00		237,503.37	415,420.00	-177,916.63	57.17 %	\$237,503.37	\$415,420.00	\$ -177,916.63	57.17 %
71300-000 Personnel Expenses									\$0.00	\$0.00	\$0.00	0.00%
71301-000 Salaries/Wages		0.00	0.00						\$0.00	\$0.00	\$0.00	0.00%
71302-000 Salaries/Wages - IA & Ops		0.00	0.00		656,678.84	624,400.00	32,278.84	105.17 %	\$656,678.84	\$624,400.00	\$32,278.84	105.17 %
71303-000 Salaries/Wages - Marketing		0.00	0.00		106,245.91	110,043.00	-3,797.09	96.55 %	\$106,245.91	\$110,043.00	\$ -3,797.09	96.55 %
Total 71301-000 Salaries/Wages		0.00	0.00		762,924.75	734,443.00	28,481.75	103.88 %	\$762,924.75	\$734,443.00	\$28,481.75	103.88 %
71311-000 Pension Expense		0.00	0.00						\$0.00	\$0.00	\$0.00	0.00%
71312-000 Pension Expense - IA & Ops		0.00	0.00		64,329.79	62,440.00	1,889.79	103.03 %	\$64,329.79	\$62,440.00	\$1,889.79	103.03 %
71313-000 Pension Expense - Marketing		0.00	0.00		9,056.88	11,005.00	-1,948.12	82.30 %	\$9,056.88	\$11,005.00	\$ -1,948.12	82.30 %
Total 71311-000 Pension Expense		0.00	0.00		73,386.67	73,445.00	-58.33	99.92 %	\$73,386.67	\$73,445.00	\$ -58.33	99.92 %
71321-000 Payroll Tax & Work Comp		0.00	0.00						\$0.00	\$0.00	\$0.00	0.00%
71322-000 Payroll Tax & Work Comp - IA & Ops		0.00	0.00		44,236.71	46,440.00	-2,203.29	95.26 %	\$44,236.71	\$46,440.00	\$ -2,203.29	95.26 %
71323-000 Payroll Tax & Work Comp - Marketing		0.00	0.00		7,566.66	8,028.00	-461.34	94.25 %	\$7,566.66	\$8,028.00	\$ -461.34	94.25 %
Total 71321-000 Payroll Tax & Work Comp		0.00	0.00		51,803.37	54,468.00	-2,664.63	95.11 %	\$51,803.37	\$54,468.00	\$ -2,664.63	95.11 %
71331-000 Benefits		0.00	0.00		0.00		0.00		\$0.00	\$0.00	\$0.00	0.00%
71332-000 Benefits - IA & Ops		0.00	0.00		120,623.56	127,550.00	-6,926.44	94.57 %	\$120,623.56	\$127,550.00	\$ -6,926.44	94.57 %
71333-000 Benefits - Marketing		0.00	0.00		16,992.61	19,007.00	-2,014.39	89.40 %	\$16,992.61	\$19,007.00	\$ -2,014.39	89.40 %
Total 71331-000 Benefits		0.00	0.00		137,616.17	146,557.00	-8,940.83	93.90 %	\$137,616.17	\$146,557.00	\$ -8,940.83	93.90 %
Total 71300-000 Personnel Expenses		0.00	0.00		1,025,730.96	1,008,913.00	16,817.96	101.67 %	\$1,025,730.96	\$1,008,913.00	\$16,817.96	101.67 %
71400-000 Commissioner Expenses									\$0.00	\$0.00	\$0.00	0.00%
71401-000 District Meetings & Expenses		0.00	0.00		3,621.95	5,000.00	-1,378.05	72.44 %	\$3,621.95	\$5,000.00	\$ -1,378.05	72.44 %
71402-000 Entertainment		0.00	0.00			2,000.00	-2,000.00		\$0.00	\$2,000.00	\$ -2,000.00	0.00%
71403-000 Travel Expenses - Board Members		0.00	0.00		7,916.90	56,000.00	-48,083.10	14.14 %	\$7,916.90	\$56,000.00	\$ -48,083.10	14.14 %
71404-000 Board Meeting Expenses		0.00	0.00		24,175.94	22,250.00	1,925.94	108.66 %	\$24,175.94	\$22,250.00	\$1,925.94	108.66 %
71405-000 HAB BOLD Participation		0.00	0.00		6,521.88	10,000.00	-3,478.12	65.22 %	\$6,521.88	\$10,000.00	\$ -3,478.12	65.22 %
71406-000 District Designated Funds					21,715.49	100,000.00	-78,284.51	21.72 %	\$21,715.49	\$100,000.00	\$ -78,284.51	21.72 %
Total 71400-000 Commissioner Expenses		0.00	0.00		63,952.16	195,250.00	-131,297.84	32.75 %	\$63,952.16	\$195,250.00	\$ -131,297.84	32.75 %
73000-000 Information Technology									\$0.00	\$0.00	\$0.00	0.00%
73001-000 Network Maintenance		0.00	0.00		15,225.74	27,000.00	-11,774.26	56.39 %	\$15,225.74	\$27,000.00	\$ -11,774.26	56.39 %
73002-000 Network Hardware, Software & Licenses		0.00	0.00		3,555.04	8,806.00	-5,250.96	40.37 %	\$3,555.04	\$8,806.00	\$ -5,250.96	40.37 %
73003-000 IT Support & Consulting		0.00	0.00		28,971.50	58,354.00	-29,382.50	49.65 %	\$28,971.50	\$58,354.00	\$ -29,382.50	49.65 %
73004-000 Accounting & Assessment System		0.00	0.00		7,082.85	6,000.00	1,082.85	118.05 %	\$7,082.85	\$6,000.00	\$1,082.85	118.05 %
73005-000 IT Services	0.00	0.00	0.00		12,855.85	9,840.00	3,015.85	130.65 %	\$12,855.85	\$9,840.00	\$3,015.85	130.65 %
Total 73000-000 Information Technology	0.00	0.00	0.00		67,690.98	110,000.00	-42,309.02	61.54 %	\$67,690.98	\$110,000.00	\$ -42,309.02	61.54 %
78000-000 Depreciation, Interest & Other Operations									\$0.00	\$0.00	\$0.00	0.00%
78101-000 Travel Expenses - Operations		0.00	0.00		2,939.46	5,000.00	-2,060.54	58.79 %	\$2,939.46	\$5,000.00	\$ -2,060.54	58.79 %
78401-000 Membership Dues & Registration		0.00	0.00		299.00	2,675.00	-2,376.00	11.18 %	\$299.00	\$2,675.00	\$ -2,376.00	11.18 %
78501-000 Dues, Education, Training, Recruitment & Other		0.00	0.00		24,406.35	8,500.00	15,906.35	287.13 %	\$24,406.35	\$8,500.00	\$15,906.35	287.13 %
78601-000 Temporary Help		0.00	0.00			5,000.00	-5,000.00		\$0.00	\$5,000.00	\$ -5,000.00	0.00%
79001-000 Amortization Expense		0.00	0.00		158,954.02	159,352.00	-397.98	99.75 %	\$158,954.02	\$159,352.00	\$ -397.98	99.75 %
79100-000 Interest Expense		0.00	0.00		5,774.83	5,776.00	-1.17	99.98 %	\$5,774.83	\$5,776.00	\$ -1.17	99.98 %
Total 78000-000 Depreciation, Interest & Other Operations		0.00	0.00		192,373.66	186,303.00	6,070.66	103.26 %	\$192,373.66	\$186,303.00	\$6,070.66	103.26 %
Total 70000-000 Operations	0.00	0.00	0.00		1,801,073.85	2,150,328.00	-349,254.15	83.76 %	\$1,801,073.85	\$2,150,328.00	\$ -349,254.15	83.76 %
Total Expenditures	\$8,644,777.13	\$9,125,000.00	\$ -480,222.87	94.74 %	\$5,459,109.55	\$6,292,045.00	\$ -832,935.45	86.76 %	\$14,103,886.68	\$15,417,045.00	\$ -1,313,158.32	91.48 %
NET OPERATING REVENUE	\$ -2,176,411.79	\$ -1,220,000.00	\$ -956,411.79	178.39 %	\$ -2,996,317.09	\$ -3,825,045.00	\$828,727.91	78.33 %	\$ -5,172,728.88	\$ -5,045,045.00	\$ -127,683.88	102.53 %
NET REVENUE	\$ -2,176,411.79	\$ -1,220,000.00	\$ -956,411.79	178.39 %	\$ -2,996,317.09	\$ -3,825,045.00	\$828,727.91	78.33 %	\$ -5,172,728.88	\$ -5,045,045.00	\$ -127,683.88	102.53 %

**BOARD OF DIRECTORS MEETING, December 11, 2025****BOARD ACTION****ITEM 7.e: RECOMMEND MEMBER AND ALTERNATE TO SERVE ON THE HASS AVOCADO COMMITTEE****SUMMARY:**

In January 2014 the Hass Avocado Board (HAB) approved a proposal presented by their International Representation Committee that allows offshore representatives of the avocado industry to have a voice and a vote on matters before they are considered by the HAB board. As a result, the Hass Avocado Committee (HAC) was created to make recommendations that assist the HAB to carry out the purposes and objectives of the Act and Order. The composition of the committee includes current HAB board members (directors and alternates) and one representative and one alternate from each organization receiving HAB rebate assessment dollars.

On August 14, 2025 CAC received a letter from HAB Chairman Bob Schaar requesting names of individuals to serve, on behalf of CAC, as a member and alternate on the HAC for a one-year term beginning November, 2025. While the letter requests CAC's recommendations by October 31, 2025 it also states it is preferable that CAC consider nominating individuals who are voting members of the Board. With the new CAC Board scheduled to be seated at the December 11, 2025 meeting, CAC management contacted HAB to request the recommendation of HAC nominees take place at the December meeting, to which HAB was agreeable. At this time, action is required by the CAC Board to recommend HAC nominees.

FISCAL ANALYSIS:

- Not applicable.

BOARD OPTIONS:

- Not applicable

STAFF RECOMMENDATION:

- Not applicable

EXHIBITS / ATTACHMENTS:

- Letter from HAB Chairman Bob Schaar Requesting CAC Representatives for Hass Avocado Committee
- Hass Avocado Committee Functions
- HAB Updated Travel Policy

August 14, 2025
Mission Viejo, CA

Via Email

California Avocado Commission
Jason Cole, Chairman

Dear Chairman Cole,

In accordance with the Hass Avocado Committee (HAC) appointment and nomination process approved by the Hass Avocado Board in 2014 (attached for your reference), I am writing to seek the names of individuals who wish to serve as the California Avocado Commission (CAC) representative on the HAC. Please provide one or multiple names by October 31, 2025. When selecting your nominees, it would be preferable that the individuals are voting board members of the California Avocado Commission (CAC) during the November 2025 to October 2026 period.

HAC members will be appointed by the Board at the annual meeting which will be held on November 18 & 19, 2025. The first meeting of the newly appointed HAC will be on November 19, 2025. The term of the committee shall be one year, but an existing committee may serve until the new committee is available to be seated. Please note that HAC usually meets four times per year, all meetings take place in the United States or via Zoom and are carried out in English. HAB will pay for all travel expenses incurred by the committee members and alternates according to HAB's Travel Policy.

HAC strengthens the relationships and collaboration between HAB and the member organizations that obtain 85% of the assessment revenue. HAB looks forward to continuing the engagement with your organization and to receiving your nomination no later than October 31, 2025. If you have any questions, please don't hesitate to contact me or Emiliano Escobedo.

Sincerely,

Bob Schaar

Bob Schaar, Chairman
Hass Avocado Board

cc: Ken Melban, Terry Splane

Attachments:

- Hass Avocado Committee Functions
- Updated Travel Policy



Hass Avocado Committee

Composition, nominations and appointments, quorum, voting and procedures

COMPOSITION:

- Seven producer members of HAB (nominated and appointed in the matter specified below).
- Five importer members of HAB (nominated and appointed in the matter specified below).
- One member from each importer organization certified by the Secretary to receive assessment funds under Section 1219.58 of the Order (nominated and appointed in the matter specified below).
- One member representing the California Avocado Commission (nominated and appointed in the matter specified below).
- Each member of the committee shall have an alternate, who may serve in the absence of the committee member.

Note: Throughout, this document we will use the term “member organizations” to refer to the importer and state associations that receive assessments through the Act and the Order.

NOMINATIONS AND APPOINTMENTS:

- Around 90 days before the annual meeting, the HAB chair shall communicate to the member organizations and other organizations representing the avocado industry within the growing regions to seek, through the member organizations, the names of individuals who wish to serve as members and alternates of the committee.
- Each member organization, through its chief executive, shall submit to the HAB chair the names of the individuals nominated to serve as the member and alternate on the committee. Each organization may provide one name or multiple names for each member and alternate position. In addition, the member organization is to nominate an alternate for a position and may provide one name or multiple names for an alternate position. In choosing their nominees, the member organizations shall consider the ability of the individual nominated to serve on the committee to travel to attend meetings in the United States.
- The chair of HAB shall appoint the committee chair, subject to the approval of the HAB, and may appoint a vice chair or other officers he or she deems appropriate. The HAB chair shall appoint, from the names provided by the member organizations, the individuals who will occupy

the member organization seats on the committee. If no name has been submitted for a position, the chair of HAB may appoint someone for that position. The HAB chair shall also appoint the producer and importer members and their alternates appointed by the Secretary to serve on the HAB. The same process will be repeated for alternate positions.

- The appointments shall occur on or soon after the annual meeting in which the HAB appoints a chair. The term shall be one year, but an existing committee may serve until the new committee is available to be seated.

QUORUM AND VOTING:

- The committee may only take action if a quorum is established either in person or via electronic means. A quorum shall be established if a majority (one more vote than 50 percent) is present.
- A motion before the committee is approved only if favored by a simple majority (one more vote than 50 percent) of each of the three categories voting in the affirmative. In other words, for a motion to pass, it must receive favorable votes from (a) four of the seven producers, (b) three of the five importers, and (c) three of the four association members.
- The voting requirements apply to the committee only; for HAB, a motion passes if favored by a majority of those voting.

PROCEDURES:

- The HAB and the committee shall meet at the same location, date and time of the HAB meetings.
- First, the committee will consider its business and provide its recommendations.
- When the committee completes its consideration of its business, the HAB shall then convene and vote on matters on which the committee has approved. A motion not approved by the HAB may not be forwarded to the Secretary for approval. In addition, HAB may consider any motion that failed passage in the committee.
- Because HAB members have already participated in the discussions and approved items of business of the committee, the motions before the HAB or other business may be voted on either individually or as a group.



Travel & Entertainment Policy

Amended & Approved by the Board: 03/05/2025

Approved by USDA 05/08/2025

HASS AVOCADO BOARD TRAVEL EXPENSE POLICY

This policy supersedes the previously approved Hass Avocado Board Travel and Entertainment Expense Policy.

I. General

The Hass Avocado Board (HAB) will reimburse Members and Staff for all reasonable and necessary expenses incurred in connection with travel on authorized Board business which are approved as activities in support of the Act and Order. Members and Staff are responsible for complying with this Policy. Members and Staff submitting expenses that are not in compliance with this policy risk delayed, partial, or forfeited reimbursement. Members and Staff are expected to use prudent business judgement regarding expenses covered by this Policy.

HAB will limit reimbursement of travel expenses specified under this policy for up to one day prior to the day of the event/function, the night of the event/function, and if necessary, an additional day after the last event/function attended. Reimbursement for any additional days will require written pre-approval with justification, such as evidence that no flights are available at a reasonable hour.

2. Policy Application

- A. Hass Avocado Board Members, Board Alternates and Committee Members will be governed by this policy and will be referred to as “Member” throughout this document.
- B. The term “Staff” refers to employees of the Hass Avocado Board.
- C. The term “Executive Director” refers to the Hass Avocado Board’s Chief Executive.
- D. The Hass Avocado Board will be referred to as “Board” throughout this document.
- E. The term “Officer” refers to an Officer of the Board (Chairperson, Vice Chairperson, Treasurer, or Secretary).
- F. Business meal refers to a meal consumed by a Member or Staff when traveling on HAB Business or when HAB related business is discussed during the meal. Business meals are subject to daily allowance limits established under Section 6 (Meal Allowance) of this policy. The purchase of alcoholic beverages is permitted as part of business meals.
- G. Entertainment refers to a meal or beverage consumed with a guest(s) or a group of staff for a valid business purpose. Entertainment does not count toward the daily allowance established under Section 6 (Meal Allowance) of this policy. Alcoholic beverages are permitted as part of entertainment.

- H. Group meals refers to a meal consumed at HAB hosted events to which all members and staff are invited. Group meals do not count toward the daily allowance established under Section 6 (Meal Allowance) of this policy. Alcoholic beverages are permitted as part of group meals.

3. Pre-Approvals for Travel

- A. Pre-approval should be done via e-mail to the appropriate person for approval. The pre-approval should include the business purpose, expense, justification, comparatives, or reasoning if appropriate.
- B. All staff travel, except for travel included in annual plans and budgets adopted by the Board, must be pre-approved by the staff member's immediate supervisor, Executive Director, or an Officer of the Board.
- C. The Executive Director will obtain pre-approval for travel from the Chairperson. If the Chairperson is not available another Officer may review and approve the travel.
- D. All Member travel, except for approved meetings, must be pre-approved by the Board Treasurer. If the Board Treasurer is unavailable, another Officer may review and approve the travel.
- E. Board Treasurer, the Treasurer will obtain Pre-approval from the Chairperson or another Officer.

4. Transportation

A. Personal Vehicle

- I. Members and Staff who utilize personal vehicles for business purposes are required to have a valid driver's license. Mileage will be reimbursed at the current allowable IRS rate. When a personal vehicle is used for Board business, it must carry the minimum insurance coverage required by law for bodily injury and property damage. Staff using their own personal vehicles for business shall be reimbursed for their actual miles traveled above and beyond their normal commute only. Members and Staff are responsible for all parking fines and moving violation tickets.

B. Rental Vehicle

- I. In general, an intermediate or smaller car is the car type within policy; however, the size and type of the rental car should be appropriate for the number of people in the car and the road conditions on which it will be used. In-car navigation systems and electronic toll payment options for rental cars are considered reimbursable. All other convenience options, e.g. satellite radio, are considered non-reimbursable.

2. When renting a car domestically or internationally, it is advisable to purchase insurance at the time of the rental. To maximize cost savings, Members and Staff should refuel rental cars prior to returning. Gasoline for rental car use will be reimbursed as long as gasoline for the car rental is purchased under a self-service option. Rental car “pre-pay” options will not be reimbursed.

C. Local Transportation/ Travel

1. The most efficient form of transportation should be used to get to and from hotels, airports and other destinations.
2. Allowable methods of transport include shuttles, cabs, ride share and public transportation. Car service is allowed only if the total cost is comparable to that of a cab/ride share fare.

D. Air Travel

1. All reimbursable air transportation must originate and terminate within the United States. Any air travel originating from outside the United States must be justified and explained with full documentation on the pre-approval request. Hass Avocado Committee members domiciled outside the United States shall be reimbursed for air travel originating and terminating from their domicile outside the United States.
2. In order to optimize cost savings for HAB, travel arrangements should be arranged at least seven days in advance for domestic travel and fourteen days in advance for international travel. Flight insurance is encouraged and is a reimbursable expense to cover unforeseen expenses resulting from medical, family emergencies, accidents, and flight cancellations. All Members and Staff are encouraged to search for the lowest available restricted but changeable fare, rather than fully-refundable fare. HAB will reimburse Members and Staff for any justifiable flight changes.
3. All Members and Staff must fly coach for total air travel less than 3 hours within the United States, Mexico, or Canada. For total air travel longer than 3 hours within the United States, Mexico, or Canada, Members and staff are permitted to fly upgraded economy or equivalent, but not business class. For international travel to countries to other than Mexico or Canada, Members and Staff are permitted to fly business class for on trips exceeding six hours. First class air travel is not reimbursable. Personal miles or points may be used to upgrade to a higher-class service, or the traveler may opt to pay personally for an upgrade.
4. Airline receipts from the carrier shall be included with the expense report form. Travel agent receipts submitted must be accompanied by the airline receipt and include the E-ticket number and record locator for the flights in order for HAB to verify records. Travel Agent Invoices submitted without proper back-up will not suffice and may delay reimbursement.

5. HAB will reimburse airline baggage fees for up to 1 standard checked bag. Pre- approval to check additional bags at HAB expense with written justification may be approved.
6. HAB will reimburse airline fees associated with seat selection at time of check-in, priority boarding and on air Wi-Fi costs during flight.
7. When Members are attending other HAPRI association meetings during the same period as HAB events/functions, HAB will reimburse 50% of the air travel related expenses.

5. Lodging

- A. In cities where the HAB has contracted with a specific hotel, Members and Staff will book a room at the contracted hotel. In cities where there is more than one contracted hotel, the Members and staff may choose among contracted hotels. When travel schedules require early hotel check in and additional hotel charges are incurred, the additional charges are considered reimbursable.
- B. In cities where HAB does not have a contracted hotel, or all contracted hotels are sold out, the lodging selected must not exceed the maximum nightly rates (before taxes and fees) listed below:
 - \$450 metropolitan areas and international locations.
 - \$350 for all other U.S. locations.
- C. At times, when demand is high and hotels are sold out, the hotel rooms still available are priced higher than the HAB's stated maximum rate. In this case, Members and Staff will book the most reasonable option and retain a record of why the maximum rate was exceeded and submit for pre-approval. If a Member or Staff must cancel a hotel reservation, they should do so through the site/method through which the reservation was originally booked. Members should plan early to avoid cancellation fees. A "no-show" charge is not reimbursable unless it results from unavoidable circumstance.
- D. In certain circumstances it may be desirable and cost efficient to use alternate forms of lodging such as Airbnb, VRBO, rentals and others. These alternate accommodations may be used when the total cost of the stay (including booking and cleaning fees but excluding taxes and other fees) is comparable to the nightly rates published above for the same number of nights.
- E. Exclusions -- certain research and promotional HAB hosted events (for example ANSA meetings, media and influencer events) may not fall under the nightly rate limit stated under item 2. In such cases the total lodging cost will be covered in the board approved budget and business plan.

6. Meal Allowance

- A. Members and Staff will be reimbursed up to a daily maximum of \$150.00 per claimant excluding applicable taxes and a maximum gratuity of 20%. The maximum includes any daily combination of meals, snacks, minibar, and beverages. Members and Staff should ask for separate checks to avoid exceeding the \$150.00 daily maximum. Itemized receipts are required to support all meal expenses, including meals charged to the hotel room.
- B. When a member or staff attends a HAB hosted group meal, the meal will count against the daily allowance. The deductions from the daily allowance are as follows: If the group meal is breakfast, deduct 25% from the daily allowance, if the group meal is lunch, deduct 25% from the daily allowance and if the group meal is dinner deduct 50% from the daily allowance.

7. Seminars, Conferences & Conventions

- A. Members must obtain pre-approval prior to attending a seminar, conference, lecture, or other event of a business nature. Attendance by Staff shall be considered approved when annual plans and budgets are adopted by the Board, otherwise they shall follow the pre-approval process.

8. Miscellaneous

A. Incidentals:

The Board will reimburse, with a receipt when possible, the following items:

- 1. Internet, and facsimile expenses related to Board business.
- 2. Laundry and dry-cleaning services when traveling on Board business for more than five consecutive days.
- 3. Tolls, parking, porter and baggage handling tips.

B. International Travel

- 1. International travel by Staff shall be considered approved when annual plans and budgets are adopted by the Board, otherwise they shall follow the pre-approval process.
- 2. All expenses must be shown in U.S. dollar values. The currency exchange rate that will be accepted by the HAB is from the US Treasury Department's Financial Management Services as well as the daily exchange rates listed on receipts and/or credit card statements. Use the "Comments" section of expense report to indicate foreign currency exchange rates used.

9. Travel Expense Reports

- A. Falsification of a travel expense report will be brought to the Board's attention.
- B. Expense reports should be submitted to the HAB finance department after completion of each trip, and within a reasonable amount of time, not to exceed 3 months. Electronic submission is preferred for processing.
- C. If obtained, a copy of the pre-approval and supporting documentation must be submitted with the travel expense report form.
- D. A receipt must be submitted for any expense over \$20. The hotel invoice or folio are insufficient supporting documentation for room charges, please include itemized receipts for room charges and meals.
- E. It is preferable for travelers to submit original receipts; however, if originals are not submitted, the traveler must retain original receipts for at least three years in case of an audit. Original receipts are receipts for cash expenses or hard-copy printouts from electronic sources, such as for airfare or lodging. If a receipt is unavailable or lost, a written statement is required by the claimant providing the reason and detail of the expenditure.
- F. All meal and entertainment expenditures subject to reimbursement must include:
 - Names of people in attendance and relationship to HAB.
 - Business purpose - In the case of Board functions, an invitation to Board functions will suffice.
 - Place where the expense took place.
 - Date of expense.
 - Amount to be reimbursed.
- G. A member or staff that expenses a meal instead of attending a HAB hosted group meal should include an explanation in the Travel Expense Report.

10. Travel Expense Form Approvals

- A. If the traveler is Staff, the expense report form shall be approved by the Staff member's immediate supervisor, or the Executive Director. If the Executive Director is not available, the expense report form can be approved by the Board Chairperson or Board Treasurer.

- B. If the traveler is the Executive Director, the expense report form shall be approved by the Board Chairperson or the Board Treasurer.
- C. If the traveler is an officer, the expense report form must be reviewed and approved by the Board Chairperson. If the Board Chairperson is unavailable, another Officer may review and approve the form.
- D. If the traveler is the Board Chairperson, the expense report form must be reviewed and approved by the Board Treasurer first. If the Board Treasurer is unavailable another Officer may review and approve the form.
- E. If the traveler is a Member, the expense report form must be approved by the Board Treasurer first. If the Board Treasurer is unavailable, another Officer may review and approve the form.

II. Exclusions

The following expenses are not reimbursable:

- A. In-room mini-bar alcohol purchases.
- B. Personal expenses (movies, games, spa visits, golf outings, optional social activities.)
- C. Traffic and/or parking violation fines, towing charges, legal fees, or other payments resulting from illegal actions.
- D. Vehicle fuel purchases when mileage is being reimbursed.
- E. Repairs to personal vehicles.
- F. Family members' and guest expenses,' including room service or extra hotel charges for additional guests.
- G. Laundry service unless the trip is longer than five days.
- H. Lunches and dinners without a primary business purpose. The fact that lunchtime or dinnertime is a convenient time to meet does not convert a personal expense to a business expense.
- I. First-class fare.
- J. Tips in excess of 20%.
- K. Travel accident insurance premiums.

**BOARD OF DIRECTORS MEETING, December 11, 2025****BOARD ACTION****ITEM 7.f RECOMMEND TWO MEMBERS TO SERVE ON THE HASS AVOCADO BOARD AVOCADO SUSTAINABILITY ADVISORY****SUMMARY:**

On August 14, 2025, CAC received a letter from Hass Avocado Board Chairman Bob Schaar seeking the names of two individuals who wish to serve as the California Avocado Commission representative members on the HAB Avocado Sustainability Advisory. In his request, Mr. Schaar states that in choosing nominees, it would be preferable that the individuals meet the criteria laid out in the HAB-approved Functions and Responsibilities for the ASA, as outlined in the attached exhibit. It is noted that ASA members will be appointed by the HAB board shortly after the annual meeting, held in November 2025. It is noted that an existing committee member may be reappointed to serve successive one-year terms. Also, HAB will pay for all expenses incurred by the advisory members according to HAB's Travel Policy.

While it was requested that CAC provide the names for the two member positions by October 31, 2024, CAC staff requested the new Board be seated prior making recommendations, therefore recommendations should be made during this CAC Board meeting.

FISCAL ANALYSIS:

- Not applicable - HAB will pay for all expenses incurred by the advisory members according to HAB's Travel Policy.

BOARD OPTIONS:

- Recommend two nominees to serve as members on the HAB Avocado Sustainability Advisory

STAFF RECOMMENDATION:

- Staff recommends the CAC Board discuss and submit the names of two individuals to serve on the HAB ASA

EXHIBITS / ATTACHMENTS:

- Letter from HAB Chairman Bob Schaar Requesting CAC Nominees to Serve on the Avocado Sustainability Advisory
- Avocado Sustainability Advisory Functions and Responsibilities
- Article 7 from HAB Bylaws
- HAB Travel Policy

August 14, 2025
Mission Viejo, CA

Via Email

California Avocado Commission

Jason Cole, Chairman

Re: Request for Nominees to Serve on the Avocado Sustainability Advisory

Dear Chairman Cole,

In accordance with the Bylaws of the Hass Avocado Board (HAB) Avocado Sustainability Center (ASC), and the Avocado Sustainability Advisory (ASA) appointment and nomination process passed by the Hass Avocado Board on September 20, 2021 (attached for your reference), I am writing to seek the names of two (2) individuals who wish to serve as the California Avocado Commission (CAC) representative members on the ASA. Please provide the names of the two-member positions for the 2026 calendar year. In choosing your nominees, it would be preferable that the individuals meet the criteria laid out in the HAB-approved Functions and Responsibilities for the ASA that is also attached. HAB will pay for all travel expenses incurred by the advisory members according to HAB's Travel Policy (attached).

The Board will appoint the Avocado Sustainability Advisory members shortly after the annual meeting, held on November 19, 2025. The term of the ASA shall be one year but may serve until a new ASA is seated. A committee member may be reappointed to serve successive one (1) year terms.

We believe the ASC and the ASA will accelerate the sustainability effort of the avocado industry in the United States. HAB looks forward to continuing the engagement with your organization and receiving your nominations no later than October 31, 2025. If you have any questions, please don't hesitate to contact Emiliano Escobedo or me.

Sincerely,

Bob Schaar

Bob Schaar, Chair
Hass Avocado Board

cc: Ken Melban, Vice President of Industry Affairs & Operations (CAC)
Terry Splane, Terry Splane, Vice President of Marketing (CAC)

Attachments:

- Avocado Sustainability Advisory Functions and Responsibilities
- Article 7 from HAB Bylaws
- Updated Travel Policy



Avocado Sustainability Advisory Functions and Responsibilities

ADVISORY FUNCTIONS AND PURPOSE

The Avocado Sustainability Advisory (ASA) shall be governed in its deliberations and in the transaction of business by the Bylaws of the Hass Avocado Board (HAB) and by the provisions of both the Hass Avocado Promotion, Research and Information Act (Act) and the Hass Avocado Promotion, Research and Information Order (Order).

Through its leadership, the ASA will provide direction in alignment with the Hass Avocado Board's overall purpose, mission, vision and guiding values that results in the Avocado Sustainability Center (ASC) becoming the premier provider of sustainability research, data and information for the Hass avocado industry and a trusted thought-leader in the field of sustainability and agriculture that will provide a better future for the industry. Moreover, the ASA will seek to build and ensure a productive culture fostering the collaboration and exchange of ideas and information, taking into consideration the sustainability interests and goals of the geographic regions represented by associations that receive assessments pursuant to the Act and the Order.

COMPOSITION OF THE ASA AND TERM

The ASA will be comprised of two (2) HAB Board members and two (2) representatives of each state or importer organization that receives assessments pursuant to the Act and the Order. All ASA members shall be appointed in accordance with the HAB Bylaws. The term of each ASA member shall be in accordance with the HAB Bylaws.

ASA MEMBER RESPONSIBILITIES

Each ASA member will abide by the Hass Avocado Board member governance roles and responsibilities and abide by HAB Bylaws, policies and procedures and the provisions of the Act and the Order that govern the HAB.

Each ASA member will take an active and constructive role in helping the ASA perform its work. ASA members will exemplify the guiding principles of the ASA and will bring value to the ASA through being:

I. An engaged representative of their respective associations

ASA members will be prepared to represent their region and association to the best of their ability. Members will play an active role by participating in discussions that are happening in

their specific region and will relay those findings to the ASA. Members will be a voice for their respective association and will be responsible for serving as a liaison between their association and the ASA to share updates between the two. Members must be effective communicators and a reliable conduit to their associations to keep dialogue open and maintain a constant flow of information between the two groups.

2. Knowledge of sustainability practices

Members will take the necessary steps and actions to remain well-informed on all aspects of sustainability issues, specifically across the three main pillars: people, planet and profit. Members will be oriented towards science and research and will abide by the guiding values of the ASA, ensuring that the work of the ASA is focused on providing a better future for generations to come.

In addition to compliance with the conflict-of-interest policy observed by the Hass Avocado Board, members will conduct the business of the ASA with loyalty to the HAB and the Avocado Sustainability Center, bringing independent-mindedness without bias to any personal, professional or organizational affiliation.

3. An active, prepared, and committed participant

Working collegially in a productive and respectful manner, the ASA members will bring their expertise and experience from their respective cultures, associations and geographies to their ASA duties to work in support of the Avocado Sustainability Center and its constituents.

Members will be active participants, including being fully prepared for meetings and making meeting attendance, participation and follow-through a priority, as well as taking the initiative to be an informed representative on sustainability as it relates to the ASA. Members will ensure productive and strategic dialogue is employed to move the interests of the ASA forward, without bias to any personal, professional or organizational affiliation.

In addition to the responsibilities outlined above, the ASA will be responsible for the annual nomination of a ASA Chairperson and the submission of that nomination to the Hass Avocado Board. The ASA will be expected to nominate a candidate that has the best interest of the industry in mind and who will exemplify the guiding principles of the ASA.

ARTICLE 7

Avocado Sustainability Advisory

Section 1. There shall be a committee referred to as the Avocado Sustainability Advisory (ASA) and its role is to govern the Avocado Sustainability Center (ASC).

Section 2. The committee shall be composed of (i) two (2) HAB Board members appointed by the HAB Chairperson and (ii) two (2) representatives of each state or importer organization that receives assessments pursuant to the Act and the Order. Each respective state or importer organization shall nominate two (2) representatives selected from names submitted by the stakeholders of such respective organizations after notification is made to affected stakeholders regarding the nomination process. The HAB Chairperson shall then appoint to the Committee the two (2) nominated representatives of each such state or importer organization. If no names are nominated by a respective state or importer organization, then the HAB Chairperson shall select and appoint two (2) members of the committee on behalf of such respective state or importer organization.

Section 3. The committee will nominate a committee Chairperson and submit the name to the HAB Chairperson. The HAB Chairperson will appoint the committee chairperson nominated by the committee. If no chairperson is nominated by the committee, then the HAB Chairperson shall select and appoint a committee chairperson.

Section 4. A member's term of service on the committee shall be for one (1) year, but a member may continue to serve past one (1) year until a new committee has been appointed. A committee member may be reappointed to serve successive one (1) year terms.

Section 5. To constitute a quorum for a committee meeting, at least one more than half of those assigned to the committee must be present. No proxy voting shall be allowed at a committee meeting.

Section 6. For any action to be approved by the committee, it must receive the concurring votes of members representing more than 66 percent of those present and voting.



Travel & Entertainment Policy

Amended & Approved by the Board: 03/05/2025

Approved by USDA 05/08/2025

HASS AVOCADO BOARD TRAVEL EXPENSE POLICY

This policy supersedes the previously approved Hass Avocado Board Travel and Entertainment Expense Policy.

I. General

The Hass Avocado Board (HAB) will reimburse Members and Staff for all reasonable and necessary expenses incurred in connection with travel on authorized Board business which are approved as activities in support of the Act and Order. Members and Staff are responsible for complying with this Policy. Members and Staff submitting expenses that are not in compliance with this policy risk delayed, partial, or forfeited reimbursement. Members and Staff are expected to use prudent business judgement regarding expenses covered by this Policy.

HAB will limit reimbursement of travel expenses specified under this policy for up to one day prior to the day of the event/function, the night of the event/function, and if necessary, an additional day after the last event/function attended. Reimbursement for any additional days will require written pre-approval with justification, such as evidence that no flights are available at a reasonable hour.

2. Policy Application

- A. Hass Avocado Board Members, Board Alternates and Committee Members will be governed by this policy and will be referred to as “Member” throughout this document.
- B. The term “Staff” refers to employees of the Hass Avocado Board.
- C. The term “Executive Director” refers to the Hass Avocado Board’s Chief Executive.
- D. The Hass Avocado Board will be referred to as “Board” throughout this document.
- E. The term “Officer” refers to an Officer of the Board (Chairperson, Vice Chairperson, Treasurer, or Secretary).
- F. Business meal refers to a meal consumed by a Member or Staff when traveling on HAB Business or when HAB related business is discussed during the meal. Business meals are subject to daily allowance limits established under Section 6 (Meal Allowance) of this policy. The purchase of alcoholic beverages is permitted as part of business meals.
- G. Entertainment refers to a meal or beverage consumed with a guest(s) or a group of staff for a valid business purpose. Entertainment does not count toward the daily allowance established under Section 6 (Meal Allowance) of this policy. Alcoholic beverages are permitted as part of entertainment.

- H. Group meals refers to a meal consumed at HAB hosted events to which all members and staff are invited. Group meals do not count toward the daily allowance established under Section 6 (Meal Allowance) of this policy. Alcoholic beverages are permitted as part of group meals.

3. Pre-Approvals for Travel

- A. Pre-approval should be done via e-mail to the appropriate person for approval. The pre-approval should include the business purpose, expense, justification, comparatives, or reasoning if appropriate.
- B. All staff travel, except for travel included in annual plans and budgets adopted by the Board, must be pre-approved by the staff member's immediate supervisor, Executive Director, or an Officer of the Board.
- C. The Executive Director will obtain pre-approval for travel from the Chairperson. If the Chairperson is not available another Officer may review and approve the travel.
- D. All Member travel, except for approved meetings, must be pre-approved by the Board Treasurer. If the Board Treasurer is unavailable, another Officer may review and approve the travel.
- E. Board Treasurer, the Treasurer will obtain Pre-approval from the Chairperson or another Officer.

4. Transportation

A. Personal Vehicle

- I. Members and Staff who utilize personal vehicles for business purposes are required to have a valid driver's license. Mileage will be reimbursed at the current allowable IRS rate. When a personal vehicle is used for Board business, it must carry the minimum insurance coverage required by law for bodily injury and property damage. Staff using their own personal vehicles for business shall be reimbursed for their actual miles traveled above and beyond their normal commute only. Members and Staff are responsible for all parking fines and moving violation tickets.

B. Rental Vehicle

- I. In general, an intermediate or smaller car is the car type within policy; however, the size and type of the rental car should be appropriate for the number of people in the car and the road conditions on which it will be used. In-car navigation systems and electronic toll payment options for rental cars are considered reimbursable. All other convenience options, e.g. satellite radio, are considered non-reimbursable.

2. When renting a car domestically or internationally, it is advisable to purchase insurance at the time of the rental. To maximize cost savings, Members and Staff should refuel rental cars prior to returning. Gasoline for rental car use will be reimbursed as long as gasoline for the car rental is purchased under a self-service option. Rental car “pre-pay” options will not be reimbursed.

C. Local Transportation/ Travel

1. The most efficient form of transportation should be used to get to and from hotels, airports and other destinations.
2. Allowable methods of transport include shuttles, cabs, ride share and public transportation. Car service is allowed only if the total cost is comparable to that of a cab/ride share fare.

D. Air Travel

1. All reimbursable air transportation must originate and terminate within the United States. Any air travel originating from outside the United States must be justified and explained with full documentation on the pre-approval request. Hass Avocado Committee members domiciled outside the United States shall be reimbursed for air travel originating and terminating from their domicile outside the United States.
2. In order to optimize cost savings for HAB, travel arrangements should be arranged at least seven days in advance for domestic travel and fourteen days in advance for international travel. Flight insurance is encouraged and is a reimbursable expense to cover unforeseen expenses resulting from medical, family emergencies, accidents, and flight cancellations. All Members and Staff are encouraged to search for the lowest available restricted but changeable fare, rather than fully-refundable fare. HAB will reimburse Members and Staff for any justifiable flight changes.
3. All Members and Staff must fly coach for total air travel less than 3 hours within the United States, Mexico, or Canada. For total air travel longer than 3 hours within the United States, Mexico, or Canada, Members and staff are permitted to fly upgraded economy or equivalent, but not business class. For international travel to countries to other than Mexico or Canada, Members and Staff are permitted to fly business class for on trips exceeding six hours. First class air travel is not reimbursable. Personal miles or points may be used to upgrade to a higher-class service, or the traveler may opt to pay personally for an upgrade.
4. Airline receipts from the carrier shall be included with the expense report form. Travel agent receipts submitted must be accompanied by the airline receipt and include the E-ticket number and record locator for the flights in order for HAB to verify records. Travel Agent Invoices submitted without proper back-up will not suffice and may delay reimbursement.

5. HAB will reimburse airline baggage fees for up to 1 standard checked bag. Pre- approval to check additional bags at HAB expense with written justification may be approved.
6. HAB will reimburse airline fees associated with seat selection at time of check-in, priority boarding and on air Wi-Fi costs during flight.
7. When Members are attending other HAPRI association meetings during the same period as HAB events/functions, HAB will reimburse 50% of the air travel related expenses.

5. Lodging

- A. In cities where the HAB has contracted with a specific hotel, Members and Staff will book a room at the contracted hotel. In cities where there is more than one contracted hotel, the Members and staff may choose among contracted hotels. When travel schedules require early hotel check in and additional hotel charges are incurred, the additional charges are considered reimbursable.
- B. In cities where HAB does not have a contracted hotel, or all contracted hotels are sold out, the lodging selected must not exceed the maximum nightly rates (before taxes and fees) listed below:
 - \$450 metropolitan areas and international locations.
 - \$350 for all other U.S. locations.
- C. At times, when demand is high and hotels are sold out, the hotel rooms still available are priced higher than the HAB's stated maximum rate. In this case, Members and Staff will book the most reasonable option and retain a record of why the maximum rate was exceeded and submit for pre-approval. If a Member or Staff must cancel a hotel reservation, they should do so through the site/method through which the reservation was originally booked. Members should plan early to avoid cancellation fees. A "no-show" charge is not reimbursable unless it results from unavoidable circumstance.
- D. In certain circumstances it may be desirable and cost efficient to use alternate forms of lodging such as Airbnb, VRBO, rentals and others. These alternate accommodations may be used when the total cost of the stay (including booking and cleaning fees but excluding taxes and other fees) is comparable to the nightly rates published above for the same number of nights.
- E. Exclusions -- certain research and promotional HAB hosted events (for example ANSA meetings, media and influencer events) may not fall under the nightly rate limit stated under item 2. In such cases the total lodging cost will be covered in the board approved budget and business plan.

6. Meal Allowance

- A. Members and Staff will be reimbursed up to a daily maximum of \$150.00 per claimant excluding applicable taxes and a maximum gratuity of 20%. The maximum includes any daily combination of meals, snacks, minibar, and beverages. Members and Staff should ask for separate checks to avoid exceeding the \$150.00 daily maximum. Itemized receipts are required to support all meal expenses, including meals charged to the hotel room.
- B. When a member or staff attends a HAB hosted group meal, the meal will count against the daily allowance. The deductions from the daily allowance are as follows: If the group meal is breakfast, deduct 25% from the daily allowance, if the group meal is lunch, deduct 25% from the daily allowance and if the group meal is dinner deduct 50% from the daily allowance.

7. Seminars, Conferences & Conventions

- A. Members must obtain pre-approval prior to attending a seminar, conference, lecture, or other event of a business nature. Attendance by Staff shall be considered approved when annual plans and budgets are adopted by the Board, otherwise they shall follow the pre-approval process.

8. Miscellaneous

A. Incidentals:

The Board will reimburse, with a receipt when possible, the following items:

1. Internet, and facsimile expenses related to Board business.
2. Laundry and dry-cleaning services when traveling on Board business for more than five consecutive days.
3. Tolls, parking, porter and baggage handling tips.

B. International Travel

1. International travel by Staff shall be considered approved when annual plans and budgets are adopted by the Board, otherwise they shall follow the pre-approval process.
2. All expenses must be shown in U.S. dollar values. The currency exchange rate that will be accepted by the HAB is from the US Treasury Department's Financial Management Services as well as the daily exchange rates listed on receipts and/or credit card statements. Use the "Comments" section of expense report to indicate foreign currency exchange rates used.

9. Travel Expense Reports

- A. Falsification of a travel expense report will be brought to the Board's attention.
- B. Expense reports should be submitted to the HAB finance department after completion of each trip, and within a reasonable amount of time, not to exceed 3 months. Electronic submission is preferred for processing.
- C. If obtained, a copy of the pre-approval and supporting documentation must be submitted with the travel expense report form.
- D. A receipt must be submitted for any expense over \$20. The hotel invoice or folio are insufficient supporting documentation for room charges, please include itemized receipts for room charges and meals.
- E. It is preferable for travelers to submit original receipts; however, if originals are not submitted, the traveler must retain original receipts for at least three years in case of an audit. Original receipts are receipts for cash expenses or hard-copy printouts from electronic sources, such as for airfare or lodging. If a receipt is unavailable or lost, a written statement is required by the claimant providing the reason and detail of the expenditure.
- F. All meal and entertainment expenditures subject to reimbursement must include:
 - Names of people in attendance and relationship to HAB.
 - Business purpose - In the case of Board functions, an invitation to Board functions will suffice.
 - Place where the expense took place.
 - Date of expense.
 - Amount to be reimbursed.
- G. A member or staff that expenses a meal instead of attending a HAB hosted group meal should include an explanation in the Travel Expense Report.

10. Travel Expense Form Approvals

- A. If the traveler is Staff, the expense report form shall be approved by the Staff member's immediate supervisor, or the Executive Director. If the Executive Director is not available, the expense report form can be approved by the Board Chairperson or Board Treasurer.

- B. If the traveler is the Executive Director, the expense report form shall be approved by the Board Chairperson or the Board Treasurer.
- C. If the traveler is an officer, the expense report form must be reviewed and approved by the Board Chairperson. If the Board Chairperson is unavailable, another Officer may review and approve the form.
- D. If the traveler is the Board Chairperson, the expense report form must be reviewed and approved by the Board Treasurer first. If the Board Treasurer is unavailable another Officer may review and approve the form.
- E. If the traveler is a Member, the expense report form must be approved by the Board Treasurer first. If the Board Treasurer is unavailable, another Officer may review and approve the form.

II. Exclusions

The following expenses are not reimbursable:

- A. In-room mini-bar alcohol purchases.
- B. Personal expenses (movies, games, spa visits, golf outings, optional social activities.)
- C. Traffic and/or parking violation fines, towing charges, legal fees, or other payments resulting from illegal actions.
- D. Vehicle fuel purchases when mileage is being reimbursed.
- E. Repairs to personal vehicles.
- F. Family members' and guest expenses,' including room service or extra hotel charges for additional guests.
- G. Laundry service unless the trip is longer than five days.
- H. Lunches and dinners without a primary business purpose. The fact that lunchtime or dinnertime is a convenient time to meet does not convert a personal expense to a business expense.
- I. First-class fare.
- J. Tips in excess of 20%.
- K. Travel accident insurance premiums.



BOARD OF DIRECTORS MEETING, December 11, 2025

BOARD INFORMATION

ITEM 8: MARKETING REPORT

SUMMARY:

CALIFORNIA AVOCADO COMMISSION DASHBOARD – 2024-25 YEAR-END UPDATE

- The Dashboard provides an in-depth overview of the performance of the Commission’s marketing programs from November 1, 2024 through October 31, 2025

FISCAL ANALYSIS:

- N/A

BOARD OPTIONS:

- Information only

STAFF RECOMMENDATION:

- N/A

EXHIBITS / ATTACHMENTS:

- CAC Dashboard Update Through October 31, 2025
 - Click the link below or scan the QR code to view
 - Link: <https://bit.ly/cac-2024-25-dashboard>
 - QR code:





BOARD OF DIRECTORS ORIENTATION

DECEMBER 11, 2025



ORIENTATION OVERVIEW

This session was developed to raise the Board's understanding, knowledge and performance in the following areas:

Commission Structure and Operations

- Industry scope
- Commission goals and purpose
- Commission guidelines
- Board and staff composition
- External relationships
- Development of business plan and budget
- Process for ongoing budget management



ORIENTATION OVERVIEW

Board Governance

- Roles and responsibilities as CAC's governing body
- Relationship with Commission staff
- Board structure and operations, including expectations and interactions with Officers, Executive and other Committees of the Board
- Expectations for individual Board member performance
- Operating values, behaviors and actions in conducting Board business
- Cohesiveness of the Board as a leadership team

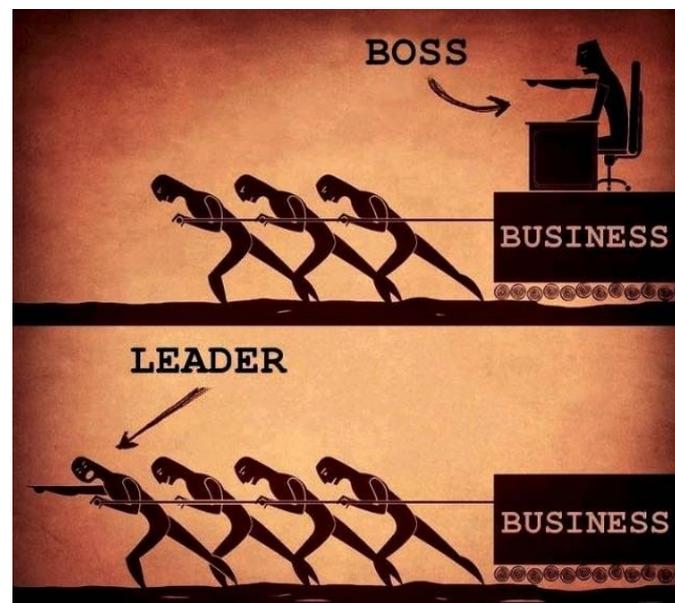


CONSIDER IN THE COMING YEAR...

1. One thing you hope to get from the experience of being on the Board?
2. One way you hope to contribute to the Board to ensure CAC's success in 2024?

**“Leadership is *action*,
not position.”**

-- Donald H. McGannon



COMMISSION STRUCTURE AND OPERATIONS



INDUSTRY SCOPE

- CAC established January 1, 1978, in law after successful grower referendum
- Continuation referendum every five years (2026)
- Currently about 1,800 commercial growers
 - “Producer” or “grower” means any person who is engaged within this state in the business of producing, or causing to be produced, avocados for market
 - “Producer” or “grower” does not include any person who has an average annual production of less than 10,000 pounds of avocados in the three preceding marketing years. (Amended by Stats. 2016, Ch. 451, Sec. 4. Effective January 1, 2017)



COMMISSION PURPOSE

VISION

To be recognized as the most-desired avocado in the world by fostering a vibrant industry.

MISSION

To maximize grower returns by enhancing premium brand positioning for California avocados and improving grower sustainability.



COMMISSION GOALS

Key Marketing Goals

- Stimulate demand for avocados in season
- Enhance premium brand positioning for California avocados
- Increase awareness of California avocados and CAC programs

Key Industry Goals

- Maintain grower competitiveness
- Safeguard grower economic interests
- Keep growers informed and engaged
- Ensure organizational integrity and stability



COMMISSION GOVERNING DOCUMENTS

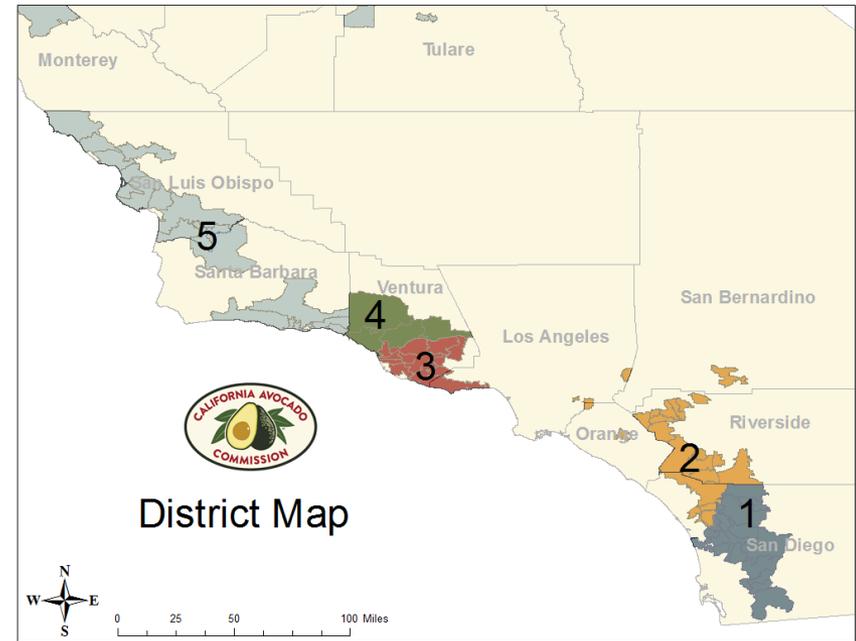
- CaliforniaAvocadoGrowers.com
 - California Avocado Commission Law
 - Commission Bylaws and other Governing Documents, Policies & Procedures
 - CAC Internal Control Policies and Procedures
 - CDFA Guidelines and General Rules
 - USDA Guidelines
 - Bagley-Keene Open Meeting Act
 - California Public Records Act, Marketing Act and other sections of the CA Code
- Robert's Rules of Order



COMMISSION STRUCTURE

Board Composition (20 Members and Alternates)

- **Producer Members**
 - 10 Members (two from each district)
 - 5 Alternate Members (one each district)
 - Elected by commercial avocado producers by districts
- **Handler Members**
 - 2 Handler Members
 - 1 Alternate Member
 - Represent AMRIC handlers
 - Elected by industry handlers
- **Public Member**
 - 1 Public Member
 - 1 Public Alternate
 - Board recommends
 - Appointed by the Secretary, CA Department of Food and Agriculture



5 DISTRICTS

Board Officers

Chair
Vice-chair
Secretary
Treasurer



COMMISSION STRUCTURE

Committees

- The Board establishes committees as needed to carry out the Commission purpose and activities
- Current standing committees of the CAC Board are:
 - Executive Committee
 - Finance Committee
 - Marketing Committee
 - Production Research Committee





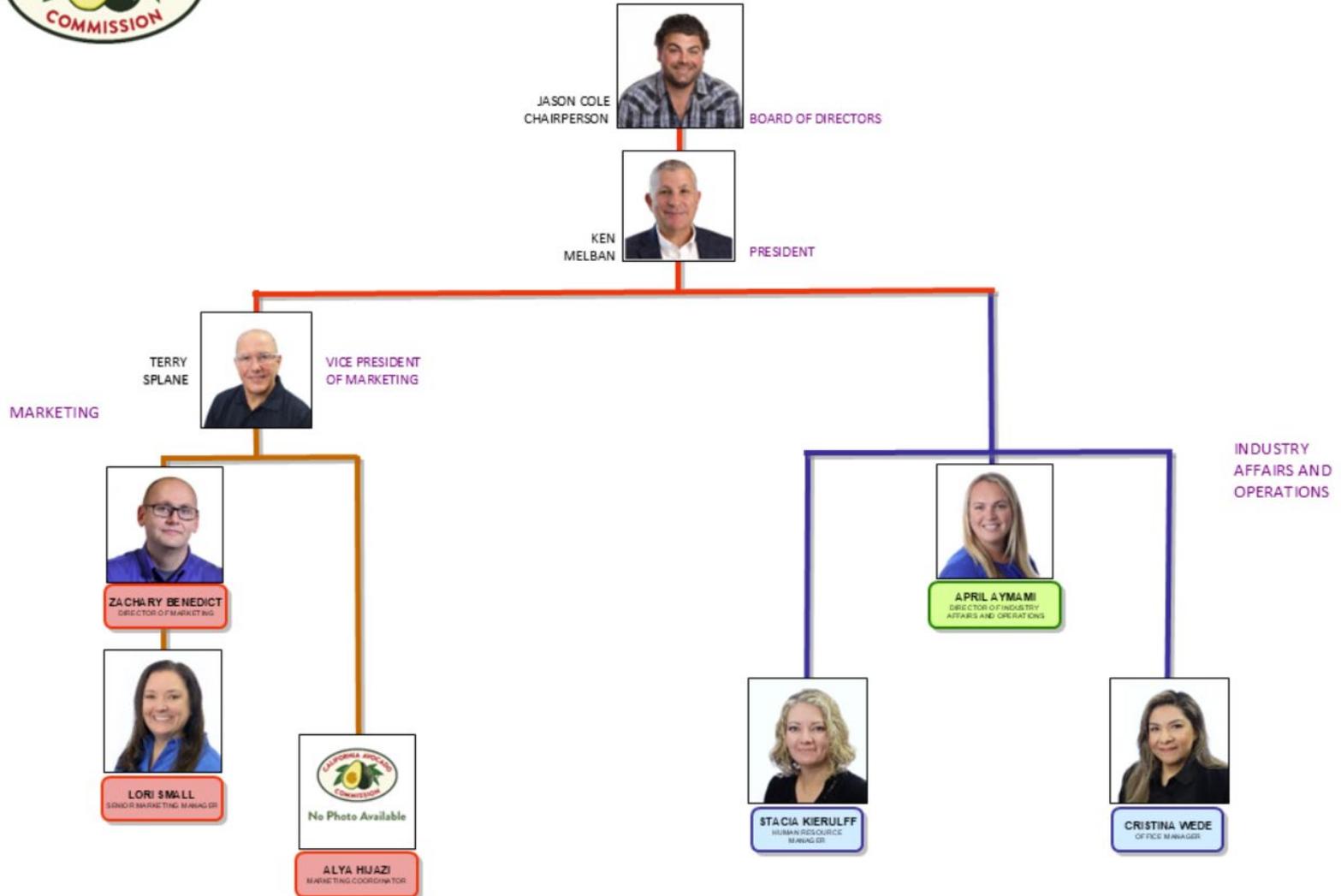
COMMISSION STRUCTURE

Commission Staff

- President
 - Employed by the Commission
- Staff
 - Employed by President as needed to manage Commission programs
- Staff Departments
 - Marketing
 - Industry Affairs/Production Research
 - Operations



ORGANIZATION CHART





EXTERNAL COMMISSION RELATIONSHIPS



FINANCIAL OVERVIEW

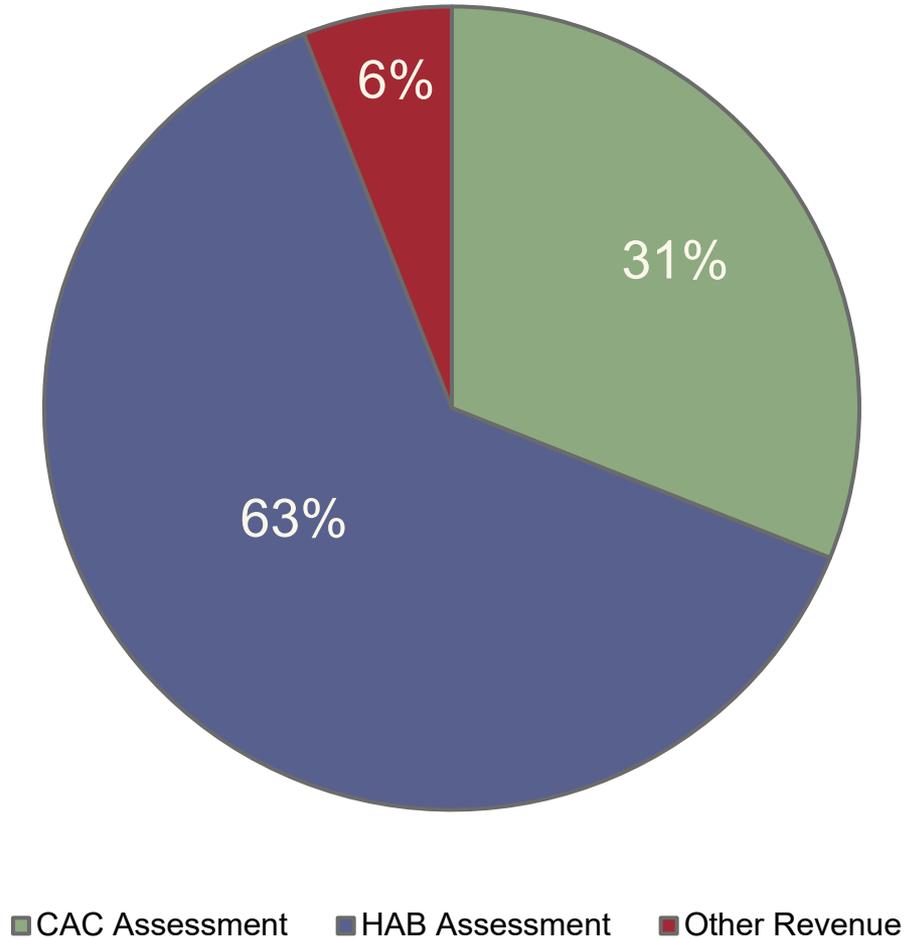


Planning & Budgeting Process



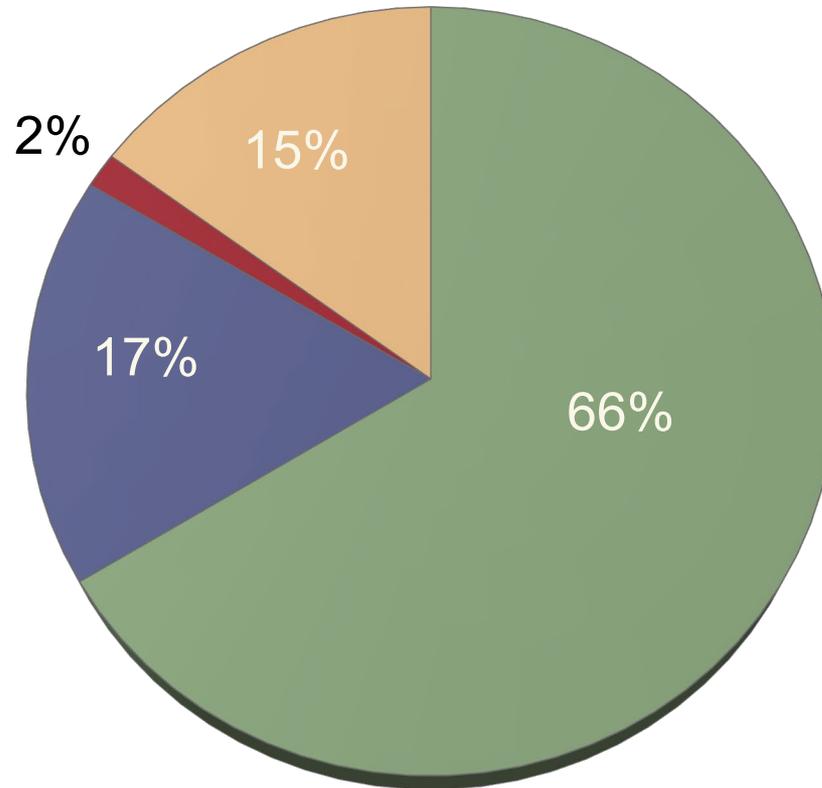


COMMISSION FUNDING (2025-26 REVENUE SOURCES)





COMMISSION'S BUDGET (2025-26)



■ Marketing ■ Industry Affairs & Research ■ Grants ■ Operations



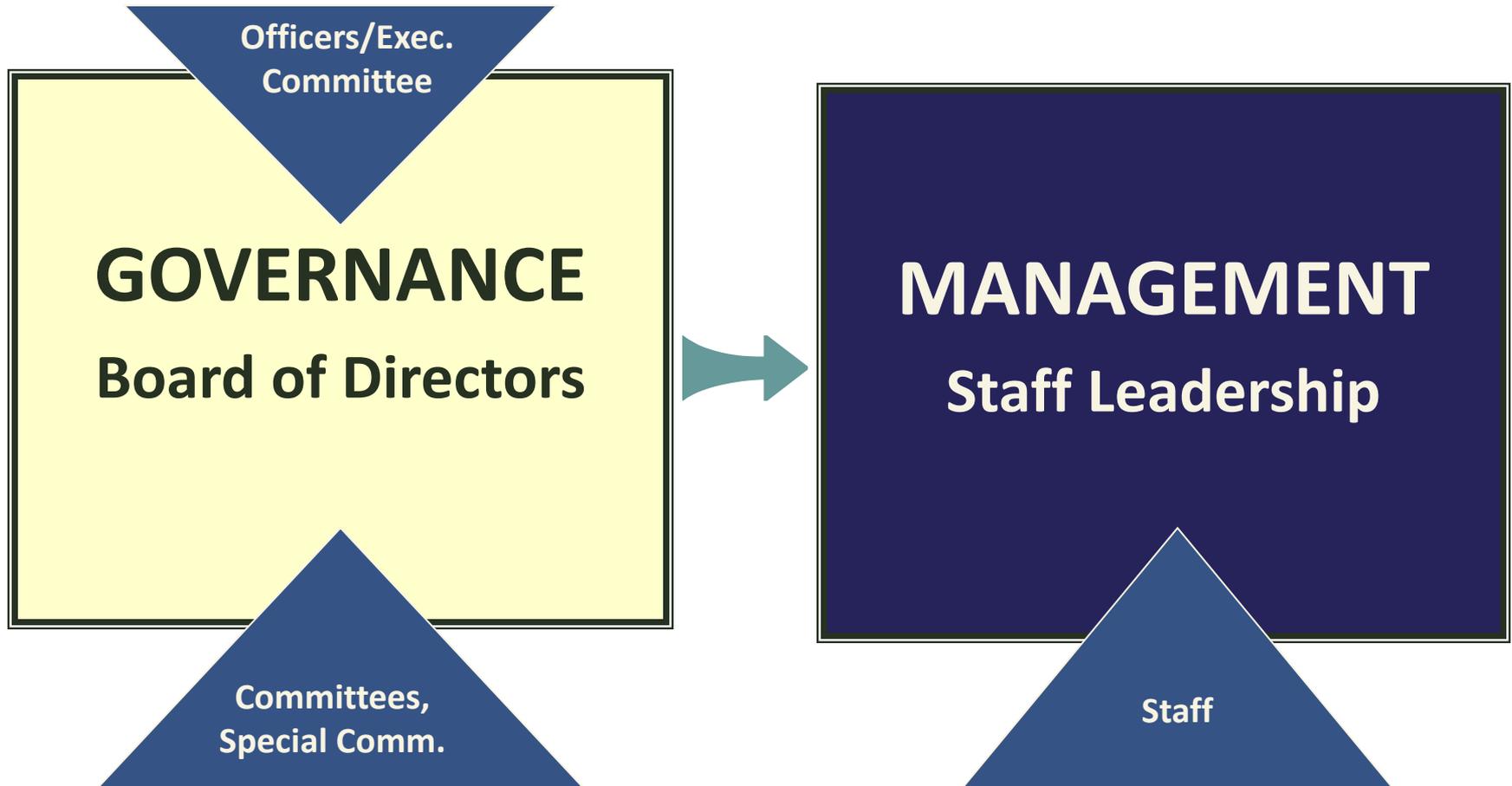
Year	Bearing Acres	Volume (millions of pounds)	Crop Value (\$)	Price Per Pound (c)	Average Dollars Per Bearing Acre (\$)	Average Pounds Per Bearing Acre
13/14	57,219	297.5	\$333,216,563	112	\$5,823	5,199
14/15	51,478	279.0	\$303,160,400	108.6	\$5,889	5,420
15/16	51,902	401.4	\$412,332,493	102.7	\$7,944	7,733
16/17	50,856	215.9	\$345,875,896	160.2	\$6,801	4,245
17/18	49,986	337.8	\$383,129,253	113.4	\$7,665	6,758
18/19	47,158	216.6	\$372,285,783	171.8	\$7,894	4,594
19/20	46,078	375.5	\$411,490,578	109.6	\$8,930	8,149
20/21	47,334	269.7	\$327,605,005	121.5	\$6,921	5,698
21/22	46,727	276.1	\$486,549,026	176.2	\$10,412	5,909
22/23	47,505	233.1	\$237,007,667	101.7	\$4,989	4,907
23/24	47,988	363.6	\$523,817,252	144.1	\$10,916	7,577
24/25	49,245	325.6	\$470,867,543	144.6	\$9,562	6,612

2024/25 data is preliminary

THE BOARD GOVERNANCE MODEL



THE LEADERSHIP PARTNERSHIP





BOARD COMMON LAW DUTIES

Duty of Care

- Being informed about matters within the scope of the Board's authority, and exercising reasonable care in making decisions.
- Examples of how a Board member fulfills duty of care:
 - Attend all meetings
 - Actively participate in and prepare for meetings
 - Carry out oversight duties – monitor industry trends, Commission operations
 - Ask questions; take steps to be informed
 - Make sure action is documented, etc.
 - Basically, act in good faith, exercise independent judgment, etc.



BOARD COMMON LAW DUTIES

Duty of Obedience

- Ensuring compliance with laws, regulations affecting public corporations; ensuring that provisions in the Commission's Governing documents (e.g., law and bylaws) are followed.



BOARD COMMON LAW DUTIES

Duty of Loyalty

- Acting in the best interests of the Commission, the industry and the stakeholders.
- Examples of how a Board member fulfills duty of loyalty:
 - Avoid conflicts of interest
 - Adhere to confidentiality parameters
 - Support decisions of the Board (actions, policies, positions) even if you were in the minority and voted against these measures
 - Report illegal activity to the Board



GENERAL BOARD FUNCTIONS



- Strategic Planning
- Policy
- Oversight
- Trusteeship
- Evaluation
- Communication & Outreach



EXECUTIVE COMMITTEE STRUCTURE

- The Executive Committee shall include, but not be limited to:
 - Chair
 - Vice-Chair
 - Secretary
 - Treasurer
- The Chair of CAC shall serve as Chair of the Executive Committee



EXECUTIVE COMMITTEE FUNCTIONS

- Work directly with the CAC staff leadership in formulating long range and annual plans and executing programs and activities authorized by the Commission
- Handle claims, grievances and personnel matters
- Monitor the overall administration of the Commission



BOARD CHAIRPERSON FUNCTIONS

- Provides guidance and counsel to staff leadership
- Preside at meetings
- Appoint committee chairpersons and members
- Act as industry spokesperson
- Provide overall leadership with a focus on the CAC's mission and goals
- Serves as non-voting ex-officio member of all CAC committees



COMMISSION STAFF LEADERSHIP FUNCTIONS

- Planning
- Developing
- Organizing
- Communicating
- Implementing



COMMISSION CORE VALUES

Core values clarify and make explicit the principles driving CAC decisions

- Value to the grower comes first
- Leadership is forward thinking, consensus-driven
- Our ethics and integrity are uncompromised
- We're accountable and transparent



CORPORATE CULTURE

CAC's Corporate Culture promotes and values:

- Mutual support and respect
- Diversity in all forms
- Training across disciplines and team-building
- Employee empowerment and autonomy
- Openness and fairness in all communications
- Continual learning and employee development
- Security and personal well-being
- Connection to the industry
- Efficient use of resources
- Recognition of collective and individual achievements and a job well done
- Proper work-life balance
- California avocado consumption!



BUILDING TRUST IN THE BOARD/STAFF PARTNERSHIP



- Transparency
- Reliability
- Consensus
- Information
- Confidence
- Communication



EXPECTATIONS OF STAFF LEADERSHIP

- Regular reporting on the status and performance of goals, priorities, programs
- Honesty and directness
- No surprises
- Input on direction, priorities, strategy
- Information on trends, issues to make informed decisions



EXPECTATIONS OF THE BOARD

- Clear direction, desired outcomes, definition of success
- Provide staff leadership freedom to manage staff and resources to implement programs and achieve goals
- Our support and prompt response and input when requested



EXPECTATIONS OF THE BOARD

ABSTENTION

“It is your duty to vote when you have an opinion about a matter being decided. By failing to vote, you allow others to make the decision, which is the same thing as having voted for the prevailing side. Whether you vote or not, you are still in some way responsible for the decision that is made.”

-Robert’s Rules of Order

RECUSAL

“The act of a member voluntarily removing themselves from participating in a discussion or vote on a matter due to a perceived conflict of interest, essentially meaning they step aside from the decision-making process because their personal interests could influence their judgment on the issue; this usually involves leaving the room while the topic is being debated and not casting a vote.”

-Robert’s Rules of Order

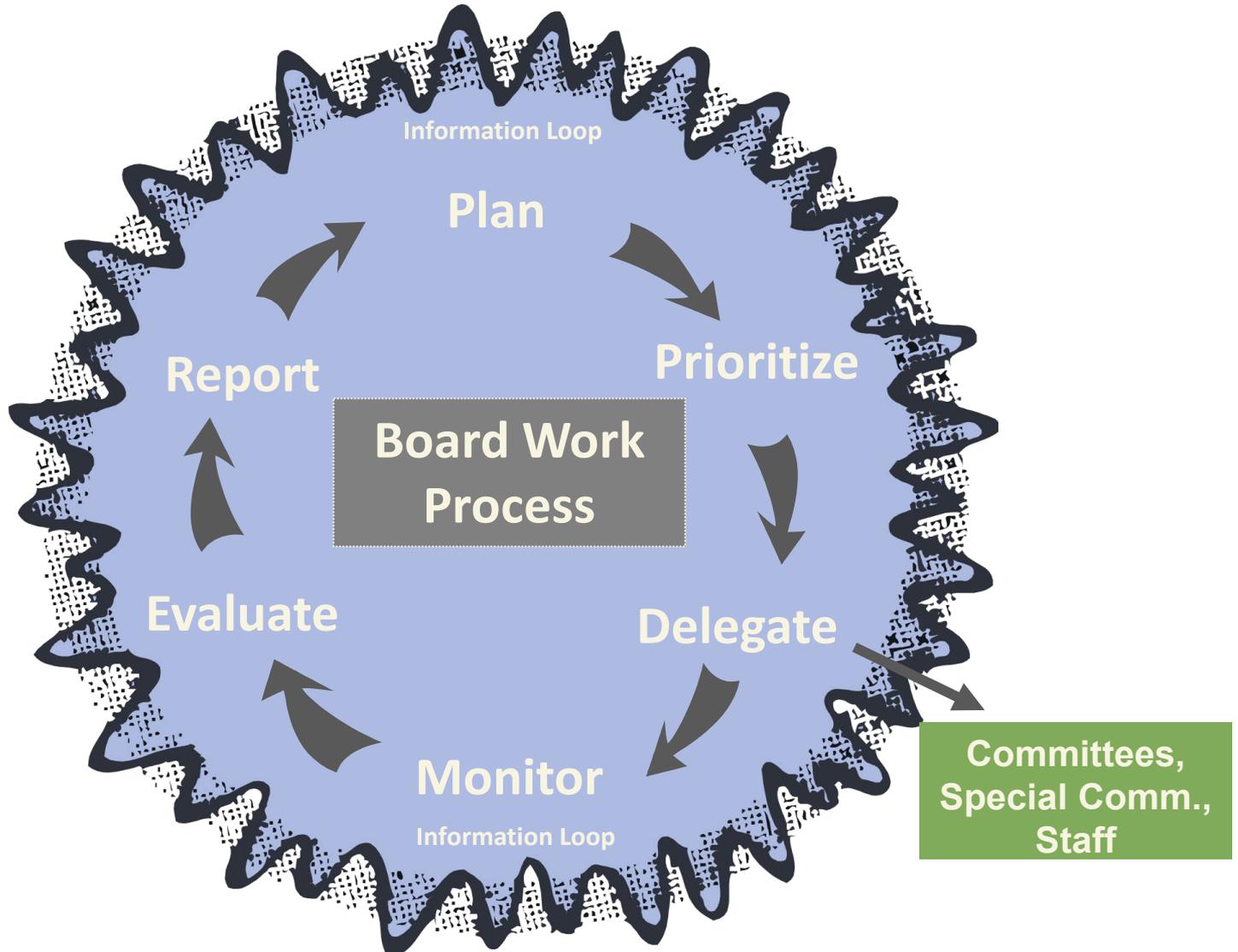


BOARD INTERACTION WITH STAFF

- Positive and collegial
- Be mindful that . . .
 - Staff report to staff leadership
 - Requests that impact staff time and Commission resources should be directed to staff leadership
 - Board's primary method of providing direction and priority is through Board policy, planning and decision-making of the Board *as a whole*



HOW THE BOARD DOES ITS WORK





BOARD MEMBER & STAFF PERFORMANCE

A Commitment . . .



. . . to Excellence!



Marketing Updates

- Tracking Study
- Consumer Marketing FY25 Results
- Project “Phoenix Shutdown”

Board Meeting
December 11, 2025





CAC TRACKING RESEARCH

..... 2025 PRESENTATION



December 11, 2025



METHODOLOGY

15 Minute Online Survey



DATA COLLECTION

July 28th – August 15th, 2025

MAIN SAMPLE QUALIFICATIONS

Age 18+

60% females / 40% males

Primary / shared grocery shopper

Purchased avocados past 12 months

SAMPLE SIZE WESTERN MARKETS n=1013

California = 504

- Northern California (n=250)
- Southern California (n=254)

** Northern California weighted to 30% Southern California 70%*

Other western = 509

- Arizona (n=106)
- Colorado (n=100) • Utah (n=100)
- Oregon (n=101) • Washington (n=102)

NON-WESTERN MARKETS* n=390

- Northeast (n=115)
- Central (n=94)
- South (n=181)

**Western Markets are weighted to their representative portion (22%) to create Total U.S. n=500*

This report focuses primarily on the California market. There are slides in the appendix comparing individual Western markets and the total U.S.

STAT TESTING LEGEND

A - Capital letters indicate statistically significant difference at 95% level of confidence or higher
a - Lower case letters indicate statistically significant difference at 90% level of confidence

▲▼ California statistically significant (**higher / lower**) vs. Mexico 2025

Green percentages indicate significantly higher than 2024 (**Bold** at 95%, not bold at 90%)

Red percentages indicate significantly lower than 2024 (**Bold** at 95%, not bold at 90%)



1. Preference for California rebounded
2. Importance of being grown in California rebounded
3. Increase in those willing to pay more for California Avocados
4. California region awareness held steady and continues to be on par with Mexico; unaided awareness declined for both origins
5. Sustainability attributes continue to be important & worth paying more for
6. California continues to be rated significantly higher than Mexico on sustainability attributes



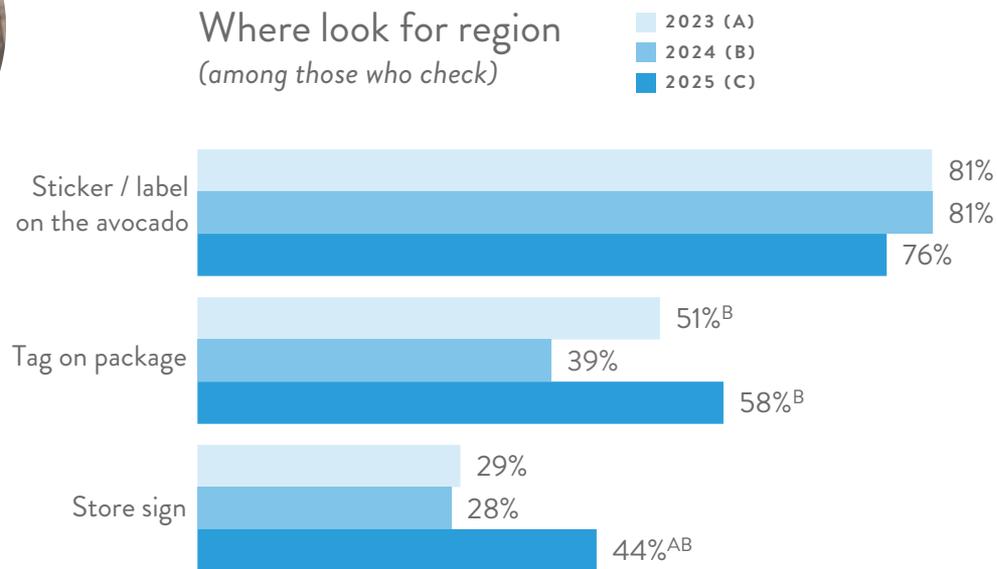
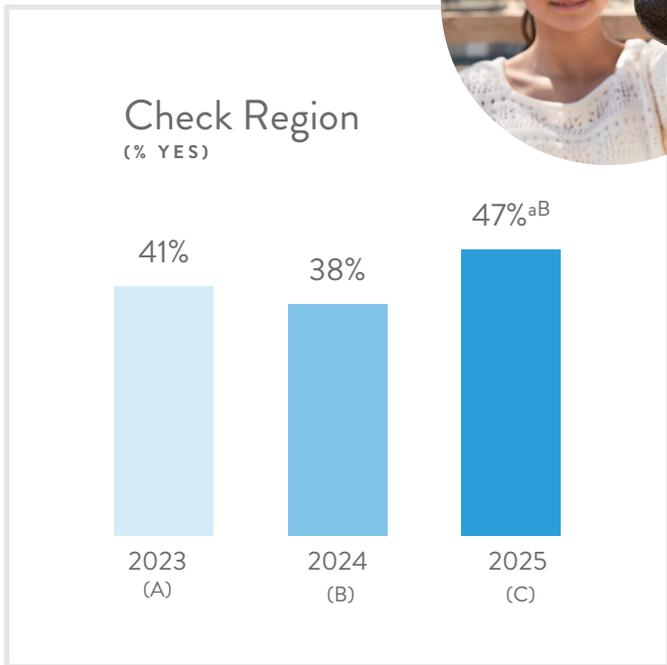
REGION AWARENESS AND PREFERENCE





Region Checking

Checking for region increased vs. the last two years. The sticker remains the primary source but checking the package tag and in-store signage increased.



64% would like better signage / labels (on par with previous years)

Base: Total 2023 (n=504), 2024 (n=500), 2025 (n=504); Check for Region – Total California 2023 (n=195), 2024 (n=201), 2025 (n=226)

Q12. When buying avocados, do you normally check to see what country they are from?

Q12A. How do you know or find out which country your avocados are from?

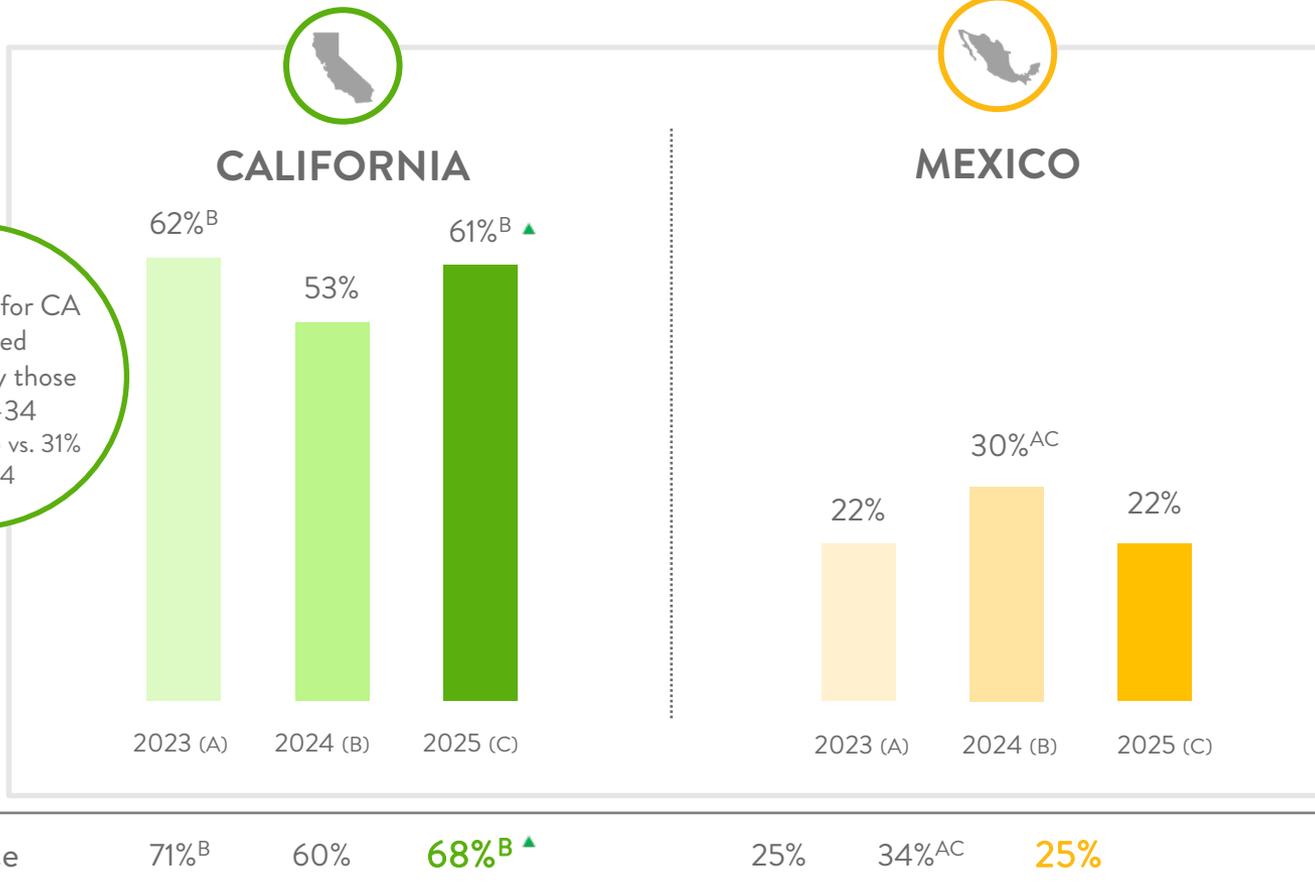
Q12C. How much do you agree or disagree with the following statement: I wish stores would have better signage/labeling to let me know where the avocados I buy are grown?



Region Preference

California remains the preferred growing region by far among Californians and rebounded from last year's decline.

Mexico's increase in preference last year was not sustained and returned to 2023 levels.



Note: No preference remains at 9% consistent with previous years

Base: Total California 2023 (n=504), 2024 (n=500), 2025 (n=504)
Q9. If given a choice, which avocados would be your preference? Avocados grown in.... Please select only one.

▲ California is significantly higher than Mexico 2025

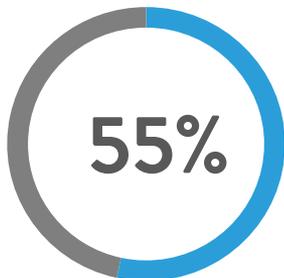


Locally Grown Importance and Value

Locally grown continues to be highly important to about half of Californians. Claimed willingness to pay more for locally grown continues to be high, especially among those who check for region.

IMPORTANCE

% Extremely/very important

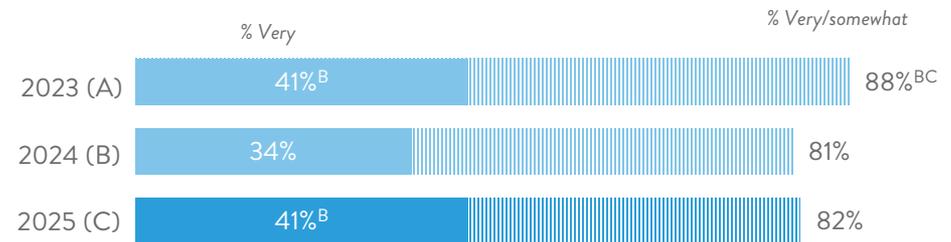


Feel that Locally Grown is extremely / very important

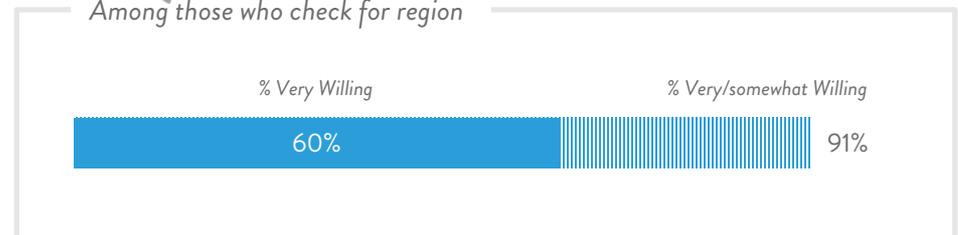
Note: 31% say somewhat

76%
among those who check for region

WILLINGNESS TO PAY MORE FOR: Locally Grown...



Among those who check for region



Base: Total California 2023 (n=504), 2024 (n=500), 2025 (n=504), Check for region (n=226)

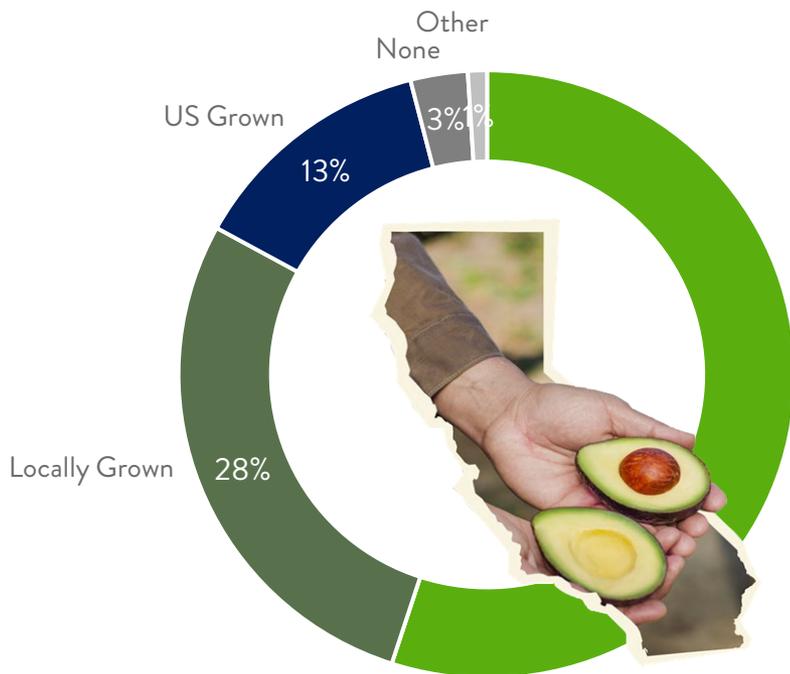
QC1. How important are each of the following when purchasing avocados?

QS3. There are a lot of different factors that determine the price of an avocado. How willing would you be to pay a slightly higher price for each of the following:



Which Avocados Most Likely To Buy

For Californians, Grown in California is the most compelling signage, and twice as appealing as Locally Grown, the next choice, even though they assume US Grown means grown in California. In other markets, Locally Grown is most compelling.



55%
CALIFORNIA



90%

assume grown in the USA means grown in California (on an avocado sticker)

61% very/somewhat

important that avocados are US grown (on par with 2024 and 2023)

Base: Total California 2023 (n=504), 2024 (n=500), 2025 (n=504)

NEW Q36a. If you saw the following signs at a store advertising avocados as the following, which avocados are you most likely to buy? Select only one

Z1. If an avocado has a sticker that says "USA," in which of the following states do you assume it is most likely grown?

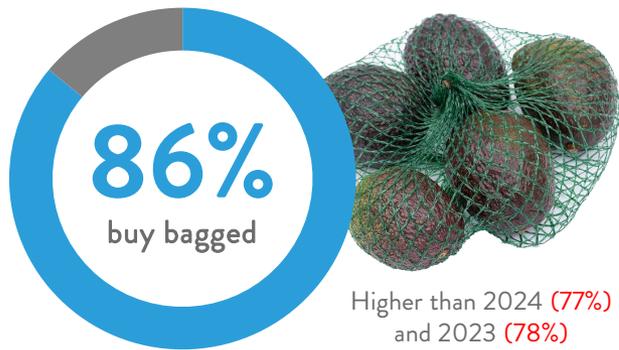
Q11. How important is it to you that the avocados you buy are grown in the United States?



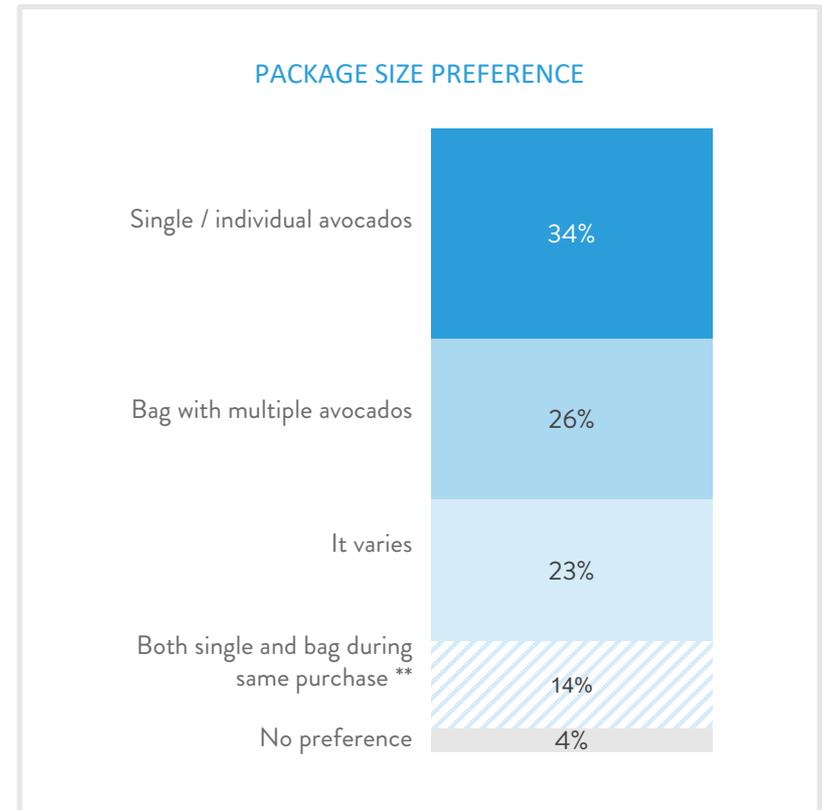
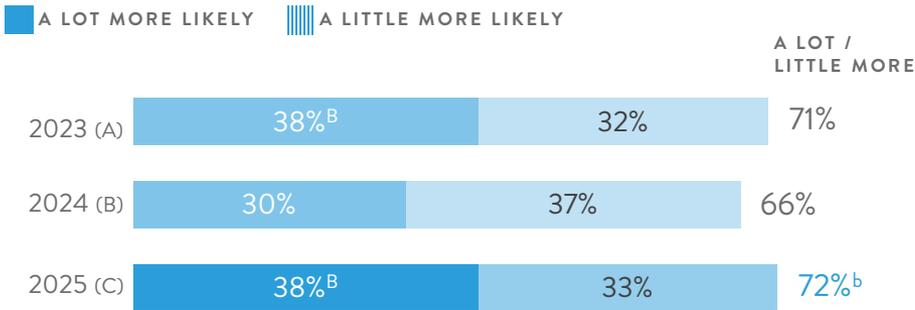
Package Preference and California Label

The percent of Californians buying bagged avocados increased. However, there is still a preference for single avocados if both are available.

Having California on the bag label continues to encourage bag purchases.



CALIFORNIA ON BAG LABEL



** Added in 2025. Impacts all percentages so comparison not shown.

Base: Total California 2023 (n=504), 2024 (n=500), 2025 (n=504)

PB6. Why do you buy bagged avocados?

PB5. If both single/individual avocados and bagged avocados (typically 4-5 depending on size) are available which would you prefer to buy?

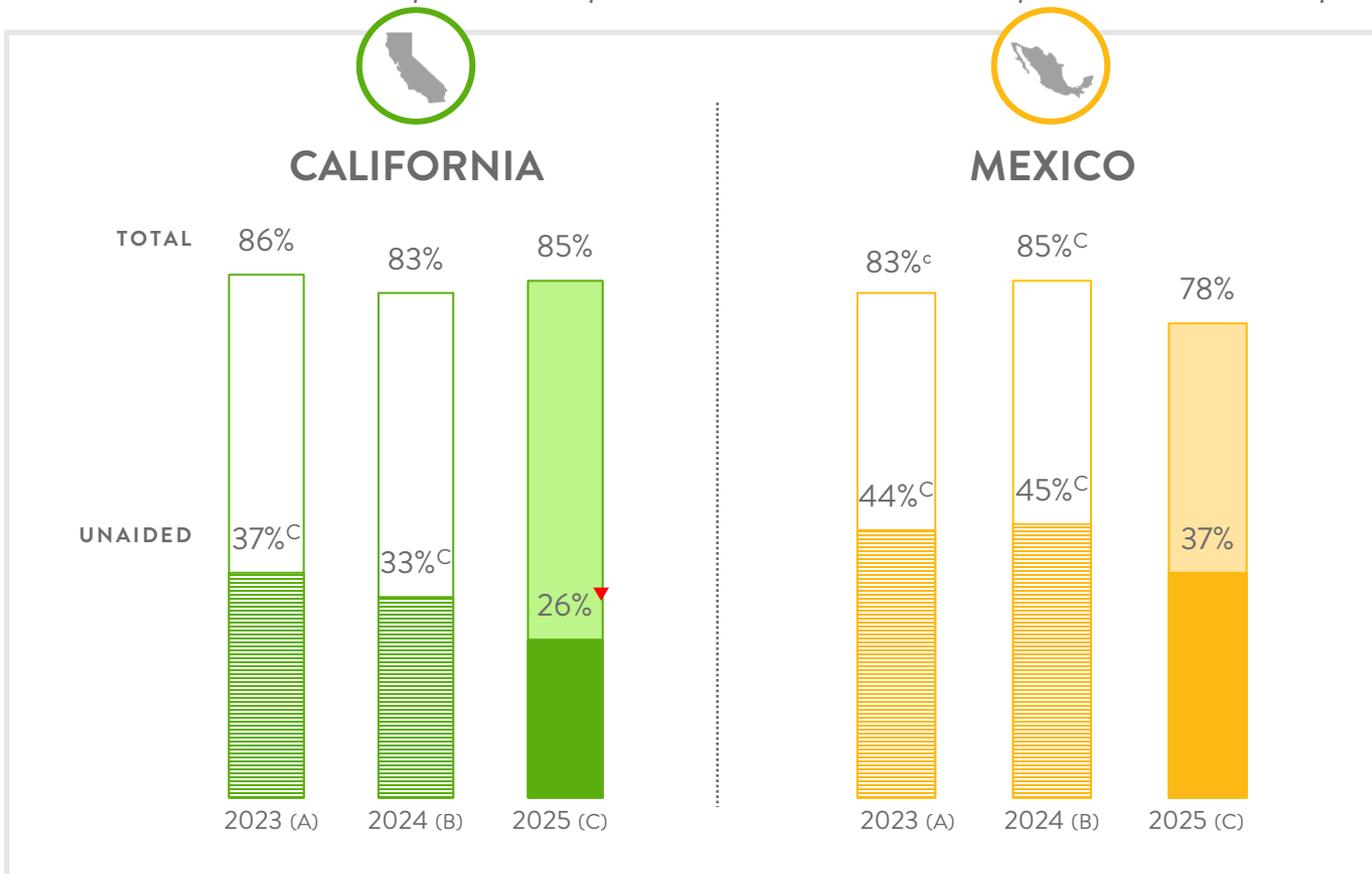
PB8. If you saw California on the label of a bag of avocados (e.g., California Grown, Grown In California, etc.), what impact would it have on your likelihood to buy it?



Region Awareness

Total awareness of California Avocados held steady and on par with Mexico, despite a decline for Mexico.

Unaided awareness declined for both California Avocados and Avocados from Mexico, but California continued to fall below Mexico.



Total awareness for nearly all other markets was on par with last year :

Total awareness of other regions:
 Florida 26%, Chile 21%, Peru **20%**, Guatemala 19%, Hawaii 16%, Colombia 16%, Ecuador 15%

Note: Peru returned to 2023 levels after a decrease last year

Base: Total California 2023 (n=504), 2024 (n=500), 2025 (n=504)

Q1. When you think of avocados, what brand names or growing regions come to mind?

Q3. Which of the following avocado growing regions have you heard of?

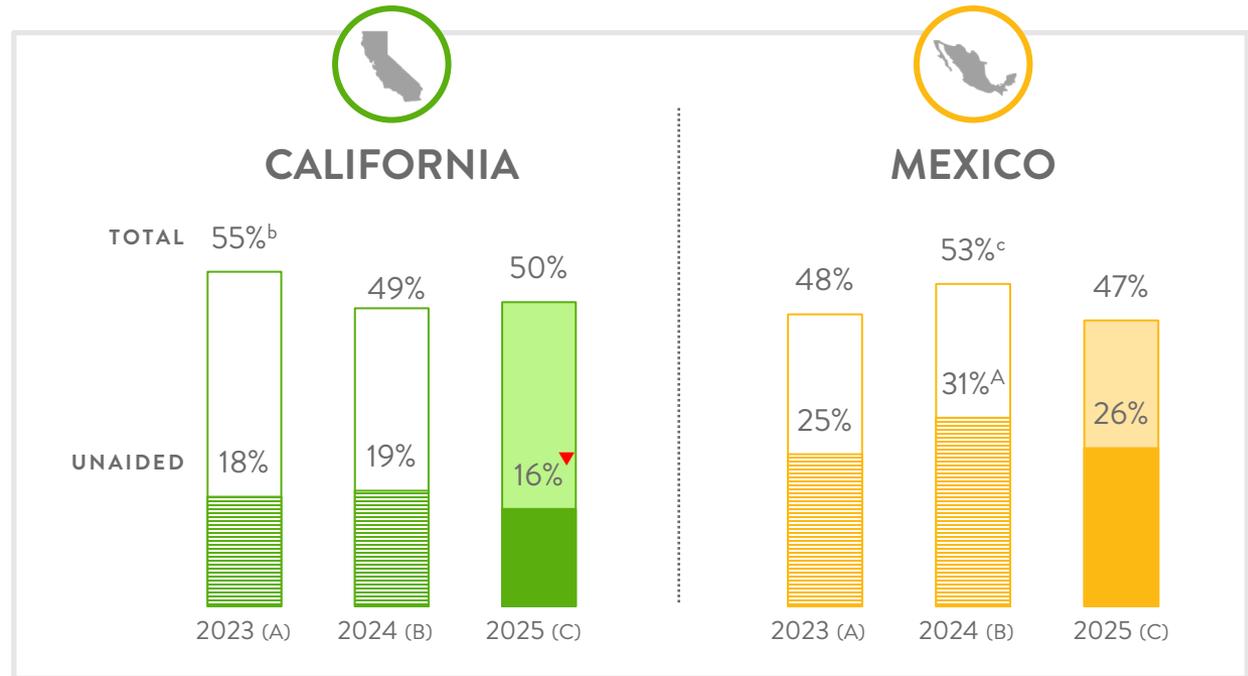
Green percentage indicate significantly higher than 2024

▼ California is significantly lower than Mexico 2025



Ad Awareness

Total awareness of California Avocado advertising remained steady, comparable to Mexico. Unaided awareness remained consistent but below Mexico. Mexico did not sustain last year's increases for unaided and total awareness.



Statement	2023 (A)	2024 (B)	2025 (C)	2023 (A)	2024 (B)	2025 (C)
Been seeing a lot advertising or buzz (% AGREE STRONGLY / SOMEWHAT)	53% ^B	44%	51% ^B	49% ^b	43%	49% ^b

Base: Total California 2023 (n=504), 2024 (n=500), 2025 (n=504)

Q2. What avocados brand names or growing regions have you seen ads for in the past six months?

Q4. In the past 6 months have you seen or heard any advertising for avocados from the following brands or growing regions?

QX1. Now we would like to think about [California Avocados/Avocados from Mexico].

How much do you agree or disagree that the statement describes [California Avocados/Avocados from Mexico]?

▼ California is significantly lower than Mexico 2025



REGION PERCEPTIONS AND PREFERENCE





Growing Practices Perceptions

California Avocados continue to be perceived as having better growing practices than avocados from other regions by a wide margin.

Perceptions of Mexico's safety and environmentally-friendly practices improved.

REGION IS THE BEST...

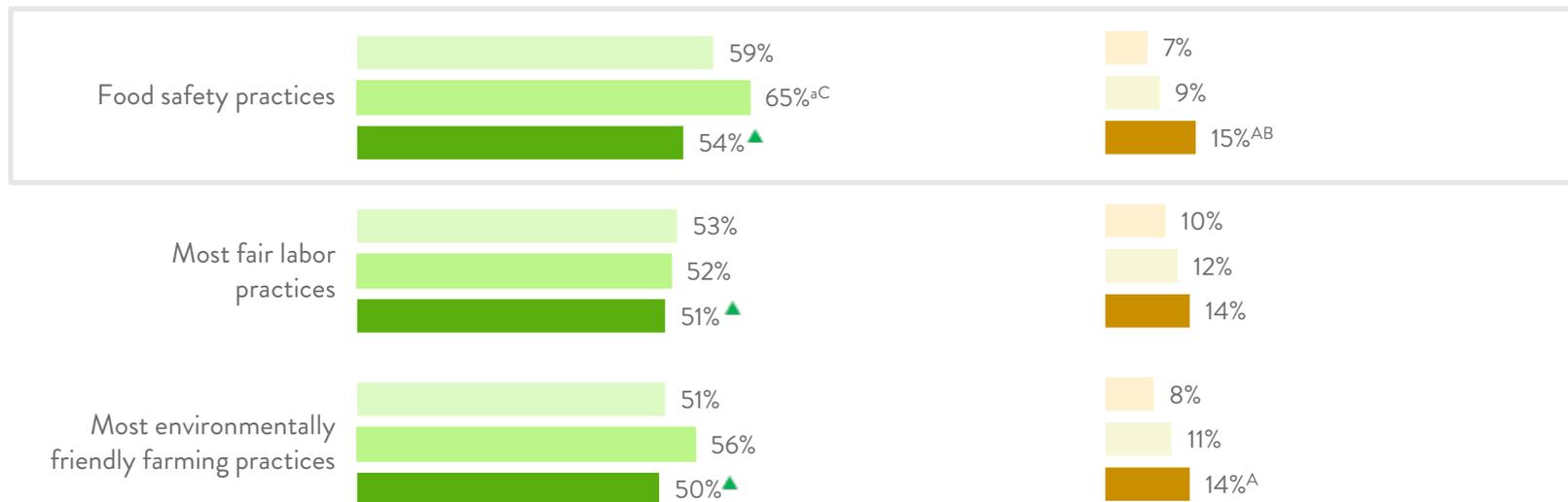
2023 (A) 2024 (B) 2025 (C)



CALIFORNIA



MEXICO



Other regions are lower (1-3%)

Base: Aware of at least two regions 2023 (n=400), 2024 (n=385), 2025 (n=361)
Q10. For each phrase below, please choose the region that most describes the phrase.

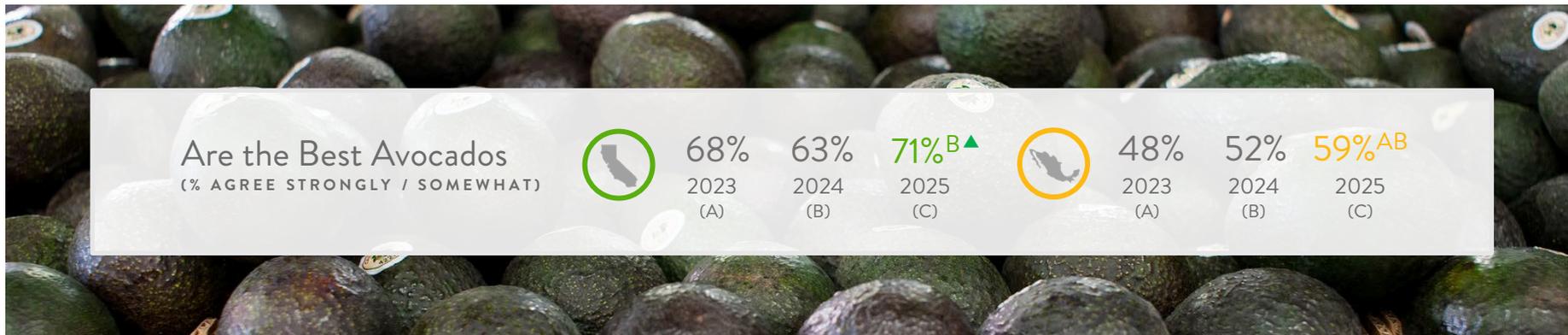
▲ California is significantly higher than Mexico 2025



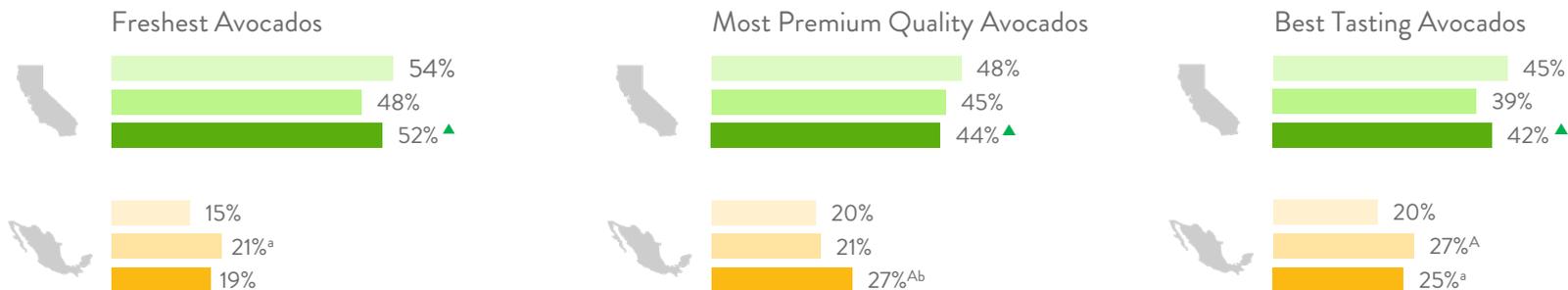
Taste & Quality Perceptions

The perception that California Avocados are the best increased and is higher than Mexico.

California Avocados continue to be perceived as being the freshest and having the best taste and quality.



REGION IS THE BEST... 2023 (A) 2024 (B) 2025 (C)



Base: Total California 2023 (n=504); 2024 (n=500), 2025 (n=504), Aware of at least two regions 2023 (n=400), 2024 (n=385), 2025 (n=361)
 Q10. For each phrase below, please choose the region that most describes the phrase
 QX1. Now we would like to think about [California Avocados/Avocados from Mexico].
 How much do you agree or disagree that the statement describes [California Avocados/Avocados from Mexico]?

▲ California is significantly higher than Mexico 2025

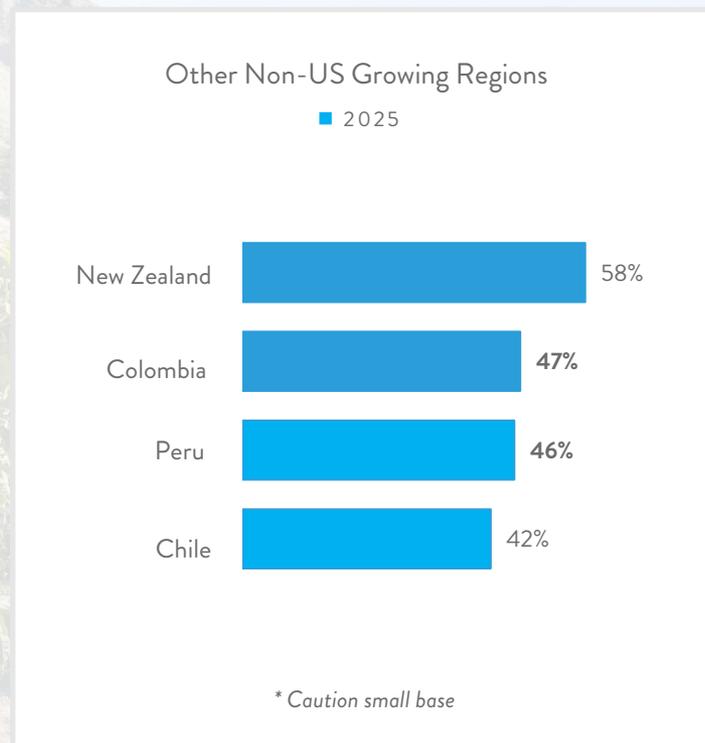


Premium Rating Perceptions

California Avocados are perceived as the most premium of all growing regions.

AMONG THOSE AWARE OF EACH REGION (TOP 3 BOX RATING; 8-10)

2025



Note: Scale wording changed in 2025

Base: California and aware of growing 2025 CA (n=427), MX (n=395), NZ (n=55), Colombia (n=81), Peru (n=103), Chile (n=104)

Q13a. Please rate how premium you feel avocados are from each growing region.

▲ California is significantly higher than Mexico 2025 and all other Non-US growing regions



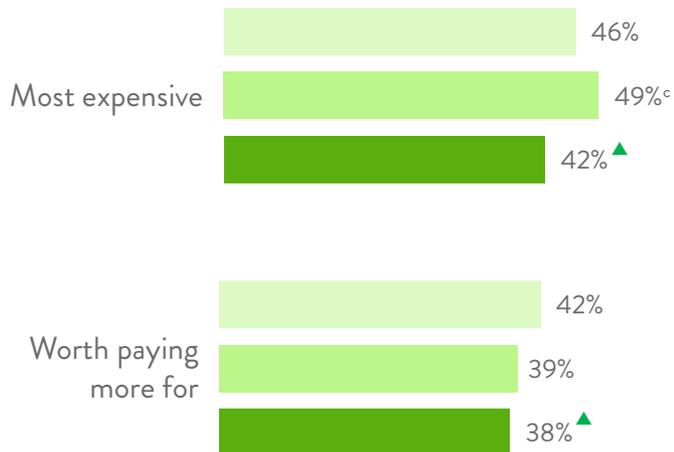
California Avocados continue to be described as the most expensive, but worth paying more for.

However, Mexico is making inroads on being perceived as worth paying for.

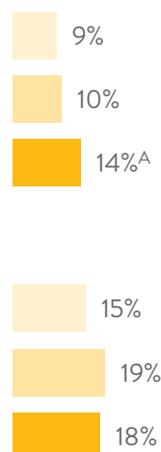
REGION IS THE... 2023 (A) 2024 (B) 2025 (C)



CALIFORNIA



MEXICO



Are worth paying more for
(% AGREE STRONGLY / SOMEWHAT)



66%[▲]

+9 vs. 2024

On par with 2023



54%

+13 vs. 2024

+12 vs. 2023

Base: California Aware of at least two regions 2023 (n=400), 2024 (n=385), 2025 (n=361) Q10. For each phrase below, please choose the region that most describes the phrase

▲ California is significantly higher than Mexico 2025



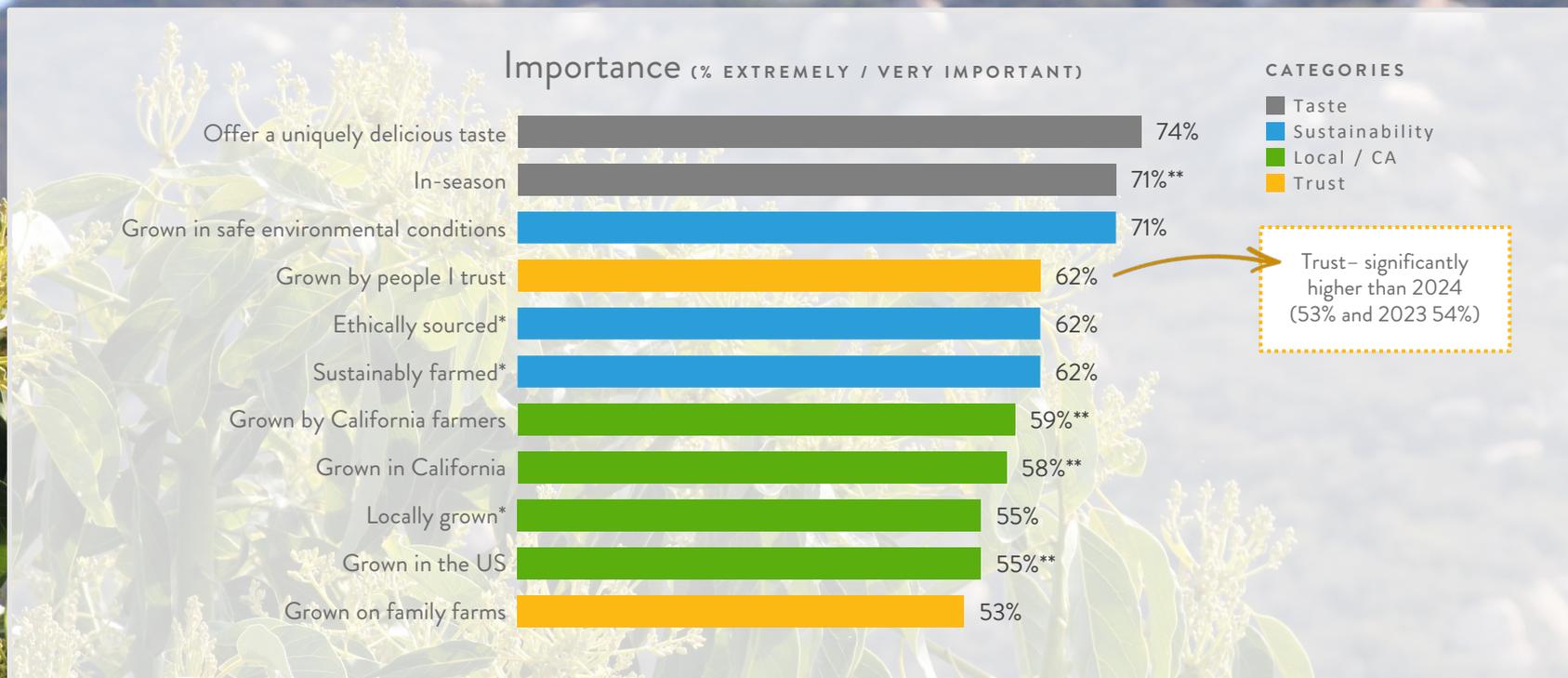
SUSTAINABILITY





Purchase Drivers

Taste is the most important purchase driver. Sustainable growing conditions are claimed to be more important than where the avocados are grown.



* NEW STATEMENT IN 2024

** Rebounded after a dip last year and are once again on par with 2023.

Base: Total California 2025 (n=504)

QC1. How important are each of the following when purchasing avocados?

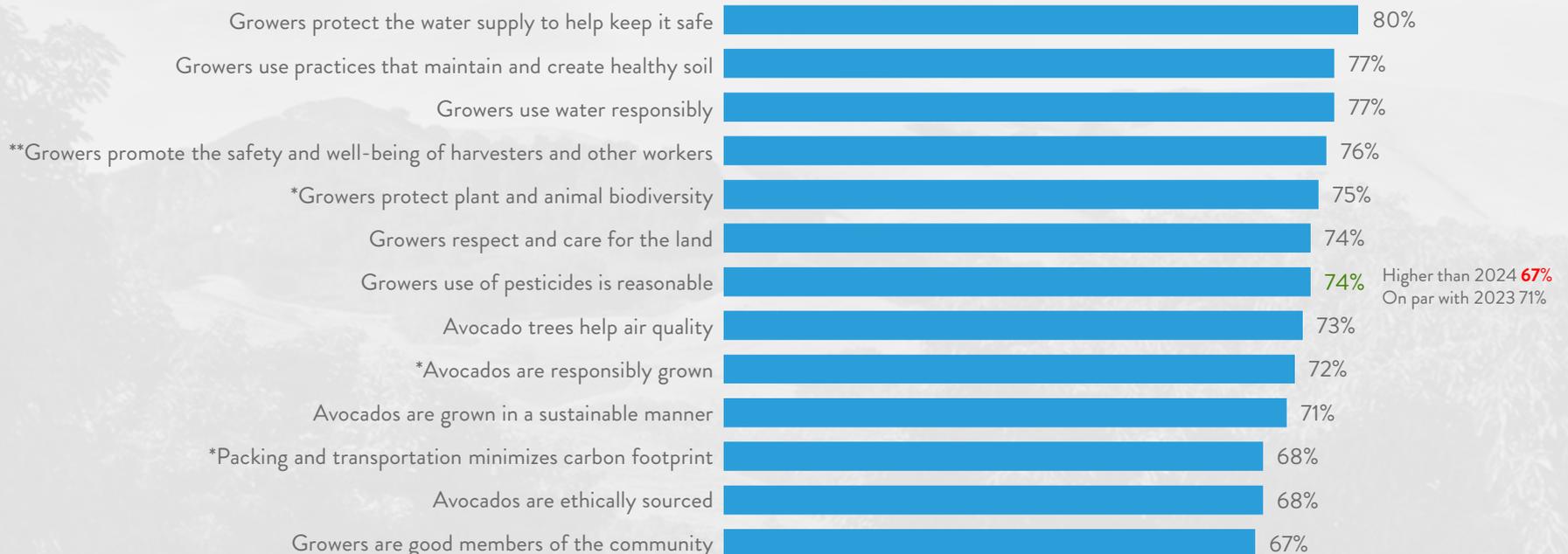


Important Sustainability Attributes

All sustainability factors are viewed as important, but farming practices related to water and soil continue to top the list.

Sustainability Attributes 2025

(% EXTREMELY / VERY IMPORTANT)



* NEW STATEMENT IN 2025, ** WORDING CHANGE IN 2025

All statements on par with 2024 except "use of pesticides"

Base: Total California 2023 (n=504), 2024 (n=500), 2025 (n=504)

QS4. Regardless of origin, how important are these sustainability factors to you when considering whether to purchase avocados?



Sustainability Attributes – California

All sustainable associations with California Avocados are strong and about half increased vs. last year.

There is still an opportunity to strengthen the message that growers use water responsibly which is highly important.

Sustainability Attributes %TRUE FOR CALIFORNIA

● Importance



*Wording changed from harvesters and others are treated fairly ** added in 2024 ***added in 2025

Base: Total California 2023 (n=504), 2024 (n=500), 2025 (n=504)
QS6CAL. Thinking specifically about sustainability as it pertains to CALIFORNIA AVOCADOS, Please tell us if each statement is true or false.

Percentages in green increased significantly vs 2024

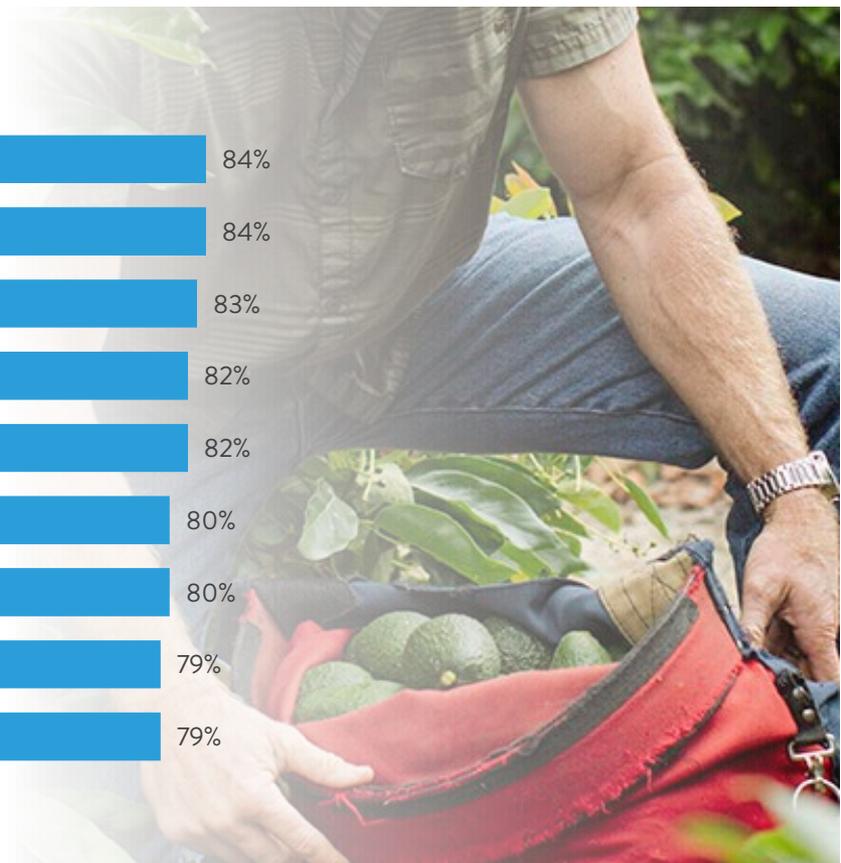
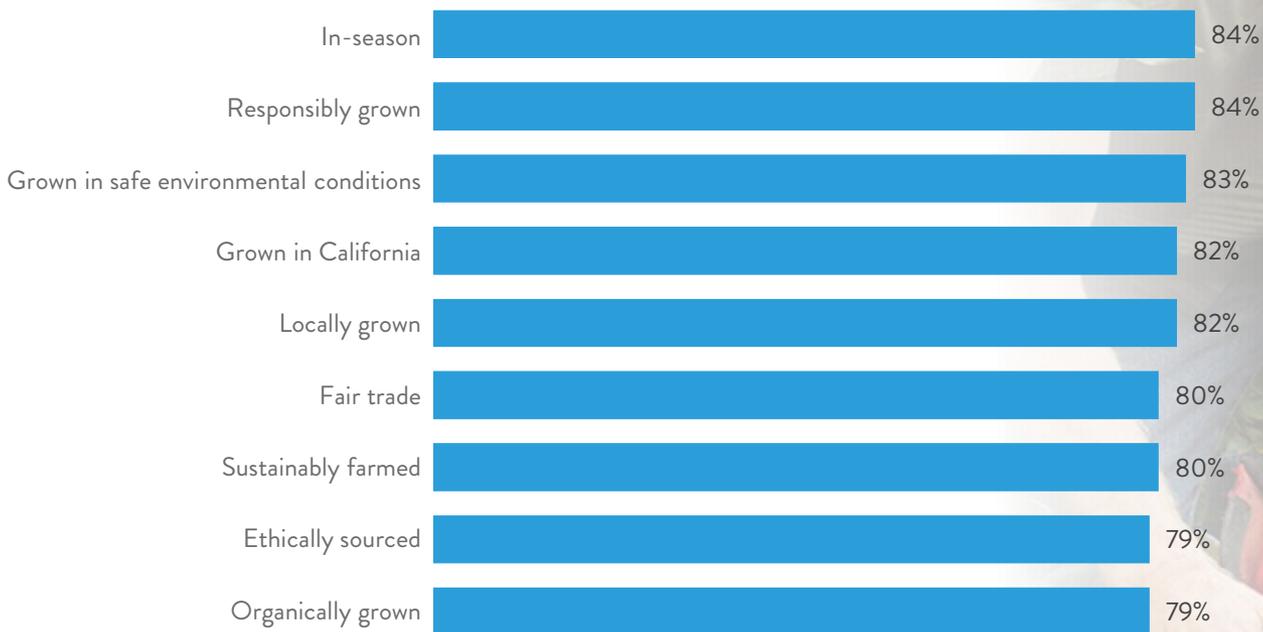
Note: Mexico increased vs. last year on 11 of 13 attributes; the others were on par



Willingness to Pay More

There continues to be a high willingness to pay for sustainable farming practices for avocados.

% Very / somewhat willing



No significant differences vs. 2024

Base: Total California 2023 (n=504), 2024 (n=500), 2025 (n=504)

QS3. There are a lot of different factors that determine the price of an avocado. How willing would you be to pay a slightly higher price for each of the following:

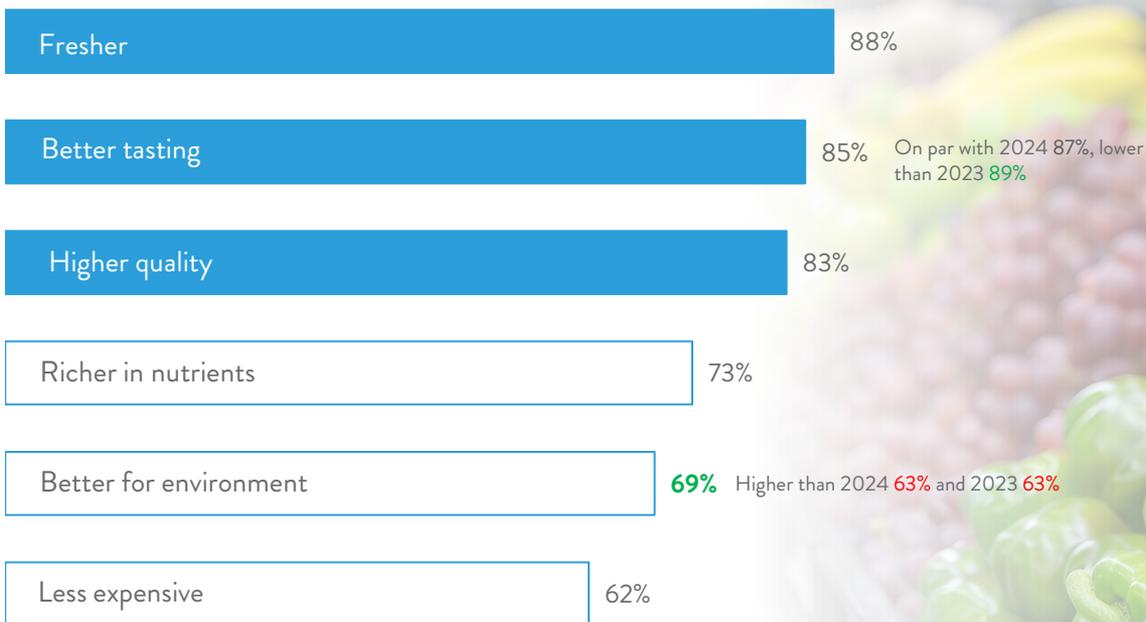




In-Season Produce

In-season produce continues to be viewed as superior in freshness, taste and quality and are increasingly viewed as better for the environment.

In-season produce is... (% TRUE)

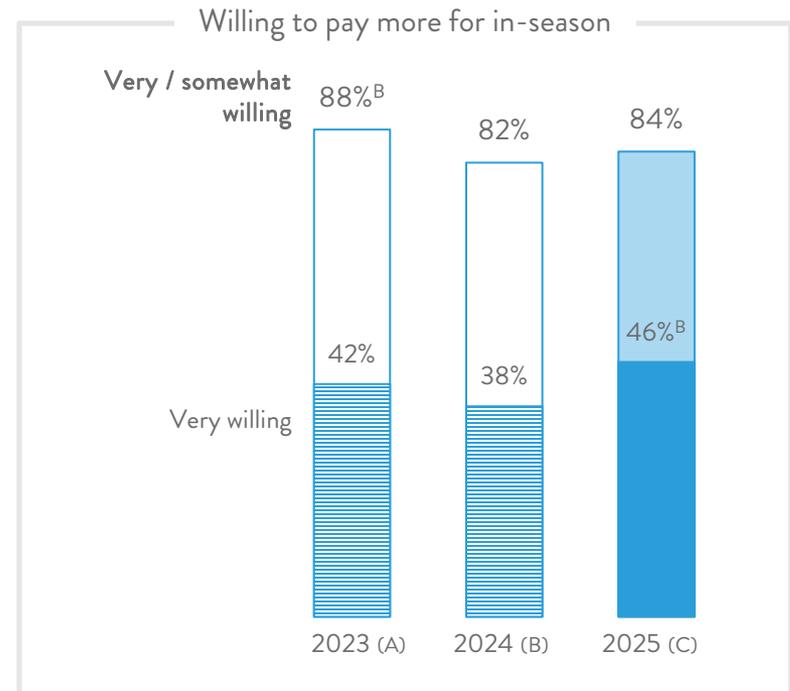
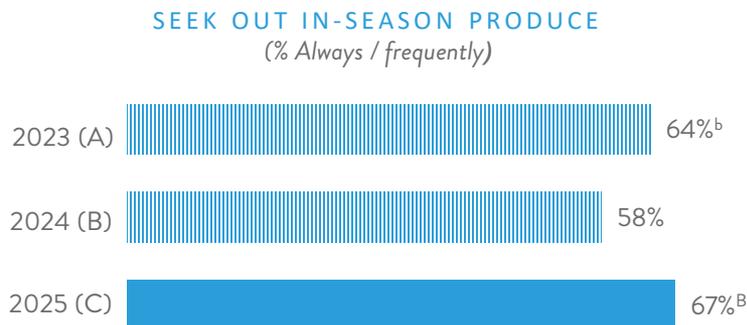
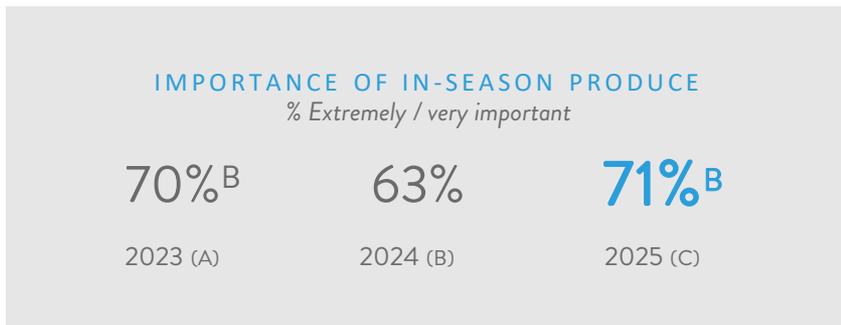




In-Season Produce - Snapshot

Shoppers continue to seek out in-season produce and are more willing to pay more for it.

Levels returned to 2023 after a dip last year.



Base: Total California 2023 (n=504), 2024 (n=500), 2025 (n=504)
 QC1. How important are each of the following when purchasing avocados?
 QS1. How often do you seek out in-season produce?
 QS3. There are a lot of different factors that determine the price of an avocado. How willing would you be to pay a slightly higher price for each of the following:



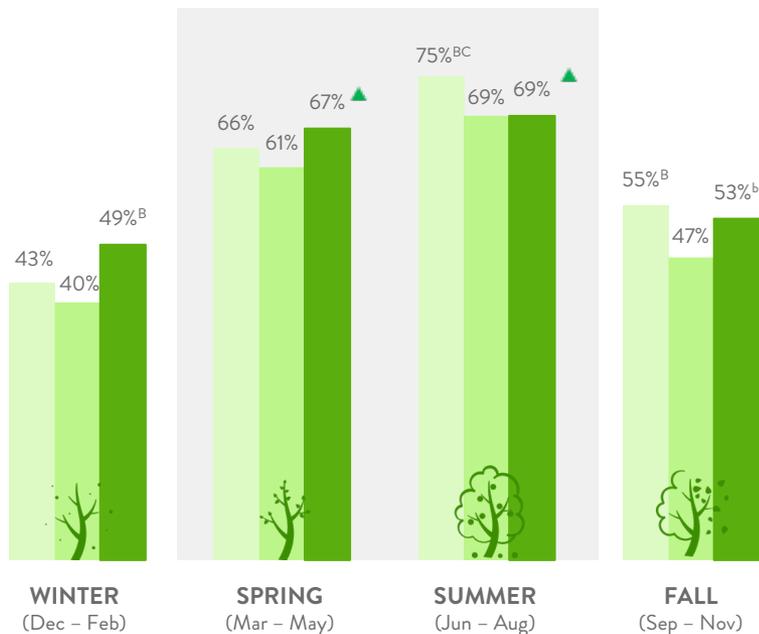


Season Association

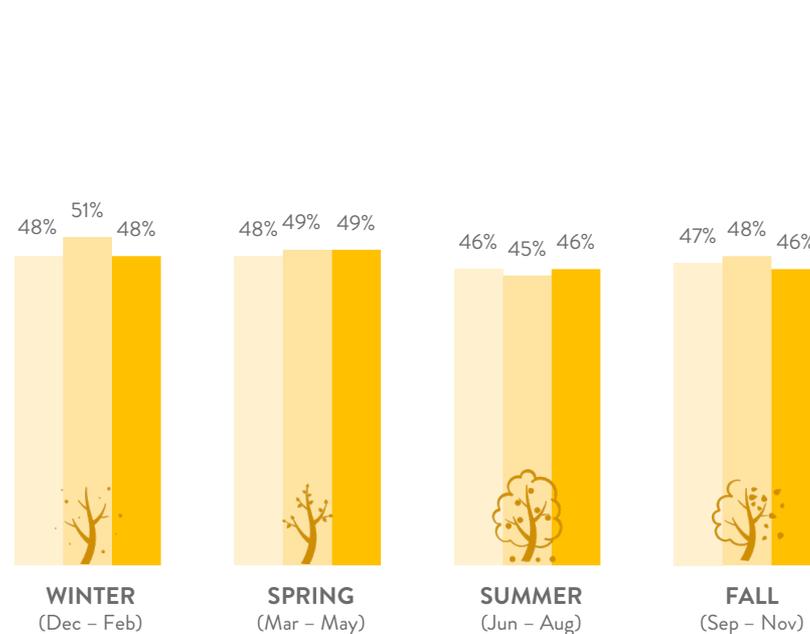
California Avocados maintain a strong lead vs. Mexico for spring and summer and are on par with Mexico for the remaining seasons and year-round.



CALIFORNIA



MEXICO



■ 2023 (A) ■ 2024 (B) ■ 2025 (C)

Base: Total California 2023 (n=504), 2024 (n=500), 2025 (n=504)
 Q23a. Please let us know which avocado growing regions you associate with each of the following seasons.
 Please select all the growing regions that apply.

▲▼ California is significantly higher / lower than Mexico 2025





Grown In California - Snapshot

There was an increased willingness to pay for Grown in California.

Importance levels rebounded and are on par with 2023.

IMPORTANCE OF GROWN IN CALIFORNIA % Extremely / very important



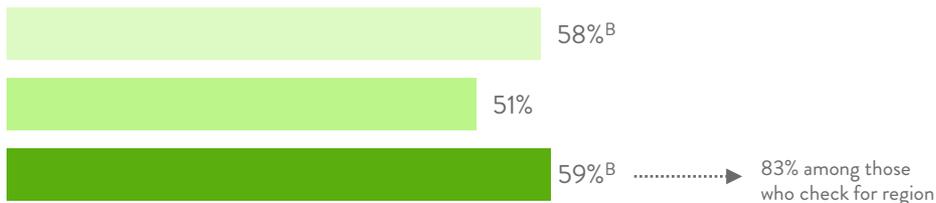
Among those who check for origin



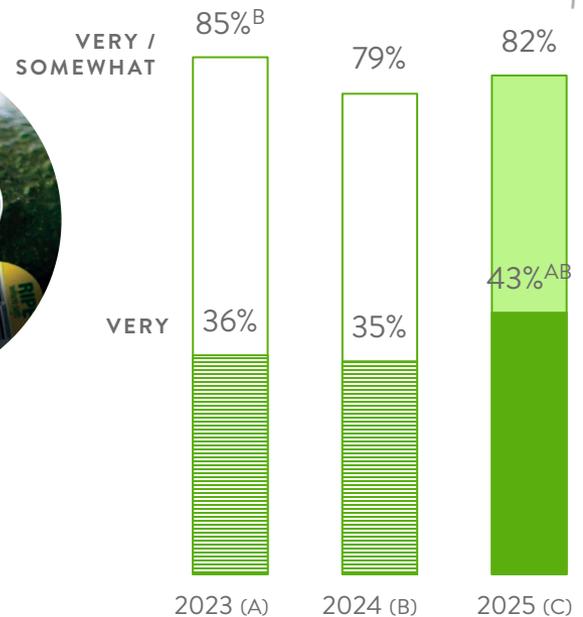
IMPORTANCE OF GROWN BY CALIFORNIA FARMERS

% Extremely / very important

2023 (A) 2024 (B) 2025 (C)



WILLING TO PAY MORE FOR California Grown...



Base: Total California 2023 (n=504), 2024 (n=500), 2025 (n=504)

QC1. How important are each of the following when purchasing avocados?

QS3. There are a lot of different factors that determine the price of an avocado. How willing would you be to pay a slightly higher price for each of the following:



California Avocado Advantages

California Avocados continue to be perceived as offering numerous benefits, with being fresher, tastier and supporting local farmers topping the list.

Top Responses (unaided)

Key Topics (in order of mentions)

- Fresher / Closer / Less Travel
- Support local farmers
- Best tasting / creamy texture
- Sustainability / ethically grown
- Trusted / safely grown
- Good weather / growing conditions

"You can get it more freshly picked since they are grown in my home state and don't need to travel far in the crates to the stores."

*"I like buying products that are local to me more local and **trustworthy** given US v. foreign country."*

"California avocados are fresher, grown locally and taste better than other kinds."

"As someone from California I want to support our local farmers and farmer workers and it's important that California has more laws and regulations compared to other countries for safe and ethical practices."

"Locally grown is important to me and my family."

*"They are **ethically sourced** and help **promote the local economy.**"*

"California avocados are just the best tasting avocado. They are the brightest shade of green inside, the creamiest when you mash them."

"Due to the fact that California has the ideal climate and native origin, it is considered better."

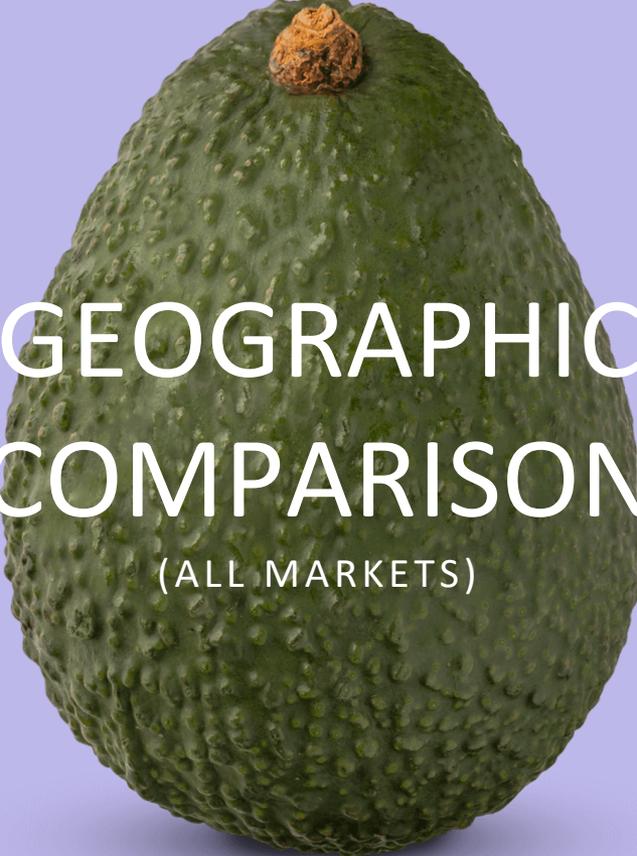
*"California has more **laws and regulations** compared to other countries for **safe and ethical practices.**"*

Note open-ended question

Base: Total California 2025 (n=504)

QC3. What, if anything, makes California Avocados better than avocados from other growing regions?

Other mentions less than 5%



GEOGRAPHIC COMPARISON

(ALL MARKETS)





Region Awareness – Total

Total awareness of the California growing region is on par with Mexico in the West but remains significantly lower in the total US.

Unaided awareness of California continues to be lower than Mexico in all three locations.

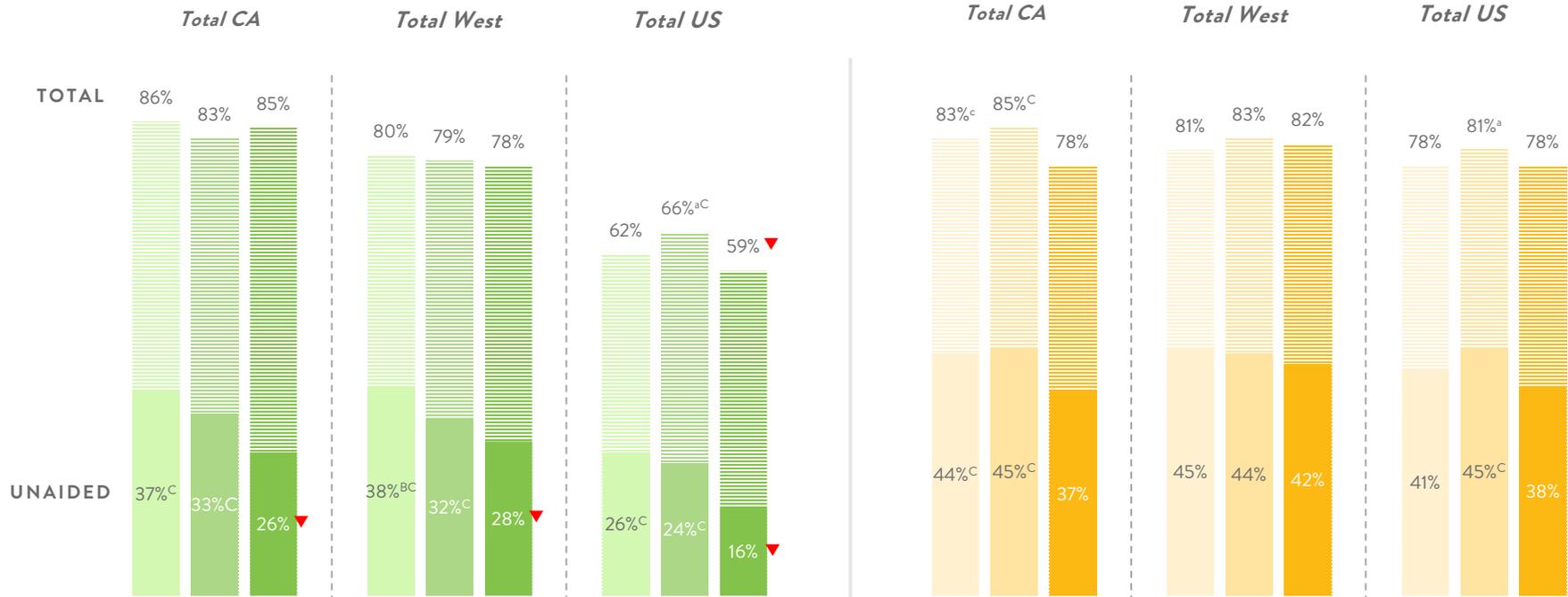


CALIFORNIA

2023 (A)
2024 (B)
2025 (C)



MEXICO



Base: Total CA 2023 (n=504), 2024 (n=500), 2025 (n=504), Total West 2023 (n=1012), 2024 (n=1005), 2025 (n=1013), Total US 2023 (n=504), 2024 (n=503), 2025 (n=500)

Q1. When you think of avocados, what brand names or growing regions come to mind?
Q3. Which of the following avocado growing regions have you heard of?

▼ California is significantly lower than Mexico 2025



Region Awareness – Western States

Awareness of California remained stable in all Western states other than Arizona. However, awareness increased for Mexico in Oregon and Utah. Unaided awareness of California is lower than Mexico in Colorado, Utah and Washington.

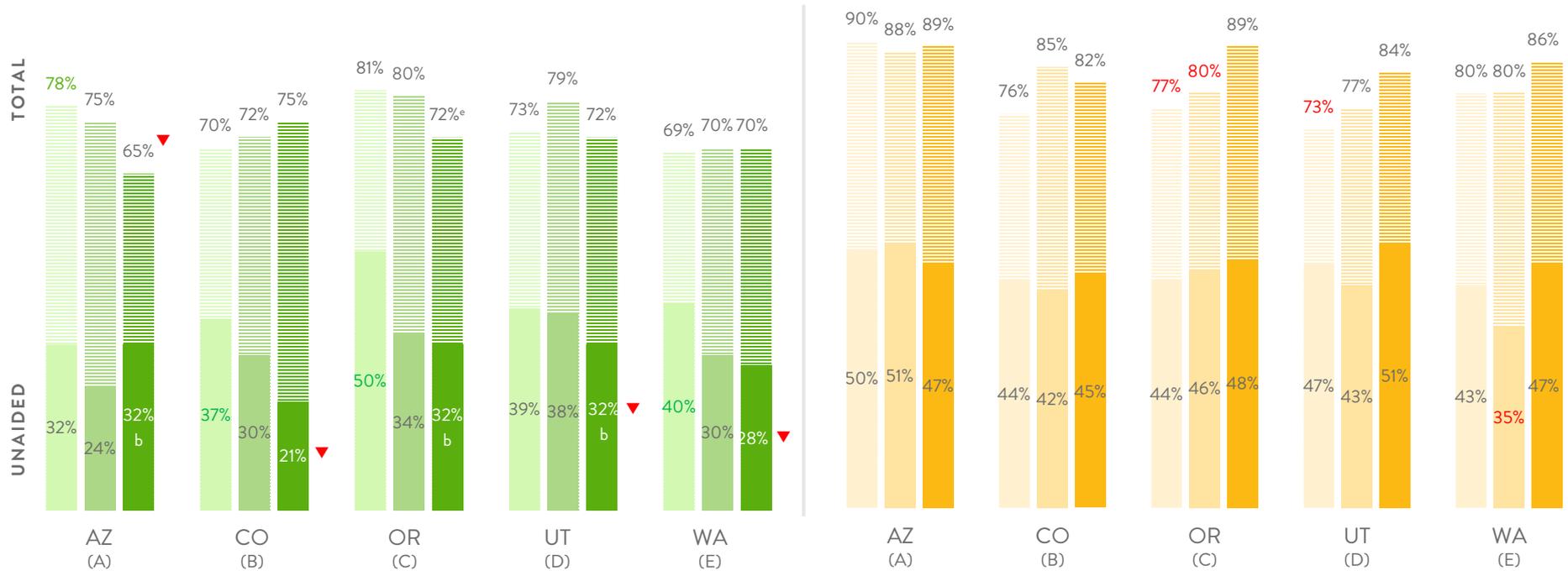


CALIFORNIA

2023
2024
2025



MEXICO



Base: 2023 AZ (n=103), CO (n=101), OR (n=101), UT (n=100), WA (n=103),
 2024AZ (n=100), CO (n=100), OR (n=100), UT (n=103), WA (n=102),
 2025AZ (n=106), CO (n=100), OR (n=101), UT (n=100), WA (n=102)
 Q1. When you think of avocados, what brand names or growing regions come to mind?
 Q3. Which of the following avocado growing regions have you heard of?

Stat testing between states shown for 2025 only
 Green / Red percentages indicate significantly higher / lower than 2025
 ▼ California is significantly lower than Mexico 2025



Region Preference Total

California remains the preferred growing region in the West and is once again on par with Mexico in the Total US.

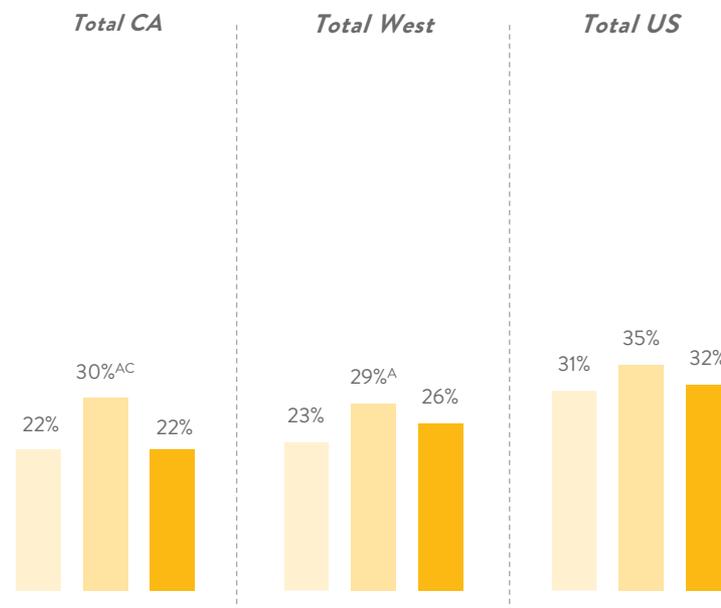


CALIFORNIA

- 2023 (A)
- 2024 (B)
- 2025 (C)



MEXICO



Base: Total California 2023 (n=504), 2024 (n=500), 2025 (n=504), Total West 2023 (n=1012), 2024 (n=1005), 2025 (n=1013), Total US 2023 (n=504), 2024 (n=503), 2025 (n=500)

Q9. If given a choice, which avocados would be your preference? Avocados grown in.... Please select only one.

▲ California is significantly higher than Mexico 2025



Region Preference Western States

Preference for California Avocados in Colorado dropped significantly and is now below Mexico. In Oregon, preference for California continues to decline for California and increase for Mexico.

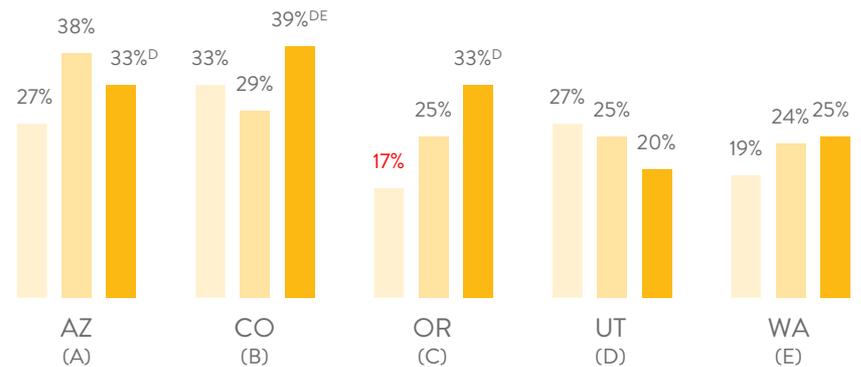


CALIFORNIA

2023
2024
2025



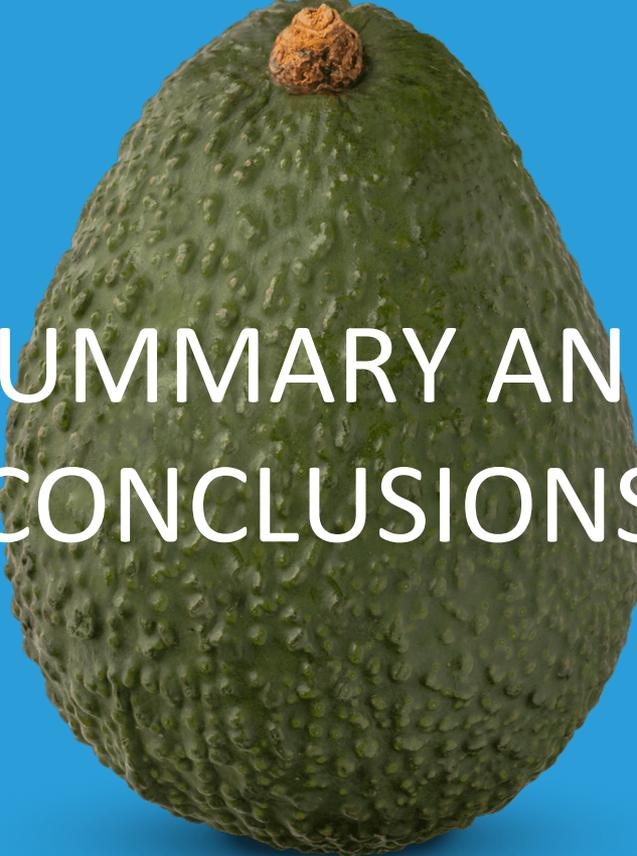
MEXICO



Base: 2023 AZ (n=103), CO (n=101), OR (n=101), UT (n=100), WA (n=103), 2024 AZ (n=100), CO (n=100), OR (n=100), UT (n=103), WA (n=102), 2025 AZ (n=106), CO (n=100), OR (n=101), UT (n=100), WA (n=102)
 Q9. If given a choice, which avocados would be your preference? Avocados grown in.... Please select only one.

Stat testing between states shown for 2025 only
 Green / Red percentages indicate significantly higher / lower than 2025

▲ ▼ California is significantly higher / lower than Mexico 2025



SUMMARY AND CONCLUSIONS





1. Preference for California rebounded
2. Importance of being grown in California rebounded
3. Increase in those willing to pay more for California Avocados
4. California region awareness held steady and continues to be on par with Mexico, but unaided awareness declined for both origins
5. Sustainability attributes continue to be important & worth paying more for
6. California continues to be rated significantly higher than Mexico on sustainability attributes

Continue to:

- COMMUNICATE growers' efforts to ensure California Avocados are sustainably and responsibly grown
- REINFORCE that California Avocados are superior and worth paying more for
- REMIND consumers WHY California Avocados are BETTER and worth paying more

Consider:

- EMPHASIZING California Grown



QUESTIONS?

..... THANK YOU!





WHAT'S INSIDE A CALIFORNIA AVOCADO

Consumer Marketing FY25 End of Year Highlights

December 11, 2025





FY25 PERFORMANCE HIGHLIGHTS



535.1M

TOTAL CONSUMER IMPRESSIONS

INCLUDES DIGITAL MEDIA, SOCIAL MEDIA, AND CONSUMER PR



25.3M

TOTAL ENGAGEMENTS

INCLUDES DIGITAL MEDIA AND SOCIAL MEDIA



389.5K

SOCIAL MEDIA COMMUNITY

UP FROM 389K IN FY24



13.8M

STORE VISITS

UP FROM 9.6M IN FY24



61%

PREFERENCE FOR CA AVOCADOS

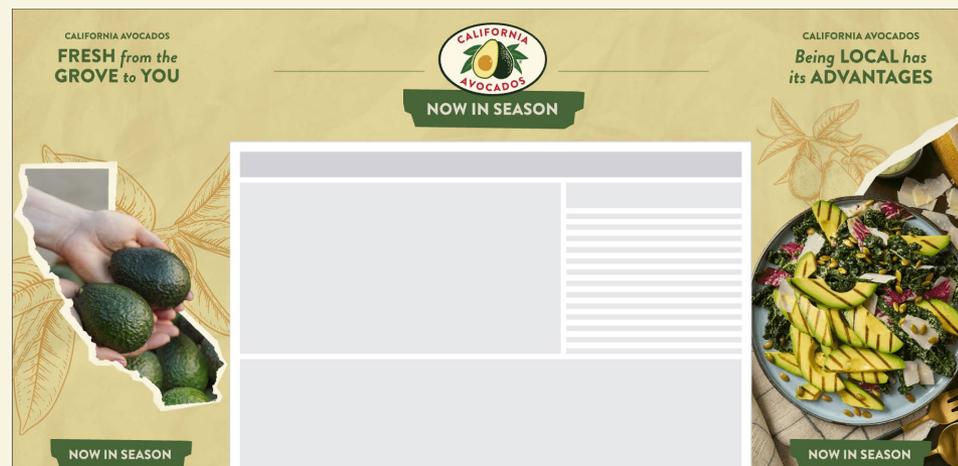
UP FROM 53% IN FY24



Interactive Digital Media Drove 13.8 Million Store Visits...

GumGum ads capture attention and inspire measurable action

- The campaign drove 13.8M store visits for an efficient \$0.02 cost-per-store visit
- The methodology compares exposed users to a control group, so results highlight only customers truly influenced by our ad, excluding those who would have gone to a store or made a purchase anyway





...and +11% Sales Lift

LoopMe converted engagement into measurable sales impact

- All ad units performed within benchmarks, but drove an **impressive +11% sales lift**, with 24.6K sales being attributed directly to ad creative exposure
- In total our campaign reached 4.2M unique users, with an average frequency of 5.3x
- Almost half of all incremental purchases were made Friday-Sunday, when consumers are shopping for their weekly meal essentials



loopMe™



California Avocados Went Viral with On-Trend Social Content

This year's tactics included an in-studio photo and video shoot aimed at creating on-trend social media content, tapping into timely and relevant trends and expanding our presence on channels like TikTok, where our target is active

- 12.9M video views (400% increase YOY)
- 40K engagements (407% increase YOY)
- 1.7K new followers (307% increase YOY)
- Most viral video on TikTok garnered 3.5 million video views alone, and earned its way into becoming one of the channel's top-performing pieces of branded content





Streaming & Broadcast TV Resonate with 98% Video Completion Rate

CTV connects with core audiences through premium placements

- CTV ads reached **1.2M unique viewers**, with an average frequency of **4.7** over the campaign and a consistent **98.2% video completion rate**, above our 95% benchmark
- More than 79% of views came from food & lifestyle content and entertainment channels on the **Paramount Network, Hulu, Peacock** and **LG TV channels**
- Audiences aged 25-34 in our target segments of **Environment Conscious** and **Green Living** were the most engaged, followed by **Food & Drink** and **Sports & Recreation**

Broadcast

- 320 TV spots delivered more than **16.5M impressions**
- Networks with the most exposure were CBS and Fox





Out-of-Home Ads Reach Shoppers At Point of Purchase

We deployed high-impact, motion video graphics and programmatic digital ads inside retailers or in the surrounding areas (e.g. at electric car charging stations in proximity to our retailer partners)

- 16.1M total impressions across all screens
- Over half of all impressions from the Los Angeles DMA





Clicks to Store Locator Page Soar via Digital Retail Media

YouTube Pre-roll & Companion Banners

- In total, retailer YouTube campaigns reached **2.5M unique individuals** with a frequency of 3.12
- Clicks to the store locator page increased **YoY by almost +200%**

CTV

- Retailer CTV spots reached **1.9 unique viewers**, with an average frequency of 6.8 over the campaign and a consistent 99.1% VCR

Programmatic Display

- Prospecting display campaigns saw an overall CTR of **0.39%**, and remarketing saw an overall CTR of **0.26%**; both are well above our benchmark of 0.10%





In-Person Events Drive Local Buzz

In-person immersive experiences drove hyper-local awareness and buzz throughout the season

- Grove tour drove 15 high-impact feature stories in regional and national media
- Bristol Farms retail event and grove visit drove 2.2 million impressions
- PCC event in Seattle drove 323 thousand impressions
- “Come Shop with Me” event raised awareness of 3 Albertsons-Vons-Pavilions locations and one million impressions



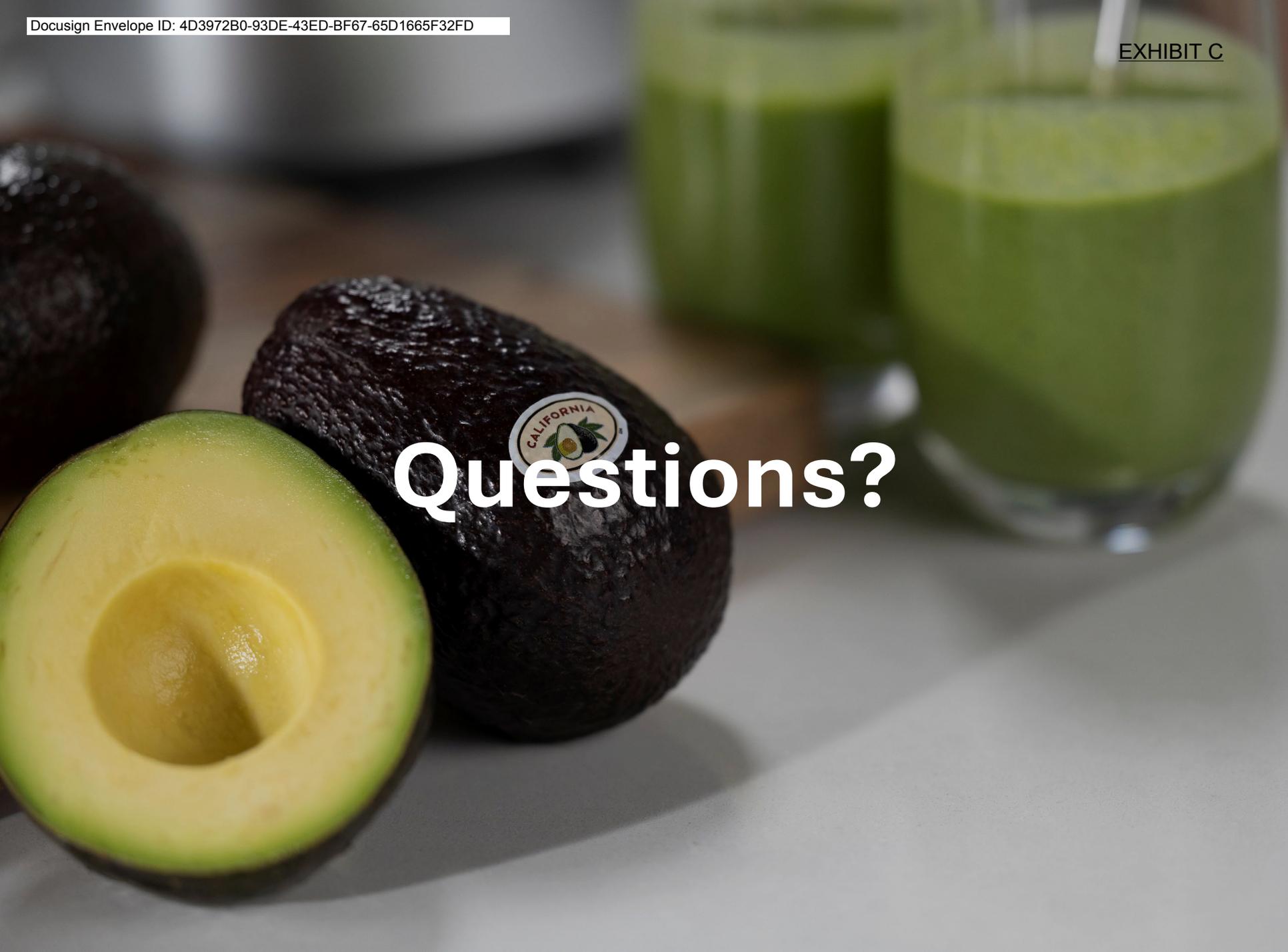


TV Spokesperson Activation Establishes Credibility on Local Media

We worked with a registered dietitian media spokesperson network to place regional television cooking segments

- Six on-air TV segments placed throughout California, Arizona and Washington broadcast stations
- 4.7M potential reach
- RD spokespeople lend credibility and deliver controlled messaging, in a way that feels authentic





Questions?



WHAT'S INSIDE A CALIFORNIA AVOCADO

Phoenix Shutdown

December 11, 2025





Consumer Marketing Value

Objective

- Determine the value of consumer advertising measured in direct returns to California Avocado growers

Strategy

- Shut down consumer advertising in an isolated market (Phoenix) over a multiyear timespan and track grower returns to quantify results benchmarked against outcomes in a “like” region where marketing stays active

Risks & Implications of Shutting Down Advertising

- Many variables affect returns, making isolated measurement difficult
 - Primary – competitive landscape
- Social media and retailer promotions will still reach the region making it impossible to completely eliminate marketing exposure
- Potential loss of retail shelf space & handler/retailer relationships
- Risk of long-term brand erosion
- California Avocados are not sold to handlers for specific customers or regions



Consumer Marketing Value

Alternate Solution: Recurrent ROI Study

- Many checkoff boards conduct annual or 5-year econometric studies
- Potential study vendors:
 - University of Arizona
 - Texas A&M
 - Cal Poly
 - UC Davis (conducted HAB's 2023 study)
- HAB five-year evaluation (2018–2022)Generated **247% ROI**



Thank You!

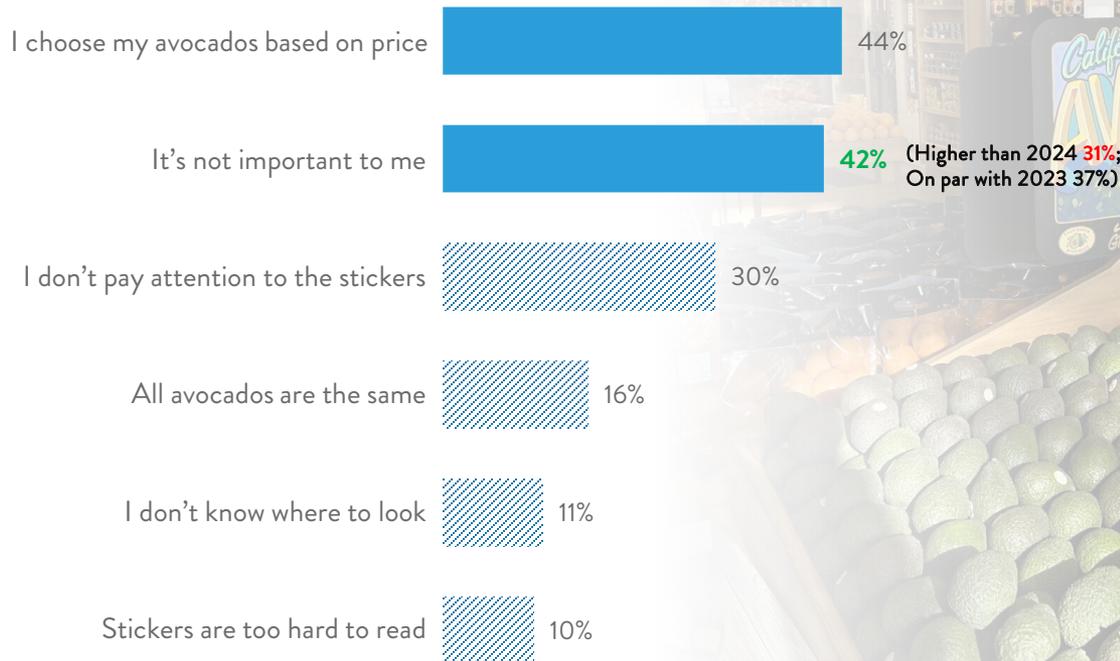




Region Checking

Top reasons for not checking for region continued to be claimed price-based buying and region not being important.

AMONG THOSE WHO DON'T CHECK REGION...



Base: Total California who don't check region 2023 (n=288), 2024 (n=279), 2025 (n=258)
 Q12B. Why don't you check which country your avocados came from?

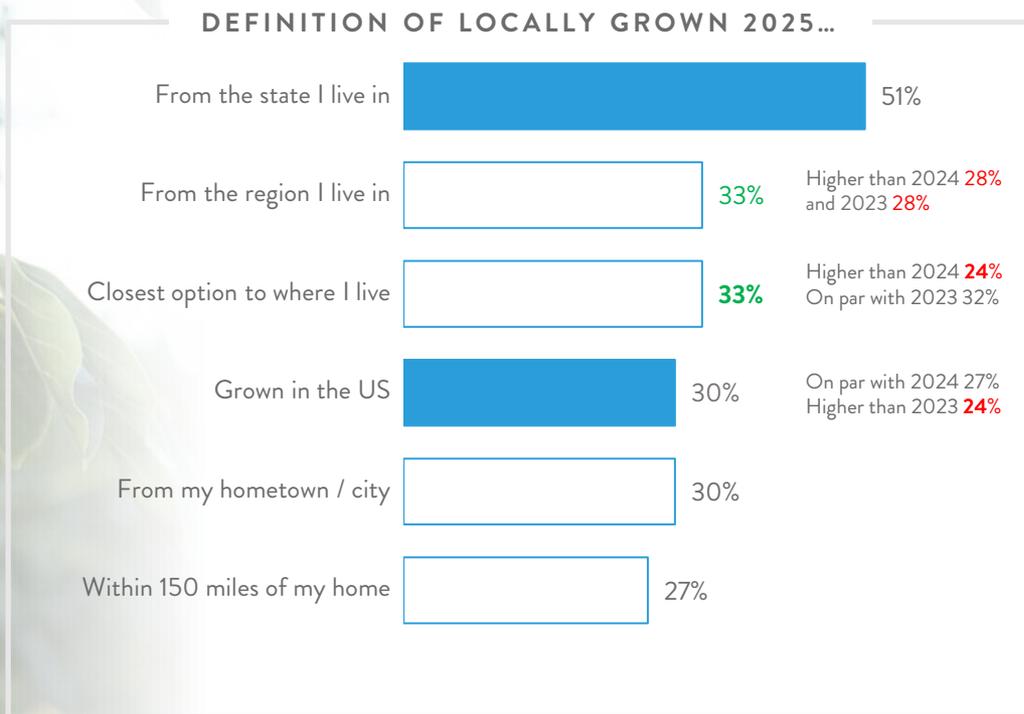
Green percentages indicate significantly higher than 2024



Locally Grown Definition (aided)

Among Californians, locally grown continues to be primarily defined as from the state they live in.

From the region I live in and closest to where I lived increased as definitions for locally grown.



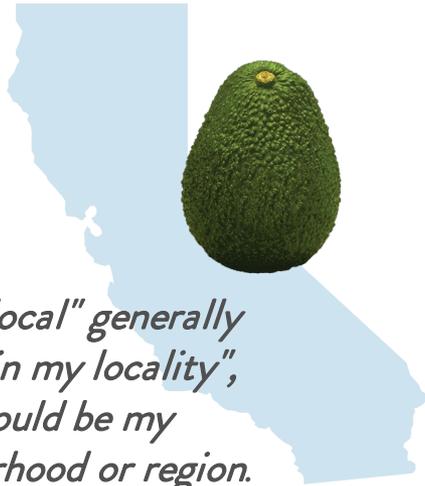
Base: Total California 2023 (n=504), 2024 (n=500), 2025 (n=504)
 Q36. When you think of “locally grown” fruits and vegetables, what do you consider “local” to be?

Green percentages indicate significantly higher than 2024



Locally Grown Meaning – Self Defined

When asked what locally grown means to them (open-ended), responses were consistent, with in their state being the most common response.



To me, *"local" generally means "in my locality", which would be my neighborhood or region.* In a more geographically expanded context, *"local" could include other parts of California or nearby areas in other states with similar growing environments and regulations.*

In California / my state

"To me it means from the state I am in. It seems less big than the entire U.S. and it is a bit more meaningful to me if it is in the state I am in."

"In my neighborhood - but I accept California as locally grown."

"Grown in my state."

"It comes from my state or region."

"Locally grown means the avocados are harvested within my state."

Within a specified distance

"It means they are grown within 200 miles from San Francisco CA."

"It means within a certain distance of where I live, less than 150 miles."

"Within one day travel from my location."

Near where I live/in my community

"Locally grown means produce that is grown within my community."

"Locally grown means it was grown in a city close to my hometown of where I live."

"It means grown near me or in or around my area."

Grown in the US / this country

"U.S. vs. imported."

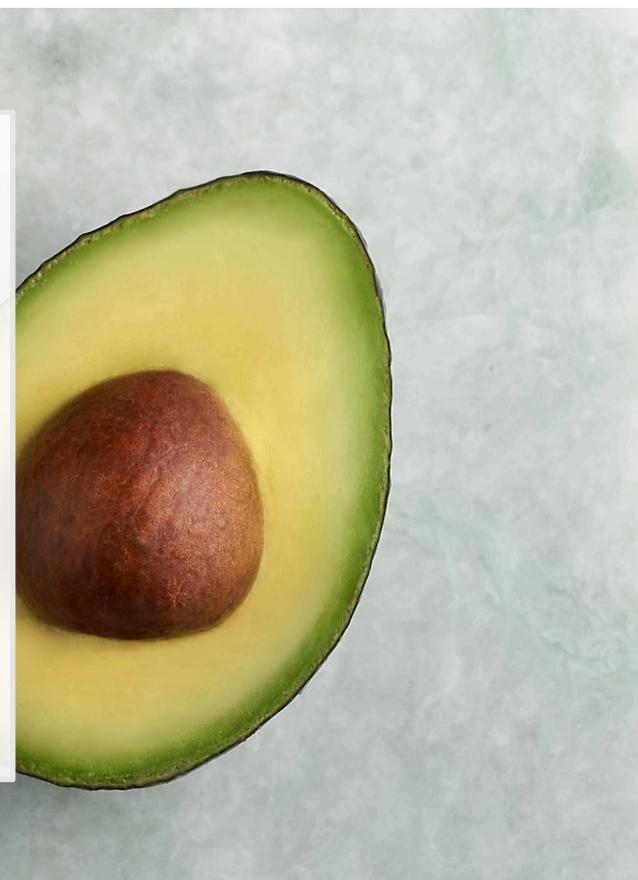
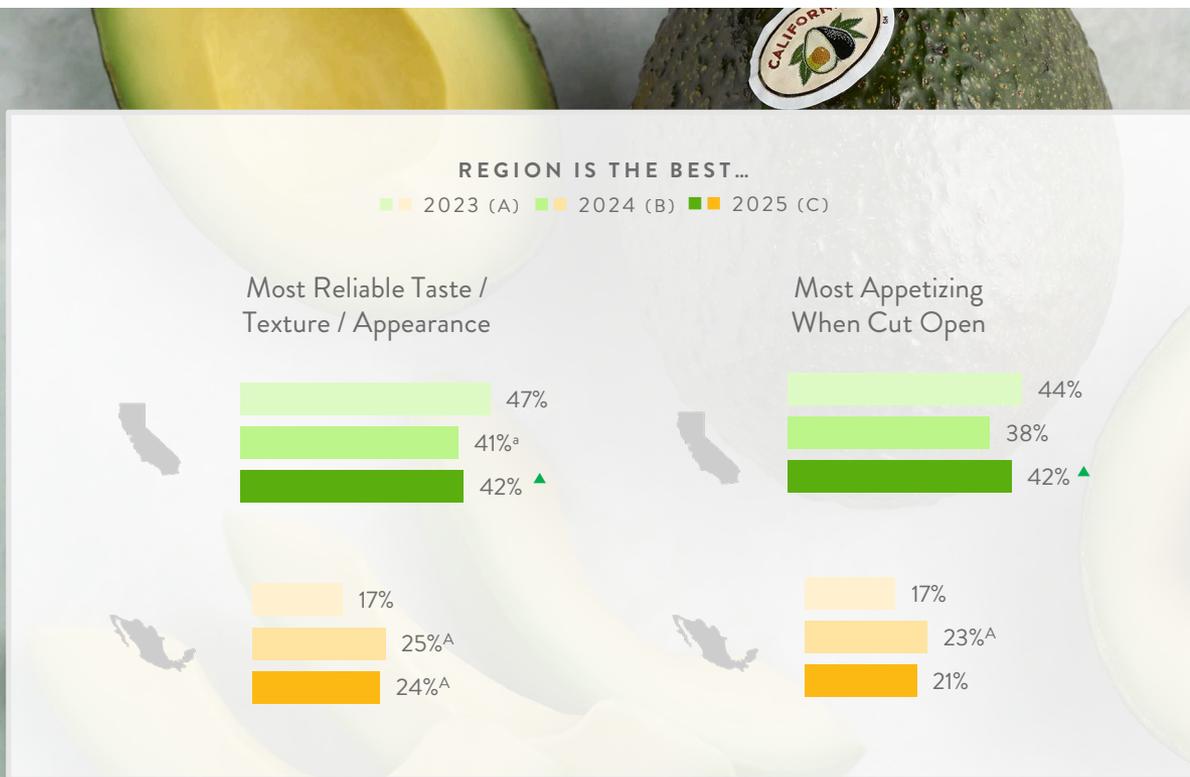
"Grown in my home country."

"It is planted and harvested in the same area or country where it is sold, without being imported."



Appearance Perceptions

Consistent with being the best tasting, California Avocados continue to be perceived as more reliable and appetizing than all other regions.



Base: Total California Aware of at least two regions 2023 (n=400), 2024 (n=385), 2025 (n=361)
 Q10. For each phrase below, please choose the region that most describes the phrase

▲ California is significantly higher than Mexico 2025



Sustainability Region Comparison

California continues to be perceived as having more sustainable growing practices for avocados than Mexico with treatment of the workers being the biggest difference.



Base: Total California 2023 (n=504), 2024 (n=500), 2025 (n=504)

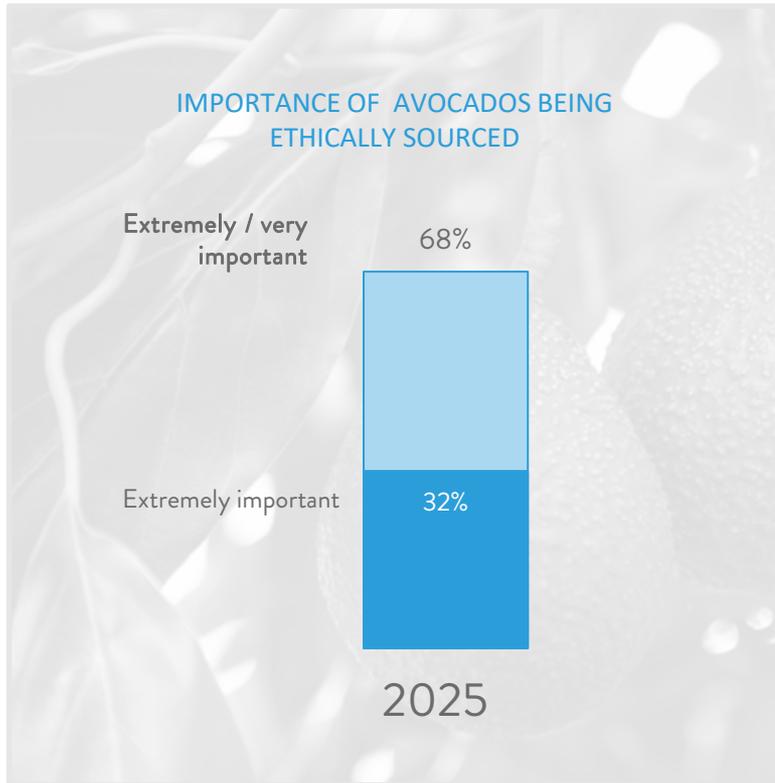
QS6CAL. Thinking specifically about sustainability as it pertains to CALIFORNIA AVOCADOS, Please tell us if each statement is true or false.

QS6MEX. Thinking specifically about sustainability as it pertains to AVOCADOS FROM MEXICO, Please tell us if each statement is true or false.

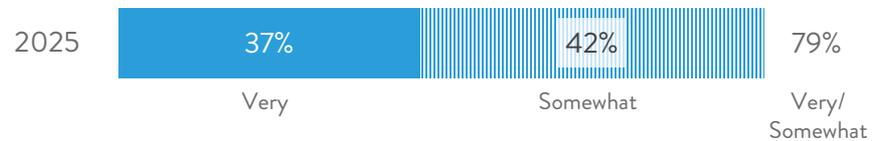


Ethically Sourced - Snapshot

Ethically sourced continues to be important and California Avocados remain viewed as the best region for ethical sourcing.



WILLINGNESS TO PAY MORE FOR ETHICALLY SOURCED AVOCADOS



ETHICALLY SOURCED REGION (% True)

	2023 (A)	2024 (B)	2025 (C)
CALIFORNIA	60%	65%	67% ^A ▲
MEXICO	41%	42%	55% ^{AB}

BEST REGION FOR ETHICALLY SOURCED AVOCADOS

CALIFORNIA	41%▲	MEXICO	19%
------------	------	--------	-----

Base: Total California 2023 (n=504), 2024 (n=500), 2025 (n=504)

QS4. Regardless of origin, how important are these sustainability factors to you when considering whether to purchase avocados?

QS3. There are a lot of different factors that determine the price of an avocado. How willing would you be to pay a slightly higher price for each of the following:

QS6CAL. Thinking specifically about sustainability as it pertains to CALIFORNIA AVOCADOS, Please tell us if each statement is true or false.

QS6MEX. Thinking specifically about sustainability as it pertains to AVOCADOS FROM MEXICO, Please tell us if each statement is true or false.

Base: Aware of at least two regions 2023 (n=400), 2024 (n=385), 2025 (n=361)

Q10. For each phrase below, please choose the region that most describes the phrase.

▲ California is significantly higher than Mexico 2025

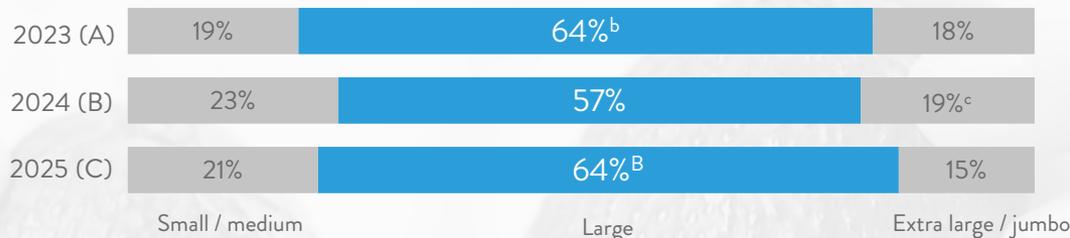


Size Preference

Large is still the preferred size by a big margin, returning to 2023 levels after a dip last year.

Being good for one person remains the top reason for buying small, but less waste / chance of going bad increased.

Avocado size preference



BENEFITS OF SMALL AVOCADOS
(Describes Completely/Very Well)



Base: Total California 2023 (n=504), 2024 (n=500), 2025 (n=504)

PB4. Which of the following sizes of avocados do you most prefer to buy assuming all sizes are available?

PB4A. How well does each of the following statements describe small avocados?

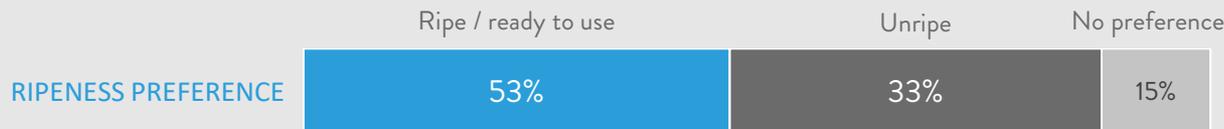
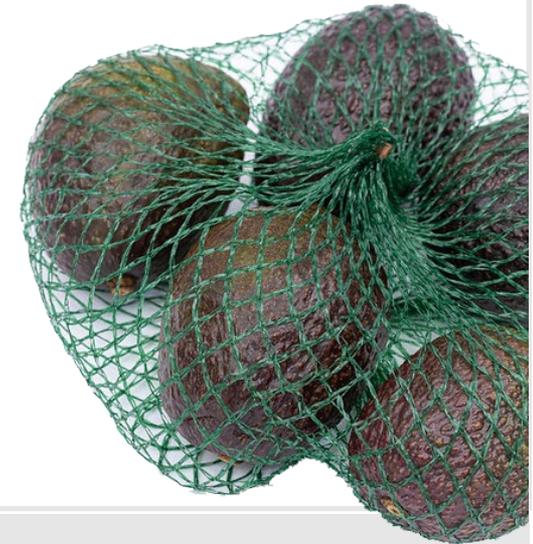
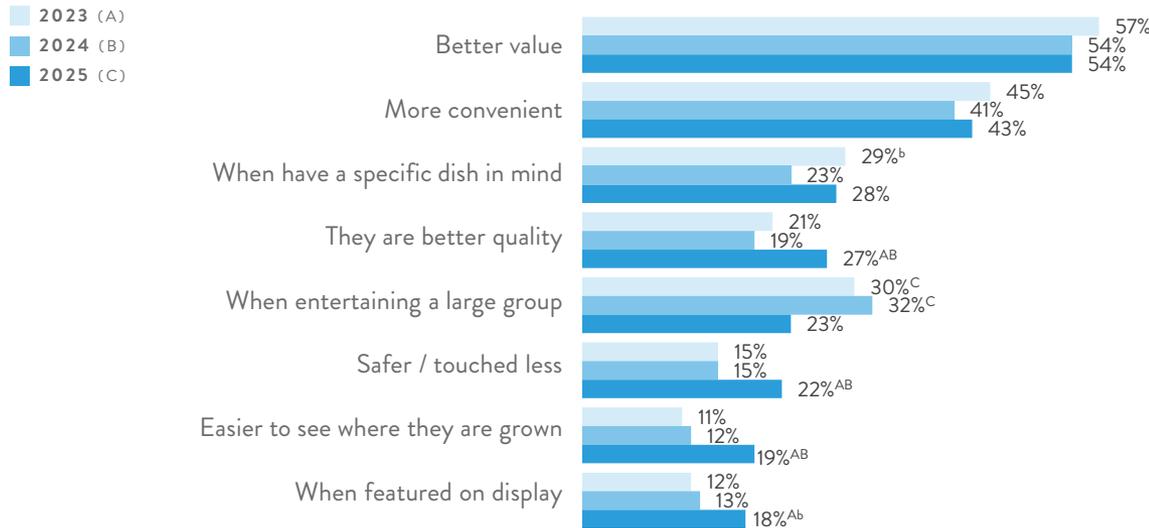


Package Size & Ripeness Preferences

The perceived value remains the top reason shoppers buy bagged avocados, followed by convenience.

When buying bags the majority prefer to buy avocados that are ripe / ready to use.

TOP REASONS BUY BAGGED AVOCADOS:

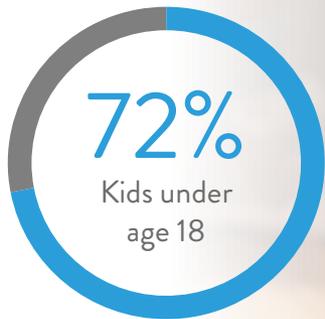
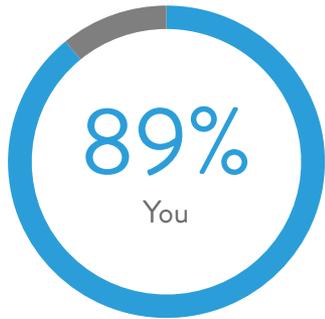


Base: Bagged Buyers – Total California 2023 (n=385), 2024 (n=391), 2025 (n=429)
 PB6. Why do you buy bagged avocados?
 PB7. When you buy avocados in bags do you prefer that they are ripe/ready to use, unripe, or no preference?



Who Eats Avocados

Avocados are eaten by everyone in the household.



Among those with kids



NEW

Base: California HH with 2+ people 2025 (n=403), Have kids under 18 (n=220)
Q39B. Who in your household eats avocados?



Desired Information About California Avocados

Avocado buyers continue to be most interested in learning about health benefits of California Avocados but are interested in a wide variety of topics.

Interest increased for both sustainability and information about growing and purchasing.

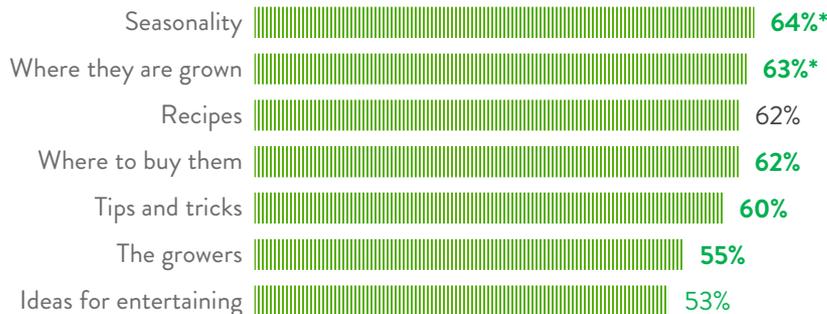
Extremely/very interested



Sustainability Related



Selection, Cooking, etc.



Percentages in green increased significantly vs 2024

* Significantly higher than both 2023 and 2024

** Added in 2025

Base: Total California 2025 (n=504)

QC4. If you could learn more about California Avocados, how interested would you be in information about each of the following?



Ad Awareness Total

Total ad awareness for California is on par with Mexico in the West, but unaided awareness continues to trail Mexico in all three regions.

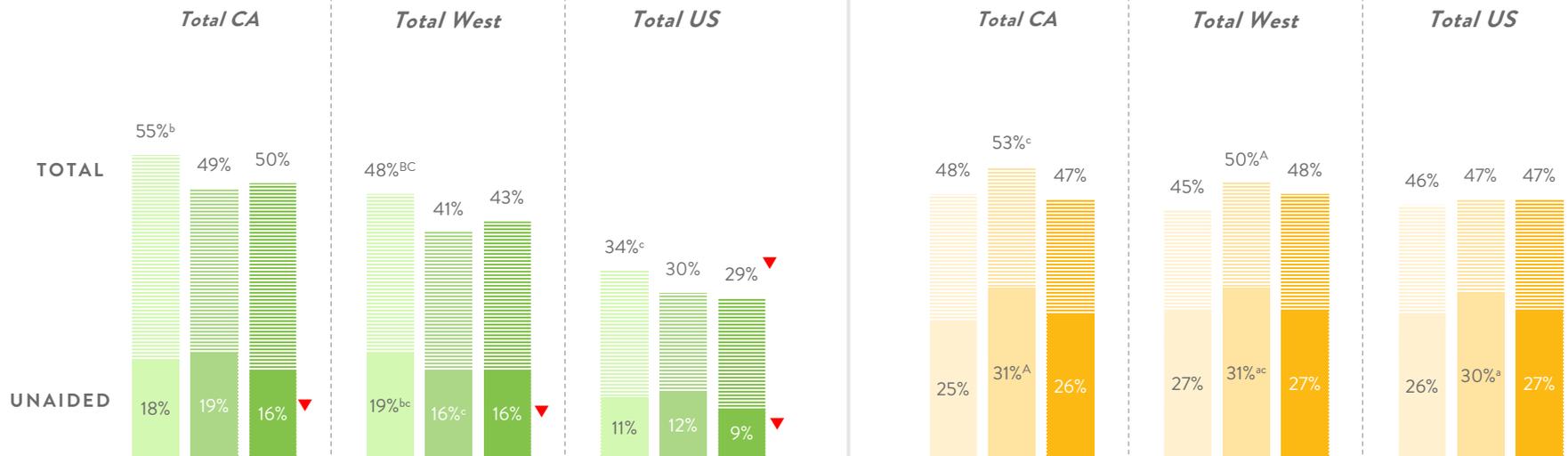


CALIFORNIA

2023 (A)
2024 (B)
2025 (C)



MEXICO



Base: Total CA 2023 (n=504), 2024 (n=500), 2025 (n=504), Total West 2023 (n=1012), 2024 (n=1005), 2025 (n=1013), Total US 2023 (n=504), 2024 (n=503), 2025 (n=500)

Q2. What avocados brand names or growing regions have you seen ads for in the past six months?

Q4. In the past 6 months have you seen or heard any advertising for avocados from the following brands or growing regions?

▼ California is significantly lower than Mexico 2025



Ad Awareness – Western States

Total ad awareness for California is once again comparable to Mexico in all Western states.

Unaided ad awareness remains lower for California than Mexico in Colorado and Utah.

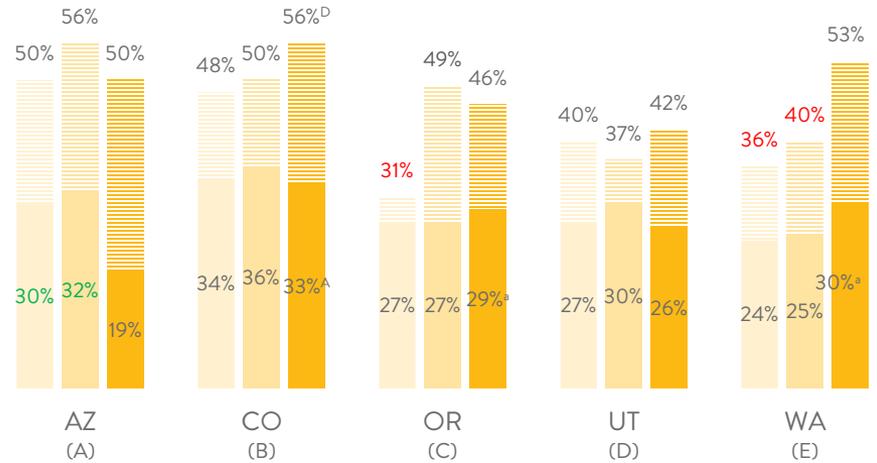
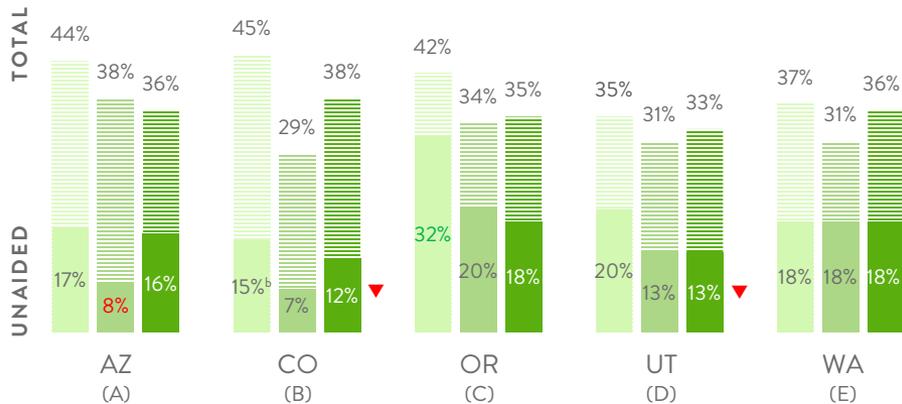


CALIFORNIA

2023
2024
2025



MEXICO



Base: 2023 AZ (n=103), CO (n=101), OR (n=101), UT (n=100), WA (n=103), 2024AZ (n=100), CO (n=100), OR (n=101), UT (n=103), WA (n=102), 2025AZ (n=106), CO (n=100), OR (n=101), UT (n=100), WA (n=102)

Q2. What avocados brand names or growing regions have you seen ads for in the past six months?

Q4. In the past 6 months have you seen or heard any advertising for avocados from the following brands or growing regions?

Stat testing between states shown for 2025 only
Green / Red percentages indicate significantly higher / lower than 2025

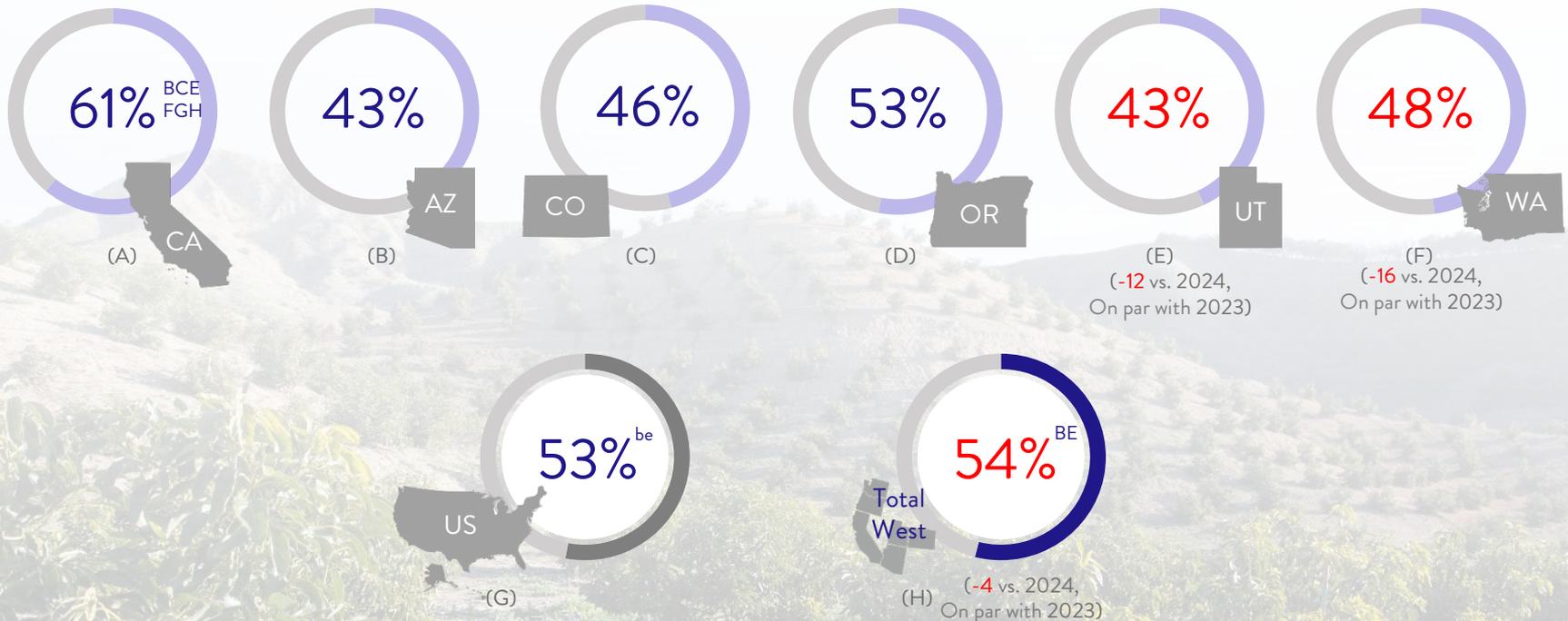
▼ California is significantly lower than Mexico 2025



Importance of US Grown

Importance of U.S. grown declined in Utah and Washington but returned to 2023 levels.

(% VERY / SOMEWHAT IMPORTANT)



Base: 2025 CA (n=504), AZ (n=106), CO (n=100), OR (n=101), UT (n=100), WA n=(102), Total US (n=500), Total West (n=1013)
 Q11. How important is it to you that the avocados you buy are grown in the United States?

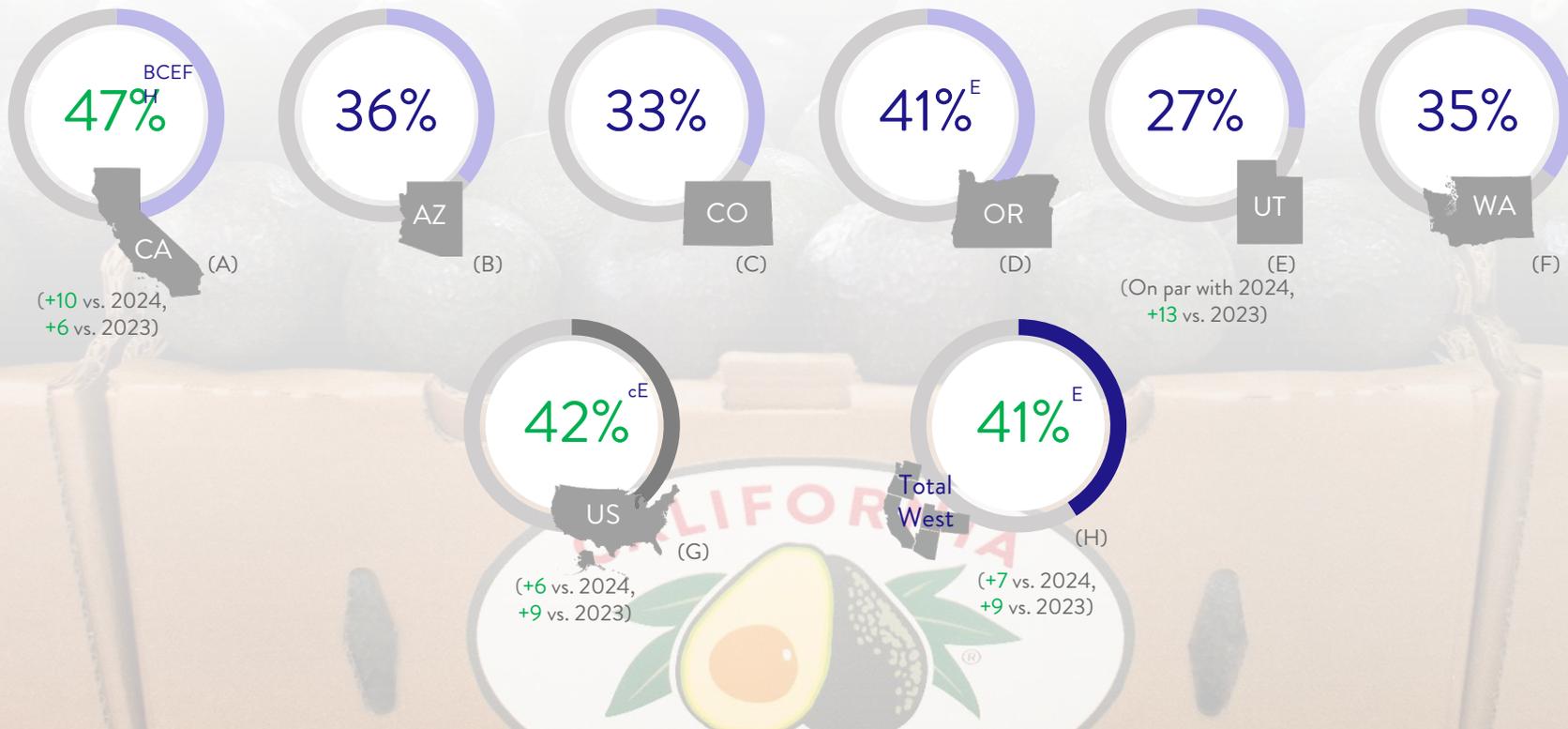
Red percentages indicate significantly lower than 2024



Region Checking

Checking for region remained stable in the Western states and increased in the total West (driven by CA) and total US. year.

Check Region (% YES)



Base: 2025 CA (n=504), AZ (n=106), CO (n=100), OR (n=101), UT (n=100), WA n=(102), Total US (n=500), Total West (n=1013)
 Q12. When buying avocados, do you normally check to see what country they are from?

Green percentages indicate significantly higher than 2024

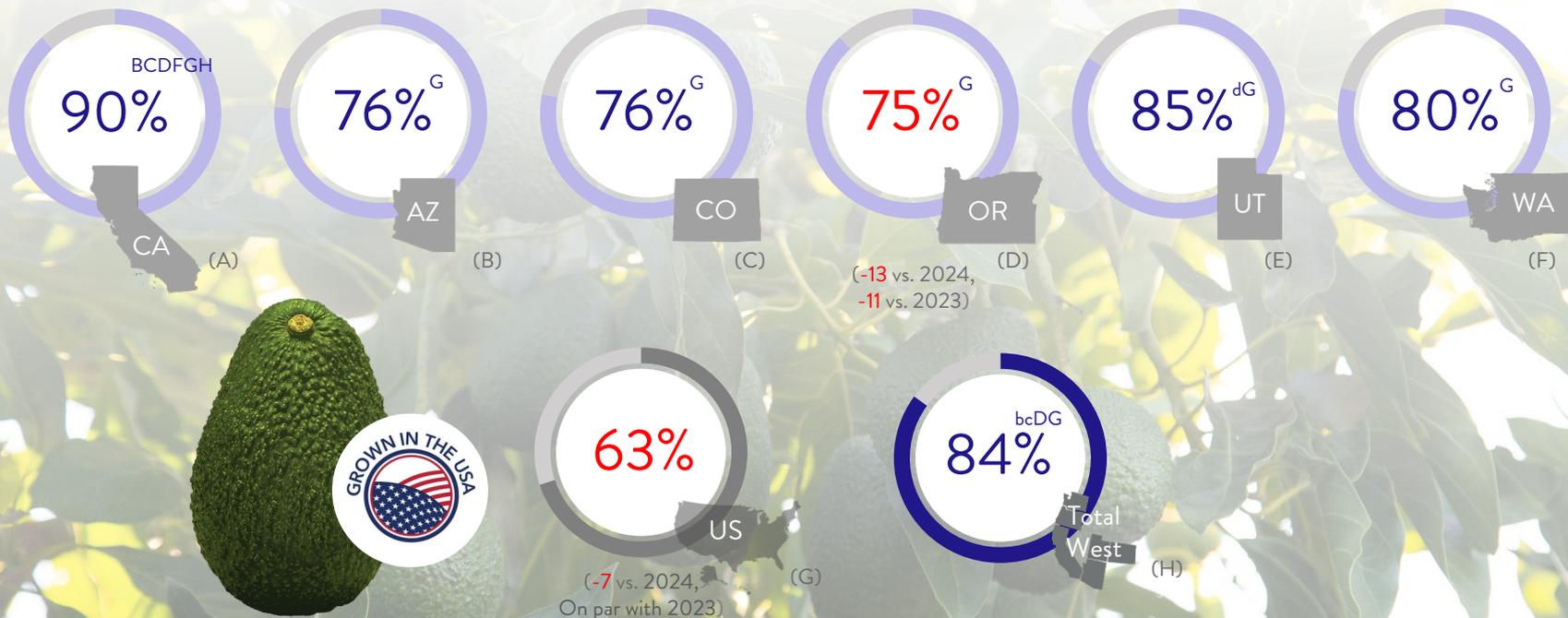


USA Sticker

Regardless of location, a USA sticker on an avocado continues to be interpreted as grown in California.

The association with California remains lower in the Total US than the Western states.

USA sticker means grown in California (% YES)



Note: In total US 12% say Florida

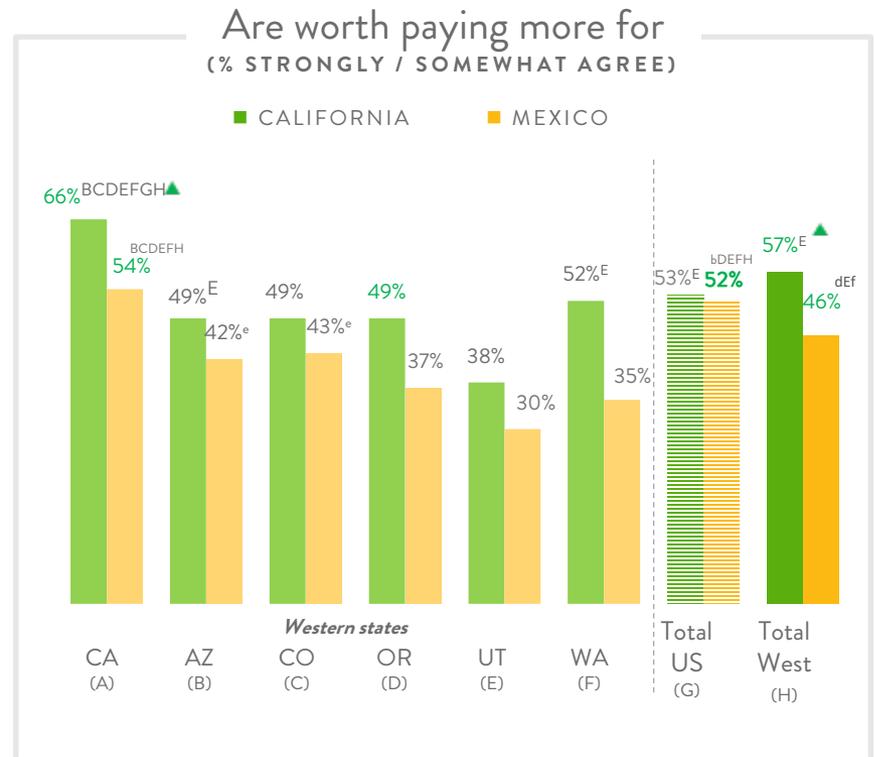
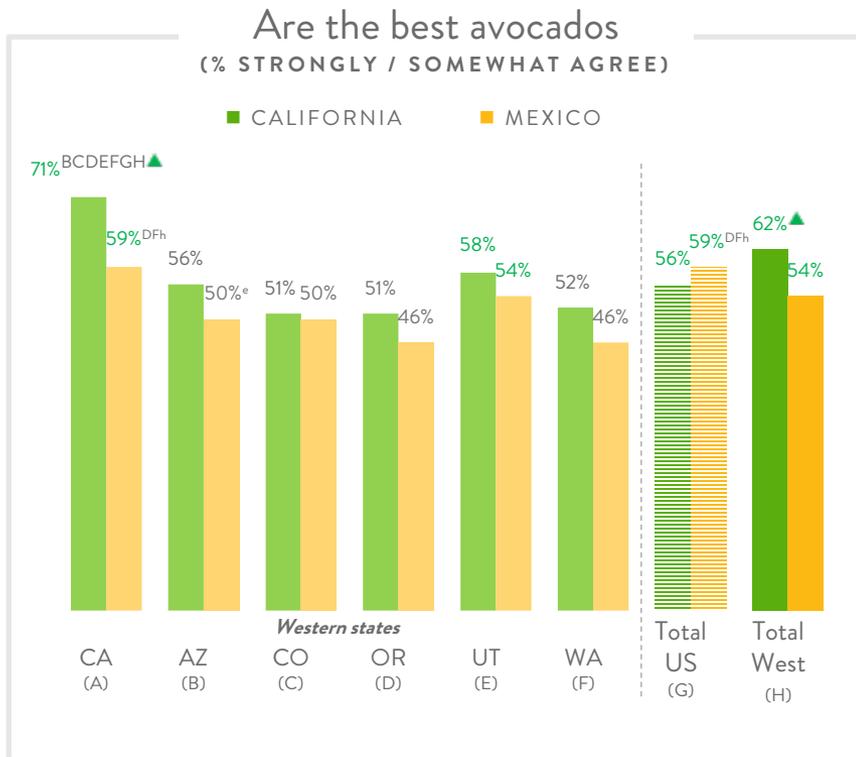
Base: 2025 CA (n=504), AZ (n=106), CO (n=100), OR (n=101), UT (n=100), WA (n=102), Total US (n=500), Total West (n=1013)
 Z1. If an avocado has a sticker that says "USA," in which of the following states do you assume it is most likely grown?

Red percentages indicate significantly lower than 2024



Product Perceptions

California Avocados continue to be viewed as “being the best” and “worth paying more for” in California and the Total West and on par with Mexico in the Total US and other Western states.



Base: 2025 CA (n=504), AZ (n=106), CO (n=100), OR (n=101), UT (n=100), WA (n=102), Total US (n=500), Total West (n=1013) QX1. Now we would like to think about [California Avocados/Avocados from Mexico]. How much do you agree or disagree that the statement describes [California Avocados/Avocados from Mexico]?

Green percentages indicate significantly higher than 2024
 ▲ California significantly higher than Mexico 2025



Region Preference

AMONG TOTAL US

<i>Among Total</i>	2023 (A)	2024 (B)	2025 (C)
California	28%	28%	26%
Mexico	31%	35%	32%
Florida	9%	9%	9%
Doesn't matter where they're grown	19%	17%	17%
Not sure	6%B	3%	6%B

<i>Among those with a preference</i>	2023 (A)	2024 (B)	2025 (C)
California	37%	35%	33%
Mexico	41%	43%	42%
Florida	12%	11%	11%

Base: Total U.S. 2023 n=504, 2024 n=503, 2025 n=500, Have a preference 2023 n=381, 2024 n=405, 2025 n=383
 Q9. If given a choice, which avocados would be your preference? Avocados grown in.... Please select only one.

All other regions 3% or less



Best Region

AMONG TOTAL US

	2023		2024		2025	
	California (A)	Mexico (B)	California (A)	Mexico (B)	California (A)	Mexico (B)
Has the best food safety practices	44%	10%	45%	12%	38% ^B	17%
Has the most fair labor practices	42%	9%	41%	11%	33% ^B	16%
Has the most environmentally friendly farming practices	35%	10%	40%	14%	31% ^B	20%
Has the freshest avocados	28%	26%	29%	30%	29%	29%
Are the most expensive avocados	32%	10%	34%	14%	29% ^B	18%
Are ethically sourced	28%	16%	32%	17%	26%	20%
Are most reliable when it comes to taste, texture and appearance	23%	30%	25%	32%	26%	34%
Has most premium quality avocados	29%	24%	25%	30%	25%	33%
Has the avocados that look most appetizing after being cut open	22%	25%	22%	31%	22%	31% ^A
Has avocados worth paying more for	22%	21%	23%	26%	22%	26%
Has the best tasting avocados	22%	32%	22%	34%	20%	33% ^A

Green / Red percentages indicate significantly higher / lower than 2025 California vs. Mexico stat tested for 2025 only

Base: Total U.S. Aware of Two or More Regions, 2023 n=319, 2024 n=345, 2025 n=301
 Q10. For each phrase below, please choose the region that most describes the phrase.



Importance of U.S. Grown

AMONG TOTAL US

	2023 (A)	2024 (B)	2025 (C)
Very/Somewhat Important (Net)	51%	53%	53%
Very Important	24%	22%	24%
Somewhat Important	27%	31%	29%
Neither important nor unimportant	25%	23%	22%
Not too important	12%	14%	13%
Not at all important	12%	10%	11%

Base: Total U.S. 2023 n=504, 2024 n=503, 2025 n=500

Q11. How important is it to you that the avocados you buy are grown in the United States?



Important Purchase Criteria

AMONG TOTAL US

<i>% Extremely/Very Important</i>	2023 (A)	2024 (B)	2025 (C)
They offer a uniquely delicious taste	63%	69% ^A	65%
Grown in safe environmental conditions	62%	69% ^{AC}	63%
They are in-season	62%	64%	62%
Ethically sourced	NA	55%	56%
They are grown by people I trust	46%	52% ^A	55% ^A
They are sustainably farmed	NA	55%	54%
They are grown by California farmers	44%	44%	48% ^b
They are grown on family farms	47%	47%	48%
They are grown in the US	46%	45%	46%
Locally grown	NA	44%	46%
They are grown in California	39%	41%	43%

Base: Total U.S. 2023 n=504, 2024 n=503, 2025 n=500

C1. How important are each of the following when purchasing avocados?



Frequency Seek Out In-Season Produce

AMONG TOTAL US

	2023 (A)	2024 (B)	2025 (C)
Always	22%	19%	20%
Frequently	38%	39%	42%
Occasionally	29%	31%	28%
Rarely	10%	9%	8%
Never	2%	1%	3% ^B

Base: Total U.S. 2023 n=504, 2024 n=503, 2025 n=500
 S1. How often do you seek out in-season produce?



Benefits of In-Season Produce

AMONG TOTAL US

In Season Produce Is... (% True)	2023 (A)	2024 (B)	2025 (C)
Fresher	86% ^c	89% ^c	83%
Better tasting	86% ^c	88% ^c	82%
Higher quality	80%	83%	80%
Richer in nutrients	67%	70%	68%
Better for the environment	57%	57%	61%
Less expensive	58%	57%	57%

Base: Total U.S. 2023 n=504, 2024 n=503, 2025 n=500

S2. Please indicate whether each of the following statements about in-season produce is true or false? In-season produce is...