



AGENDA

California Avocado Commission
Executive Committee Meeting

Meeting Information

Date: May 26, 2026

Time: 10:00 a.m.

Meeting Location:

The Huntington

Botanical Complex

Danner Conference Room

1151 Oxford Road

San Marino, CA 91108

Meeting materials will be posted online at least 24 hours prior to the meeting at:

<https://www.californiaavocadogrowers.com/commission/meeting-agendas-minutes>

Committee Member Attendance

Committee members, please contact April Aymami, aaymami@avocado.org or 949-341-1955, to confirm attendance no later than Friday, May 22, 2026.

Time	Item
10:00 a.m.	<ol style="list-style-type: none">1. Call to Order<ol style="list-style-type: none">a. Roll Call/Quorumb. Introductions2. Opportunity for Public Comment<p>Persons may address the Committee on subjects within the jurisdiction of the Committee.</p>3. Chair's Opening Remarks4. Approval of Executive Committee minutes of October 8, 20255. 2026-27 CAC Business Plan Updates6. 2026-27 CAC Assessment Rate & Budget7. Producer Threshold8. Grievance Procedures9. Organizational Updates
12:00 p.m.	<ol style="list-style-type: none">10. Adjourn Meeting

Disclosures

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

Committee members are responsible for determining whether they have a conflict of interest.

A member has a conflict of interest in a decision of the Committee if it is reasonably foreseeable that the decision will have a material effect, financial or otherwise, on the member or an immediate family member that is distinguishable from its effect on all persons subject to the Committee's jurisdiction.

No Committee member shall make, or participate in making, any decision in which they know or should know they have a conflict of interest.

No Committee member shall, in any way, use their position to influence any decision in which they know or should know they have a conflict of interest.

**CALIFORNIA AVOCADO COMMISSION
EXECUTIVE COMMITTEE MINUTES
October 8, 2025**

A meeting of the California Avocado Commission (CAC) Executive Committee was held on October 8, 2025 at 3:00 p.m. with the following people present:

MEMBERS PRESENT

Victor Araiza
Jason Cole
Maureen Cottingham
Ohannes Karaoghlanian
Rachael Laenen

STAFF PRESENT

April Aymami
Ken Melban

GUESTS PRESENT

None

OFFICIALLY PRESENT

Vickie Carpenter, *USDA*
Ben Kardokus, *CDFA*
George Soares, *Kahn, Soares & Conway*

Item #1 Call to Order

Roll Call/Quorum – Item 1.a.

Jason Cole, CAC Executive Committee chairman, called the meeting to order 3:02 p.m. and established a quorum.

Item #2 Opportunity for Public Comment

There was no public comment.

Item #3 Consent Calendar

Consider approval of Executive Committee meeting minutes of July 8, 2025 - Item 3.a

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

Motion:

***The Executive Committee approves the Consent Calendar, Item 3.a, as presented.
(Cottingham/Araiza) MSC Unanimous***

MOTION 25-10-8-1

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

Item #4 Closed Session

Closed session regarding the appointment, employment, evaluation of performance, or dismissal of an employee pursuant to California Government Code Section 11126(a)(1) – Item 4.a

The Committee may go into closed session to discuss and make recommendations regarding appointment, employment or dismissal of an employee – Item 4.a.i

Mr. Cole convened a Closed Session to discuss Item #4.a.i with members of the Executive Committee, George Soares and Ben Kardokus at 3:03 p.m. Mr. Melban joined the Closed Session at 4:00 p.m.

Item # 4.b Return to open session and announce action taken in closed session, if any

Mr. Cole reconvened Open Session at 4:55 p.m. and reported that the Executive Committee took no action during Closed Session.

ADJOURN MEETING

Mr. Cole adjourned the meeting at 4:55 p.m.

Respectfully submitted,

April Aymami, CAC Director of Industry Affairs and Operations

I certify that the above is a true statement of the minutes of the October 8, 2025, CAC Executive Committee, approved by the CAC Executive Committee on May 26, 2026.

John Berns, CAC Board Secretary

EXHIBITS ATTACHED TO THE PERMANENT COPY OF THESE MINUTES

- Exhibit A October 8, 2025 Executive Committee Packet
- Exhibit B October 8, 2025 Executive Committee Meeting AB 2720 Roll Call Vote Tally Summary

CALIFORNIA AVOCADO COMMISSION

Exhibit B

AB 2720 Roll Call Vote Tally Summary

To be attached to the Meeting Minutes

Meeting Name: <i>Executive Committee Meeting</i>	Meeting Location: <i>Hybrid – In-Person (Irvine) Online (Zoom)</i>	Meeting Date: <i>October 8, 2025</i>
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<i>Attendees Who Voted</i>	<i><u>MOTION</u></i> <i><u>25-10-8-1</u></i>
Victor Araiza	Yea
Jason Cole	Did not vote
Maureen Cottingham	Yea
Ohannes Karaoghlanian	Yea
Rachael Laenen	Yea
<i>Outcome</i>	Unanimous



2026-27 BUSINESS PLAN
Presented for Board Approval
MONTH DAY, 2026

STRATEGIC FRAMEWORK

Mission

To maximize California Avocado grower returns and enhance premium positioning through strategic marketing, advocacy and research.

Vision

To be a thriving California Avocado industry renowned for premium avocados.

Brand Positioning/Promise

Fresh to market California Avocados are locally and responsibly grown by farmers who nurture the land every step of the way.

2026-27 PLAN OVERVIEW

California Avocado growers face many challenges including increased competition from foreign fruit. In response, the California Avocado Commission refined its approach in early 2026 to increase retailer-focused marketing, including a greater percentage of the marketing budget, while continuing consumer and trade marketing, industry affairs and research.

The 2026-27 plan aims to support distribution of the crop with existing and new trade customers (retail and foodservice), while maintaining perceived value and preference for California avocados, to ultimately achieve a premium average F.O.B. price per pound.

The Commission's business plan includes advocating for and engaging with the industry, as well as supporting growers through research and outreach. The Commission will continue to cultivate organizational excellence and demonstrate effective use of resources.



MARKETING

Objectives

- Achieve a premium average price per pound that meets or exceeds the four-year historical F.O.B. price differential between California Avocados and imports
- Build and sustain trade commitments that support California Avocado volume, timing and market priorities
- Maintain or increase preference and perceived value with targeted consumers

Strategies

- Utilize data and strategic insights to shape trade and consumer targeting and programs
- Develop trade and consumer communications that differentiate California Avocados and create demand leading up to and throughout the season
- Create collaborative trade programs that reach avocado shoppers and patrons

Marketing Budget Summary	2025-26	% of Total Budget	2026-27
Retail	\$4,084,500	29.07%	\$A
Consumer Marketing	\$3,805,500	27.08%	\$B
Foodservice	\$650,000	4.63%	\$C
Marketing Support	\$905,000	6.44%	\$D
TOTAL MARKETING	\$9,445,000	67.22%	\$ Total

Retail

Build California Avocados' retail accessibility through a mix of retail promotions, retail advertising, and retail trade activities, supported with research and data analysis. Key tactics may include:

- Retail partnerships, promotions and merchandising
- Retail advertising (creative, media planning and buying, digital content, in-person events, administration, strategy and planning)
- Retail trade advertising and public relations (creative, media planning and buying, strategy, planning and reporting)
- Retail trade memberships and activations (associations, trade shows/industry events)
- Retail trade research and data analysis



Consumer

The Commission will implement an integrated consumer marketing program focused on maintaining California Avocado preference and perceived value among our bullseye target audience (super-heavy avocado consumers within the Western region). Key activities may include:

- Advertising (creative, media planning and buying)
- Public relations (earned and paid outreach, monitoring, influencer partnerships)
- Digital (website, email, social media)
- Administration, strategy, planning and reporting

Foodservice

Build California Avocados' foodservice accessibility through a mix of promotions, advertising, and trade activities, supported with research and data analysis. Key tactics may include:

- Operator partnerships and promotions (commercial partnerships, menu ideation and training, culinary education)
- Foodservice advertising (creative, media planning and buying, digital content, strategy, planning and reporting)
- Foodservice trade memberships and activations (associations, trade shows/industry events)
- Foodservice program administration, strategy, planning and reporting

Marketing Support

Support includes Marketing administration and activities that cross multiple channels, including:

- Stakeholder communications (*GreenSheet, From the Grove*)
- Export program
- Industry memberships
- Personnel



INDUSTRY AFFAIRS

Objective

- Strengthen the California Avocado industry's ability to compete in the US market

Strategies

- Establish and leverage relationships with governmental agency personnel, elected officials and other agricultural organizations
- Provide information on domestic and global avocado market forces
- Deliver a comprehensive communications and outreach program

Industry Affairs Budget Summary	2025-26	% of Total Budget	2026-27
Issues Management	\$859,500	6.21%	\$E
Industry statistics and information	\$123,000	.88%	\$F
Grower Communications and Outreach	\$277,075	1.97%	\$G
TOTAL INDUSTRY AFFAIRS	\$1,259,575	8.96%	\$ Total

Issues Management

Anticipate issues and prioritize resources in industry advocacy. Areas include:

- Regulatory, legislative and trade
- Water, technical and sustainability initiatives
- Research program coordination
- Industry coalition participation

Industry statistics and information

Disseminate industry crop and market data to aid in understanding domestic and global avocado supply, including:

- California inventory and shipment reporting
- California crop estimating and acreage surveys
- Global supply and production estimates

Grower Communications and Outreach

Utilize a variety of communication and outreach vehicles to inform the industry, including:

- Publications — *From the Grove* (magazine) and *GreenSheet* (newsletter/SMS messaging)
- Website — CaliforniaAvocadoGrowers.com
- Meetings, Seminars and Workshops — Annual meetings and district meetings
- Demonstration Grove — Pine Tree Ranch



RESEARCH

Objective

- Maximize California Avocado farm production of safe, high-quality fruit

Strategies

- Conduct research focused on practical solutions to grower-defined priorities
- Provide California Avocado growers the tools necessary for optimum productivity
- Educate California Avocado growers and industry stakeholders about research outcomes

Research Budget Summary	2025-26 Budget	% of Total Budget	Continuing Projects	2026-27 New Projects	Total 2026-27 Budget	% of Total Budget
Pest and Disease	\$552,108	3.93%	\$511,365	\$H	\$J	%
Cultural Practices	\$334,055	2.38%	\$138,564	\$I	\$K	%
TOTAL RESEARCH	\$886,163	6.31%	\$ 649,929	\$ Total	\$ Total	100%

Pest and Disease

Monitor pest and disease threats — both foreign and domestic — to California avocado production and ensure growers have the resources necessary to manage existing pests and diseases. Projects may include:

- Foreign pest surveys
- Pesticide resistance monitoring
- Control of avocado branch canker
- Monitor Phytophthora root rot populations for changes in fungicide efficacy
- Recording and enhancing pollinator activity in avocado groves

Cultural Practices

Provide growers with the tools and information necessary to grow avocados in California.

Projects may include:

- Understanding the effects of artificial pollination
- Soil salinity effects on avocado orchards
- Developing a weather station network to guide growers' irrigation decisions
- Improving irrigation management tools
- Monitor avocado rootstock responses to Phytophthora root rot



OPERATIONS

Objectives

- Ensure the Commission has the proper leadership, organizational structure and resources necessary to carry out its mission
- Uphold organizational compliance with governance requirements

Strategies

- Align financial resources with objectives and maintain a balanced budget
- Foster a culture of excellence among staff, board members and agencies
- Utilize appropriate professionals for financial audits, elections and legal affairs

Operations Budget Summary	2025-26	% of Total Budget	2026-27
Operations	\$501,646	3.57%	\$L
Governance and Legal	\$437,000	3.11%	\$M
Meeting and Commissioner Expenses	\$218,000	1.55%	\$N
Personnel	\$1,093,683	7.78%	\$O
TOTAL OPERATIONS	\$2,250,329	16.02%	\$ Total

Operations

Continual optimization of business activities including:

- Administrative, corporate insurance and travel expenses
- Accounting and information technology systems
- Banking, fixed assets and depreciation
- Training, recruitment and temporary staffing

Governance and Legal

Support the governance requirements of the Commission, which may include:

- Elections and referendum/redistricting (when required)
- Annual financial audits and CDFA/USDA compliance reviews
- Professional and legal services associated with Commission operations

Meeting and Commissioner Expenses

Meetings to conduct the regular business of the Commission, along with associated travel expenses, and Board designated contributions and sponsorships, including:

- Board and committee meetings
- Travel expenses (Board and committee members)
- District designated industry contributions
- Industry sponsorships (HAB BOLD program)

Personnel

Professional compensation and benefits including:

- Salaries
- Health benefits
- Retirement benefits

Historical Assessments Charged to CA Growers
1983/84 - 2025/26
(CAC and HAB)

Year	CAC Assess	Value	Volume	CAC Assess \$	CAC Assess LB	HAB Assess	Total Assess LB	Assess Avgs	Value Avgs	Volume Avgs	
2025-26	\$ 0.010	330,000,000	330,000,000	\$ 3,300,000.00	\$ 0.010	\$ 0.025	\$ 0.035	\$ 0.048	\$ 369,443,624.35	324,195,000	20YR Avg
2024-25	\$ 0.005	\$470,867,543	325,600,000	\$ 1,628,000.00	\$ 0.005	\$ 0.025	\$ 0.030	\$ 0.047	\$ 383,614,204.53	325,620,000	15YR Avg
2023-24	2.25%	\$523,817,252	363,600,000	\$ 11,785,888.17	\$ 0.032	\$ 0.025	\$ 0.057	\$ 0.049	\$ 388,862,800.30	294,390,000	10YR Avg
2022-23	1.50%	\$237,007,667	233,100,000	\$ 3,555,115.01	\$ 0.015	\$ 0.025	\$ 0.040	\$ 0.044	\$ 409,648,297.60	305,680,000	5YR Avg
2021-22	1.75%	\$486,549,026	276,100,000	\$ 8,514,607.96	\$ 0.031	\$ 0.025	\$ 0.056				
2020-21	1.75%	\$327,605,005	269,700,000	\$ 5,733,087.59	\$ 0.021	\$ 0.025	\$ 0.046				
2019-20	2.00%	\$411,490,578	375,500,000	\$ 8,229,811.56	\$ 0.022	\$ 0.025	\$ 0.047				
2018-19	2.30%	\$372,285,783	216,600,000	\$ 8,562,573.01	\$ 0.040	\$ 0.025	\$ 0.065				
2017-18	2.30%	\$383,129,253	337,800,000	\$ 8,811,972.82	\$ 0.026	\$ 0.025	\$ 0.051				
2016-17	2.30%	\$345,875,896	215,900,000	\$ 7,955,145.61	\$ 0.037	\$ 0.025	\$ 0.062				
2015-16	2.30%	\$412,332,493	401,400,000	\$ 9,483,647.34	\$ 0.024	\$ 0.025	\$ 0.049				
2014-15	2.30%	\$303,160,400	279,000,000	\$ 6,972,689.20	\$ 0.025	\$ 0.025	\$ 0.050				
2013-14	2.10%	\$333,216,563	297,500,000	\$ 6,997,547.82	\$ 0.024	\$ 0.025	\$ 0.049				
2012-13	1.75%	\$435,023,142	500,200,000	\$ 7,612,904.99	\$ 0.015	\$ 0.025	\$ 0.040				
2011-12	1.10%	\$381,852,467	462,300,000	\$ 4,200,377.14	\$ 0.009	\$ 0.025	\$ 0.034				
2010-11	1.60%	\$460,209,682	302,500,000	\$ 7,363,354.91	\$ 0.024	\$ 0.025	\$ 0.049				
2009-10	1.95%	\$402,770,893	534,500,000	\$ 7,854,032.41	\$ 0.015	\$ 0.025	\$ 0.040				
2008-09	2.62%	\$199,625,988	174,500,000	\$ 5,230,200.89	\$ 0.030	\$ 0.025	\$ 0.055				
2007-08	2.62%	\$327,141,689	328,800,000	\$ 8,571,112.25	\$ 0.026	\$ 0.025	\$ 0.051				
2006-07	2.15%	\$244,911,167	259,300,000	\$ 5,265,590.09	\$ 0.020	\$ 0.025	\$ 0.045				
2005-06	1.60%	\$341,175,673	600,900,000	\$ 5,458,810.77	\$ 0.009	\$ 0.025	\$ 0.034				
2004-05	1.60%	\$275,034,420	300,400,000	\$ 4,400,550.72	\$ 0.015	\$ 0.025	\$ 0.040				
2003-04	2.25%	\$379,846,520	431,800,000	\$ 8,546,546.70	\$ 0.020	\$ 0.025	\$ 0.045				
2002-03	1.75%	\$363,104,986	335,200,000	\$ 6,354,337.26	\$ 0.019	\$ 0.025	\$ 0.044				
2001-02	4.25%	\$357,785,350	399,700,000	\$ 15,205,877.38	\$ 0.038						
2000-01	3.75%	\$314,919,286	422,300,000	\$ 11,809,473.23	\$ 0.028						
1999-00	3.50%	\$339,443,632	321,100,000	\$ 11,880,527.12	\$ 0.037						
1998-99	4.00%	\$328,745,982	271,500,000	\$ 13,149,839.28	\$ 0.048						
1997-98	4.00%	\$261,126,590	304,900,000	\$ 10,445,063.60	\$ 0.034						
1996-97	4.00%	\$258,991,040	329,100,000	\$ 10,359,641.60	\$ 0.031						
1995-96	3.75%	\$235,225,728	340,400,000	\$ 8,820,964.80	\$ 0.026						
1994-95	3.50%	\$227,313,720	304,200,000	\$ 7,955,980.20	\$ 0.026						
1993-94	4.25%	\$251,086,521	271,000,000	\$ 10,671,177.14	\$ 0.039						
1992-93	5.25%	\$117,939,346	569,800,000	\$ 6,191,815.67	\$ 0.011						
1991-92	4.25%	\$182,596,792	310,900,000	\$ 7,760,363.66	\$ 0.025						
1990-91	3.00%	\$193,188,395	271,500,000	\$ 5,795,651.85	\$ 0.021						
1989-90	4.00%	\$237,547,848	207,900,000	\$ 9,501,913.92	\$ 0.046						
1988-89	4.50%	\$207,124,111	329,600,000	\$ 9,320,585.00	\$ 0.028						
1987-88	5.75%	\$203,796,649	358,100,000	\$ 11,718,307.32	\$ 0.033						
1986-87	5.75%	\$93,875,414	555,600,000	\$ 5,397,836.31	\$ 0.010						
1985-86	5.75%	\$162,095,058	319,200,000	\$ 9,320,465.84	\$ 0.029						
1984-85	5.50%	\$115,562,999	396,900,000	\$ 6,355,964.95	\$ 0.016						
1983-84	5.50%	\$91,102,869	492,500,000	\$ 5,010,657.80	\$ 0.010						

2016 vs 2025 CA Grower Demographics

Executive Committee Meeting
 May 26, 2026
 Agenda Item 7

2016 Lbs.	# of Growers	% of Growers	Total Lbs.	Avg. Lb. / Grower	% of Lbs.
>1,000,000	70	1.80%	158,439,983	2,263,428	39.19%
100,000-1,000,000	615	15.78%	183,991,160	299,173	45.51%
75,000-100,000	152	3.90%	13,120,669	86,320	3.25%
50,000-75,000	252	6.46%	15,510,541	61,550	3.84%
25,000-50,000	429	11.01%	15,294,785	35,652	3.78%
10,000-25,000	730	18.73%	12,012,443	16,455	2.97%
<10,000	1,650	42.33%	5,955,098	3,609	1.47%
Total	3,898	100%	404,324,679		100.00%

2025 Lbs.	# of Growers	% of Growers	Total Lbs.	Avg. Lb. / Grower	% of Lbs.
>1,000,000	68	2.34%	133,372,914	1,961,366	40.48%
100,000-1,000,000	490	16.87%	147,000,262	300,001	44.62%
75,000-100,000	119	4.10%	10,272,433	86,323	3.12%
50,000-75,000	197	6.78%	12,001,840	60,923	3.64%
25,000-50,000	379	13.05%	13,667,837	36,063	4.15%
10,000-25,000	550	18.94%	8,910,386	16,201	2.70%
<10,000	1,101	37.91%	4,246,252	3,857	1.29%
Total	2,904	100%	329,471,924		100.00%

2025 Lbs.	# of Growers	% of Growers	Total Lbs.	Avg. Lb. / Grower	% of Lbs.
>100,000	558	19%	280,373,176	502,461	85%
<100,000	2,346	81%	49,098,748	20,929	15%