



AGENDA

California Avocado Commission Marketing Committee Meeting

Meeting Information

Date: September 11, 2026

Time: 10:00 a.m.

Location: Hybrid Meeting

Physical Meeting Location:

**UC ANR South Coast Field Station
Main Building 103, Conference Room
7601 Irvine Blvd.
Irvine, CA, 92618**

Web/Teleconference URL:

<https://californiaavocado.zoom.us/j/81675443748?pwd=3BgKM2k96Z2OFHvbqIWa1rdl33Xd2d.1>

Conference Call Number: (669) 444-9171

Meeting ID: ID: 816 7544 3748

Passcode: 506756

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

<https://www.californiaavocadogrowers.com/commission/industry-calendar>

Committee Member Attendance

Committee members, please contact Zac Benedict at zbenedict@avocado.org to confirm attendance no later than Tuesday, September 8, 2026.

Time	Item
10:00 a.m.	1. Call to Order a. Roll Call/Quorum b. Introductions
	2. Opportunity for Public Comment Persons may address the Committee on subjects within the jurisdiction of the Commission.
	3. Approval of Marketing Committee minutes of August 11, 2026
	4. Crop Update
	5. 2026-27 Marketing Plan Highlights
11:00 a.m.	6. 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 Zac Benedict at 949-341-1955 via email at zbenedict@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 Zac Benedict at 949-341-1955 or via email at zbenedict@avocado.org if you have any questions.

Summary Definition of Conflict of Interest

Committee members are responsible to determine 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.



MARKETING COMMITTEE MEETING, September 11, 2026

COMMITTEE ACTION

ITEM 3: **Consider approval of Marketing Committee meeting minutes of August 11, 2026**

SUMMARY:

The minutes of the Marketing Committee meeting of August 11, 2026 are attached for the Committee's review and approval.

FISCAL ANALYSIS:

- Not applicable

COMMITTEE OPTIONS:

- Adopt minutes as presented
- Amend minutes
- Take no action

STAFF RECOMMENDATION:

- Approve minutes as presented

EXHIBITS / ATTACHMENTS:

- Minutes of the Marketing Committee meeting of August 11, 2026

**CALIFORNIA AVOCADO COMMISSION
MARKETING COMMITTEE MINUTES
August 11, 2026**

A meeting of the California Avocado Commission (CAC) Marketing Committee was held on August 11, 2026 at 1:00 p.m. with the following people present:

MEMBERS PRESENT

Doug O'Hara, *Chair*
Stephen Sheldon
Jessica Hunter
Peter Shore
Marty Ordman
Rachael Laenen, *CAC Chair Ex-officio*

STAFF PRESENT

April Aymami
Ken Melban
Zac Benedict
Alya Hijazi
Lori Small
Stacia Kierulff

GUESTS PRESENT

Danny Klittich
John Berns

OFFICIALLY PRESENT

Carolyn Becker, *CL Marketing LLC*

Item #1 Call to Order

Roll Call – Item 1.a.

Doug O'Hara, CAC Marketing Committee chair, called the meeting to order 1:01 p.m. and established a quorum.

Introductions – Item 1.b.

No introductions were made.

Item # 2 Opportunity for Public Comment

There were no public comments.

Item # 3 Approval of Marketing Committee minutes of May 13, 2026

Mr. O'Hara asked for a motion to approve the Marketing Committee meeting minutes of May 13, 2026 as included in the meeting materials.

Motion:

The Marketing Committee approves the May 13, 2026 meeting minutes as presented.

(Sheldon/Hunter) MSC Unanimous

MOTION 26-8-11-1

The May 13, 2026 Meeting Minutes are included in the August 2026 Marketing Committee Packet and are attached to the permanent copy of these Minutes and identified as EXHIBIT A, Item 3.

Item # 4 Crop Update

Ken Melban, CAC president, opened with a preliminary crop update for 2026—an estimated 375,000-425,000 pounds for the next season. Jessica Hunter, Stephen Sheldon and Peter Shore agreed with those numbers, with Mr. Shore claiming that there will be an expected increase in the southern growing regions by about five to six times more than 2025; Ms. Hunter said that San Diego County has about three to four times more fruit next season, with good sizes, humidity and a long bloom to contribute to the quality. She also hypothesized that more growers may pick early, possibly with momentum picking up between January and March, to accommodate the large volume. Mr. Shore claimed that Peru may have less fruit coming in because of the effects of El Nino.

Item # 5 2026-27 CAC Business Plan

Mr. Melban presented the 2026 Business Plan format built off an expected 400-million lbs. crop with a 1.5-cent assessment rate, with Zac Benedict, CAC marketing director, adding on to explain the budget breakdown by program: Consumer has been renamed to Brand, there is a larger Retail spend to replicate the spend from the 2025 retail reallocation and to increase trade advertising visibility, and a flex bucket was created to capitalize on opportunities such as large-scale volume movement promotions in place of a dedicated foodservice program. Based on a question by Mr. Sheldon, Mr. Benedict affirmed that CAC's retail marketing directors feel empowered with the proposed retail budget to strengthen their partnerships in 2026.

Item # 6 Marketing Update

Marketing Program Highlights – Item 6.a.

Mr. Benedict presented marketing activities and outcomes since the May Committee meeting. There were about 20 million completed views on television ads with an almost 100% completion rate, which is great for retailers, Mr. Benedict stated, since the ads included end-cap messaging to direct consumers to stores. Lori Small, senior marketing manager for CAC, presented on the content partnerships secured throughout the season and the influencer and retail activations for Sprouts, Stater Bros. and Erewhon. Ms. Small also showcased CAC's broadcast presence in key markets and the trade public relations efforts surrounding the tariff-rate quota, crop updates and more. Mr. Benedict then presented examples of some of the retail activations throughout the season, such as the Instacart pilot program and offerings such as bag straps, coupons and bin displays.

Mr. O'Hara asked if the data is category-wide. Mr. Benedict confirmed this but clarified that CAC works with retailers who are committed to supply California fruit during specific timeframes to align with California supply. Ms. Hunter asked about the bell curve on the number of promotions in the shoulder periods, with Mr. Melban stating that momentum picked up following the retail reallocation. Mr. O'Hara asked what happens if the Board doesn't approve of an increased assessment rate, and Mr. Melban said that Brand will need to take a hit.

Carolyn Becker, CAC retail marketing director, said the performance from this year sets the stage for preparations with retailers for next year, and there are still late-season promotions going on. Based on the information provided by April Aymami, CAC director of industry affairs and operations, about 90% of the crop has been picked. Mr. Shore claimed that there will be fruit through September or October.

ADJOURN MEETING

Mr. O'Hara adjourned the meeting at 2:10 p.m.

Respectfully submitted,

Alya Hijazi, CAC Marketing Coordinator

EXHIBITS ATTACHED TO THE PERMANENT COPY OF THESE MINUTES

Exhibit A August 2026 Marketing Committee Packet

Exhibit B August 11, 2026 Marketing Committee 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>Marketing Committee Meeting</i>	Meeting Location: <i>Hybrid Meeting In-person (Irvine) Online (Zoom)</i>	Meeting Date: <i>August 11, 2026</i>
--	--	--

Attendees Who Voted	<u><i>MOTION 26-8-11-1</i></u>
Doug O'Hara	Yea
Stephen Sheldon	Yea
Jessica Hunter	Yea
Peter Shore	Yea
Marty Ordman	Yea
Outcome	Unanimous