

**CALIFORNIA AVOCADO COMMISSION
EXECUTIVE COMMITTEE MINUTES
April 4, 2024**

A meeting of the California Avocado Commission (CAC) Executive Committee was held on April 4, 2024 at 10:00 a.m. with the following people present:

MEMBERS PRESENT

Jason Cole
Maureen Cottingham
Rachael Laenen
Daryn Miller

STAFF PRESENT

April Aymami
Ken Melban
Terry Splane

GUESTS PRESENT

Will Carleton
Rob Grether
Robert Jackson

OFFICIALLY PRESENT

Vickie Carpenter, *USDA*
Ben Kardokus, *CDFA*

ITEM #1 CALL TO ORDER

Roll Call/Quorum – Item 1.a.

Jason Cole, CAC Executive Committee chairman, called the meeting to order 10:01 a.m. and established a quorum.

Introductions – Item 1.b.

Mr. Cole announced the California Department of Food and Agriculture (CDFA) and US Department of Agriculture (USDA) representatives, CAC staff and known guests participating in the meeting.

ITEM # 2 OPPORTUNITY FOR PUBLIC COMMENT

There was no public comment.

ITEM # 3 CONSENT CALENDAR

Consider approval of Executive Committee meeting minutes of January 9, 2024 and February 16, 2024 - 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.
(Laenen/Miller) MSC Unanimous***

MOTION 24-04-04-1

The *Consent Calendar* is included in the April 2024 Executive Committee Packet and is attached to the permanent copy of these Minutes and identified as EXHIBIT A, Item 3.a.

ITEM # 4 CHAIRMAN'S REPORT

Mr. Cole reported that he and Ken Melban, CAC vice president of industry affairs and operations, had attended the Avocado Growers of California meeting at the end of March. He noted that attendees were split between those looking for cultural advice and those seeking an outlet to discuss the economic viability of their operations and the industry. Mr. Cole said he would be speaking with AGC Chairman Dan Coxe in an effort to find common ground amongst the two organizations on how best to support California growers.

ITEM # 5 UPDATE ON THE OVERALL ADMINISTRATION OF THE COMMISSION

Mr. Melban reported that CAC had recently received a decision from USDA that the GEM variety would not be removed from the fruit fly host list. He noted that while CAC had provided research to support the position that GEM was not a viable host, further research would be required to provide USDA with the necessary scientific data to remove GEM as a host.

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Mr. Melban provided an update on industry activities, including a reverse trade mission occurring April 8 through April 11, 2024, where CAC would tour buyers from South Korea and China through California avocado groves and packing facilities. He also noted that a grower field day was scheduled for June 5 at Pine Tree Ranch, with topics and speakers still to be finalized.

Terry Spane, CAC vice president of marketing, provided an overview of the marketing portion of the upcoming Annual Meeting presentations, which would include an explanation of how CAC had adjusted to the current year's 30% budget cuts in marketing and a look at the new "what's inside a California avocado" marketing campaign. He also noted that Lori Small, CAC marketing manager, would provide a report on season opener activity in the southern region where CAC took influencers out to California avocado groves and brought growers into Gelson's to meet directly with consumers.

Mr. Cole asked for input from the Executive Committee on topics they would like to see discussed at the Annual Meetings. Suggestions were made to include updates on industry activities that may be specific to each region, a look at total US volume projections to assist growers in planning their harvest timing (and providing information on where growers can find this information directly), and a review of the CAC financials which led to the current Commission structure and budget.

Rob Grether, CAC board member, asked if any pre-work or surveys would be conducted prior to the June Board planning meetings, to which it was confirmed that an industry survey had been included with the Annual Meeting postcard and sent through the GreenSheet email newsletter. Mr. Cole noted that while this survey information will help inform the Board about priorities for the future, the main purpose of the June planning meeting was not designed for strategic planning of Commission programs, but rather to review recommendations from the Governance Committee on the Commission Board, grower and assessment structure.

ITEM #6 CLOSED SESSION REGARDING PENDING AND/OR ONGOING LITIGATION PURSUANT TO CALIFORNIA GOVERNMENT CODE SECTION 11126(E)

ITEM #7 RETURN TO OPEN SESSION AND ANNOUNCE ACTION TAKEN IN CLOSED SESSION, IF ANY

Mr. Cole stated that it was not necessary for the Executive Committee to convene a Closed Session.

ADJOURN MEETING

Mr. Cole adjourned the meeting at 10:45 a.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 April 4, 2024, CAC Executive Committee, approved by the CAC Executive Committee on XXXXXX, 2024.

Daryn Miller, CAC Board Secretary

EXHIBITS ATTACHED TO THE PERMANENT COPY OF THESE MINUTES

Exhibit A April 4, 2024 Executive Committee Packet

Exhibit B April 4, 2024 Executive 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>Executive Committee Meeting</i>	Meeting Location: <i>Hybrid - In-Person (Oxnard)/Online (Zoom)</i>	Meeting Date: <i>April 4, 2024</i>
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<i>Attendees Who Voted</i>	<i><u>MOTION</u></i> <i><u>24-04-04-1</u></i>
Jason Cole	Did not vote
Maureen Cottingham	Yea
Rachael Laenen	Yea
Daryn Miller	Yea
<i>Outcome</i>	Unanimous