

CALIFORNIA AVOCADO COMMISSION MARKETING ADVISORY COMMITTEE MINUTES

December 3, 2009

A meeting of the Marketing Advisory Committee was held on Thursday, December 3, 2009 in the California Avocado Commission (CAC) offices in Irvine, California with the following people present:

MEMBERS PRESENT

Avi Crane
Ben Holtz
Bob Lucy
Steve Taft
Phil Henry
Ross Wileman
Bob Witt

OFFICIALLY PRESENT

Doug Koegeboehn
Catherine Sosa

GUESTS

STAFF

Jan DeLyser
Dave Howald
Dave Cruz

MEMBERS ABSENT

Dana Thomas
Rankin McDaniel
Rob Wedin

ROLL CALL/QUORUM

The Marketing Advisory Committee (MAC) meeting was called to order at 12:05 p.m. by Chairman Lucy with a quorum present.

DISCUSSIONS

Review September Minutes

The Committee approved the following minutes:

MOTION: The Marketing Advisory Committee approves the September 16, 2009 minutes as presented (Taft/Wileman) MSC

2009 and 2010 Crop Forecast Update

The Committee discussed crop volume and timing for 2010. Utilizing the CAC projected volume and timing chart, there was a consensus on the volume range of 450 – 500 million pounds. There was discussion that the early volume on the chart might be too high and that the volume projections for the June through October timeframe are on the low side. The CAC crop team will be updating the projection with input from the field in the coming weeks and will be made aware of the Committee's input. The quarantines in Fallbrook and Escondido could have impact on volume from the quarantined acreage on the front end of the season. CAC will review the volume timing for the 1987, 1993 and 2006 crops for historical reference. The committee will continue to monitor volume and timing to insure CAC's marketing dollars have a maximum impact. At this time, the committee input was that May through September will feature peak volume of California fruit.

Consumer Advertising Media Presentation

Ms. Sosa and Mr. Koegeboehn, DGWB Advertising presented the proposed media plan for 2010. They discussed CAC's target consumer and the integrated media plan designed to deliver California Avocado messaging to them throughout the day across multiple media platforms. The plan (presentation attached) includes Core Market Radio, In-store advertising via grocery carts and in-store broadcast networks, Out-of-home with outdoor billboards and fitness center ads, National and Regional magazines and Online epicurean outreach featuring placement on key recipe sites and social networking. Timing was discussed and CAC will investigate adding a flight of radio in California during the May through September period and moving the Texas/Denver market radio to focus on July through August. Ms. DeLyser presented an overview of the CAC marketing programs including online, public relations, foodservice and retail.

Dashboard for Key Performance Indicators

Ms. DeLyser presented the Dashboard stating that it's a tool that CAC will use to update the Board on performance measurements. Committee input will be incorporated to include a measurement on advertising activity, as well as comparisons to prior year and/or period where possible.

2010 CAC Retail Support Menu

The Retail Support Menu was distributed for review and input. The Menu provides the merchandising team the opportunity to discuss CAC's support programs with retailers and confirm their areas of interest in promotion, merchandising materials, consumer research and avocado retail performance data.

New Business

Ms. DeLyser expressed CAC's interest in "branding" the California Avocados in bags with the *Hand Grown in California* logo. She will research the strap that would have information on California with the logo; the material would be funded by CAC and provided to handlers. She also discussed the feasibility of CAC providing an insert for use in the boxes designed to inform retail personnel about California Avocados. Based on input from the committee this concept will not be pursued at this time.

Schedule Next Meeting

A date was not set for the next meeting; a notice will be sent in advance of the meeting.

ADJOURN

With no further business to discuss, the meeting was adjourned at 2:10 p.m.

Submitted by:



Jan DeLyser, CAC Staff