

CALIFORNIA AVOCADO COMMISSION MARKETING ADVISORY COMMITTEE MINUTES

November 18, 2010

A Marketing Advisory Committee meeting was held on Thursday, November 18, 2010 at the California Avocado Commission (CAC) offices in Irvine, California with the following people present:

MEMBERS PRESENT

Ben Holtz
Bob Lucy
Steve Taft
Ross Wileman
Bob Witt

MEMBERS ABSENT

Phil Henry
Rankin McDaniel
Dana Thomas
Rob Wedin

OFFICIALLY PRESENT

Doug Koegeboehn
Catherine Sosa
Mark Weinfeld

STAFF

Tom Bellamore
Dave Cruz
Jan DeLyser
Jonathan Dixon
Angie Hanson
Dave Howald

GUESTS

Scott Bauwens
Wayne Brydon
Chris Henry
Ohannes Karaoghlanian
James McCormac
Steven Muro
Jose Luis Obregon
Doug O'Hara
Maureen Pello
Bob Schaar
Shane Tucker
Charley Wolk

ROLL CALL/QUORUM

The Marketing Advisory Committee (MAC) meeting was called to order at 1:05 p.m. by Chairman Lucy.

DISCUSSIONS

Review September Minutes

The Committee approved the September 24th meeting minutes, (Taft/Wileman) MSC Unanimous.

2009-10 Marketing Program Performance

The Marketing Dashboard featuring key marketing performance indicators through October 31 was distributed; there were no questions.

Crop Discussion

The CAC estimate is for 275 million pounds with 15 million pounds carried in from the 2009-10 crop year. Discussion centered around 250 million pounds as the projected estimate for 2010-11 with key opportunity for CAC marketing investment from March through August carrying into Labor Day. Committee members discussed possible impact of the weaker dollar on shipments from Mexico, Chile and other offshore producers.

2010-11 Marketing Program Overview

Preliminary plans for media and markets were discussed. Committee members attended the Avocado Consumer Tracking Study Presentation during the CAC Board Meeting and discussed Core Market Strategies, the Texas market and key account opportunities. DGWB presented a sponsorship opportunity with America's Test Kitchen.

An overview of the Consumer Public Relations and Nutrition Communications program featuring artisan chefs in key markets and alignment with health and nutrition spokespersons was presented.

Foodservice and Retail key account targets were discussed and will be revisited in future meetings with handlers. It was suggested that CAC work closely with individual accounts to make sure POS materials align with their policies.

Committee members were asked to provide specific export opportunities to Tom Bellamore as part of CAC's commitment to explore export potential for California Avocados.

GAP Program Update

The next meeting of CAC's GAP Committee will be held at the Commission's office in Irvine on December 8th to review the revised draft of the California Avocado GAP Manual.

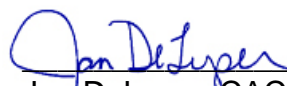
Opportunity for Public Comment

Ben Holtz asked about the return on investment from retail demos, referencing a recent invoice for Costco demos. Committee members offered assurance that the demos with Costco are a solid business strategy conducted in support of a key account for California Avocados.

ADJOURN

With no further business to discuss, the meeting was adjourned at 2:05 p.m.

Submitted by:



Jan DeLyser, CAC Staff