



July 1, 2011

TO: Marketing Advisory Committee

cc: Charley Wolk, Tom Bellamore, Jan DeLyser, Aria Lukman, Jonathan Dixon, Ken Melban

A teleconference meeting for the California Avocado Commission Marketing Advisory Committee has been scheduled.

When: Tuesday, July 12, 2011  
11:00 a.m. – 11:30 a.m.\*

Any member of the public may join the conference call by going to any of the following locations:

- Del Rey Avocado: 1260 South Main Street, Fallbrook, CA 92028
- West Pak Avocado (sales office): 1 Ridge Gate Drive, Temecula, CA 92590
- Eco Farms: 28790 Las Haciendas Street, Temecula, CA. 92590
- Henry Avocado: 2355 East Lincoln, Escondido, CA 92027
- Giumarra of Escondido: 15651 Old Pasqual Road, Escondido, CA. 92027
- Calavo Growers: 1141-A Cummings Road, Santa Paula, CA 93060
- Cal Pacific Growers: 1320 E. Olympic Blvd., #215, Los Angeles, CA 90021

Enclosed please find the agenda for the upcoming conference call. If you have any questions, please feel free to contact me at the number below.

Sincerely,

*Bob Lucy*

Committee Chairman, Bob Lucy  
Del Rey Avocado  
(760) 728-8325

Enclosure

\*Scheduled Adjournment. However, timing varies and meeting time can run over schedule in order to complete all agenda items.



## CALIFORNIA AVOCADO COMMISSION MARKETING ADVISORY COMMITTEE

### TELECONFERENCE MEETING

Tuesday, July 12, 2011  
11:00 a.m. – 11:30 a.m.

### MEETING AGENDA

**CAC Marketing Advisory Committee: Chairman Bob Lucy, Phil Henry, Chris Henry, Ben Holtz, Jamie Johnson, Doug Meyer, Joanne Robles, Steve Taft, Dana Thomas, Shane Tucker, Rob Wedin, Ross Wileman, Bob Witt**

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**11:00 a.m. CALL TO ORDER**

- Roll Call
- Establish Quorum
- Approve May Minutes

**11:05 a.m. DISCUSSIONS**

- Crop Projection Update/Timing
- Media and Markets Update

**11:25 a.m. OPPORTUNITY FOR PUBLIC COMMENT**

Any person may address the Board at this time on any subject within the jurisdiction of the California Avocado Commission

**11:30 a.m. ADJOURN\***

\* The times listed for each agenda item are estimated and subject to change. It is possible that some of the agenda items may not be able to be discussed prior to adjournment. Consequently, those items will be rescheduled to appear on a subsequent agenda. All meetings of the California Avocado 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 more information, or to make a request regarding a disability-related modification or accommodation for the meeting, please contact April Aymami at 1-800-344-4333, California Avocado Commission, 12 Mauchly, Suite L, Irvine, CA 92618, or via email at [aymami@avocado.org](mailto:aymami@avocado.org). Requests for disability-related modification or accommodation for the meeting should be made at least 48 hours prior to the meeting time. For individuals with sensory disabilities, this document is available in Braille, large print, audiocassette or computer disk. This meeting schedule notice and agenda is available on the internet at <http://www.californiaavocadogrowers.com/upcoming-meetings-events/> and <http://it.cdfa.ca.gov/igov/postings/detail.aspx?type=Notices>.

If you have questions on the above agenda, please contact Jan DeLyser at 1-800-344-4333.