



AGENDA

MARKETING ADVISORY COMMITTEE MEETING CALIFORNIA AVOCADO COMMISSION

CAC Board Room
12 Mauchly, Suite L
Irvine, CA 92618

Thursday, November 18, 2010
1:30 p.m.

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- 1:30 p.m. 1. **CALL TO ORDER**
A. Roll Call / Establish Quorum
- 1:35 p.m. 2. **CONSIDER APPROVAL OF MINUTES OF SEPTEMBER 24, 2010 MARKETING
ADVISORY COMMITTEE MEETING**
- 1:40 p.m. 3. **2010 MARKETING PROGRAM PERFORMANCE**
A. Dashboard Report through October 31, 2010
- 1:50 p.m. 4. **CROP DISCUSSION**
A. Volume and Timing
- 2:00 p.m. 5. **2010-11 MARKETING PROGRAM OVERVIEW**
A. Consumer Advertising Creative and Media
B. Consumer Public Relations and Nutrition Communications
C. Foodservice and Retail Promotions
- 2:30 p.m. 6. **GAP PROJECT UPDATE**
- 2:35 p.m. 7. **OPPORTUNITY FOR PUBLIC COMMENT**

Any person may address the Committee at this time upon any subject not identified on this Agenda but within the jurisdiction of the California Avocado Commission; however, any matter that requires action will be referred to staff for a report and action at a subsequent Committee or Board meeting. As to matters on the Agenda, an opportunity will be given to address the Committee when the matter is considered.

2:40 p.m. **ADJOURN MEETING**

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 aaymami@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 Aria Lukman at alukman@avocado.org or 1-800-344-4333.