



# AGENDA

## REGULAR MEETING BOARD OF DIRECTORS CALIFORNIA AVOCADO COMMISSION

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

**Thursday, August 19, 2010**  
**9:00 a.m.**

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- 9:00 a.m.**      **1. CALL TO ORDER**  
A. Roll Call / Establish Quorum  
B. Introductions

**9:05 a.m.**      **2. CONSENT CALENDAR**

Consent Calendar items are expected to be routine and non-controversial, to be acted upon by the Board of Directors at one time without discussion. If any Board member, staff member, or interested person requests that an item be removed from the Consent Calendar, it shall be removed so that it may be acted upon separately.

- A. Consider Approval of Board of Director's Meeting Minutes of June 17, 2010

- 9:10 a.m.**      **3. TREASURER'S REPORT**  
A. Finance Committee Report / 2009-10 Financial and Crop Update  
B. 2010-11 Budget and Assessment Rate  
C. Opening of a New Investment Account

- 9:40 a.m.**      **4. 2010-11 PLANNING**  
A. Consumer Trends Presentation  
B. Strategy 2020

- 10:40 a.m.**      **5. CHAIRMAN'S REPORT**  
A. Report on USDA-AMS Proposed Procedures for Importer Association Membership  
B. Report on CAC-HAB Program Implementation Contract

- 11:00 a.m.**      **6. PRESIDENT'S REPORT**  
A. 2010 General Election Update  
B. Multi-year Avocado Acreage Evaluation  
C. Report on As-Built Office Improvements  
D. Comments on Docket No. APHIS-2008-0060, Hass Avocados From Mexico  
E. Report on Water Issues  
F. 2010-11 Redistricting Process  
G. Report on GAP Project  
H. USTR Request for Proposals to Accelerate Tariff Elimination for Chile

**12:00 p.m.**      **ADJOURN FOR LUNCH**

- 12:45 p.m.**      **7. RESEARCH REPORT**  
A. Recommendations on 2010-11 Research Proposals  
B. Long-term R&D Strategy

2:45 p.m.      8. **HASS AVOCADO BOARD REPORT**  
A. Status of Fall Promotions

2:50 p.m.      9. **OPPORTUNITY FOR PUBLIC COMMENT**

Any person may address the Board 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 Board when the matter is considered.

3:00 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](mailto: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://growers.avocado.org/growers/calendars.php> and <http://it.cdfa.ca.gov/igov/postings/detail.aspx?type=Notices>.

If you have questions on the above agenda, please contact April Aymami at [aaymami@avocado.org](mailto:aaymami@avocado.org) or 1-800-344-4333.

#### **SUMMARY DEFINITION OF CONFLICT OF INTEREST**

It is each member's and alternate's responsibility to determine whether they have a conflict of interest and whether they should excuse themselves from a particular discussion or vote during a meeting. To assist you in this evaluation, the following ***Summary Definition of Conflict of Interest*** may be helpful.

A Commission *member or employee* has a conflict of interest in a decision of the Commission if it is reasonably foreseeable that the decision will have a material effect, financial or otherwise, on the member or employee or a member of his or her immediate family that is distinguishable from its effect on all persons subject to the Commission's jurisdiction.

No Commission member or employee shall make, or participate in making, any decision in which he or she knows or should know he or she has a conflict of interest.

No Commission member or employee shall, in any way, use his or her position to influence any decision in which he or she knows or should know he or she has a conflict of interest.