

# CALIFORNIA AVOCADO COMMISSION MARKETING ADVISORY COMMITTEE MINUTES

July 12, 2011

A meeting of the Marketing Advisory Committee was held on Tuesday, July 12, 2011 via teleconference with the following present:

## **MEMBERS PRESENT**

Bob Lucy  
Chris Henry  
Phil Henry  
Doug Meyer  
Steve Taft  
Rob Wedin  
Bob Witt

## **STAFF**

Tom Bellamore  
Jan DeLyser

## **GUESTS**

Charley Wolk  
Wayne Brydon

## **MEMBERS ABSENT**

Ben Holtz  
Jamie Johnson  
Joanne Robles  
Dana Thomas  
Shane Tucker  
Ross Wileman

## **ROLL CALL/QUORUM**

The Marketing Advisory Committee (MAC) meeting was called to order at 11:05 p.m. by Committee Chairman, Bob Lucy, with a quorum present.

## **DISCUSSIONS**

### **Review May Minutes**

The Committee approved the May 26, 2011 minutes as presented (Witt/Wedin) MSC. Unanimous.

### **Crop Forecast and Timing**

Chairman Lucy asked the committee for input on supply beginning with an update on the Chilean crop after this week's freeze. General consensus was an impact to approximately 5 – 10 percent of the crop and mostly impacting the weaker trees and areas affected by drought conditions. The Comite de Paltas was scheduled to meet later in the day and updates were expected to follow that meeting. Chilean arrivals were projected to pick up around the last week of August. Committee members discussed Peru stating that the situation is status quo regarding their ability to ship to the U.S. After lengthy discussion regarding the California crop the Committee agreed with the shipment information provided by Wayne Brydon indicating 167 million pounds of Hass harvest through Monday, July 11<sup>th</sup> with 72 million pounds of Hass remaining. Mexico volume projections were not mentioned; promotional plans for later in the fall were referenced.

### **Media and Markets Update**

The Committee then discussed media, markets and timing. Jan DeLyser, Vice President Marketing reported that the last flight of General Market Radio (radio spots with retail tags in Los Angeles, San Francisco, San Diego, Sacramento) is scheduled to run July 25<sup>th</sup> – August 7<sup>th</sup> and in Seattle, Portland, Phoenix and Salt Lake City the last week is July 25<sup>th</sup>. The last flight of in-store radio runs from August 8<sup>th</sup> – August 21<sup>st</sup>, in-store

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banner ads will be up through the middle of August and the online banner ads are scheduled from July 25<sup>th</sup> into September.

The Committee requested the cost to extend the last CAC radio flight (weeks of July 25<sup>th</sup> and August 1<sup>st</sup>) by one week, for the purpose of maintaining strength in the market and the current premium pricing. It was suggested that it would signal a strong show of support to the retailers who have stayed the course featuring California Avocados this season, while protecting California Avocado premium position through the end of the season as imports begin to build in mid-to-late August. Jan DeLyser, Vice President Marketing, reported the cost in all advertised markets except Denver is approximately \$222,000.00. She stated there is approximately \$50,000 in unspent funds in the media budget and CAC has \$200,000 in the media budget on hold for the Hass Avocado Board Fall Promotion.

The committee moved to extend the general market radio advertising in Los Angeles, San Francisco, San Diego and Sacramento through August 8<sup>th</sup>, and in Seattle, Portland, Phoenix and Salt Lake City through the week of August 1<sup>st</sup> (Wedin/Witt) MSC  
Unanimous.

The marketing team will do a full review of available dollars and present options for funding the Hass Avocado Board promotion at CAC's Board Meeting on August 18<sup>th</sup>.

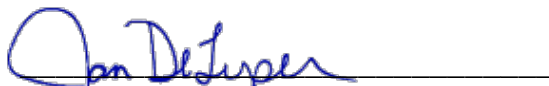
New Business

CAC's crop projection process was discussed and there were questions about crop forecasting from other sources of avocados shipping into the U.S. The Committee would like more information in advance of the meeting with sources of information identified and timing of the updated information.

August 18<sup>th</sup> had tentatively been set as a meeting date for the Marketing Advisory Committee. That meeting has been cancelled. The date of the next MAC meeting, to be held in September or October will be sent out in the next couple of weeks. The Commission will offer the Trends Presentation via webinar to the AMRIC Handlers management and sales teams on August 17<sup>th</sup>.

**ADJOURN**

With no further business to discuss, the meeting was adjourned at 12:50 p.m.  
Submitted by:

  
Jan DeLyser, CAC Staff