



January 8, 2024

Chairperson Jason Cole
California Avocado Commission
12 Mauchly, Suite L
Irvine, CA 92618

RE: Hass Avocado Board Referendum

Dear Chairperson, Cole,

Avocado Growers of California, Inc. (AGC), representing 186+ members, is a non-profit member benefit corporation who advocates for the California avocado growers.

We are writing to bring to your attention a matter of great importance to the domestic avocado industry, particularly those involved in the cultivation and production of Hass avocados. As stakeholders and concerned members of the industry, we urge the California Avocado Commission (CAC) to exercise its right to petition for a referendum for the Hass Avocado Board (HAB).

Despite the law governing HAB that specifies a periodic referendum be held, no such action has taken place in 23 years. Consequently, many of our California grower members and other HAB stakeholders feel disenfranchised by this fact and request that you take corrective action at the earliest possible date.

As Chairman, you can petition the CAC board to call for a referendum under the Hass Avocado Promotion, Research, and Information Act effective: October 28, 2000. Therefore, AGC requests that CAC petitions USDA to organize a referendum for the Hass Avocado Board allowing all HAB assessment paying members to express their collective position.

AGC appreciates your attention to this matter and your efforts to address the concerns of the domestic avocado industry stakeholders by scheduling the overdue HAB referendum as soon as possible in 2024. AGC looks forward to a prompt response and the opportunity for growers to actively participate in shaping the future of the Hass Avocado Board.

Similar requests have been made to USDA and HAB.

Thank you for your time and commitment to the Hass avocado community.

Sincerely,

AGC Board of Directors
Dan Coxe, Chairman
Joanne Robles-Swanson, President
Ohannes Karaoghlanian, Vice President
Tina Wolfred, Secretary
Matt Nelson, Treasurer

CC: Co-executive leaders of CAC: Ken Melban, VP, Industry Affairs & Operations and Teri Splane, VP, Marketing