



AGENDA

California Avocado Commission Board of Directors Meeting

Meeting Information

Date: October 9, 2025

Time: 8:00 a.m.

Location: Hybrid Meeting

Physical Meeting Location:

Hilton Garden Inn Irvine/Orange County

2381 Morse Ave.

Irvine, CA 92614

Web/Teleconference URL:

<https://californiaavocado.zoom.us/j/83521504392?pwd=cQwa4ObvnI1GNIQIHlzP6ABHxWxBnN.1>

Conference Call Number: (669) 900-6833

Meeting ID: 835 2150 4392

Passcode: 549726

Meeting materials will be posted online at least 24 hours prior to the meeting at:

<https://www.californiaavocadogrowers.com/commission/meeting-agendas-minutes>

Board Member and Alternate Attendance

Board members and alternates, please contact Cristina Wede, cwede@avocado.org or 949-341-1955, to confirm attendance no later than Wednesday, October 1, 2025.

Time	Item
8:00 a.m.	1. Call to Order <ul style="list-style-type: none">a. Roll Call/Quorum
	2. Opportunity for Public Comment <p>Any person may address the Board at this time on any subject within the jurisdiction of the California Avocado Commission.</p>
	3. Consent Calendar <ul style="list-style-type: none">a. Consider approval of Board of Director's meeting minutes of August 14, 2025b. 2024-25 Financial and crop update

Time	Item
	4. Closed session regarding the appointment, employment, evaluation of performance, or dismissal of an employee pursuant to California Government Code Section 11126(a)(1) <ul style="list-style-type: none"> a. The Board may go into closed session to discuss and make recommendations regarding appointment, employment or dismissal of an employee. <ul style="list-style-type: none"> i. President’s Performance Reviews pursuant to Section 11126(a)(1) of the California Government Code. b. Closed session regarding pending and/or ongoing litigation pursuant to Government Code Section 11126(e).
	5. Return to open session and announce action taken in closed session, if any.
	6. Chairman’s Report <ul style="list-style-type: none"> a. September District grower meetings
	7. Treasurer’s Report <ul style="list-style-type: none"> a. Auditor’s Letters of Engagement for 2024-25 Financial Audit b. Line of Credit c. 2024-25 Profit Sharing Plan Contributions d. CAC Reserves Policy e. Finance Committee Recommendation on 2025-26 Budget and Assessment Rate
	8. Industry Affairs Report <ul style="list-style-type: none"> a. United States-Mexico-Canada Agreement
	9. Marketing Report <ul style="list-style-type: none"> a. Consumer tracking study key takeaways
	10. Consider Approval of Proposed 2025-26 CAC Business Plan and Budgets
	11. Establish Assessment Rate for 2025-26 Fiscal Year
	12. Consider Approval of Proposed Bylaw Amendments <ul style="list-style-type: none"> a. Revised language on Marketing Committee composition and responsibilities
	13. New Business
12:00 p.m.	14. Adjourn Meeting

Disclosures

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 949-341-1955, 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 <https://www.californiaavocadogrowers.com/commission/meeting-agendas-minutes> 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 or 949-341-1955.

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.