



AGENDA

California Avocado Commission
Marketing Committee Meeting

Meeting Information

Date: March 19, 2026

Time: 9:00 a.m.

Location: Hybrid Meeting

Physical Meeting Location:

UC ANR South Coast Field Station

Annex Building Conference Room

7601 Irvine Blvd.

Irvine, CA, 92618

Web/Teleconference URL:

<https://californiaavocado.zoom.us/j/84223173922>

Conference Call Number: (669) 900-6833

Meeting ID: 842 2317 3922

Passcode: 837602

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

<https://www.californiaavocadogrowers.com/commission/industry-calendar>

Committee Member Attendance

Committee members, please contact Zac Benedict at zbenedict@avocado.org to confirm attendance no later than Friday, March 13, 2026.

Time	Item
9:00 a.m.	<ol style="list-style-type: none">1. Call to Order<ol style="list-style-type: none">a. Roll Call/Quorumb. Introductions2. Opportunity for Public Comment<p>Persons may address the Committee on subjects within the jurisdiction of the Commission.</p>3. Approval of Marketing Committee minutes of February 18, 20264. Retail Budget Reallocation Update5. Marketing Update<ol style="list-style-type: none">a. Retail Program Check-inb. Marketing Program Nuts and Boltsc. Media Targeting and Timing

Time	Item
	d. Brand Evolution e. Public Relations
	6. Marketing KPI Discussion
	7. Business Planning Cycle
	8. The Avocado Conference 2026
11:00 a.m.	9. Adjourn Meeting

Disclosures

All meetings of the 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 information or a request regarding disability-related modification or accommodation for the meeting, please contact Zac Benedict at 949-341-1955 via email at zbenedict@avocado.org. Such requests should be made at least 48 hours prior to the meeting.

This meeting schedule notice and agenda is available on the internet at <https://www.californiaavocadogrowers.com/commission/meeting-agendas-minutes> and <http://it.cdffa.ca.gov/igov/postings/detail.aspx?type=Notices>.

Contact Zac Benedict at 949-341-1955 or via email at zbenedict@avocado.org if you have any questions.

Summary Definition of Conflict of Interest

Committee members are responsible to determine whether they have a conflict of interest.

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

No Committee member shall make, or participate in making, any decision in which they know or should know they have a conflict of interest.

No Committee member shall, in any way, use their position to influence any decision in which they know or should know they have a conflict of interest.