



# AGENDA

California Avocado Commission  
Marketing Committee Meeting

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## Meeting Information

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**Date: May 13, 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/86353427695?pwd=HzPlaVNbVxNcqaPzXPMYHn0ZLHGZg2.1>

**Conference Call Number: (669) 900-6833**

**Meeting ID: 863 5342 7695**

**Passcode: 607407**

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

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

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## Committee Member Attendance

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**Committee members, please contact Zac Benedict at [zbenedict@avocado.org](mailto:zbenedict@avocado.org) to confirm attendance no later than Friday, May 8, 2026.**

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<b>Time</b>	<b>Item</b>
<b>9:00 a.m.</b>	<b>1. Call to Order</b> <ul style="list-style-type: none"><li>a. Roll Call/Quorum</li><li>b. Introductions</li></ul>
	<b>2. Opportunity for Public Comment</b> <p>Persons may address the Committee on subjects within the jurisdiction of the Commission.</p>
	<b>3. Approval of Marketing Committee minutes of March 19, 2026</b>
	<b>4. Crop Update</b>
	<b>5. 2026-27 Planning Discussion</b>
	<b>6. The Avocado Conference 2026</b>
<b>10:00 a.m.</b>	<b>7. Adjourn Meeting</b>

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## Disclosures

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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](mailto: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.cdfa.ca.gov/igov/postings/detail.aspx?type=Notices>.

Contact Zac Benedict at 949-341-1955 or via email at [zbenedict@avocado.org](mailto:zbenedict@avocado.org) if you have any questions.

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## Summary Definition of Conflict of Interest

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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.