

## Commission's Redesigned GreenSheet Allows Growers to Receive Targeted News and Alerts



**GreenSheet**  
CALIFORNIA AVOCADO INDUSTRY NEWS

The California Avocado Commission has redesigned the semi-monthly GreenSheet newsletter and will be using an upgraded email platform that allows readers to receive SMS text messages for time-sensitive alerts. In addition, the Commission will be able to customize GreenSheet alerts using grower and industry member zip codes to send targeted alerts and articles relevant to a specific growing region.

On a semi-monthly basis, the GreenSheet provides growers and industry members with:

- Upcoming meetings, relevant industry events, seminars and training opportunities
- Professional weather data to help growers prepare in advance for changing conditions
- A variety of industry news related to cultural management, advocacy on high-interest topics, legislative updates, grants and other funding opportunities, production research
- Highlights from the marketing team including consumer and trade public relations and promotions
- California avocado market trends and statistics, including Hass field prices, crop volume and projections

**Even if you are already receiving the GreenSheet, to continue receiving the GreenSheet, growers and industry members will need to complete a signup form.** To provide readers with relevant and important information for their region, as part of the signup process, registrants will be asked to provide their grove zip code. Industry members without a grove should enter the zip code of the area they would like to receive industry alerts for.

To add your name to the GreenSheet distribution list, you can use the QR code below. 🍌

