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Statewide Grower Referendum Affirms Continuation of CAC Through 2031

The California Department of Food and Agriculture recently completed a state-mandated referendum vote that determined the California Avocado Commission is approved to continue operations through 2031. By law, a continuation vote must be held every five years, requiring a majority of participating producers to vote in favor of continuation. The referendum results demonstrated strong industry support, with a clear majority of 73% of voting producers approving continuation of the Commission. This referendum marks the tenth successful reaffirmation vote since the Commission's inception.

"This outcome reaffirms the value of the Commission and its role in sustaining a vibrant California avocado industry," said Rachael Laenen, chair of the CAC Board of Directors. "Through strategic marketing, industry advocacy, production research and grower engagement, CAC remains focused on enhancing the premium positioning of California avocados and supporting grower viability."

The Commission, established in 1978, is funded through mandatory grower assessments and governed by a board of producers and handlers. Its programs are designed to strengthen the California Avocados brand and address the evolving challenges facing growers — including rising input costs and increasing market competition.

"The avocado category is set to experience significant growth in the coming years, and this vote ensures the Commission will continue to provide the necessary support to enable the California avocado industry to compete successfully in the marketplace," said Ken Melban, president of CAC. "The Commission board and staff are poised to develop strategic initiatives to advance the California industry over the next five years." 🥑

To contact a CAC representative, please visit:
CaliforniaAvocadoGrowers.com/Commission/your-representatives



April 7, 2026

Avocado Producers Approve Continuation of the California Avocado Commission

TO THE CALIFORNIA AVOCADO PRODUCER ADDRESSED:

The California Department of Food and Agriculture (Department) recently conducted a referendum among eligible avocado producers to determine whether the operation of the California Avocado Commission (Commission) shall be reapproved and continue for another five-year period. The voting for this process concluded on March 18, 2026, and the Department has tallied all ballots received. A summary of the referendum results is presented below:

Participation	
Number of valid ballots received during the referendum	473
Total number of eligible producers who were issued a ballot	1,764
Percentage of eligible producers who participated in the referendum	26.81%
In Favor of Continuation	
Number of producers who voted in favor of continuation	344
Percentage of producers who voted in favor of continuation	72.73%
Opposed to Continuation	
Number of producers who voted in opposition of continuation	129
Percentage of producers who voted in opposition of continuation	27.27%

Pursuant to the Commission Law, in order for the Commission to be reapproved and continue in operation for another five years, a majority of the eligible producers voting in the referendum must vote in favor of continuation. Since this criteria was achieved in this referendum, the Commission has been authorized to continue in operation through the end of the 2030-2031 fiscal year, which is October 31, 2031.

The California Avocado Commission has been in existence since 1978, and conducts promotion, education, research, and issues management activities on behalf of the California avocado industry. These activities are funded by a mandatory assessment levied on avocado producers in the state with an average annual production of 10,000 pounds or more in the three preceding marketing years.

If you have any questions regarding this referendum, please contact Ben Kardokus with the Department's Marketing Branch at (916) 900-5018. For questions regarding the activities of the California Avocado Commission, please contact Ken Melban, President of Commission, at (949) 341-1955.

Sincerely,

Joe Monson, Branch Chief
Marketing Branch

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