



AGENDA
REGULAR MEETING
BOARD OF DIRECTORS
CALIFORNIA AVOCADO COMMISSION

Ojai Valley Inn – Hacienda Room
905 Country Club Road, Ojai, CA 93023

Wednesday, February 28, 2018

10:00 a.m.

- 10:00 a.m. 1. CALL TO ORDER
A. Roll Call / Establish Quorum

- 10:05 a.m. 2. OPPORTUNITY FOR PUBLIC COMMENT

Any person may address the Board at this time on any subject within the jurisdiction of the California Avocado Commission.

- 10:15 a.m. 3. MARKETING REPORT
A. Consumer and Trade Research Results – Deloitte

- 11:00 a.m. 4. STRATEGIC PLANNING -Nuffer, Smith, Tucker

- 12:00 p.m. ADJOURN FOR LUNCH

- 1:00 p.m. 4. STRATEGIC PLANNING (continued)

- 4:00 p.m. ADJOURN MEETING

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 1-800-344-4333, 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 <http://www.californiaavocadogrowers.com/commission/calendar> 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 1-800-344-4333.