



# AGENDA

California Avocado Commission  
Board of Directors Meeting

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## Meeting Information

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**Date:** February 22, 2024

**Time:** 8:30 a.m.

**Location:** Hybrid Meeting

**Physical Meeting Location:**  
United Water Conservation District  
1701 Lombard St  
Oxnard, CA 93030

**Web/Teleconference URL:**

<https://californiaavocado.zoom.us/j/81690394506?pwd=WGxVWHMvem1MYjJhV0pJNmRTdDNXdz09>

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

**Meeting ID:** 816 9039 4506

**Passcode:** 070049

Meeting materials will be posted online at least 24 hours prior to the meeting at:  
<https://www.californiaavocadogrowers.com/commission/meeting-agendas-minutes>

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## Board Member and Alternate Attendance

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Board members and alternates, please contact Cristina Wede, [cwede@avocado.org](mailto:cwede@avocado.org) 949-341-1955, to confirm attendance no later than Thursday, February 15, 2024.

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Time	Item
8:30 a.m.	<ol style="list-style-type: none"><li><b>1. Call to Order</b><ol style="list-style-type: none"><li>a. Roll Call/Quorum</li><li>b. Introductions</li></ol></li><li><b>2. Opportunity for Public Comment</b><p>Any person may address the Board at this time on any subject within the jurisdiction of the California Avocado Commission.</p></li></ol>

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**3. Consent Calendar**

Consent Calendar items are expected to be routine and non-controversial, to be acted upon by the Board at one time without discussion. If any Board member, staff member, or interested person requests that an item be removed from the Consent Calendar, it shall be removed so that it may be acted upon separately.

- a. Consider approval of Board of Director's meeting minutes of November 16, 2023
- b. 2023-24 Financial and crop update
- c. Consider approval of committee appointments
- d. Consider approval of CAC as provider of Avocado Inspection Program administrative services for the CDFA for the period from July 2024 through June 2025
- e. Consider Approval of Avocado Inspection Committee (AIC) Member/Alternate Recommendations

**4. Chairman's Report****5. Consider appointment of handler member and alternate to fill existing vacancies for terms ending October 31, 2024 and October 31, 2025**

- a. Handler member (term ends 2024)
- b. Handler alternate member (term ends 2025)

**6. Treasurer's Report**

- a. Consider acceptance of 2022-23 audited financial statements

**7. Operations/Industry Affairs update****8. Marketing**

- a. New Creative Campaign and Marketing Strategy
- b. The value of a promotion
- c. IFPA Financial Attainment
- d. Marketing Committee Meetings

**9. Request from Avocado Growers of California that "CAC petition USDA to organize a referendum for the Hass Avocado Board allowing all HAB assessment paying members to express their collective position."****10. Consider PRC recommendation on potential salinity research funding with UC Santa Barbara****11. Consider approval of HAB Bold Candidate Sponsorships****12:30 p.m.****12. Adjourn Meeting**

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**Disclosures**

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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 949-341-1955, California Avocado Commission, 12 Mauchly, Suite L, Irvine, CA 92618, or via email at [aaymami@avocado.org](mailto: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 <https://www.californiaavocadogrowers.com/commission/meeting-agendas-minutes> 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](mailto:aaymami@avocado.org) or 949-341-1955.

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### **Summary Definition of Conflict of Interest**

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It is each member's and alternate's responsibility to determine whether they have a conflict of interest and whether they should excuse themselves from a particular discussion or vote during a meeting. To assist you in this evaluation, the following *Summary Definition of Conflict of Interest* may be helpful.

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

No Commission member or employee shall make, or participate in making, any decision in which he or she knows or should know he or she has a conflict of interest.

No Commission member or employee shall, in any way, use his or her position to influence any decision in which he or she knows or should know he or she has a conflict of interest.