

**CALIFORNIA AVOCADO COMMISSION  
BOARD MEETING MINUTES  
May 19, 2022**

A meeting of the California Avocado Commission (CAC) Board was held on Thursday, May 19, 2022, with the following people present:

**MEMBERS PRESENT**

Gary Caloroso  
Jason Cole  
John Cornell  
Rob Grether  
Jessica Hunter  
Ohannes Karaoghlanian  
Catherine Keeling (*Laenen Alt.*)  
John Lloyd-Butler  
Daniella Malfitano  
Daryn Miller  
Michael Perricone  
Andrew Prechtl  
Peter Shore

**ALTERNATES PRESENT**

Will Carleton  
Maureen Cottingham  
Connor Huser  
Ryan Rochefort  
Charley Wolk

**MEMBERS ABSENT**

Rachael Laenen

**ALTERNATES ABSENT**

None

**OFFICIALLY PRESENT**

Victoria Carpenter, *USDA*  
David Hillis, *CDFA*  
Jeff Hodge, *Boyden*  
Marji Morrow, *Rockwell  
Morrow*  
George Soares, *Kahn,  
Soares & Conway*  
Dr. Tim Spann, *Spann Ag  
Research & Consulting*

**STAFF PRESENT**

Monica Arnett  
April Aymami  
Tom Bellamore  
Zac Benedict  
Dave Cruz  
Jan DeLyser  
Angela Fraser  
Stacia Kierulff  
Miriam Martinez  
Ken Melban  
Cristina Wede

**GUESTS PRESENT**

Jennifer Ayvazian  
Carolyn Becker  
Emiliano Escobedo  
Brittany Ferrant  
Candace Hollar  
Robby Granatelli  
Lauren Jacobsen  
Kathleen Johnson  
Lauren Kelley  
Tyler Kirsch  
Kim Kurata  
John McGuigan  
Jillian McMenamin  
Steven Muro  
Jill Netzel  
Laura Paden  
Barb Peirce  
Bryan Reugebrink  
Erica Sanchez  
Sam Schaitberger  
Matt Schraut

**ITEM #1 CALL TO ORDER**

**Roll Call/Quorum – Item 1.a.**

Rob Grether, CAC chairman, called the meeting to order at 10:03 a.m. with a quorum present.

April Aymami, CAC industry affairs director, announced the California Department of Food and Agriculture (CDFA) and US Department of Agriculture (USDA) representatives, CAC staff and known guests participating in the meeting. She asked for all other guests to announce themselves and recorded all participants in attendance.

**ITEM # 2 OPPORTUNITY FOR PUBLIC COMMENT**

There was no public comment.

**ITEM # 3 CONSENT CALENDAR**

Mr. Grether introduced the consent calendar items and asked for questions or comments. With no comments on the consent calendar items, the following motion was put forward:

**MOTION:**

***The CAC Board of Directors approves the Consent Calendar, Items 3.a through 3.f as presented.***

***(Cornell/Cole) MSC Unanimous***

**MOTION 22-5-19-1**

The Consent Calendar is included in the May 2022 Board Packet and is attached to the permanent copy of these Minutes and identified as EXHIBIT A, Items 3.a through 3.f.

**ITEM # 4.a CLOSED SESSION REGARDING THE APPOINTMENT, EMPLOYMENT, EVALUATION PERFORMANCE, OR DISMISSAL OF AN EMPLOYEE PURSUANT TO CALIFORNIA GOVERNMENT CODE SECTION 11126(a)**

Mr. Grether convened a Closed Session of board members, alternates, legal counsel, and CDFA and USDA representatives at 10:13 a.m.

**ITEM #4.b RETURN TO OPEN SESSION AND ANNOUNCE ACTION TAKEN IN CLOSED SESSION, IF ANY**

Mr. Grether returned to open session at 12:10 p.m. and announced that the board had taken action to accept CAC President Tom Bellamore's resignation effective June 2, 2022. On behalf of the industry, he commended Mr. Bellamore's leadership and tenure as CAC president.

Mr. Bellamore thanked the Board for being an excellent employer over the past 28 years. He specifically recognized Charley Wolk for his strength, wisdom and sage advice provided to Mr. Bellamore during his tenure.

Mr. Grether reported that no action had been taken regarding the ongoing President and CEO recruitment process.

**ITEM #7 MARKETING REPORT**

**2022 IFPA Global Produce Show Update – Item 7.d.**

Angela Fraser, CAC director trade and legal affairs, provided an overview of the International Fresh Produce Association 2022 Global Produce & Floral Show scheduled to be held October 27-29, 2022, in Orlando, Florida. She provided an overview of the COVID-19 health and safety protocols as well as the event schedule, avocado-related exhibitors, expo floor plan, CAC booth layout and booth staffing. Ms. Fraser also reported that CAC had a block of rooms and limited supply of complimentary Expo Only passes. She stated that CAC board members would have priority status on distribution of passes and access to, at board member's expense, CAC's room block.

The International Fresh Produce Association 2022 Global Produce & Floral Show presentation is attached to the permanent copy of these Minutes and identified as EXHIBIT B.

**ITEM #5 CHAIRMAN'S REPORT**

Mr. Grether noted that he had nothing additional to report under the Chairman's Report.

**ITEM #6 TREASURER'S REPORT**

Jason Cole, CAC treasurer, reported that the Finance Committee had met and reviewed CAC's current financial status, cash disbursements, contracts and CAC Merch Shop financials. He noted that despite a decrease in estimated 2022 crop volume, the strong market pricing has offset any detrimental financial impact that CAC would have experienced due to the loss in volume.

**Consider Finance Committee Recommendation on Corporate Insurance – Item 6.a.**

Mr. Cole stated that the Finance Committee reviewed the schedule of corporate insurance policies prepared by staff, with counsel from CAC's insurance broker, and recommended approval of the corporate insurance policies as presented. It was noted that the policies presented were the same as prior years, with the exception of the Employed Lawyers Professional Liability policy, which would not be renewed.

**MOTION:**

***Move to approve the CAC Corporate Insurance Schedule as presented.  
(Lloyd-Butler/Shore) MSC Unanimous***

**MOTION 22-5-19-2**

The CAC Corporate Insurance Schedule is included in the May 2022 Board Packet and is attached to the permanent copy of these Minutes and identified as EXHIBIT A, Item 6.a.

**ITEM #7 MARKETING REPORT (CONTINUED)**

Mr. Grether stated that due to time constraints, the consumer advertising, public relations and living well brand advocates reports would need to be postponed to a future meeting. Jan DeLyser, CAC vice president marketing, indicated that the presentations would be sent out to the Board following the meeting.

**Merch Shop Report – Item 7.e.**

Ms. DeLyser introduced Marji Morrow, who provided an in-depth report on the California Avocado Merchandise Shop financials, as well as overview of top-selling items and general observations. It was noted that the marketing department would be reviewing the Merch Shop performance as part of the 2022-23 planning process and provide recommendations to the Board at a future meeting.

The California Avocado Merchandise Shop report is attached to the permanent copy of these Minutes and identified as EXHIBIT C.

**ITEM #8 PRODUCTION RESEARCH REPORT**

Dr. Tim Spann reported the Production Research Committee had recently met to discuss project needs for the coming year. He noted that no action was taken, with discussion focused on the following:

- CAC's effort to advertise the need for industry reviewers for the USDA Specialty Crop Research Initiative proposal review process
- Request for a three-year proposal from UCR on continued rootstock research
- Expanding the avocado crop coefficient project to include northern growing regions
- The need to move fungicides for Avocado Branch Canker treatment into the registration process for California
- Request that an update be provided to PRC on Dr. Peggy Mauk's herbicide work
- UCR proposal submitted for federal funding on carbon footprint, including avocados, which could provide valuable information to CAC in completing a full life-cycle analysis in the future
- Request that an Avocado Lace Bug update be provided to PRC to discuss the current status of research and whether additional funding is needed
- Support to pursue a renewal of CAC's leased acreage at Pine Tree Ranch, with suggestion to explore the option to expand the number of leased acres and the need to install a variable frequency drive to allow for more flexibility in irrigating CAC's leased portion of the ranch

There was brief Board discussion regarding the issue of sustainability and the Hass Avocado Board's work in this area. It was noted that CAC was collaborating with HAB's sustainability efforts.

John Cornell, CAC District 2 member, stated that he had previously submitted a proposal on the use of overhead irrigation as a heat mitigation strategy for the PRC's consideration. Dr. Spann requested that Mr. Cornell resubmit the proposal for the PRC's review.

Ken Melban, CAC vice president of industry affairs, reported that an Israeli plant pathology and weed researcher would be visiting California and for the next four months would be utilizing office space at the Commission.

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**ADJOURN MEETING**

Mr. Grether adjourned the meeting at 1:00 p.m. The next regularly scheduled Board meeting will be held on August 19, 2022.

Respectfully submitted,

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April Aymami, CAC Industry Affairs Director

I certify that the above is a true statement of the Minutes of May 19, 2022 approved by the CAC Board of Directors on August 18, 2022.

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Jessica Hunter, CAC Board Secretary

**EXHIBITS ATTACHED TO THE PERMANENT COPY OF THESE MINUTES**

- EXHIBIT A May 2022 Board Packet
- EXHIBIT B International Fresh Produce Association 2022 Global Produce & Floral Show Presentation
- EXHIBIT C California Avocado Merchandise Shop Report
- EXHIBIT D May 19, 2022 Board Meeting AB 2720 Roll Call Vote Tally Summary

**CALIFORNIA AVOCADO COMMISSION**  
**AB 2720 Roll Call Vote Tally Summary**  
*To be attached to the Meeting Minutes*

<b>Meeting Name:</b> <i>California Avocado Commission Regular Board Meeting</i>	<b>Meeting Location:</b> <i>Hybrid In-person (Irvine) Online (Zoom)</i>	<b>Meeting Date:</b> <i>May 19, 2022</i>
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<i>Attendees Who Voted</i>	<u><i>MOTION 22-5-19-1</i></u>	<u><i>MOTION 22-5-19-2</i></u>
Michael Perricone	Yea	Yea
Jessica Hunter	Yea	Yea
Ohannes Karaoghlanian	Yea	Yea
John Cornell	Yea	Yea
Rob Grether	Did Not Vote	Did Not Vote
John Lloyd-Butler	Yea	Yea
Jason Cole	Yea	Yea
Catherine Keeling	Yea	Yea
Daryn Miller	Yea	Yea
Andrew Prechtl	Yea	Yea
Peter Shore	Yea	Yea
Gary Caloroso	Yea	Yea
Daniella Malfitano	Yea	Yea
<b><i>Outcome</i></b>	<b>Unanimous</b>	<b>Unanimous</b>