



AGENDA

California Avocado Commission Board of Directors Meeting

Meeting Information

Date: May 19, 2022

Time: 10:00 a.m.

Location: Hybrid Meeting

Physical Meeting Location:
California Avocado Commission
12 Mauchly, Suite L
Irvine, CA 92618

Web/Teleconference URL:

<https://californiaavocado.zoom.us/j/83224915039?pwd=RDlXMEo2MTJZTktGbFRkY1dRNmdmdz09>

Conference Call Number: (669) 900-6833

Meeting ID: 832 2491 5039

Passcode: 465846

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

Board Member and Alternate Attendance

As of Friday, May 13, 2022, the following individuals have advised the Commission they will participate in this meeting:

Gary Caloroso, *Member*

Will Carleton, *Alternate*

Jason Cole, *Member*

John Cornell, *Member*

Maureen Cottingham, *Alternate*

Rob Grether, *Member*

Jessica Hunter, *Member*

Connor Huser, *Alternate*

Catherine Keeling, *Alternate*

John Lloyd-Butler, *Member*

Daniella Malfitano, *Member*

Daryn Miller, *Member*

Michael Perricone, *Member*

Andrew Prechtl, *Member*

Ryan Rochefort, *Alternate*

Peter Shore, *Member*

Charley Wolk, *Alternate*

Time	Item
10:00 a.m.	<p>1. Call to Order</p> <ul style="list-style-type: none"> a. Roll Call/Quorum b. Introductions
10:05 a.m.	<p>2. Opportunity for Public Comment</p> <p>Any person may address the Board at this time on any subject within the jurisdiction of the California Avocado Commission.</p>
10:15 a.m.	<p>3. Consent Calendar</p> <p>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.</p> <ul style="list-style-type: none"> a. Consider approval of Board of Director's meeting minutes of February 24, 2022 b. 2021-22 Financial and Crop update c. Grower Crop Survey Results d. 2022 General Election Schedule e. Consider Approval of Revised CAC Marketing Committee Appointments f. Consider Approval of Avocado Inspection Committee (AIC) Member/Alternate Recommendations
10:20 a.m.	<p>4. Closed session regarding the appointment, employment, evaluation of performance, or dismissal of an employee pursuant to California Government Code Section 11126(a)</p> <ul style="list-style-type: none"> a. The Board may go into closed session to discuss and make recommendations regarding appointment, employment or dismissal of an employee. b. Return to open session and announce action taken in closed session, if any.
10:50 a.m.	<p>5. Chairman's Report</p>
11:15 a.m.	<p>6. Treasurer's Report</p> <ul style="list-style-type: none"> a. Consider Finance Committee Recommendation on Corporate Insurance
11:30 a.m.	<p>7. Marketing Report</p> <ul style="list-style-type: none"> a. Consumer Advertising b. Consumer Public Relations c. Living Well Brand Advocates d. 2022 IFPA Global Produce Show Update e. Merch Shop Report
12:40 p.m.	<p>8. Production Research Report</p>

Time	Item
1:00 p.m.	9. Adjourn Meeting

Disclosures

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. 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 or 949-341-1955.

Summary Definition of Conflict of Interest

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.



BOARD ACTION

**ITEM 3.A: CONSIDER APPROVAL OF BOARD OF DIRECTORS' MEETING MINUTES
OF FEBRUARY 24, 2022**

SUMMARY:

The minutes of the Board of Directors' regular meeting of February 24, 2022 are attached for the Board's review and approval.

FISCAL ANALYSIS:

- Not applicable

BOARD OPTIONS:

- Adopt minutes as presented
- Amend minutes
- Take no action

STAFF RECOMMENDATION:

- Approve minutes as presented

EXHIBITS / ATTACHMENTS:

- Minutes of the Board of Directors' regular meeting of February 24, 2022

**CALIFORNIA AVOCADO COMMISSION
BOARD MEETING MINUTES
February 24, 2022**

A web/teleconference meeting of the California Avocado Commission (CAC) Board was held on Thursday, February 24, 2022 with the following people present:

MEMBERS PRESENT

Gary Caloroso
Jason Cole
John Cornell
Rob Grether
Jessica Hunter
Ohannes Karaoghlanian
Rachael Laenen
John Lloyd-Butler
Daniella Malfitano
Daryn Miller
Michael Perricone
Andrew Prechtl
Peter Shore

ALTERNATES PRESENT

Will Carleton
Maureen Cottingham
Connor Huser
Catherine Keeling
Ryan Rochefort
Charley Wolk

MEMBERS ABSENT

None

ALTERNATES ABSENT

None

ITEM #1 CALL TO ORDER

Roll Call/Quorum – Item 1.a.

Rob Grether, CAC chairman, called the meeting to order at 10:01 a.m. with a quorum present.

Introductions – Item 1.b.

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 web/teleconference call. She asked for all other guests to announce themselves and recorded all participants in attendance.

ITEM # 2 OPPORTUNITY FOR PUBLIC COMMENT

CAC Board Member John Cornell commented on the passing of a well-known grower, James Lloyd-Butler. Both Mr. Cornell and Mr. Grether noted that Mr. Lloyd-Butler had made numerous contributions to the California avocado industry and would be missed.

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:

OFFICIALLY PRESENT

Victoria Carpenter, *USDA*
Peter George, *MGO*
Kathleen Johnson, *PJ/PR*
Ben Kardokus, *CDFA*
Jillian McMenamin, *Golin*
Marji Morrow, *Rockwell
Morrow*
Chris Parker, *MGO*
Miranda Townsend, *CDFA*
Temra Wald, *TWC*

STAFF PRESENT

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

GUESTS PRESENT

David Anderson
Carolyn Becker
Michaela Dollar
Emiliano Escobedo
Brittany Ferrant
Candace Hollar
Gerardo Huerta
Lauren Kelley
Kim Kurata
John McGuigan
Steven Muro
Jill Netzel
Laura Paden
Martin Pagh Ludvigsen
Lecia Rdzak
Matt Schraut
Tim Spann

MOTION:

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

(Cole/Malfitano) MSC Unanimous

MOTION 22-2-24-1

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

ITEM #4 TREASURER'S REPORT

Consider Acceptance of 2020-21 Audited Financial Statements – Item 4.a.

Monica Arnett, CAC vice president of finance and administration, stated that the audited financial reports and supplemental documentation prepared by Macias, Gini, O'Connell (MGO) were included in the board packet and introduced Chris Parker, MGO partner, to present the results of the 2020-21 audit.

Mr. Parker presented an overview of the annual audit process and procedures, as well as a summary of the findings included in the report. He noted that MGO issued an unmodified opinion as a result of their audit of the 2020-21 CAC financials, noting that there were no significant findings to report.

During Board discussion, a question was raised regarding how the merchandise shop was reported on the financial statements. CAC staff and auditors explained that the merchandise shop financials are reported as part of "Other income" on the audited financials, but internally the revenue and expenditure are tracked in detail. It was noted that the threshold for these types of line items to be called out specifically in the financial statements would be when revenue reached 2-3% of assets.

Another Board member inquired about how the auditors verified the appropriateness of expenditures. Ms. Arnett and Mr. Parker reported that CAC's engagement letter with MGO requests the auditing firm to test CAC's compliance against the internal control policies and procedures currently in place. Additionally, MGO reviews CAC financials for compliance with both CDFA and USDA guidelines. It was reported that no instances of noncompliance were found.

MOTION:

Move to accept the 2020-21 Audited Financial Statements as presented.

(Lloyd-Butler/Malfitano) MSC Unanimous

MOTION 22-2-24-2

The 2020-21 Audited CAC Financial Statements and Supplemental MGO Required Communication Letters are included in the February 2022 Board Packet and is attached to the permanent copy of these Minutes and identified as EXHIBIT A, Item 4.a.

ITEM #4 MARKETING REPORT

Consumer Tracking Study – Temra Wald – Item 5.a.

Tom Bellamore, CAC president, introduced Temra Wald of Temra Wald Consulting. He noted that Ms. Wald had worked on CAC's business for many years bringing unique expertise that helps CAC craft the study to continually improve results.

Ms. Wald presented the results of the 2021 CAC Tracking Research providing an overview of methodology used, along with highlights of significant findings. The research concluded that awareness of California as a growing region had increased, and that ad awareness remained at the highest level to date. Additionally, California Avocados continued to be seen as most premium, best tasting, freshest, safest, worth paying more for and the preferred region. Ms.

Wald reported that moving forward there were opportunities for CAC to increase region checking, noting that the biggest barrier to checking was price and biggest source for checking was the sticker. She also commented that sustainability was important and consumers report is worth paying for. As a result of these findings, Ms. Wald suggested CAC continue to communicate the benefits of being grown in California, reinforce superiority messaging, continue to remind consumers why California Avocados are better and worth paying more for and consider emphasizing water safety and sustainable growing conditions.

During Board discussion a question was raised regarding the sustainability web page that had been created and if consumers were accessing the content. There was also a comment made regarding the perception of safety and whether CAC had plans to incorporate this into their marketing messaging. It was reported that the top reasons people visit CAC's consumer website was for recipes and nutrition information, but that CAC was considering a project to incorporate more sustainability messaging into the grower profile section of the website. Ken Melban, CAC vice president of industry affairs, also commented that the Board may want to consider completing a life cycle analysis which would help CAC have the facts to support sustainability messaging that may be utilized for marketing.

The Board also discussed labeling and increasing California visibility on existing stickers and bag headers. It was noted that while the bag headers present more room to maximize the country of origin, it is up to the handlers what information is displayed on their individual company labeling methods. There was consensus that the bag headers present an opportunity for California to do better in calling out the origin of the fruit.

The 2021 CAC Tracking Research presentation is attached to the permanent copy of these Minutes and identified as EXHIBIT B.

Consumer PR Plans – Item 5.b.

Living Well Brand Advocates Report – Item 5.c.

Angela Fraser, CAC director trade and legal affairs, introduced representatives from Golin and PJ/PR, who provided an overview of the upcoming activities in the public relations and living well brand advocates programs. They also presented information regarding customized retail programs that had been developed for CAC's top-tier retailers.

The Consumer PR and Living Well Brand Advocates presentation is attached to the permanent copy of these Minutes and identified as EXHIBIT C.

Merch Shop Update – Item 5.d.

Marji Morrow of Rockwell Morrow, reported on CAC's merchandise shop, highlighting sales and visitor data for the current year, as well as from the store's inception. She also noted the top selling items and general observation that orders had increased compared to last year but lag behind the current year's goal. Ms. Morrow commented that consumer engagement has increased significantly compared to last year and shop logistics continue to run smoothly.

The Board discussed the goals for the merchandise shop, and that while the shop was not created to return a profit, an in depth look at the return on investment by the Finance Committee was recommended. It was noted that detailed revenue and expenditures for the merchandise shop were provided in the financial reports presented to the Board, and that staff time and associated salaries were not included in those figures. Jan DeLyser, CAC vice president marketing, reported that the marketing team was monitoring and evaluating the shop's performance regularly and would come with recommendations regarding future shop activity as part of CAC's annual planning process.

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

ITEM #6 CHAIRMAN'S REPORT

Consider Sponsorship of Participant(s) in HAB BOLD Program – Item 6.a.

Mr. Grether called the Board's attention to the write-up regarding the sponsorship of a participant, or participants, in HAB's second Board Leadership Development (BOLD) program. He noted that CAC sponsored two candidates in the inaugural year, Rachael Laenen and Connor Huser, both of whom had met CAC's requirements of sponsorship, that being a currently seated Board member or alternate. Mr. Grether reported that California producer and CAC Board Alternate Maureen Cottingham had applied to the program, and was the only California applicant to meet the requirements for sponsorship that CAC had implemented the previous year. Ms. Laenen and Mr. Huser both commented on their experience in the HAB BOLD Program, noting they found it to be very valuable.

The Board discussed the current requirement of CAC sponsorship being limited to currently seated Board members or alternates, as well as concern that even if CAC should agree to sponsor an applicant that HAB retains the final authority of which applicants are selected for the program. Mr. Grether remarked that CAC had set the current criteria because there was concern there could be a lot of interest from California producers, and the CAC Board wanted to support the professional development of currently seated Board members and alternates. He also commented that while HAB does retain the final authority of who is selected for the program, the question before the CAC Board is whether they wish to sponsor Ms. Cottingham and/or any other applicants, should they be accepted.

MOTION:

Move to sponsor Maureen Cottingham's candidacy in the HAB BOLD Program up to \$9,000.

(Caloroso/Lloyd-Butler) MSC 11 Yea/1 Nay

MOTION 22-2-24-3

The Consider Sponsorship of Participant(s) in HAB BOLD Program write-up is included in the February 2022 Board Packet and is attached to the permanent copy of these Minutes and identified as EXHIBIT A, Item 6.a.

Succession Update – Item 6.b.

Mr. Grether provided an update on the work of the Succession Task Force, noting that a slate of CEO candidates was currently being reviewed. He stated that there was a range of candidates from different backgrounds interested in working for CAC, which was exciting for the Task Force to see. Mr. Grether stated that he expected to call the Board back in the second half of March with a recommendation from the Task Force. He also reported that he anticipated holding a Board strategic planning session once a CEO successor was in place.

GEM Update – Item 6.c.

Mr. Melban presented an update on the GEM variety, including the history of its development, current industry statistics (production, sizing and value) and CAC's efforts to provide education to both growers and retailers about the variety.

The Board discussed CAC's efforts to specifically market the GEM variety, especially in light of it representing a very small percentage of the overall crop volume. Ms. DeLyser clarified that CAC conducts California-specific advertising and that anything GEM-specific would be limited to a promotion with retailers willing to carry GEM as a secondary variety in their stores.

California Avocado Commission
Board Meeting Minutes
February 24, 2022

The GEM Update presentation is attached to the permanent copy of these Minutes and identified as EXHIBIT E.

ADJOURN MEETING

Mr. Grether asked for any closing comments, to which Mr. Cornell reiterated his position that everything CAC is doing is meaningless if the consumer cannot differentiate the country of origin at point of sale.

Mr. Grether adjourned the meeting at 12:15 p.m. The next regularly scheduled Board meeting will be held on May 19, 2022.

Respectfully submitted,

April Aymami, CAC Industry Affairs Director

I certify that the above is a true statement of the Minutes of February 24, 2022 approved by the CAC Board of Directors on May 19, 2022.

Jessica Hunter, CAC Board Secretary

EXHIBITS ATTACHED TO THE PERMANENT COPY OF THESE MINUTES

EXHIBIT A	February 2022 Board Packet
EXHIBIT B	2021 CAC Tracking Research Presentation
EXHIBIT C	Consumer PR and Living Well Brand Advocates Presentation
EXHIBIT D	California Avocado Merchandise Shop Report
EXHIBIT E	GEM Update Presentation
EXHIBIT F	February 24, 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

Meeting Name: <i>California Avocado Commission Regular Board Meeting</i>	Meeting Location: <i>Zoom Web/Teleconference</i>	Meeting Date: <i>February 24, 2022</i>
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<i>Attendees Who Voted</i>	<u><i>MOTION</i></u> <u><i>22-2-24-1</i></u>	<u><i>MOTION</i></u> <u><i>22-2-24-2</i></u>	<u><i>MOTION</i></u> <u><i>22-2-24-3</i></u>
Michael Perricone	Yea	Yea	Yea
Jessica Hunter	Yea	Yea	Yea
Ohannes Karaoghlanian	Yea	Yea	Yea
John Cornell	Yea	Yea	Nay
Rob Grether	Did Not Vote	Did Not Vote	Did Not Vote
John Lloyd-Butler	Yea	Yea	Yea
Jason Cole	Yea	Yea	Yea
Rachael Laenen	Yea	Yea	Yea
Daryn Miller	Did Not Vote	Yea	Yea
Andrew Prechtl	Yea	Yea	Yea
Peter Shore	Yea	Yea	Yea
Gary Caloroso	Yea	Yea	Yea
Daniella Malfitano	Yea	Yea	Yea
<i>Outcome</i>	Unanimous	Unanimous	11 Yea 1 Nay



BOARD INFORMATION

ITEM 3.B: 2021-22 FINANCIAL & CROP UPDATE

SUMMARY:

Financial Position and Operational Indicators

The following are highlights taken from the Commission’s Statement of Net Position (Balance Sheet & Reserves) as of April 30, 2022 and Statement of Revenues, Expenses & Changes in Net Position (Income Statement) for the period then ended, with comparison to prior year’s figures:

	4/30/22	4/30/21
Assets		
Petty Cash	\$200	\$200
Cash in Bank–Checking Accounts	1,099,119	421,185
Investments (LAIF & MMA)	7,035,259	9,917,540
Subtotal CAC Cash & Investment	8,134,578	10,338,925
Cash & Investments held for AIP	781,375	734,287
Total Cash & Investment	8,915,953	11,073,211
Assessment Receivable	3,272,028	3,074,059
Other (Other Receivables, Prepaids and Fixed Assets)	417,547	275,286
Total Assets	12,605,528	14,422,556
Liabilities & Net Reserves		
Accounts Payable and Accrued Expenses	381,688	727,115
Due to AIP	781,375	734,287
Other	252,693	221,399
Total Liabilities	1,415,756	1,682,801
Total Revenues	5,653,828	4,164,899
Total Expenditures	4,876,479	5,767,586
YTD Surplus (Deficit)	777,350	(1,602,686)
Net Reserves–Prior Periods	10,412,423	14,342,442
Total Net Reserves	11,189,772	12,739,755
Total Liabilities & Net Reserves	\$12,605,528	\$14,422,556

Crop Statistics

Handlers reported 68.2 million pounds of California avocados were harvested through March 2022 with an average price (per pound) reported at 1.56 dollars. An estimated 49.4 million pounds were harvested in April 2022 with an average price (per pound) of 1.80 dollars. This would bring the total harvested through April 2022 to 117.6 million pounds at an average price (per pound) of 1.66 dollars.

The attached year-to-date 2021-22 U.S. Aggregate Avocado Volume by Month Chart shows the actual crop volume for all countries of origin with prior year comparison.

FISCAL ANALYSIS:

- Not applicable

BOARD OPTIONS:

- Discussion item only

STAFF RECOMMENDATION:

- Not applicable

EXHIBITS / ATTACHMENTS:

- Balance Sheet and Reserves as of April 30, 2022
- Statement of Revenues and Expenses for the six months ending April 30, 2022
- 2021-22 Pounds & Dollars by Variety Report (November 2021 – March 2022)
- 2021-22 U.S. Aggregate Avocado Volume by Month Chart (November 2021 – March 2022)

California Avocado Commission
Statement of Net Position
As of April 30, 2022 (with Comparison to Prior Year)

	Current Year		Prior Year		Variance	
	Balance	%	Balance	%	Amount	%
ASSETS						
Cash and Short Term Investments:						
Petty Cash	200	0.00%	200	0.00%	-	0.00%
Cash in Bank	1,099,119	8.72%	421,185	2.92%	677,934	160.96%
Cash in Bank-LAIF & Money Market	7,035,259	55.81%	9,917,540	68.76%	(2,882,281)	-29.06%
Total CAC Cash and Short Term Investme	8,134,578	64.53%	10,338,925	71.69%	(2,204,347)	-21.32%
Cash in Bank, LAIF & Money Market (held for /	781,375	6.20%	734,287	5.09%	47,088	6.41%
Total Cash and Short Term Investments	8,915,953	70.73%	11,073,211	76.78%	(2,157,258)	-19.48%
Other Current Assets:						
Assessment Receivable	3,272,028	25.96%	3,074,059	21.31%	197,969	6.44%
Other Receivable	161,520	1.28%	30,623	0.21%	130,897	427.44%
Prepays	125,466	1.00%	105,363	0.73%	20,104	19.08%
Merchandise Shop Inventory	68,267	0.54%	30,535	0.21%	37,732	123.57%
Total Other Current Assets	3,627,281	28.78%	3,240,580	22.47%	386,702	11.93%
Total Current Assets	12,543,235	99.51%	14,313,791	99.25%	(1,770,556)	-12.37%
Fixed Assets:						
Furniture	45,828	0.36%	78,176	0.54%	(32,349)	-41.38%
Software	-	0.00%	-	0.00%	-	#DIV/0!
Land Improvements	16,466	0.13%	30,588	0.21%	(14,123)	-46.17%
Total Fixed Assets	62,293	0.49%	108,765	0.75%	(46,472)	-42.73%
Net Fixed Assets	62,293	0.49%	108,765	0.75%	(46,472)	-42.73%
Total Assets	12,605,528	100.00%	14,422,556	100.00%	(1,817,028)	-12.60%
LIABILITIES AND NET RESERVES						
Current Liabilities:						
Accounts Payable & Accrued Expenses	381,688	26.96%	727,115	43.21%	(345,427)	-47.51%
Due to AIP	781,375	55.19%	734,287	43.63%	(47,088)	-6.41%
Other Payable (Vacation/Payroll/Sec. 125)	234,693	16.58%	200,205	11.90%	34,488	17.23%
Research Contract Payable	-	0.00%	3,194	0.19%	(3,194)	0.00%
Total Current Liabilities	1,397,755	98.73%	1,664,800	98.93%	(267,045)	-16.04%
Long Term Liabilities:						
Deposit Due to CDFA/AIP	18,000	1.27%	18,000	1.07%	-	0.00%
Total Long Term Liabilities	18,000	1.27%	18,000	1.07%	-	0.00%
Total Liabilities	1,415,755	100.00%	1,682,800	100.00%	(267,045)	-15.87%
Net Reserves:						
Net Reserves-Prior Periods	10,412,423	93.05%	14,342,442	112.58%	(3,930,019)	-27.40%
Surplus (Deficit)-Current Period	777,350	6.95%	(1,602,686)	-12.58%	2,380,036	-148.50%
Total Net Reserves	11,189,772	100.00%	12,739,755	100.00%	(1,549,983)	-12.17%
Total Liabilities and Net Reserves	12,605,528	100.00%	14,422,556	100.00%	(1,817,028)	-12.60%

California Avocado Commission
Statement of Revenues, Expenses & Changes in Net Position (Surplus/Deficit)
For the six months ending April 30, 2022 (with Comparison to Prior Year)

	2021/2022		2020/2021		Current Year Vs Prior Year	
	Actual	%	Actual	%	Var-Fav(Unfav)	% of Change
Revenues						
Assessment Revenues						
CAC Assessment Revenue	3,303,694	58.4%	2,169,401	52.09%	1,134,293	52.3%
HAB Assessment Revenue	2,262,356	40.0%	1,894,362	45.48%	367,995	19.4%
Subtotal Assessment Revenue	5,566,050	98.4%	4,063,762	97.57%	1,502,288	37.0%
Other Revenues						
Admin & Accounting Fee Revenue (AIP)	30,498	0.5%	30,498	0.73%	-	0.0%
Grant Funding	-	0.0%	-	0.00%	-	0.0%
Pine Tree Ranch Crop Income	-	0.0%	-	0.00%	-	0.0%
Interest and Other Income	49,623	0.9%	58,771	1.41%	(9,149)	-15.6%
Merch Shop Income	7,657	0.1%	11,867	0.28%	(4,210)	-35.5%
Subtotal Other Revenues	87,778	1.6%	101,137	2.43%	(13,359)	-13.2%
Total Revenue	5,653,828	100.0%	4,164,899	100.00%	1,488,929	35.7%
Expenses						
Marketing Expenses						
Consumer Marketing	1,360,821	28.4%	2,144,409	37.65%	783,587	36.5%
Merchandising	576,894	12.0%	681,665	11.97%	104,771	15.4%
Foodservice	217,622	4.5%	208,015	3.65%	(9,607)	-4.6%
Consumer Public Relations	375,958	7.8%	408,518	7.17%	32,560	8.0%
Consumer/Trade Living Well	83,774	1.7%	91,672	1.61%	7,898	8.6%
Marketing Activities Support	36,213	0.8%	86,756	1.52%	50,543	58.3%
Merch Shop	81,133	1.7%	72,229	1.27%	(8,905)	-12.3%
Subtotal Marketing Expenses	2,732,415	57.0%	3,693,263	64.85%	960,848	26.0%
Non-Marketing Expenses						
Industry Affairs & Production Research	320,233	6.7%	460,713	8.09%	140,479	30.5%
Grant Programs	150,153	3.1%	23,166	0.41%	(126,987)	-548.2%
Administration	1,673,678	34.9%	1,590,444	27.93%	(83,234)	-5.2%
Subtotal Non-Marketing Expenses	2,144,064	44.7%	2,074,323	36.42%	(69,741)	-3.4%
Total Expenses	4,876,479	100.0%	5,767,586	100.00%	891,107	15.5%
Surplus (Deficit)	777,350	100.0%	(1,602,686)	100.00%	2,380,036	148.5%

California Avocado Commission
Statement of Revenues, Expenses & Changes in Net Position (Surplus/Deficit) - Actual vs. Budget
For the six months ending April 30, 2022 (with Comparison to Budget)

	YTD		YTD Budget	YTD Actual Vs YTD Budget		Annual Budget	YTD Actual Vs Annual Budget	
	Actual	%		Var-Fav(Unfav)	% of Budget		Var-Fav(Unfav)	% of Budget
Revenues								
Assessment Revenues								
CAC Assessment Revenue	3,303,694	58.43%	1,690,140	1,613,554	95.47%	6,398,440	(3,094,746)	-48.37%
HAB Assessment Revenue	2,262,356	40.01%	1,742,100	520,256	29.86%	5,928,750	(3,666,394)	-61.84%
Subtotal Assessment Revenue	5,566,050	98.45%	3,432,240	2,133,810	62.17%	12,327,190	(6,761,140)	-54.85%
Other Revenues								
Admin & Accounting Fee Revenue (AIP)	30,498	0.54%	30,498	-	0.00%	61,000	(30,502)	-50.00%
Grant Funding	-	0.00%	-	-	0.00%	475,000	(475,000)	-100.00%
Pine Tree Ranch Crop Income	-	0.00%	-	-	0.00%	112,500	(112,500)	-100.00%
From The Grove Income	41,250	0.73%	32,500	8,750	26.92%	65,000	(23,750)	-36.54%
Interest and Other Income	8,373	0.15%	7,500	873	11.64%	15,000	(6,627)	-44.18%
Merchandise Shop Income	7,657	0.14%	26,811	(19,153)	-71.44%	53,621	(45,963)	-85.72%
Subtotal Other Revenues	87,778	1.55%	97,309	(9,531)	-9.79%	782,121	(694,343)	-88.78%
Total Revenue	5,653,828	100.00%	3,529,549	2,124,280	60.19%	13,109,311	(7,455,482)	-56.87%
Expenses								
Marketing Expenses								
Consumer Marketing	1,360,821	27.91%	2,221,341	860,520	38.74%	5,375,000	4,014,179	74.68%
Merchandising	576,894	11.83%	729,414	152,520	20.91%	2,194,035	1,617,141	73.71%
Foodservice	217,622	4.46%	240,405	22,783	9.48%	772,500	554,878	71.83%
Consumer Public Relations	375,958	7.71%	413,250	37,292	9.02%	785,000	409,042	52.11%
Consumer/Trade Living Well	83,774	1.72%	79,500	(4,274)	-5.38%	145,000	61,226	42.23%
Marketing Activities Support	36,213	0.74%	36,450	237	0.65%	112,500	76,287	67.81%
Merchandise Shop	81,133	1.66%	92,154	11,021	11.96%	147,330	66,197	44.93%
Subtotal Marketing Expenses	2,732,415	56.03%	3,812,514	1,080,099	28.33%	9,531,365	6,798,950	71.33%
Non-Marketing Expenses								
Industry Affairs & Production Research	320,233	6.57%	393,479	73,245	20.71%	1,465,412	1,145,179	163.45%
Grants	150,153	3.08%	150,200	47	0.03%	475,000	324,847	68.39%
Administration	1,673,678	34.32%	1,812,288	138,610	7.65%	3,577,725	1,904,047	53.22%
Subtotal Non-Marketing Expenses	2,144,064	43.97%	2,355,967	211,903	8.99%	5,518,137	3,374,073	61.15%
Total Expenses	4,876,479	100.00%	6,168,480	1,292,002	20.95%	15,049,502	10,173,023	67.60%
Surplus (Deficit)	777,350	100.00%	(2,638,932)	3,416,281	-129.46%	(1,940,191)	2,717,541	140.07%

California Avocado Commission
Statement of Revenues, Expenses & Changes in Net Position (Surplus/Deficit) - Actual vs. Budget
For the six months ending April 30, 2022 (with Comparison to Budget)

	YTD		YTD Budget	YTD Actual Vs YTD Budget		Annual Budget	YTD Actual Vs Annual Budget	
	Actual	%		Var-Fav(Unfav)	% of Budget		Var-Fav(Unfav)	% of Budget
Consumer Advertising								
Media	311,410	6.39%	1,006,666	695,256	69.07%	3,200,000	2,888,590	90.27%
Production	108,917	2.23%	167,305	58,388	34.90%	197,305	88,388	44.80%
Online Marketing	157,591	3.23%	264,468	106,877	40.41%	411,890	254,299	61.74%
Program Administration	782,903	16.05%	782,903	-	0.00%	1,565,805	782,903	50.00%
Subtotal Consumer Advertising	1,360,821	27.91%	2,221,341	860,520	38.74%	5,375,000	4,014,179	74.68%
Merchandising Promotions								
Trade Relations	409,204	8.39%	513,020	103,816	20.24%	1,001,500	592,296	59.14%
Retail/Consumer Promotions	62,914	1.29%	71,850	8,936	12.44%	813,835	750,921	92.27%
Data, Research & Analysis	94,425	1.94%	132,084	37,659	28.51%	293,700	199,275	67.85%
Administration & Other	10,351	0.21%	12,460	2,109	16.92%	85,000	74,649	87.82%
Subtotal Merchandising Promotions	576,894	11.83%	729,414	152,520	20.91%	2,194,035	1,617,141	73.71%
Foodservice								
Media	38,780	0.80%	26,155	(12,625)	-48.27%	79,300	40,520	51.10%
Public Relations & Collateral Materials	14,610	0.30%	20,050	5,440	27.13%	56,800	42,190	74.28%
Foodservice Events	80,286	1.65%	96,300	16,014	16.63%	279,700	199,414	71.30%
Chain Promotions	69,735	1.43%	84,000	14,265	16.98%	300,700	230,965	76.81%
Education Programs	700	0.01%	900	200	22.22%	2,000	1,300	65.00%
Program Administration Fees	13,510	0.28%	13,000	(510)	-3.93%	54,000	40,490	74.98%
Subtotal Foodservice	217,622	4.46%	240,405	22,783	9.48%	772,500	554,878	71.83%
Consumer Public Relations								
Brand Advocates	114,841	2.35%	162,350	47,509	29.26%	339,800	224,959	66.20%
Public Relations	209,861	4.30%	199,700	(10,161)	-5.09%	321,700	111,839	34.76%
Program Administration	51,256	1.05%	51,200	(56)	-0.11%	123,500	72,244	58.50%
Subtotal Public Relations	375,958	7.71%	413,250	37,292	9.02%	785,000	409,042	52.11%
Consumer/Trade Living Well								
RDN Ambassadors	59,791	1.23%	59,700	(91)	-0.15%	113,700	53,909	47.41%
Industry Partnerships	19,183	0.39%	15,000	(4,183)	-27.89%	21,300	2,117	9.94%
Program Administration	4,800	0.10%	4,800	-	0.00%	10,000	5,200	52.00%
Subtotal Consumer/Trade Living Well	83,774	1.72%	79,500	(4,274)	-5.38%	145,000	61,226	42.23%
Marketing Activities Support								
Marketing Planning	23,713	0.49%	23,950	237	0.99%	87,500	63,787	72.90%
Center for Produce Safety	-	0.00%	-	-	0.00%	-	-	0.00%
"Buy California" Marketing Campaign	12,500	0.26%	12,500	-	0.00%	25,000	12,500	0.00%
Festivals	-	0.00%	-	-	0.00%	-	-	0.00%
Subtotal Marketing Activities Support	36,213	0.74%	36,450	237	0.65%	112,500	76,287	67.81%
Merchandise Shop								
Cost of Goods Sold	(3,085)	-0.06%	-	3,085	0.00%	13,000	16,085	123.73%
Expenses - Variable	7,101	0.15%	9,627	2,526	26.23%	19,275	12,174	63.16%
Expenses - Fees	77,117	1.58%	82,527	5,410	6.56%	115,055	37,938	32.97%
Subtotal Merchandise Shop	81,133	1.66%	92,154	11,021	11.96%	147,330	66,197	44.93%
Subtotal Marketing Expenses	2,732,415	56.03%	3,812,514	1,080,099	28.33%	9,531,365	6,798,950	71.33%

California Avocado Commission
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	YTD		YTD Budget	YTD Actual Vs YTD Budget		Annual Budget	YTD Actual Vs Annual Budget	
	Actual	%		Var-Fav(Unfav)	% of Budget		Var-Fav(Unfav)	% of Budget
Industry Affairs								
AMRIC Operation	30,173	0.62%	21,250	(8,923)	-41.99%	86,500	56,327	65.12%
Crop Forecasting & Analysis	60,939	1.25%	62,913	1,974	3.14%	145,000	84,061	57.97%
Grower Database	985	0.02%	5,000	4,015	80.31%	5,000	4,015	80.31%
Grove ID GIS Project Dmnt	-	0.00%	-	-	0.00%	20,000	20,000	100.00%
Online Information (Grower Web Site)	6,458	0.13%	20,200	13,742	68.03%	46,000	39,542	85.96%
Publications	43,688	0.90%	43,410	(278)	-0.64%	104,000	60,312	57.99%
Annual Meeting	-	0.00%	20,000	20,000	100.00%	20,000	20,000	100.00%
Annual Report	13,267	0.27%	12,000	(1,267)	-10.56%	12,000	(1,267)	-10.56%
Water Issues	-	0.00%	-	-	0.00%	25,000	25,000	100.00%
Field/Technical Support	15,318	0.31%	15,320	2	0.02%	65,000	49,682	76.43%
Research Program Coordination & Outre	48,000	0.98%	48,000	-	0.00%	120,000	72,000	60.00%
Legislative & Regulatory Advocacy	2,838	0.06%	3,000	163	5.42%	125,000	122,163	97.73%
Product Registrations	-	0.00%	-	-	0.00%	4,000	4,000	100.00%
Sustainability Project	225	0.00%	250	25	10.00%	50,000	49,775	99.55%
Elections	-	0.00%	1,000	1,000	100.00%	10,000	10,000	100.00%
Legal Support	10,644	0.22%	19,500	8,856	45.42%	40,000	29,356	73.39%
Governance Support	-	0.00%	-	-	0.00%	20,000	20,000	100.00%
Field Meetings, Seminars & Workshops	-	0.00%	-	-	0.00%	23,500	23,500	100.00%
Pine Tree Ranch Field Days	-	0.00%	675	675	100.00%	2,000	2,000	100.00%
Grower Outreach	3,509	0.07%	3,600	91	2.52%	13,500	9,991	74.00%
Coalition Dues, Sponsorship & Reports	8,240	0.17%	8,990	750	8.34%	20,000	11,760	58.80%
Grant Writing	-	0.00%	-	-	0.00%	2,500	2,500	100.00%
Travel	3,501	0.07%	18,000	14,499	80.55%	40,000	36,499	91.25%
Office Expense	5,223	0.11%	8,900	3,677	41.31%	16,500	11,277	68.34%
Committee Meeting Expense	-	0.00%	-	-	0.00%	5,000	5,000	100.00%
Demonstration Grove								
Pine Tree - Rent	12,060	0.25%	12,060	-	0.00%	24,384	12,324	50.54%
Pine Tree - Grove Management	13,119	0.27%	15,800	2,681	16.97%	40,000	26,881	67.20%
Pine Tree - Utilities	(44)	0.00%	2,700	2,744	101.64%	5,400	5,444	100.82%
Pine Tree - Property Tax & Insurance	(625)	-0.01%	1,260	1,885	149.57%	2,500	3,125	124.98%
Pine Tree - Misc Expenses	997	0.02%	1,000	3	0.26%	5,000	4,003	80.05%
Pine Tree - Crop Harvesting	1,887	0.04%	7,000	5,113	73.04%	16,200	14,313	88.35%
Pine Tree - Crop Hauling	-	0.00%	-	-	0.00%	500	500	100.00%
Pine Tree - CAC Assessment	-	0.00%	850	850	100.00%	1,969	1,969	100.00%
Pine Tree - HAB Assessment	-	0.00%	970	970	100.00%	2,250	2,250	100.00%
Subtotal Pine Tree Demonstrati	27,395	0.56%	41,640	14,245	34.21%	98,203	70,808	72.10%
Subtotal Industry Affairs	280,402	5.75%	353,648	73,245	20.71%	1,118,703	838,301	74.94%
Production Research								
Proactive Mgmt of Avocado Seed and St	-	0.00%	-	-	0.00%	50,000	50,000	100.00%
Phenology and Ecology of Avocado Lace	-	0.00%	-	-	0.00%	50,845	50,845	100.00%
Commercial-Scale Field Testing of Advai	33,750	0.69%	33,750	-	0.00%	135,000	101,250	75.00%
Safety and Efficacy of Herbicides in Bear	6,081	0.12%	6,081	-	0.00%	10,864	4,783	44.03%
Development of Chloride Mitigation Strat	-	0.00%	-	-	0.00%	74,600	74,600	100.00%
PLACEHOLDER	-	0.00%	-	-	0.00%	25,400	25,400	100.00%
Subtotal Production Research	39,831	0.82%	39,831	-	0.00%	346,709	306,878	88.51%
Grants								
USDA Grant-FAS MAP South Korea	12,000	0.25%	12,000	-	0.00%	200,000	188,000	94.00%
USDA Grant-FAS MAP China	138,153	2.83%	138,200	47	0.03%	275,000	136,847	49.76%
Subtotal Grants	150,153	3.08%	150,200	47	0.03%	475,000	324,847	68.39%

California Avocado Commission
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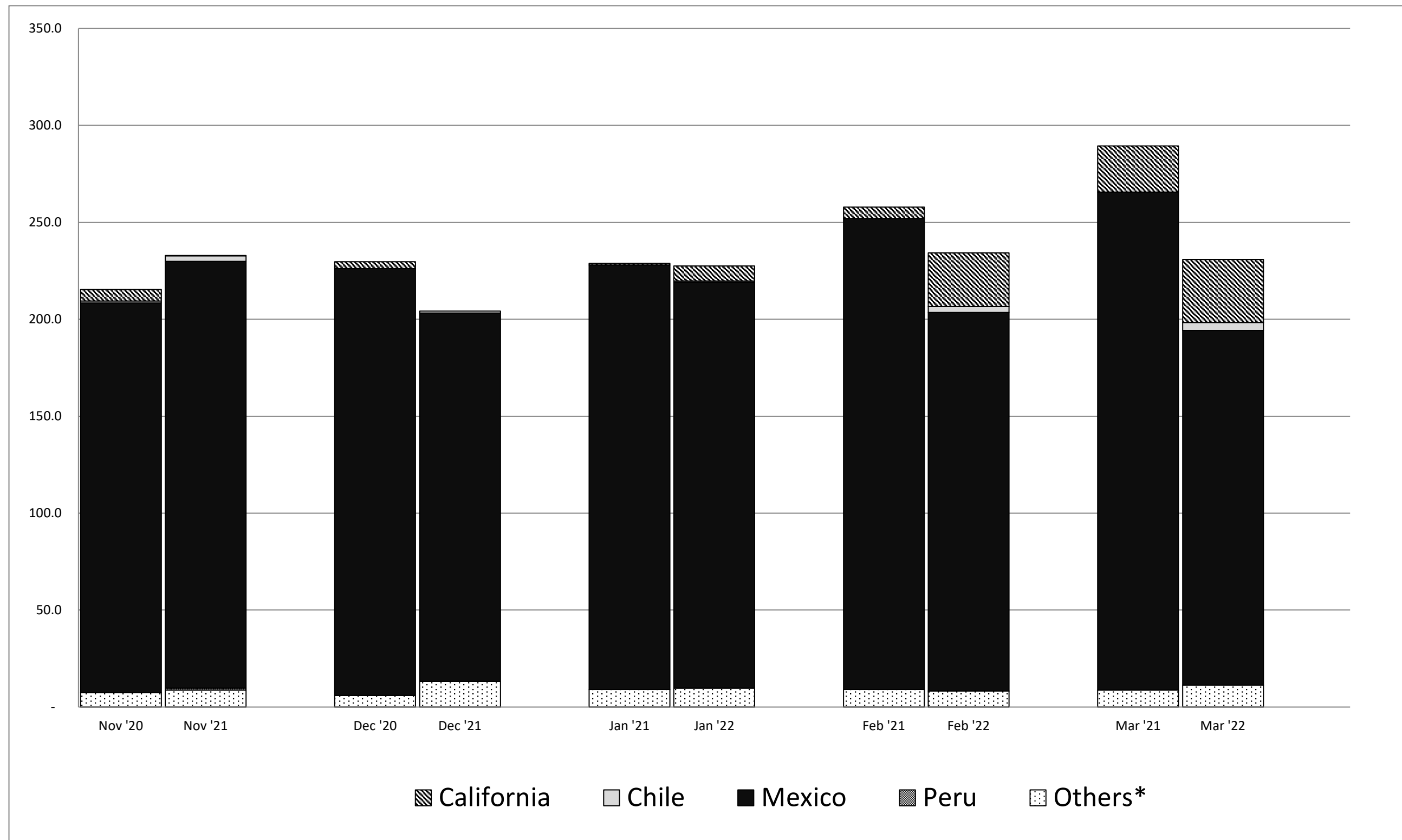
	YTD		YTD Budget	YTD Actual Vs YTD Budget		Annual Budget	YTD Actual Vs Annual Budget	
	Actual	%		Var-Fav(Unfav)	% of Budget		Var-Fav(Unfav)	% of Budget
Administration								
Rent-Office-CAM, Ins, Prop Tax-Mauchly	71,079	1.46%	71,251	172	0.24%	142,790	71,711	50.22%
Rent-Offsite Storage	3,510	0.07%	3,510	-	0.00%	7,137	3,627	50.82%
Corporate Insurance	87,013	1.78%	98,050	11,037	11.26%	98,050	11,037	11.26%
Office Expense, Supplies & Janitorial	8,334	0.17%	13,650	5,316	38.94%	38,835	30,501	78.54%
Utilities	4,168	0.09%	6,270	2,102	33.53%	16,540	12,372	74.80%
Bank Fees	8,397	0.17%	8,405	8	0.10%	15,860	7,463	47.06%
Equip Maint. & Exp. and Capital Lease Ir	8,596	0.18%	13,050	4,454	34.13%	27,600	19,004	68.86%
Telephone & Postage	9,021	0.18%	14,580	5,559	38.13%	30,410	21,389	70.34%
CPA-Financial Audits	31,120	0.64%	31,500	380	1.21%	31,500	380	1.21%
CPA-Assessment Audits	1,255	0.03%	1,300	45	3.46%	20,738	19,483	93.95%
CDFA-Fiscal and Compliance Audit	8,500	0.17%	8,715	215	2.47%	8,715	215	2.47%
California Dept. of Food & Agriculture	37,021	0.76%	38,100	1,079	2.83%	76,200	39,179	51.42%
U.S. Dept. of Agriculture (AMS)	19,844	0.41%	37,800	17,956	47.50%	75,600	55,756	73.75%
Legal & Other Professional	3,566	0.07%	3,600	34	0.94%	5,000	1,434	28.68%
Salaries/Wages	892,409	18.30%	937,500	45,091	4.81%	1,875,000	982,591	52.40%
Pension, Payroll Tax & Benefits	333,114	6.83%	343,260	10,146	2.96%	646,392	313,278	48.47%
Board Member District Meetings & Experi	-	0.00%	-	-	0.00%	3,000	3,000	100.00%
Board Member Entertainment	-	0.00%	-	-	0.00%	2,000	2,000	100.00%
Board Member Travel, Lodging, Mileage	-	0.00%	-	-	0.00%	38,000	38,000	100.00%
Board Meeting Expenses	642	0.01%	19,250	18,608	96.66%	30,500	29,858	97.89%
Network Maint., Hardware, Software & Li	27,172	0.56%	27,910	738	2.65%	48,610	21,438	44.10%
IT Support & Consulting and Other Servi	7,393	0.15%	13,440	6,047	44.99%	55,000	47,607	86.56%
Accounting & Assessment System	380	0.01%	1,260	880	69.84%	7,910	7,530	95.20%
Administration Staff Travel	-	0.00%	4,500	4,500	100.00%	9,000	9,000	100.00%
Depreciation Expense	23,236	0.48%	23,237	1	0.01%	46,463	23,227	49.99%
Pension Admin & Legal	18,587	0.38%	22,800	4,213	18.48%	52,300	33,713	64.46%
Dues, Reg, Education, Recruitment & Ot	69,321	1.42%	69,350	29	0.04%	143,575	74,254	51.72%
Temporary Help	-	0.00%	-	-	0.00%	25,000	25,000	100.00%
Subtotal Administration	1,673,678	34.32%	1,812,288	138,610	7.65%	3,577,725	1,904,047	53.22%
Total Expenses	4,876,479	100.00%	6,168,480	1,292,002	20.95%	15,049,502	10,173,023	67.60%
Surplus (Deficit)	777,350	100.00%	(2,638,932)	3,416,281	-129.46%	(1,940,191)	2,717,541	140.07%

CALIFORNIA AVOCADO COMMISSION POUNDS & DOLLARS BY VARIETY

November 2021 Through March 2022

Month	Hass Pounds	Lamb Pounds	Gem Pounds	Others Pounds	Total Pounds	Hass Dollars	Lamb Dollars	Gem Dollars	Others Dollars	Total Dollars	Avg \$/Lb
Nov 2021	25,432	3,582	0	73,789	102,803	\$35,115	\$6,113	\$	\$102,366	\$143,594	\$1.397
Dec 2021	8,018		0	26,052	34,070	\$15,742	0	\$	\$20,361	\$36,103	\$1.060
Jan 2022	7,647,756		0	197,244	7,845,000	\$12,056,594	0	\$	\$132,257	\$12,188,851	\$1.554
1st QTR	7,681,206	3,582	0	297,085	7,981,873	\$12,107,451	\$6,113	0	\$254,984	\$12,368,548	\$1.550
Feb 2022	27,609,858		6,814	75,251	27,691,923	\$43,637,363	0	\$3,505	\$45,425	\$43,686,293	\$1.578
Mar 2022	32,067,702		466,366	28,785	32,562,853	\$49,219,954	0	\$894,602	\$14,620	\$50,129,176	\$1.539
2nd QTR	59,677,560	0	473,180	104,036	60,254,776	\$92,857,317	0	\$898,107	\$60,045	\$93,815,469	\$1.557
1st Half	67,358,766	3,582	473,180	401,121	68,236,649	\$104,964,768	\$6,113	\$898,107	\$315,029	\$106,184,017	\$1.556
Total	67,358,766	3,582	473,180	401,121	68,236,649	\$104,964,768	\$6,113	\$898,107	\$315,029	\$106,184,017	\$1.556
Year-to-Date % of Crop	98.71%	.01%	.69%	.59%	100.00%	98.85%	.01%	.85%	.30%	100.00%	
Year-to-Date Average \$/lb						\$1.558	\$1.707	\$1.898	\$0.785	\$1.556	

**2020-21 FISCAL YEAR
WITH PRIOR YEAR COMPARISON
U. S. AGGREGATE AVOCADO VOLUME BY MONTH
All Varieties (million lbs.)**



	Actual Nov '20	Actual Nov '21	Actual Dec '20	Actual Dec '21	Actual Jan '21	Actual Jan '22	Actual Feb '21	Actual Feb '22	Actual Mar '21	Actual Mar '22	YTD Total 2020-21	YTD Total 2021-22	Total 2020-21
California	6.0	0.1	3.6	-	0.9	7.8	5.8	27.7	23.7	32.6	40.0	68.2	269.6
Chile	1.0	3.0	-	1.0	-	0.7	-	3.0	-	4.0	1.0	11.7	4.0
Mexico	201.0	220.0	220.0	190.0	219.0	209.3	243.0	195.3	257.0	183.0	1,140.0	997.6	2,337.0
Peru	-	1.0	-	-	-	-	-	-	-	-	-	1.0	176.0
Others*	7.4	8.8	6.1	13.3	9.0	9.7	9.0	8.3	8.7	11.3	40.2	51.4	100.7
TOTAL	215.4	232.9	229.7	204.3	228.9	227.5	257.8	234.3	289.4	230.9	1,221.2	1,129.9	2,887.3

* Others = Florida and Dominican Republic
** California is not final as of this report date

Source(s): CA = California Avocado Commission
Chile = Hass Avocado Board
Mexico = Hass Avocado Board
Peru = Hass Avocado Board
Others = USDA AMS and FATUS databases



BOARD INFORMATION

ITEM 3.C: RESULTS OF GROWER CROP ESTIMATING SURVEY

SUMMARY:

As part of CAC's crop estimating efforts, an annual mid-season crop estimating survey is conducted among growers and handlers during the month of April. Both sets of surveys collect volume information, as well as variety distribution. Additionally, the handler survey requests each organization to provide harvest projections for the remaining months of the season. The results of these surveys are used to inform the industry of the total crop that is expected to come to market and as a guide that helps shape the timing of CAC's marketing efforts.

Included in this write-up are the results of both the 2022 grower and handler mid-season surveys, resulting in CAC's mid-season crop update of 286 million pounds, 20 million pounds less than the December 2021 handler pre-season estimate of 306 million pounds. The decrease in volume mostly comes from Hass (19 million pounds), however a slight reduction to the Lamb-Hass volume also has been made (1 million pounds).

Also attached are the monthly and weekly harvest projections based on the 286-million-pound crop volume. Please note that projected volume for the beginning of the season, which has already been harvested, do not show weekly actuals, but instead how the 4-year average and handler forecasting models project a 286-million-pound crop would have come to market. As we move through the season, Commission staff will continue to track crop harvest and remaining volume closely, ensuring that CAC's marketing efforts are aligned when California fruit is in-season.

FISCAL ANALYSIS:

- Based on the strong year-to-date market conditions, the reduction in volume is not expected to have a detrimental effect on CAC's anticipated revenue

BOARD OPTIONS:

- Information item only

STAFF RECOMMENDATION:

- Not applicable

EXHIBITS / ATTACHMENTS:

- California Avocado 2022 Mid-Season Grower Survey Results
- April 2022 Handler Crop Survey Results
- CAC 2022 Mid-Season Crop and Harvest Projection Update



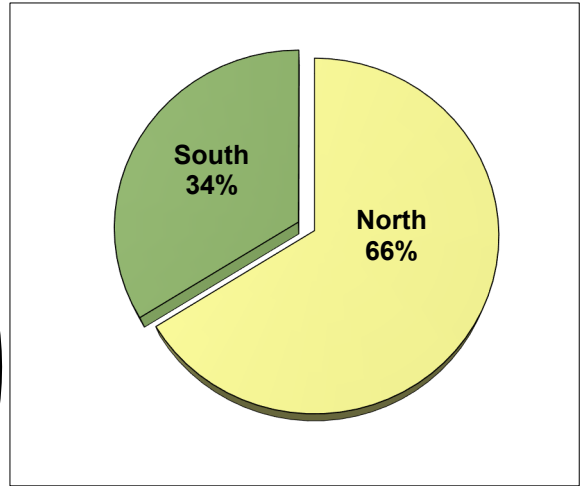
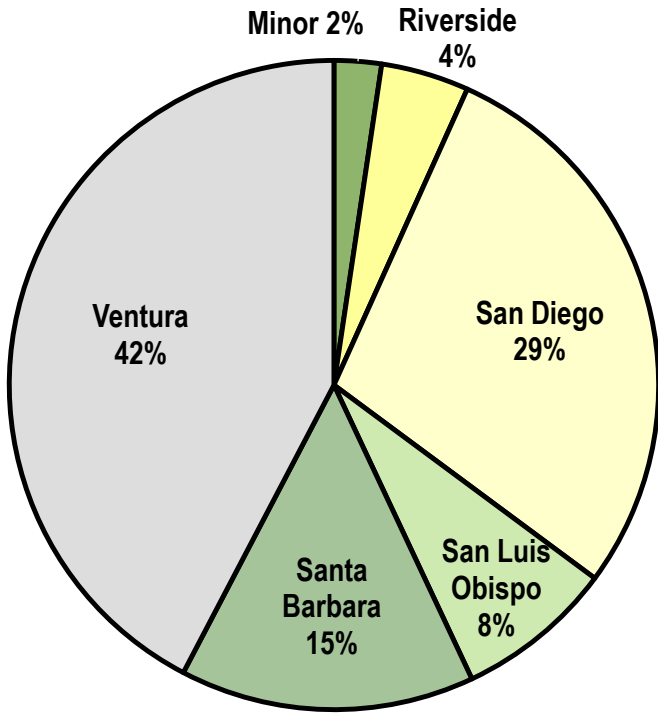
California Avocado 2022 Mid-Season Grower Survey Results

Variety	CAC Acres	Estimated Yield		Response %
		Lbs/Acre	Lbs (MM)	
Hass	44,014	6,141	270.29	42%
Lamb-Hass	1,617	5,019	8.11	33%
GEM	628	6,723	4.22	64%
Other	457	3,774	1.72	29%
Total	46,716	6,087	284.34	42%

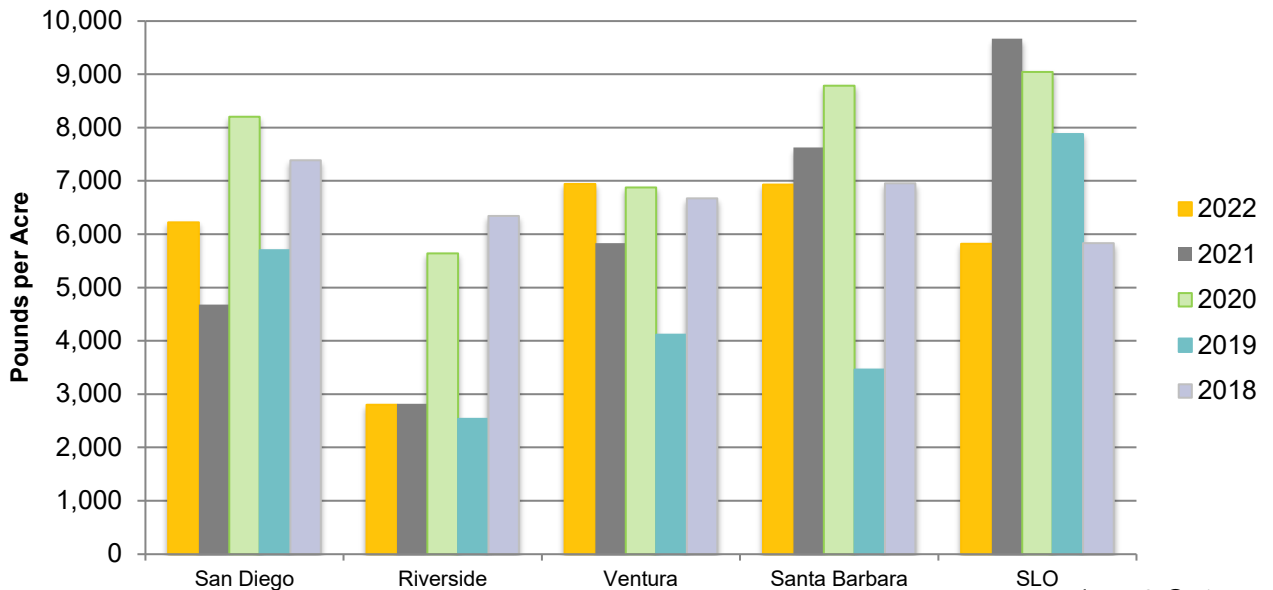
County	Hass Only			All Varieties		
	CAC Acres	Estimated Yield		CAC Acres	Estimated Yield	
		Lbs/ Acre	Lbs (MM)		Lbs/ Acre	Lbs (MM)
San Diego	12,367	6,220	76.92	13,358	6,048	80.78
Riverside	4,410	2,803	12.36	4,474	2,786	12.46
Orange	900	4,010	3.61	937	3,851	3.61
Ventura	16,070	6,940	111.53	17,303	6,955	120.34
Santa Barbara	5,950	6,928	41.22	6,134	6,799	41.70
San Luis Obispo	3,730	5,820	21.71	3,817	5,860	22.37
Minor Counties	587	5,013	2.94	693	4,455	3.09

Estimated yields are on-tree forecasts and do not attempt to adjust for future weather factors or project carry-out. CAC acres include producing trees classified as four years or older.

2022 Crop Distribution by County



Last Five Years Estimated Hass Yield by Acre (Five Major Counties)





AMRIC HANDLER CROP SURVEY RESULTS

APRIL 2022

Below is a summary of the AMRIC Handler Mid-Season Crop Survey responses for the 2022 Total Crop Volume:

Hass

- Low: 250 million pounds
- High: 300 million pounds
 - *Median – 278 million*
 - *Average 276 million*

Lamb-Hass

- Low: 7 million pounds
- High: 10 million pounds

GEM

- Low: 4 million pounds
- High: 5 million pounds

These responses have been reviewed in conjunction with CAC's Mid-Season Grower Crop Survey responses, resulting in a mid-season crop estimate update of 286 million pounds with the following varietal breakdown:

- Hass – 272 million pounds
- Lamb-Hass – 8 million pounds
- GEM – 5 million pounds
- Other – 1 million pounds

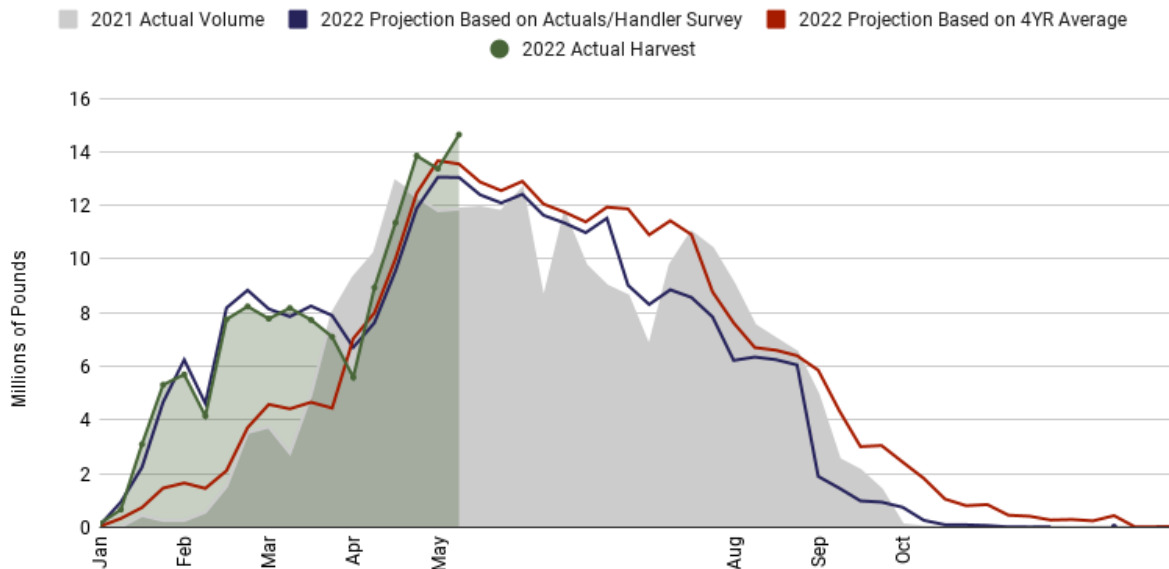


CAC 2022 MID-SEASON CROP AND HARVEST PROJECTIONS

MAY 2022 UPDATE

2022 Mid-Season California Crop Harvest Projection						May 2022 Handler Survey Hass Distribution
Month	Hass	Lamb	Gem	Other	Total	
Jan	7,700,000	-	-	178,700	7,878,700	2.8%
Feb	27,700,000	-	-	156,200	27,856,200	10.2%
Mar	32,000,000	-	66,500	51,000	32,117,500	11.8%
Apr	47,000,000	900	1,758,700	55,400	48,815,000	17.3%
May	48,000,000	13,700	1,897,400	25,800	49,936,900	17.6%
Jun	44,000,000	195,800	1,054,100	215,800	45,465,700	16.2%
Jul	37,000,000	4,236,600	181,600	159,100	41,577,300	13.6%
Aug	23,400,000	2,354,800	37,300	55,100	25,847,200	8.6%
Sep	4,900,000	1,026,000	4,400	56,200	5,986,600	1.8%
Oct	300,000	170,800	-	9,800	480,600	0.1%
Nov	-	1,400	-	7,100	8,500	0.0%
Dec	-	-	-	29,800	29,800	0.0%
Total	272,000,000	8,000,000	5,000,000	1,000,000	286,000,000	100%

2022 California Weekly Harvest Projections and Actuals vs. Prior Year Actual Harvest based on 286 MM pound crop size (All California Varieties)



2022 California Crop Weekly Harvest Projections vs. Actuals			
Week Ending (CAC Week)	4-Year Historical Forecast May 2022 Update	AMRIC Handler Forecast May 2022 Update	Industry Adjusted AMRIC Harvest
9-Jan	21,700	61,600	128,277
16-Jan	320,100	931,700	650,532
23-Jan	727,800	2,228,200	3,085,410
30-Jan	1,453,000	4,657,200	5,306,965
6-Feb	1,643,400	6,239,400	5,690,403
13-Feb	1,442,700	4,608,500	4,143,801
20-Feb	2,102,600	8,174,300	7,746,990
27-Feb	3,710,800	8,834,100	8,229,842
6-Mar	4,574,300	8,135,100	7,772,042
13-Mar	4,410,500	7,849,400	8,169,114
20-Mar	4,655,000	8,243,800	7,728,488
27-Mar	4,439,100	7,889,200	7,097,089
3-Apr	7,029,400	6,702,200	5,584,219
10-Apr	7,986,400	7,620,000	8,929,303
17-Apr	10,010,300	9,559,000	11,354,179
24-Apr	12,452,700	11,887,600	13,847,611
1-May	13,661,700	13,046,200	13,365,430
8-May	13,543,100	13,043,400	14,636,311
15-May	12,870,100	12,392,300	
22-May	12,548,200	12,087,900	
29-May	12,894,200	12,413,400	
5-Jun	12,049,200	11,628,900	
12-Jun	11,743,600	11,339,600	
19-Jun	11,382,100	10,979,900	
26-Jun	11,931,100	11,517,100	
3-Jul	11,867,900	9,020,000	
10-Jul	10,898,700	8,302,100	
17-Jul	11,424,300	8,850,800	
24-Jul	10,908,900	8,565,700	
31-Jul	8,771,900	7,838,700	
7-Aug	7,614,700	6,216,400	
14-Aug	6,694,800	6,341,500	
21-Aug	6,596,400	6,243,200	
28-Aug	6,392,600	6,046,200	
4-Sep	5,850,300	1,890,700	
11-Sep	4,338,600	1,450,700	
18-Sep	3,002,000	976,700	
25-Sep	3,040,500	930,800	
2-Oct	2,421,700	737,500	
9-Oct	1,815,100	251,100	
16-Oct	1,045,300	86,900	
23-Oct	797,900	84,300	
30-Oct	840,700	58,400	
6-Nov	443,300	3,400	
13-Nov	404,600	2,000	
20-Nov	263,200	3,100	
27-Nov	283,000	-	
4-Dec	231,600	-	
11-Dec	426,600	12,800	
18-Dec	2,100	-	
25-Dec	7,600	6,900	
31-Dec	12,600	10,100	
Season-to-Date	94,184,600	129,710,900	133,466,006
% of Crop	32.93%	45.35%	46.67%
Crop Size	286,000,000	286,000,000	Left to Harvest
Crop Variance	39,281,406	3,755,106	152,533,994



BOARD INFORMATION

ITEM 3.D: 2022 GENERAL ELECTION SCHEDULE

SUMMARY:

Based on deadlines set forth in CAC's Election Procedures that govern when certain events must occur, attached is the 2022 General Election Schedule. Also included with the schedule is the summary of all open seats.

FISCAL ANALYSIS:

- The "Elections" line item (64301) budget of \$10,000 was approved as part of the 2021-22 CAC Budget in October 2021 and is sufficient to cover the cost of the upcoming election.

BOARD OPTIONS:

- Information item only

STAFF RECOMMENDATION:

- Not applicable

EXHIBITS / ATTACHMENTS:

- 2022 Board of Directors Election Schedule



CALIFORNIA AVOCADO COMMISSION

2022 BOARD OF DIRECTORS ELECTION

The Annual CAC Board Election will be held in October 2022 for one Producer Member Seat in each of the five CAC districts. In addition, one Handler Member Seat and the Public Member Seat also are open. All seats in the 2022 CAC Election are for two-year terms. The California Department of Food and Agriculture (CDFA) will announce the results of the 2022 Annual CAC Board Election and seat new Board Members at the CAC Board meeting on November 17, 2022.

SUMMARY OF OPEN SEATS*

<u>District</u>	<u>Member</u>
1	Jessica Hunter
2	John Cornell
3	John Lloyd-Butler
4	Rachael Laenen
5	Andrew Prechtl
Handler	Gary Caloroso
Public Member	Daniella Malfitano

** Names shown are incumbents presently holding producer/handler seats*

2022 ELECTION SCHEDULE	
July 15	Election announcement / self-nomination notice sent to all Producers and Handlers
August 26	Deadline for receipt of signed nomination petitions, candidate disclosure statements & affidavits and requests for voter access mailings at CAC
September 6	Deadline for CAC receipt of voter access mailings
September 26	CAC mails ballots to producers and handlers
October 26	Deadline for receipt of ballots by CDFA
November 10	CDFA advises CAC staff of election results
November 17	CDFA announces election results to CAC Board and seats new Board Members and Alternates



ITEM 3.E: CONSIDER ACCEPTANCE OF REVISED MARKETING COMMITTEE APPOINTMENT

SUMMARY:

Denise Junqueiro, vice president of marketing at Mission Produce, Inc. and a member of the CAC Marketing Committee, notified the Commission that she would be leaving Mission in April 2022. Jennifer Anazawa, Senior Category Manager of Mission Produce, Inc. is recommended to replace Ms. Junqueiro on the Marketing Committee.

FISCAL ANALYSIS:

- Not Applicable.

BOARD OPTIONS:

- Accept the Marketing Committee Member Appointment as presented.
- Do not accept the Marketing Committee Member Appointment as presented.
- Take no action.

STAFF RECOMMENDATION:

- Accept the Marketing Committee Member Appointment of Jennifer Anazawa, Senior Category Manager of Mission Produce, Inc.

EXHIBITS / ATTACHMENTS:

- None.



BOARD ACTION

**ITEM 3.F: CONSIDER APPROVAL OF AVOCADO INSPECTION COMMITTEE (AIC)
MEMBER / ALTERNATE RECOMMENDATIONS**

SUMMARY:

The California Department of Food and Agriculture, Inspection Services Division provides oversight on inspections of avocados at the point of packing to ensure compliance with maturity, quality, size, and weight standards. The Avocado Certification and Inspection Program (AIP) was established in 1972, and, since 1986, the California Avocado Commission, through a Memorandum of Understanding with the CDFA, has been the administrator of the program, providing accounting services and retaining inspection personnel. The Avocado Inspection Committee (AIC) is advisory to the Secretary on all matters pertaining to avocado inspection.

Growers and handlers are appointed to the AIC by the California Secretary of Agriculture. The Secretary appoints six members (three handlers and three growers) and two alternates (one alternate handler, one alternate grower). Four positions are appointed annually. In odd years, the Secretary appoints two handler members, one grower member and one alternate handler. In even years, the Secretary appoints one handler member, two grower members and one alternate grower. The Secretary may also appoint a public member as appropriate. The current AIC members are:

<u>Name</u>	<u>Seat</u>	<u>Term Expires</u>
John Schaap	Handler Member	2022
Bryce Bannatyne	Grower Member	2022
Salvador Dominguez	Grower Member	2022
Aaruni Thakur	Alternate Grower Member	2022
Marc Fallini	Handler Member	2023
Keith Blanchard	Handler Member	2023
Stewart Lockwood	Grower Member	2023
Wayne Brydon	Alternate Handler Member	2023

Committee member terms and alternate terms are two years. Each committee member is limited to four consecutive terms. Once a person has served four consecutive terms, or portions thereof, as a member or alternate, he or she is not eligible to serve on the AIC as an alternate or member until at least one year has elapsed since the end of his or her last term.

The CDFA reviews all applications for vacant seats and provides the names of interested parties to the California Avocado Commission for consideration. The Commission Board reviews the list of applicants and submits a letter of recommended nominees to the California Secretary of Agriculture.

As of May 13, 2022, the CDFA has notified CAC that the following individuals have expressed an interest in continuing to serve on the AIC for the 2022-2024 term. Individuals appointed to the AIC will be seated at the upcoming September 2022 meeting of the committee:

<u>Name</u>	<u>Seat</u>
John Schaap	Handler Member
Bryce Bannatyne	Grower Member
Salvador Dominguez	Grower Member
Aaruni Thakur	Alternate Grower Member

FISCAL ANALYSIS:

- Not applicable

BOARD OPTIONS:

- Take no action
- Submit the names sent by the CDFA to the Secretary for consideration
- Offer alternative names for consideration or direct AIC to do so

STAFF RECOMMENDATION:

- Staff recommends that the Board submit the names of the following individuals to the Secretary for consideration

Proposed Motion:

The California Avocado Commission Board of Directors recommends the appointment of the following persons to serve in the positions and for terms indicated on the Avocado Inspection Committee:

<u>Name</u>	<u>Seat</u>	<u>Term Expires</u>
John Schaap	Handler Member	2024
Bryce Bannatyne	Grower Member	2024
Salvador Dominguez	Grower Member	2024
Aaruni Thakur	Alternate Grower Member	2024

EXHIBITS / ATTACHMENTS:

- Avocado Inspection Committee Reappointment Paperwork for John Schaap, Bryce Bannatyne, Salvador Dominguez and Aaruni Thakur

MEMO

To: John Schaap
From: Sarah Cardoni
Subject: Avocado Inspection Committee Reappointment
Date: April 5, 2022

Our records indicate that your term on the California Avocado Inspection Committee will expire on May 30, 2022. We would appreciate your help by filling out this short questionnaire below, indicating what interest you have with your appointment. Please return this form to me by April 30, 2022.

Thank you.

WOULD LIKE TO SERVE ANOTHER TERM
(Please complete the enclosed Prospective Member Appointment Questionnaire and submit with an industry letter of recommendation.)

REGRETFULLY UNABLE TO SERVE ANOTHER TERM

John Schaap
Signature

4/5/22
Date

THE STATE OF CALIFORNIA
DEPARTMENT OF FOOD AND AGRICULTURE
CALIFORNIA AVOCADO INSPECTION COMMITTEE

PROSPECTIVE MEMBER APPOINTMENT QUESTIONNAIRE

AVO - 120 (Rev. 1/2015)

PERSONAL INFORMATION

NAME: John Schaap DATE: 4/5/22
MAILING ADDRESS: 100 E. Shell Rd
TELEPHONE NUMBER: (805) 603-8248 FAX NUMBER: _____ EMAIL: John.Schaap@Giumarra.com

PROFESSIONAL INFORMATION

NAME OF COMPANY: Giumarra
WHAT IS YOUR POSITION IN THE COMPANY? Director of Bldg Operations
HOW LONG HAVE YOU PARTICIPATED IN THIS INDUSTRY? 30 years 1992

PLEASE LIST NAMES AND DATES OF ANY INDUSTRY, TRADE, ASSOCIATIONS AND/OR PROGRAMS THAT YOU ARE AND/OR HAVE BEEN ASSOCIATED WITH:

INDEX FRESH (14 years), Giumarra (16 years)
New Variety & Nursery Committee (Board - 4 years)
J&J Farming (Grower), Avocado Inspection Committee (Board)

PLEASE LIST THE REASON(S) YOU WOULD LIKE TO SERVE ON THIS COMMITTEE: Respect for Ag,
Passion for CA Avocado INDUSTRY, Preserve CA Avocado High Stand.

ADDITIONAL INFORMATION

PLEASE INDICATE WHICH MEMBER POSITION YOU ARE SEEKING TO FILL AND ANSWER THE ASSOCIATED QUESTIONS.

PRODUCER

PRODUCTION ACREAGE: _____ LOCATION (CITY AND COUNTY): _____

HANDLER

PUBLIC MEMBER

ARE YOU A CITIZEN AND RESIDENT OF CALIFORNIA? YES NO

ARE YOU FINANCIALLY INTERESTED IN ANY PRODUCER, SHIPPER, OR PROCESSOR? YES NO

IF YES, PLEASE EXPLAIN: _____

THE FORM 700 IS REQUIRED TO BE COMPLETED ANNUALLY BY COMMITTEE MEMBERS ONCE APPOINTED TO THE COMMITTEE. INFORMATION NECESSARY TO FILE A FORM 700 IS LOCATED AT THE CDFA WEBSITE AT [HTTP://WWW.CDFA.CA.GOV/Form700/](http://www.cdfa.ca.gov/Form700/) AND AT THE CALIFORNIA FAIR POLITICAL PRACTICES COMMISSION (FPPC) WEBSITE AT [HTTP://WWW.FPPC.CA.GOV/](http://www.fppc.ca.gov/). IN ADDITION, EACH MEMBER IS REQUIRED TO COMPLETE AN ETHICS ORIENTATION ON-LINE CLASS WHEN APPOINTED AND THEN AGAIN EVERY TWO YEARS THEREAFTER.

MEMO

To: Bryce Bannatyne
From: Sarah Cardoni
Subject: Avocado Inspection Committee Reappointment
Date: April 5, 2022

Our records indicate that your term on the California Avocado Inspection Committee will expire on May 30, 2022. We would appreciate your help by filling out this short questionnaire below, indicating what interest you have with your appointment. Please return this form to me by April 30, 2022.

vop.02.0760@inobio.com
Thank you.



WOULD LIKE TO SERVE ANOTHER TERM
(Please complete the enclosed Prospective Member Appointment Questionnaire and submit with an industry letter of recommendation.)



REGRETFULLY UNABLE TO SERVE ANOTHER TERM

Bryce Bannatyne
Signature

20 April 2022
Date

**THE STATE OF CALIFORNIA
DEPARTMENT OF FOOD AND AGRICULTURE
CALIFORNIA AVOCADO INSPECTION COMMITTEE**

PROSPECTIVE MEMBER APPOINTMENT QUESTIONNAIRE

AVO – 120 (Rev. 1/2015)

PERSONAL INFORMATION

NAME: Bryce R. Bannatyne, Jr. DATE: 5/6/2022

MAILING ADDRESS: PO Box 487 Fillmore, CA

TELEPHONE NUMBER: 805-524-5130 FAX NUMBER: 805-524-1447 EMAIL: ranchoresplandor@hotmail.com

PROFESSIONAL INFORMATION

NAME OF COMPANY: Rancho Resplandor LLC

WHAT IS YOUR POSITION IN THE COMPANY? President

HOW LONG HAVE YOU PARTICIPATED IN THIS INDUSTRY? 18 Years

PLEASE LIST NAMES AND DATES OF ANY INDUSTRY, TRADE, ASSOCIATIONS AND/OR PROGRAMS THAT YOU ARE AND/OR HAVE BEEN ASSOCIATED WITH: California Avocado Commission (alternate) - 3 years

California Avocado Inspection Committee - 5 years

PLEASE LIST THE REASON(S) YOU WOULD LIKE TO SERVE ON THIS COMMITTEE: More involvement in industry and region of production and food safety and pests (ACP)

ADDITIONAL INFORMATION

PLEASE INDICATE WHICH MEMBER POSITION YOU ARE SEEKING TO FILL AND ANSWER THE ASSOCIATED QUESTIONS.

PRODUCER

PRODUCTION ACREAGE: 150 acres LOCATION (CITY AND COUNTY): Santa Paula Region, Ventura County

HANDLER

PUBLIC MEMBER

ARE YOU A CITIZEN AND RESIDENT OF CALIFORNIA? YES NO

ARE YOU FINANCIALLY INTERESTED IN ANY PRODUCER, SHIPPER, OR PROCESSOR? YES NO

IF YES, PLEASE EXPLAIN: _____

THE FORM 700 IS REQUIRED TO BE COMPLETED ANNUALLY BY COMMITTEE MEMBERS ONCE APPOINTED TO THE COMMITTEE. INFORMATION NECESSARY TO FILE A FORM 700 IS LOCATED AT THE CDFA WEBSITE AT [HTTP://WWW.CDFA.CA.GOV/Form700/](http://www.cdfa.ca.gov/Form700/) AND AT THE CALIFORNIA FAIR POLITICAL PRACTICES COMMISSION (FPPC) WEBSITE AT [HTTP://WWW.FPPC.CA.GOV/](http://www.fppc.ca.gov/). IN ADDITION, EACH MEMBER IS REQUIRED TO COMPLETE AN ETHICS ORIENTATION ON-LINE CLASS WHEN APPOINTED AND THEN AGAIN EVERY TWO YEARS THEREAFTER.

MEMO

To: Salvador Dominguez
From: Sarah Cardoni
Subject: Avocado Inspection Committee Reappointment
Date: April 5, 2022

Our records indicate that your term on the California Avocado Inspection Committee will expire on May 30, 2022. We would appreciate your help by filling out this short questionnaire below, indicating what interest you have with your appointment. Please return this form to me by April 30, 2022.

Thank you.



WOULD LIKE TO SERVE ANOTHER TERM
(Please complete the enclosed Prospective Member Appointment Questionnaire and submit with an industry letter of recommendation.)



REGRETFULLY UNABLE TO SERVE ANOTHER TERM


Signature

4-21-2022
Date

THE STATE OF CALIFORNIA
DEPARTMENT OF FOOD AND AGRICULTURE
CALIFORNIA AVOCADO INSPECTION COMMITTEE

PROSPECTIVE MEMBER APPOINTMENT QUESTIONNAIRE

AVO - 120 (Rev. 1/2015)

PERSONAL INFORMATION

NAME: Salvador L. Dominguez DATE: 04-21-2022
MAILING ADDRESS: PO Box 763 Santa Paula, CA 93061
TELEPHONE NUMBER: (805) 290-5181 FAX NUMBER: (805) 525-4211 EMAIL: Salvera367@gmail.com

PROFESSIONAL INFORMATION

NAME OF COMPANY: Ranchos Dominguez
WHAT IS YOUR POSITION IN THE COMPANY? OWNER
HOW LONG HAVE YOU PARTICIPATED IN THIS INDUSTRY? 45+ years

PLEASE LIST NAMES AND DATES OF ANY INDUSTRY, TRADE, ASSOCIATIONS AND/OR PROGRAMS THAT YOU ARE AND/OR HAVE BEEN ASSOCIATED WITH: CLASS AVOCADO BOARD - CALIFORNIA AVOCADO COMMISSION
SAN CAYETANO MUTUAL WATER CO - CITRUS MUTUAL WATER CO

PLEASE LIST THE REASON(S) YOU WOULD LIKE TO SERVE ON THIS COMMITTEE: I AM ENVALED AT A HIGH LEVEL IN THE AVOCADO INDUSTRY

ADDITIONAL INFORMATION

PLEASE INDICATE WHICH MEMBER POSITION YOU ARE SEEKING TO FILL AND ANSWER THE ASSOCIATED QUESTIONS.

PRODUCER

PRODUCTION ACREAGE: 105

LOCATION (CITY AND COUNTY): SANTA PAULA, VENTURA CO.

HANDLER

PUBLIC MEMBER

ARE YOU A CITIZEN AND RESIDENT OF CALIFORNIA? YES NO

ARE YOU FINANCIALLY INTERESTED IN ANY PRODUCER, SHIPPER, OR PROCESSOR? YES NO

IF YES, PLEASE EXPLAIN: OWN MY RANCH - HAVE STOCK IN MISSION PRODUCE AND CALAVO GROWERS

THE FORM 700 IS REQUIRED TO BE COMPLETED ANNUALLY BY COMMITTEE MEMBERS ONCE APPOINTED TO THE COMMITTEE. INFORMATION NECESSARY TO FILE A FORM 700 IS LOCATED AT THE CDFA WEBSITE AT [HTTP://WWW.CDFA.CA.GOV/Form700/](http://www.cdfa.ca.gov/Form700/) AND AT THE CALIFORNIA FAIR POLITICAL PRACTICES COMMISSION (FPPC) WEBSITE AT [HTTP://WWW.FPPC.CA.GOV/](http://www.fppc.ca.gov/). IN ADDITION, EACH MEMBER IS REQUIRED TO COMPLETE AN ETHICS ORIENTATION ON-LINE CLASS WHEN APPOINTED AND THEN AGAIN EVERY TWO YEARS THEREAFTER.

MEMO

To: Aaruni Thakur
From: Sarah Cardoni
Subject: Avocado Inspection Committee Reappointment
Date: April 5, 2022

Our records indicate that your term on the California Avocado Inspection Committee will expire on May 30, 2022. We would appreciate your help by filling out this short questionnaire below, indicating what interest you have with your appointment. Please return this form to me by April 30, 2022.

Thank you.

WOULD LIKE TO SERVE ANOTHER TERM

(Please complete the enclosed Prospective Member Appointment Questionnaire and submit with an industry letter of recommendation.)

REGRETFULLY UNABLE TO SERVE ANOTHER TERM



Signature

4/25/22
Date

THE STATE OF CALIFORNIA
DEPARTMENT OF FOOD AND AGRICULTURE
CALIFORNIA AVOCADO INSPECTION COMMITTEE

PROSPECTIVE MEMBER APPOINTMENT QUESTIONNAIRE

AVO - 120 (Rev. 1/2015)

PERSONAL INFORMATION

NAME: AARUNI THAKUR DATE: 4/25/2022
MAILING ADDRESS: 600 S. LAMBERT DR. FULLERTON, CA 92833
TELEPHONE NUMBER: (714) 595-8011 FAX NUMBER: _____ EMAIL: AARUNI.THAKUR@GMAIL

PROFESSIONAL INFORMATION

NAME OF COMPANY: HANNA BROPHY LAW
WHAT IS YOUR POSITION IN THE COMPANY? ASSOCIATE ATTORNEY
HOW LONG HAVE YOU PARTICIPATED IN THIS INDUSTRY? 12 YEARS

PLEASE LIST NAMES AND DATES OF ANY INDUSTRY, TRADE, ASSOCIATIONS AND/OR PROGRAMS THAT YOU ARE AND/OR HAVE BEEN ASSOCIATED WITH: _____

PLEASE LIST THE REASON(S) YOU WOULD LIKE TO SERVE ON THIS COMMITTEE: I WISH TO SERVE ANOTHER TERM AS AN ALTERNATE

ADDITIONAL INFORMATION

PLEASE INDICATE WHICH MEMBER POSITION YOU ARE SEEKING TO FILL AND ANSWER THE ASSOCIATED QUESTIONS.

PRODUCER

PRODUCTION ACREAGE: 3.5 LOCATION (CITY AND COUNTY): RAINBOW, SD COUNTY

HANDLER

PUBLIC MEMBER

ARE YOU A CITIZEN AND RESIDENT OF CALIFORNIA? YES NO

ARE YOU FINANCIALLY INTERESTED IN ANY PRODUCER, SHIPPER, OR PROCESSOR? YES NO

IF YES, PLEASE EXPLAIN: _____

THE FORM 700 IS REQUIRED TO BE COMPLETED ANNUALLY BY COMMITTEE MEMBERS ONCE APPOINTED TO THE COMMITTEE. INFORMATION NECESSARY TO FILE A FORM 700 IS LOCATED AT THE CDFA WEBSITE AT [HTTP://WWW.CDFA.CA.GOV/FORM700/](http://www.cdfa.ca.gov/Form700/) AND AT THE CALIFORNIA FAIR POLITICAL PRACTICES COMMISSION (FPPC) WEBSITE AT [HTTP://WWW.FPPC.CA.GOV/](http://www.fppc.ca.gov/). IN ADDITION, EACH MEMBER IS REQUIRED TO COMPLETE AN ETHICS ORIENTATION ON-LINE CLASS WHEN APPOINTED AND THEN AGAIN EVERY TWO YEARS THEREAFTER.



ITEM 6.A: CONSIDER APPROVAL OF CORPORATE INSURANCE

SUMMARY:

As part of its fiduciary role, the Board is required to ensure that CAC is adequately insured against various liabilities and potential losses. The Finance Committee is tasked to review CAC's schedule of corporate insurance for the current year and bring its recommendation for approval to the Board.

The 2021-22 schedule of insurance is very similar to prior year's schedule, and management believes that it provides CAC with adequate coverage against potential liability and loss. In addition to coverage provided in previous years, management has included a cyber liability insurance policy that would provide coverage in the event of a data breach involving sensitive customer information in connection with the launch of selling CAC ecommerce merchandise.

FISCAL ANALYSIS:

The total premium for all CAC corporate liability insurance policies is estimated to be \$89,199 which is \$1,110 higher than prior year and \$8,851 lower than budget.

BOARD OPTIONS:

- Accept management's recommendation on CAC's corporate insurance
- Modify CAC's corporate insurance portfolio or coverage amounts
- Direct management to obtain more information or modify the corporate insurance information
- Take no action

STAFF RECOMMENDATION:

- Management recommends that the Board of Directors approve the current schedule of insurance.

EXHIBITS / ATTACHMENTS:

- Premium comparison 2021-22 vs. 2020-21
- CAC's current schedule of corporate insurance

CALIFORNIA AVOCADO COMMISSION
CORPORATE INSURANCE PREMIUMS
PREMIUM COMPARISON – 2021-22 vs. 2020-21

	2021-22	2020-21	Difference Over (Under)
BUDGET	\$ 98,050	\$ 89,000	\$ -

ACTUAL

Commercial General Liability – Property, Auto (Fireman’s Fund Co)	\$ 19,014	\$ 18,341	\$ 673
Umbrella Liability (Fireman’s Fund Co)	\$ 6,079	\$ 5,654	\$ 425
Crime Liability (Travelers Casualty & Surety)	\$ 4,029	\$ 4,029	\$ -
Travel Accident (Hartford Life & Accident Co)	\$ 1,478	\$ 1,443	\$ 35
Directors & Officers Coverage (Great American Insurance Co)	\$ 38,477	\$ 37,064	\$ 1,413
Employed Lawyers Professional Liability (Federal Insurance Co)	\$ -	\$ 2,372	\$ (2,372)
Fiduciary Liability (U.S. Specialty Insurance Co)	\$ 2,488	\$ 2,370	\$ 118
Errors & Omissions / Professional Liability-Media (Lloyd’s of London)	\$ 12,748	\$ 11,930	\$ 818
Foreign Package (Fireman’s Fund Co)	\$ 2,700	\$ 2,700	\$ -
Cyber Liability (HSB Specialty Insurance Co)	\$ 2,186	\$ 2,186	\$ -
Total	\$ 89,199	\$ 88,089	\$ 1,110

Over (Under) Budget	\$ 8,851	\$ (911)	
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**California Avocado Commission
Schedule of Insurance
2022-2023**

Company & Policy No.	Policy Period	Coverage Limits	Type of Coverage	Premium
		<u>COMMERCIAL PACKAGE</u>		\$ 19,024.00
Fireman's Fund Insurance Co.(Allianz) Pol. # USC010873220 A.M.. Best Rating: A+ XV	1/1/22 to 1/1/23	Loc # Locations: 1 12 Mauchly, Bldg L, Irvine, CA. 92618 2 326 State Pace, Escondido, CA. 92029 3 27537 Commerce Center Dr, Suite 103, Temecula, CA. 92590 4 15875 Laguna Canyon Rd., Irvine, CA. 92618 5 705 E. Main Street, Suite A, Santa Paula, CA. 93060 6 19455 E. Telegraph Rd., Santa Paula, CA. 93060 (Liability only)		
		PROPERTY: \$ 509,900 Blanket Personal Property (Loc 1-5) Replacement Cost, No-coinsurance \$ 165,000 Unnamed Location Coverage (Fulfillment Center) Included Equipment Breakdown \$ 250,000 Blanket Business Income 180 day Extended Period of Indemnity Deductible(s): \$ 1,000 Property 24 Hours Business Income		
		EQSL: \$ 796,600 Location#1-Blanket \$ 116,500 Location #2-Blanket \$ 18,000 Location #3-Blanket \$ 250,000 Location #4-Blanket Deductible(s): 5% Property Damage (\$10k min) 72 Hours Business Income Waiting Period		
		INLAND MARINE: \$ 358,650 Scheduled Equipment (Display booths, banners & tools @ Loc 1) Deductible: \$ 500 Scheduled Equipment		

Company & Policy No.	Policy Period	Coverage Limits	Type of Coverage	Premium
			<u>GENERAL LIABILITY</u>	
		\$ 2,000,000	General Aggregate Limit	
		\$ 2,000,000	Products/Compl. Operations Aggregate Limit	
		\$ 1,000,000	Each Occurrence Limit	
		\$ 1,000,000	Personal & Advertising Injury Limit - Any one person or organization	
		\$ 100,000	Damage to Premises Rented to you Limit - Any one premises	
		\$ 5,000	Medical Expense Limit (Any One Person)	
		\$ 1,000,000	Employee Benefit Liability, Each Employee	
		\$ 2,000,000	Employee Benefit Liability, Aggregate	
			<u>BUSINESS AUTOMOBILE:</u>	
		\$ 1,000,000	Hired and Non Owned Auto Liability Hired Auto Physical Damage Applies \$50 Comp Ded/\$250Coll Ded.	
			<u>FOREIGN PACKAGE</u>	\$ 2,700.00
Fireman's Fund Insurance Pol. # USC015181220 A.M.. Best Rating: A+ XV	1/1/22 to 1/1/23		<u>International General liability</u>	
		\$ 2,000,000	General Aggregate Limit	
		\$ 2,000,000	Products/Compl. Operations Aggregate Limit	
		\$ 1,000,000	Each Occurrence Limit	
		\$ 1,000,000	Personal & Advertising Injury Limit - Any one person or organization	
		\$ 50,000	Damage to Premises Rented to you Limit - Any one premises	
		\$ 5,000	Medical Expense Limit (Any One Person)	
		\$ 1,000,000	Employee Benefit Liability, Each Employee	
		\$ 2,000,000	Employee Benefit Liability, Aggregate	
			<u>International Business Auto</u>	
		\$ 1,000,000	Hired or Non-owned Auto Liability	
		\$ 10,000	Medical payments-Each Person	
		\$ 10,000	Medical payment-Each Accident	
			<u>INTERNATIONAL FOREIGN VOLUNTARY WORKERS COMPENSATION AND EMPLOYERS LIABILITY</u>	
		\$ 1,000,000	Bodily Injury, Each Accident	
		\$ 1,000,000	Bodily Injury by Disease, Policy Limit	
		\$ 1,000,000	Bodily Injury By Disease, Each Employee	
		\$ 250,000	Repatriation Expense	
			Foreign Voluntary Workers Compensation Benefits applicable according to the laws of the states, providences, territories or countries (US Nationals - State of Hire; 3rd Party National - Country of Origin)	

Company & Policy No.	Policy Period	Coverage Limits	Type of Coverage	Premium
<u>UMBRELLA</u>				
Fireman's Fund Insurance Company Pol.#USC02186322U A.M.. Best Rating: A+ XV	1/1/22 to 1/1/23	\$ 5,000,000 NIL	Each Occurrence & Aggregate Self Insured Retention, (SIR)	\$ 6,079.00
<u>Underlying Coverages:</u>				
Commercial General Liability-Fireman's Fund Automobile Liability-Fireman's Fund International GL, Auto and WC Liability-Fireman's Fund Employers Liability-Hartford Casualty				
<u>DIRECTORS & OFFICERS / EMPLOYMENT PRACTICES LIABILITY</u>				
Great American Insurance Company Pol. #EPP9427767 A.M.. Best Rating: A+ XV	1/1/22 to 1/1/23	\$ 5,000,000 \$ 150,000 \$ 10,000 \$ - \$ 25,000	Aggregate Limit Fair Labor Standard Act Defense Sub-limit Pending and Prior Litigation Date: 3/11/1987 Donor Data Loss Crisis Fund Sub-limit Retention(s): D&O - Each Claim Each EPLI Claim	\$ 38,477.00
<u>LAWYERS PROFESSIONAL LIABILITY</u>				
<u>MEDIA LIABILITY (Cyber carved out as of 5/29/20)</u>				
Lloyd's of London Pol. #CR167881 A.M.. Best Rating: A XV	1/1/22 to 1/1/23	\$ 1,000,000 \$ 1,000,000 12-1-2011 \$ 25,000	Limit of Liability Per Claim Aggregate Retro Date Retention	\$ 11,834.00 fees - \$914.48
<u>FIDUCIARY LIABILITY</u>				
U.S. Specialty Insurance Company Pol. #U72253006 A.M.. Best Rating: A++ XV	1/1/22 to 1/1/23	\$ 1,000,000 \$ 2,500	Each claim and in the Aggregate Deductible: Each Claim including Defense	\$ 2,488.00

Company & Policy No.	Policy Period	Coverage Limits	Type of Coverage	Premium
<u>TRAVEL ACCIDENT</u>				
Hartford Life and Accident Insurance Company	1/1/22	\$ 100,000	Accidental Death and Dismemberment	\$ 1,478.00
Pol. #ETB200507	to	\$ 500,000	Aggregate Limitation	
A.M.. Best Rating: A XV	1/1/23			
<u>CRIME</u>				
Travelers Casualty and Surety	1/1/20	\$ 1,000,000	Employee Theft	\$ 12,135.00 Billed Annually - \$4,029
Pol. #105727123	to	\$ 1,000,000	ERISA Fidelity Coverage	
A.M.. Best Rating: A++ XV	1/1/23	\$ 1,000,000	Premises Coverage	
		\$ 1,000,000	In Transit Coverage	
		\$ 1,000,000	Forgery or Alteration Coverage	
		\$ 1,000,000	Computer Fraud Coverage	
		\$ 1,000,000	Funds Transfer Fraud Coverage	
		\$ 1,000,000	Money Orders & Counterfeit Currency Fraud Coverage	
		\$ 100,000	Data Restoration Expense	
		\$ 1,000,000	Personal Accounts Forgery or Alteration	
		\$ 5,000	Claim Expense	
		\$ 5,000	Deductible(s): All items with the exception of ERISA and Claims Expense which are NIL	
<u>Cyber</u>				
HSB Specialty Ins. Co.	5/29/21	\$ 1,000,000	Information Privacy/Network Security/Bus Interruption/ Cyber Extortion/ Social Eng/	\$ 2,117.00 fees - \$68.80
Pol. #660472202	to	\$ 1,000,000	Policy Aggregate	
A.M.. Best Rating: A++ X	5/29/22	\$ 5,000	Retention(s):	



BOARD INFORMATION

ITEM 7: MARKETING REPORT

SUMMARY:

CALIFORNIA AVOCADO COMMISSION DASHBOARD – 2021-22 MAY UPDATE

- The Dashboard provides an in-depth overview of the performance of the Commission’s marketing programs from November 1, 2021 through April 30, 2022

FISCAL ANALYSIS:

- N/A

BOARD OPTIONS:

- Information only

STAFF RECOMMENDATION:

- N/A

EXHIBITS / ATTACHMENTS:

- CAC Dashboard Update Through April 30, 2022



HOME	REVENUE	CONSUMER ADVERTISING	ONLINE MARKETING	CONSUMER PR	CONSUMER/ TRADE LIVING WELL	RETAIL	FOODSERVICE	RESEARCH
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KEY PERFORMANCE INDICATORS: NOVEMBER 2021 – APRIL 2022

\$1.45

Average Selling Price

Category Average Selling Price per Unit for the 4-weeks ending April 17, 2022

59.7 Million

Consumer Media Impressions

Includes offline, online and social media impressions through April 2022

791.0 Million

Consumer PR Impressions

Media coverage secured with print, broadcast and online media outlets, as well as retailer communications through April 2022

4.9 Million

Trade Media and Public Relations Impressions

Positive direct CAC trade public relations circulation through April 22

4.5 Million

Consumer Facebook Impressions

A 95% increase versus the same period through April 2022

12

Retail Promotions

Number of Retail Promotion Agreements fully executed through April 2022



HOME	REVENUE	CONSUMER ADVERTISING	ONLINE MARKETING	CONSUMER PR	CONSUMER/ TRADE LIVING WELL	RETAIL	FOODSERVICE	RESEARCH
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REVENUE: CROP MOVEMENT AND MEASURES

U.S. Hass Avocado Supply (November-April)

	2021/22		2020/21		2019/20	
Origin	Volume (MM lbs)	Est. % Complete*	Volume (MM lbs)	% Complete	Volume (MM lbs)	% Complete
California	121	40%	83	30%	116	31%
Chile	12	122%	-	0%	8	85%
Mexico	1,146	46%	1,349	57%	1,109	53%
Peru	1	1%	0	0%	1	0%
Other	10	63%	2	22%	3	29%
Total	1,290	43%	1,434	50%	1,237	47%
*based on current projections						Source: CAC



REVENUE: CROP MOVEMENT AND MEASURES

California Avocado Grade and Size Distribution - This Year vs. Last Year											
		November 1, 2021 - April 30, 2022					November 1, 2020 - April 30, 2021				
Grade	Size	Size %	(millions)		Avg Lug \$	%	Size %	(millions)		Avg Lug \$	%
			Pounds	Dollars				Pounds	Dollars		
Hass #1 Conv	40	4%	3.5	9.1	\$ 64.74	1%	9%	5.4	9.0	\$ 42.83	2%
	48	27%	22.8	57.6	\$ 63.16	6%	37%	21.9	38.0	\$ 43.67	1%
	60	30%	25.3	54.8	\$ 54.17	6%	27%	15.8	24.0	\$ 38.35	1%
	70	22%	19.0	33.2	\$ 43.62	6%	15%	8.8	10.3	\$ 29.51	1%
	84	12%	10.5	14.4	\$ 34.29	8%	6%	3.7	3.5	\$ 24.02	1%
	Other	5%	3.4				7%	3.9			
	All	100%	84.4	174.6	\$ 51.73	6%	100%	59.5	90.3	\$ 38.38	1%
Hass #2s	All		5.5	9.9	\$ 45.08	6%		5.9	6.2	\$ 27.35	4%
Hass Organic #1	All		8.6	22.8	\$ 66.35			4.4	9.7	\$ 55.60	2%

California Avocado Region Distribution - This Year vs. Last Year											
All Varieties		November 1, 2021 - April 30, 2022					November 1, 2020 - April 30, 2021				
Region	Region %	(millions)		Avg Lug \$	%	Region %	(millions)		Avg Lug \$	%	
		Pounds	Dollars				Pounds	Dollars			
EAST CENTRAL	4%	4.1	9.2	\$ 55.93	20%	3%	1.9	2.9	\$ 40.71	6%	
NORTHEAST	3%	3.4	7.8	\$ 57.54	1%	2%	1.6	2.6	\$ 40.07	1%	
PACIFIC	82%	82.3	171.1	\$ 51.96	6%	79%	55.5	82.8	\$ 37.78	1%	
SOUTHEAST	3%	3.1	6.9	\$ 56.43	4%	2%	1.4	2.5	\$ 44.30	0%	
SOUTHWEST	3%	3.0	6.2	\$ 51.10	0%	3%	2.2	3.4	\$ 39.11	0%	
WEST CENTRAL	3%	3.2	7.5	\$ 59.65	2%	1%	1.0	1.6	\$ 39.88	0%	
EXPORT	1%	0.9	1.9	\$ 53.55	0%	10%	6.8	11.2	\$ 42.56	3%	

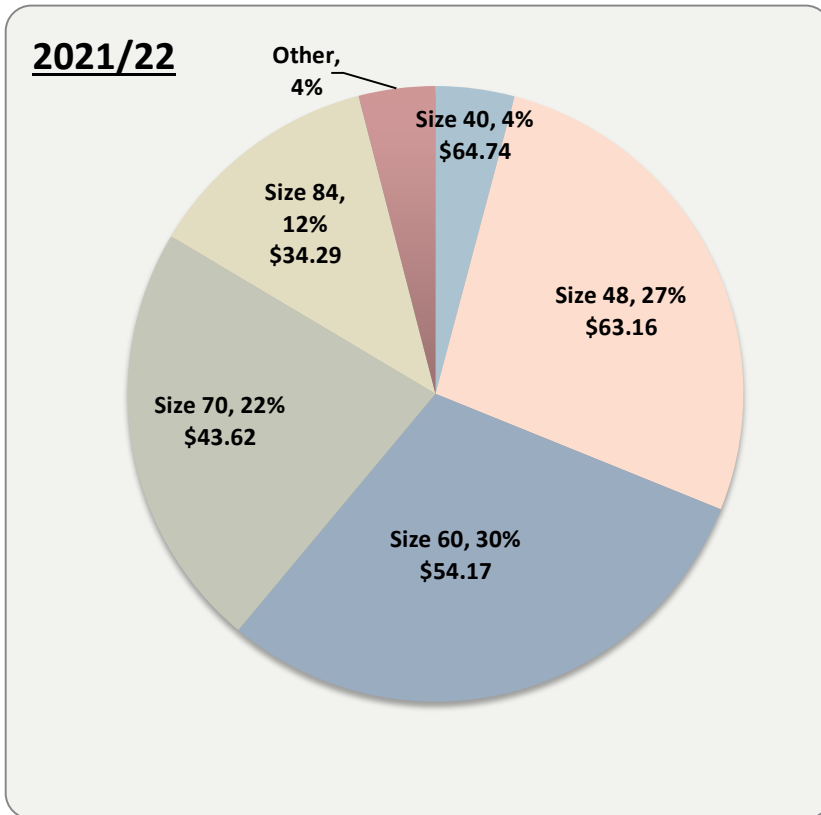


- HOME
- REVENUE
- CONSUMER ADVERTISING
- ONLINE MARKETING
- CONSUMER PR
- CONSUMER/ TRADE LIVING WELL
- RETAIL
- FOODSERVICE
- RESEARCH

REVENUE: CROP MOVEMENT AND MEASURES

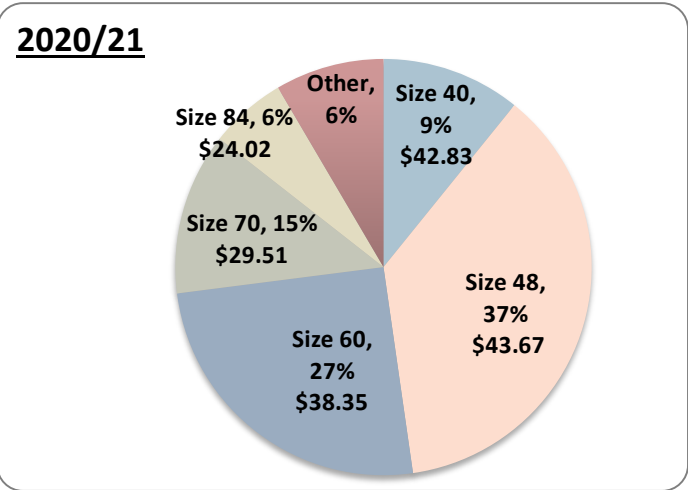
Size Distribution and Average Lug Price

Hass #1 Conventional (November-April)

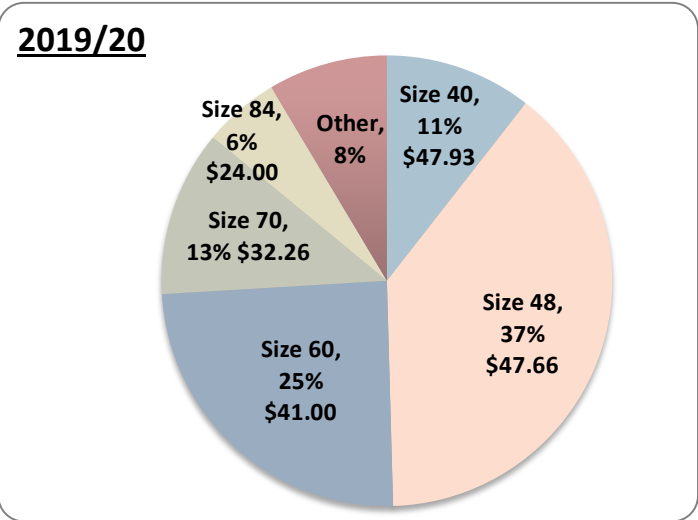


Source: AMRIC

2020/21



2019/20





HOME REVENUE CONSUMER ADVERTISING ONLINE MARKETING CONSUMER PR CONSUMER/ TRADE LIVING WELL RETAIL FOODSERVICE RESEARCH

REVENUE: RETAIL SALES AND VOLUME

<u>RETAIL</u> <u>(4 wks)</u>	<u>Apr21</u> <u>(3/22/21-4/18/21)</u>	<u>Apr22</u> <u>(3/21/22-4/17/22)</u>	<u>Variance</u>
Volume (Unit)	173,822,623	158,621,668	-9.6%
Dollars	\$206,395,912	\$204,344,152	+10.1%
Avg. Selling Price/Unit	\$1.19	\$1.45	+17.9%
<u>RETAIL</u> <u>California Season</u>	<u>Mar21-Apr21</u> <u>(3/1/21-4/18/21)</u>	<u>Mar22-Apr22</u> <u>(2/28/22-4/17/22)</u>	<u>Variance</u>
Volume (Unit)	312,138,242	273,411,415	-14.2%
Dollars	\$349,436,025	\$393,343,396	+11.2%
Avg. Selling Price/Unit	\$1.12	\$1.44	+22.2%
<u>RETAIL</u> <u>Non-California Season</u>	<u>Sep20-Feb21</u> <u>(8/31/20-2/28/21)</u>	<u>Sep21-Feb22</u> <u>8/30/21-2/27/22</u>	<u>Variance</u>
Volume (Unit)	1,127,294,171	1,009,066,000	-11.7%
Dollars	\$1,113,345,713	\$1,240,154,420	+10.2%
Avg. Selling Price/Unit	\$0.99	\$1.23	+19.6%



- HOME
- REVENUE
- CONSUMER ADVERTISING
- ONLINE MARKETING
- CONSUMER PR
- CONSUMER/ TRADE LIVING WELL
- RETAIL
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- RESEARCH

REVENUE: RETAIL SALES AND VOLUME

Avg. Retail Price
\$1.15



Mar 2021 – Aug 2021
(3/1/21 – 8/29/21)

Avg. Retail Price
\$1.23



Sept 2021 – Feb 2022
(8/30/21 – 2/27/22)

Avg. Retail Price
\$1.44

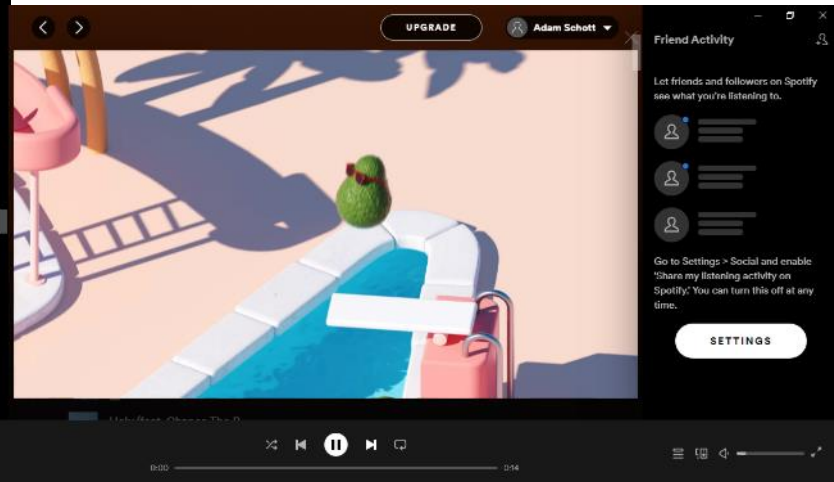
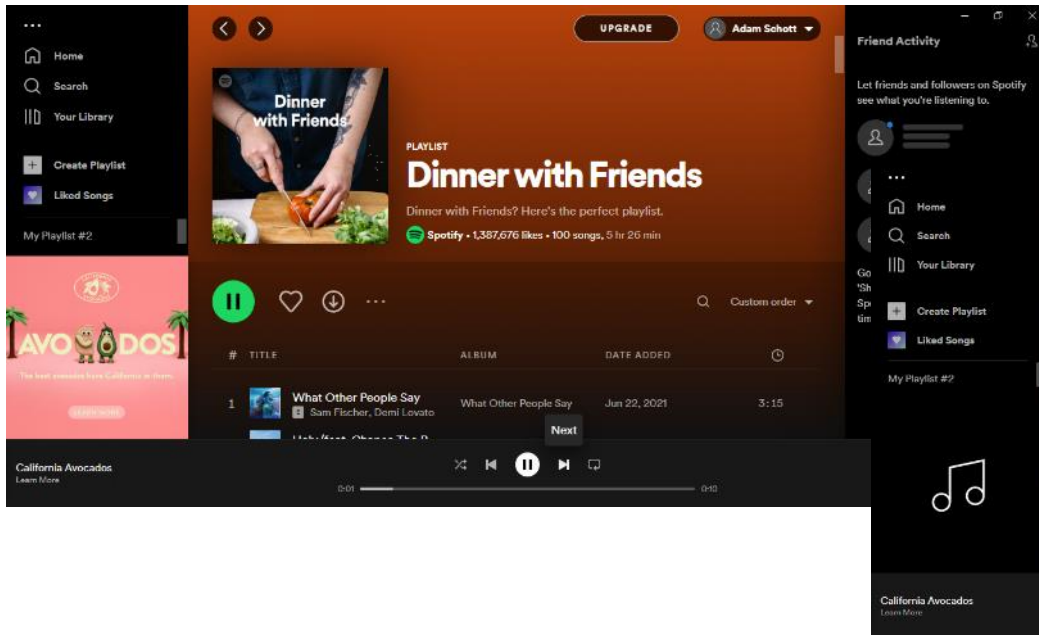


Mar 2022 – Apr 2022
(2/28/22 – 4/17/22)



CONSUMER ADVERTISING: AUDIO

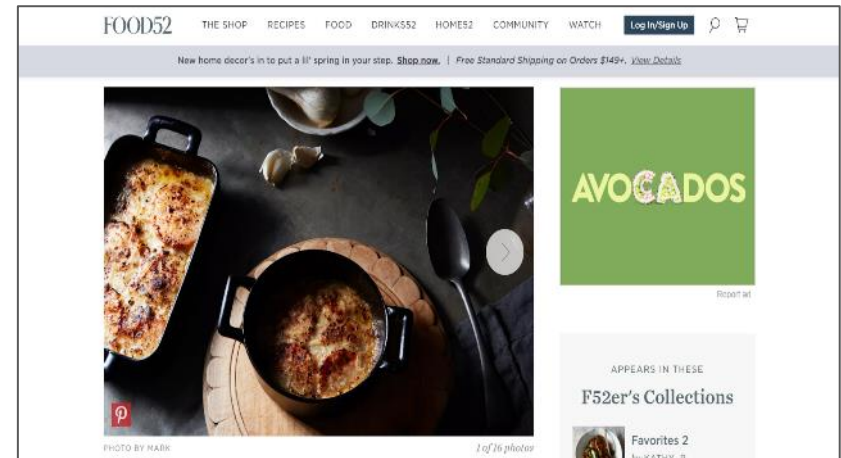
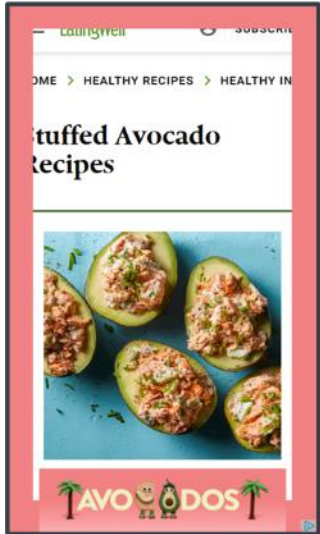
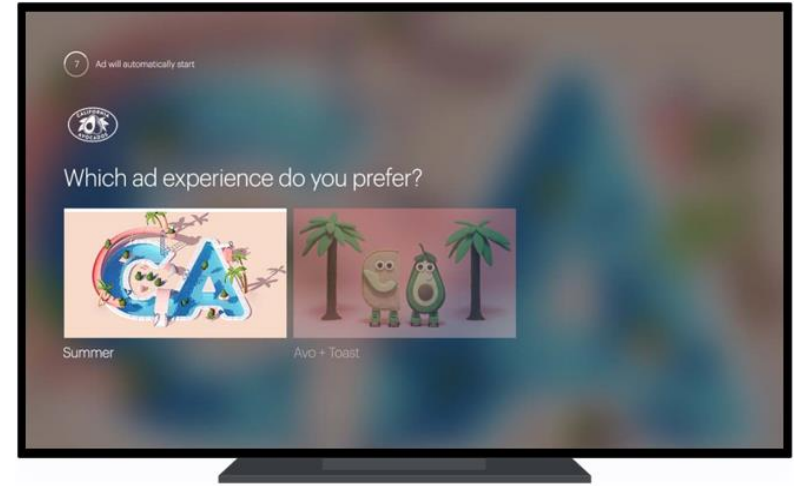
- 11,220,012 Impressions
- 12,497 Clicks with a 0.27% Click Through Rate
- 2,968,497 Video Views
- Targeted listening sessions, audio, banners, overlays, in-car audio and podcast live reads





CONSUMER ADVERTISING: DIGITAL BRAND

- 20,188,168 Impressions
- 41,324 Clicks with a 0.26% Click Through Rate
- 10,868,895 Video Views
- Digital video, mobile and display banners

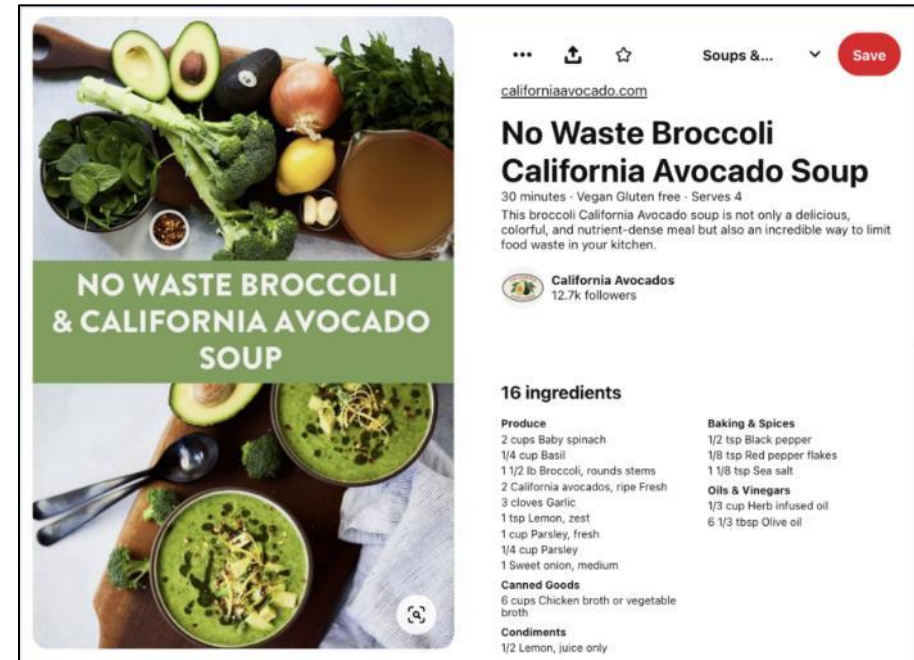
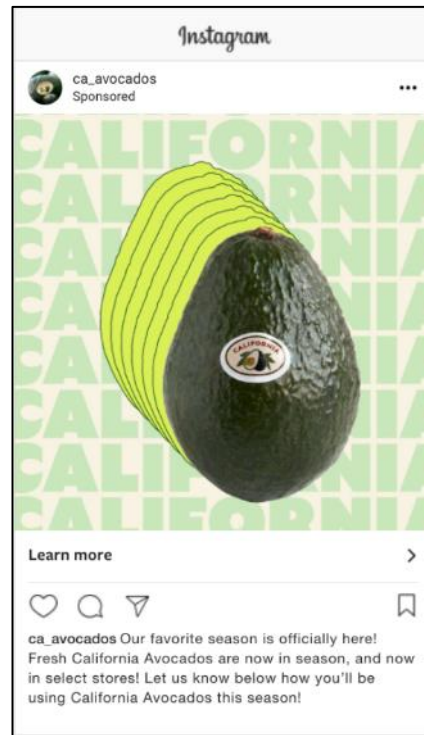




CONSUMER ADVERTISING: SOCIAL BRAND



- 6,853,338 Impressions
- 60,290 Engagements with a 0.88% Engagement Rate
- Season-long social advertising across top platforms

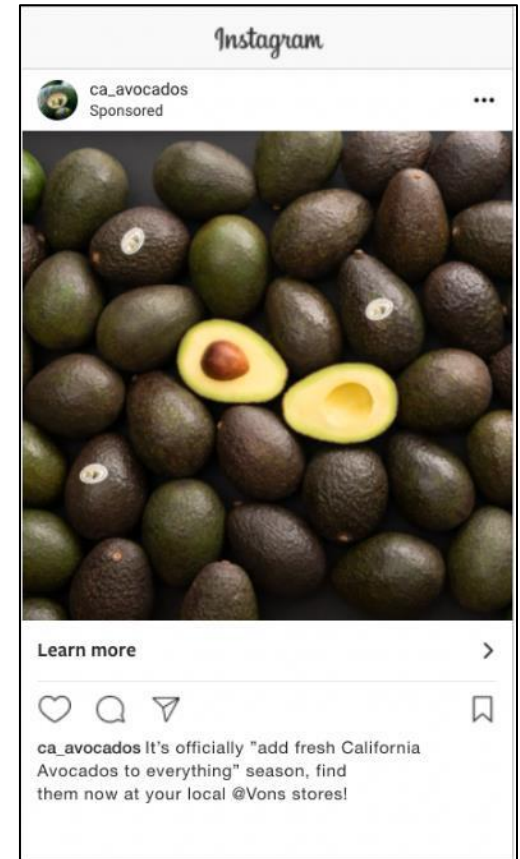




CONSUMER ADVERTISING: SOCIAL RETAIL



- 592,175 Impressions
- 4,903 Engagements with a 0.83% Engagement Rate
- Promoted California Avocados in-store to drive users to retailers





ONLINE MARKETING: NOVEMBER 2021 – APRIL 2022

SEARCH RESULTS

- Organic Search Impressions: 18.9MM
- Paid Search Impressions: 1.9MM

SOCIAL MEDIA

- Facebook
 - Total Fans: 320.1K (-1% decrease YoY)
 - Impressions: 4.5MM (95% increase YoY)
- Twitter
 - Total Followers: 20.9K (-2% decrease YoY)
 - Total Retweets: 734 (103% increase YoY)
- YouTube
 - Views: 12.3MM (11% increase YoY)
 - Subscribers: 2.6K (30% increase YoY)
- Instagram
 - Followers: 43K (2% increase YoY)
 - Impressions: 250K (-56% decrease YoY)
- TikTok (launched 4/6/22)
 - Followers: 199
 - Impressions: 2.7K

CONSUMER WEBSITE

- # of Visits: 591K (17% decrease YoY)
- Page Views / Visit: 1.33 (2% increase YoY)
- Time on site: 41 seconds (2% decrease YoY)
- Total Page Views: 784K (17% decrease YoY)

EMAIL

- Average Open Rate: 27.3%
- Click through rate: 5.4%
- Emails Sent: 1 email sent to 171K recipients





HOME

REVENUE

CONSUMER
ADVERTISINGONLINE
MARKETINGCONSUMER
PRCONSUMER/
TRADE
LIVING WELL

RETAIL

FOODSERVICE

RESEARCH

CONSUMER PR: VIRTUAL COOKING CLASS WITH MEG QUINN

- To promote California Avocado season, CAC hosted a virtual charcuterie board class in partnership with LA-based food stylist and charcuterie board expert Meg Quinn (and moderator Erica Domesek, founder of the lifestyle brand P.S.- I made this...)
- Meg was joined by 16 media attendees from national, regional and local consumer and trade outlets, as well as four retail contacts
- Through earned media relations, as well as distribution of a press release and mat release, the program resulted in **213,017,227 impressions** across national and regional media outlets, including *Associated Press*, *The San Diego Union-Tribune* and *Los Angeles Downtown News*, as well as organic social mentions from attendees





HOME

REVENUE

CONSUMER
ADVERTISINGONLINE
MARKETINGCONSUMER
PRCONSUMER/
TRADE
LIVING WELL

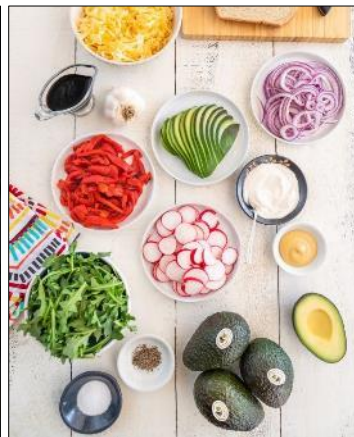
RETAIL

FOODSERVICE

RESEARCH

CONSUMER PR: BRAND ADVOCATES

- To celebrate California avocado season, CAC partnered with five influencers to serve as this year's Brand Advocates. The Brand Advocates were chosen based on their significant influence on social media, large viewership on their blog channels and their vibrant content creation
 - The ask for this season was to develop unique recipes promoting California Avocados on their respective social media channels, including their blog, Instagram, Facebook, TikTok and Pinterest pages
- During March and through April, the Brand Advocate program secured **168,930 blog post impressions** and **300,700 social media impressions**, resulting in a total of **469,630 impressions**





CONSUMER PR: NEWS BUREAU

- Ahead of the 2022 season, the team identified relevant story angles for CAC and leveraged its unique perspective and assets to promote with consumer media
- Reactive and proactive news bureau media efforts resulted in 3,616,838 impressions

The Mercury News

Eating 2 servings a week of 1 fatty fruit can reduce heart attack risk, study says



Tasting Table.

The Best Ways To Keep Avocados Fresh



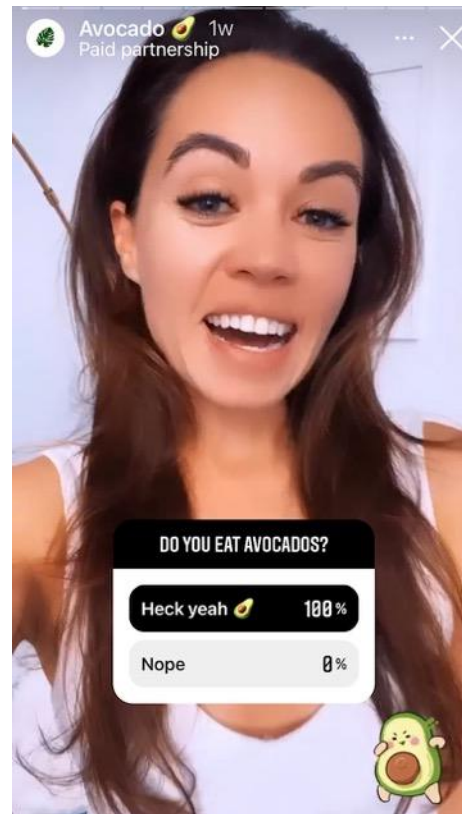
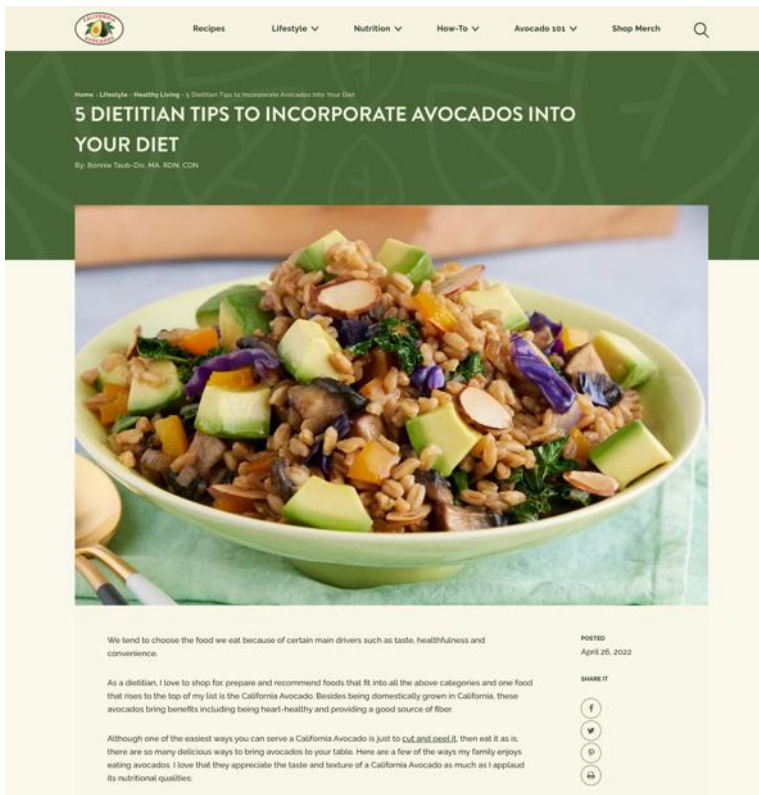


CONSUMER/TRADE – LIVING WELL: BRAND ADVOCATES

Dietitians & health and wellness influencers tell the California Avocado story to raise awareness and promote purchase via website articles and social media

Bonnie Taub-Dix – Website Article

Mascha Davis – Instagram Story





HOME REVENUE CONSUMER ADVERTISING ONLINE MARKETING CONSUMER PR CONSUMER/ TRADE LIVING WELL **RETAIL** FOODSERVICE RESEARCH

RETAIL: TRADE RELATIONS – KEY ACCOUNT MARKETING COMMUNICATIONS

Gelson's

MOLLIE STONE'S MARKETS

Mollie Stone's Markets
12 February

🍌 It's almost game time! Kick off the big game with the freshest snack spread by adding in-season @ca_avocados to your playbook.

Now in season and available at all our locations!

#avocado #caavocado #california #gameday #footballseason #sports #sportsfan #gamedaysnacks #biggamesnacks #snackspread #avocados #tailgate #foodie #local #celebrate #appetizers #catering #touchdown #molliestones #molliestonesmarkets #locallygrown #familyowned

The best avocados have California in them.

gelsonsmarkets These oven baked and crispy coated tots are loaded with flavor from @ca_avocados and russet potatoes. They also can be prepared in an air fryer and are great as a vegetarian appetizer or snack, a side dish or with breakfast. We love them served with low-fat sour cream, and guacamole or mashed avocado.

Crispy #CaliforniaAvocados Potato Tots recipe for your #baseball game watching party!

Serves: 4 (6 tots per serving)

Ingredients:

Tots:

- 3 lb. russet potatoes, peeled and cut into large pieces
- 3 Tbsp. snipped fresh chives or chopped green onion tops
- 1 Tbsp. Flour
- 1 tsp. seasoned salt
- 1 tsp. onion powder
- 1/4 tsp. pepper
- 1 ripe Fresh California Avocado, seeded, peeled and cut into small cubes

Coating:

- 1/4 cup Flour
- 1 egg, well beaten
- 1 cup panko breadcrumbs
- Olive oil cooking spray

Liked by ca_avocados and 31 others

gelsonsmarkets This Chipotle Lentil Tacos with Peach and #CaliforniaAvocado Salsa recipe is a perfect addition to your #CincodeMayo menu!

#CaliforniaAvocados are available now at your local Gelson's! Recipe video courtesy @ca_avocados

#ilovegelsons #gelsonsmarkets #gelsons #caavocados #avocado #recipe #recipevideo

1d

minadore_ Delicious!!!

133 views
1 DAY AGO



- HOME
- REVENUE
- CONSUMER ADVERTISING
- ONLINE MARKETING
- CONSUMER PR
- CONSUMER/ TRADE LIVING WELL
- RETAIL**
- FOODSERVICE
- RESEARCH

RETAIL: KEY ACCOUNT MARKETING COMMUNICATIONS



California Avocados at Grand Opening event



California Avocado Recipe videos ran on Raley's Facebook and Instagram, and Raley's ONE Market Instagram





- HOME
- REVENUE
- CONSUMER ADVERTISING
- ONLINE MARKETING
- CONSUMER PR
- CONSUMER/ TRADE LIVING WELL
- RETAIL**
- FOODSERVICE
- RESEARCH

RETAIL: RETAILER INTERACTIVE EVENTS: VIRTUAL COOKING CLASS





RETAIL: RETAIL DIETITIAN RELATIONS



As part Hy-Vee’s April “a1C3 Screening Tour,” California Avocados were included as a recommended food for those with pre-diabetes and Type 2 diabetes. In addition to being included in local market media coverage, California Avocados were named “Dietitian’s Pick” with display signage in all Hy-Vee stores.





RETAIL: BRISTOL FARMS

Bristol Farms

Passport to Savings Coupon and Online Special with special at 2/\$5 on large bulk avocados runs April 6 - May 31

AVOCADOS

The best avocados have California taste in them.

California Avocado growers and Bristol Farms know Californians love their local-grown, nutritious and delicious avocados.

The best avocados have CALIFORNIA in them. Look for them in your store!

© 2022 California Avocado Commission. All rights reserved.

Bristol Farms

FREE WITH \$10 PURCHASE

WEEK 2

CA Grown Organic Bagged Avocados
04/27/22 to 05/03/22





RETAIL: GELSON'S MARCH MADNESS SALES CONTEST



- Month-long sales contest promoting March Madness
- California Avocado display bins & sponsored March Madness POS for use in store displays
- 3.1%-to-13% unit volume movement over previous year brand awareness





RETAIL: KING SOOPERS

- California Avocados in Colorado February
- Front-page ad (February 23) and huge displays move good volume of early product



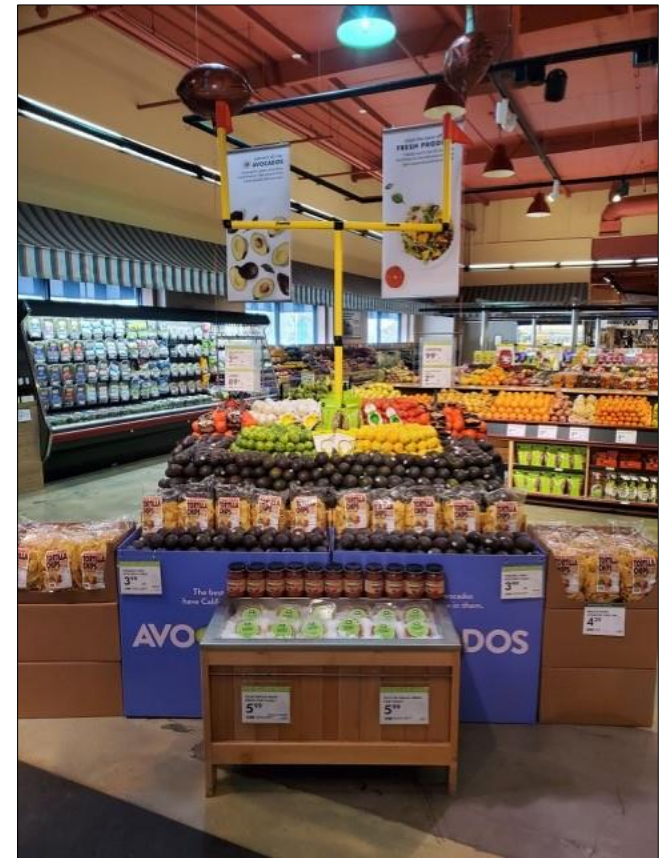


HOME REVENUE CONSUMER ADVERTISING ONLINE MARKETING CONSUMER PR CONSUMER/ TRADE LIVING WELL **RETAIL** FOODSERVICE RESEARCH

RETAIL: MOLLIE STONE'S



- Big Game display contest January 26 – February 16
- 18-31% Unit volume movement increase over previous year in stores





HOME	REVENUE	CONSUMER ADVERTISING	ONLINE MARKETING	CONSUMER PR	CONSUMER/ TRADE LIVING WELL	RETAIL	FOODSERVICE	RESEARCH
------	---------	----------------------	------------------	-------------	-----------------------------	--------	-------------	----------

RETAIL: RETAILERS PROMOTING GEM: GELSON'S, MOTHER'S MARKETS, ORGANIC GROWN COMPANY AND PCC COMMUNITY MARKETS




GEM Promotions in April



Gelson's

There's a new organic avocado in town!



OGC is thrilled to partner with our friends at Del Rey Avocado to be their exclusive wholesaler of Gem avocado in the Pacific Northwest. California born and bred, Gem is large, nutty and delicious.

There's a lot to love about this exciting avocado!

Share the Gem story with staff and shoppers to establish a new fanbase! Download and print Gem POP for displays to introduce this new variety to shoppers. Use the talking points in the **Produce Profile** to educate and the merchandising tips to increase sales. Meet avocado lovers where they are! Reach them digitally by sharing **photos** and product information on your social media channels.

Resources

- [Produce Profile: Gem Avocado](#)

AVOCADOS

The best avocados have California in them.

New! The GEM avocado is a variety from California growers

- Delicious, creamy flavor and thick skin making it easy to peel
- Darkens with small yellow specks as it ripens



NEW AT MOTHER'S MARKET & KITCHEN




Scan this code with the camera on your mobile device for CaliforniaAvocado.com

© 2022 California Avocado Commission

AVOCADOS

The best avocados have California in them.

- GEM avocados are the newest variety from California
- They have a creamy, nutty flesh and medium-sized seed
- The gold-speckled skin turns black when ripe
- Available for a limited time from April - June
- Easy-to-Peel, thick skin. Peeling the skin is better than "scooping out" because the most nutrient-dense part of the fruit is next to the peel

NEW AT PCC COMMUNITY MARKETS



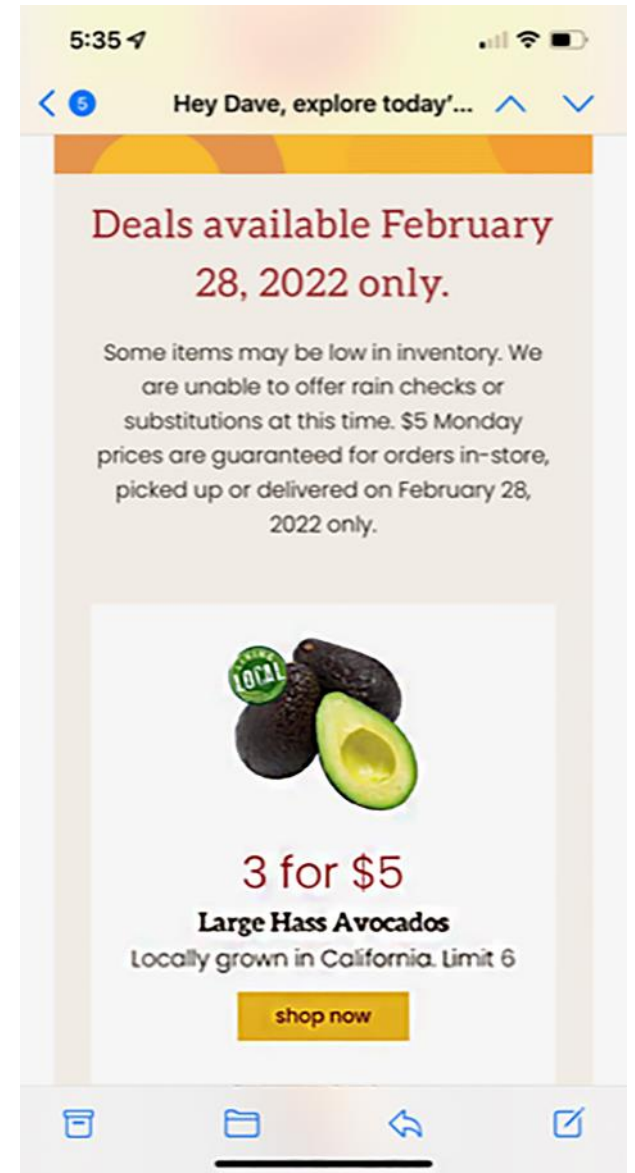
© 2022 California Avocado Commission



HOME	REVENUE	CONSUMER ADVERTISING	ONLINE MARKETING	CONSUMER PR	CONSUMER/ TRADE LIVING WELL	RETAIL	FOODSERVICE	RESEARCH
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RETAIL: RALEY'S

First of Season Online Shopper Special – February 28





HOME	REVENUE	CONSUMER ADVERTISING	ONLINE MARKETING	CONSUMER PR	CONSUMER/ TRADE LIVING WELL	RETAIL	FOODSERVICE	RESEARCH
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RETAIL: NEW SEASONS MARKET



AVOADOS

The best avocados have California in them.

- GEM avocados are the newest variety from California
- They have a creamy, nutty flesh and medium-sized seed
- The gold-speckled skin turns black when ripe
- Available for a limited time from April - June
- Easy-to-Peel, thick skin. Peeling the skin is better than “scooping out” because the most nutrient-dense part of the fruit is next to the peel

NEW AT
NEW SEASONS
MARKET



© 2022 California Avocado Commission



RETAIL: SAVE MART SUPERMARKETS



- Farmers Market displays with CA GROWN features California Avocados on display during April and will be back again in June
- California Avocado Sales Contest to run in June to boost additional sales





RETAIL: SAM'S CLUB – DIGITAL ADVERTISING

- Fresh California Avocados featured in advertising campaign, 165 clubs
- April 15 – May 16; 4.5 million impressions



CREATIVE SET

The creative set includes several ad variations:

- Top Left:** A horizontal ad featuring the California Avocado Commission logo, an image of avocados, the text "The best avocados have California in them.", and a right-pointing arrow.
- Second Row Left:** A horizontal ad with the logo, text "The best avocados have California in them.", an image of avocados, and a "Shop Now" button with a right-pointing arrow.
- Top Right:** A vertical ad with the text "The best avocados have California in them." in large green font, followed by "Experience the superb texture, taste and versatility." and a "Shop Now" button. It includes an image of a plate with avocado and a "sam's club" logo at the bottom.
- Second Row Right:** A vertical ad with an image of avocados at the top, the text "The best avocados have California in them.", "Experience the superb texture, taste and versatility.", a "Shop Now" button, and "Available at sam's club" with the logo at the bottom.
- Third Row:** A horizontal ad with an image of a plate on the left, the text "The best avocados have California in them.", "Experience the superb texture, taste and versatility.", an image of avocados, and a "Shop Now" button.
- Bottom Row:** A horizontal ad with the logo on the left, the text "The best avocados have California in them.", "Experience the superb texture, taste and versatility.", an image of avocados, a "Shop Now" button with a right-pointing arrow, and a "sam's club" logo on the right.



RETAIL: CALIFORNIA AVOCADO MARKETING PROGRAM

Highlights from our 2022 California Avocado Marketing program which are presented to our targeted retailers by the retail marketing directors

THE BEST AVOCADOS HAVE CALIFORNIA IN THEM

Shoppers anxiously anticipate the California season because of the consistent quality, freshness and homegrown taste of fresh California Avocados. They value the California difference and spend more when California Avocados are available. Retailers can benefit from the California season's higher sales velocity, increased dollar sales and shopper preference.*

California Avocados are locally and responsibly grown by California farmers who nurture the avocados and the land every step of the way. Similar to the growers who take pride in supplying California Avocados, our team at the California Avocado Commission is dedicated to providing programs and supporting your sales of California Avocados with an innovative marketing program for 2022.

*Sources:
California Season (26-wks ending Aug '21) vs. non-California Season (26-wks ending Mar '21)
2021 California Avocado Tracking Study Q9. If given a choice, which avocados would be your preference? Answers: Avocados grown in...
Sales Velocity = Dollar Sales per Million ACV, California Season (26-wks ending Aug '21) vs. non-California Season (26-wks ending Mar '21)

CALIFORNIA IS THE PREFERRED GROWING REGION IN THE WEST AND IN THE U.S. OVER

AVOCADO SALES GROW WHEN CALIFORNIA AVOCADOS ARE IN SEASON

WEEKLY DOLLAR SALES INCREASE BY 10% A LIFT OF NEARLY \$800K PER WEEK!

IN THE WEST, 70% OF AVOCADO SHOPPERS WITH A PREFERENCE WOULD CHOOSE CALIFORNIA AVOCADOS!

INCREASED SALES VELOCITY OF 4% MEANS MORE DOLLARS FOR RETAILERS!

SAFETY, FAIRNESS AND FRESHNESS PERCEPTIONS

In 2021, avocado shoppers in the West said that being grown in safe conditions is one of the most important factors when choosing avocados to buy (in addition to perceived taste and price). California Avocados continue to be perceived as safer than avocados from other regions.

	CALIFORNIA	MEXICO
BEST FOOD SAFETY PRACTICES	56%	6%
HAS THE FRESHEST AVOCADOS	50%	13%
MOST ENVIRONMENTALLY FRIENDLY FARMING	46%	6%

REGION IS THE BEST: 2021 (California significantly higher than Mexico 2021)

Source: Q9: California Avocado Tracking Study, Winter Region (n=886)
Q10: Which one of those is the most important when purchasing avocados?
Q11: For each phrase below, please choose the region that most describes the phrase.

Commission • 12 Mauchly, Suite L, Irvine, CA 92618-6305 • CaliforniaAvocado.com/Retail





- HOME
- REVENUE
- CONSUMER ADVERTISING
- ONLINE MARKETING
- CONSUMER PR
- CONSUMER/ TRADE LIVING WELL
- RETAIL**
- FOODSERVICE
- RESEARCH

RETAIL: MASTERS OF MERCHANDISING 2022

A full page of editorial content and full-page ad ran in the March issue of *Produce Business*



**CALIFORNIA AVOCADO COMMISSION
AVOCADOS**



2022 MARKETING PROGRAM

The best avocados have California in them.
Shoppers value the California difference and spend more when California Avocados are available. Retailers can benefit from the California season's higher sales velocity, increased dollar sales and shopper preference.*

California Avocados are locally and responsibly grown by California farmers who nurture the avocados and the land every step of the way. Similar to the growers who take pride in supplying California Avocados, our team at the California Avocado Commission is dedicated to providing programs and supporting your sales of California Avocados with an innovative marketing program for 2022. In addition to our awareness-building advertising campaign, we offer promotions that work for you.


TARGETED, CUSTOMIZED MARKETING SUPPORT

Innovative, branded California Avocado customized social, digital and geo-targeted promotions throughout the season drive shoppers to your stores. Social media retail assets can be customized for your store banners and are paid for by the California Avocado Commission in support of our retail partners.



RETAIL DIETITIAN RELATIONS

From helpful how-to tips to news-you-can-use nutritional information to delicious recipes for virtual demos and more, we have inspiration for your dietitians.




CUSTOMIZED RETAIL COMMUNICATIONS PROGRAMS

New and complimentary customized offerings include social posts and blogs with and without video, seasonal story ideas for retailer-use in local media markets, on your website, in customer sweepstakes and California Avocado giveaways. We are ready to support you!


MERCHANDISING MATERIALS

Generate impulse purchases and promote fresh California Avocados in your stores.




Visit CaliforniaAvocado.com/Retail to order your PDS material. Contact your Retail Marketing Director for customized marketing programs and reports.

California Avocado Commission
CaliforniaAvocado.com/Retail
dcruz@avocado.org



Scan the QR Code for more information or visit CaliforniaAvocado.com/Retail



CALIFORNIA AVOCADO COMMISSION
CaliforniaAvocado.com/Retail

*California Season (25 wks ending Aug 27) vs. non-California Season (25 wks ending Mar 27)
2021 California Avocado Trading Study (2) - If given a choice, which avocados would be your preference?
Source: Avocado growers...
June Monthly - Older Sales per Aflon (2) California Season (25 wks ending Aug 27) vs. non-California Season (25 wks ending Mar 27)

XX
MARCH 2022 / PRODUCE BUSINESS / MASTERS OF MERCHANDISING



- HOME
- REVENUE
- CONSUMER ADVERTISING
- ONLINE MARKETING
- CONSUMER PR
- CONSUMER/ TRADE LIVING WELL
- RETAIL**
- FOODSERVICE
- RESEARCH

RETAIL: TRADE PRINT AD

To launch the season, a two-page spread ran in the February issue of The Snack magazine with a special vellum overlay to reveal how California Avocados grow when in season

AVOCADOS
The best avocados have California in them.

AVOCADOS

California Avocados

Avocado Sales Grow When California Avocados are in Season!

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AVOCADOS

California Avocados

Avocado Sales Grow When California Avocados are in Season!

Weekly Dollar Sales increase by 10%, a lift of nearly \$800k per week!	In the West, 70% of avocado shoppers with a preference would choose California Avocados!	Increased sales velocity of 4% means more dollars for retailers!
--	--	--

Your shoppers anxiously anticipate the California season because of the consistent quality, freshness and homegrown taste of fresh California Avocados. They will see the California difference and spend more when California Avocados are available. You can give them what they're asking for and benefit from California season's higher sales velocity, increased dollar sales and shopper preference.

Keep up with demand, carry California Avocados. Contact us for customized marketing programs and POS material.

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RETAIL: TRADE PRINT AD

11 print ads ran from February through April generating 1,381,451 impressions



AVOCADOS
The best avocados have California in them.

- Weekly Dollar Sales increase by **10%**, a lift of nearly **\$800k** per week¹
- In the West, **70% of avocado shoppers** with a preference would choose California Avocados²
- Increased sales velocity of **4%** means **more dollars** for retailers³

Avocado Sales Grow When California Avocados are in Season!

Your shoppers anxiously anticipate the California season because of the consistent quality, freshness and homegrown taste of fresh California Avocados. They value the California difference and spend more when California Avocados are available. You can give them what they're asking for and benefit from California season's higher sales velocity, increased dollar sales and shopper preference.

Keep up with demand, carry California Avocados. Contact us for customized marketing programs and POS material.

Scan the QR Code for more information or visit CaliforniaAvocado.com/Retail

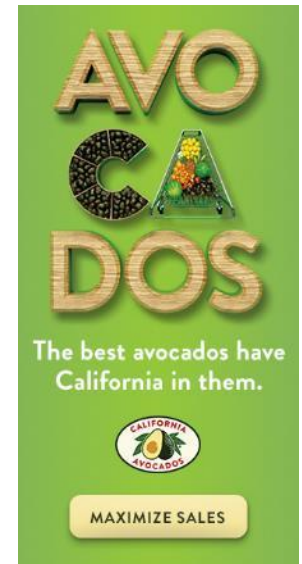
¹California Season (26-wks ending Aug '21) vs. non-California Season (26-wks ending Mar '21)
²2021 California Avocado Tracking Study Q3. If given a choice, which avocados would be your preference? Answer: Avocados grown in...
³Sales Velocity = Dollar Sales per Million ACV, California Season (26-wks ending Aug '21) vs. non-California Season (26-wks ending Mar '21)

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RETAIL: TRADE DIGITAL ADS

- 287 digital ads ran from February through April generating 13,061,691 impressions
- Total print and digital impressions: 14,433,142



Weekly Dollar Sales Increase by 10% a lift of nearly \$800k per week¹

In the west, 70% of avocado shoppers with a preference would choose California Avocados²

Increased sales velocity of 4% means more dollars for retailers³

AVOCADO SALES GROW WHEN CALIFORNIA AVOCADOS ARE IN SEASON!

Shoppers anxiously anticipate the California season because of the consistent quality, freshness and homegrown taste of fresh California Avocados. They value the California difference and spend more when California Avocados are available. Retailers can benefit from the California season's higher sales velocity, increased dollar sales and shopper preference.

¹California Season (26-40) ending Aug '20 vs non-California Season (26-40) ending Mar '20
²'20: California Avocado Tracking Study Q4. If given a choice, which avocado would be your preference? Answer: Avocados grown in...
³Sales Velocity: Dollar Sales per Million ACV, California Season (26-40) ending Aug '20 vs non-California Season (26-40) ending Mar '20

The digital ads feature a “Maximize Sales” button. The button/ad links to CAC’s retail website page where the Infographic graphically represents information that supports the sales data of how retailers can grow their sales when California Avocados are in season.



RETAIL: TRADE DIGITAL ADS

A video trailer ran on AndNowUKnow in April





RETAIL: LINKEDIN

From November 1, 2021 through April 30, 2022, 36 posts ran on the CAC LinkedIn page. The page has gained 335 new followers, a 36% growth rate. The posts have generated over 131,172 impressions with over 1,718 engagements and a 4.6% engagement rate

California Avocado Commission
1,263 followers
1mo • 🌱

Targeted shopper marketing initiatives are designed to drive shoppers to retail. Learn more about California Avocado merchandising resources by visiting: <http://ow.ly/N4ks50lrxeV>.

California Avocado Commission
1,263 followers
2w • 🌱

The California Avocado Commission's Jan DeLyser caught up with **Todd Linsky** on the Todd-versations podcast to talk about all things California Avocados. Tune in on your favorite podcast platform: <https://lnkd.in/euyFy7f>.

Todd-versations
presents

Jan DeLyser
California Avocado Commission
Tuesday, April 19

California Avocado Commission
1,263 followers
1mo • 🌱

Data shows that retail dollar sales increase when California Avocados are in season. Additionally, sales velocity increases by 4% during the California season compared to the non-California season. To learn more about California Avocados' retail sales, visit our retail page at https://lnkd.in/g7pG_pm.



RETAIL: TRADE PUBLIC RELATIONS

- Nearly 4.9 million Trade PR impressions in November – April
- Key Press Releases: season start/forecast, advertising and programs
- Media coverage related to early season start, Mexican avocado ban and high prices has contributed to higher circulation than last year during the same period



EXPORT PROMOTIONS – SOUTH KOREA

California Avocado Virtual Cooking Class (April 19)

- Celebrity Chef Boeun Lee
- Rice wrapped in greens with California Avocado sauce
- California Avocado Banana Smoothie
- Nearly 10,000 views through April



California Avocado In-Person Cooking Class (April 27-28)

- Celebrity Chef Young Bin Kim
 - California Avocado Tuna Salad
 - California Avocado Spring Roll
 - California Avocado Chocolate Chip Cookies



California Avocado Verbal Demos:

- 35 Emart stores
 - April 15-17, 21-23





FOODSERVICE: CHAIN PROMOTIONS



- 27 units (NorCal/Bay Area)
- April 1 – May 31
- California Avocados on the menu



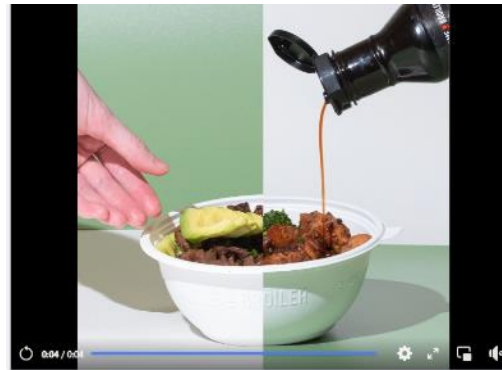
- 99 units (CA, AZ)
- April 1 – April 29
- California Avocado upsell



- 43 units (CA, NV)
- April 1 – May 31
- Kahuna-style upsell



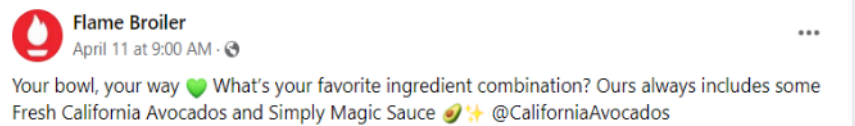
Website logo placements



Sunset Chopped Chicken Salad 11.99

Charbroiled or blackened chicken, romaine lettuce, avocado, red cabbage, tomato, roasted corn, green onion, cilantro, queso fresco, pepitas and tortilla strips with Honey Lime Vinaigrette (649-871 cals)

Social media post





FOODSERVICE: CHAIN PROMOTIONS



- 400 units (CA, AZ, NV, OR, UT, WA)
- April 14 – June 8
- California Avocados on the menu



- 14 units (NorCal/Bay Area)
- April 18 – May 31
- California Avocados on the menu



BUCKHORN BBQ + GRILL

- 8 units (NorCal/Bay Area)
- April 22 – June 3
- California Avocados on the menu



Website logo placements



Website logo placement

SALADS



BURGERS



Website logo placements





FOODSERVICE: MENU IDEATION SESSIONS

- Utilizing a chain's current inventory of items, provide menu concepts featuring California Avocados, on innovative dishes
- Concepts based on chain's menu strategy and operational setup
 - California-based chain, 22 units in LA, Orange County and San Diego





FOODSERVICE: EVENTS

NORDSTROM

- AvoTour and Flavor Building – Fallbrook, CA
- April 6-7
- Customized educational tour



FOODOVATION EXCHANGE

- FoodOvation Exchange #27 – Sun Valley, ID
- April 10-13
- One-on-one 40-minute meetings with 13 operators





FOODSERVICE: PRINT ADVERTISING

- Focus on California Avocado season and California cuisine and style
- 3 insertions starting in March
- 3 print publications (Flavor & The Menu, FSR and Plate)
- 92,484 impressions

**AVO
DOS**

Create California Style with a California Original

California produces avocados that are colorful, lush in texture and flavor, menu-friendly and flexible, and they anchor the craveable dishes that typify California cuisine. Elevate a menu standard to a new level with the California spin. California Avocado Everything Toast Salad generates menu excitement with a unique and delectable take on a popular customer favorite. Piled at the source: the best avocados have California in them. For more information, please visit CaliforniaAvocado.com/Foodservice

California Avocado Everything From Salad

©2022 California Avocado Commission

**AVO
CAS
DOS**

Create California Flair with a California Original

It's tough to beat the fresh appeal of California Avocados. Straight from the Golden State, California Avocados win customers with their lush flavor and texture and endless versatility. To add a California twist, California pizza, California poke or California Chicken Sando to your menu, just layer on the California Avocado. How can you say California in a dish, a bowl or a bite? Pile on the love: California Avocados. For more information, please visit CaliforniaAvocado.com/Foodservice

The best avocados have California love in them.

California Original and California Avocado

©2022 California Avocado Commission

**AVO
CAS
DOS**

Create California Cuisine with a California Original

In California, it's no secret that the best dishes on the menu start with our avocados. Taps in menu flexibility, California Avocados are colorful, lush and wildly popular. Operators put California Avocados on toast, on tacos, on pizza, on poke – even on Japanese sandwiches – for a California spin. Their guests expect nothing less than fresh California goodness bite after bite. Try to beat the fresh appeal of California Avocados. They're summer on a plate. For more information, please visit CaliforniaAvocado.com/Foodservice

The best avocados have California summer in them.

California Avocado Negotios Pizza

©2022 California Avocado Commission



HOME REVENUE CONSUMER ADVERTISING ONLINE MARKETING CONSUMER PR CONSUMER/ TRADE LIVING WELL RETAIL **FOODSERVICE** RESEARCH

FOODSERVICE: DIGITAL ADVERTISING

- Leverage pre-season insertion dates to build anticipation of California avocado season
- 8 digital ads appeared on four platforms (Recipe Watch, Winsight Recipe Report, NRA SmartBrief, NRN A.M. and Native Gallery)
- Over 730,000 impressions

NRN: Native Gallery

5 ways to benefit from the California Avocado season

Sponsored by California Avocado Commission

The Most Trusted Resource For Foodservice

REGISTER NOW

TOP NEWS

- Chipotle shareholders call for racial equity audit
- McDonald's offers one-day app deal on McNuggets
- Behind Noodles & Company's latest franchising ramp-up
- NRN editors round up April's biggest restaurant news
- Higher food, labor costs chip away Chipotle margins

NRN A.M.

The Most Trusted Resource For Foodservice

REGISTER NOW

TOP NEWS

- Lessons in Diversity, Inclusion & Bias (DIBs): An alternate perspective on Black History Month
- Celebrity chef Fabio Viviani to open new fast-casual dessert brand
- Chick'nCone launches NFT to buy into franchise territories
- How Five Guys is working with franchisees to tackle labor, inflation

Recipe Watch

Leverage California Avocados on Your Menu

Schedule customer faves on spring and summer menus, when Fresh California Avocados are in season. The best avocados have California in them.

[View Recipe](#)

Celebrate the California Lifestyle and Cuisine

Celebrate locally grown with veggie tacos that feature the smooth texture and rich, nutty flavor of Fresh California Avocados, in season March-September.

[View Recipe](#)

Winsight: Recipe Report

FEATURED PRODUCT
California Avocado Stuffed Chicken Sandwich

Bring the essence of California to spring and summer menus with this open sandwich featuring the lush flavor and sunny color of California Avocados.

Sponsored by

FEATURED PRODUCT
California Avocado & Thai Noodle Salad

California is the global appet of this condiment on new salad with seasonal Fresh California Avocados on the menu. Peak season alert: May-August.

Sponsored by

NRA SmartBrief

Put "Grown in U.S." to Work on Your Menu

Post pandemic outbreak, almost 80% of consumers are saying "Grown in U.S." will positively impact their purchase decision.* Add comfort and seasonal style to your summer menu with Fresh California Avocados. The best avocados have California in them.

* Source: Menu Matters, "Patron preference for 'California' and 'California Avocados', 2020"

ADVERTISER:



FOODSERVICE: NEWSLETTER

- Custom content newsletters promoting the benefits of seasonal, local ingredients
- Delivered to 7,957 with an Open Rate of 42%



FLAVOR & the menu



The Season Provides a Reason



- HOME
- REVENUE
- CONSUMER ADVERTISING
- ONLINE MARKETING
- CONSUMER PR
- CONSUMER/ TRADE LIVING WELL
- RETAIL
- FOODSERVICE
- RESEARCH

FOODSERVICE: PUBLIC RELATIONS

- Over 1.4 million Foodservice PR impressions between November - April
- Key topics: Avocados, California style, Plant-Based, Local



HOME

REVENUE

CONSUMER
ADVERTISINGONLINE
MARKETINGCONSUMER
PRCONSUMER/
TRADE
LIVING WELL

RETAIL

FOODSERVICE

RESEARCH

RESEARCH: STUDIES IN DEVELOPMENT

Report on Inflation and its Impact at Retail

- Scope: a look at rising prices and the impact on avocado dollar sales and volume. Also includes an overview of the current state inflation is having on food, energy, etc.
- Timing: to be presented at June CAC Marketing Committee Meeting

2022 California Avocado Tracking Study

- Objectives: to monitor performance vs. plan objectives, to better understand consumer attitudes and to showcase reasons why retailers should merchandise California Avocados
- Methodology: quantitative study of 1,500+ avocado purchasers
- Tentative Timing: fielding in July, full report by 10/31/22

2022 Nielsen Advertising Study

- This study measures the brand impact of the California Avocado online campaign against the intended audience across multiple equity metrics and provides creative diagnostics
- Methodology: responses are gathered from a third-party survey panel
- Tentative Timing: fielding during media campaign, full report by 10/31/22