



AGENDA

California Avocado Commission Finance Committee Meeting

Meeting Information

Date: August 9, 2023

Time: 11:00 a.m.

Location: Hybrid Meeting

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

Web/Teleconference URL:
<https://californiaavocado.zoom.us/j/86097361465?pwd=M09aeG40bmVNTENyMEI0RUpxL0ExZz09>

Conference Call Number: (669) 900-6833

Meeting ID: 860 9736 1465

Passcode: 506240

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

Committee Member Attendance

As of Monday, August 7, 2023, the following individuals have advised the Commission that they will participate in this meeting either in person or via Zoom:

- Jason Cole, *Finance Committee Chairman*
- Will Carleton
- Kellen Newhouse
- Andrew Prechtel
- Rob Grether, *CAC Chairman/Finance Committee Ex-Officio*

Time	Item
11:00 a.m.	<ol style="list-style-type: none"> 1. Call to Order <ol style="list-style-type: none"> a. Roll Call/Quorum b. Introductions 2. Opportunity for Public Comment Any person may address the Board at this time on any subject within the jurisdiction of the California Avocado Commission. 3. Consider approval of Minutes of June 7, 2023 Finance Committee Meeting 4. Discussion and Possible Action Items <ol style="list-style-type: none"> a. 2022-23 Financial Updates b. Cash Disbursement Audit c. Review of Contracts Over \$25,000 d. 2023-24 Assessment Rate Discussion and Evaluation
1:00 p.m.	5. 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 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.



COMMITTEE ACTION

ITEM 3: CONSIDER APPROVAL OF MINUTES OF JUNE 7, 2023 FINANCE COMMITTEE MEETING

SUMMARY:

The minutes of the Finance Committee meeting of June 7, 2023 are attached for the Committee's review and approval.

FISCAL ANALYSIS:

- Not applicable

COMMITTEE OPTIONS:

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

STAFF RECOMMENDATION:

- Approve minutes as presented

EXHIBITS / ATTACHMENTS:

- Minutes of the Finance Committee meeting of June 7, 2023

**CALIFORNIA AVOCADO COMMISSION
FINANCE COMMITTEE MINUTES
June 7, 2023**

A meeting of the Finance Committee of the California Avocado Commission (CAC) was held on Wednesday, June 7, 2023 at 2:00 p.m. with the following people present:

MEMBERS PRESENT

Jason Cole, Chairman
Will Carleton
Maureen Cottingham
Andrew Prechtl
Kellen Newhouse
Rob Grether, Ex-officio

MEMBERS ABSENT

None

STAFF PRESENT

April Aymami
Ken Melban
Jeff Oberman
Terry Splane

GUESTS PRESENT

Laura Bertagnolli, Signature Analytics
Katie Cook, USDA
Rachael Laenen
Jamie Shafer
Corrine Wood, Moss Adams
Duane Urquhart

ITEM #1 CALL TO ORDER

Roll Call/Quorum – Item 1.a.

Jason Cole, Finance Committee chairman, called the meeting to order at 2:01 p.m. with a quorum present.

Introductions – Item 1.b.

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

ITEM # 2 OPPORTUNITY FOR PUBLIC COMMENT

Duane Urquhart, grower and former CAC board member, addressed the committee requesting that CAC look at a paradigm shift away from advertising and marketing to advocacy toward balancing avocado supply and demand in the U.S. He stated that CAC would not be able to market their way out of the impending global supply on the horizon and in the very near future would need to discuss reallocation of funds toward legislative efforts to curb imports of foreign fruit.

ITEM # 3 CONSIDER APPROVAL OF MINUTES OF OCTOBER 19, 2022 FINANCE COMMITTEE MEETING

The Committee reviewed the minutes from the October 19, 2022 meeting and the following motion was offered:

MOTION:

The Finance Committee approves the October 19, 2022 Finance Committee Meeting Minutes as presented.

(Carleton/Prechtl) MSC Unanimous

MOTION 23-6-7-1

The October 19, 2022 Meeting Minutes are included in the June 2023 Finance Committee Packet and is attached to the permanent copy of these Minutes and identified as EXHIBIT A, Item 3.

ITEM # 4 DISCUSSION AND POSSIBLE ACTION ITEMS

Consider Acceptance of 2021-22 Audited Financial Statements – Item 4.a.

Mr. Cole stated that the audited financial reports and supplemental documentation prepared by Moss Adams were included in the meeting packet and introduced Corrine Wood to present the results of the 2021-22 annual audit.

Ms. Wood presented an overview of the annual audit process and procedures, as well as a summary of the findings included in the report. She went into specific detail regarding the changes to the financial reports for the current year, noting that CAC had adopted and implemented GASB 87, which resulted in an entry to record lease assets and corresponding lease liabilities at October 31, 2022 and 2021 and a restatement to the 2021 financial statements for a cumulative effect of approximately \$6,000. She noted that Moss Adams did not find any material weaknesses or significant deficiencies and had issued an unmodified opinion as a result of their audit of the 2021-22 CAC financials.

One question was raised about language on page 24 regarding CAC's retirement program and the president's ability to make discretionary contributions. CAC management stated they would review the policy documents and ensure the language included in this section was aligned with the official profit sharing plan documents.

MOTION:

Move to accept the 2021-22 Audited Financial Statements as presented, with updates to page 24 profit sharing language to ensure alignment with plan documents.

(Carleton/Cottingham) MSC Unanimous

MOTION 23-6-7-2

The 2021-22 Audited CAC Financial Statements are included in the June 2023 Finance Committee Packet and is attached to the permanent copy of these Minutes and identified as EXHIBIT A, Item 4.a.

The Moss Adams Audit Results Presentation is attached to the permanent copy of these Minutes as identified as Exhibit B.

Introduction of Signature Analytics – Item 4.b.

Ken Melban, CAC vice president of industry affairs and operations, introduced Laura Bertagnolli with Signature Analytics, CAC's outsourced accounting firm. Ms. Bertagnolli presented an overview of Signature Analytics, the team working on CAC's business and who they interact with on the CAC staff, a review of the first four months working with CAC and goals/tasks identified for the future. She also provided examples of the technology Signature Analytics utilized for project management, financial reporting and process documentation.

There was discussion regarding CAC's current accounting systems and potential move to more streamlined technology to improve efficiencies. The reporting relationship between CAC management and Signature Analytics also was discussed further.

The Signature Analytics Presentation is attached to the permanent copy of these Minutes as identified as Exhibit C.

2022-23 Financial Updates – Item 4.c.

Ms. Aymami provided an overview of the year-to-date financial statements included in the Committee packet. In light of the late start to harvest and season-to-date pricing coming in lower than budgeted, the Committee reviewed the potential impact to the ending reserve balance. After a review of various scenarios, with even the lowest crop volume of 200 million pounds and \$0.90 average per pound yielding ending reserves near the \$5 million reserve goal, there was consensus from the Committee that no action needed to be taken revise 2022-23 CAC budgeted expenditures.

The 2022-23 Financial Update is included in the June 2023 Finance Committee Packet and identified as EXHIBIT A, Item 4.c.

Consider Approval of CAC Line of Credit – Item 4.d.

Mr. Cole referred to the write-up in the packet noting that CAC's existing line of credit was up for renewal and that the Board had directed CAC management to work with the Finance Committee to secure a line of credit in the amount of \$3 million. CAC's current lender, Bank of the West, has indicated that until the 2021-22 financial statements had been approved, they were not able to extend terms for the line of credit renewal, but that most likely CAC's current terms would be extended once again.

The Committee reviewed the terms of CAC's existing line of credit and asked management to work with Signature Analytics to review current credit line market norms and deferred further discussion and approval until the June 8, 2023 Board meeting.

The CAC Line of Credit Write-Up is included in the June 2023 Finance Committee Packet and identified as EXHIBIT A, Item 4.d.

Cash Disbursement Audit – Item 4.e.

Ms. Aymami reviewed the cash disbursements for the months of October 2022 through April 2023 and CAC staff addressed questions from the committee.

The Cash Disbursement Audit, October 2022 through April 2023 is included in the June 2023 Finance Committee Packet and identified as EXHIBIT A, Item 4.e.

Review of Corporate Insurance – Item 4.f.

The Committee reviewed the schedule of corporate liability insurance policies as included in the Finance Committee Packet. Mr. Melban explained that CAC utilizes a third-party broker who takes each policy to market annually to identify the best carrier and rate. He noted that some of the current renewal premiums were slightly higher than the previous year, but lower than the approved budget.

There was a question regarding CAC's Directors and Officers policy and if the policy covered director versus director claims. Direction was given to management to research this question and defer approval until the June 8, 2023 Board meeting.

The Schedule of Corporate Insurance is included in the June 2023 Finance Committee Packet and identified as EXHIBIT A, Item 4.f.

ADJOURN

Mr. Cole adjourned the meeting at 3:38 p.m.

Respectfully submitted,

April Aymami, Industry Affairs Director

EXHIBITS ATTACHED TO THE PERMANENT COPY OF THESE MINUTES

- EXHIBIT A June 2023 Finance Committee Packet
- EXHIBIT B Moss Adams Audit Results Presentation
- EXHIBIT C Signature Analytics Presentation
- EXHIBIT D October 19, 2022 Finance Committee Meeting AB 2720 Roll Call Vote Tally Summary



EXHIBIT D

CALIFORNIA AVOCADO COMMISSION

AB 2720 Roll Call Vote Tally Summary

To be attached to the Meeting Minutes

Meeting Name: <i>Finance Committee Meeting</i>	Meeting Location: <i>Hybrid Meeting In-person (Irvine) Online (Zoom)</i>	Meeting Date: <i>June 7, 2023</i>
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<i>Attendees Who Voted</i>	<u>MOTION</u> <u>23-6-7-1</u>	<u>MOTION</u> <u>23-6-7-2</u>
Jason Cole	Yea	Yea
Will Carleton	Yea	Yea
Maureen Cottingham	Yea	Yea
Andrew Prechtl	Yea	Yea
Kellen Newhouse	Yea	Yea
<i>Outcome</i>	Unanimous	Unanimous



COMMITTEE INFORMATION

ITEM 4.a: 2022-23 FINANCIAL UPDATES

SUMMARY:

Attached are monthly financial performance reports as prepared by CAC's outsourced accounting firm, Signature Analytics, for the months of May and June 2023. The reports include CAC income statements and statements of net position, including year-to-date actual versus budget comparisons.

FISCAL ANALYSIS:

- Not applicable

BOARD OPTIONS:

- Discussion item only

STAFF RECOMMENDATION:

- Not applicable

EXHIBITS / ATTACHMENTS:

- Monthly Financial Performance Reports for May and June 2023
- 2022-23 Pounds & Dollars by Variety Report (November 2022 – June 2023)



Monthly Performance Report

California Avocado Commission
May 2023



Statement of Revenues, Expenses & Changes in Net Position (Surplus/Deficit) - YTD Actual vs. YTD

	2022/2023 (YTD)	Budget (YTD)	YTD Actual vs YTD budget (\$)	YTD Actual vs YTD budget (%)
Revenue				
Assessment Revenues				
CAC Assessment Revenue	\$1,105,451	\$2,592,439	(\$1,486,988)	-57.36%
HAB Assessment Revenue	\$1,584,312	\$2,594,900	(\$1,010,588)	-38.95%
Total Assessment Revenues	\$2,689,763	\$5,187,339	(\$2,497,576)	-48.15%
Other Revenue				
Admin & Accounting Fee Revenue (AIP)	\$35,581	\$35,581	\$0	0.00%
Pine Tree Ranch Crop Income	\$33,301	\$93,750	(\$60,449)	-64.48%
From The Grove Income	\$29,100	\$35,000	(\$5,900)	-16.86%
Interest and Other Income	\$113,827	\$48,750	\$65,077	133.49%
Merchandise Shop Income	\$10,364	\$1,000	\$9,364	936.40%
Total Other Revenue	\$222,173	\$214,081	\$8,092	3.78%
Total Revenue	\$2,911,936	\$5,401,420	(\$2,489,484)	-46.09%
Expenses				
Marketing Expenses				
Consumer Marketing	\$2,420,670	\$2,692,156	(\$271,486)	-10.08%
Merchandising	\$670,446	\$814,299	(\$143,853)	-17.67%
Food Service	\$311,049	\$337,373	(\$26,324)	-7.80%
Consumer Public Relations	\$185,204	\$207,986	(\$22,782)	-10.95%
Marketing Activities Support	\$14,500	\$14,500	\$0	0.00%
Merchandise Shop	\$13,147	\$10,000	\$3,147	31.47%
Miscellaneous Marketing Expenses	\$275,047	\$340,063	(\$65,016)	-19.12%
Total Marketing Expenses	\$3,890,063	\$4,416,376	(\$526,313)	-11.92%
Non-Marketing Expenses				
Industry Affairs & Production Research	\$369,669	\$517,567	(\$147,898)	-28.58%
Grants	\$88,571	\$0	\$88,571	-
Administration	\$1,930,025	\$1,997,408	(\$67,383)	-3.37%
Total Non-Marketing Expenses	\$2,388,265	\$2,514,975	(\$126,710)	-5.04%
Total Expenses	\$6,278,328	\$6,931,351	(\$653,023)	-9.42%
Operating Profit	(\$3,366,392)	(\$1,529,930)	(\$1,836,462)	-120.04%
Net Income	(\$3,366,392)	(\$1,529,930)	(\$1,836,462)	-120.04%

Statement of Revenues, Expenses & Changes in Net Position (Surplus/Deficit) - YTD Actual vs. Annual Budget

	2022/2023 (YTD)	Annual Budget	YTD Actual vs Annual Budget (\$)	YTD Actual vs Annual Budget (%)
Revenue				
Assessment Revenues				
CAC Assessment Revenue	\$1,105,451	\$4,935,938	(\$3,830,487)	-77.60%
HAB Assessment Revenue	\$1,584,312	\$4,940,625	(\$3,356,313)	-67.93%
Total Assessment Revenues	\$2,689,763	\$9,876,563	(\$7,186,800)	-72.77%
Other Revenue				
Admin & Accounting Fee Revenue (AIP)	\$35,581	\$61,000	(\$25,419)	-41.67%
Grant Funding	\$0	\$400,000	(\$400,000)	-100.00%
Pine Tree Ranch Crop Income	\$33,301	\$93,750	(\$60,449)	-64.48%
From The Grove Income	\$29,100	\$70,000	(\$40,900)	-58.43%
Interest and Other Income	\$113,827	\$55,000	\$58,827	106.96%
Merchandise Shop Income	\$10,364	\$1,000	\$9,364	936.40%
Total Other Revenue	\$222,173	\$680,750	(\$458,577)	-67.36%
Total Revenue	\$2,911,936	\$10,557,313	(\$7,645,377)	-72.42%
Expenses				
Marketing Expenses				
Consumer Marketing	\$2,420,670	\$4,736,549	(\$2,315,879)	-48.89%
Merchandising	\$670,446	\$1,894,648	(\$1,224,202)	-64.61%
Food Service	\$311,049	\$725,000	(\$413,951)	-57.10%
Consumer Public Relations	\$185,204	\$345,500	(\$160,296)	-46.40%
Marketing Activities Support	\$14,500	\$64,000	(\$49,500)	-77.34%
Merchandise Shop	\$13,147	\$10,000	\$3,147	31.47%
Miscellaneous Marketing Expenses	\$275,047	\$1,004,303	(\$729,256)	-72.61%
Total Marketing Expenses	\$3,890,063	\$8,780,000	(\$4,889,937)	-55.69%
Non-Marketing Expenses				
Industry Affairs & Production Research	\$369,669	\$1,429,560	(\$1,059,891)	-74.14%
Grants	\$88,571	\$402,500	(\$313,929)	-77.99%
Administration	\$1,930,025	\$3,441,160	(\$1,511,135)	-43.91%
Total Non-Marketing Expenses	\$2,388,265	\$5,273,220	(\$2,884,955)	-54.71%
Total Expenses	\$6,278,328	\$14,053,220	(\$7,774,892)	-55.32%
Operating Profit	(\$3,366,392)	(\$3,495,907)	\$129,515	3.70%
Net Income	(\$3,366,392)	(\$3,495,907)	\$129,515	3.70%

Statement of Net Position (with Comparison to Prior Year)

	May 2023	%	May 2022	%	Variance (\$)	Variance (%)
ASSETS						
Cash & Equivalents						
CAC Cash and Short Term Investments						
Petty Cash	\$240	0.0%	\$200	0.0%	\$40	20.00%
Cash in Bank	\$770,596	7.2%	\$1,646,240	11.4%	(\$875,644)	-53.19%
Cash in Bank-LAIF & Money Market	\$6,253,004	58.0%	\$6,961,515	48.2%	(\$708,511)	-10.18%
Total CAC Cash and Short Term Investments	\$7,023,839	65.2%	\$8,607,955	59.7%	(\$1,584,115)	-18.40%
Cash in Bank, LAIF & Money Market (held for...)						
(Held for AIP)	\$643,940	6.0%	\$851,107	5.9%	(\$207,167)	-24.34%
Total Cash & Equivalents	\$7,667,779	71.2%	\$9,459,062	65.5%	(\$1,791,283)	-18.94%
Other Current Assets						
Other Current Assets						
Assessment Receivable	\$2,109,765	19.6%	\$4,568,866	31.7%	(\$2,459,101)	-53.82%
Other Receivable	\$325,535	3.0%	\$155,362	1.1%	\$170,173	109.53%
Prepays	\$170,951	1.6%	\$121,331	0.8%	\$49,620	40.90%
Merchandise Shop Inventory	\$64,056	0.6%	\$67,559	0.5%	(\$3,503)	-5.18%
Total Other Current Assets	\$2,670,307	24.8%	\$4,913,118	34.0%	(\$2,242,811)	-45.65%
Total Other Current Assets	\$2,670,307	24.8%	\$4,913,118	34.0%	(\$2,242,811)	-45.65%
Total Current Assets	\$10,338,086	96.0%	\$14,372,180	99.6%	(\$4,034,094)	-28.07%
Fixed Assets						
Furniture						
Furniture	\$187,904	1.7%	\$187,904	1.3%	\$0	0.00%
Accumulated Depreciation-Furniture	(\$177,121)	-1.6%	(\$144,773)	-1.0%	(\$32,349)	-22.34%
Total Furniture	\$10,783	0.1%	\$43,132	0.3%	(\$32,349)	-75.00%
Land Improvements						
Land Improvements	\$108,559	1.0%	\$108,559	0.8%	\$0	0.00%
Accumulated Depreciation-Land Improvem...	(\$107,381)	-1.0%	(\$93,270)	-0.6%	(\$14,111)	-15.13%
Total Land Improvements	\$1,178	0.0%	\$15,289	0.1%	(\$14,111)	-92.30%
Total Fixed Assets	\$11,961	0.1%	\$58,421	0.4%	(\$46,460)	-79.53%
Investments or Other Non-Current Assets						
Leased Assets						
Operating Leases - Net	\$401,258	3.7%	\$0	0.0%	\$401,258	-
Capital Leases - Net	\$20,968	0.2%	\$0	0.0%	\$20,968	-
Total Leased Assets	\$422,226	3.9%	\$0	0.0%	\$422,226	-
Total Investments or Other Non-Current Assets	\$422,226	3.9%	\$0	0.0%	\$422,226	-
Total Non-Current Assets	\$434,187	4.0%	\$58,421	0.4%	\$375,766	643.21%
Total Assets	\$10,772,273	100.0%	\$14,430,601	100.0%	(\$3,658,328)	-25.35%
LIABILITIES						
Accounts Payable						
Accounts Payable & Accrued Expenses						
Accounts Payable	\$986,362	9.2%	\$0	0.0%	\$986,362	-
Accrued Expenses	\$309,559	2.9%	\$459,682	3.2%	(\$150,123)	-32.66%
Total Accounts Payable & Accrued Expenses	\$1,295,921	12.0%	\$459,682	3.2%	\$836,238	181.92%
Total Accounts Payable	\$1,295,921	12.0%	\$459,682	3.2%	\$836,238	181.92%
Other Current Liabilities						
Due to AIP						
Due to AIP-Checking	\$90,485	0.8%	\$49,087	0.3%	\$41,398	84.34%
Due to AIP (MMA)	\$553,455	5.1%	\$802,021	5.6%	(\$248,565)	-30.99%
Deposit Due to CDFA/AIP	\$0	0.0%	\$18,000	0.1%	(\$18,000)	-100.00%
Total Due to AIP	\$643,940	6.0%	\$869,107	6.0%	(\$225,167)	-25.91%
Other Payable (Vacation/Payroll/Sec. 125)						
Vacation Payable - Short Term	\$149,387	1.4%	\$234,693	1.6%	(\$85,306)	-36.35%
Leases						

	May 2023	%	May 2022	%	Variance (\$)	Variance (%)
Operating Leases - Short-Term	\$141,194	1.3%	\$0	0.0%	\$141,194	-
Capital Leases - Short-Term	\$9,970	0.1%	\$0	0.0%	\$9,970	-
Total Leases	\$151,164	1.4%	\$0	0.0%	\$151,164	-
Total Other Current Liabilities	\$944,491	8.8%	\$1,103,800	7.6%	(\$159,310)	-14.43%
Total Current Liabilities	\$2,240,411	20.8%	\$1,563,482	10.8%	\$676,929	43.30%
Other Non-Current Liabilities						
Leases						
Operating Leases - Long-Term	\$273,671	2.5%	\$0	0.0%	\$273,671	-
Capital Leases - Long-Term	\$11,028	0.1%	\$0	0.0%	\$11,028	-
Total Leases	\$284,699	2.6%	\$0	0.0%	\$284,699	-
Total Other Non-Current Liabilities	\$284,699	2.6%	\$0	0.0%	\$284,699	-
Total Non-Current Liabilities	\$284,699	2.6%	\$0	0.0%	\$284,699	-
Total Liabilities	\$2,525,110	23.4%	\$1,563,482	10.8%	\$961,628	61.51%
EQUITY						
Retained Earnings						
Net Reserves-Prior Periods						
Net Reserves-Prior Periods	\$11,613,546	107.8%	\$10,412,423	72.2%	\$1,201,123	11.54%
Surplus (Deficit)-Current Period						
Surplus (Deficit)-Current Period	(\$3,366,383)	-31.3%	\$2,454,696	17.0%	(\$5,821,079)	-237.14%
Total Retained Earnings	\$8,247,163	76.6%	\$12,867,118	89.2%	(\$4,619,955)	-35.91%
Total Equity	\$8,247,163	76.6%	\$12,867,118	89.2%	(\$4,619,955)	-35.91%
Total Liabilities & Equity	\$10,772,273	100.0%	\$14,430,601	100.0%	(\$3,658,328)	-25.35%



Monthly Performance Report

California Avocado Commission
June 2023



Executive Summary

CAC Total Revenue is down to budget by \$2.5M year-to-date due to a shortfall in Assessment Revenue contributed to by a delay in the start of the season and a lower than projected year-to-date crop value.

On the expense side, Marketing expenses year-to-date accounted for \$5.2M of the total \$7.95M in expenses and were \$261K lower than budget. Both Merchandising and Consumer Marketing were lower than budget by \$146K and \$127K, respectively.

Total Administration expenses accounted for 28.3% of total spending and came in near budget. Industry Affairs & Production Research was below budget by \$171K.

Overall, the organization experienced a \$3.2M deficit as compared to a \$1M budgeted deficit. This \$2.2M variance relates primarily to the shortfall in Assessment Revenue year-to-date amidst the timing of the crop harvest and lowered crop value projection. The total crop volume is expected to come in near the 250 million pounds used in development of the budget, indicating that the current HAB assessment revenue shortfall is expected to reverse itself as the crop comes in. The CAC assessment revenue, however, is expected to come in approximately \$1.3M under budget as a result of crop value falling short of the \$1.35 per pound average price used for the FY23 budget.

The total FY23 revenue is expected to be at or near \$9.3M, as compared to the budget of \$10.6M. The current FY23 budget was approved using an estimated FY22 ending reserve balance of \$10.9M, however final audited financials report the FY22 ending reserve balance at \$11.6M, resulting in an increase to the FY23 beginning reserve balance of \$700K. With spending expected to be on-track as compared to budget, the estimated full year deficit is \$4.1M versus the budgeted deficit of \$3.5M, resulting in an estimated FY23 ending reserve balance of \$6.9M.

Crop Information

Handlers reported 89.4M pounds of California avocados harvested through May 2023 with an average price per pound of \$0.894. An estimated 57.1M pounds were harvested in June 2023 with an estimated average price per pound of \$0.928. This would bring the total harvested through June 2023 to 146.5M pounds at an average price per pound of \$0.907.

KPI Results

	RESULT		TREND
A PROFITABILITY	2022/2023 (YTD)	2021/2022 (YTD)	vs 2021/2022 (YTD)
Total Revenue	\$4,724,020	\$11,513,286	▼ -59%
Marketing Expense % *	65.3%	62.4%	▲ 3%
Administration Expense % *	28.3%	27.8%	▲ 0.4%
Surplus / (Deficit)	(\$3,224,954)	\$3,499,444	▼ (\$6,724,398)
B LIQUIDITY			
Current Ratio	4.59:1	9.65:1	▼ -5.06:1
C CASH FLOW			
Cash on Hand	\$7,310,964	\$10,482,707	▼ -30.3%

* For this metric, a result below target is favourable

	RESULT	TARGET		TREND
A PROFITABILITY	2022/2023 (YTD)			vs TARGET
Total Revenue	\$4,724,020	\$7,258,940	✗	▼ -34.9%
Marketing Expense % *	65.3%	65.9%	✓	▼ -0.5%
Administration Expense % *	28.3%	27.2%	✗	▲ 1.1%
Surplus / (Deficit)	(\$3,224,954)	(\$1,023,526)	✗	▼ -215.1%
B LIQUIDITY				
Current Ratio	4.59:1	2.00:1	✓	▲ 2.59:1
C CASH FLOW				
Cash on Hand	\$7,310,964		✓	▲

* For this metric, a result below target is favourable

Statement of Revenues, Expenses & Changes in Net Position (Surplus/Deficit) - YTD Actual vs. YTD

	2022/2023 (YTD)	Budget (YTD)	YTD Actual vs YTD budget (\$)	YTD Actual vs YTD budget (%)
Revenue				
Assessment Revenues				
CAC Assessment Revenue	\$1,896,550	\$3,517,593	(\$1,621,043)	-46.08%
HAB Assessment Revenue	\$2,598,850	\$3,520,933	(\$922,083)	-26.19%
Total Assessment Revenues	\$4,495,400	\$7,038,526	(\$2,543,126)	-36.13%
Other Revenue				
Admin & Accounting Fee Revenue (AIP)	\$40,664	\$40,664	\$0	0.00%
Pine Tree Ranch Crop Income	\$33,776	\$93,750	(\$59,974)	-63.97%
From The Grove Income	\$29,100	\$35,000	(\$5,900)	-16.86%
Interest and Other Income	\$114,716	\$50,000	\$64,716	129.43%
Merchandise Shop Income	\$10,364	\$1,000	\$9,364	936.40%
Total Other Revenue	\$228,620	\$220,414	\$8,206	3.72%
Total Revenue	\$4,724,020	\$7,258,940	(\$2,534,920)	-34.92%
Expenses				
Marketing Expenses				
Consumer Marketing	\$3,197,372	\$3,324,526	(\$127,154)	-3.82%
Merchandising	\$873,208	\$1,019,300	(\$146,092)	-14.33%
Food Service	\$378,122	\$439,162	(\$61,040)	-13.90%
Consumer Public Relations	\$226,743	\$237,736	(\$10,993)	-4.62%
Marketing Activities Support	\$41,600	\$42,730	(\$1,130)	-2.64%
Merchandise Shop	\$13,147	\$10,000	\$3,147	31.47%
Miscellaneous Marketing Expenses	\$464,443	\$381,881	\$82,563	21.62%
Total Marketing Expenses	\$5,194,635	\$5,455,335	(\$260,700)	-4.78%
Non-Marketing Expenses				
Industry Affairs & Production Research	\$406,721	\$577,635	(\$170,914)	-29.59%
Grants	\$101,969	\$0	\$101,969	-
Administration	\$2,245,649	\$2,249,497	(\$3,848)	-0.17%
Total Non-Marketing Expenses	\$2,754,339	\$2,827,132	(\$72,793)	-2.57%
Total Expenses	\$7,948,974	\$8,282,467	(\$333,493)	-4.03%
Operating Profit	(\$3,224,954)	(\$1,023,526)	(\$2,201,428)	-215.08%
Net Income	(\$3,224,954)	(\$1,023,526)	(\$2,201,428)	-215.08%

Statement of Revenues, Expenses & Changes in Net Position (Surplus/Deficit) - YTD Actual vs. Annual Budget

	2022/2023 (YTD)	Annual Budget	YTD Actual vs Annual Budget (\$)	YTD Actual vs Annual Budget (%)
Revenue				
Assessment Revenues				
CAC Assessment Revenue	\$1,896,550	\$4,935,938	(\$3,039,388)	-61.58%
HAB Assessment Revenue	\$2,598,850	\$4,940,625	(\$2,341,775)	-47.40%
Total Assessment Revenues	\$4,495,400	\$9,876,563	(\$5,381,163)	-54.48%
Other Revenue				
Admin & Accounting Fee Revenue (AIP)	\$40,664	\$61,000	(\$20,336)	-33.34%
Grant Funding	\$0	\$400,000	(\$400,000)	-100.00%
Pine Tree Ranch Crop Income	\$33,776	\$93,750	(\$59,974)	-63.97%
From The Grove Income	\$29,100	\$70,000	(\$40,900)	-58.43%
Interest and Other Income	\$114,716	\$55,000	\$59,716	108.57%
Merchandise Shop Income	\$10,364	\$1,000	\$9,364	936.40%
Total Other Revenue	\$228,620	\$680,750	(\$452,130)	-66.42%
Total Revenue	\$4,724,020	\$10,557,313	(\$5,833,293)	-55.25%
Expenses				
Marketing Expenses				
Consumer Marketing	\$3,197,372	\$4,736,549	(\$1,539,177)	-32.50%
Merchandising	\$873,208	\$1,894,648	(\$1,021,440)	-53.91%
Food Service	\$378,122	\$725,000	(\$346,878)	-47.85%
Consumer Public Relations	\$226,743	\$345,500	(\$118,757)	-34.37%
Marketing Activities Support	\$41,600	\$64,000	(\$22,400)	-35.00%
Merchandise Shop	\$13,147	\$10,000	\$3,147	31.47%
Miscellaneous Marketing Expenses	\$464,443	\$1,004,303	(\$539,860)	-53.75%
Total Marketing Expenses	\$5,194,635	\$8,780,000	(\$3,585,365)	-40.84%
Non-Marketing Expenses				
Industry Affairs & Production Research	\$406,721	\$1,429,560	(\$1,022,839)	-71.55%
Grants	\$101,969	\$402,500	(\$300,531)	-74.67%
Administration	\$2,245,649	\$3,441,160	(\$1,195,511)	-34.74%
Total Non-Marketing Expenses	\$2,754,339	\$5,273,220	(\$2,518,881)	-47.77%
Total Expenses	\$7,948,974	\$14,053,220	(\$6,104,246)	-43.44%
Operating Profit	(\$3,224,954)	(\$3,495,907)	\$270,953	7.75%
Net Income	(\$3,224,954)	(\$3,495,907)	\$270,953	7.75%

Statement of Net Position (with Comparison to Prior Year)

	Jun 2023	%	Jun 2022	%	Variance (\$)	Variance (%)
ASSETS						
Cash & Equivalents						
CAC Cash and Short Term Investments						
Petty Cash	\$240	0.0%	\$200	0.0%	\$40	20.00%
Cash in Bank	\$1,626,347	14.8%	\$1,898,268	12.3%	(\$271,921)	-14.32%
Cash in Bank-LAIF & Money Market	\$4,978,892	45.4%	\$7,682,823	49.6%	(\$2,703,931)	-35.19%
Total CAC Cash and Short Term Investments	\$6,605,479	60.2%	\$9,581,291	61.8%	(\$2,975,812)	-31.06%
Cash in Bank, LAIF & Money Market (held for...)						
(Held for AIP)	\$705,485	6.4%	\$901,416	5.8%	(\$195,930)	-21.74%
Total Cash & Equivalents	\$7,310,964	66.7%	\$10,482,707	67.6%	(\$3,171,742)	-30.26%
Other Current Assets						
Other Current Assets						
Assessment Receivable	\$2,658,011	24.2%	\$4,633,818	29.9%	(\$1,975,807)	-42.64%
Other Receivable	\$322,335	2.9%	\$153,032	1.0%	\$169,303	110.63%
Prepays	\$182,056	1.7%	\$104,562	0.7%	\$77,494	74.11%
Merchandise Shop Inventory	\$64,056	0.6%	\$67,061	0.4%	(\$3,005)	-4.48%
Total Other Current Assets	\$3,226,458	29.4%	\$4,958,473	32.0%	(\$1,732,016)	-34.93%
Total Other Current Assets	\$3,226,458	29.4%	\$4,958,473	32.0%	(\$1,732,016)	-34.93%
Total Current Assets	\$10,537,422	96.1%	\$15,441,180	99.6%	(\$4,903,758)	-31.76%
Fixed Assets						
Furniture						
Furniture	\$187,904	1.7%	\$187,904	1.2%	\$0	0.00%
Accumulated Depreciation-Furniture	(\$179,817)	-1.6%	(\$147,468)	-1.0%	(\$32,349)	-21.94%
Total Furniture	\$8,087	0.1%	\$40,436	0.3%	(\$32,349)	-80.00%
Land Improvements						
Land Improvements	\$108,559	1.0%	\$108,559	0.7%	\$0	0.00%
Accumulated Depreciation-Land Improvem...	(\$108,546)	-1.0%	(\$94,447)	-0.6%	(\$14,099)	-14.93%
Total Land Improvements	\$12	0.0%	\$14,112	0.1%	(\$14,099)	-99.91%
Total Fixed Assets	\$8,100	0.1%	\$54,548	0.4%	(\$46,448)	-85.15%
Investments or Other Non-Current Assets						
Leased Assets						
Operating Leases - Net	\$401,258	3.7%	\$0	0.0%	\$401,258	-
Capital Leases - Net	\$20,968	0.2%	\$0	0.0%	\$20,968	-
Total Leased Assets	\$422,226	3.8%	\$0	0.0%	\$422,226	-
Total Investments or Other Non-Current Assets	\$422,226	3.8%	\$0	0.0%	\$422,226	-
Total Non-Current Assets	\$430,326	3.9%	\$54,548	0.4%	\$375,778	688.89%
Total Assets	\$10,967,748	100.0%	\$15,495,728	100.0%	(\$4,527,980)	-29.22%
LIABILITIES						
Accounts Payable						
Accounts Payable & Accrued Expenses						
Accounts Payable	\$1,164,208	10.6%	\$145	0.0%	\$1,164,063	802,802.22%
Accrued Expenses	\$124,203	1.1%	\$445,780	2.9%	(\$321,577)	-72.14%
Total Accounts Payable & Accrued Expenses	\$1,288,411	11.7%	\$445,925	2.9%	\$842,486	188.93%
Total Accounts Payable	\$1,288,411	11.7%	\$445,925	2.9%	\$842,486	188.93%
Other Current Liabilities						
Due to AIP						
Due to AIP-Checking	\$152,030	1.4%	\$49,271	0.3%	\$102,759	208.56%
Due to AIP (MMA)	\$553,455	5.0%	\$852,145	5.5%	(\$298,690)	-35.05%
Deposit Due to CDFA/AIP	\$0	0.0%	\$18,000	0.1%	(\$18,000)	-100.00%
Total Due to AIP	\$705,485	6.4%	\$919,416	5.9%	(\$213,930)	-23.27%
Other Payable (Vacation/Payroll/Sec. 125)						
Vacation Payable - Short Term	\$149,387	1.4%	\$234,693	1.5%	(\$85,306)	-36.35%
Leases						

	Jun 2023	%	Jun 2022	%	Variance (\$)	Variance (%)
Operating Leases - Short-Term	\$141,194	1.3%	\$0	0.0%	\$141,194	-
Capital Leases - Short-Term	\$9,970	0.1%	\$0	0.0%	\$9,970	-
Total Leases	\$151,164	1.4%	\$0	0.0%	\$151,164	-
Total Other Current Liabilities	\$1,006,036	9.2%	\$1,154,108	7.4%	(\$148,073)	-12.83%
Total Current Liabilities	\$2,294,447	20.9%	\$1,600,033	10.3%	\$694,414	43.40%
Other Non-Current Liabilities						
Leases						
Operating Leases - Long-Term	\$273,671	2.5%	\$0	0.0%	\$273,671	-
Capital Leases - Long-Term	\$11,028	0.1%	\$0	0.0%	\$11,028	-
Total Leases	\$284,699	2.6%	\$0	0.0%	\$284,699	-
Total Other Non-Current Liabilities	\$284,699	2.6%	\$0	0.0%	\$284,699	-
Total Non-Current Liabilities	\$284,699	2.6%	\$0	0.0%	\$284,699	-
Total Liabilities	\$2,579,145	23.5%	\$1,600,033	10.3%	\$979,113	61.19%
EQUITY						
Retained Earnings						
Net Reserves-Prior Periods						
Net Reserves-Prior Periods	\$11,613,546	105.9%	\$10,412,423	67.2%	\$1,201,123	11.54%
Surplus (Deficit)-Current Period						
Surplus (Deficit)-Current Period	(\$3,224,943)	-29.4%	\$3,483,272	22.5%	(\$6,708,215)	-192.58%
Total Retained Earnings	\$8,388,603	76.5%	\$13,895,695	89.7%	(\$5,507,092)	-39.63%
Total Equity	\$8,388,603	76.5%	\$13,895,695	89.7%	(\$5,507,092)	-39.63%
Total Liabilities & Equity	\$10,967,748	100.0%	\$15,495,728	100.0%	(\$4,527,980)	-29.22%

CALIFORNIA AVOCADO COMMISSION POUNDS & DOLLARS BY VARIETY

November 2022 Through June 2023

Month	Hass Pounds	Lamb Pounds	Gem Pounds	Others Pounds	Total Pounds	Hass Dollars	Lamb Dollars	Gem Dollars	Others Dollars	Total Dollars	Avg \$/Lb
Nov 2022	3,388	344	0	118,842	122,574	\$9,523	\$1,443	\$	\$12,888	\$23,854	\$0.195
Dec 2022	2,110		0	53,379	55,489	\$5,730	0	\$	\$41,456	\$47,186	\$0.850
Jan 2023	139,502		0	36,353	175,855	\$124,928	0	\$	\$23,972	\$148,900	\$0.847
1st QTR	145,000	344	0	208,574	353,918	\$140,181	\$1,443	0	\$78,316	\$219,940	\$0.621
Feb 2023	1,867,042		0	60,645	1,927,687	\$1,875,560	0	\$	\$36,851	\$1,912,411	\$0.992
Mar 2023	5,522,443		55,699	27,213	5,605,355	\$5,330,346	0	\$53,520	\$17,325	\$5,401,191	\$0.964
Apr 2023	31,204,693		1,598,144	35,106	32,837,943	\$29,805,132	0	\$1,291,734	\$36,055	\$31,132,921	\$0.948
2nd QTR	38,594,178	0	1,653,843	122,964	40,370,985	\$37,011,038	0	\$1,345,254	\$90,231	\$38,446,523	\$0.952
1st Half	38,739,178	344	1,653,843	331,538	40,724,903	\$37,151,219	\$1,443	\$1,345,254	\$168,547	\$38,666,463	\$0.949
May 2023	46,831,428	2,449	1,755,758	81,002	48,670,637	\$39,886,613	\$2,819	\$1,271,481	\$65,375	\$41,226,288	\$0.847
Jun 2023	54,333,456	1,180,995	1,615,538	3,726	57,133,715	\$50,442,491	\$1,164,983	\$1,383,244	\$2,464	\$52,993,182	\$0.928
3rd QTR	101,164,884	1,183,444	3,371,296	84,728	105,804,352	\$90,329,104	\$1,167,802	\$2,654,725	\$67,839	\$94,219,470	\$0.891
2nd Half	101,164,884	1,183,444	3,371,296	84,728	105,804,352	\$90,329,104	\$1,167,802	\$2,654,725	\$67,839	\$94,219,470	\$0.891
Total	139,904,062	1,183,788	5,025,139	416,266	146,529,255	\$127,480,323	\$1,169,245	\$3,999,979	\$236,386	\$132,885,933	\$0.907
Year-to-Date % of Crop	95.48%	.81%	3.43%	.28%	100.00%	95.93%	.88%	3.01%	.18%	100.00%	
Year-to-Date Average \$/lb						\$0.911	\$0.988	\$0.796	\$0.568	\$0.907	



FINANCE COMMITTEE MEETING, August 9, 2023

COMMITTEE INFORMATION

ITEM 4.b: CASH DISBURSEMENT AUDIT, MAY THROUGH JUNE 2023

Check History Report
Sorted By Vendor Number
Activity From: 5/1/2023 to 6/30/2023

California Avocado Commission (CAC)

Bank Code	Description	Check Number	Check Date	Check Amount	Check Type
Vendor Number: AGFO1 Ag. Food. Consulting AFC					
C	Bank of the West	NC1447	5/12/2023	5,400.00	Manual
C	Bank of the West	NC1466	6/15/2023	5,400.00	Manual
		Vendor AGFO1 Total:		10,800.00	
Vendor Number: ALBE1 Albertsons Safeway LLC					
C	Bank of the West	E000006861	6/14/2023	3,000.00	
C	Bank of the West	E000006896	6/29/2023	1,500.00	
		Vendor ALBE1 Total:		4,500.00	
Vendor Number: ALEL1 Allegiance Electric, Inc					
C	Bank of the West	E000006861	6/20/2023	105.00	
		Vendor ALEL1 Total:		105.00	
Vendor Number: ALER1 Alert 360					
C	Bank of the West	0000031728	5/30/2023	125.19	Auto
C	Bank of the West	0000031734	6/29/2023	125.19	Auto
		Vendor ALER1 Total:		250.38	
Vendor Number: AMCL1 Amber Clue					
C	Bank of the West	E000006783	5/17/2023	57.00	
C	Bank of the West	E000006862	6/14/2023	152.50	
		Vendor AMCL1 Total:		209.50	
Vendor Number: AMEX1 American Express					
C	Bank of the West	NC1444	5/12/2023	1,771.56	Manual
C	Bank of the West	NC1467	6/13/2023	8,337.45	Manual
		Vendor AMEX1 Total:		10,109.01	
Vendor Number: ANSA1 Anderson Food Sales/Marketing					
C	Bank of the West	E000006784	5/17/2023	8,400.00	
C	Bank of the West	E000006837	6/7/2023	7,900.00	
		Vendor ANSA1 Total:		16,300.00	
Vendor Number: ARRO1 Ready Refresh by Nestle					
C	Bank of the West	E000006838	6/7/2023	158.54	
		Vendor ARRO1 Total:		158.54	
Vendor Number: AVMA1 Avocado Marketing Services Inc					
C	Bank of the West	E000006766	5/11/2023	40.00	
C	Bank of the West	E000006804	5/25/2023	225.00	
C	Bank of the West	E000006839	6/7/2023	265.00	
C	Bank of the West	E000006897	6/29/2023	265.00	
		Vendor AVMA1 Total:		795.00	
Vendor Number: AYMAA1 April Aymami					
C	Bank of the West	E000006767	5/11/2023	163.85	
C	Bank of the West	E000006785	5/17/2023	240.65	
C	Bank of the West	E000006805	5/25/2023	25.00	
C	Bank of the West	E000006863	6/14/2023	320.36	
		Vendor AYMAA1 Total:		749.86	
Vendor Number: BARO1 Ballard, Rosenberg, Golper, Sav					
C	Bank of the West	E000006864	6/14/2023	2,970.00	
		Vendor BARO1 Total:		2,970.00	
Vendor Number: BAWE1 Bank of the West					
C	Bank of the West	NC1454	5/22/2023	729.39	Manual
C	Bank of the West	NC1470	6/20/2023	630.52	Manual
		Vendor BAWE1 Total:		1,359.91	
Vendor Number: BECKC1 CL Marketing LLC					
C	Bank of the West	E000006758	5/3/2023	12,500.00	
C	Bank of the West	E000006840	6/7/2023	12,500.00	

Check History Report
Sorted By Vendor Number
Activity From: 5/1/2023 to 6/30/2023

California Avocado Commission (CAC)

Bank Code	Description	Check Number	Check Date	Check Amount	Check Type
Vendor BECKC1 Total:				25,000.00	
Vendor Number: BEMA1 Beneficial Maintenance Service					
C	Bank of the West	E000006759	5/3/2023	446.00	
C	Bank of the West	E000006841	6/7/2023	631.00	
C	Bank of the West	E000006865	6/14/2023	50.00	
C	Bank of the West	E000006898	6/29/2023	900.00	
Vendor BEMA1 Total:				2,027.00	
Vendor Number: BENEZ1 Zachary Benedict					
C	Bank of the West	E000006786	5/17/2023	253.49	
C	Bank of the West	E000006806	5/25/2023	25.00	
C	Bank of the West	E000006866	6/14/2023	25.00	
Vendor BENEZ1 Total:				303.49	
Vendor Number: BOTA1 Bonnie Taub-Dix					
C	Bank of the West	E000006768	5/11/2023	4,500.00	
Vendor BOTA1 Total:				4,500.00	
Vendor Number: BRFA1 Bristol Farms					
C	Bank of the West	E000006807	5/25/2023	3,500.00	
Vendor BRFA1 Total:				3,500.00	
Vendor Number: CAAV3 California Avocado Society					
C	Bank of the West	0000031735	6/29/2023	2,000.00	Auto
Vendor CAAV3 Total:				2,000.00	
Vendor Number: CAFL1 Cal Flavor					
C	Bank of the West	0000031729	5/30/2023	4,275.10	Auto
Vendor CAFL1 Total:				4,275.10	
Vendor Number: CAPO1 Cal Poly Pomona Foundation					
C	Bank of the West	E000006769	5/11/2023	1,929.85	
C	Bank of the West	E000006770	5/11/2023	1,763.91	
C	Bank of the West	E000006808	5/25/2023	2,076.00	
C	Bank of the West	E000006899	6/29/2023	2,076.00	
Vendor CAPO1 Total:				7,845.76	
Vendor Number: CARLW1 Will Carleton					
C	Bank of the West	E000006900	6/29/2023	372.87	
Vendor CARLW1 Total:				372.87	
Vendor Number: CBE1 Cell Business Equipment					
C	Bank of the West	E000006842	6/7/2023	1,042.45	
C	Bank of the West	E000006901	6/29/2023	512.75	
Vendor CBE1 Total:				1,555.20	
Vendor Number: CBE2 Cell Business Equipment					
C	Bank of the West	E000006843	6/7/2023	434.23	
C	Bank of the West	E000006902	6/29/2023	434.23	
Vendor CBE2 Total:				868.46	
Vendor Number: CBEO1 CBE Office Solutions					
C	Bank of the West	E000006760	5/3/2023	66.44	
C	Bank of the West	E000006809	5/25/2023	3.48	
C	Bank of the West	E000006867	6/14/2023	20.95	
C	Bank of the West	E000006903	6/29/2023	9.22	
Vendor CBEO1 Total:				100.09	
Vendor Number: CICA1 Citi Cards					
C	Bank of the West	0000031736	6/29/2023	220.76	Auto
Vendor CICA1 Total:				220.76	
Vendor Number: COLEJ1 Jason Cole					
C	Bank of the West	E000006868	6/14/2023	495.36	

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Bank Code	Description	Check Number	Check Date	Check Amount	Check Type
Vendor COLEJ1 Total:				495.36	
Vendor Number: COXC1 Cox Business					
C	Bank of the West	0000031737	6/29/2023	1,277.62	Auto
C	Bank of the West	0000031737	6/29/2023	1,277.62-	Reversal
C	Bank of the West	NC1451	5/22/2023	1,277.62	Manual
C	Bank of the West	NC1465	6/20/2023	986.85	Manual
Vendor COXC1 Total:				2,264.47	
Vendor Number: CRUZD1 David Cruz					
C	Bank of the West	E000006810	5/25/2023	25.00	
C	Bank of the West	E000006862	6/20/2023	1,055.59	
C	Bank of the West	E000006869	6/14/2023	2,420.60	
Vendor CRUZD1 Total:				3,501.19	
Vendor Number: CSUN1 California State University Northridge					
C	Bank of the West	E000006870	6/14/2023	80.00	
Vendor CSUN1 Total:				80.00	
Vendor Number: DECA1 Dearmore BBQ Catering / Miguel Gomez					
C	Bank of the West	E000006863	6/20/2023	1,792.03	
Vendor DECA1 Total:				1,792.03	
Vendor Number: DEOF3 CDFA Cashier					
C	Bank of the West	0000031730	5/30/2023	12,342.30	Auto
C	Bank of the West	0000031738	6/29/2023	6,197.22	Auto
Vendor DEOF3 Total:				18,539.52	
Vendor Number: DOMC1 Douglas-McCarty Insurance					
C	Bank of the West	E000006761	5/3/2023	15,512.06	
C	Bank of the West	E000006844	6/7/2023	15,512.06	
C	Bank of the West	E000006904	6/29/2023	15,512.06	
Vendor DOMC1 Total:				46,536.18	
Vendor Number: DWVA1 Dwight Valley Photography					
C	Bank of the West	E000006787	5/17/2023	6,220.83	
Vendor DWVA1 Total:				6,220.83	
Vendor Number: EDFI1 Edelman Financial Engines, LLC					
C	Bank of the West	E000006811	5/25/2023	5,887.89	
Vendor EDFI1 Total:				5,887.89	
Vendor Number: ERDE1 Erik's DeliCafe Franchises, Inc					
C	Bank of the West	E000006905	6/29/2023	2,050.00	
Vendor ERDE1 Total:				2,050.00	
Vendor Number: EXPO2 Expovision, Inc					
C	Bank of the West	E000006812	5/25/2023	13,130.00	
Vendor EXPO2 Total:				13,130.00	
Vendor Number: FEEX1 FedEx					
C	Bank of the West	NC1445	5/12/2023	1,012.52	Manual
C	Bank of the West	NC1458	6/2/2023	1,537.14	Manual
Vendor FEEX1 Total:				2,549.66	
Vendor Number: FISA1 Fire Safety First					
C	Bank of the West	0000031731	5/30/2023	318.60	Auto
Vendor FISA1 Total:				318.60	
Vendor Number: FOW1 Fox Weather, LLC					
C	Bank of the West	E000006788	5/17/2023	110.00	
C	Bank of the West	E000006864	6/20/2023	110.00	
Vendor FOW1 Total:				220.00	
Vendor Number: FRASA1 Angela Fraser					
C	Bank of the West	E000006813	5/25/2023	25.00	

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Bank Code	Description	Check Number	Check Date	Check Amount	Check Type
C	Bank of the West	E000006845	6/7/2023	4,075.35	
C	Bank of the West	E000006871	6/14/2023	25.00	
Vendor FRASA1 Total:				4,125.35	
Vendor Number: FRON1 Frontier Communications Corp.					
C	Bank of the West	NC1449	5/17/2023	278.96	Manual
C	Bank of the West	NC1464	6/16/2023	279.74	Manual
Vendor FRON1 Total:				558.70	
Vendor Number: FRPR2 Fresh Produce & Floral Council					
C	Bank of the West	E000006872	6/14/2023	2,035.00	
Vendor FRPR2 Total:				2,035.00	
Vendor Number: FRPRO1 Frasco Profiles					
C	Bank of the West	E000006771	5/11/2023	376.13	
Vendor FRPRO1 Total:				376.13	
Vendor Number: GDRG1 The GDR Group, Inc.					
C	Bank of the West	E000006772	5/11/2023	4,718.12	
C	Bank of the West	E000006789	5/17/2023	3,787.76	
C	Bank of the West	E000006814	5/25/2023	981.16	
C	Bank of the West	E000006846	6/7/2023	3,097.98	
C	Bank of the West	E000006865	6/20/2023	1,468.28	
C	Bank of the West	E000006873	6/14/2023	1,450.00	
C	Bank of the West	E000006906	6/29/2023	75.98	
Vendor GDRG1 Total:				15,579.28	
Vendor Number: GIAG1 Giumarra Companies					
C	Bank of the West	E000006790	5/17/2023	205.00	
Vendor GIAG1 Total:				205.00	
Vendor Number: GING1 GINGERROOT LLC					
C	Bank of the West	E000006791	5/17/2023	1,360.00	
C	Bank of the West	E000006874	6/14/2023	2,100.00	
Vendor GING1 Total:				3,460.00	
Vendor Number: GODE1 Gourmet Demonstration Services, Inc.					
C	Bank of the West	E000006907	6/29/2023	7,148.87	
Vendor GODE1 Total:				7,148.87	
Vendor Number: GOHA1 Golin Harris					
C	Bank of the West	E000006773	5/11/2023	13,852.00	
C	Bank of the West	E000006815	5/25/2023	27,092.25	
C	Bank of the West	E000006875	6/14/2023	28,802.50	
Vendor GOHA1 Total:				69,746.75	
Vendor Number: GRETR1 Robert Grether					
C	Bank of the West	E000006816	5/25/2023	551.51	
C	Bank of the West	E000006876	6/14/2023	396.17	
Vendor GRETR1 Total:				947.68	
Vendor Number: HEAV1 Henry Avocado Corp.					
C	Bank of the West	E000006877	6/14/2023	200.00	
Vendor HEAV1 Total:				200.00	
Vendor Number: HITE1 Hi-Tech Cabling, Inc					
C	Bank of the West	E000006878	6/14/2023	1,076.93	
Vendor HITE1 Total:				1,076.93	
Vendor Number: I2NE1 i2b Networks					
C	Bank of the West	0000031739	6/29/2023	579.18	Auto
Vendor I2NE1 Total:				579.18	
Vendor Number: INFR2 International Fresh Produce Association					
C	Bank of the West	E000006817	5/25/2023	37,500.00	

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Bank Code	Description	Check Number	Check Date	Check Amount	Check Type
Vendor INFR2 Total:				37,500.00	
Vendor Number: INRE1 Information Resources, Inc.					
C	Bank of the West	E000006792	5/17/2023	17,007.75	
Vendor INRE1 Total:				17,007.75	
Vendor Number: INRI1 INR Inc.					
C	Bank of the West	0000031740	6/29/2023	2,598.43	Auto
C	Bank of the West	0000031740	6/29/2023	2,598.43-	Reversal
Vendor INRI1 Total:				0.00	
Vendor Number: IRR11 Irvine Ranch Water District					
C	Bank of the West	0000031741	6/29/2023	47.43	Auto
C	Bank of the West	0000031741	6/29/2023	47.43-	Reversal
C	Bank of the West	NC1443	5/24/2023	46.79	Manual
C	Bank of the West	NC1462	6/26/2023	47.43	Manual
Vendor IRR11 Total:				94.22	
Vendor Number: JOCO1 Johnson Controls Security Solutions, LLC					
C	Bank of the West	0000031742	6/29/2023	1,115.33	Auto
Vendor JOCO1 Total:				1,115.33	
Vendor Number: JOH11 KNJPR LLC					
C	Bank of the West	E000006830	5/30/2023	9,835.00	
C	Bank of the West	E000006847	6/7/2023	9,835.00	
Vendor JOH11 Total:				19,670.00	
Vendor Number: KASO1 Kahn, Soares & Conway					
C	Bank of the West	E000006774	5/11/2023	6,175.00	
C	Bank of the West	E000006848	6/7/2023	7,837.81	
Vendor KASO1 Total:				14,012.81	
Vendor Number: KIERS1 Stacia Kierulff					
C	Bank of the West	E000006793	5/17/2023	270.84	
C	Bank of the West	E000006818	5/25/2023	25.00	
C	Bank of the West	E000006879	6/14/2023	25.00	
Vendor KIERS1 Total:				320.84	
Vendor Number: KUCO1 Kurata Communications LLC					
C	Bank of the West	E000006831	5/30/2023	80,513.80	
C	Bank of the West	E000006880	6/14/2023	59,370.94	
Vendor KUCO1 Total:				139,884.74	
Vendor Number: LACA1 Laguna Canyon Group, LLC					
C	Bank of the West	E000006819	5/25/2023	12,649.07	
C	Bank of the West	E000006908	6/29/2023	12,649.07	
Vendor LACA1 Total:				25,298.14	
Vendor Number: LAER1 Rachael Laenen					
C	Bank of the West	E000006762	5/3/2023	244.52	
C	Bank of the West	E000006881	6/14/2023	191.46	
Vendor LAER1 Total:				435.98	
Vendor Number: MAFI1 Quadient Leasing USA					
C	Bank of the West	E000006849	6/7/2023	455.74	
C	Bank of the West	E000006909	6/29/2023	1,186.73	
Vendor MAFI1 Total:				1,642.47	
Vendor Number: MAIN1 Market Insight LLC dba Fusion					
C	Bank of the West	E000006832	5/30/2023	61,828.04	
C	Bank of the West	E000006850	6/7/2023	2,600.00	
C	Bank of the West	E000006882	6/14/2023	97,172.36	
Vendor MAIN1 Total:				161,600.40	
Vendor Number: MARM1 Miriam Martinez					

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Bank Code	Description	Check Number	Check Date	Check Amount	Check Type
C	Bank of the West	E000006794	5/17/2023	210.40	
C	Bank of the West	E000006820	5/25/2023	25.00	
C	Bank of the West	E000006883	6/14/2023	25.00	
Vendor MARM1 Total:				260.40	
Vendor Number: MELBK1 Kenneth Melban					
C	Bank of the West	E000006833	5/30/2023	235.50	
C	Bank of the West	E000006851	6/7/2023	3,800.07	
C	Bank of the West	E000006866	6/20/2023	2,181.59	
C	Bank of the West	E000006884	6/14/2023	25.00	
Vendor MELBK1 Total:				6,242.16	
Vendor Number: MOAD1 Moss Adams, LLP					
C	Bank of the West	E000006885	6/14/2023	37,800.00	
Vendor MOAD1 Total:				37,800.00	
Vendor Number: MOHH1 Hooman Mohammadpour					
C	Bank of the West	E000006775	5/11/2023	675.00	
C	Bank of the West	E000006886	6/14/2023	750.00	
Vendor MOHH1 Total:				1,425.00	
Vendor Number: MOST1 Mollie Stone's Markets					
C	Bank of the West	0000031732	5/30/2023	655.00	Auto
Vendor MOST1 Total:				655.00	
Vendor Number: MTQL1 MTQ Logistics Inc					
C	Bank of the West	E000006795	5/17/2023	2,903.83	
C	Bank of the West	E000006821	5/25/2023	2,780.43	
C	Bank of the West	E000006887	6/14/2023	1,888.40	
Vendor MTQL1 Total:				7,572.66	
Vendor Number: MULL1 MullenLowe U.S.,Inc.					
C	Bank of the West	E000006796	5/17/2023	528,611.45	
C	Bank of the West	E000006852	6/7/2023	844,957.71	
C	Bank of the West	E000006888	6/14/2023	3,331.20	
Vendor MULL1 Total:				1,376,900.36	
Vendor Number: MUPE1 Musick, Peeler & Garrett LLP					
C	Bank of the West	E000006776	5/11/2023	264.00	
Vendor MUPE1 Total:				264.00	
Vendor Number: MVNU1 MV Nutrition					
C	Bank of the West	E000006763	5/3/2023	3,892.50	
Vendor MVNU1 Total:				3,892.50	
Vendor Number: NAFI1 Naturally Fit, LLC					
C	Bank of the West	E000006764	5/3/2023	2,255.00	
Vendor NAFI1 Total:				2,255.00	
Vendor Number: NELE1 Verne Cloud, Inc					
C	Bank of the West	E000006777	5/11/2023	436.14	
C	Bank of the West	E000006853	6/7/2023	1,476.72	
Vendor NELE1 Total:				1,912.86	
Vendor Number: NUMA1 Nugget Market, Inc					
C	Bank of the West	E000006889	6/14/2023	1,000.00	
Vendor NUMA1 Total:				1,000.00	
Vendor Number: OBERJ1 Jeff Oberman					
C	Bank of the West	E000006765	5/3/2023	1,961.09	
C	Bank of the West	E000006797	5/17/2023	2,786.32	
C	Bank of the West	E000006822	5/25/2023	2,302.97	
C	Bank of the West	E000006867	6/20/2023	775.05	
C	Bank of the West	E000006890	6/14/2023	2,167.85	

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Bank Code	Description	Check Number	Check Date	Check Amount	Check Type
Vendor OBERJ1 Total:				9,993.28	
Vendor Number: OFEX1 The Office Express / Foodja					
C	Bank of the West	E000006891	6/14/2023	616.76	
C	Bank of the West	E000006910	6/29/2023	532.40	
Vendor OFEX1 Total:				1,149.16	
Vendor Number: ONTI1 On Time Messenger Service					
C	Bank of the West	E000006823	5/25/2023	340.10	
Vendor ONTI1 Total:				340.10	
Vendor Number: PADEL1 Paden PR LLC					
C	Bank of the West	E000006834	5/30/2023	9,835.00	
C	Bank of the West	E000006892	6/14/2023	9,835.00	
Vendor PADEL1 Total:				19,670.00	
Vendor Number: PANE1 Paychex of New York LLC					
C	Bank of the West	C1469	6/16/2023	177.50	Manual
C	Bank of the West	NC1448	5/22/2023	114.00	Manual
C	Bank of the West	NC1452	5/15/2023	227.00	Manual
C	Bank of the West	NC1459	5/30/2023	227.00	Manual
C	Bank of the West	NC1471	6/20/2023	114.00	Manual
C	Bank of the West	NC1472	6/20/2023	150.00	Manual
C	Bank of the West	NC1474	6/30/2023	166.50	Manual
Vendor PANE1 Total:				1,176.00	
Vendor Number: PAPR1 V Media LLC					
C	Bank of the West	E000006778	5/11/2023	3,037.87	
C	Bank of the West	E000006798	5/17/2023	897.91	
Vendor PAPR1 Total:				3,935.78	
Vendor Number: PRLI1 Provident Life & Accident Ins.					
C	Bank of the West	0000031743	6/29/2023	81.20	Auto
Vendor PRLI1 Total:				81.20	
Vendor Number: QUMA1 Quality Maintenance, Inc.					
C	Bank of the West	E000006799	5/17/2023	325.00	
C	Bank of the West	E000006854	6/7/2023	325.00	
Vendor QUMA1 Total:				650.00	
Vendor Number: REGIM1 Marie Reginato					
C	Bank of the West	E000006911	6/29/2023	36,156.51	
Vendor REGIM1 Total:				36,156.51	
Vendor Number: ROMO1 Rockwell Morrow					
C	Bank of the West	E000006835	5/30/2023	10,962.50	
C	Bank of the West	E000006855	6/7/2023	11,000.00	
Vendor ROMO1 Total:				21,962.50	
Vendor Number: ROSJ1 John A Roskos					
C	Bank of the West	0000031744	6/29/2023	58.47	Auto
Vendor ROSJ1 Total:				58.47	
Vendor Number: RUCED1 Law Offices of Edward M.Ruckert					
C	Bank of the West	E000006824	5/25/2023	1,687.50	
Vendor RUCED1 Total:				1,687.50	
Vendor Number: SERV1 Leaseweb USA, Inc.					
C	Bank of the West	E000006779	5/11/2023	144.27	
C	Bank of the West	E000006856	6/7/2023	159.87	
Vendor SERV1 Total:				304.14	
Vendor Number: SHBE1 Shanghai Beauty Commune Pub Relations Consulting					
C	Bank of the West	NC1446	5/12/2023	5,400.00	Manual
C	Bank of the West	NC1468	6/15/2023	5,400.00	Manual

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Bank Code	Description	Check Number	Check Date	Check Amount	Check Type
Vendor SHBE1 Total:				10,800.00	
Vendor Number: SIAN1 Signature Analytics, LLC					
C	Bank of the West	E000006780	5/11/2023	6,587.50	
C	Bank of the West	E000006825	5/25/2023	9,417.50	
C	Bank of the West	E000006857	6/7/2023	5,581.25	
C	Bank of the West	E000006912	6/29/2023	7,711.25	
Vendor SIAN1 Total:				29,297.50	
Vendor Number: SOCA1 Southern California Edison					
C	Bank of the West	NC1442	5/9/2023	996.74	Manual
C	Bank of the West	NC1461	6/7/2023	888.11	Manual
Vendor SOCA1 Total:				1,884.85	
Vendor Number: SOPA1 Somis Pacific Agricultural Management, Inc					
C	Bank of the West	E000006800	5/17/2023	16,903.01	
C	Bank of the West	E000006893	6/14/2023	6,044.48	
Vendor SOPA1 Total:				22,947.49	
Vendor Number: SOPR1 Southeast Produce Council, Inc					
C	Bank of the West	E000006801	5/17/2023	750.00	
Vendor SOPR1 Total:				750.00	
Vendor Number: SPAG1 Spann Ag Research & Consulting, LLC					
C	Bank of the West	E000006781	5/11/2023	12,723.04	
C	Bank of the West	E000006858	6/7/2023	10,332.70	
Vendor SPAG1 Total:				23,055.74	
Vendor Number: SPLAT1 Terry Splane					
C	Bank of the West	E000006782	5/11/2023	881.27	
C	Bank of the West	E000006802	5/17/2023	217.55	
C	Bank of the West	E000006826	5/25/2023	25.00	
C	Bank of the West	E000006894	6/14/2023	3,708.49	
C	Bank of the West	E000006913	6/29/2023	300.22	
Vendor SPLAT1 Total:				5,132.53	
Vendor Number: STBU2 Staples Business Credit					
C	Bank of the West	0000031733	5/30/2023	12.44	Auto
Vendor STBU2 Total:				12.44	
Vendor Number: TAEN1 Tate Enterprises, LLC.					
C	Bank of the West	E000006827	5/25/2023	1,060.00	
C	Bank of the West	E000006914	6/29/2023	1,040.00	
Vendor TAEN1 Total:				2,100.00	
Vendor Number: TEWA1 Temra Wald Consulting, Inc.					
C	Bank of the West	E000006868	6/20/2023	25,000.00	
Vendor TEWA1 Total:				25,000.00	
Vendor Number: THRE1 U.S. The Retirement Plan Company					
C	Bank of the West	NC1453	5/15/2023	5,478.13	Manual
C	Bank of the West	NC1455	5/25/2023	507.17	Manual
C	Bank of the West	NC1456	5/25/2023	379.23	Manual
C	Bank of the West	NC1460	5/31/2023	5,472.50	Manual
C	Bank of the West	NC1473	6/29/2023	11,854.72	Manual
Vendor THRE1 Total:				23,691.75	
Vendor Number: UCRE1 U.C. Regents					
C	Bank of the West	E000006859	6/7/2023	22,407.00	
C	Bank of the West	E000006860	6/7/2023	22,407.00	
Vendor UCRE1 Total:				44,814.00	
Vendor Number: ULIN1 Uline					
C	Bank of the West	0000031745	6/29/2023	324.92	Auto

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Bank Code	Description	Check Number	Check Date	Check Amount	Check Type
Vendor ULIN1 Total:				324.92	
Vendor Number: USDA1 USDA Agricultural Mktg Svc					
C	Bank of the West	NC1457	5/30/2023	2,884.50	Manual
Vendor USDA1 Total:				2,884.50	
Vendor Number: VERZ1 Verizon Wireless					
C	Bank of the West	NC1450	5/16/2023	247.80	Manual
C	Bank of the West	NC1463	6/15/2023	224.17	Manual
Vendor VERZ1 Total:				471.97	
Vendor Number: WAFI1 Wahoo's Fish Taco					
C	Bank of the West	E000006869	6/20/2023	2,000.00	
Vendor WAFI1 Total:				2,000.00	
Vendor Number: WAMA1 Wal-Mart Stores, Inc.					
C	Bank of the West	E000006870	6/20/2023	88,748.97	
Vendor WAMA1 Total:				88,748.97	
Vendor Number: WEDEC1 Cristina Wede					
C	Bank of the West	E000006828	5/25/2023	25.00	
C	Bank of the West	E000006895	6/14/2023	25.00	
Vendor WEDEC1 Total:				50.00	
Vendor Number: WEGR1 Western Growers Association					
C	Bank of the West	E000006871	6/20/2023	400.00	
Vendor WEGR1 Total:				400.00	
Vendor Number: WEPA2 West Pak Avocado					
C	Bank of the West	E000006803	5/17/2023	178.00	
C	Bank of the West	E000006829	5/25/2023	32.50	
C	Bank of the West	E000006836	5/30/2023	81.00	
Vendor WEPA2 Total:				291.50	
Report Total:				2,551,085.95	



COMMITTEE INFORMATION

ITEM 4.c: REVIEW OF 2022-23 CONTRACTS OVER \$25,000

SUMMARY:

As part of its fiduciary responsibility, each year the Finance Committee reviews CAC contracts over \$25,000. Attached here is a listing of the current contracts for 2022-23 that CAC has entered into, in excess of \$25,000.

FISCAL ANALYSIS:

- Not applicable

COMMITTEE OPTIONS:

- Review contract listing and ask questions of CAC management, if necessary, for information or understanding

STAFF RECOMMENDATION:

- N/A

EXHIBITS / ATTACHMENTS:

- Listing of 2022-23 CAC Contracts over \$25,000

California Avocado Commission
List of Contracts
FY 2022-23

No	Other Party's Name	Effective Date	Total Contract Amount	Fees	Expenses	Program Costs	Termination Date	Brief Explanation
1	Ag Food Consulting	2/1/2022	\$ 80,500.00	\$ 60,500.00	\$ 8,000.00	\$ 12,000.00	12/31/2022	Serve as the primary representative of the California avocado industry for trade servicing, marketing, and market communications.
2	Ag Food Consulting	3/1/2023	\$ 76,000.00	\$ 54,000.00	\$ 22,000.00	\$ -	12/31/2023	Serve as the primary representative of the California avocado industry for trade servicing, marketing, and market communications.
3	Anderson Food Sales and Marketing	1/1/2023	\$ 87,900.00	\$ 87,900.00	\$ -	\$ -	10/31/2022	Retail Marketing Director - Texas, Midwest, Southwest, and Corporate Accounts: Develop and maintain relationships between key retail accounts and the Commission, communicate Commission's consumer advertising, promotion and public relations activities to key accounts within the designated territories, with the objective of securing tie-in activities by individual retailers.
4	Beauty Commune Public Relations Consultancy Limited	2/1/2022	\$ 127,017.00	\$ 57,203.00		\$ 69,814.00	12/31/2022	Federal funding under the California Agricultural Export Council (CAEC) to facilitate international market development activities
5	Beauty Commune Public Relations Consultancy Limited	3/1/2023	\$ 54,000.00	\$ 54,000.00	\$ -	\$ -	12/31/2023	Develop and coordinate a public relations project to establish and manage social media platform, develop social media content, assist in producing California avocado promotional campaign materials and conduct PR events in the China market.
6	Cal Poly Pomona Foundation	7/1/2013		\$1,722/mo for July-June	\$ -	\$ -	6/30/2023	Single Tenant Lease from Cal Poly Pomona Foundation for Pine Tree Ranch in Santa Paula
7	Cal Poly Pomona Foundation	7/1/2023		\$1,722/mo for July-June	\$ -	\$ -	9/30/2023	Three month amendment to original single tenant lease from Cal Poly Pomona Foundation for Pine Tree Ranch in Santa Paula
8	California Agricultural Export Council (CAEC) - Grant Income to CAC	1/1/2022	\$ 375,000.00	\$ -	\$ -	\$ 375,000.00	12/31/2022	Grant funding awarded to CAC to facilitate international market development activities in China and Korea.
9	California Agricultural Export Council (CAEC) - Grant Income to CAC	1/1/2023	\$ 300,000.00	\$ -	\$ -	\$ 300,000.00	12/31/2023	Grant funding awarded to CAC to facilitate international market development activities in China and Korea.
10	California Department of Food and Agriculture (CDFA)	7/1/2022	\$ 272,649.00	Revenue due to CDFA	\$ -	\$ -	6/30/2023	CAC will provide CDFA with funding for the California Avocado Inspection Program (AIP) under the authority of the Food and Agriculture Code.
11	California Department of Food and Agriculture (CDFA)	7/1/2023	\$ 284,203.00	Revenue due to CDFA	\$ -	\$ -	6/30/2024	CAC will provide CDFA with funding for the California Avocado Inspection Program (AIP) under the authority of the Food and Agriculture Code.
12	Champ Publishing	1/1/2023	\$ 56,300.00	\$ 31,300.00	\$ 25,000.00		12/31/2023	Produce four quarterly From the Grove magazine issues and one Annual Report From the Grove issue including editorial content, advertisements, layout and production.
13	CL Marketing (Carolyn Becker)	12/1/2022	\$ 137,500.00	\$ 137,500.00	\$ -		10/31/2023	Retail Marketing Director - Northwest, Southwest, Colorado & Utah: develop & maintain relationships between key retail accounts and communicate the Commissions consumer advertising, promotions, and public relations activities to key accounts within the designated territories, with the objective of securing tie-in activities by individual retailers.
14	Cooperative Agricultural Support Services Authority	11/1/2021	\$ 805,972.75	\$ 57,300.00		\$ 748,672.75	10/31/2023	Provide management of Avocado Inspection Program (AIP) personnel including employment and payment of AIP staff personnel expenses and human resources.
15	GingerRoot	11/1/2022	\$ 46,000.00	\$ 46,000.00			10/31/2023	Provide research, strategy, consulting, and writing services pertaining to grower communication.
16	Golin International, Inc.	12/1/2022	\$ 423,213.75	\$ 300,413.75	\$ 2,800.00	\$ 120,000.00	10/31/2023	Provide general management of public relations programs, news bureau, nutrition communication, and program administration services to the commission.
17	Information Resources, Inc. ("IRI")	11/1/2022	\$ 68,031.00	\$ 68,031.00			10/31/2023	Services include Market Advantage (Retailer Specific Geographies and Multi-Outlet/Walmart/Sam's Club Account Reporting), Instructor-led training services, eSuite training services, Dedicated Client Service, and Annual Summit passes.

18	INR PR Consulting Group Inc	2/16/2023	\$ 160,778.00	\$ 30,000.00		\$ 130,778.00	9/30/2023	Providing representation in South Korea to develop and coordinate promotional activities for California Avocados in the South Korea market.
19	International Fresh Produce Association (IFPA)	2/14/2023	\$ 37,500.00	\$ 37,500.00			10/31/2023	2023 Retail Attendee Materials Bag Sponsorship for IFPA The Global Produce & Floral Show on October 19-21, 2023
20	KNJPR LLC	12/1/2022	\$ 96,232.50	\$ 96,232.50	\$ -		10/31/2023	Position California Avocados as a premium product in order to optimize value through retail communications and outreach, nutrition newsletter, responsive communications, sponsorships, and grove tours.
21	Kurata Communications	11/1/2022	\$ 28,100.00	\$ 16,300.00		\$ 11,800.00	11/30/2022	General management and implementation of Foodservice Program services including advertising, public relations, chain promotions, culinary education and account management.
22	Kurata Communications	12/1/2022	\$ 697,117.42	\$ 312,800.00	\$ 49,700.00	\$ 334,617.42	10/31/2023	General management and implementation of Foodservice Program services including advertising, public relations, chain promotions, culinary education and account management.
23	Land IQ	1/1/2023	\$ 128,725.00	\$ 128,725.00			10/31/2023	Provide avocado acreage mapping, crop estimating tools and GIS portal hosting and maintenance services.
24	Market Insight, LLC, dba Fusion Marketing	12/1/2022	\$ 545,353.10	\$ 330,153.10	\$ 1,500.00	\$ 213,700.00	10/31/2023	Provide retail trade advertising, support and POS materials, retail category development and related data-driven projects/services.
25	Moss Adams	1/13/2023	\$ 37,800.00	\$ 37,800.00			10/31/2023	Annual audit of CAC's financial statements, including required CDFA and USDA reporting.
26	MullenLowe	11/1/2022	\$ 124,692.75	\$ 124,692.75			11/30/2022	Provide advertising and marketing communication, website, information technology, on-line marketing, social media and blog services.
27	MullenLowe	12/1/2022	\$ 4,582,106.25	\$ 1,489,806.25	\$ 10,000.00	\$ 3,082,300.00	10/31/2023	Provide advertising and marketing communication, website, information technology, on-line marketing, social media and blog services.
28	NextLevel	11/23/2022	\$ 40,012.20	\$1,111.45/mo			11/23/2025	CAC office high-speed internet and telephone service
29	Paden PR LLC	12/1/2022	\$ 96,232.50	\$ 96,232.50	\$ -		10/31/2023	Position California Avocados as a premium product in order to optimize value through retail communications and outreach, nutrition newsletter, responsive communications, sponsorships, and grove tours.
30	Rockwell Morrow	12/1/2022	\$ 128,575.00	\$ 128,575.00			10/31/2023	Provide marketing support, strategic planning and special projects to facilitate planning and program execution.
31	Marie Reginato	2/20/2023	\$ 74,400.00	\$ 72,000.00	\$ 2,400.00		7/20/2023	Serve as a videographer and photographer content developer, spokesperson and advocate to/for CAC providing its expertise and delivering California Avocado-branded messages via television, public relations, traditional and/or social media channels.
32	Sierra Pacific Farms (Somis Pacific Ag Management)	2/1/2022	\$ 38,139.00	\$ 1,584.00		\$ 36,555.00	12/31/2022	Oversee the day-to-day agricultural operations in accordance with accepted agricultural practices in Ventura County, California on the 11-acre property known as Pine Tree Ranch.
33	Signature Analytics	2/1/2023	\$ 125,000.00	\$ 125,000.00			10/31/2023	Provide accounts payable, accounts receivable, month end close, financial reporting and consultation services.
34	Spann Ag Research & Consulting LLC	7/1/2022	\$ 163,000.00	\$ 128,000.00	\$ 35,000.00		10/31/2023	Manage the CAC-funded research program, author FTG magazine articles & GreenSheet messages, manage Pine Tree Ranch activities, etc
35	Water Illumination Inc	2/1/2022	\$ 74,600.00	\$ 74,600.00			1/31/2023	Research Project 65321: Provide research services relative to the development of a white paper reviewing chloride mitigation technologies and developing a list of technologies that could potentially be field tested in the future.

California Avocado Commission
List of Contracts (U.C. Research Agreements)
FY 2022-23

No	Other Party's Name	Effective Date	Total Contract Amount	Contract Amount This Fiscal Year	Fees	Expenses	Program Costs	Termination Date	Brief Explanation
36	UC Riverside	11/1/2019	Total 3 years = \$101,441	No Cost Extension				6/30/2023	Travis Bean research project: Safety and efficacy of Herbicides in Bearing Avocado Groves AMENDMENT 5
37	UC Riverside	1/1/2020	Total 3 years = \$150,000	\$ 50,000.00				10/31/2024	Hoddle research project: Proactive Management of Avocado Seed and Stem Feeding Weevils.
38	UC Riverside	11/1/2021	Total 3 years = \$181,091	\$ 76,074.00				10/31/2024	Hoddle research project: Phenology and Ecology of Avocado Lace Bug in Southern California
39	UC Riverside	11/1/2022	Total 3 years = \$268,884	\$ 89,628.00				10/31/2025	Manosalva research project: Commercial-scale field testing and potential release of five elite advanced rootstocks
40	UC Riverside	11/1/2022	Total 3 years = \$217,697	\$ 95,041.00				10/31/2025	Montazar research project: Developing tools and information on crop water use and effective irrigation management for more profitable and sustainable avocado production