



AGENDA

MARKETING COMMITTEE MEETING

CALIFORNIA AVOCADO COMMISSION

CAC Conference Room
12 Mauchly, Suite L
Irvine, CA 92618

Wednesday, August 16, 2017
10:00 a.m.

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

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

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

10:10 a.m. 3. CONSIDER APPROVAL OF MINUTES OF FEBRUARY 2 AND MAY 10, 2017
MARKETING COMMITTEE MEETINGS

10:15 a.m. 4. DISCUSSION ITEMS
A. AMRIC Handler Forecast
B. 2017 California Crop Update
C. 2017 Import Crop Estimates, Timing and Sizing
D. CAC Marketing Campaign Update
E. Satisfaction Research Project
F. 2017-18 Business Planning
G. Industry Updates

12:00 p.m. ADJOURN MEETING

The times listed for each agenda item are estimated and subject to change. It is possible that some of the agenda items may not be able to be discussed prior to adjournment. Consequently, those items will be rescheduled to appear on a subsequent agenda. All meetings of the California Avocado Commission are open to the public and subject to the Bagley-Keene Open Meeting Act.

All agenda items are subject to discussion and possible action. For more information, or to make a request regarding a disability-related modification or accommodation for the meeting, please contact April Aymami at 1-800-344-4333, California Avocado Commission, 12 Mauchly, Suite L, Irvine, CA 92618, or via email at aaymami@avocado.org. Requests for disability-related modification or accommodation for the meeting should be made at least 48 hours prior to the meeting time. For individuals with sensory disabilities, this document is available in Braille, large print, audiocassette or computer disk. This meeting schedule notice and agenda are available at <http://www.californiaavocadogrowers.com/commission/calendar> and <http://it.cdfa.ca.gov/igov/postings/detail.aspx?type=Notices>.

If you have questions on the above agenda, please contact Dave Cruz at dcruz@avocado.org or 1-800-344-4333.