



# AGENDA

## California Avocado Commission Marketing Committee Meeting

---

### Meeting Information

---

**Date:** April 18, 2023

**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/82047994470?pwd=SEw3NlloxWjI4L2JlIdm5LdDZtR0pkUT09>

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

**Meeting ID:** 820 4799 4470

**Passcode:** 243943

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, April 17, 2022, the following individuals have advised the Commission they will participate in this meeting:

Gary Caloroso

Peter Shore

Jennifer Anazawa

Maureen Cottingham

Dave Fausset

Robert Jackson

Patrick Lucy

Andy Lyall

Carson McDaniel

Hayden McIntyre

Steve Taft

Joe Nava

<b>Time</b>	<b>Item</b>
<b>10:00 a.m.</b>	<b>1. Call to Order</b> <ul style="list-style-type: none"> <li>a. Roll Call/Quorum</li> </ul>
<b>10:05 a.m.</b>	<b>2. Opportunity for Public Comment</b> <p>Any person may address the Committee at this time on any subject within the jurisdiction of the California Avocado Commission.</p>
<b>10:10 a.m.</b>	<b>3. Consent Calendar</b> <p>Consent Calendar items are expected to be routine and non-controversial, to be acted upon by the Marketing Committee at one time without discussion. If any Committee 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"> <li>a. Consider Approval of Marketing Committee's Web/Teleconference Meeting Minutes of December 15, 2022</li> </ul>
<b>10:15 a.m.</b>	<b>4. Discussion Items</b> <ul style="list-style-type: none"> <li>a. Chairman Caloroso's Welcome to 2023 Marketing Committee and Introductions</li> <li>b. 2023 California Crop Forecast</li> <li>c. 2023 Import Crop Projections</li> <li>d. Retail and Foodservice Tiered-Account Updates</li> <li>e. 2023 Media Schedule</li> <li>f. Consumer Public Relations and Living Well Brand Advocates Plans</li> <li>g. Industry Updates</li> </ul>
<b>12:00 p.m.</b>	<b>5. Adjourn Meeting</b>

---

## **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](mailto:aaymami@avocado.org). Requests for disability-related modification or accommodation for the meeting should be made at least 48 hours prior to the meeting time. For

individuals with sensory disabilities, this document is available in Braille, large print, audiocassette or computer disk. This meeting schedule notice and agenda is available on the internet at <https://www.californiaavocadogrowers.com/commission/meeting-agendas-minutes> and <http://it.cdfa.ca.gov/igov/postings/detail.aspx?type=Notices>.

If you have questions on the above agenda, please contact David Cruz at [dcruz@avocado.org](mailto:dcruz@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.

**CALIFORNIA AVOCADO COMMISSION**  
**MARKETING COMMITTEE WEB/TELECONFERENCE MEETING MINUTES**  
**December 15, 2022**

A web conference meeting of the Marketing Committee was held on Thursday, December 15, 2022, with the following people participating:

**MEMBERS  
PARTICIPATING**

Gary Caloroso  
Dave Fausset  
Rachael Laenen  
Patrick Lucy  
Andy Lyall  
Carson McDaniel  
Hayden McIntyre  
Peter Shore  
Steve Taft  
Chris Varvel  
Debbie Willmann  
Rob Grether (Ex  
    Officio Member)

**MEMBERS NOT  
PARTICIPATING**

Jennifer Anazawa

**CAC STAFF PARTICIPATING**

April Aymami  
Zac Benedict  
David Cruz  
Jan DeLyser  
Angela Fraser  
Ken Melban  
Jeff Oberman

**OFFICIALLY PRESENT**

David Anderson (Anderson Food  
    Sales and Marketing)  
Carolyn Becker (CL Marketing)  
Brittany Ferrant (Mediahub)  
Candace Hollar (Mediahub)  
Temra Wald (Temra Wald  
    Consulting)

**GUESTS PRESENT**

Jose Avina  
Keith Blanchard  
Giuseppe Bonfiglio  
Sofia Castellanos  
Maureen Cottingham  
John Dmytriw  
Bobby Fingerlin  
Robbie Granatelli  
Lauren Jacobson  
Mauricio Jimenez  
Kathleen Johnson  
Kim Kurata  
Lauren Kelley  
Jessica Magdaleno  
Marji Morrow  
Steven Muro  
Joe Nava  
Jill Netzel  
Doug O'Hara  
Laura Paden  
Martin Pagh Ludvigsen  
Susie Rea  
Steve Roodzant  
Matt Schraut  
Nic Vallejo

**ITEM #1 ROLL CALL/QUORUM**

The Marketing Committee web meeting was called to order at 10:01 a.m. by Chairman Gary Caloroso. A quorum was established.

**ITEM #2 OPPORTUNITY FOR PUBLIC COMMENT**

None.

**ITEM #3 CONSENT CALENDAR**

Mr. Shore moved to approve the Consent Calendar that was comprised of the minutes from the July 19, 2022 meeting. Mr. Fausset seconded the motion and it was unanimously approved.

***(Shore/Fausset) MSC Unanimous***

***MOTION 22-12-15-1.***

#### **ITEM #4 DISCUSSION ITEMS**

##### **Chairman Caloroso's Welcome and Introductions – Item 4.A.**

Mr. Caloroso advised that screen shots would be taken during the meeting for use in grower and trade press communications and asked if anyone objected to having their image shown to inform him or Jan DeLyser that day. He noted that at the last California Avocado Commission Board meeting Ms. DeLyser announced her retirement and that this would be her last Marketing Committee meeting. He and other committee members spoke about Jan's achievements in the development of the avocado category, volunteerism and their professional and personal gratitude for having worked with her over many years.

##### **2022 California Crop Recap – Item 4.B.**

Ms. Aymami shared the fiscal year 2021-22 California avocado crop summary. The year ended at about 276 million pounds with 94% Hass, 4% Lamb Hass and 2% GEM and other varieties. The crop tracked within 3% of mid-year grower survey of 283 million pounds. The crop also had the highest dollar value in history at \$1.76 per pound.

##### **2023 California Crop Forecast – Item 4.C.**

Ms. Aymami communicated the total pre-season California avocado crop forecast based on the December AMRIC handler crop survey: a total volume of 257 million pounds for fiscal year 2022-23. The breakdown by variety (in million pounds) is Hass 243, Lamb Hass 7, GEM 6 and others 1. GEM ranged from 3 to 10 million so Ms. Aymami asked for Committee feedback and received confirmation that 6 million pounds was reasonable. Peak season timing with volume per month in excess of 40 million pounds is projected to occur from April through July. Weekly projections will follow once the Committee confirms the forecast.

Mr. McIntyre noted that the forecast looks to be on target. Mr. Varvel agreed and stated that marketing conditions may encourage growers to wait longer before harvesting this year, which may improve the size curve. Mr. Fausset agreed, noting there may be more volume from Mexico in March/April than last year, so California growers may want to wait and let their fruit size up.

##### **2022 Import Crop Performance – Item 4.D.**

Avocado volume in the U.S.:

- Mexico: 2.075 billion pounds with 150 to 175 million pounds from Jalisco
- Peru: 277 million pounds
- Chile: 14 to 15 million pounds
- Colombia: 37 to 38 million pounds

##### **2023 Import Crop Projections – Item 4.E.**

Mr. Caloroso believes that in 2023 there will be the largest volume of avocados in the market in history to date. The Committee consensus is that avocado volume will reach just over 3 billion pounds. Mr. Fausset says global demand is down due to war in Europe and inflation, which could have some impact in the spring, especially if Peru cannot ship enough to Europe. The Committee members discussed the need for all origins to build demand in anticipation of the volume. It was stated that "the fruit follows the money", and with a lot of

global factors if marketing conditions are stronger in the U.S., then growers can anticipate more imported avocados in the market in 2023.

Mexico: The total estimated volume from Mexico in 2023 is estimated to have at least a 10% increase over last year, so potentially will be in the 2.3-to-2.45-billion-pound range. Jalisco may move more volume to the U.S.

Peru: Their total supply is expected to exceed one billion pounds, most of which usually goes to Europe. That which cannot be absorbed in the European market will likely come to the U.S. and may approach 300 million pounds.

Colombia: Fruit from Colombia will likely be stronger than last year and starting in January with small sizes if Mexico's size curve runs large. The estimate is no less than last year, possibly 15 to 20% higher.

Chile: Crop will depend on Mexico's crop, similar volume to last year.

2022 California Avocado Tracking Study – Item 4.F.

Mr. Oberman thanked Ms. DeLyser and said to “send any meeting complaints to him, not Jan”. He looks forward to getting to know the Committee members and working with them.

Ms. Wald, who has worked on the California Avocado Tracking study since 2000, highlighted the results of the 2022 study that was provided to the Committee in advance. She noted that California Avocado total awareness continues to be strong, but for the first time Mexico exceeded the California brand in California for top of mind (unaided) awareness. She noted that California Avocados are strongly associated with summer, followed by spring. There was a dip in checking for region. However, Californians do believe in there is a California difference and California Avocados still rank number one by a huge margin on all attributes asked and on overall preference.

2022-23 California Avocado Commission Business Plan – Item 4.G.

Ms. Delyser noted that the Business plan and 2021-22 Year-End Dashboard were distributed in advance of the meeting and welcomed questions to be sent to her. She also noted that an AMRIC handler/CAC Marketing webinar would occur on January 10, 2023.

Retail Promotion Examples Presented by CAC RMDs – Item 4.H.

Ms. Becker and Mr. Anderson shared updates about 2022 Corporate, California and Western region promotions, featuring the top 10 of last year.

Mr. Anderson covered details of the Kroger program that occurred in 5 divisions in the Tier 1 Western markets, which included a branded California Avocado bag and a digital coupon. He noted that Walmart wanted to take their marketing game to a whole different level, targeting their shoppers through their website. Walmart used the CAC consumer marketing creative, which was both pleasing and a bit surprising – for advertising on their digital channels. There were a number of different ad serving tactics and some digital ads included a “shop now” Call to Action. The Walmart program resulted in over \$1.5 million in traceable sales. Pick-up and delivery options accounted for one third of the sales.

CAC Marketing Committee Minutes  
July 19, 2022

Sam's Club also had digital ads with a shop now CTA and used assets from CAC's creative set in a variety of ad tactics. The Product page on Sam's Club's website had a messaging component to tell the California Avocado story and it included an add-to-cart component. There was an email delivery component as well. The program delivered more than 5 million impressions and reached nearly 1 million households.

Ms. Becker shared updates about California and Western region promotions. CAC's goal at Sprouts was to get as much California Avocado branding as possible. Sprouts has a locally grown team and Ms. Becker asked for implementation in both California and Arizona. They produced specific California cases and other assets with very good sales results.

Albertsons/Vons is always a strong supporter of California Avocados. They included branding by using California bins and a digital coupon, which was very efficient. CAC ran a sales contest resulting in a 12 to 29% sales lift, depending on the store location. Ms. Becker explained that the coupons only worked for the California origin because only California Avocados of large size were in distribution at those stores at that time.

Mr. Anderson explained that Costco insists on larger sizes and that some Costco depots go through more avocado volume than can be fulfilled by just the California Avocado crop. Therefore, CAC had to isolate its program to only one depot, Aurora, Colorado which serviced locations in Colorado and New Mexico. The promotion was limited to a certain timeframe to make sure only California Avocados received the support. CAC's June program resulted in dollar and unit sales increases despite high retail prices.

CAC developed a Hass and GEM California Avocado sales contest for Albertsons/Safeway locations in Arizona. They would not use bins, but they doubled their display size of California Avocados. A digital coupon was used for both Hass and GEM varieties and resulted in strong redemption. Mr. Nava asked for GEM signage examples and Ms. Becker will follow up.

Save Mart is a good supporter of California Avocados and participated in a CA GROWN April and June integrated program. It included CA GROWN bins, an ad and signage featuring grower Doug O'Hara on stanchion posters at front of the store and had a strong local grown focus resulting in sales lifts of 36 to 53%.

Nugget Markets fielded a brand awareness-building program with many different elements, including ad features that noted California Avocado growing areas, promotions on different sizes, conventional and organic avocados. There was large signage at the front of stores including CAC recipe assets. The total cost of the program was only \$1700 and included a feature about GEM avocados in their Field Guide.

Bristol Farms had a variety of programs including a sales and custom signage contest. During the entire month of August they featured a variety of California Avocado sizes and items including their house-made guacamole.

CAC's direct retail branding has become more sophisticated with a lot more digital and social communications reaching a range of demographic targets. CAC provides content for retailers to use to keep California Avocados top of mind. Examples include Mollie Stone's posting a video reel of Mike Sanders (recorded by Zac Benedict). California Avocado Month

CAC Marketing Committee Minutes  
July 19, 2022

promotions included Gelson's, who uses a lot of recipes and featured the Lyall family and promoted summer grilling with California Avocados on their social channels. Raley's featured recipes and signage with grower Jamie Johnson, as well as support for Cinco de Mayo and California Avocado month; Albertsons/Vons/Pavilions included images from CAC's grove tour; Nugget Markets included a "foodie FAQ" written by CAC agency PJ/PR and picked up Mike Sanders' video reel.

Ms. Becker noted CAC Marketing Priorities for 2023 with the emphasis on branding. CAC is looking for handler input on how to improve and ideas for the future.

Mr. Anderson described an Instacart (a third-party shopping and delivery organization) promotion opportunity. CAC is hoping to pay to have products featured with certain retailers at a certain time frame.

The Marketing Committee provided positive feedback overall. Mr. Nava noted that digital coupons were effective. Mr. McIntyre believes the Instacart option has merit, and Mr. Caloroso encouraged signage, especially those talking about California Avocado growers.

CAC Media Results and Preliminary Plans for 2023 – Item 4.I.

Ms. Hollar summarized the 2022 media plans and placements, led by digital channels as well as outdoor, audio and social. Digital includes streaming video, custom content and influencers. Spotify desktop units continue to drive engagements. Pandora mobile audio and display are outperforming benchmarks. iHeart radio and streaming audio exceeded benchmarks and now some podcasts are doing very well. CAC will continue to use these tactics as well as "connected car". Outdoor high impact boards delivered more than 20 million over-performance impressions.

Custom content performed very well. TikTok and Instagram short videos also did well. The Kitchn program exceeded benchmarks. Targeted digital influencers including the GumGum and Influential programs performed better than standard programs. Streaming video including YouTube did very well, with comedy and drama programming performing well on Hulu. Tremor reaches the target very well. Social included the launch of TikTok. Videos continue to outperform images. Twitter recipe content performed better but is on pause for now based on external factors. For retail digital and social partners, the store locator ads yielded about 13 million impressions. CAC's Waze Branded Pins had a higher navigation rate than their benchmark. YouTube ads also did well compared to the benchmark. CAC put together customized retail programs with 15 retailers and created customized reports for them showing the results and value of the support.

Ms. Ferrant presented the 2023 media plan. It is a reduced budget for this year, so CAC is aiming for efficiency against the Premium Californians target where they are consuming media. Streaming video is their #1 media usage and the plan corresponds with this.

Outdoor plans include Los Angeles with 4 boards, Orange County a board between the I5 and 405 and a variety of units in the Fashion Island and Irvine Spectrum shopping malls; San Diego will have one high-traffic outdoor board; and for San Francisco MullenLowe is again recommending the BART wrap, as well as ad placement in the Broadway Plaza



CAC Marketing Committee Minutes  
July 19, 2022

shopping center in multiple formats. Ads on Volta charging units throughout the state located in retailer parking lots will complete the outdoor advertising plan.

Audio will continue with Spotify, Pandora and IHeart radio. CAC is adding podcasts on Sirius XM (Pandora). Digital custom content will include Food 52 and Tastemade and now will include long form video. GumGum will continue, targeting behavior and top verticals in the lifestyle and food segments. For Hulu, CAC will be able to target Premium Californians even tighter and will continue with Tremor pre-roll and contextual targeting. YouTube will kick off the pre-season and continue throughout the season.

Social – TikTok, Pinterest, Facebook and Instagram. Retail advertising will be very similar to last year with Waze, YouTube with CTA, Facebook and Instagram targeting consumers near targeted retailers. Paid search using Google Analytics to improve effectiveness and efficiency. Ms. Ferrant shared the proposed media calendar and updated media mix.

Ms. DeLyser asked if there were any questions. There were none.

2021-22 Year-End Dashboard – Item 4.J.

Ms. DeLyser noted this in her introductory remarks.

Handler/Marketing Team Meeting Plans – Item 4.K.

Ms. DeLyser covered this topic in an earlier discussion.


Industry Updates – Item 4.L.

Ms. DeLyser introduced Mr. Melban and advised that he was promoted to Vice President of Industry Affairs and Operations. He let the Committee know there will be a Zoom meeting on Tuesday, December 20, 2022, from 10:00 a.m. to 11:00 a.m. regarding the GEM variety. He invited packers to participate. Mr. Melban has a list of questions to share with packers and noted that some of the answers may not be what growers want to hear but they are still important. Mr. Nava asked for the questions/meeting notes for his team and was advised that the meeting will be recorded so that those who cannot attend can watch at a later time.

**ADJOURN**

Mr. Caloroso thanked the committee for their time and wished them happy holidays. He adjourned the web/teleconference meeting at 11:52 a.m.

Submitted by:



---

Jan DeLyser, CAC Staff



## **CALIFORNIA AVOCADO COMMISSION**

### **AB 2720 Roll Call Vote Tally Summary**

To be attached to the Meeting Minutes

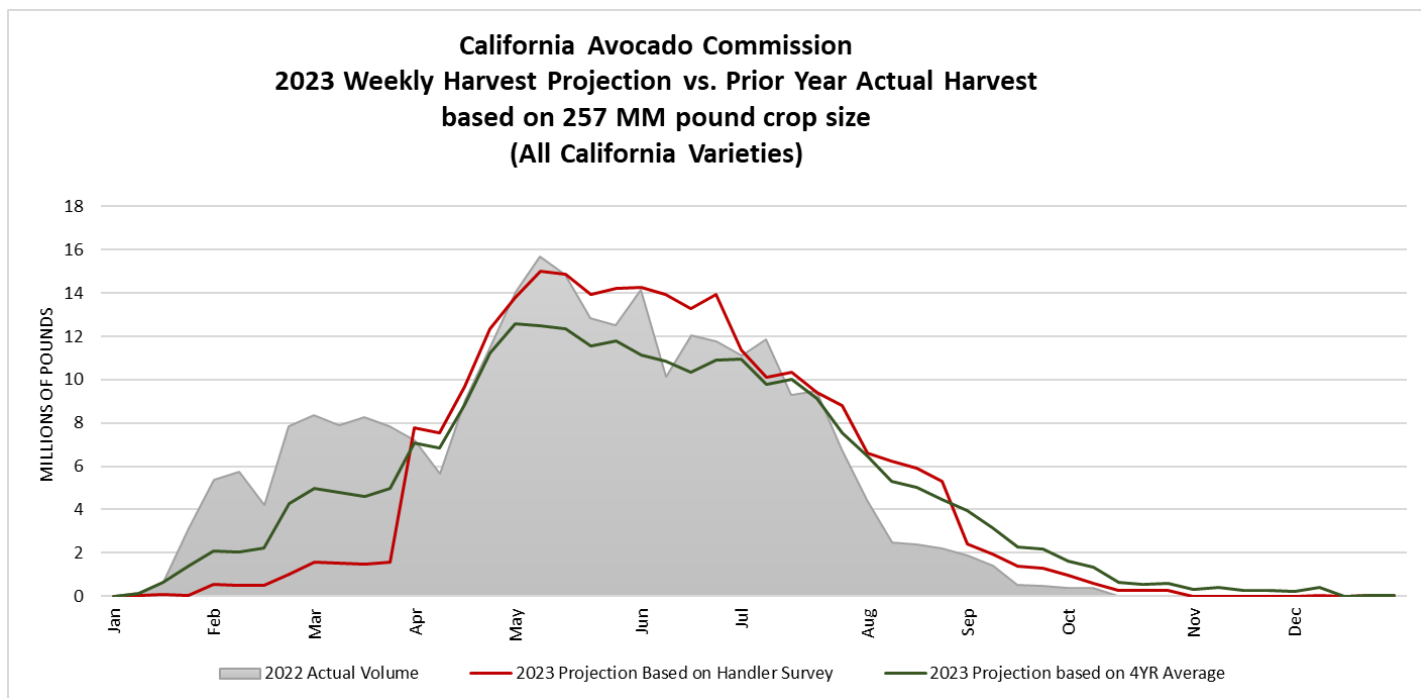
<b>Meeting Name:</b> <i>Marketing Committee Meeting</i>	<b>Meeting Location:</b> <i>Web/Teleconference</i>	<b>Meeting Date:</b> <i>December 15, 2022</i>
--	---	--

<b>Attendees Who Voted</b>	<b><u>MOTION</u> <u>22-12-15-1</u></b>
Gary Caloroso	Yea
Peter Shore	Yea
Dave Fausset	Yea
Rachael Laenen	Yea
Patrick Lucy	Yea
Andy Lyall	Yea
Carson McDaniel	Yea
Hayden McIntyre	Yea
Peter Shore	Yea
Steve Taft	Yea
Chris Varvel	Yea
Debbie Willmann	Yea
<b><i>Outcome</i></b>	<b>Unanimous</b>



# **2023 CALIFORNIA PRE-SEASON CROP ESTIMATE AND HARVEST PROJECTIONS MARCH 2023 UPDATE**

2023 Preliminary California Crop Harvest Projection						March 2023 Handler Survey Hass Distribution
Month	Hass	Lamb	Gem	Other	Total	
Jan	-	-	-	164,000	164,000	0.0%
Feb	2,428,800	-	-	125,400	2,554,200	1.0%
Mar	6,072,100	-	72,800	39,600	6,184,500	2.5%
Apr	48,909,000	-	2,201,700	63,000	51,173,700	20.1%
May	55,485,700	12,500	2,491,600	31,100	58,020,900	22.8%
Jun	54,023,100	183,300	1,039,900	183,500	55,429,800	22.2%
Jul	44,547,200	4,178,000	158,200	187,500	49,070,900	18.3%
Aug	23,128,800	1,782,700	24,700	103,800	25,040,000	9.5%
Sep	7,183,100	731,600	11,100	52,300	7,978,100	3.0%
Oct	1,222,200	111,900	-	6,900	1,341,000	0.5%
Nov	-	-	-	7,100	7,100	0.0%
Dec	-	-	-	35,800	35,800	0.0%
<b>Total</b>	<b>243,000,000</b>	<b>7,000,000</b>	<b>6,000,000</b>	<b>1,000,000</b>	<b>257,000,000</b>	<b>100%</b>



California Avocado Commission					
2023 Harvest Distribution Projection by Week					
Week Ending	Hass	Lamb	GEM	Other	Total
8-Jan	-	-	-	2,900	2,900
15-Jan	-	-	-	45,700	45,700
22-Jan	-	-	-	71,500	71,500
29-Jan	-	-	-	43,900	43,900
5-Feb	469,700	-	-	75,100	544,800
12-Feb	466,600	-	-	18,400	485,000
19-Feb	510,400	-	-	7,000	517,400
26-Feb	982,100	-	-	24,900	1,007,000
5-Mar	1,574,100	-	600	13,000	1,587,700
12-Mar	1,504,500	-	4,300	8,600	1,517,400
19-Mar	1,436,600	-	41,100	12,600	1,490,300
26-Mar	1,557,000	-	26,800	5,400	1,589,200
2-Apr	7,617,600	-	172,000	6,900	7,796,500
9-Apr	7,215,200	-	304,800	12,100	7,532,100
16-Apr	9,184,700	-	506,700	4,400	9,695,800
23-Apr	11,765,700	-	553,900	27,900	12,347,500
30-Apr	13,125,900	-	664,300	11,700	13,801,900
7-May	14,188,800	3,800	793,700	12,500	14,998,800
14-May	14,291,000	2,400	591,300	4,400	14,889,100
21-May	13,347,400	200	569,700	5,500	13,922,800
28-May	13,658,500	6,100	536,900	8,700	14,210,200
4-Jun	13,853,200	2,900	386,500	20,600	14,263,200
11-Jun	13,563,300	22,700	282,000	61,500	13,929,500
18-Jun	13,073,700	37,700	124,800	53,000	13,289,200
25-Jun	13,532,900	120,000	246,600	48,400	13,947,900
2-Jul	10,870,900	336,800	102,700	51,100	11,361,500
9-Jul	9,523,600	529,900	17,200	38,000	10,108,700
16-Jul	9,268,400	1,059,700	-	30,600	10,358,700
23-Jul	8,056,700	1,302,500	37,600	34,400	9,431,200
30-Jul	7,827,500	949,100	700	33,400	8,810,700
6-Aug	5,931,800	645,800	12,200	19,200	6,609,000
13-Aug	5,759,100	452,400	2,900	22,300	6,236,700
20-Aug	5,462,900	425,000	600	24,100	5,912,600
27-Aug	4,974,900	259,500	9,000	38,200	5,281,600
3-Sep	2,127,300	252,400	9,900	10,400	2,400,000
10-Sep	1,669,100	262,600	-	11,000	1,942,700
17-Sep	1,268,600	80,900	-	18,400	1,367,900
24-Sep	1,209,700	72,600	1,200	9,300	1,292,800
1-Oct	908,300	63,100	-	3,200	974,600
8-Oct	504,100	83,900	-	2,000	590,000
15-Oct	257,000	600	-	4,900	262,500
22-Oct	216,000	27,400	-	-	243,400
29-Oct	245,200	-	-	-	245,200
5-Nov	-	-	-	1,400	1,400
12-Nov	-	-	-	1,400	1,400
19-Nov	-	-	-	2,200	2,200
26-Nov	-	-	-	2,100	2,100
3-Dec	-	-	-	-	-
10-Dec	-	-	-	11,500	11,500
17-Dec	-	-	-	3,900	3,900
24-Dec	-	-	-	7,400	7,400
31-Dec	-	-	-	13,000	13,000
<b>Total</b>	<b>243,000,000</b>	<b>7,000,000</b>	<b>6,000,000</b>	<b>1,000,000</b>	<b>257,000,000</b>

Item 4.b-2

Hass=Results of March 2023 AMRIC Handler survey \* Lamb, GEM Other =4-year average distribution

2023 California Crop Weekly Harvest Projection		
4-Year Historical vs. AMRIC Handler Forecast		
All Varieties		
Week Ending	4-Year Historical Forecast	AMRIC Handler Forecast
		March 2023 Update
8-Jan	6,700	2,900
16-Jan	103,200	45,700
23-Jan	623,600	71,500
30-Jan	1,367,600	43,900
6-Feb	2,098,600	544,800
13-Feb	2,028,500	485,000
20-Feb	2,206,000	517,400
27-Feb	4,256,100	1,007,000
6-Mar	4,998,900	1,587,700
13-Mar	4,778,100	1,517,400
20-Mar	4,603,500	1,490,300
27-Mar	4,963,400	1,589,200
3-Apr	7,075,900	7,796,500
10-Apr	6,849,600	7,532,100
17-Apr	8,826,900	9,695,800
24-Apr	11,234,400	12,347,500
1-May	12,560,200	13,801,900
8-May	12,495,000	14,998,800
15-May	12,367,200	14,889,100
22-May	11,567,400	13,922,800
29-May	11,799,900	14,210,200
5-Jun	11,136,600	14,263,200
12-Jun	10,868,300	13,929,500
19-Jun	10,338,500	13,289,200
26-Jun	10,893,600	13,947,900
3-Jul	10,968,300	11,361,500
10-Jul	9,764,200	10,108,700
17-Jul	10,023,400	10,358,700
24-Jul	9,139,800	9,431,200
31-Jul	7,563,700	8,810,700
7-Aug	6,483,900	6,609,000
14-Aug	5,302,000	6,236,700
21-Aug	5,026,000	5,912,600
28-Aug	4,474,200	5,281,600
4-Sep	3,949,700	2,400,000
11-Sep	3,158,400	1,942,700
18-Sep	2,292,100	1,367,900
25-Sep	2,174,100	1,292,800
2-Oct	1,636,300	974,600
9-Oct	1,331,000	590,000
16-Oct	640,300	262,500
23-Oct	560,800	243,400
30-Oct	605,500	245,200
6-Nov	308,000	1,400
13-Nov	382,700	1,400
20-Nov	248,500	2,200
27-Nov	270,100	2,100
4-Dec	219,300	-
11-Dec	403,400	11,500
18-Dec	3,900	3,900
25-Dec	7,600	7,400
31-Dec	15,100	13,000
<b>Total</b>	<b>257,000,000</b>	<b>257,000,000</b>

	WEEKLY VOLUME SUMMARY			
	(Volume in Pounds)			
	Week Ending 04/09/2023		Season-to-Date since 11/01/2022	
	(CA) Harvest / (Import) Arrivals	Shipped by AMRIC Handlers	(CA) Harvest / (Import) Arrivals	Shipped by AMRIC Handlers
	<b>California Detail</b>			
HASS	4,715,101	2,010,974	12,932,653	6,728,287
LAMB	0	0	0	0
GEM	152,714	70,725	195,812	80,375
OTHER	18,727	5,663	198,257	176,438
CALIFORNIA TOTAL	4,886,542	2,087,362	13,326,722	6,985,100
INDUSTRY ADJUSTED	4,980,844	2,128,148	13,585,375	7,137,310
	<b>Imported Hass Detail</b>			
MEXICO	36,835,481	32,871,818	1,258,118,995	740,675,405
PERU	140,000	48,550	340,000	1,343,840
CHILE	0	0	6,070,000	5,291,903
COLOMBIA	200,000	202,775	9,300,000	5,911,750
NEW ZEALAND	0	0	0	0
DOMINICAN	0	88,000	0	1,737,650
IMPORT TOTAL	37,175,481	33,211,143	1,273,828,995	754,960,548
	<b>Other Detail</b>			
CA EXPORT	0	81,200	0	763,550
CA ORGANIC	0	156,450	0	882,950
IMPORTED (Greens)	2,290,000	0	43,240,000	0
FLORIDA	0	0	6,715,335	0
<b>GRAND TOTAL</b>	<b>44,446,325</b>	<b>35,339,291</b>	<b>1,337,369,705</b>	<b>762,097,858</b>

Arrival figures are provided by associations or AMS. All other figures are derived from AMRIC.

## 2023 Hass-like US Volume Projections\*

Week	Year	Status	Total Volume	California	Chile	Mexico	Peru	Colombia	Dominican Republic
8-Jan-23	2023	Actual	50,679,360	0	101,589	50,237,771	0	210,000	130,000
15-Jan-23	2023	Actual	57,517,542	0	203,178	57,130,870	0	143,494	40,000
22-Jan-23	2023	Actual	71,067,970	73,850	50,794	70,101,518	0	621,808	220,000
29-Jan-23	2023	Actual	68,706,272	202,930	100,000	67,513,702	0	669,640	220,000
5-Feb-23	2023	Actual	61,752,008	163,025	100,000	60,737,174	0	621,809	130,000
12-Feb-23	2023	Actual	43,713,588	493,996	0	42,836,941	0	382,651	0
19-Feb-23	2023	Actual	54,983,548	771,052	0	53,340,688	0	621,808	250,000
26-Feb-23	2023	Actual	54,981,925	528,320	0	54,253,605	0	160,000	40,000
5-Mar-23	2023	Actual	64,834,594	305,633	0	63,298,961	0	970,000	260,000
12-Mar-23	2023	Actual	66,394,882	1,424,850	0	64,480,032	0	490,000	0
19-Mar-23	2023	Actual	71,275,486	1,015,807	0	69,489,679	0	550,000	220,000
26-Mar-23	2023	Actual	55,775,310	863,874	0	54,371,436	0	450,000	90,000
2-Apr-23	2023	Actual	64,024,666	2,417,313	0	60,142,538	94,815	1,110,000	260,000
9-Apr-23	2023	Actual	42,045,903	4,867,815	0	36,835,865	142,223	200,000	0
16-Apr-23	2023	Projection	71,717,621	8,820,200	0	62,666,963	182,627	47,831	0
23-Apr-23	2023	Projection	75,483,457	11,108,500	0	63,994,777	284,518	95,662	0
30-Apr-23	2023	Projection	61,259,015	12,485,400	0	48,440,841	237,112	95,662	0
7-May-23	2023	Projection	54,070,253	14,004,400	0	39,354,738	711,115	0	0
14-May-23	2023	Projection	59,899,420	13,686,100	0	44,127,381	2,085,939	0	0
21-May-23	2023	Projection	63,111,767	12,813,300	0	46,742,465	3,508,171	47,831	0
28-May-23	2023	Projection	59,199,127	13,031,500	0	40,382,889	5,689,076	95,662	0
4-Jun-23	2023	Projection	56,455,609	12,770,400	0	35,014,233	8,575,314	95,662	0
11-Jun-23	2023	Projection	60,999,022	12,350,100	0	36,228,733	12,324,527	95,662	0
18-Jun-23	2023	Projection	63,375,481	11,641,800	0	37,033,201	14,652,649	47,831	0
25-Jun-23	2023	Projection	65,272,838	12,447,600	0	35,875,414	16,901,993	47,831	0
2-Jul-23	2023	Projection	62,622,395	9,976,500	0	33,538,085	19,107,810	0	0
9-Jul-23	2023	Projection	31,632,117	10,070,700	0	0	21,561,417	0	0
16-Jul-23	2023	Projection	31,395,350	10,328,100	0	0	21,067,250	0	0
23-Jul-23	2023	Projection	31,461,834	9,396,800	0	0	22,065,034	0	0
30-Jul-23	2023	Projection	30,257,557	8,777,300	0	0	21,480,257	0	0
6-Aug-23	2023	Projection	27,558,359	6,589,800	0	0	20,968,559	0	0
13-Aug-23	2023	Projection	26,613,349	6,214,400	0	0	20,398,949	0	0
20-Aug-23	2023	Projection	24,543,437	5,888,500	0	0	18,654,937	0	0
27-Aug-23	2023	Projection	21,551,655	5,243,400	0	0	16,308,255	0	0
3-Sep-23	2023	Projection	15,663,761	2,389,600	0	0	13,274,161	0	0
10-Sep-23	2023	Projection	12,740,659	1,931,700	0	0	10,808,959	0	0
17-Sep-23	2023	Projection	10,641,412	1,349,500	0	0	9,291,912	0	0
24-Sep-23	2023	Projection	8,584,288	1,283,500	0	0	7,300,788	0	0
1-Oct-23	2023	Projection	7,039,587	971,400	0	0	6,068,187	0	0
8-Oct-23	2023	Projection	5,561,069	588,000	0	0	4,973,069	0	0
15-Oct-23	2023	Projection	2,865,024	257,600	0	0	2,607,424	0	0