



AGENDA

California Avocado Commission
Marketing Committee Meeting

Meeting Information

Date: March 9, 2022

Time: 10:00 a.m.

Location: Web/Teleconference

Web/Teleconference URL:

<https://californiaavocado.zoom.us/j/84751011157?pwd=aUh3OW9CYjZzZTBDDdFdLWlJCVkUyZz09>

Conference Call Number: (669) 900-6833

Meeting ID: 847 5101 1157

Passcode: 273995

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

Committee members, please contact David Cruz, dcruz@avocado.org or 949-341-1955, to confirm attendance no later than Monday, March 7, 2022.

Time	Item
10:00 a.m.	1. Call to Order a. Roll Call/Quorum
10:05 a.m.	2. Opportunity for Public Comment Any person may address the Committee at this time on any subject within the jurisdiction of the California Avocado Commission.
10:10 a.m.	3. Consent Calendar 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

Time	Item
	<p>be removed from the Consent Calendar, it shall be removed so that it may be acted upon separately.</p> <p>a. Consider Approval of Marketing Committee’s Web/Teleconference Meeting Minutes of December 9, 2021</p>
10:15 a.m.	<p>4. Discussion Items</p> <p>a. Chairman Caloroso’s Welcome to 2022 Marketing Committee and Introductions</p> <p>b. 2022 California Crop Forecast</p> <p>c. 2022 Import Crop Projections</p> <p>d. 2022 Media Plan and Creative Updates</p> <p>e. Consumer Public Relations and Living Well Brand Advocates Plans</p> <p>f. Retail and Foodservice Tiered-Account Updates</p> <p>g. Shop.CaliforniaAvocado.com</p> <p>h. Industry Updates</p>
12:00 p.m.	<p>5. Adjourn Meeting</p>

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.cdffa.ca.gov/igov/postings/detail.aspx?type=Notices>.

If you have questions on the above agenda, please contact David Cruz at 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.