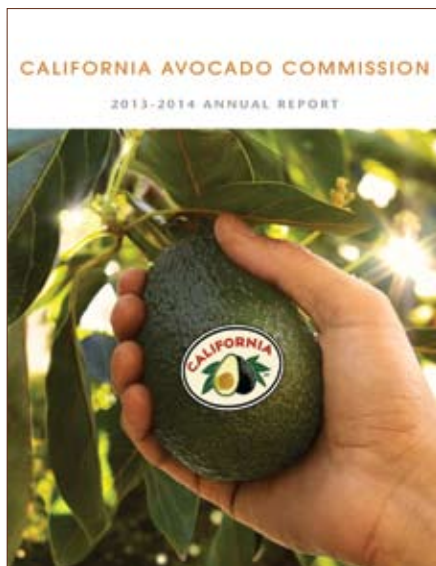


## The 2013-14 California Avocado Commission Annual Report Is Now Available Online

In an effort to maximize efficiencies, in 2014 the California Avocado Commission (CAC) moved to producing its Annual Report as a strictly digital publication. CAC is pleased to announce that the *2013-14 Annual Report* has been completed and is now available to the industry through the California avocado grower website, [www.CaliforniaAvocadoGrowers.com](http://www.CaliforniaAvocadoGrowers.com).

The CAC *2013-14 Annual Report* covers a wide array of Commission-funded activities as well as industry statistics and financials. Below is just a highlight of what this year's report contains:

- Audited Financial Statements (2013-14)
- A high-level summary of the Commission's California avocado labeling initiative
- A review of CAC's collaborative advocacy efforts concerning water availability and pricing, as well as research initiatives to address the drought's long-term effects
- Advances in CAC-funded



- polyphagous shot hole borer (PSHB) and fusarium dieback (FD) research, including key relationships with global PSHB experts and government officials
- Highlights of independent research studies tracking avocado consumption and CAC's integrated marketing program successes
- Synopses of the Commission's consumer, retail and foodservice

- outreach and marketing efforts
- A sampling of CAC's industry awards and recognition
- A look at the past year's Field Day sessions held at Pine Tree Ranch Demonstration Grove
- Ten-year Industry Statistical Data

The *2013-14 Annual Report* can be viewed online as a digital flipbook or downloaded as a pdf at: <http://californiaavocadogrowers.com/commission/accountability-reports/annual-report>.

If you would like to receive a printed version, the Commission will print a copy in-house and mail it to you. A hard copy of the *2013-14 Annual Report* can be requested via email, phone, fax or regular mail or by returning the tear away postcard included in this issue. 🥑

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