

CAC Board Approves 2013-14 Budget, Business Plan and Sets Assessment Rate

At its October 10, 2013, meeting the California Avocado Commission Board of Directors took up the annual task of approving the budget, business plan and annual assessment rate for the fiscal year commencing November 1, 2013.

The approved budget of \$16.2 million is based on a crop size of 325 million pounds (all varieties) and an assessment rate of 2.10 percent. Programs outlined in the business plan reflect a robust Marketing spend of \$10.7 million, approximately 66 percent of the total budget, with 7.6 percent dedicated to Production Research projects and 8.7 percent going toward Industry Affairs activities.

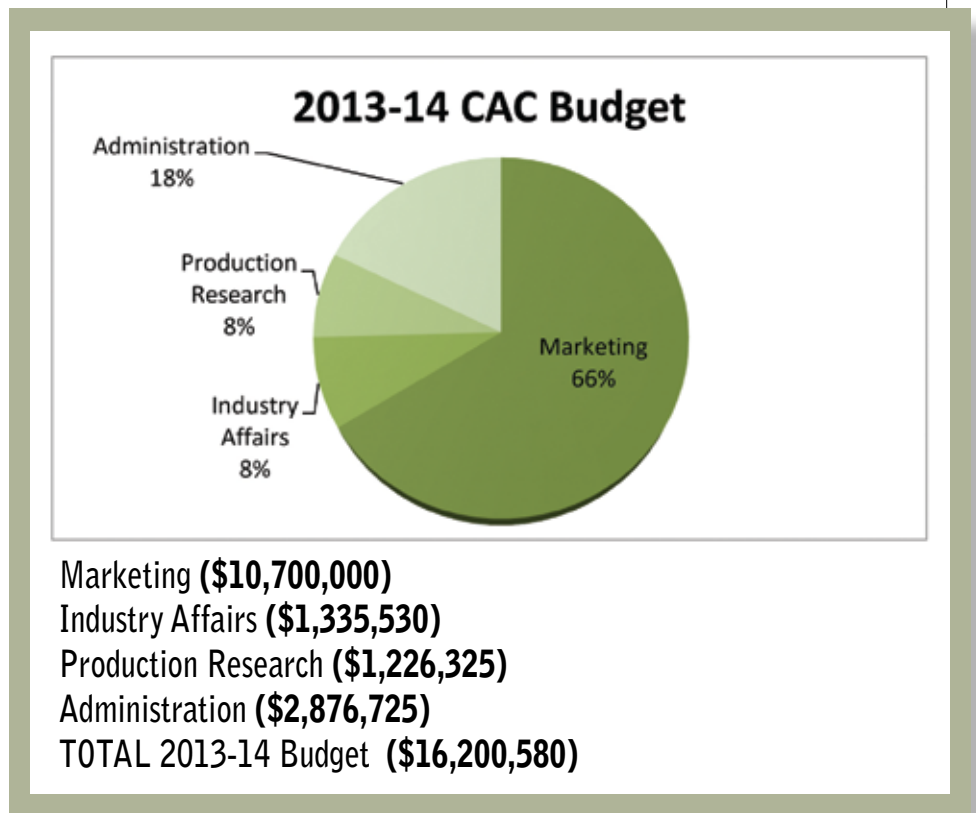
Following are business plan highlights for the 2013-14 fiscal year:

Marketing

- TV support in California
- Addition of snacking to usage campaign
- Launch California Avocado Commission blog
- Develop communications plan for sticker roll-out
- Positioning support of non-Hass varieties

Industry Affairs

- Launch of redesigned AMRIC site
- Integrate existing grove databases into one system



- Initiate phase 2 of GAP outreach
- Avocado Growing 101 online courses
- Develop and improve Demonstration Grove

Production Research

- Focus on salinity and phytophthora research
- Increased investment in rootstock breeding and preserving germplasm

Review the complete business plan and budget online at the following locations:

Business Plan: www.californiaavocadogrowers.com/Commission/accountability-reports/business-plans

Budget: www.californiaavocadogrowers.com/Commission/accountability-reports/finance 🥑