

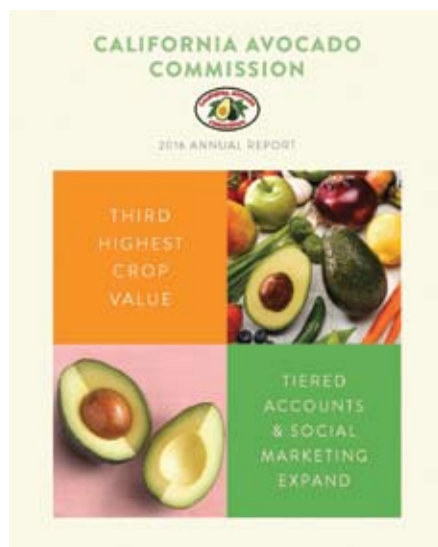
## The 2016 California Avocado Commission Annual Report Is Now Available Online

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 *2016 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 *2016 Annual Report* provides highlights concerning a diverse range of activities funded by the Commission, as well as industry statistics and financials.

Below are highlights from this year's *Annual Report*:

- A look at how the California avocado season rallied, after an influx of imported fruit at the start of the season, to finish with the third highest crop value in California avocado history
- A farewell message from outgoing CAC Chairman Doug O'Hara, an introductory message from incoming CAC Chairman Rick Shade and CAC President Tom Bellamore's take on the importance of our industry's alignment around a "product that nobody else in the world has"
- A review of steps taken by the Commission to modernize the organization, including revisions



- to the composition of the Board, redefining the definition of "producer" in CAC law and redistricting results
- Highlights from CAC's early season #BigGameAdd campaign
- A synopsis of the Commission's tiered marketing approach and the successes of its tier one retail and foodservice outreach and marketing efforts
- An overview of CAC's innovative "show and share" consumer marketing campaigns and a summary of the impressions garnered
- A showcase of industry awards presented to the Commission and its staff
- A breakdown of grants secured by the Commission that will be critical to pest management and export market research

- A look at the new Commission logo
- A status report on advances made by CAC in accessing global markets
- Summaries of independent research studies tracking avocado category growth and consumer preferences
- Recent developments in the diminishing threat of the polyphagous shot hole borer (PSHB) and Kuroshio shot hole borer (KSHB)
- Audited Financial Statements (2015-16)
- Ten-year Industry Statistical Data

The *2016 Annual Report* can be viewed online as a digital flipbook or downloaded as a pdf here: [CaliforniaAvocadoGrowers.com/commission/accountability-reports/annual-report](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 *2016 Annual Report* can be requested via email, phone, fax or regular mail or by returning the tear away postcard included in this article. 🍌

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