

CAC's 2012-13 Annual Report Goes Digital

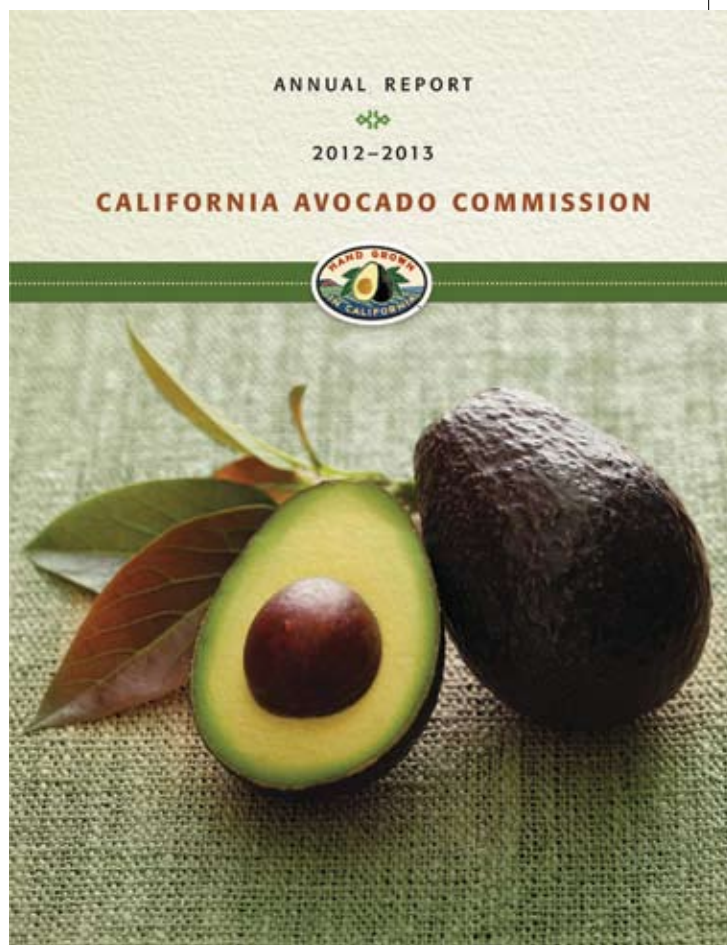
In an effort to maximize efficiencies, the California Avocado Commission is pleased to announce that the *2012-13 Annual Report* has been officially released as a 100 percent digital publication and is available on the California avocado grower website, www.CaliforniaAvocadoGrowers.com.

The CAC *2012-13 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:

- The Commission's premium messaging, 4th of July and breakfast marketing campaigns
- Independent research studies tracking the successes and return on investment of CAC's integrated marketing programs
- The state of the avocado industry and future initiatives that will be built around developing consumer trends
- Developments in Industry Affairs, including the Santa Paula office, GAP/GHP, immigration reform and the Farm Bill
- Advances in CAC-funded Production Research, including progress at the Pine Tree Ranch Demonstration Grove, updates on pest and disease management initiatives, and industry outreach efforts
- 2012-13 Audited Financial Statements
- 10-year Industry Statistical Data

The *2012-13 Annual Report* can be viewed online as a digital flipbook or downloaded as a pdf at: www.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 *2012-13 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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