



MANY

2005-06

ANNUAL REPORT

CALIFORNIA AVOCADO COMMISSION

INTO ONE



MARKET

THE CHALLENGE CONTINUES

TABLE OF CONTENTS

BOARD OF DIRECTORS & MANAGEMENT TEAM	1
MESSAGE FROM SCOTT MCINTYRE	2
MESSAGE FROM MARK AFFLECK	3
MESSAGE FROM TOM BELLAMORE	4
INDUSTRY AFFAIRS	5
CONSUMER ADVERTISING	6
CONSUMER PUBLIC RELATIONS	7
MERCHANDISING	8
ONLINE CONSUMER MARKETING	9
FOODSERVICE	10
PREVIEW	11
FINANCIAL STATEMENTS	12
INDEPENDENT AUDITORS' REPORT	13
MANAGEMENT'S DISCUSSION AND ANALYSIS (UNAUDITED)	14
STATEMENT OF NET ASSETS	15
STATEMENT OF REVENUES, EXPENSES AND CHANGES IN NET ASSETS	16
STATEMENT OF CASH FLOWS	17
NOTES TO FINANCIAL STATEMENTS	18-20
INDUSTRY STATISTICAL DATA	21
POUNDS & DOLLARS	22



SCOTT MCINTYRE
CHAIRMAN
DISTRICT #2



RICK SHADE
VICE-CHAIRMAN
DISTRICT #5



CAROL STEED
TREASURER
DISTRICT #1



TOM PECHT
SECRETARY
DISTRICT #4



TOM MARKLE
DISTRICT #1



JEROME STEHLY
DISTRICT #2



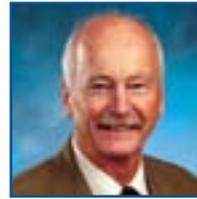
OHANNES KARAOGHLANIAN
DISTRICT #3



LAURA EGGERING
DISTRICT #3



DON REEDER
DISTRICT #4



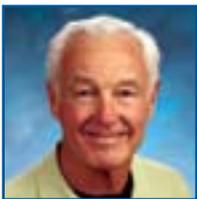
BRADLEY MILES
DISTRICT #5



AVI CRANE
HANDLER



EGIDIO CARBONE
HANDLER



WILL CARLETON
HANDLER



MANAGEMENT TEAM



ROSS WILEMAN
HANDLER



SUSAN RANDOLPH
PUBLIC MEMBER

1
BOARD OF DIRECTORS
& OFFICERS 2006-07

VAL WEAVER
VP FINANCE

TOM BELLAMORE
SENIOR VP & CORPORATE COUNSEL

JAN DELYSER
VP MARKETING

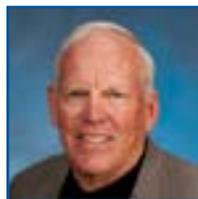
MARK AFFLECK
PRESIDENT & CEO



NOEL STEHLY
DISTRICT #1 (ALT)



CHRIS AMBUUL
DISTRICT #1 (ALT)



JOHN LINDSTROM
DISTRICT #2 (ALT)



GEORGE MCMANIGLE
DISTRICT #2 (ALT)



EARL RUTZ
DISTRICT #3 (ALT)



REED WEBB
DISTRICT #3 (ALT)



ED MCFADDEN
DISTRICT #4 (ALT)



JOHN LAMB
DISTRICT #4 (ALT)



JACQUELINE FREDERICK
DISTRICT #5 (ALT)



BILL COY
DISTRICT #5 (ALT)



ROBIN OSTERHUES
HANDLER (ALT)



CHARLEY WOLK
HAB CHAIRMAN
EX-OFFICIO

In a year that was neither the best nor worst of times, many avocado growers made healthy profits on record volume. Others, less fortunate, saw their returns erode as the selling system failed to recognize the strength of both consumer demand and the retail price platform. Volume rose as expected, marketing programs proved effective, retail prices remained stable and yet many of our growers did not do well.

As California growers search for ways to increase their returns, we must not lose sight of the underlying strength of the Hass Avocado category and its sturdy foundation, built on these positive market indicators:

- Sales by dollar value rose 9.2 percent in the last crop year. Sales volume increased 9.4 percent. Combined growth over two years in these two success measures totaled 24.2 and 30.9 percent respectively.*
- Consumer acceptance and strong marketing programs allowed the market to absorb a record 1.04 billion pounds, more than half of which was California fruit.
- Prices remained stable at retail, a significant indication that the industry is capable of shipping large volumes without market value weakness.
- Marketing dollars now pouring into the category from all sources total \$38 million, nearly quadruple the investment that California Avocado Commission (CAC), alone, has made in past years.

The theme of this Annual Report, “Many Into One Market: The Challenge Continues,” offers a dose of reality to California growers. Competition will intensify. Volume will rise. Pressure will mount. But even in that environment, California growers do have opportunities to leverage their high quality fruit in the marketplace.

I pledge to continue the aggressive efforts of your board to market the California Avocado Brand with programs that have established us as the leader in our category.

Scott McIntyre
Chairman

*Source: Information Resources, Inc. and FreshLook Marketing

2 CHAIRMAN'S MESSAGE

GROWING INTO THE NEW MARKET



California's growers and handlers moved more than a half billion pounds of California Avocados into America's homes and restaurants in 2006. Consumer prices remained where they should be, reflecting a high value commodity that clearly has earned a loyal following.

This remarkable feat would cause celebration in almost any other grocery category. Yet, too many of our people could not capitalize on this market strength in their own businesses.

While a far higher volume of #2 fruit – more than 30 percent against a traditional 10 percent level – caused a portion of this price debilitation, a more damaging affliction penetrated the distribution chain: a destabilizing, negative psychology that became a self-fulfilling prophecy.

All who are part of the avocado selling system – CAC, handlers, growers and field men – must shoulder responsibility for underselling our crop in 2006. I strongly believe that retailers have confidence in the avocado category.

The future for California growers remains far too promising to allow this meltdown to happen again. Together, suppliers moved a billion pound crop; we built a sturdy, efficient market pipeline; and we retained consumer confidence. Retail and foodservice buyers now expect double-digit annual growth. We must learn and profit from this experience.

But to pull that off, growers must become far more engaged in the industry than ever before, starting with these three steps:

- First, exercise the control you already have to send high-quality fruit into the selling system... on your terms.
- Second, use the vast information resources of www.avoHQ.com to drive your own picking decisions and selling strategies.
- Third, ask your handler direct questions about his plan to sell your fruit in 2007, and revisit him during the selling season to monitor progress.

Our Grower Communication Revolution will keep the California avocado family connected to the industry better than ever before through e-mail, Web resources and more frequent electronic communication.

We have the technology and the resources. We have the programs and commitment. But we need YOU and your involvement to transform the harvest/market system.

I'm standing into the competitive storm. CAC is standing into the competitive storm. And we need you to be there too.

Mark Affleck
President & CEO



3

**COMPLEX
CHALLENGE**

SIMPLE MESSAGE: WE NEED YOU!



4 FRUIT QUALITY

CRITICAL TO OUR SUCCESS



Fruit quality at retail point-of-sale is a critical issue for California Avocado growers. Research shows that a consumer who purchases a poor-quality avocado won't buy another for as long as nine weeks.*

In a commodity business where marketing efforts squarely aim at increasing frequency of purchase, nine weeks can be the difference between success and failure. A negative buying experience impacts all suppliers, because consumers don't always distinguish between California Avocados and those from other countries, regardless of purchase signage or PLU stickers.

Our industry must take a leadership position when it comes to improving fruit quality. Recognizing the importance of this issue, the Commission Board approved a multifaceted Quality Initiative to keep California growers the preeminent suppliers of quality avocados in the U.S. market.

California State Law dictates certain maturity standards that have helped us earn our reputation for a consistent supply of #1 fruit. But these standards do not apply to imported avocados, resulting in sub-par quality and performance across the category.

To raise the quality bar across the entire category and hold all producers accountable to deliver a good product, CAC is introducing federal legislation mandating that all suppliers meet our California State Fruit Maturity Standard. This law, which we intend to attach to the 2007 Farm Bill, changes nothing at all for California growers but it does compel importers to deliver mature, high quality fruit to the marketplace.

Another component of the Quality Initiative is the development of a California Sustainable Avocado Program to keep our fruit at the head of the line with major U.S. and international retail and foodservice companies to whom the idea of sustainable production has become increasingly important. CAC is working with growers, handlers and other stakeholders to design, build and execute this program, which will integrate our existing Good Agricultural Practices and Good Manufacturing Practices with social responsibility and environmental stewardship standards.

With great energy, the Commission will continue to champion improvements in fruit quality and industry safe handling practices.



Tom Bellamore
Sr. Vice President,
Corporate Counsel

*Source: Associated Marketing



With category volume on the rise, California growers can now export fruit to Mexico, thanks to a work plan negotiated by the Commission and signed by USDA in 2006. That significant event followed a visit to the U.S. by a Mexican technical team that inspected and certified California packinghouses, clearing them for border crossings. CAC hosted Mario Puentes and Dr. Jorge Hernandez Baeza, Director General of Mexico's Plant Health Agency on a first-ever visit to Southern California.

On agricultural water issues, CAC successfully challenged the Metropolitan Water District's (MWD) Treated Water Capacity Charge and obtained a one-year deferment for analysis prior to implementation. A similar challenge to planned rate increases in Goleta, Montecito and Escondido preserved current rates in the first two districts while gaining a dramatic reduction from 38 to 7 percent in Escondido.

Our ongoing relationship and dialog with MWD ensures continuation of the Interim Agricultural Water Program. The Commission also successfully secured a favorable Los Angeles Regional Water Quality Control Board vote to reduce chloride levels in the Santa Clara River that threatened regional growers.



Consumers learned it's impossible to ignore a ripe avocado with the "Irresistible California Avocado" ad campaign. Running in our core markets and Atlanta, the creative execution included outdoor, radio and print, reaching 96 percent of our target audience and delivering more than 1.5 billion media impressions.

Research confirms that this year's campaign had a positive impact on purchase, usage and brand perceptions in advertised markets.*

- 8,822 more units per size sold per week.
- Retail purchases up 23 percent in advertised markets.
- Per capita purchases averaged 60.8 avocados in the past year.
- Almost 80 percent of Avocado Users are now medium to heavy users.
- Almost 50 percent are heavy users: 37-plus avocados per year.
- Consumers are using avocados in more ways: 5.9 different usages per customer.
- Brand Awareness stands at 83 percent and is almost double the levels in non-ad markets.

6

CONSUMER ADVERTISING

LIKE A MOTH TO A FLAME



*Source - Cooper Roberts Research 2006 Avocado Tracking Study except: source for "units per size sold per week" is Hoy Carman Study.





More consumers than ever heard California branded messages more often in more places than in any other year. Media impressions reached approximately 4 billion, nearly tripling results from the year previous.

Ongoing media relations and a comprehensive co-op media partnership with the Produce for Better Health Foundation complemented a robust recipe distribution program. New York and satellite media tours achieved placements in numerous major publications including The New York Times, USA Today, Los Angeles Times and Sunset.



The San Diego Chargers Cheerleaders delivered branded messages and promoted their favorite Super Bowl party foods in 328 television, radio, print and Internet stories.

CAC's Nutrition Platform, updated by our Nutrition Advisory Committee, found a voice in Registered Dietician Julie Upton, who participated in the New York media tour and delivered a series of 13 approved avocado nutrition messages to such publications as Health, Prevention and Self. The nutrition community kept abreast of avocado news through the Healthy Times newsletter.



Dr. Aliza Lifshitz carried those same, important nutrition messages to Hispanic audiences through major media placements. These messages were strategically targeted to an audience familiar with avocado usage but less aware of nutritional benefits.

7 CONSUMER PUBLIC RELATIONS

CALIFORNIA BRANDING LEAVING
INDELIBLE IMPRESSIONS



TRADE SUCCESSES

CAC's Merchandising programs and promotions provide the muscle to drive retail sales while increasing consumer awareness of California Avocados.

BUILD A BETTER BURGER

CAC participated for the fifth year in this high-profile cross promotion, which utilizes the power of nationally recognized brands to build awareness for California Avocados.

Large in-store displays created greater consumer awareness at point of purchase, while the final burger cook-off reached consumers with multiple showings on the Food Network channel. The Food Network Web site provided recipes for these avocado-laden burgers while a co-sponsor Web site featured a direct link to avocado.org.

California Avocados also cross-promoted with Frieda's Inc. to deliver a new usage idea featuring California Avocados and crepes.



8

MERCHANDISING

WINNING PROMOTIONS MARK
MAJOR RETAIL GROWTH



THE 2006 AVOCADO AD CONTEST

"Spectacular" best describes the success of this year's California Avocado "Runaway Hit of the Summer" ad contest. Designed to increase retail feature advertising activity and promotion of California Avocados, this 18-week contest saw participation by 72 retail organizations with 578 ad entries, more than a 300 percent increase over the prior year.

Advertising can substantially contribute to sales lifts at retail, in fact, in a study conducted last year, advertising avocados at a promotional price can lift sales by up to 146 percent.*

*Source: IRI Retail/Scan Advertising Data and Promo Data

CALIFORNIA AVOCADO COMMISSION RETAIL DISPLAY LIBRARY

The produce department contributes 12 percent to total store sales and retailers are increasingly aware of avocado category contributions to their total department performance. Avocados have shown increased profitability, ranking 26th in the department in allocated space and 6th in total contribution.**

Leading by example, the Commission developed the California Avocado Retail Display Library. Available online and on CD, the photo library provides a valuable resource for retailers to view avocado merchandising display concepts. The photography illustrates holiday concepts, creative uses for point-of-sale materials and many options for both emerging and developed avocado markets.

These creative ideas help inspire the produce manager to build impact-generating displays that help grow California avocado sales.

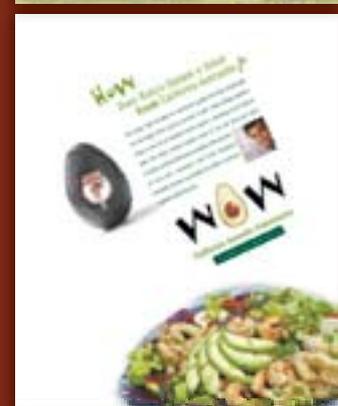
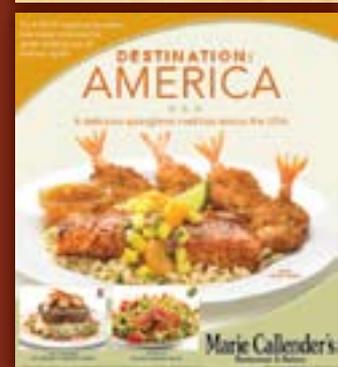
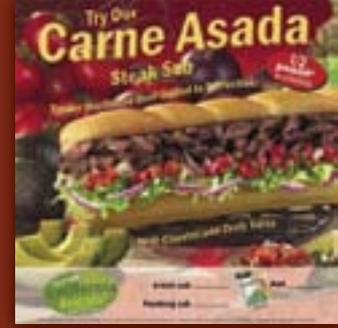
**Source: California Avocado Best Practices research

CAC's online initiative focused on a redesign of www.avocado.org. The updated creative treatment draws a strong, positive connection between the healthy, active California lifestyle and the Fresh California Avocado brand. Drop-down navigation and reorganization of content helps visitors quickly find information of interest.

The Grower, Retail and Foodservice sections of the site received similar content and navigation streamlining. The results have been favorable. Within a month of re-launching, page views increased 67 percent and the number of recipes printed more than doubled. Event and holiday-specific specialty sites generate new and renewed awareness among audience targets.



9
ONLINE
CONSUMER
MARKETING
A YEAR FOR REDESIGN



With foodservice usage consuming an ever-increasing percentage of the California avocado crop, CAC's foodservice team continues expansive efforts to get restaurant operators to place avocados on the menu. In fact, menu mentions rose another 20 percent in 2005.

Chain promotions involved major operators such as Sodexo, SUBWAY, Ruby Tuesday, Mimi's and Marie Callender's, featuring menu items ranging from Sodexo's California Avocado and Thai Noodle Salad to Mimi's Crab & Avocado Omelette.

Foodservice trade advertising continued its "How to Wow" campaign, introducing Chef James Boyce from Studio at Montage, Ruby's Diner and Dave & Buster's and generating more than three million media impressions. Over 30 product releases and nearly 50 editorial placements in trade publications created another 5.5 million impressions.

Those editorial relationships grew as CAC hosted a Foodservice VIP Tour with representatives from Baja Fresh, Farmer Boys, Rubio's Fresh Mexican Grill, Ruby Tuesday, Sodexo and The Cheesecake Factory as well as editors from Chef, The National Culinary Review, New Product News, Plate, QSR and Restaurant Business.

CAC also sponsored and/or exhibited at the International Corporate Chefs Association, International Foodservice Editorial Council, Marketing Executive Group, Multi-Cultural Cuisine, Pizza Expo and PMA Foodservice Conference.

10 FOODSERVICE MENU MENTIONS ON THE RISE

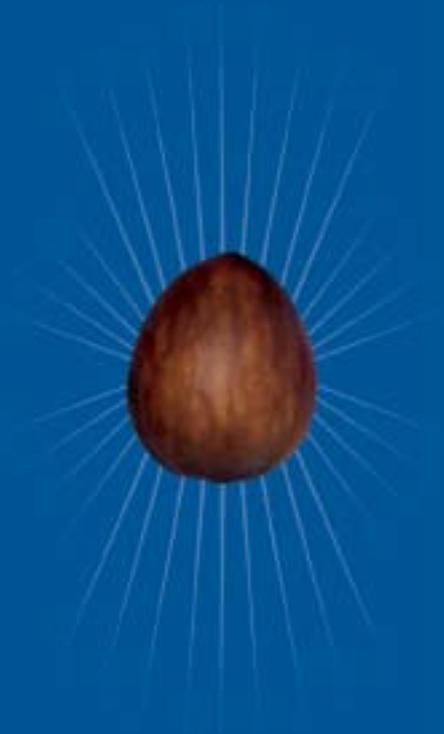
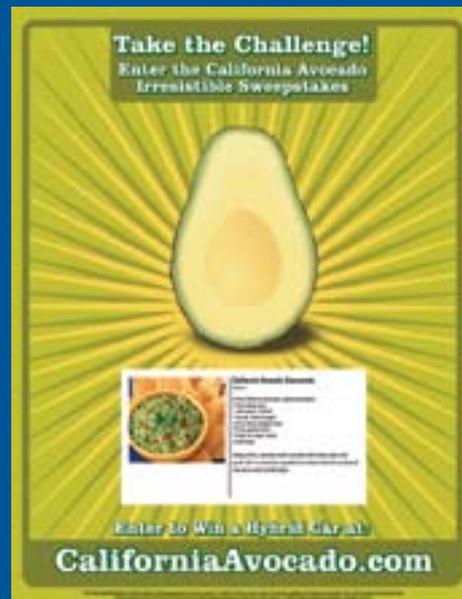
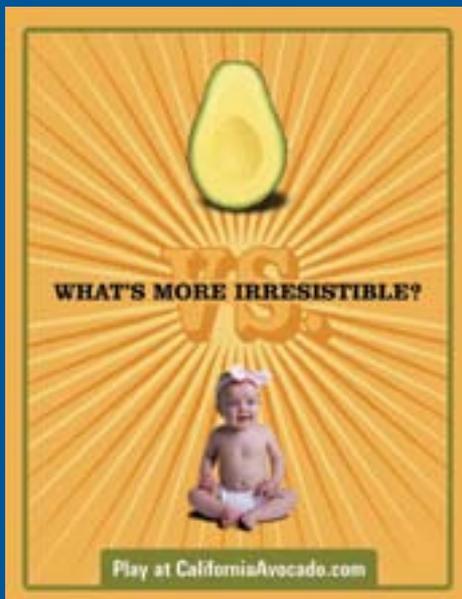
A new consumer promotion campaign beginning in March 2007 will produce CAC's first fully integrated marketing program to include consumer advertising, online promotions, public relations, retail tie-ins and foodservice elements, leveraging every dollar spent across a variety of marketing platforms.

Tabbed the "California Avocado Irresistible Challenge," the campaign challenges consumers to compare other items with irresistible California Avocados. Avocado fans can go online to play an enjoyable interactive game as well as to enter the California Avocado Irresistible Sweepstakes, supported by outdoor billboards, radio advertising, and online banners.

11

PREVIEW

A FULLY INTEGRATED, IRRESISTIBLE CONSUMER MARKETING CAMPAIGN





12

FINANCIAL STATEMENTS
OCTOBER 31, 2006 & 2005

CALIFORNIA AVOCADO COMMISSION

The Board of Directors
California Avocado Commission

We have audited the accompanying basic financial statements of the California Avocado Commission (Commission) as of and for the years ended October 31, 2006 and 2005, as listed in the table of contents. These financial statements are the responsibility of the Commission's management. Our responsibility is to express an opinion on these financial statements based on our audits.

We conducted our audits in accordance with auditing standards generally accepted in the United States of America and the standards applicable to financial audits contained in Government Auditing Standards issued by the Comptroller General of the United States. Those standards require that we plan and perform the audit to obtain reasonable assurance about whether the financial statements are free of material misstatement. An audit includes examining, on a test basis, evidence supporting the amounts and disclosures in the financial statements. An audit also includes assessing the accounting principles used and significant estimates made by management, as well as evaluating the overall financial statement presentation. We believe that our audits provide a reasonable basis for our opinion.

In our opinion, the financial statements referred to above present fairly, in all material respects, the financial position of the Commission as of October 31, 2006 and 2005, and the changes in its financial position and cash flows, for the years then ended in conformity with accounting principles generally accepted in the United States of America.

In accordance with Government Auditing Standards, we have also issued our report dated December 15, 2006 on our consideration of the Commission's internal control over financial reporting and our tests of its compliance with certain provisions of laws, regulations, contracts, grant agreements and other matters. The purpose of that report is to describe the scope of our testing of internal control over financial reporting and compliance and the results of that testing, and not to provide an opinion on the internal control over financial reporting or on compliance. That report is an integral part of an audit performed in accordance with Government Auditing Standards and should be considered in assessing the results of our audit.

The management's discussion and analysis identified in the accompanying table of contents is not a required part of the basic financial statements but is supplementary information required by the Governmental Accounting Standards Board. We have applied certain limited procedures, which consisted principally of inquiries of management regarding the methods of measurement and presentation of the required supplementary information. However, we did not audit the information and express no opinion on it.

Our audit was conducted for the purpose of forming an opinion on the basic financial statements of the Commission. The budgetary comparison schedule identified in the table of contents as supplementary information is presented for purposes of additional analysis and is not a required part of the basic financial statements. The supplementary information has been subjected to the auditing procedures applied in the audit of the basic financial statements and, in our opinion, is fairly stated, in all material respects, in relation to the basic financial statements taken as a whole.

Moreland & Associates, Inc.

13
INDEPENDENT
AUDITORS'
REPORT
DECEMBER 15, 2006

14 MANAGEMENT'S DISCUSSION AND ANALYSIS

INTRODUCTION

Management's Discussion and Analysis (MD&A) provides an overview and analysis of the financial activities of the California Avocado Commission (Commission) for the fiscal year ended October 31, 2006. It has been prepared by management and is required supplementary information to the financial statements. Please read it in conjunction with the financial statements identified in the accompanying table of contents.

FINANCIAL HIGHLIGHTS

- The assets of the Commission exceeded its liabilities as of October 31, 2006 by \$5,410,776 (net assets). Of this amount, \$2,335,729 (unrestricted net assets) totaling over 43% may be used to meet ongoing obligations.

- The Commission's 2006 total net assets of \$5,410,776 increased by \$2,232,891 over the 2005 year. Of this amount, net assets invested in capital assets, net of related debt, increased \$90,063. Net assets restricted for marketing increased \$2,418,829 and unrestricted net assets decreased \$276,001 over the 2005 year.

OVERVIEW OF THE BASIC FINANCIAL STATEMENTS

This MD&A is intended to serve as an introduction to the Commission's financial report. The Commission's financial report includes three basic financial statements: Statement of Net Assets; Statement of Revenues, Expenses and Changes in Net Assets; and Statement of Cash Flows. The Commission's basic financial statements include notes to the financial statements. Financial statements are designed to present a broad overview of the financial data for the Commission, in a manner similar to a private-sector business.

The *Statement of Net Assets* presents information on all assets and liabilities of the Commission, using the accrual basis of accounting, with the difference between the two reported as net assets. Over time, increases or decreases in net assets may serve as a useful indicator of the current financial condition of the Commission. Assets and liabilities are generally measured using current values. One notable exception is capital assets, which are stated at historical cost less an allowance for depreciation.

The *Statement of Revenues, Expenses and Changes in Net Assets* presents information showing how the Commission's net assets changed during the most recent fiscal year. All changes in net assets are reported as soon as the underlying event giving rise to the change occurs, regardless of the timing of related cash flows.

The *Statement of Cash Flows* presents changes in cash and cash equivalents resulting from operating, non-capital, capital, financing, and investing activities.

The notes to the financial statements provide additional information that is essential to a full understanding of the information provided in the financial statements.

Other Information:

In addition to the required MD&A, the financial statements also present supplementary information on budgetary comparisons.

FINANCIAL ANALYSIS

Comparative data for the year ended October 31, 2005 has been presented in the accompanying financial statements (including MD&A) to facilitate financial analysis for the current year ended October 31, 2006.

STATEMENT OF NET ASSETS:

As noted earlier, net assets may serve over time as a useful indicator of the Commission's financial position. The largest portion (97.3%) of the Commission's assets were current assets, consisting primarily of cash, investments, and accounts receivable, totaling \$7,388,970; up \$34,073 from the prior year amount of \$7,354,897. This increase was mainly due to slightly higher year end assessment receivables, due to more volume from the industry's Hass crop, than originally projected. Total current assets cover liabilities 3.4 times, and indicate good liquidity.

Liabilities totaled \$2,184,236 for 2006, which decreased \$2,122,667 from \$4,306,903 the 2005 year. The decrease is mainly due to fewer obligations owed to vendors. Liabilities were primarily accounts payable and accrued liabilities and are considered current liabilities.

Net assets invested in capital assets, net of related debt, represent the Commission's capital assets net of accumulated depreciation and outstanding principal balances of debt attributable to the acquisition, construction, or improvement of those assets. Net assets invested in capital assets (net of accumulated depreciation) total \$96,949; an increase of \$90,063 from the prior year amount of \$6,886 primarily due to the purchase of additional capital assets. Net assets invested in capital assets make up 1.8% of total net assets.

Restricted net assets for marketing activities are subject to imposed restrictions by federal statute governing their use. Restricted net assets total \$2,978,098 an increase of \$2,418,829 over the prior year amount of \$559,269, primarily due to receiving additional 85% assessment rebate funds from the Hass Avocado Board (HAB) than were budgeted. Restricted net assets are 55% of total net assets and are subject to external restrictions on how they can be used.

Unrestricted net assets available for future activities total \$2,335,729, a decrease of \$276,001 over the prior year amount of \$2,611,730.

STATEMENT OF REVENUES, EXPENSES AND CHANGES IN NET ASSETS:

Key highlights and financial analysis are as follows:

- Operating revenues of \$20,390,564 in 2006 were \$3,681,188 or 22.0% higher than the \$16,709,376 received in 2005. The majority of the increase was from the volume-based assessment revenue received from the HAB due to the doubling of Hass crop volume over the prior year. Of the operating revenue, the largest portion \$17,572,993 (86.2%) reflects assessment revenue. The next largest portion \$2,817,571 (13.8%) comes from administrative and marketing fees generated from the Hass Avocado Board and the Chilean Avocado Import Association (CAIA).

- Operating expenses totaled \$18,282,189 in 2006, which was a decrease of \$1,302,513 or 6.7% over the prior year amount of \$19,584,702. This was primarily due to a reduction in Chilean consumer and trade activities in the second half of the fiscal year.

- At the end of the current 2006 fiscal year, the Commission reported ending net assets of \$5,410,776, which was \$2,232,891 above the 2005 year of \$3,177,885. This was due to an increase in assessment revenue received from the HAB, resulting from a 100% increase in California Hass volume.

BUDGETARY HIGHLIGHTS:

The 2006 final budget for the Commission's operations represents the original budget and amendments that occurred during the year. The final revenue budget in the amount of \$19,641,900 decreased \$245,000 from \$19,886,900 during the year, to reflect a cessation in marketing fees and income from the CAIA, for marketing programs the Commission was no longer managing. The expense budget of \$18,642,500 increased \$128,700 from \$18,513,800 mainly for Capital Outlay expenses.

During the year, the Commission was involved in developing, analyzing and implementing current and long-range financial goals and activities for strategic planning purposes. Next year's 2007 budget and programs were developed, reviewed and approved for implementation.

CAPITAL ASSET AND DEBT ADMINISTRATION

The Commission's investment in capital assets as of October 31, 2006, total \$136,592, which is an increase of \$72,255 from the prior year amount of \$64,337 (net of accumulated depreciation). The majority of the increase represents equipment used for program activities of the Commission. Additional information can be found in the Notes to Financial Statements of this report.

CONTACTING THE COMMISSION'S FINANCIAL MANAGEMENT

This financial report is designed to provide a general overview of the Commission's finances and to show the Commission's accountability for the money it receives. Questions concerning any of the information provided in this report or requests for additional financial information should be addressed to Valetta Weaver, Vice President Finance/Administration, California Avocado Commission, 38 Discovery #150, Irvine, California 92618-3105.

Statement of Net Assets
October 31, 2006 and 2005

	<u>2006</u>	<u>2005</u>
Current Assets:		
Cash and cash equivalents	\$ 4,627,798	\$ 6,823,185
Assessments receivable	2,530,120	204,404
Other receivables	<u>231,052</u>	<u>327,308</u>
Total Current Assets	7,388,970	7,354,897
Noncurrent Assets:		
Prepays	69,450	65,554
Capital assets:		
Being depreciated, net	<u>136,592</u>	<u>64,337</u>
Total Assets	<u>7,595,012</u>	<u>7,484,788</u>
Current Liabilities:		
Accounts payable and accrued liabilities	1,551,977	3,787,024
Deposits	592,616	462,428
Noncurrent liabilities:		
Due within one year	18,729	17,808
Due in more than one year	<u>20,914</u>	<u>39,643</u>
Total Liabilities	<u>2,184,236</u>	<u>4,306,903</u>
Net Assets:		
Invested in capital assets, net of related debt	96,949	6,886
Restricted for marketing	2,978,098	559,269
Unrestricted	<u>2,335,729</u>	<u>2,611,730</u>
Total Net Assets	<u>\$ 5,410,776</u>	<u>\$ 3,177,885</u>

See Accompanying Notes to Financial Statements.

Statement of Revenues, Expenses and Changes in Net Assets
For the Years Ended October 31, 2006 and 2005

	<u>2006</u>	<u>2005</u>
Operating Revenues:		
Assessment revenue	\$ 17,572,993	\$ 10,515,739
Administrative and marketing fees	<u>2,817,571</u>	<u>6,193,637</u>
Total Operating Revenues	<u>20,390,564</u>	<u>16,709,376</u>
Operating Expenses:		
Marketing	12,648,017	14,756,816
Industry programs	3,380,368	3,101,850
Administration	<u>2,253,804</u>	<u>1,726,036</u>
Total Operating Expenses	<u>18,282,189</u>	<u>19,584,702</u>
Operating Income (Loss)	<u>2,108,375</u>	<u>(2,875,326)</u>
Non-operating Revenues:		
Investment and interest income	124,501	105,918
CDFA grant		83,898
Other income	<u>15</u>	<u>50</u>
Total Non-operating Revenues	<u>124,516</u>	<u>189,866</u>
Change in Net Assets	2,232,891	(2,685,460)
Total Net Assets - Beginning	<u>3,177,885</u>	<u>5,863,345</u>
Total Net Assets - Ending	<u>\$ 5,410,776</u>	<u>\$ 3,177,885</u>

See Accompanying Notes to Financial Statements.



Statement of Cash Flows
For the Years Ended October 31, 2006 and 2005

	2006	2005
Cash Flows From Operating Activities:		
Cash received from customers	\$ 18,291,292	\$ 17,774,246
Cash payments to suppliers for goods and services	(20,455,981)	(17,134,829)
Net Cash (Used for) Provided by Operating Activities	(2,164,689)	639,417
Cash Flows from Non-Capital Financing Activities:		
Grant revenue and other income	15	83,948
Cash Flows from Capital and Related Financing Activities:		
Acquisition of capital assets	(137,406)	(12,324)
Lease payments	(17,808)	(16,933)
Cash Flows from Investing Activities:		
Interest on investments	124,501	105,918
Net Increase (Decrease) in Cash and Cash Equivalents	(2,195,387)	800,026
Cash and Cash Equivalents, November 1	6,823,185	6,023,159
Cash and Cash Equivalents, October 31	\$ 4,627,798	\$ 6,823,185
Reconciliation of Operating Income to Net Cash Provided by Operating Activities:		
Operating Income (Loss)	\$ 2,108,375	\$ (2,875,326)
Adjustments to Reconcile Operating Income to Net Cash Provided by (Used for) Operating Activities:		
Depreciation expense	65,151	51,497
Change in Assets and Liabilities:		
(Increase) decrease in assessments receivable	(2,325,716)	1,477,014
(Increase) decrease in other receivables	96,256	(294,201)
(Increase) decrease in prepaids	(3,896)	(28,537)
Increase (decrease) in accounts payable and accrued liabilities	(2,235,047)	2,426,913
Increase (decrease) in deposits	130,188	(117,943)
Net Cash Provided by (Used for) Operating Activities	\$ (2,164,689)	\$ 639,417

See Accompanying Notes to Financial Statements.

18 NOTES TO FINANCIAL STATEMENTS

I. Summary of Significant Accounting Policies

The following is a summary of the significant accounting policies followed by the California Avocado Commission (Commission):

A. Activities of the Commission

The California Avocado Commission is authorized under California law to carry on programs of advertising, promotion, marketing research, and production research relating to the sale of avocados. The Commission is authorized to levy an assessment against producers of avocados for purposes of carrying out its programs. The assessment for the year ended October 31, 2006 and 2005 was 1.6% of the gross revenues paid to producers. The Commission also receives 85% of the assessments collected by the Federal Hass Avocado Board on Hass avocados produced in California.

B. Measurement Focus, Basis of Accounting, and Financial Statement Presentation

Basis of Accounting

The Commission operates as an enterprise activity. An enterprise fund accounts for operations that are financed and operated in a manner similar to private business enterprises, where the intent of the Board of Directors is that the costs (expenses, including depreciation) of providing services to the industry on a continuing basis be financed or recovered primarily through assessment revenues.

Basis of accounting refers to when revenues and expenses are recognized in the accounts and reported in the financial statements. Enterprise funds are accounted for on the flow of economic resources measurement focus and use the accrual basis of accounting, whereby revenues are recognized when earned and expenses are recognized when incurred, regardless of the timing of related cash flows. Private-sector standards of accounting and financial reporting issued prior to December 1, 1989, generally are followed in the basic financial statements to the extent that those standards do not conflict with or contradict guidance of the Governmental Accounting Standards Board. Governments also have the option of following subsequent private-sector guidance for their business-type activities and enterprise funds, subject to this same limitation. The Commission has elected not to follow subsequent private-sector guidance.

When both restricted and unrestricted resources are available for use, it is the Commission's policy to use restricted resources first, then unrestricted resources as they are needed.

C. Assets, Liabilities, and Net Assets

1. Cash Equivalents

For purposes of the statement of cash flows, the Commission considers cash and funds invested in money market mutual funds and the Local Agency Investment Fund of the State of California to be cash equivalents. Additionally, investments with original maturities of three months or less at the time of purchase are considered cash equivalents.

2. Investments

In accordance with Governmental Accounting Standards Board Statement No. 31, all investments are recorded at fair value which is the value at which a financial instrument could be exchanged in a current transaction between willing parties other than in a forced or liquidation sale. Investments that are not traded on a market, such as investments in external pools, are valued based on the stated fair value as represented by the external pool.

3. Receivables

No allowance for uncollectible accounts has been provided. Management has evaluated the accounts and believes they are all collectible. Management evaluates all accounts receivable and if it is determined that they are uncollectible they are written off directly as a bad debt expense. There were no charges made to bad debt expense for the years ended October 31, 2006 and 2005.

4. Capital Assets

Capital assets consist of furniture, office equipment and leasehold improvements. The Commission capitalizes assets with values of at least \$5,000 and useful lives of at least three years. Capital assets are valued at cost or estimated historical cost if actual historical cost is not available. Contributed assets are valued at fair market value on the date donated. Capital assets acquired through lease obligations are valued at the present value of future lease payments at the date acquired.

5. Budgetary Data

Each year the Commission adopts a budget which provides for its general operations. Budgets are prepared on the accrual basis of accounting.

6. Estimates

The preparation of these financial statements requires management to make estimates and assumptions that affect certain amounts and disclosures.

II. Detailed Notes on Enterprise Fund

A. Cash and Cash Equivalents

Cash and cash equivalents consisted of the following:

	2006	2005
Petty Cash	\$ 400	\$ 400
Demand deposits	654,423	136,524
Investments	3,972,975	6,686,261
Total Cash and Investments	\$ 4,627,798	\$ 6,823,185

Investments Authorized by the California Government Code and the Commission's Investment Policy

The table below identifies the investment types that are authorized for California Avocado Commission. The table also identifies certain provisions of the Commission's investment policy that address interest rate risk, credit risk, and concentration of credit risk.

<u>Authorized Investment Type</u>	<u>Maximum Maturity</u>	<u>Maximum Percentage of Portfolio</u>	<u>Maximum Investment in One Issuer</u>
State of California Bonds and Notes	3 years	None	None
U.S. Treasury Obligations	3 years	None	None
U.S. Agency Securities - Other	3 years	None	None
U.S. Agency Securities - Mortgage Backed	3 years	20 %	None
Banker's Acceptances	180 days	25 %	30 %
Commercial Paper	15 days	30 %	5 %
Corporate Bonds and Notes	3 years	10 %	None
Money Market Funds	N/A	20 %	10 %
Local Agency Investment Fund (LAIF)	N/A	None	None

NOTES TO FINANCIAL STATEMENTS (Continued)

Disclosures Relating to Interest Rate Risk

Interest rate risk is the risk that changes in market interest rates will adversely affect the fair value of an investment. Generally, the longer the maturity of an investment, the greater the sensitivity of its fair value to changes in market interest rates. One of the ways that the Commission manages its exposure to interest rate risk is by purchasing a combination of shorter term and longer term investments and by timing cash flows from maturities so that a portion of the portfolio is maturing or coming close to maturity evenly over time as necessary to provide the cash flow and liquidity needed for operations.

Information about the sensitivity of the fair values of the Commission's investments to market interest rate fluctuations is provided by the following table that shows the distribution of the Commission's investments by maturity:

Investment Type	2006	2005
	Remaining Maturity 12 Months or less	
Local Agency Investment Fund	\$ 3,881,013	\$ 6,597,877
Money Market	91,962	88,384
	<u>\$ 3,972,975</u>	<u>\$ 6,686,261</u>

Disclosures Relating to Credit Risk

Generally, credit risk is the risk that an issuer of an investment will not fulfill its obligation to the holder of the investment. This is measured by the assignment of a rating by a nationally recognized statistical rating organization. LAIF does not have a rating provided by a nationally recognized statistical rating organization.

Concentration of Credit Risk

The investment policy of the Commission contains limitations on the amount that can be invested in any one issue beyond that stipulated by the California Government Code.

Custodial Credit Risk

Custodial credit risk for *deposits* is the risk that, in the event of the failure of a depository financial institution, a government will not be able to recover its deposits or will not be able to recover collateral securities that are in the possession of an outside party. The custodial credit risk for *investments* is the risk that, in the event of the failure of the counterparty (e.g., broker-dealer) to a transaction, a government will not be able to recover the value of its investment or collateral securities that are in the possession of another party. The California Government Code and the Commission's investment policy do not contain legal or policy requirements that would limit the exposure to custodial credit risk for deposits or investments, other than the following provision for deposits: The California Government Code requires that a financial institution secure deposits made by state or local governmental units by pledging securities in an undivided collateral pool held by a depository regulated under state law (unless so waived by the governmental unit). The market value of the pledged securities in the collateral pool must equal at least 110% of the total amount deposited by the public agencies. California law also allows financial institutions to secure Commission deposits by pledging first trust deed mortgage notes having a value of 150% of the secured public deposits.

With respect to investments, custodial credit risk generally applies only to direct investments in marketable securities. Custodial credit risk does not apply to a local government's indirect investment in securities through the use of mutual funds or government investment pools (such as LAIF).

Investment in State Investment Pool

The Commission is a voluntary participant in the Local Agency Investment Fund (LAIF) that is regulated by California Government Code Section 16429 under the oversight of the Treasurer of the State of California. The fair value of the Commission's investment in this pool is reported in the accompanying financial statements at amounts based upon the Commission's pro-rata share of the fair value provided by LAIF for the entire LAIF portfolio (in relation to the amortized cost of that portfolio). The balance available for withdrawal is based on the accounting records maintained by LAIF, which are recorded on an amortized cost basis.

B. Capital Assets

Changes in capital assets were as follows:

	November 1, 2005	Additions	Deletions	October 31, 2006
Capital assets, being depreciated				
Furniture	\$ 9,074	\$ 81,406		\$ 90,480
Office equipment	170,457	48,458		218,915
Leasehold improvements	14,500	7,542		22,042
Total capital assets, being depreciated	194,031	137,406		331,437
Less accumulated depreciation for:				
Furniture	4,537	8,598		13,135
Office equipment	117,907	53,024		170,931
Leasehold improvements	7,250	3,529		10,779
Total accumulated depreciation	129,694	65,151		194,845
Net capital assets	<u>\$ 64,337</u>	<u>\$ 72,255</u>	<u>\$ -</u>	<u>\$ 136,592</u>

	November 1, 2004	Additions	Deletions	October 31, 2005
Capital assets, being depreciated				
Furniture	\$ 9,074			\$ 9,074
Office equipment	158,133	\$ 12,324		170,457
Leasehold improvements	14,500			14,500
Total capital assets, being depreciated	181,707	12,324		194,031
Less accumulated depreciation for:				
Furniture	2,722	1,815		4,537
Office equipment	71,125	46,782		117,907
Leasehold improvements	4,350	2,900		7,250
Total accumulated depreciation	78,197	51,497		129,694
Net capital assets	<u>\$ 103,510</u>	<u>\$ (39,173)</u>	<u>\$ -</u>	<u>\$ 64,337</u>

C. Long-term Liabilities

	November 1, 2005	Additions	Deletions	October 31, 2006
Capital Lease	<u>\$ 57,451</u>	<u>\$ -</u>	<u>\$ 17,808</u>	<u>\$ 39,643</u>
	November 1, 2004	Additions	Deletions	October 31, 2005
Capital Lease	<u>\$ 74,384</u>	<u>\$ -</u>	<u>\$ 16,933</u>	<u>\$ 57,451</u>

Capital Lease:

During the year ended October 31, 2003, the Commission entered into an agreement to lease a copier. During the year ended October 31, 2004, the Commission entered into an agreement to lease a mailing system. These agreements are in substance capital leases (lease-purchases) and are included as capital leases payable in the financial statements.

The annual requirements to amortize the capital lease obligations as of October 31, 2006 are as follows:

Year Ending October 31,	Principal	Interest
2007	\$ 18,729	\$ 1,606
2008	19,697	638
2009	1,217	18
Total	<u>\$ 39,643</u>	<u>\$ 2,262</u>

III. Other Information

A. Avocado Inspection Program

During February, 1986, the Commission contracted with the State Department of Food and Agriculture to administer the Avocado Inspection Program for the State of California. Since the Commission is in substance an agent for the State, only cash, investments and related deposits are reported in the financial statements. As of October 31, 2006 and 2005, \$574,616 and \$444,428 respectively was held by the Commission for the Avocado Inspection Program.

B. Line of Credit

The Commission obtained a line of credit from American Ag Credit, in the amount of \$3,000,000. The Commission did not utilize this line of credit during the year ended October 31, 2006.

C. Employee Retirement Plan

The Board of Directors of the California Avocado Commission implemented a Profit Sharing Plan (PSP) for eligible Commission employees, effective November 1, 2000. The Commission's payroll for the fifteen employees eligible to participate in the PSP for the Plan Year ended October 31, 2006, was \$2,169,269. The total payroll for fiscal year ending October 31, 2006 was \$2,522,130.

The Commission determines, in its discretion, the contribution which will be made to the PSP. With a few exceptions, each eligible employee received an allocation of 10% of compensation up to a maximum of \$44,000 for the Plan Year ended October 31, 2006. To receive an allocation, each employee must meet a minimum service requirement of one year and must be credited with at least 1,000 hours of service.

Plan assets as of October 31, 2006 were \$1,639,470 comprised of investments valued at market of \$1,424,886 and \$214,584 receivable from the Commission. The total contributions for the year ended October 31, 2006, were \$214,993. Plan assets as of October 31, 2005 were \$1,347,488 comprised of investments valued at market of \$1,156,344 and \$191,144 receivable from the Commission. The total contributions for the year ended October 31, 2005, were \$200,231.

D. Operating Leases

The Commission rents its office space under a five-year lease ending July 31, 2008. During the years ended October 31, 2006 and 2005, the Commission has paid \$237,306 and \$220,103, respectively for the office rent.

Statement of Revenues, Expenses, and Changes in Net Assets -
Budgetary Comparison Schedule
For the Fiscal Year Ended October 31, 2006

	Original Budget	Final Budget	Actual	Variance Positive (Negative)
Revenues:				
Assessment revenue	\$ 16,681,600	\$ 16,681,600	\$ 17,572,993	\$ 891,393
HAB administrative and marketing fees	656,900	656,900	666,214	9,314
CAIA marketing fees	121,700	121,700	121,669	(31)
CAIA marketing program	2,366,700	2,121,700	2,029,688	(92,012)
Investment and interest income	60,000	60,000	124,501	64,501
Other income			15	15
Total Revenues	19,886,900	19,641,900	20,515,080	873,180
Expenses:				
Marketing:				
Consumer advertising	5,628,400	5,559,700	5,486,865	72,835
Marketing promo program - CAIA	2,366,700	2,121,700	2,029,657	92,043
Merchandising/trade	2,669,500	2,709,200	2,651,943	57,257
Foodservice	914,000	914,000	918,759	(4,759)
Public relations	706,000	656,000	635,318	20,682
Nutrition	249,000	299,000	248,467	50,533
Internet marketing	450,600	479,600	467,790	11,810
Information systems	217,000	217,000	209,218	7,782
Total Marketing	13,201,200	12,956,200	12,648,017	308,183
Industry Programs:				
Industry affairs	2,302,400	2,302,400	2,292,646	9,754
Production research	1,111,100	1,111,100	1,087,722	23,378
Total Industry Programs	3,413,500	3,413,500	3,380,368	33,132
Administration:				
Administration	1,810,100	1,810,100	1,860,906	(50,806)
Capital outlay - non-capitalized	54,000	427,700	327,747	99,953
Depreciation	35,000	35,000	65,151	(30,151)
Total Administration	1,899,100	2,272,800	2,253,804	18,996
Total Expenses	18,513,800	18,642,500	18,282,189	360,311
Change in Net Assets	1,373,100	999,400	2,232,891	1,233,491
Total Net Assets - Beginning	3,177,885	3,177,885	3,177,885	
Total Net Assets - Ending	\$ 4,550,985	\$ 4,177,285	\$ 5,410,776	\$ 1,233,491

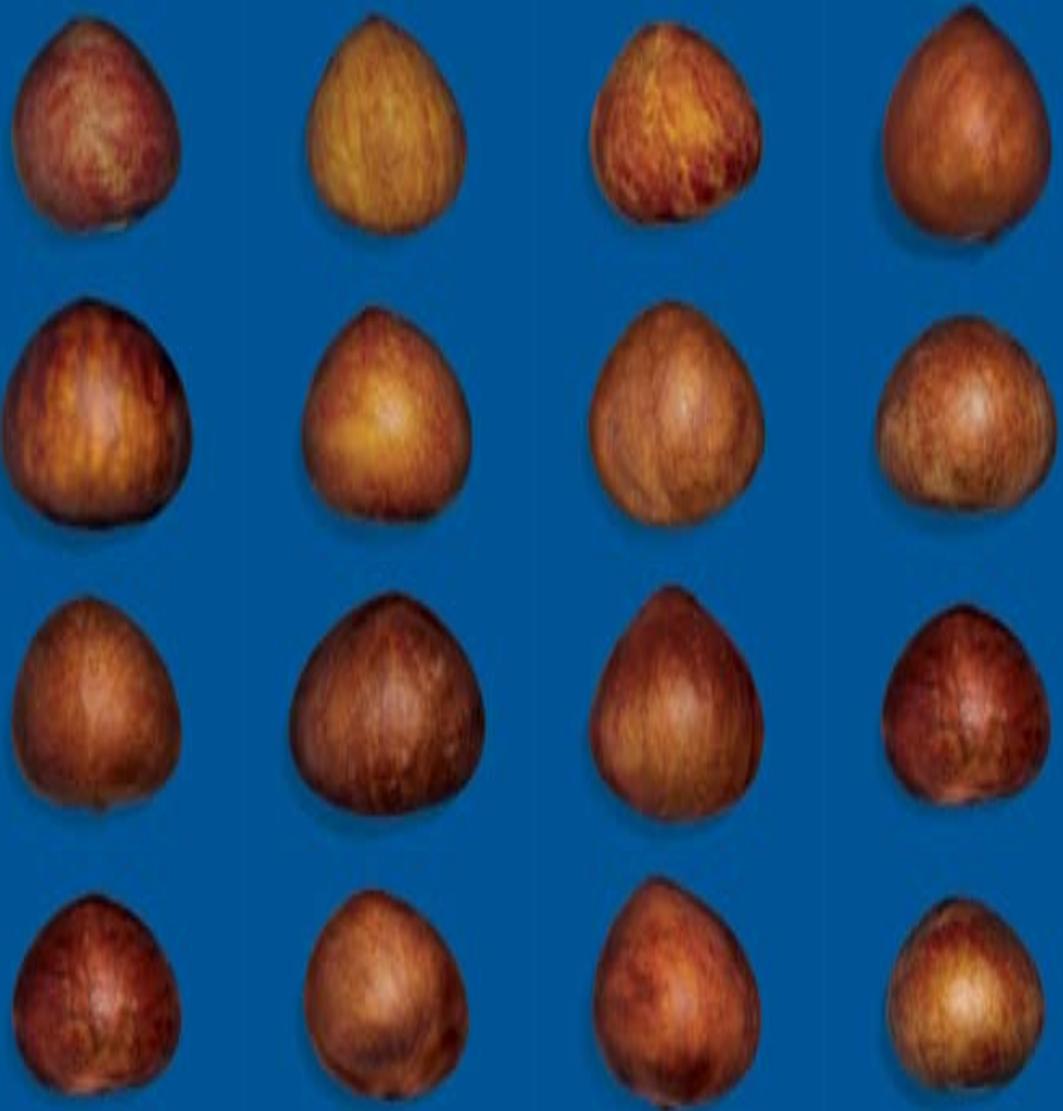
YEAR	BEARING ACRES	NON-BEARING ACRES	VOLUME (MM / LBS.)	CROP VALUE	AVERAGE		
					PRICE PER POUND (c)	DOLLARS PER BEARING ACRE	POUNDS PER BEARING ACRE
71/72	19,039	5,085	51.7	\$ 24,608,846	47.58	\$ 1,293	2,715
72/73	19,611	6,029	139.9	\$ 38,188,186	27.28	\$ 1,947	7,134
73/74	20,741	6,635	105.9	\$ 41,997,543	39.63	\$ 2,025	5,106
74/75	20,715	10,884	208.7	\$ 49,529,969	23.73	\$ 2,391	10,075
75/76	24,882	14,692	116.0	\$ 61,000,794	52.60	\$ 2,452	4,662
76/77	29,041	14,697	239.1	\$ 71,220,507	29.78	\$ 2,452	8,233
77/78	33,866	12,947	213.4	\$ 79,685,614	37.33	\$ 2,353	6,301
78/79	39,802	11,335	246.2	\$ 85,359,795	34.67	\$ 2,145	6,186
79/80	44,369	11,083	148.4	\$ 111,003,231	74.79	\$ 2,502	3,345
80/81	47,831	11,532	475.5	\$ 84,963,825	17.87	\$ 1,776	9,941
81/82	64,798	14,808	312.6	\$ 107,740,745	34.47	\$ 1,663	4,824
82/83	69,448	12,161	402.8	\$ 92,622,286	22.99	\$ 1,334	5,800
83/84	72,296	5,212	492.5	\$ 91,102,869	18.50	\$ 1,260	6,812
84/85	72,861	2,208	396.9	\$ 115,562,999	29.10	\$ 1,586	5,447
85/86	74,131	1,266	319.2	\$ 162,095,058	50.78	\$ 2,187	4,306
86/87	74,812	521	555.6	\$ 93,875,414	16.90	\$ 1,255	7,427
87/88	76,307	4,142	358.1	\$ 203,796,649	56.91	\$ 2,671	4,693
88/89	75,062	3,083	329.6	\$ 207,124,111	62.84	\$ 2,759	4,391
89/90	73,368	2,395	207.9	\$ 237,547,848	114.23	\$ 3,238	2,834
90/91	71,007	1,126	271.5	\$ 193,188,395	71.16	\$ 2,721	3,824
91/92	69,582	819	310.9	\$ 182,596,792	58.73	\$ 2,624	4,468
92/93	68,159	644	569.8	\$ 117,939,346	20.70	\$ 1,730	8,360
93/94	66,865	505	271.0	\$ 251,086,521	92.67	\$ 3,755	4,053
94/95	61,254	987	304.2	\$ 227,313,720	74.73	\$ 3,711	4,966
95/96	61,125	740	340.4	\$ 235,225,728	69.10	\$ 3,848	5,569
96/97	60,674	488	329.1	\$ 258,991,040	78.71	\$ 4,269	5,424
97/98	59,895	1,478	304.9	\$ 261,126,590	85.64	\$ 4,360	5,091
98/99	59,385	1,109	271.5	\$ 328,745,982	121.09	\$ 5,536	4,572
99/00	58,987	739	321.1	\$ 339,443,632	105.71	\$ 5,755	5,444
00/01	58,601	370	422.3	\$ 314,919,286	74.57	\$ 5,374	7,206
01/02	58,227	---	399.7	\$ 357,785,350	89.51	\$ 6,145	6,865
02/03	59,326	5,935	335.2	\$ 363,104,986	108.32	\$ 6,121	5,650
03/04	60,566	3,957	431.8	\$ 379,846,520	87.97	\$ 6,272	7,129
04/05	61,712	1,978	300.4	\$ 275,034,420	91.55	\$ 4,457	4,868
05/06	62,093	989	600.9	\$ 341,175,673	56.78	\$ 5,495	9,677

IMPORTANT:

- 1) Acreage from 1971/72 through 1986/87 from the California Department of Food & Agriculture (CDFA) crop statistics.
- 2) Acreage from 1987/88 through 1993/94 based on CAC's 1987 and 1990 aerial survey, attrition adjustments and CDFA Crop statistics.
- 3) Acreage from 1994/95 to 2005/06 based on CAC's 1994, 1995, 1998 & 2001 aerial survey, attrition factors, and other sources such as county agricultural commissioner data.

Pounds and Dollars by Variety
November 2005 to October 2006

MONTH	HASS POUNDS	LAMB POUNDS	OTHERS POUNDS	TOTAL POUNDS	HASS DOLLARS	LAMB DOLLARS	OTHERS DOLLARS	TOTAL DOLLARS	AVG \$/LB
Nov-05	713,659	5,380	1,463,572	2,182,611	735,751	4,129	299,308	1,039,187	0.476
Dec-05	9,331,584	1,450	1,839,720	11,172,754	7,110,920	1,231	272,814	7,384,964	0.661
Jan-06	40,245,828	0	1,809,629	42,055,457	24,110,522	0	304,195	24,414,717	0.581
1st QTR	50,291,071	6,830	5,112,921	55,410,822	31,957,193	5,359	876,316	32,838,869	0.593
Feb-06	41,281,440	0	1,951,216	43,232,656	23,074,166	0	339,592	23,413,758	0.542
Mar-06	49,891,136	20,764	1,809,736	51,721,636	29,385,177	8,235	383,684	29,777,095	0.576
Apr-06	63,589,709	264,124	1,805,121	65,658,954	36,228,733	138,232	411,385	36,778,350	0.560
2nd QTR	154,762,285	284,888	5,566,073	160,613,246	88,688,076	146,467	1,134,661	89,969,203	0.560
1st HALF	205,053,356	291,718	10,678,994	216,024,068	120,645,269	151,826	2,010,977	122,808,072	0.568
May-06	73,518,093	332,202	1,408,092	75,258,387	37,801,120	138,435	298,204	38,237,759	0.508
Jun-06	79,779,542	2,015,158	559,764	82,354,464	40,997,491	884,235	140,414	42,022,140	0.510
Jul-06	74,677,217	3,491,883	369,948	78,539,048	41,110,584	1,354,645	88,984	42,554,213	0.542
3rd QTR	227,974,852	5,839,243	2,337,804	236,151,899	119,909,196	2,377,315	527,602	122,814,112	0.520
Aug-06	76,397,078	5,309,380	1,079,557	82,786,015	53,644,488	2,828,380	254,522	56,727,390	0.685
Sep-06	38,827,855	5,039,709	779,873	44,647,437	23,098,856	1,922,485	211,312	25,232,652	0.565
Oct-06	18,016,949	1,999,609	1,260,521	21,277,079	12,319,104	953,229	321,113	13,593,446	0.639
4th QTR	133,241,882	12,348,698	3,119,951	148,710,531	89,062,447	5,704,095	786,947	95,553,489	0.643
2nd HALF	361,216,734	18,187,941	5,457,755	384,862,430	208,971,643	8,081,409	1,314,549	218,367,601	0.567
GRAND TOTAL	566,270,090	18,479,659	16,136,749	600,886,498	329,616,912	8,233,235	3,325,526	341,175,673	0.568
AVG \$/LB					0.582	0.446	0.206	0.568	



MISSION STATEMENT

TO AID IN MAXIMIZING GROWER RETURNS BY CONDUCTING ADVERTISING, PROMOTION AND PUBLIC RELATIONS FOR CALIFORNIA AVOCADOS AND ENGAGE IN RELATED INDUSTRY ACTIVITIES THAT TOGETHER HELP CREATE A MORE PROFITABLE MARKET ENVIRONMENT.



CALIFORNIA AVOCADO COMMISSION
38 DISCOVERY SUITE 150 IRVINE CA 92618-3105 949-341-1955 AVOCADO.ORG