



For Immediate Release

Contact: Tom Bellamore
California Avocado Commission
949-341-1955
tbellamore@avocado.org

GROWERS AFFIRM CONTINUATION OF CALIFORNIA AVOCADO COMMISSION IN STATEWIDE REFERENDUM

IRVINE, Calif. (March 11, 2016) – The California Avocado Commission (CAC) received notification from the California Department of Food and Agriculture (CDFA) that the recently completed 2015-16 referendum of California avocado growers has confirmed continuation of Commission operations. By law, for CAC operations to continue a vote is required every five years and a majority of producers voting must vote in favor of continuation. The voting results showed that 84 percent of voting producers support continuation of CAC for another five years, well above the simple majority requirement.

“The affirmation of California avocado growers for their Commission clearly demonstrates the value they see in this organization,” said Doug O’Hara, CAC chairman. “The Board and management of the Commission are dedicated to fostering a vibrant California avocado industry and enhancing grower returns through effective marketing, industry affairs and production research programs. The continued influx of imported avocados into the United States presents a challenging reality for California avocado growers, and it is critical for CAC to encourage demand and bolster the premium position of California avocados.”

Mandatory assessments from producers in the state fund the Commission operations and programs. According to Tom Bellamore, CAC president, staying at the forefront of marketing creativity is key to building the California avocado brand and consumer demand. “The Commission will continue to target consumers and trade partners who demonstrate loyalty to and recognize the value of California Avocados. CAC will continue to maximize grower investment by pushing the boundaries of new marketing frontiers,” said Bellamore.

In addition to marketing programs, the Commission, composed of producer and handler members, remains at the forefront of advocating for the California avocado industry and funding research to ensure a sustainable future for the industry.

“The California avocado industry has supported the Commission for nearly four decades,” said Bellamore. “With this referendum vote we rededicate our commitment to foster a vibrant industry through the premium California avocado brand, innovative marketing and continual industry advances.”

About the California Avocado Commission

Created in 1978, the California Avocado Commission strives to increase demand for California avocados through advertising, promotion and public relations, and engages in related industry activities that benefit the state’s nearly 4,000 avocado growers. The California Avocado Commission serves as the official information source for California avocados and the California avocado industry. For nutrition information and recipes visit CaliforniaAvocado.com, or join us on Facebook at Facebook.com/CaliforniaAvocados and @CA_Avocados on Twitter, Pinterest and Instagram for updates.

###