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CALIFORNIA AVOCADO COMMISSION HIRES DR. TIM SPANN AS RESEARCH PROGRAM DIRECTOR

IRVINE, Calif. (February 12, 2014) – California avocado season is getting underway, and the California Avocado Commission (CAC) has updated its production forecast to 327 million pounds for its fiscal year 2014-15. CAC also announced that Dr. Timothy Spann has returned to the Commission staff and now serves as research program director.

Spann, who has a Ph.D. in plant biology from University of California, Davis, served as CAC's research project manager for two years before becoming an associate professor at Fresno State University. Previously he was an associate professor at the University of Florida in the horticultural sciences department.

"We're very pleased to have Tim back on the Commission staff," said CAC President Tom Bellamore. "He is leading production research activities that support California avocado grower productivity and contribute to delivering premium quality California avocados to the market year after year."

The Commission reported a strong opening to California avocado season in support of select California retailers' Big Game promotions. California avocado volume is expected to build into March with promotable volume beginning in April.

At the California Avocado Commission demonstration grove

CAC's Research Program Director Dr. Tim Spann (right) explains the growth cycle of avocado trees to a visitor.

"Some crop damage due to cold weather did occur around the New Year, but its impact is expected to be less than five percent of total production," said Bellamore. "We have been sampling the early season fruit and the appearance and flavor are outstanding."



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 5,000 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](https://www.facebook.com/CaliforniaAvocados) at Facebook.com/CaliforniaAvocados and [@CA_Avocados](https://twitter.com/CA_Avocados) on [Twitter](https://www.pinterest.com/CaliforniaAvocado), [Pinterest](https://www.pinterest.com/CaliforniaAvocado) and [Instagram](https://www.instagram.com/CaliforniaAvocado) for updates.

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