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TO: Hass Avocado Producers and Importers

FROM: Veronica Douglass, Marketing Specialist  
Research and Promotion Division  
Fruit and Vegetable Programs

SUBJECT: Upcoming Hass Avocado Board Elections

The Hass Avocado Board (Board), which administers a national research and promotion program for Hass avocados, is conducting elections to seat several new members and alternates for 1 to 3-year terms of office beginning November 1, 2012. The Department of Agriculture (USDA), which oversees the program, would like to encourage all producers and importers to participate in Board elections. In an effort to enhance the diversity of the Board, USDA also encourages women, minorities, small business owners, and people with disabilities to seek positions on the Board.

As you may know, the Board is comprised of 12 members and 12 alternate members representing producers and importers of Hass avocados. The members and alternates are appointed by the Secretary of Agriculture. The Board meets periodically throughout the year to review marketing and research activities and make recommendations to USDA regarding its programs. The national program became effective in 2002 and is funded by assessment on fresh domestic and imported Hass avocados. The purpose of the program is to increase consumption of Hass avocados in the United States.

If you are interested in increasing your involvement in the Hass avocado industry, we encourage you to consider running for a position on the Board. Detailed information concerning the election process is being provided to you by the Board. If you would like more information on the program or serving on the Board, please contact Emiliano Escobedo, Executive Director, at (949) 341-3250, or me at (202) 720-4835.