



- **SAVE THE DATE** -

2024 AVOCADO FORUM  
**“ASSESSING THE FUTURE”**

The Hass Avocado Board will host an industry event in the Fall of 2024. The theme of the event will be “Assessing the Future,” and the objective is to gain a comprehensive understanding of how HAB, CAC, and the importer associations are working and to ascertain the optimal HAB assessment rate going forward.



WEDNESDAY & THURSDAY  
OCTOBER 30 & 31, 2024

CAPE REY CARLSBAD BEACH, A HILTON RESORT  
1 Ponto Road, Carlsbad, CA

*To RSVP, email Pam Ortega at [pam@hassavocadoboard.com](mailto:pam@hassavocadoboard.com)*