HASS AVOCADO BOARD

Hass Avocado Board Meeting Packet

November 19, 2025

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Board Approved: 03/05/2025
USDA Approved: 04/14/2025

HASS AVOCADO BOARD

Antitrust Statement

(a) **Antitrust Policy -** Hass Avocado Board (HAB) Members and HAB event participants are subject to United States antitrust laws that prohibit, among other things, fixing prices, allocating geographic markets, unfair or deceptive practices, setting profit levels, and boycotts and other types of activities that restrict or limit competition. Discussions at HAB events must not evolve into addressing inducing or agreeing to private sector joint actions between industry members to resolve their competitive concerns or to adversely affect other industry members. The Hass Avocado Board shall not permit or condone willful or inadvertent anticompetitive behavior in connection with any HAB-organized event.

(b) **Guidelines for HAB Events and Meetings**

(1) **Proper Activities -** Hass Avocado Board discussion may include, but shall not be limited to:

(A) Avocado industry-wide activities and concerns.

(B) Exchange of information on new developments in the avocado industry; and

(C) Promotion of markets for the avocado industry as a whole.

(2) **Improper Activities -** During meetings of the Hass Avocado Board, there shall be no anticompetitive discussion. This may include, but is not limited to, the following topics:

(A) Current or future prices or pricing policies.

(B) Price lists or procedures for coordinating price changes, sales quotas, allocation, or division of territories or customers.

(C) Boycotting any party or denying any party access to markets, products, or information.

(D) Commercial practices of competitors or customers; or

(E) Anything dealing with trade abuse or excluding or controlling competition.

(3) **Report Possible Improper Activities** - If any member believes or suspects that any prohibited activities may have occurred at a Hass Avocado Board meeting, then immediately report it to the Executive Director or to the Chair of the Hass Avocado Board.

(4) **Questions -** Please direct any questions on the Antitrust Policy to the Executive Director or to the Chair of the Hass Avocado Board.

CGC Approved 07/18/2024
Board Approved 09/11/2024
USDA Approved 12-17-2024

HASS AVOCADO BOARD HEALTH & SAFETY GUIDELINES FOR MEETINGS AND EVENTS

Scope of these Health and Safety Guidelines for Meetings & Events

In our commitment to ensuring the well-being and safety of all individuals within our organization, we present the following Health and Safety Guidelines. These guidelines are applicable when attending a Hass Avocado Board (HAB) meeting or event in person. For the purposes of this policy, attendees means HAB employees, vendors, contractors, board, or committee members, as well as representatives of the United States Department of Agriculture (USDA) and members of the public.

Acknowledgment

By attending the meeting in person, individuals attending acknowledge that they have carefully reviewed and will follow these guidelines.

Individuals attending the meeting understand that despite the health and safety measures implemented by HAB, it is impossible for HAB to completely eliminate the risk of any infectious disease exposure and transmission. Please contact the senior manager of operations or designated staff member if you have any questions or concerns regarding these guidelines. Individuals attending the meeting agree to adhere to any additional or revised protocols or procedures implemented by HAB going forward that will protect the health and safety of meeting attendants.

In-Person, Virtual, or Hybrid Meeting Settings

HAB will determine the format of HAB meetings based on the number of employees and board or committee members interested in attending in person. Generally, for in-person meetings, at least half of the voting members of the Board or committee must commit to in-person attendance 30 days prior to the meeting date. If the in-person attendance falls below that threshold, the board meeting will be held virtually. HAB may change these guidelines based on circumstances surrounding any infectious disease that the Centers for Disease Control and Prevention (CDC) or a state and local health authority deems a pandemic or epidemic, such as case per day, high transmission area, and state and local guidelines.

Attending an in-person meeting is encouraged but optional for those not comfortable attending. If attendees are not comfortable attending an in-person meeting, a hybrid meeting option will be available.

HAB meeting information is available on HAB's website: https://hassavocadoboard.com/inside-hab/meetings/ or by contacting the Hass Avocado Board office at 949-341-3250 ext. 0.

Pre-Travel and Post-Travel Testing & Quarantine Requirements
If there is a pandemic infectious disease breakout, all attendees must adhere to the CDC's or state and local health authority guidance and quarantine protocols.

Risk Assessment and Management
All participants are encouraged to do a self-assessment health screening prior to attending any in-person meetings to assess any potential infectious disease symptoms or exposure. Anyone experiencing symptoms should refrain from attending in person. Please do not attend in-person meetings or events if you have any of the symptoms the CDC website posts relating to an infectious disease or pandemic.

The Hass Avocado Board will stay informed about local health guidelines and recommendations regarding gatherings and adjust meeting protocols accordingly if there is a pandemic or high alert of an infectious disease. HAB is prepared to adapt to changing circumstances and will consider reverting to virtual meetings if necessary to prioritize safety.

HAB encourages open communication among staff and board members regarding any health concerns or suggestions for improving safety protocols. To foster a supportive environment where individuals feel comfortable expressing their needs and preferences.

By adhering to these guidelines, we can prioritize the health and safety of all participants while continuing to conduct productive and effective board meetings.

HASS AVOCADO BOARD

MEMORANDUM

DATE: November 7, 2025

TO: HAB & HAC Members/Alternates

FROM: Emiliano Escobedo, Executive Director

SUBJECT: November 18 & 19, 2025 – HAB/HAC Meetings
Hybrid – In-Person and Via Zoom

Tuesday, November 18, 2025 11:15 AM – 12:00 PM*	Hass Avocado Board Meeting – Seat New Members & Election of Officers – Pending board appointments by the USDA for terms beginning November 1, 2025
Tuesday, November 18, 2025 1:00 PM – 4:00 PM*	Hass Avocado Board – 2026 Board Service Kick-Off – Part I IN-PERSON ONLY – Pending board appointments by the USDA for terms beginning November 1, 2025
Wednesday, November 19, 2025 8:45AM – 9:00 AM*	Hass Avocado Board Meeting – Approve HAC Roster
Wednesday, November 19, 2025 9:00 AM – 11:30 AM*	Hass Avocado Committee Meeting
Wednesday, November 19, 2025 11:45 PM** – 12:15 PM*	Hass Avocado Board Meeting

HAB ATTENDANCE POLICY FOR BOARD AND COMMITTEE MEETINGS INCLUDES THE FOLLOWING:

HAB members that fail to attend an entire meeting without an excused absence 50% or more of the board meetings in a single year will be asked to resign from the Board or will be removed from the committee. HAB alternate members who fail to attend an entire meeting without an excused absence in 50% or more of the board meetings that they are required to attend in a single year will be asked to resign from the Board. Refer to the entire Attendance Policy for complete details.

If you cannot attend, please contact Silvia Standke at silvia@hassavocadoboard.com.

*Scheduled adjournment meeting can run over schedule to complete all agenda items.
** Approximate time, the HAB meeting will follow immediately after the HAC meeting.

VISION: **HASS AVOCADOS WILL BE AMERICA'S PREFERRED HEALTHY FOOD FOR EVERY MEAL, DRIVING GROWTH IN PER CAPITA CONSUMPTION AND PROVIDING VALUE TO CONSUMERS AND STAKEHOLDERS.**

MISSION: **HASS AVOCADO BOARD STRENGTHENS THE GLOBAL AVOCADO INDUSTRY AND ITS STAKEHOLDERS IN OUR COLLECTIVE EFFORTS TOWARD MARKET EXPANSION IN THE U.S. THROUGH KEY STRATEGIC PRIORITIES: NUTRITION RESEARCH AND MARKETING, SUSTAINABILITY, INDUSTRY ENGAGEMENT, AND BUSINESS SUPPORT TOOLS AND INFORMATION.**

Hass Avocado Board Meeting Agenda

Tuesday, November 18, 2025
11:15 a.m. – 12:00 p.m. (PST)

Hybrid - (in-person/Zoom – details below)
Pending board appointments by the USDA for terms beginning November 1, 2025

11:15 A.M. **1. CALL MEETING TO ORDER AND SEATING OF NEW APPOINTED MEMBERS**

2. ROLL CALL AND ESTABLISH QUORUM

3. ELECTION OF CHAIRPERSON

4. ELECTION OF VICE-CHAIRPERSON

5. ELECTION OF SECRETARY

6. ELECTION OF TREASURER

7. APPROVAL OF HASS AVOCADO COMMITTEE ROSTER

12:00 P.M. **ADJOURN***

*Scheduled adjournment meeting time can run over schedule to complete all agenda items.

In-person location:
Renaissance Newport Beach Hotel
4500 MacArthur Boulevard
Newport Beach, CA 92660

Zoom link:
Please contact Pam Ortega at
Pam@hassavocadoboard.com or (949) 601-6517

Hass Avocado Board Meeting Agenda

Wednesday, November 19, 2025
8:45 a.m. – 9:00 p.m. (PST)

Hybrid - (in-person/Zoom – details below)

8:45 A.M. **1. CALL MEETING TO ORDER**

2. ROLL CALL AND ESTABLISH QUORUM

3. APPROVAL OF HAC ROSTER

9:00 A.M. **ADJOURN***

*Scheduled adjournment meeting time can run over schedule to complete all agenda items.

In-person location:
Renaissance Newport Beach Hotel
4500 MacArthur Boulevard
Newport Beach, CA 92660

Zoom link:
Please contact Pam Ortega at
Pam@hassavocadoboard.com or (949) 601-6517

Hass Avocado Committee Meeting Agenda

Wednesday, November 19, 2025
9:00 a.m. – 11:30 a.m. (PST)

Hybrid (in-person/zoom – details below)

9:00 A.M. **1. CALL TO ORDER**
1a. Roll Call - Establish Quorum
1b. Announcements
1c. Public Comment

9:05 A.M. **2. CONSENT AGENDA**
2a1. September 3, 2025, HAC Meeting Minutes

9:10 A.M. **3. USDA REPORT –** Harrison Hodges

9:15 A.M **4. FIDUCIARY/GOVERNANCE**
4a. 2026 Meeting Schedule Proposal
4b. Executive Committee Succession Meeting
4c. HAB Committees
4d. 2025 Financial Reports
4e. Executive Director Performance Evaluation Process

9:45 A.M. **5. STRATEGY/BUSINESS PLAN**
5a. Review Q3 Strategic Plan Dashboard
5b. Sustainability Update
5c. Nutrition Liaison Report
5d. Marketing & Communications Liaison Report
5e. Business Support Tools and Information Update

10:45 A.M. **6. COMMITTEES**
6a. Avocado Conference Committee Update

11:00 A.M. **7. INDUSTRY**
7a. Country and Market Reports

11:25 A.M. **NEW BUSINESS**

11:30 A.M. **ADJOURN***

*Scheduled adjournment meeting time can run over schedule to complete all agenda items.

In-person location:
Renaissance Newport Beach Hotel
4500 MacArthur Boulevard
Newport Beach, CA 92660

Zoom link:
Please contact Pam Ortega at
Pam@hassavocadoboard.com or (949) 601-6517

Hass Avocado Board Meeting Agenda

Wednesday, November 19, 2025
11:45 a.m. – 12:15 p.m. (PST)

Hybrid (in-person/zoom – details below)

11:45 A.M. **1. CALL TO ORDER AND CHAIRMAN REPORT**
1a. Roll Call - Establish Quorum
1b. Announcements
1c. Public Comment

11:50 P.M. **2. CONSENT AGENDA**
2a2. September 2, 2025, HAB Closed Session Meeting Minutes
2a3. September 3, 2025, HAB Meeting Minutes

12:00 P.M. **3. HASS AVOCADO COMMITTEE REPORT**
3a. 2026 Meeting Schedule Proposal
3b. Executive Director Performance Evaluation Process
3c. Avocado Conference Committee

NEW BUSINESS

12:15 P.M. **ADJOURN****

**Scheduled adjournment meeting time can run over schedule to complete all agenda items.

In-person location:
Renaissance Newport Beach Hotel
4500 MacArthur Boulevard
Newport Beach, CA 92660

Zoom link:
Please contact Pam Ortega at
Pam@hassavocadoboard.com or (949) 601-6517

HASS AVOCADO COMMITTEE ROSTER

2026

HASS AVOCADO COMMITTEE		
CHAIR:		
Producer Directors	**Importer Directors**	**Member Organizations Directors**
A. *Pending USDA Appointment* B. *Pending USDA Appointment* C. Jamie Johnson D. Paula Coxe E. Doug O'Hara F. Will Carleton G. Jeff Dickinson	A. *Pending USDA Appointment* B. Dave Billings C. Angela Tallant D. Gwen Jackimek E. LeighAnne Neary	A. *Pending CAC Appointment* B. Julio Sahagun – MHAIA C. Raimundo Lira – CAIA D. Jose Antonio Castro – PAC E. Katheryn Mejia Vergel – CAB
Producer Alternates	**Importer Alternates**	**Member Organizations Alternates**
A. *Pending USDA Appointment* B. *Pending USDA Appointment* C. Michael Craviotto D. Ivor Van Wingerden E. *Pending USDA Appointment* F. Ben Van Der Kar G. Hillary DeCarl	A. *Pending USDA Appointment* B. Sabrina Castillo C. Vacant D. Elizabeth Ayala E. Rigo Perez Jr.	A. *John Berns, Interim* – CAC B. Gwen Jackimek – MHAIA C. Debbie Willmann – CAIA D. Steve Roodzant – PAC E. Ricardo Uribe – CAB

Hass Avocado Committee

Meeting Minutes

Wednesday, September 3, 2025
9:00 a.m.

Need HAC Approval

An in-person and virtual Zoom meeting of the Hass Avocado Committee (HAC) was held on Wednesday, September 3, 2025, at 9:00 a.m., with the following people present:

HAC DIRECTORS PRESENT

Angela Tallant
Bob Schaar, Chairman
Dave Billings
Debbie Willmann
Doug O'Hara
Elaine Bannatyne
Gwen Jackimek
Katheryn Mejia Vergel, CAB
Jamie Johnson
Jeff Dickinson
Julio Sahagun, MHAIA
LeighAnne Neary
Paula Coxe
Raimundo Lira, CAIA
Rob Grether, CAC
Will Carleton

HAC DIRECTORS ABSENT

Jose Antonio Castro, PAC, excused

HAC ALTERNATES PRESENT

Ben Van Der Kar
Daniel Harte
Elizabeth Ayala
Hillary DeCarl
Ivor Van Wingerden
John Berns
Juan Monsalve
Michael Craviotto
Rigo Perez, Jr.
Sabrina Castillo

HAC ALTERNATES ABSENT

Bob Lucy, PAC, excused
Rob Ybarra, excused
Ricardo Uribe – CAB
Rocco Fiore II, excused

STAFF PRESENT

Alejandro Gavito, HAB
Emiliano Escobedo, HAB
Gina Widjaja, HAB
John McGuigan, HAB
Nikki Ford, HAB
Pam Ortega, HAB
Robert Rumph, HAB
Silvia Standke, HAB

OFFICIALLY PRESENT

Harrision Hodges, USDA
Patrick Casey, Esq.

GUESTS

April Aymami – CAC
Brock Becker – Mission Produce
Carlos Duarte – Index Fresh
Chris Henry – Giumarra
Diana McClean – Mission Produce
Gerado Huerta – Del Rey Avocado Co.
Ivan Munoz – Cal Flavor
Jessica Gunn – Dohi Consulting
Jorge Hernandez – DG Fresh Aguacates
Ken Melban – CAC
Manuel Michel – CAB
Ron Campbell – MHAIA
Scott Bauwens – Simpatica

GUESTS Continued

Andrew Gomez – BOLD 5, GreenFruit Avocados
Aurora Rico – BOLD 5, Mission Produce
Carlos Londono – BOLD 5, Jardin Exotics SAS
Carmen Puerta – BOLD 5, Camposol Fresh USA
Carson McDaniel – BOLD 5, McDaniel Fruit Co.
Eduardo Soto – BOLD 5, SV Fresh Avocados
Heather Johnson – BOLD 5, California Grower
Herman Els - BOLD 5, Limoneira Company
Ignacio Gonzalez - BOLD 5, Agro Gonzamex
Joaquin Urias – BOLD 5, Stonehill Produce
Matias Purcell – BOLD 5, Brokaw Nursery
Thomas Browne - BOLD 5, Limoneira Company

1. CALL THE MEETING TO ORDER

1a. Roll Call

Chair Schaar called the Hass Avocado Committee (HAC) meeting to order at 9:01 a.m. He proceeded with the roll call and established a quorum, noting the absences of the above excused and non-excused committee members. He then read Article 14, Section 2 of the HAB Bylaws.

1b. Announcements

Schaar noted that Escobedo will serve as the HAC's staff recorder and provide a meeting report to the Board when it reconvenes later today. He stated that the Antitrust Policy, included in the meeting packet, applies to this meeting. Schaar acknowledged the attendance of Harrison Hodges from the USDA and HAB's legal counsel, Patrick Casey. He mentioned that the board packet for the meeting is available on the HAB website.

1c. Public Comment

Schaar acknowledged the attendance of the BOLD Class 5 participants. He also acknowledged several public members attending the meeting, welcomed them, and opened the floor to public comments. There were no public comments.

2. CONSENT AGENDA

2a – 2f. Consent Agenda Items

Schaar stated that Items 2a through 2f of the consent agenda are non-controversial items and entertained a motion approving the consent agenda. He asked the group if any items should be discussed separately. Schaar continued with the following motion:

MOTION: The Hass Avocado Committee approves Consent Agenda items 2a through 2f as presented.
2a1. HAC May 29, 2025, Meeting Minutes
2b. Annual Corporate Schedule of Insurance
2c. Davis Farr Financial Audit Engagement Letter
2d. Davis Farr Handler Audit Engagement Letter
2e. Legal Counsel - Walker & Reed 2026 Scope of Work
2f. Board & Committee Meeting Attendance Report
(Willmann/Dickinson) Motion Adopted

3. USDA REPORT

Harrison Hodges from the USDA reported that the HAB Nominations packet had been submitted to the U.S. Secretary, and it looks like the appointments will be on time for the November meeting.

Not HAC Approval

4. FIDUCIARY/GOVERNANCE

4a. Performance Evaluation of the Executive Director

Schaar informed the group that the Board met in a closed session the previous day and performed the executive director's performance evaluation. He noted that the board is pleased with its leadership and looks forward to continuing to work together in 2026. There were no comments.

4b. 2025 Finance and Volume Report

Schaar referred the group to page 49 of the board packet and turned the meeting over to Robert Rumph. Rumph reviewed the Finance and Volume Reports, as well as any related discussions from the Finance Committee. He noted that the July numbers are not yet finalized, so he will be discussing the year-to-date figures for June. Schaar thanked Rumph for his report. There were no comments.

4c. 2025 Budget Amendment #3

Schaar referred the group to page 58 of the meeting packet and turned the meeting over to Escobedo. Escobedo referenced the memo in the packet and explained the budget amendment requests. Schaar thanked Escobedo and asked if there were any questions. Hearing none, Schaar entertained the following motion:

MOTION: The Hass Avocado Committee recommends that the Board approve the 2025 Budget Amendment #3 as presented. ***(Jackimek/Neary) Motion Adopted***

5. STRATEGY /BUSINESS PLAN

5a. Review 2025 Q2 Strategic Plan Dashboard

Schaar asked Escobedo to present the Strategic Plan Dashboard. Escobedo noted that the Q2 dashboard was sent to the HAC and HAB members recently and referred the group to page 62 of the meeting packet. He asked if there were any questions regarding the dashboard, and that staff was available during the meeting to answer any questions. There were no comments about the dashboard.

5b. Nutrition Liaison Report

Schaar continued with the next item on the agenda and asked Paula Coxe, the nutrition liaison, to provide the group with an update. Coxe provided an update on the latest research the Nutrition program has been working on and published. Schaar thanked Coxe for the update.

5c. Nutrition Marketing Update

Schaar continued with the next item on the agenda and asked Gina Widjaja to give the group an update. Widjaja presented an update to the group. Member Carleton suggested that the Board consider rebranding "*LoveOneToday"* to better connect with the target audience, noting that while the slogan is good, there may be stronger alternatives. Widjaja emphasized that "*LoveOneToday"* already has significant recognition after 10 years of investment and that rebranding would require shifting resources from promotion to rebuilding awareness. She noted the current brand is performing well. It was suggested to explore adding a supporting tagline rather than a complete rebrand. Widjaja shared the "*LoveOneToday"* website, and Escobedo discussed the logo and taglines, reiterating that the brand is effective but that it may be worth assessing whether it continues to resonate with the general public. There was a comment and reminder that the primary target audience is health professionals, not consumers. Schaar thanked Widjaja.

Need HAC Approval

5d. BOLD Update

Schaar continued with the next item on the agenda and asked John McGuigan to give the group an update. McGuigan presented an update to the group. Schaar thanked McGuigan.

5e. 2026 Business Plan and Budget

Schaar turned the meeting over to Escobedo to talk about the 2026 Business Plan and Budget. Escobedo referred the group to page 92 of the meeting packet. He stated that the Business Plan is consistent with HAB's strategic plan. He then explained each strategic priority in detail. Schaar asked if there were any questions or comments, and entertained a motion recommending to the HAB approval of the 2026 Business Plan and Budget.

MOTION: The Hass Avocado Committee recommends approval of the 2026 Business Plan and Budget as presented. ***(Johnson/O'Hara) Motion Adopted***

RECESS

Schaar recessed the group for a 15-minute break and asked the group to reconvene at 10:50 a.m.

RECONVENED

10:50 a.m.

6. COMMITTEES

6a. Corporate Governance Committee (CGC) Update

Schaar referred the group to page 114 of the meeting packet. He then turned the meeting over to the CGC chair, Gwen Jackimek, who reviewed the memo included in the packet, highlighting that one of the strategic priorities is governance. She noted that Ann Cohen will be hired to conduct a governance workshop and a board member survey. There were no questions for Jackimek. Schaar thanked Jackimek for the update.

6b. Global Data Committee (GDC) Update

Schaar turned the meeting over to the Global Data Committee (GDC) Chair, Debbie Willmann, to provide the group with an update. Willmann provided an update and reviewed the memo included in the packet, offering details on the AVIS program and noting that the data is currently not downloadable. She reported that the committee met and reached a consensus to make the data downloadable. She also shared that the Mexican Hass Avocado Importers Association (MHAIA) had submitted a formal request to access the data, as they were developing an AI tool, with HAB staff serving as the liaison between HAB and MHAIA for this project. Escobedo clarified that, although the request originated from MHAIA, all associations have access to the data. He also noted that Alejandro Gavito will attend the MHAIA meeting on September 23 and 24 to present the update. Schaar thanked Willmann for the update and entertained the following motion:

MOTION: The Hass Avocado Committee recommends approval of the Third Party Information Sharing Procedures as presented. ***(Willmann/Billings) Motion Adopted***

6c. Avocado Conference Committee (ACC) Update

Schaar moved on to the next item on the agenda and asked Escobedo to discuss the Avocado Conference. Escobedo explained that as part of the 2026–2030 Strategic Plan, HAB will host the Avocado Conference, an industry-wide event designed to promote collaboration, education, and connection within the U.S. avocado sector. He mentioned that the conference is tentatively scheduled for November or December 2026 to align with HAB's annual meeting, but nothing is finalized yet, and it may need to be postponed. He also stated that HAB collaborated with the USDA to establish a sustainable framework that enables sponsors and exhibitors to

Not HAC Approval

participate without HAB incurring the full financial burden, marking a significant milestone for hosting future industry events. Escobedo stated that the Avocado Conference Committee, with its defined roles and responsibilities, will oversee the event planning to ensure it aligns with HAB's strategic priorities. He noted there is strong interest in volunteering, reflecting industry-wide enthusiasm. He also pointed out that the committee's roster is intentionally extensive to support the formation of subcommittees and share responsibilities evenly, ensuring a manageable workload for participants. Escobedo added that the ideal funding for the conference should come from industry support rather than assessment funds from HAB or other associations.

There were a few more members interested in joining the committee, as follows: Jamie Johnson, Paula Coxe, Hillary Decarl, Sabrina Castillo, Rigo Perez, Elizabeth Ayala, Debbie Willman, and Gwen Jackimek. These additional names were added to the roster. Escobedo stated that with Board approval of the committee's functions and responsibilities, as well as its roster, HAB will move forward to launch the initiative by Q3 2025. Schaar thanked Escobedo and entertained the following two motions:

MOTION: The Hass Avocado Committee recommends approval of the Avocado Conference Committee Functions and Responsibilities as presented. ***(Bannatyne/Willmann) Motion Adopted***

Shaar thanked everyone for their vote and continued with the next motion:

MOTION: The Hass Avocado Committee recommends that the Board approve the Avocado Conference Committee Roster as presented, with Rob Ybarra removed from the list and the following members added: Jamie Johnson, Paula Coxe, Hillary Decarl, Sabrina Castillo, Rigo Perez, Elizabeth Ayala, Debbie Willman, and Gwen Jackimek. ***(Sahagun/Neary) Motion Adopted***

7. INDUSTRY

7a. Country and Market Reports

Schaar continued with the country reports and asked Rob Grether for the California report.

- **California (CAC)**

Grether went through the California report as presented in the meeting packet. Schaar thanked Grether for his report and asked Debbie Willimann for the Chile report (CAIA).

- **Chile (CAIA)**

Willmann went through her report as presented in the meeting packet. Schaar thanked Willmann for her report and asked Manuel Michel for the Colombia report.

- **Colombia (CAB)**

Michel went through his report as presented in the meeting packet. Schaar thanked Michel for his report and asked Julio Sahagun for the Mexico report.

- **Mexico (MHAIA)**

Sahagun went through his report as presented in the meeting packet. There were no comments. Schaar thanked Sahagun for his report.

- **Peru (PAC)**

No representatives were present for the Peru report. Schaar referred the group to the meeting packet, page 126, for their country report.

Need HAC Approval

- **Market Reports**

Schaar asked the importers in the room to provide a market report, and a discussion followed.

NEW BUSINESS

Schaar asked the group if there was new business. Bannatyne reported that the Board met in closed session the previous day, during which legal counsel provided extensive clarification on several matters. Given the number of clarifications required and considering that this review occurs annually, it was suggested that the Performance and Evaluation, Executive Director Policy, and contract be reviewed and revised as needed, with updates targeted for completion by May 2026. It was recommended that this item be added to the November Board meeting agenda for discussion. Schaar suggested including Leyla Hurt and the Compensation Committee in the review process. Escobedo added that once the new Board is seated, a transition meeting will be held to brief new members and ensure continuity.

ADJOURNMENT

Schaar thanked everyone for their participation in the meeting. He stated there would be a lunch break before the Hass Avocado Board meeting begins. He then adjourned the Hass Avocado Committee meeting at 11:47 a.m. and asked the HAB members to reconvene to begin the HAB meeting at 1:00 p.m. PST.

Respectfully submitted,

_____

Silvia Standke, HAB Sr. Manager of Operations

I certify that the above is a true and accurate statement of the September 3, 2025, meeting minutes approved by the Hass Avocado Committee on November 19, 2025.

_____

Bob Schaar, HAC Chair

I certify that the above is a true and accurate statement of the September 3, 2025, meeting minutes approved by the Hass Avocado Committee on November 19, 2025.

Need HAC Approval

Hass Avocado Board

Meeting Minutes – CLOSED SESSION

Tuesday, September 2, 2025

In-Person Only
Zachari Dunes, Oxnard, California

Need Board Approval

An in-person closed session meeting of the Hass Avocado Board (HAB) was held on Tuesday, September 2, 2025, at 3:00 PM PDT, with the following people present:

HAB MEMBERS PRESENT
Angela Tallant
Bob Schaar
Dave Billings
Debbie Willmann
Doug O'Hara
Elaine Bannatyne
Gwen Jackimek
Jamie Johnson
Jeff Dickinson
LeighAnne Neary
Paula Coxe
Will Carleton

HAB ALTERNATES PRESENT
Ben Van Der Kar
Daniel Harte
Elizabeth Ayala
Hillary DeCarl
Ivor Van Wingerden

HAB ALTERNATES PRESENT continued
Juan Monsalve
Michael Craviotto
Rigo Perez, Jr.
Rob Ybarra
Sabrina Castillo

HAB ALTERNATES ABSENT
Rocco Fiore II, excused

OFFICIALLY PRESENT
Harrison Hodges, USDA
Patrick Casey, Walker & Reed

STAFF PRESENT
Emiliano Escobedo, HAB (partially present)
Silvia Standke, HAB (partially present)

CALL MEETING TO ORDER

Chair Bob Schaar called the Hass Avocado Board (HAB) meeting to order at 3:04 PM. He proceeded with a roll call and established a quorum, noting the above excused and non-excused board member absences.

ANNOUNCEMENTS

Schaar welcomed everyone to the meeting and read Article 14, Section 2 of the HAB Bylaws.

EXECUTIVE DIRECTOR'S PERFORMANCE EVALUATION

Schaar continued with the next item on the agenda, the Executive Director's Performance Evaluation and asked all guests and staff present to leave the room and only board members, USDA and HAB counsel remain.

CLOSED SESSION

The closed session began at 3:07 PM PDT. Chairman Schaar, and the board discussed the Executive Director's Performance Evaluation and Compensation. The Chair presented to the Board and discussed the Executive Compensation Committee's recommendation. Chairman Schaar adjourned the closed session meeting at 4:43 PM PDT.

ACTION TAKEN IN CLOSED SESSION

Chair Schaar announced that the Board met in a closed session and took the following actions. The first action taken was the committee recommending to the Board that the Executive Director be awarded a bonus of 18% of his 2025 base salary based on his performance evaluation score, which was calculated per the performance evaluation and compensation policy, and the 2025 executive director's employment agreement. The second action taken was a recommendation to the Board to increase the executive director's base salary, effective January 1, 2026, by 2.5% of his 2025 base salary. This recommendation is based on the cost of living. There is no merit-based adjustment.

NEW BUSINESS

No new business

ADJOURN

Having no further business, the meeting was adjourned at 4:45 PM PDT.

Respectfully Submitted,

Jeff Dickinson
HAB Secretary

Need Board Approval

Hass Avocado Board

Meeting Minutes

Wednesday, September 3, 2025

Hybrid – In-Person and Virtual Via Zoom
Zachari Dunes, Oxnard, California

need board approval

An in-person and virtual Zoom meeting of the Hass Avocado Board (HAB) was held on Wednesday, September 3, 2025, at 1:00 p.m., with the following people present:

HAB MEMBERS PRESENT

Angela Tallant
Bob Schaar
Dave Billings
Debbie Willmann
Doug O'Hara
Elaine Bannatyne
Gwen Jackimek
Jeff Dickinson
LeighAnne Neary
Paula Coxe
Will Carleton

HAB MEMBERS ABSENT

Jamie Johnson, excused

HAB ALTERNATES PRESENT

Ben Van Der Kar
Daniel Harte
Elizabeth Ayala
Hillary DeCarl
Ivor Van Wingerden
Juan Monsalve
Michael Craviotto
Rigo Perez, Jr.
Sabrina Castillo

HAB ALTERNATES ABSENT

Rob Ybarra, excused
Rocco Fiore II, excused

OFFICIALLY PRESENT

Harrison Hodges, USDA
Patrick Casey, Esq.

STAFF PRESENT

Alejandro Gavito, HAB
Emiliano Escobedo, HAB
Gina Widjaja, HAB
John McGuigan, HAB
Nikki Ford, HAB
Pam Ortega, HAB
Robert Rumph, HAB
Silvia Standke, HAB

GUESTS

Brock Becker – Mission Produce
Carlos Duarte – Index Fresh
Chris Henry – Giumarra
Gerardo Huerta – Del Rey Avocados
Jessica Gunn – Dohi Consulting
John Berns – Berns Farms
Julio Sahagun – MHAIA
Katheryn Mejia – CAB
Manuel Michel - CAB
Ron Campbell – MHAIA
Raimundo Lira – CAIA
Scott Bauwens – Simpatica
Andrew Gomez – BOLD 5, GreenFruit
Aurora Rico – BOLD 5, Mission Produce
Carlos Londono – BOLD 5, Jardin Exotics
Carmen Puerta – BOLD 5, Camposol Fresh
Carson McDaniel – BOLD 5, McDaniel Fruit
Eduardo Soto – BOLD 5, SV Fresh Avocados
Herman Els - BOLD 5, Limoneira
Ignacio González - BOLD 5, Agro Gonzamex
Joaquin Urias – BOLD 5, Stonehill Produce
Matias Purcell – BOLD 5, Brokaw Nursery
Thomas Browne - BOLD 5, Limoneira

1. CALL MEETING TO ORDER

1a. Roll Call

Chair Bob Schaar called the Hass Avocado Board (HAB) meeting to order at 1:01 p.m. He proceeded with roll call and established a quorum, noting the above excused and unexcused absences of board members.

1b. Announcements

Schaar welcomed everyone back to the meeting and read Article 14, Section 2 of the HAB Bylaws.

1c. Public Comment

Schaar opened the floor to public comments and invited members of the public to state their names so they could be recognized. There were no public comments.

2. CONSENT AGENDA

Consent Agenda items 2a through 2f

Schaar stated that Items 2a through 2f of the consent agenda are non-controversial items. He asked if any items should be discussed separately. There were no comments, and he entertained the following motion:

MOTION: *The Hass Avocado Board approves Consent Agenda items 2a through 2f as presented.*
2a1. HAB May 29, 2025, Meeting Minutes
2b. Annual Corporate Schedule of Insurance
2c. Davis Farr Financial Audit Engagement Letter
2d. Davis Farr Handler Audit Engagement Letter
2e. Legal Counsel - Walker & Reed 2026 Scope of Work
2f. Board & Committee Meeting Attendance Report
(Dickinson/Jackimek) Motion Adopted

3. HASS AVOCADO COMMITTEE REPORT

Schaar then asked Escobedo to proceed with the Hass Avocado Committee Report.

Escobedo stated that the Hass Avocado Committee met earlier today and discussed several fiduciary, governance, strategy, and business plan matters. The Committee received an update on the Performance Evaluation of the Executive Director. The 2025 Year-to-Date Finance Report and Budget Amendment No. 3 were presented and discussed. The 2025 Q2 Strategic Plan Dashboard was reviewed. Updates were provided from the Nutrition Marketing Program, the BOLD Program, and the Nutrition Liaison. The Committee reviewed and approved the 2026 Business Plan and Budget. CGC Chair Gwen Jackimek and GDC Chair Debbie Willmann provided updates. An update was provided on the upcoming Avocado Conference and the formation of the related committee. The associations presented their respective country reports, and the importers provided an update on the current market conditions. The Executive Director proceeded to review the list of matters discussed and any actions taken, one by one.

Pending board approval

2026 Business Plan and Budget
The HAC considered and recommended approval of the 2026 Business Plan and Budget as presented. Schaar thanked Escobedo and entertained the following motion:

MOTION: The Hass Avocado Board approves the 2026 Business Plan and Budget as presented. ***(Craviotto/Tallant) Motion Adopted***

Schaar asked Escobedo to continue with his report.

2025 Budget Amendment #3
The HAC considered and recommended approval of Budget Amendment #3 for 2025. Schaar thanked Escobedo and entertained the following motion:

MOTION: The Hass Avocado Board approves the 2025 Budget Amendment #3. ***(O'Hara/Willmann) Motion Adopted***

Schaar asked Escobedo to continue with his report.

2025 Global Data Committee Update – Third Party Information Sharing Procedures
The HAC considered and recommended approval of the Third Party Information Sharing Procedures as presented. Schaar thanked Escobedo and entertained the following motion:

MOTION: The Hass Avocado Board approves the Third Party Information Sharing Procedures as presented. ***(Willmann/O'Hara) Motion Adopted***

Schaar asked Escobedo to continue with his report.

Avocado Conference Committee Functions and Responsibilities
Escobedo stated that the HAC considered and recommended approval of the Avocado Conference Committee Functions and Responsibilities as presented. Schaar thanked Escobedo and entertained the following motion:

MOTION: The Hass Avocado Board approves the Avocado Conference Committee Functions and Responsibilities as presented. ***(Neary/Dickinson) Motion Adopted***

Avocado Conference Committee Roster
Escobedo stated that the HAC considered and recommended approval of the Avocado Conference Committee Roster as presented, with Rob Ybarra removed from the list and the following members added: Jamie Johnson, Paula Coxe, Hillary Decarl, Sabrina Castillo, Rigo Perez, Elizabeth Ayala, Debbie Willman, and Gwen Jackimek. Schaar thanked Escobedo and entertained the following motion:

MOTION: The Hass Avocado Board approves the Avocado Conference Committee Roster as presented, with Rob Ybarra removed from the list and the following members added: Jamie Johnson, Paula Coxe, Hillary Decarl, Sabrina Castillo, Rigo Perez, Elizabeth Ayala, Debbie Willman, and Gwen Jackimek. ***(Willmann/Bannatyne) Motion Adopted***

There were no other action items, and Escobedo concluded his report. Schaar thanked Escobedo for his report.

not board approval

4. NEW BUSINESS

Elaine Bannatyne recommended that the Board consider reviewing and revising the Performance Evaluation process and exploring the possibility of reviewing the Executive Director's contract agreement. This item will be brought forward for discussion at the next meeting.

5. ADJOURN

Schaar thanked everyone for attending the meeting and adjourned it to 1:11 p.m.

Respectfully submitted,

_____

Silvia Standke, HAB Sr. Manager of Operations

I certify that the above is a true and accurate statement of the September 3, 2025, meeting minutes approved by the Hass Avocado Board on November 19, 2025.

Respectfully submitted,

_____

Gwen Jackimek, HAB Secretary

I certify that the above is a true and accurate statement of the September 3, 2025, meeting minutes approved by the Hass Avocado Board on November 19, 2025.

need board approval

HASS AVOCADO BOARD

2026 Meeting Schedule

Meeting, Date and Location	March 17 & 18 or March 24 & 25 Board Service Kick-Off (in person) HAC & HAB (hybrid) North L.A. County/Ventura County	May 20 & 21 Governance Workshop (in person) HAC & HAB (hybrid) San Diego County	September 9 & 10 HAB (closed session) HAC & HAB (hybrid) Orange County	December 1 & 2 Board Service Kick-Off (in person) HAC & HAB (hybrid) Orange County
Context for Meeting	First meeting of the year Outline board priorities for the year	Planning meeting for 2027 2025 Audit results	Approval of 2027 Business Plan	Annual Meeting Seating of the Board, Election of Officers
Consent Agenda	Approval of Minutes HAB Committee Roster	Approval of Minutes	Approval of Minutes Approve Auditor & Legal Counsel for 2027 Approve Annual Corporate Schedule of Insurance Approve HAB/HAC Attendance Report	Approval of Minutes
Fiduciary & Governance Actions	2025 and 2026 Finance Reports Executive Director's Goals and Objectives for 2026 (closed session) 2026 Open Seats Announcement Importer Alternate Vacancy Notice	2025 Financial Audit Results 2026 Finance Reports Budget Amendments 2026 Nominations Update Importer Alternate Vacancy Nomination	2026 Finance Reports Approve Budget for 2027 Performance Evaluation of Executive Director (closed session)	Approval of 2025 Meeting Schedule 2026 Finance Reports
Strategy & Business Plan	Review Strategic Plan Dashboard Marketing & Nutrition Liaison Updates	Review Strategic Plan Dashboard 2027 Planning Budget Parameters Marketing & Nutrition Liaison Updates	Review Strategic Plan Dashboard Approve the 2027 Business Plan Marketing & Nutrition Liaison Updates	Review Strategic Plan Dashboard Review Year End Business Plan Results Marketing & Nutrition Liaison Updates
Industry Discussions	Country and Market Reports Volume Updates	Country and Market Reports Volume Updates	Country and Market Reports Volume Updates	Country and Market Reports Volume Updates

VISION: **HASS AVOCADOS WILL BE AMERICA'S PREFERRED HEALTHY FOOD FOR EVERY MEAL, DRIVING GROWTH IN PER CAPITA CONSUMPTION AND PROVIDING VALUE TO CONSUMERS AND STAKEHOLDERS.**

MISSION: **HASS AVOCADO BOARD STRENGTHENS THE GLOBAL AVOCADO INDUSTRY AND ITS STAKEHOLDERS IN OUR COLLECTIVE EFFORTS TOWARD MARKET EXPANSION IN THE U.S. THROUGH KEY STRATEGIC PRIORITIES: NUTRITION RESEARCH AND MARKETING, SUSTAINABILITY, INDUSTRY ENGAGEMENT, AND BUSINESS SUPPORT TOOLS AND INFORMATION.**

MEMORANDUM

DATE: November 19, 2025

TO: HAB Board

FROM: Robert M. Rumph

SUBJECT: Financial Report

FINANCIAL REPORT

Nine Months Ended September 30, 2025

HAB revenues = $55.5 M dollars — up $0.2 M from the same period prior year to date amount of $55.3 M.

HAB net revenues = $9.2 M dollars — down $0.7 M from the same period prior year to date amount of $9.9 M.

HAB reserves as of September 30, 2025, $5.78 M up $2.16 M from the $3.62 M December 2024 ending amount.

Schedule of Cash & Investments as of September 30, 2025

Cash in bank — checking account = $100,000
Cash in overnight interest-bearing sweep account = $5,022,219
TOTAL CASH and INVESTMENTS = $5,122,219

Statement of Net Assets, Revenue, and Expenditures as of September 30, 2025

Total assets $12,218,785
Total liabilities = $6,431,766
Total net assets (Reserves) = $5,787,019
Total revenues = $55,482,443
Total expenditures = $53,315,271
YTD excess revenues over/(under) expenditures = $2,167,173

HASS AVOCADO BOARD
Statement of Net Assets
Previous Year Comparison

	30-Sep-25	30-Sep-24	Variance	% Change
Assets				
Current assets:				
Cash and investments	5,122,219	5,046,038	76,181	2%
Receivables:				
California	423,010	380,468	42,542	11%
Customs	6,343,492	4,598,678	1,744,814	38%
Interest	-	-	-	N/A
Leases	-	-	-	N/A
Miscellaneous	-	-	-	N/A
Prepaid expenses	25,662	27,640	(1,977)	-7%
Deposits	13,217	13,217	-	0%
Total current assets	11,927,600	10,066,041	1,861,559	18%
Noncurrent assets:				
Capital assets :				
Depreciable	394,728	377,131	17,597	5%
Accumulated depreciation	(315,398)	(275,732)	(39,665)	14%
Lease Asset	613,290	613,290	-	0%
Accumulated depreciation - Lease	(401,436)	(267,624)	(133,812)	50%
Total noncurrent assets	291,185	447,064	(155,880)	-35%
Total assets	12,218,785	10,513,105	1,705,679	16%
Liabilities				
Liabilities:				
Accounts payable	6,189,476	4,505,783	1,683,693	37%
Lease Liability	242,290	384,061	(141,771)	-37%
Total liabilities	6,431,766	4,889,844	1,541,922	32%
Net Assets				
Invested in capital assets, net of accumulated depreciation	-	-	-	N/A
Restricted for:				
Promotions, research and information	5,787,019	5,623,261	163,757	3%
Total net assets	5,787,019	5,623,261	163,757	3%
Total Liabilities and Net Assets	12,218,785	10,513,105	1,705,679	

HASS AVOCADO BOARD

Schedule of Cash & Investments
2025-09-30

Purchase / Settlement Date	Maturity Date	Investment Type*	Institution	Term / Days	Cur. Est. Annual Yield	Ledger Balance	Current Market Value	Unrealized Gain (Loss)	Collateralization
			Checking Account						
	N/A	Cash	Wells Fargo Bank		0.00%	$100,000	$100,000	$0	FDIC/FEDERAL RESERVE BANK
	N/A	Sweep Account	Wells Fargo Bank		3.99%	$5,022,219	$5,022,219	$0	FDIC/FEDERAL RESERVE BANK
						$5,122,219	$5,122,219		

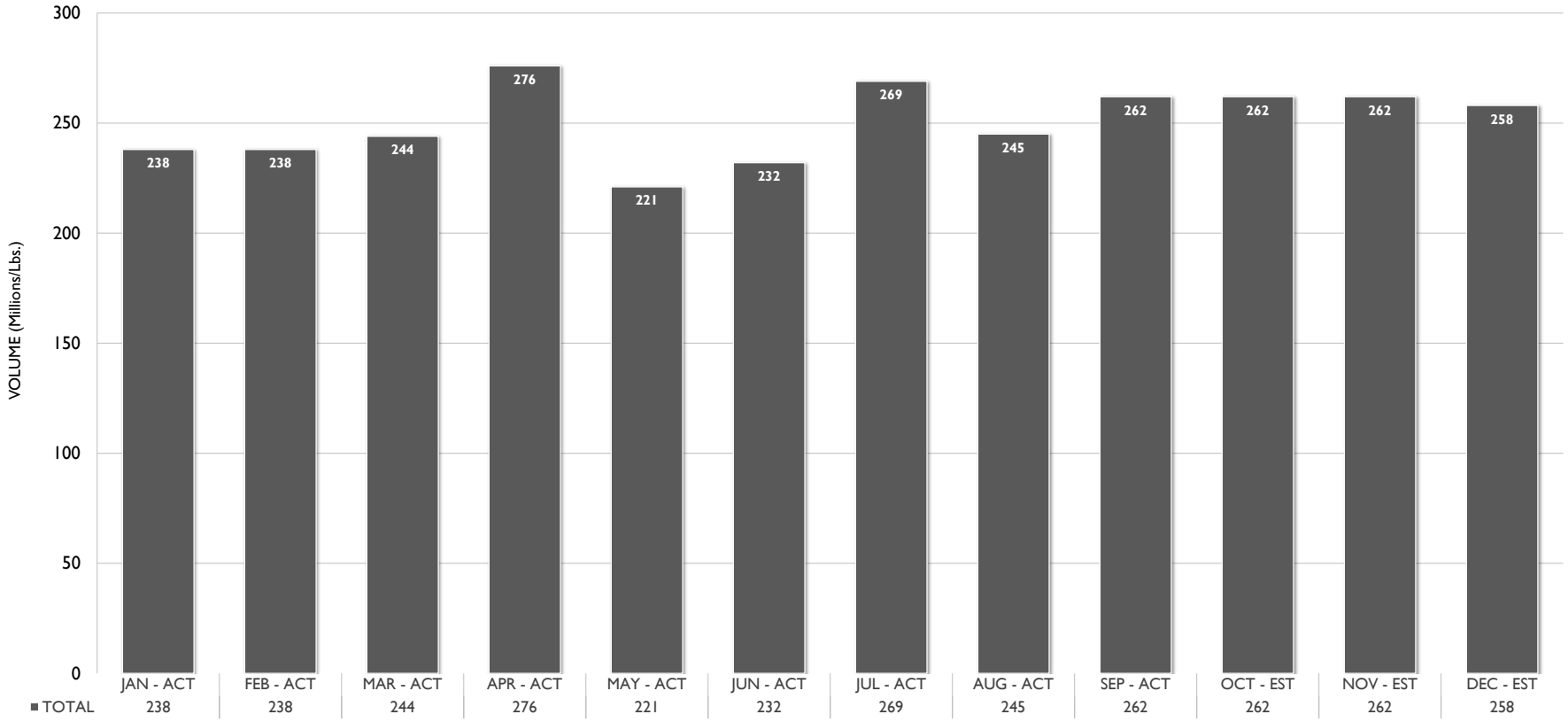
FDIC - Federal Deposit Insurance Corporation

FEDERAL RESERVE - $5,000,000 Collateralization secured through USDA

HASS AVOCADO BOARD

HASS AVOCADO **VOLUME BY MONTH**
Conventional

2025 CALENDAR YEAR - ACTUALS AND PROJECTION



ASSESSABLE VOLUME

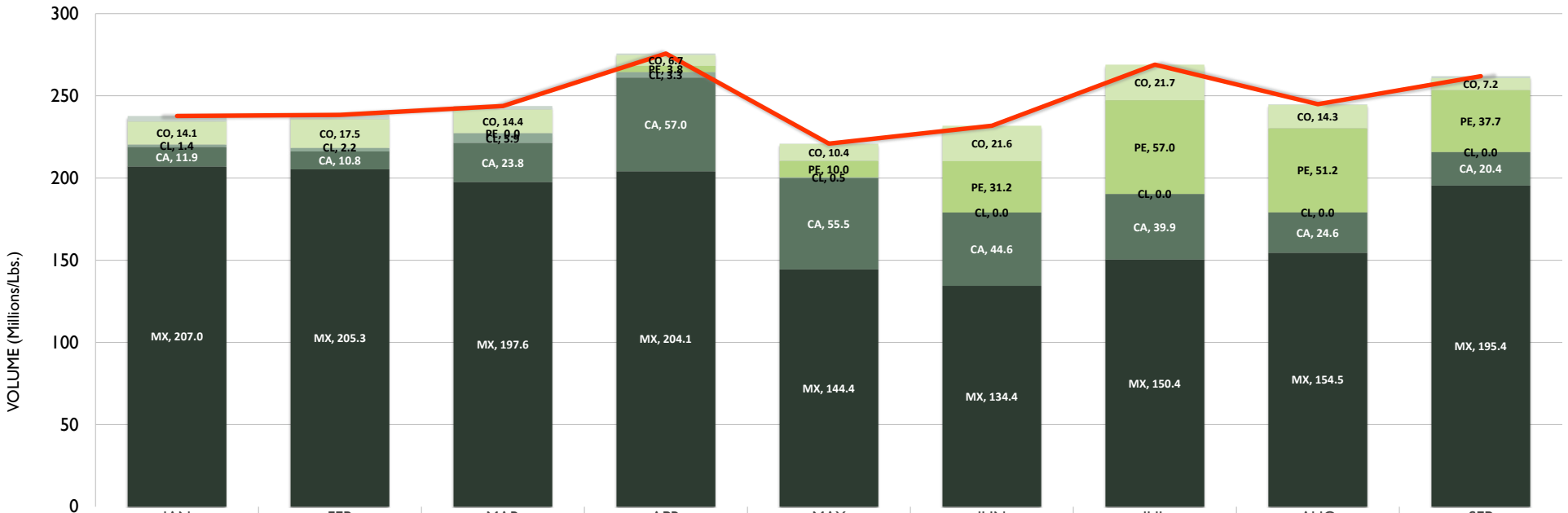
Country Data	Volume (lb)
Subtotal | California Hass	304,000,000
Subtotal | Imported Hass	2,702,000,000
Mexico	2,323,000,000
Chile	21,000,000
Peru	194,000,000
Colombia	147,000,000
Others (DR & NZ)	17,000,000
ANNUAL TOTAL	3,006,000,000

The Hass Avocado Board accepts no liability for the content of this report, or for the consequences of any actions taken on the basis of the information provided herein.

HASS AVOCADO BOARD

HASS AVOCADO **VOLUME BY MONTH**
Conventional

2025 CALENDAR YEAR - ACTUALS



	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP
OT*	3.3	2.6	2.1	0.8	0.1	0.0	0.0	0.3	1.2
CO	14.1	17.5	14.4	6.7	10.4	21.6	21.7	14.3	7.2
PE	0.0	0.0	0.0	3.8	10.0	31.2	57.0	51.2	37.7
CL	1.4	2.2	5.9	3.3	0.5	0.0	0.0	0.0	0.0
CA	11.9	10.8	23.8	57.0	55.5	44.6	39.9	24.6	20.4
MX	207.0	205.3	197.6	204.1	144.4	134.4	150.4	154.5	195.4
TOTAL	237.7	238.4	243.8	275.7	220.9	231.8	269.0	244.9	261.9

ASSESSABLE VOLUME

Country Data	Volume (lb)
Subtotal | California Hass	304,000,000
Subtotal | Imported Hass	2,702,000,000
Mexico	2,323,000,000
Chile	21,000,000
Peru	194,000,000
Colombia	147,000,000
Others (DR & NZ)	17,000,000
ANNUAL TOTAL	3,006,000,000

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HASS AVOCADO BOARD

HASS AVOCADO BOARD
STATEMENT OF REVENUES AND EXPENSES
YTD ACTUAL VS. BUDGET AND % OF ANNUAL BUDGET REALIZED

REVENUES:	**SEP 2025 YTD ACTUAL**	**SEP 2025 YTD BUDGET**	**VARIANCE**	**2025 BUDGET 12 MONTHS**	**% of Total**	**% of Annual Budget Realized**
ASSESSMENT REVENUES - CALIFORNIA	$ 7,008,552	N/A	N/A	N/A	N/A	N/A
ASSESSMENT REVENUES - IMPORTS	$ 48,222,759	N/A	N/A	N/A	N/A	N/A
OTHER INCOME	$251,133	$120,000	$131,133	$150,000	N/A	167.4%
TOTAL REVENUES	**$55,482,443**	**$57,270,000**	**($1,787,557)**	**$75,150,000**	**100.0%**	73.8%

EXPENSES	**SEP 2025 YTD ACTUAL**	**SEP 2025 YTD BUDGET**	**VARIANCE**	**2025 BUDGET 12 MONTHS**	**% of Total**	**% of Annual Budget Realized**
REBATE PROGRAM						
REBATES - CALIFORNIA AVOCADO COMMISSION	$5,273,249	N/A	N/A	N/A	N/A	N/A
REBATES - COLOMBIA AVOCADO BOARD	$2,719,139	N/A	N/A	N/A	N/A	N/A
REBATES - CHILEAN AVOCADO IMPORTER ASSOCIATION	$282,107	N/A	N/A	N/A	N/A	N/A
REBATES - MEXICAN HASS AVOCADO IMPORTERS ASSOCIATION	$33,939,352	N/A	N/A	N/A	N/A	N/A
REBATES - PERUVIAN AVOCADO COMMISSION	$4,055,515	N/A	N/A	N/A	N/A	N/A
TOTAL REBATES	**$46,269,361**	**$48,577,500**	($2,308,139)	**$63,750,000**	**84.8%**	**72.6%**
NET REVENUE	**$9,213,082**	**$8,692,500**	**$520,582**	**$11,400,000**	**15.2%**	**80.8%**
PROMOTION, RESEARCH, AND INFORMATION PROGRAMS						
NUTRITION MARKETING	$3,009,124	$2,500,530	$508,594	$4,324,062	6%	69.6%
NUTRITION	$1,112,277	$1,877,054	($764,777)	$2,750,529	4%	40.4%
BUSINESS SUPPORT TOOLS AND INFORMATION	$707,133	$803,680	($96,547)	$1,075,735	1%	65.7%
INDUSTRY ENGAGEMENT AND LEADERSHIP	$624,702	$765,326	($140,624)	$1,010,182	1%	61.8%
SUSTAINABILITY	$248,824	$525,731	($276,907)	$689,320	1%	36.1%
PROMOTION, RESEARCH, AND INFORMATION PROGRAMS SUBTOTAL	$5,702,059	$6,472,321	($770,262)	$9,849,827	13%	57.9%
ADMINISTRATION OF HAPRIO						
BOARD MEMBERS, OFFICE, STAFF, PROFESSIONAL SERVICES, EQUIPMENT/SUPPLIES	$1,223,612	$1,482,211	($258,599)	$1,971,934	3%	62.1%
ADMINISTRATION OF HAPRIO SUB-TOTAL	$1,223,612	$1,482,211	($258,599)	$1,971,934	3%	62.1%
OVERSIGHT						
USDA/OGC/PROGRAM REVIEW	$120,238	$157,500	($37,262)	$192,500	0%	62.5%
OVERSIGHT SUB-TOTAL	$120,238	$157,500	($37,262)	$192,500	0%	62.5%
TOTAL OPERATING EXPENSES	*$7,045,910*	*$8,112,032*	*($1,066,123)*	*$12,014,261*	*15.9%*	*58.6%*
TOTAL EXPENDITURES	**$53,315,271**	**$56,689,532**	**($3,374,261)**	**$75,764,261**	**100.0%**	**70.4%**
EXCESS OF REVENUES OVER (UNDER) EXPENDITURES	**$2,167,173**	**$580,468**	**$1,586,705**	**$ (614,261)**	-1%	-352.8%
TOTAL SALARIES AND BENEFITS (INCLUDED & ALLOCATED IN ADMINISTRATION AND PROGRAMS ABOVE)	*$2,731,573*	*$2,887,903*	*($156,330)*	*$3,850,555*	*5.1%*	*70.9%*

HASS AVOCADO BOARD

HASS AVOCADO BOARD
STATEMENT OF REVENUES AND EXPENSES
YTD ACTUAL VS. BUDGET AND % OF ANNUAL BUDGET REALIZED

PROGRAM EXPENSES	SEP 2025 YTD ACTUAL	SEP 2025 YTD BUDGET	VARIANCE	2025 BUDGET 12 MONTHS	% of Total	% of Annual Budget Realized
NUTRITION MARKETING						
PROGRAM MANAGEMENT	$647,179	$713,998	($66,819)	$946,062	1%	68.4%
CREATIVE CONTENT	$124,091	$109,650	$14,441	$145,000	0%	85.6%
EVENTS	$153,280	$259,500	($106,220)	$351,000	0%	43.7%
ONLINE/WEBSITE/SOCIAL MEDIA	$386,682	$469,170	($82,488)	$610,000	1%	63.4%
NUTRITION AND RESEARCH PROMOTION	$1,276,355	$1,226,610	$49,745	$1,685,300	2%	75.7%
STRATEGIC PARTNERSHIPS	$224,380	$222,850	$1,530	$296,000	0%	75.8%
STRATEGY, ISSUES RADAR AND REPORTING	$197,157	$212,750	($15,593)	$290,700	0%	67.8%
NUTRITION MARKETING PROGRAM SUB-TOTAL	$3,009,124	$2,500,530	($205,404)	$4,324,062	6%	69.6%
NUTRITION						
PROGRAM MANAGEMENT	$574,879	$618,654	($43,775)	$820,862	1%	70.0%
SCIENCE PIPELINE	$406,041	$1,117,050	($711,009)	$1,709,667	2%	23.7%
ANC COMMUNICATIONS	$0	$0	$0	$0	0%	#DIV/0!
EVENTS	$16,100	$12,250	$3,850	$28,000	0%	57.5%
STRATEGY, ISSUES RADAR AND REPORTING	$115,258	$129,100	($13,842)	$192,000	0%	60.0%
NUTRITION SUB-TOTAL	$1,112,277	$1,877,054	($764,777)	$2,750,529	4%	40.4%
BUSINESS SUPPORT TOOLS AND INFORMATION						
PROGRAM MANAGEMENT	$300,949	$315,540	($14,591)	$420,735	1%	71.5%
COMMUNICATIONS	$22,732	$45,000	($22,268)	$55,000	0%	41.3%
DATA SERVICES	$33,982	$95,180	($61,198)	$110,200	0%	30.8%
AVIS	$33,633	$53,560	($19,927)	$75,100	0%	44.8%
TRACK AND MONITOR	$61,224	$90,000	($28,776)	$125,000	0%	49.0%
RESEARCH AND INFORMATION	$24,373	$18,900	$5,473	$25,000	0%	97.5%
SHOPPER INSIGHTS	$230,240	$185,500	$44,740	$264,700	0%	87.0%
BUSINESS SUPPORT TOOLS AND INFORMATION PROGRAM SUB-TOTAL	$707,133	$803,680	($96,547)	$1,075,735	1%	65.7%

HASS AVOCADO BOARD

HASS AVOCADO BOARD
STATEMENT OF REVENUES AND EXPENSES
YTD ACTUAL VS. BUDGET AND % OF ANNUAL BUDGET REALIZED

	SEP 2025 YTD ACTUAL	SEP 2025 YTD BUDGET	VARIANCE	2025 BUDGET 12 MONTHS	% of Total	% of Annual Budget Realized
INDUSTRY ENGAGEMENT AND LEADERSHIP						
PROGRAM MANAGEMENT	$472,158	$506,782	($34,624)	$672,382	1%	70.2%
ANNUAL REPORT	$0	$2,000	($2,000)	$2,000	0%	0.0%
HAB PROMOTIONAL MATERIALS	$2,342	$13,100	($10,758)	$15,000	0%	15.6%
INDUSTRY MEETINGS AND EVENTS	$69,267	$71,100	($1,833)	$95,000	0%	72.9%
INDUSTRY WEBSITE	$26,184	$38,394	($12,210)	$51,000	0%	51.3%
OUTREACH	$0	$11,250	($11,250)	$15,000	0%	0.0%
COMMUNICATIONS	$17,226	$85,150	($67,924)	$109,800	0%	15.7%
BOARD LEADERSHIP DEVELOPMENT	$37,526	$37,550	($24)	$50,000	0%	75.1%
INDUSTRY ENGAGEMENT AND LEADERSHIP PROGRAM SUB-TOTAL	$624,702	$765,326	($140,624)	$1,010,182	1%	61.8%
SUSTAINABILITY						
PROGRAM MANAGEMENT	$167,085	$171,981	($4,896)	$229,320	0%	72.9%
STRATEGY	$80,062	$112,500	($32,438)	$140,000	0%	57.2%
RESEARCH	$0	$225,000	($225,000)	$300,000	0%	0.0%
AVOCADO SUSTAINABILITY CENTER	$1,677	$16,250	($14,573)	$20,000	0%	8.4%
SUSTAINABILITY PROGRAM SUB-TOTAL	$248,824	$525,731	($276,907)	$689,320	1%	36.1%
ADMINISTRATION OF HAPRIO						
FINANCIAL OVERSIGHT - AUDITING	$41,308	$40,000	$1,308	$40,000	0%	103.3%
BOARD: TRAVEL, MEETINGS, ELECTIONS	$201,169	$258,910	($57,741)	$338,380	0%	59.5%
OFFICE RELATED (RENT, NETWORK, COMMUNICATIONS, & EQUIPMENT/SUPPLIES & SERVICES)	$264,353	$270,053	($5,700)	$396,559	1%	66.7%
PROFESSIONAL SERVICES AND CONSULTING	$21,533	$31,350	($9,817)	$41,800	0%	51.5%
LEGAL SERVICES	$19,735	$55,000	($35,265)	$70,000	0%	28.2%
CORPORATE INSURANCE	$12,945	$62,000	($49,055)	$72,000	0%	18.0%
SALARIES/WAGES/BENEFITS	$656,501	$701,398	($44,897)	$935,195	1%	70.2%
EDUCATION, TRAINING, CONFERENCES, SEMINARS	$6,068	$41,000	($34,932)	$48,000	0%	12.6%
CORPORATE GOVERNANCE	$0	$22,500	($22,500)	$30,000	0%	0.0%
ADMINISTRATION OF HAPRIO EXPENSES SUB-TOTAL	$1,223,612	$1,482,211	($258,599)	$1,971,934	3%	62.1%
USDA OVERSIGHT						
USDA USER FEE	$120,238	$157,500	$ (37,262)	$192,500	0%	62.5%
PROGRAM REVIEW	$0	$0	$ -	$0	0%	N/A
USDA OVERSIGHT SUB-TOTAL	$120,238	$157,500	($37,262)	$192,500	0%	62.5%

HASS AVOCADO BOARD

2025 Q3 Dashboard

Finance Report
Voice | Reach | Engagement Metrics
Program Updates

FINANCE REPORT QUARTER END SEPTEMBER 30, 2025

HAB REVENUE

Current	YAGO	Change
$19.8 M	$17.2 M	$2.6 M

HAB NET REVENUE

Current	YAGO	Change
$2.5 M	$3.1 M	$-0.6 M

HAB RESERVES

Current	YAGO	Change
$5.78 M	$5.62 M	$0.16 M

CASH AND INVESTMENTS

Total cash and investments	$5,122,219

VOLUME (million pounds)

	Year to date	% Realized
Budgeted (3,000)	2,325.1	77.5%
Organic refunds	(92.5)	n/a
Re-export refunds	(8.6)	n/a
Net Assessable Volume	**2,224**	**74.1%**

NET ASSETS, REVENUE, & EXPENDITURES

Total assets	$12,218,785
Total liabilities	$6,431,766
Net assets (reserves)	$5,787,019
YTD Revenues	$55,482,443
YTD Expenditures	$53,315,271
YTD excess revenues over/(under) expenditures	$2,167,173

NOTES

Definitions

- **Inputs**: the activities that HAB undertakes to deliver content to target audiences.
- **Outputs**: the delivery of content to target audiences as well as possible engagement with that content.

Inputs delivered to target audiences create three kinds of outputs:

- **Voice** builds a presence in a communications channel – it is a pure quantity measure of how "loud" our voice is versus whether the communications are working. For example, an avocado coupon posted on Instagram was seen by 20,000 people.
- **Reach** helps us understand if we are delivering the right content and messages to the right people—breaking through the "noise." This is usually a ratio of voice. For example, out of the 20,000 people who saw the coupon on Instagram, the total number of them were primary grocery shoppers.
- **Engagement** is a two-way dialogue with a specific target audience and/or where someone who has been reached, in turn, takes some form of action on that content. For example, the number of primary grocery shoppers that saw the coupon downloaded and used it on their next purchase.

Note About Media Coverage

We have decided that media coverage (TV, radio, print, digital placements by our PR firm) should not be included in the voice, reach and engagement metrics of any activity in this report. The reason is that impression numbers, which is a voice metric, are, in our opinion, inflated by media reporting agencies and therefore can be misleading. In addition, it is impossible to obtain reach and engagement metrics for our media coverage efforts.

Instead of reporting voice metrics for media coverage, we have opted to provide within the program updates section samples of the coverage we obtained and explain why they are relevant to our communication objectives.

Results For All Measurable Programs

Sustainability, Nutrition, Business Support Tools and Information, Industry Engagement and Communications

PERIOD	VOICE	REACH	ENGAGEMENT
Q1	32,388,794	10,573,069	4,806,252
Q2	39,564,841	11,747,551	4,940,433
Q3	39,511,016	16,736,429	2,822,374
Q4			
YTD	**105,325,785**	**39,147,266**	**8,225,718**

SUSTAINABILITY

Five-Year Working Goals

- Establish the Hass Avocado Sustainability Center as the premier provider of sustainability research, data, and information for the avocado industry.
- Develop the strategic framework for communicating the avocado industry sustainability story.
- HAB messaging on sustainability will be widely distributed and available for use by all industry stakeholders.

FINANCIALS

Key Project	Budget	YTD Actual	% Realized
Program Management	$229,320	$167,085	72.9%
Strategy	$140,000	$80,062	57.2%
Research	$300,000	$0	0.0%
Avocado Sustainability Center	$20,000	$1,677	8.4%
TOTAL	**$689,320**	**$150,408**	**36.1%**

SUSTAINABILITY

2025 Objectives

- Execute and implement the 2022 strategic plan for the Avocado Sustainability Center (ASC).
- Complete the benchmark environmental impact assessment (EIA) pilot project. Then, with Dr. Nikki Ford and other experts, conduct a deep evaluation of the data to determine industry insights and implications.
- Utilize findings from the EIA to build a 5-year ASC research roadmap to address knowledge gaps and strengthen data in priority areas.
    - Plan and execute 2025 research as directed by the roadmap.
    - Determine metrics to set improvement targets for future production innovation.
- Engage and activate the Avocado Sustainability Advisory (ASA) to:
    - Determine and align data access, use, and permissibility.
    - Plan, coordinate, and align research to be conducted by the geographies.
    - Agree and align on communication approaches and guidelines.
- Based on ASA input and direction, communicate key findings to the industry and other key audiences in alignment with the board of directors (BOD) approved communications framework.
    - Determine optimal reporting format. Explore developing an ASC sustainability report.
    - Provide beneficial talking points to industry stakeholders.
- Conduct an Avocado Impact Assessment report on the total U.S. economic and social impact of the Hass avocado industry. Include job creation, downstream economic benefits, tax benefits, and social impact on the communities we produce in, sell, and distribute through. Create a full accounting of the economic benefits the industry brings annually.
- Communicate environmental and social benefits on the ASC website. In addition, we plan to capture real-world stories from industry participants, drawing attention to industry workers, communities, and activities carried out by industry members. Include these stories on the ASC website to humanize avocado production and provide insight into its positive impacts on people and communities.
- Monitor the viewpoints concerning the sustainability of our avocado-purchasing consumers, its relevance to our industry, and how those beliefs could affect our product's purchase behaviors, either negatively or positively.

SUSTAINABILITY

Q3 Program Updates

During the third quarter (Q3), significant progress was made on the HowGood Environmental Impact Assessment (EIA) project. The project experienced delays as producer interviews in most countries took longer to complete than originally anticipated, resulting in an extension of the project timeline into 2025.

- **Data Collection and Modeling**

Primary data collection efforts were successfully finalized in the second quarter (Q2). Subsequently, data modeling commenced in late June and continued well into Q3, marking an important transition from data gathering to analysis.

- **Collaboration with HowGood Science Team**

Throughout Q3, collaboration with the HowGood science team was a key focus. Regular meetings were held to gain a deeper understanding of the team's internal processes and to review the environmental impact work conducted on the four pillars of the assessment: water, carbon, land use, and biodiversity. These efforts also included discussions of related work performed for other HowGood clients.

- **Marketing and Messaging Development**

Work continued in Q3 with the HowGood marketing team to conceptualize messaging, identify focus areas, and plan the delivery of report assets upon completion of the final Environmental Impact Report.

- **Upcoming Deliverables**

The full Environmental Impact Report is scheduled for delivery in the fourth quarter (Q4). Updates will also be provided to the ASA and HAB Board during this period.

- **Strategic Considerations**

As part of an ongoing objective to monitor diverse perspectives on sustainability, it is noted that the holistic view of sustainability initiatives in the United States has shifted significantly in early 2025. These changes will need to be taken into account as work progresses within this strategic pillar.

NUTRITION

Five-Year Working Goals

- Grow the contracted projects and subject participation in the nutrition-research pipeline each year.
- Distribute HAB-funded research findings to key audiences including scientists, regulatory agencies, professional organizations, and the Hass avocado industry.
- Establish policies for maintaining transparency and independence of the nutrition research pipeline from internal and external influence.

FINANCIALS

Key Project	Budget	YTD Actual	% Realized
Program Management	$820,862	$574,879	70.0%
Science Pipeline	$1,709,667	$406,041	23.7%
Events	$28,000	$16,100	57.5%
Strategies, Issues, Radar and Reporting	$192,000	$115,528	60.0%
TOTAL	**$2,750,529**	**$1,112,277**	**40.4%**

Nutrition Programs

*Strategy Issues Radar and Reporting, Events

PERIOD	VOICE	REACH	ENGAGEMENT
Q1	1389	847	271
Q2	1459	904	313
Q3	1384	911	307
Q4			
YTD	**4232**	**2662**	**891**

*Projects contributing to metrics

NUTRITION

2025 Objectives

- Initiate two new clinical projects and add 150 new participants to the research pipeline.
- Support the publication of seven scientific papers from ongoing clinical research projects.
- Support high-quality research to achieve at least one award-winning presentation or publication.
- Initiate two new secondary research projects to grow the foundation of avocado nutrition knowledge.
- Publish three epidemiological research projects in scientific journals.
- Ensure published scientific evidence and other data about the benefits of consuming fresh avocados and avocados' role in dietary patterns are shared with at least eight key audiences, using relevant touchpoints such as briefings, events (e.g. symposia, webinars, and convening), resources, and comments (in response to relevant Federal Register notices).

Q3 Program Updates

- No new clinical projects were initiated in Q3; however, multiple proposals are currently undergoing scientific and administrative review, with contract negotiations anticipated by the end of 2025. Forty-seven new participants (81 total for the year) were enrolled across five active clinical sites in Q3: University of Kansas Medical Center (KUMC), Pennington Biomedical Research Center (PBRC), University of North Carolina (UNC), University of Vermont (UVM), and Arizona State University (ASU). Randomizations will slow in Q4 to prevent complications of clinical research during the holidays.
- Three papers are currently under review at journals, but none have been published in Q3.
- The USDA-NIFA and ANC co-funded research request for applications has closed, and we are now awaiting the scientific review to determine whether any projects will be co-funded to better understand the effects of avocado consumption on the health of postmenopausal women. This is the first time the ANC has partnered with the USDA-NIFA on a nutrition research project.

NUTRITION

Q3 Program Updates Continued

- The Voice, Reach, and Engagement metrics measure how HAB-funded research findings are distributed to scientists and regulatory agencies. This includes a quarterly newsletter to targeted research scientists, visits to AvocadoNutritionCenter.com, and nutrition affairs meetings and webinars (virtual and in-person).

- We met with eight educators from state-level federal nutrition programs, including representatives from Women, Infants, and Children (WIC) in Arizona and New Jersey; Supplemental Nutrition Assistance Program Education (SNAP-Ed) in Florida and Arizona; Cooperative Extension in California and Arizona; and the Expanded Food and Nutrition Education Program (EFNEP) in Arizona. These meetings provided valuable insights into the health benefits of avocados and how they are being prioritized for purchase by WIC and SNAP participants. We focused on states with high rates of Hispanic participation because we could offer bilingual resources in both English and Spanish. With SNAP-Ed programs closing nationwide, states will now bear greater responsibility for creating educational materials and engaging local communities. This made the meetings a valuable opportunity for our team to better understand current program challenges and identify ways to more effectively include avocados in future nutrition education efforts.

** Please click on hyperlinks to see publications*

BUSINESS SUPPORT TOOLS & INFORMATION PRIORITY

Five-Year Working Goals

- Research and information about supply and demand will be available and widely used by the industry. Maintain high levels of participation in AVIS and timely updates to country profiles and market reviews.
- Grow HAB's research and information about supply and demand drivers and the avocado quality and societal trends affecting the performance of the Hass avocado business. Make the information available and increase the user reliance on that information.
- Obtain and publish timely preseason volume projections, midseason updates, and accurate weekly actual shipments on the Hass Avocado Board website from supplying countries with more than 1% of the annual U.S. market share.

FINANCIALS

Key Project	Budget	YTD Actual	% Realized
Program Management	$420,735	$300,949	71.5%
Communications	$55,000	$22,732	41.3%
Data Services	$110,200	$33,982	30.8%
AVIS	$75,100	$33,633	44.8%
Track and Monitor	$125,000	$61,224	49.0%
Research and Information	$25,000	$24,373	97.5%
Consumer Insights and Tracking Studies	$264,700	$230,240	87.0%
TOTAL	**$1,075,735**	**$707,133**	**65.7%**

Business Support Tools and Info Programs

*Communications, Track and Monitor, Research and Information, Consumer Insights and Tracking Studies, AVIS

PERIOD	VOICE	REACH	ENGAGEMENT
Q1	19,780	7,031	1,275
Q2	19,334	6,944	1,397
Q3	19,078	6,649	2,500
Q4			
YTD	**39,114**	**13,975**	**2,672**

*Projects contributing to metrics

BUSINESS SUPPORT TOOLS & INFORMATION PRIORITY

2025 Objectives

- Total annual supply data reported on AVIS will be more than 90% of the total annual supply sold in the U.S., and total annual market data reported on AVIS will be greater than 85% of the annual supply. AVIS' ongoing run time will exceed 99%.
- Develop and lead an ongoing group of avocado industry members with experience in consumer/shopper/category/retail data research that will provide feedback on the types of research for HAB to fund.
- Research and publish CIRAD's and HAB's collaborative Country Profiles on HAB's website.
- Track and monitor retail sales in the U.S. and publish on HAB's website.
- Purchase consumer and shopper data and provide derivative products to the industry through HAB's website and other communication channels.
- Publish preseason projections by country and midseason updates for each country on HAB's website.

Q3 Program Updates

- The total supply data reported on AVIS through Q3 2025 was 92% of the total supply sold in the U.S. Total market data reported on AVIS for Q3 2025 was 85% of the supply reported for the period. AVIS's ongoing run time for 2024 was 100%.
- As noted in our earlier update, CIRAD completed its 2025 trip to Mexico in late Q2 and will be delivering the new report on Mexican production capacity and insights into the entire Mexican industry in Q4. During Q3, we met with CIRAD to determine the 2026 plan and concluded that an updated view of the California industry was the best use of our resources for this project. Many changes have been implemented in California since our last profile in 2020, with numerous new plantings occurring and improvements being made in various growing areas. We will work with CIRAD to set up meetings and introductions to California stakeholders to discuss during the course of a 10-day visit to the Golden State in 2026.

BUSINESS SUPPORT TOOLS & INFORMATION PRIORITY

Q3 Program Updates Continued

- Avocado growers and marketers can now access the latest retail data tracking reports through November, on Hassavocadoboard.com inside the Category Data and Key Categories Tracker sections. The Regional Composite reports are updated through Q2 2025, and the Global Trade Reports are updated through Q2 2025.

- We recently published a new study titled Avocado Path to Purchase: The Making of a Household Staple, which examines how avocados have become a regular item in U.S. grocery baskets over the past decade. The research explores how shopper behavior has evolved before, during, and after the store visit, identifying key factors that drive or inhibit fresh avocado purchases. Findings show that more shoppers now plan their avocado buys in advance, awareness of bagged avocados continues to shape purchase cycles, and effective merchandising, such as display, placement, and signage, plays an increasingly important role. The study also compares heavier and lighter buyers, and highlights several merchandising and engagement opportunities to better align with shopper preferences. You can access the full report and a concise Merchandising Guide here. You can also access a 14-minute webinar summarizing key insights and strategies to help marketers and retailers drive stronger category growth.

- Continued interest in both the English and Spanish editions of the Avocado Quality Manual shows strong industry engagement and reinforces the manual's ongoing value as a trusted resource for maintaining quality and consistency.

- We currently have weekly volume projections on HassAvocadoBoard.com for Colombia through December 2025 and Mexico through April 2026.

INDUSTRY ENGAGEMENT AND LEADERSHIP

Five-Year Working Goals

- Convene the industry to solve common issues and encourage innovation and sustainability across the supply chain.
- Increase familiarity, understanding, trust, and support towards HAB and its programs.
- Cultivate a pipeline of future avocado leaders to serve on the HAB and HAPRI association's boards.
- Host HAB meetings and events that are well-attended and valued by attendees.

FINANCIALS

Key Project	Budget	YTD Actual	% Realized
Program Management	$672,382	$472,158	70.2%
Annual Report	$2,000	$0	0.0%
HAB Promotional Materials	$15,000	$2,342	15.6%
Industry Meetings & Events	$95,000	$69,267	72.9%
Industry Website	$51,000	$26,184	51.3%
Outreach	$15,000	$0	0.0%
Communications	$109,800	$17,226	15.7%
Board Leadership Development	$50,000	$37,526	75.1%
TOTAL	**$1,010,182**	**$624,702**	**61.8%**

Industry Engagement & Leadership Programs

*Outreach, Communications

PERIOD	VOICE	REACH	ENGAGEMENT
Q1	84,473	39,965	20,244
Q2	85,291	36,632	10,766
Q3	105,375	43,389	15,319
Q4			
YTD	**275,139**	**119,986**	**46,329**

*Projects contributing to metrics

INDUSTRY ENGAGEMENT AND LEADERSHIP

2025 Objectives

- Utilize the HAB Impact video, completed in 2024, as a key component of the industry engagement effort. This video highlights the value created by HAB and all assessment-paying members of the industry and beyond.
- Create and implement an ongoing outreach and communications program for producers, exporters, and importers to highlight key activities funded by and implemented through HAB. Communication goals include engagement and participation.
- Encourage connected and active stakeholders to engage with HAB to foster familiarity, knowledge, trust, and support of HAB and our work.
- Operate the Hass Avocado Board Leadership Program (BOLD) as a best-in-class talent development tool, evaluate the current curriculum, and provide new experiences and content.
- Encourage at least four members of BOLD classes to seek board leadership seats in 2025.
- Further develop the BOLD alumni program. Include outreach, networking opportunities, and support board seat inquiries and exploration.
- Host meetings and events to provide industry stakeholders with opportunities to network.
- Attend meetings and events, including all association meetings held by CAC, CAB, CAIA, MHAIA, and PAC, and provide HAB updates as needed or requested.
- Attend and participate in avocado and produce trade industry meetings in the U.S. and abroad to engage stakeholders and spread the HAB message.
- Produce and promote the HAB Annual Report.

INDUSTRY ENGAGEMENT AND LEADERSHIP

Q3 Program Updates

- Continuously worked with stakeholders throughout the quarter as they tried to understand challenging supply chain issues and had us answer industry inquiries related to the ongoing supply challenges and/or irregularities. Met with many stakeholders in person in Q2 this year, as many view HAB as a quality information provider.
- BOLD Class 5 was active Q3, as the group attended the HAB board meeting in September in Oxnard. There, they networked with HAB board members and staff, where they learned firsthand how HAB board meetings are conducted.
- The following day, the BOLD Class completed a session on Agricultural International Trade presented by ATEC, led by Brian Kuehl.
- BOLD Class 5 also met virtually in Q3 for a session focused on learning to read financial reports, as well as learning about the importance and need for good governance on our industry boards, and what that entails.
- The ultimate goal of the program, active board service, is being accomplished as BOLD Class graduates continue to be placed on industry boards, as we currently have 20 graduates of the program participating on our boards.
- HAB staff attended all of the association or commission meetings in Q3 of this year, including attending the MHAIA meeting in Dallas, in person.
- During Q3, we assisted in hosting a Commodity Roundtable meeting in Irvine, California. We presented to the group about our Board Leadership Development Program (BOLD). On the second day, we hosted a field trip for over 15 group members to tour an avocado orchard and a packing house in Fallbrook, CA. We extended our thanks to Del Rey Avocado for all their help in creating this event for us and educating other research & promotion boards about our work.
- Continued our consistent stakeholder engagement communication program through HAB Happenings, Hass Grower Monthly, webinars, LinkedIn, and other channels of communication with target audiences.

COMMUNICATIONS

Five-Year Working Goals

- Consumers in the U.S. will report an increase from a baseline of 167 in 2021 in how much they trust avocados are nutritious, as well as an increase from a baseline of 56 in versatile ways of using avocados.
- Health professionals in the U.S. will report an increase from a baseline of 136 in 2021 in the frequency of recommending avocados for increasing intake of fruits and vegetables and unsaturated fat.
- The association between Hass avocado and the environmental, societal, and economic impact will not be negative or become a significant barrier to purchase by consumer target audiences or a barrier for health professionals to recommend.

FINANCIALS

Key Project	Budget	YTD Actual	% Realized
Program Management	$946,062	$647,179	68.4%
Creative Content	$145,000	$124,091	85.6%
Events	$351,000	$153,280	47.3%
Online/Website/Social Media	$610,000	$386,682	63.4%
Nutrition & Research Promotion	$1,685,300	$1,276,355	75.7%
Strategic Partnerships	$296,000	$224,380	75.8%
Strategy, Issues, Radar Reporting	$290,700	$197,157	67.8%
TOTAL	**$4,342,062**	**$3,009,124**	**69.6%**

Communications Programs

*Events, Nutrition & Research Promotion, Strategic Partnerships, Online/Website/Social Media

PERIOD	VOICE	REACH	ENGAGEMENT
Q1	32,283,152	10,525,226	2,833,733
Q2	33,264,457	11,703,071	2,565,474
Q3	39,636,853	16,787,378	2,840,500
Q4			
YTD	**105,663,348**	**39,290,538**	**8,278,110**

*Projects contributing to metrics

COMMUNICATIONS

2025 Objectives

- To promote and communicate nutrition research and usage ideas to health professionals to increase recommendations to clients across all four health pillars.
- To raise and/or sustain a target consumer awareness level that shows the avocado's nutritional and health benefits and versatile uses.
- To have continuously engaging, relevant, targeted, frequent, and positive media and influencer endorsements about the health benefits, versatility, and sustainability of fresh avocados.
- To track and monitor target audiences' perception of sustainability as a barrier to purchasing or recommending avocados.
- To support the communications objectives of all other strategic priorities.

Q3 Program Updates

Online/Website/Social Media

- Overall email marketing Q3 performance was 483K Voice (up by 40% compared to Q2, 2024), 112K Reach (remains flat from Q2, 2024), 17K Engagements (up by 107% from Q2, 2024 driven by the subscriber's growth).
- As of Q3, through our lead gen efforts, our email subscribers are at 26,466 General Market Consumers (up 15% from Q2) and 12,289 Health Professionals (up 38% from Q2).

COMMUNICATIONS

Q3 Program Updates Continued

Online/Website/Social Media continued

- Q3 overall GM consumer email performance generated 321.5K Voice (38% higher than Q3, 2024), 64.5K Reach (2% down from Q3, 2024), and 5.7K Engagements (an 83% decrease from Q3, 2024). Q3 Health Professional (HP) email performance generated 162K Voice (43% higher than Q3 2024), 47.8K Reach (5% higher than Q3 2024), and 11.3K Engagements (121% from Q3 2024).
- Q3 overall social media performance for @AvocadosLoveOneToday generated 17M Voice (up by 219% from Q3 2024); 14.5M Reach (up by 355% from Q3 2024); 2.6M Engagements (up by 127% over Q3 2024). Year-over-year growth was driven by an increase in social media ads budget for GM. @AvocadosLoveOneToday top 3 posts in Q3: avocado half with honey, iced avocado matcha latte, iced coffees.
- Q3 overall social media performance for @AguacatesLoveOneToday generated 4M Voice (up by 218% over Q3 2024); 3.8M Reach (up by 572% from Q3 2024), 715K Engagements (up by 18% from Q3 2024). The year-over-year growth was driven by an increase in the social media ads budget for HM, and a shift in the metrics being measured. @AguacatesLoveOneToday top 3 posts in Q3: avocado half with tajin, avocado half with refried beans and cheese, avocado half with soy sauce.
- Q3 Search Engine Optimization (SEO) performance generated 12M Voice (up by 49% from Q3 2024), 57.6K Reach (down by 22% over Q3 2024), and 28.6K Engagements (down by 31% from Q3 2024). Decline in reach (website sessions from organic search) and engagement is due to Google's new AI overview feature and the rollout of the AI Mode search category, which is disrupting search for informational content, with most sites seeing a 30-35% decrease in organic search traffic. The new features pull information from LoveOneToday.com to answer user avocado-related queries, but do not encourage a click-through to our website.

** Please click on hyperlinks for visuals*

COMMUNICATIONS

Q3 Program Updates Continued

Online/Website/Social Media continued

- Q3 Search Engine Marketing (SEM) performance generated 1.6M Voice (up by 64.5% from Q2 2024), 132K Reach (up by 79% from Q3 2024), and 69K Engagements (up by 39% from Q3 2024). SEM spend on traffic campaigns in Q3 2025 was 41% higher than Q3 2024. These ads support avocado usage barriers as well as nutrition benefits, directing users to pages that answer their avocado-related queries.
- In Q3 2025, the avocado conversations were led by everyday recipes; fast, familiar builds (toast, bowls, air-fryer snacks), keeping the tone largely positive (75%), with nutrition posts reinforcing healthy-fat and fiber benefits and practical handling micro-tips close behind. The biggest friction came from price sensitivity and occasional prep/storage fails, which accounted for most of the negative chatter, while sustainability and crisis stayed smaller and mostly informational. Overall, avocados showed up as a versatile (framed as good for everyday use across mealtimes) weeknight staple with solid health credibility, where simple how-tos and clear value framing drove the most engagement
- The integrated digital marketing campaign this quarter was around kids' nutrition, which ran from August through September, generating a total of 4.6M in Voice, 3M in Reach, and 1.7M in Engagements. The campaign's "Hero Moves" concept highlighted that most children do not eat fruit on a typical day, and encouraged small, positive changes anyone can model, such as healthy snack swaps, smarter side choices, produce shopping, and gathering around nutritious foods. The campaign featured existing recipes, including the Avocado Mac & Cheese, Green Monster Muffins, Avocado, Apple & Banana Cookies, and Frozen Yogurt Bark, along with new snack ideas for enjoying avocado halves topped with simple condiments, making nutritious choices easy and appealing for kids, parents, and adults alike. Top social media posts include the HM TikTok post with the avocado half with Tajin, the GM TikTok post with the avocado half with honey, and the GM Instagram post featuring all the snack ideas for avocado halves with condiments. The Health Benefits of Avocados for Moms, Babies and Toddlers and Easy Avocado Snack Halves with Toppings campaign videos were promoted in YouTube. * *Please click on hyperlinks for visuals*

COMMUNICATIONS

Q3 Program Updates Continued

Online/Website/Social Media continued

A custom email launched the Kids' Nutrition campaign for both GM and HP email subscribers. Four nutrition articles were created to support LOT.com's organic search engine visibility for the topic, including "How To Model Great Eating Habits For Your Children", "Replacing Ultra-Processes Snacks With Avocado-Based Recipes", "Feeding Traveling Athletes: Snacks Your Kids Can Eat On The Go", and the resources guide "The Homeschool Cafeteria: How to Prioritize Nutrition in Your Homeschool Curriculum.

Nutrition & Research Promotion

Influencers

- This quarter we partnered with 19 influencers which resulted in 541K Voice (up 33% from Q3 2024), 416K Reach (up 71% from Q3 2024) and 14,455 Engagements (up 10% from Q3 2024). Performance increases can be attributed to an increase budget in 2025. Content focused on type 2 diabetes management in July, weight management in August, and heart health in September as well as celebrating Hispanic Heritage Month, which began on September 15. The top posts promoting @AguacatesLoveOneToday were from @healthysimpleyum and @maribcooking. The top posts promoting @AvocadosLoveOneToday were from @pamelasalzman and @emilycorneliusnutrition.

Advertising

- In Q3, overall advertising performance was 4,513,299 voice (up 21% from Q3 2024), 324,045 reach (a decrease of 67% from Q3 2024), and 11,487 engagements (a decrease of 19% from Q3 2024). Doximity (a social media platform for health professionals) achieved the highest engagement rate.
- Our July campaign featured research on the role of avocados in weight management, which generated 1,269,640 Voice, 102,139 Reach, and 2,362_Engagements. Targeting PCPs, NPs, and cardiologists, the campaign reached these health professionals through paid social ads on Facebook/Instagram and SmartBrief eNews placements including eblasts, which directed cardiologists to this landing page, and PCPs and NPs to this landing page. The July campaign also had ads running on Doximity, a social media platform for HPs, featuring research on the associations of avocado intake and lower rates of type 2 diabetes, targeting our PCP and Cardiologist audiences. Those efforts generated 80,027 Voice, 13,618 Reach, and 2,095 Engagements and directed PCPs to this landing page and cardiologists to this landing page.

** Please click on hyperlinks for visuals*

COMMUNICATIONS

Q3 Program Updates Continued

Nutrition & Research Promotion continued

Advertising (cont'd)

- Our August campaign focused on heart health messaging and a study that found higher HDL (good) cholesterol was associated with avocado consumption. The campaign generated 840,771 Voice, 88,974 Reach, and 1,812 Engagements., targeting PCPs, NPs, and cardiologists through paid social ads on Facebook/Instagram, Sermo digital ads, and SmartBrief eNews placements including eblasts, which directed cardiologists to this landing page and PCPs and NPs to this landing page.
- Our September campaign focused on gut health research (part of our Healthy Living at Every Age pillar) to align with "Healthy Aging" month, which generated 1,471,795 Voice, 96,752 Reach, and 2,794 Engagements. Targeting PCPs, NPs, RDs, and cardiologists, the campaign reached these health professionals through paid social ads on Facebook/Instagram and SmartBrief eNews placements, including eblasts, which directed cardiologists to this landing page, and RDs, PCPs, and NPs to this landing page.
- To engage our OBGYN and pediatrician audiences, we focused on Healthy Living research relevant to their practice with the newly published *Avocado consumption during pregnancy linked to lower child food allergy risk* research study, which generated 851,066 Voice, 22,562 Reach, and 2,424 Engagements. Targeting OBGYNs (a new audience this year) and pediatricians, the campaign reached these healthcare professionals through paid social ads on Facebook/Instagram, and Smartbrief eNews placements, directing OBGYNs and pediatricians to this landing page.

Public Relations

- In Q3, overall PR performance was 3,110,292 voice (up 179% from Q3 2024), 1,184,954 reach (up 170% from Q3 2024), and 71,076 engagements (up 576% from Q3 2024). Higher VRE compared to last year can be attributed to a greater number of tactics taking place in Q3 2025 than in Q3 2024.
- We worked with Mitú, a digital news and culture source for Hispanic consumers on a sponsored segment to celebrate National Avocado Day. Ten pieces of social content were posted across YouTube, Instagram, Facebook and TikTok, highlighting avocados as a nostalgic and nutritious ingredient, cherished via abuela's recipes. Across all tactics with Mitú, voice reach and engagement exceeded goals, resulting in 2,853,184 voice (2.7% above goal), 1,061,512 reach (967% above goal) and 60,777 engagements (377% above goal).

** Please click on hyperlinks for visuals*

COMMUNICATIONS

Q3 Program Updates Continued

Events

- In August, we sponsored the Association of Diabetes Care & Education Specialists (ADCES) annual conference for the first time. At our exhibitor booth, we engaged with attendees and shared avocado resources, generating over 393 new subscribers to the LOT HP newsletter. Our 30-minute sponsored "Coffee Talk" featured Melissa Dobbins, RDN, CDCES who presented "*Fiber Meets Flavor: Unlocking the Avocado Advantage*" to 230 attendees, which highlighted fiber's role in type 2 diabetes management, discussing avocado research, patient counseling strategies, and simple ways to use avocado to add more fiber to the plate.
- In September, we sponsored the International Plant-Based Nutrition Healthcare Conference (PBNHC) annual conference for the first time. At our exhibitor booth, we engaged with attendees and shared avocado resources, generating over 184 new subscribers to the LOT HP newsletter. Additionally, LOT's Simple Avocado Sauce was on the mealtime buffets throughout the conference. Following the conference, LOT sponsored a live Plantrician Education Series webinar "*Sleep on It: How Food Shapes Rest and Rest Shapes Our Waking Minutes,*" spotlighting the recent HH/LE8 study findings around avocados and sleep and the snacking study which was attended by over 200 people.
- In Q3, Avocado Goodness Experts (AGEs) secured 11 placements across online media and broadcast outlets including EatingWell, PBS39, TODAY, Woman's World and more. In total, AGE media coverage garnered over 74M impressions within the quarter. Additionally, several social deliverables were completed. Andy Mathis featured the FCP contest-winning recipe Javacado Frozen Mocha and lunch snack meal ideas on her Instagram and TikTok platforms, while Jessica DeLuise also shared a FCP contest recipe, Avocado Yogurt Bark (HL), and her own twist of the LOT Indonesian coffee shake recipe (T2D) with her audience. Together, these posts generated over 81.9K in Voice, 60.8K Reach and 4.6K Engagements since going live.

** Please click on hyperlinks for visuals*

COMMUNICATIONS

Q3 Program Updates Continued

Strategic Partnerships

- We continued our partnership with AltaMed Health Services to deliver avocado nutrition education to physicians and other healthcare professionals via sponsored a second Grand Rounds, which are expert-led sessions that provide colleagues with up-to-date information on the latest research and developments in the medical field. Grand Rounds 2, "Unlocking the Power of Fiber for Population Wellness," was presented in August and 134 attendees who join for at least 15 minutes.
- We also continued our partnership with the American Diabetes Association through a sponsored Diabetes Core Update podcast episode. The episode "*Strategies for Staying Full and Satisfied*" was hosted by Dr. Neil Skolnik and featured LOT spokesperson Lily Correa, MA, MPH, RDN, DipACLM, who discussed the latest evidence-based strategies to help patients stay full and satisfied through their diets while managing chronic diseases like Type 2 Diabetes.

** Please click on hyperlinks for visuals*

COMMUNICATIONS

Q3 Program Updates Continued

General Market Media coverage for each health pillar from July 1 to September 30:

- Avocados and Heart Health: articles discussed several research studies on avocados and heart health benefits, including this article in Good Housekeeping, which skews female with most readers between the ages of 30-60, reaching our medium purchasers.
- Avocados and Weight Management: coverage discussed the fiber and healthy fat content of avocados supporting satiety and weight management, highlighting ANC research like this article in Health, whose readers skew female and 37% have kids, meeting our medium purchaser target audience.
- Avocados and Type 2 Diabetes Mgmt: coverage talked about the association with avocados and better blood sugars, including this article in EatingWell, an outlet that skews female, and 30% of readers are Millennials, reaching heavy and super heavy avocado purchasers.
- Avocados and Healthy Living: coverage included the skin health, eye health and anti-inflammatory benefits of avocados as well as the association with avocados and sleep from a new ANC study, like this story in Verywell Health, where almost 30% of its readers are Millennials, reaching heavy and super heavy avocado purchasers.

Hispanic Market Media from July 1 to September 30:

- Avocados and Heart Health: no coverage
- Avocados and Weight Management: no coverage
- Avocados and Type 2 Diabetes Mgmt: no coverage
- Avocados and Healthy Living: a story in Miami Herald , where over half of readers are Hispanic, shared details about the recently published research study on mothers consuming avocados during pregnancy led to lower odds of food allergies among infants, and also discussed how avocados can help lower LDL cholesterol.

Health Professional Market Media from July 1 to September 30:

- An article in Healio, a credible and trustworthy source of health professionals, shared an article on a recently published ANC study, quoting HAB's Feon Cheng.

** Please click on hyperlinks for visuals*

HASS AVOCADO BOARD

MEMORANDUM

DATE: November 19, 2025

FROM: Emiliano Escobedo

TO: HAC and HAB

SUBJECT: Avocado Conference Committee

Since our last meeting in September, we have made significant progress on the Avocado Congress initiative. Below are the key developments:

1. Established Subcommittees

We have successfully formed four subcommittees within the Avocado Conference Committee (ACC), each with defined functions and responsibilities:

- **ACC Business & Impact Subcommittee**: Oversees financial and operational structure, partnerships, budgeting, sponsorship strategy, and post-event evaluation.
- **Producer Programming Subcommittee**: Curates content for avocado producers.
- **Commercial Programming Subcommittee**: Develops content and programming on commercial aspects such as logistics, distribution, and market trends.
- **Avocado Conference Experience Subcommittee**: Designs and manages the attendee experience, including event flow, networking opportunities, and engagement tools.

These subcommittees will ensure the conference delivers value through networking, education, research, and collaboration across the U.S. avocado industry.

2. Vetted Three Proposals

The subcommittee reviewed and evaluated three comprehensive proposals from potential partners to ensure alignment with our strategic objectives and recommended one for consideration.

3. Selected Conference and Media Partner

After careful consideration, a conference and media partner has been selected to support the event's execution and outreach.

Further details, including timelines and next steps, will be shared during the upcoming board meeting.

Thank you for your continued support as we work toward delivering a world-class event for the avocado industry.

CALIFORNIA — COUNTRY REPORT & MEETING UPDATE

KEY DATES

WEEK HARVEST BEGINS	WEEK U.S. SHIPMENTS BEGIN	WEEKS U.S. SHIPMENTS WILL PEAK	WEEK U.S. SHIPMENTS WILL END
5	5	12-38	42

PRODUCTION

ACRES PLANTED HASS		ACRES BEARING HASS		HASS PRODUCTION ESTIMATE (Million LB)	
CURRENT	LAST YEAR	CURRENT	LAST YEAR	CURRENT	LAST YEAR
55,484	53,703	50,830	49,245	325	365 (Actual)

FACTORS THAT COULD IMPACT CURRENT CROP:

The 2025 crop harvest is nearly finished, and will come in around 330 million pounds. CAC has not yet completed the official pre-season estimate for 2026, but is using 325 million pounds based on responses from handler surveys in September 2025.

SHIPMENTS

CURRENT PROJECTED SHIPMENT VOLUME TO U.S.

TOTAL (Million LB)	% EAST	% WEST
330	16%	84%

LAST SEASON SHIPMENT VOLUME TO US

TOTAL (Million LB)	% EAST	% WEST
365	17%	83%

CURRENT PROJECTED SHIPMENT VOLUME (Million LB)

DOMESTIC	EUROPE	ASIA	OTHERS
329	0	1	0

MEETING UPDATE — Date: 19-Nov-25

REPORTING AS OF WEEK NUMBER:	45

SEASON TO DATE PRODUCTION VOLUME

ESTIMATED (Million LB)	ACTUAL (Million LB)
325	330

CURRENT SEASON ACTUAL SHIPMENT VOLUME TO U.S.

TOTAL (Million LB)	% EAST	% WEST
329	16%	84%

CURRENT SEASON ACTUAL SHIPMENT VOLUME (Million LB)

DOMESTIC	EUROPE	ASIA	OTHERS
329	0	1	0

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Chile	COUNTRY REPORT & MEETING UPDATE

KEY DATES

WEEK HARVEST BEGINS	WEEK U.S. SHIPMENTS BEGIN	WEEKS U.S. SHIPMENTS WILL PEAK	WEEK U.S. SHIPMENTS WILL END
29	**37**	**40**	**15**

PRODUCTION

ACRES PLANTED HASS		ACRES BEARING HASS		HASS PRODUCTION ESTIMATE (Million LB)	
CURRENT	LAST YEAR	CURRENT	LAST YEAR	CURRENT	LAST YEAR
60,000	60,000	60,000	60,000	590	570

FACTORS THAT COULD IMPACT CURRENT CROP:

Chile have harvested 29% more volume that last season up to date to all markets. Fruit is arriving in good conditions.

SHIPMENTS

CURRENT PROJECTED SHIPMENT VOLUME TO U.S.

TOTAL (Million LB)	% EAST	% WEST	% TEXAS
10	66%	34%	0%

LAST SEASON SHIPMENT VOLUME TO US

TOTAL (Million LB)	% EAST	% WEST	% TEXAS
27	66%	34%	0%

CURRENT PROJECTED SHIPMENT VOLUME (Million LB)

DOMESTIC	EUROPE	ASIA	OTHERS
200	240	60	80

MEETING UPDATE

Date: *19-Nov-25*

REPORTING AS OF WEEK NUMBER:	45

SEASON TO DATE PRODUCTION VOLUME

ESTIMATED (Million LB)	ACTUAL (Million LB)
550	250

CURRENT SEASON ACTUAL SHIPMENT VOLUME TO U.S.

TOTAL (Million LB)	% EAST	% WEST	% TEXAS
6	64%	36%	0%

CURRENT SEASON ACTUAL SHIPMENT VOLUME (Million LB)

DOMESTIC	EUROPE	ASIA	OTHERS
60	140	12	31

COLOMBIA — COUNTRY REPORT & MEETING UPDATE

AVOCADOS FROM COLOMBIA

KEY DATES

WEEK HARVEST BEGINS	WEEK U.S. SHIPMENTS BEGIN	WEEKS U.S. SHIPMENTS WILL PEAK	WEEK U.S. SHIPMENTS WILL END
36	37	46	8

PRODUCTION

ACRES PLANTED HASS		ACRES BEARING HASS		HASS PRODUCTION ESTIMATE (Million LB)	
CURRENT	LAST YEAR	CURRENT	LAST YEAR	CURRENT	LAST YEAR
122,487	122,487	100,756	100,756	440	380

FACTORS THAT COULD IMPACT CURRENT CROP:

The current crop could be affected by three main factors:

1. Climate, which could affect productivity or quality.
2. The number of orchards eligible for export to the U.S.
3. Government policies.

SHIPMENTS

CURRENT PROJECTED SHIPMENT VOLUME TO U.S.

TOTAL (Million LB)	% EAST	% WEST
153	95%	5%

LAST SEASON SHIPMENT VOLUME TO U.S.

TOTAL (Million LB)	% EAST	% WEST
81	99%	1%

CURRENT PROJECTED SHIPMENT VOLUME (Million LB)

DOMESTIC	EUROPE	ASIA	OTHERS
55	217	1	14

MEETING UPDATE — Date: 18-Nov-25

REPORTING AS OF WEEK NUMBER:	45

SEASON TO DATE PRODUCTION VOLUME

ESTIMATED (Million LB)	ACTUAL (Million LB)
440	439

CURRENT SEASON ACTUAL SHIPMENT VOLUME TO U.S.

TOTAL (Million LB)	% EAST	% WEST
129	99%	1%

CURRENT SEASON ACTUAL SHIPMENT VOLUME (Million LB)

DOMESTIC	EUROPE	ASIA	OTHERS
82	222	0	6

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MEXICO — COUNTRY REPORT & MEETING UPDATE

KEY DATES

WEEK HARVEST BEGINS	WEEK U.S. SHIPMENTS BEGIN	WEEKS U.S. SHIPMENTS WILL PEAK	WEEK U.S. SHIPMENTS WILL END
27	**27**	**40-10**	**26**

PRODUCTION

ACRES PLANTED HASS		ACRES BEARING HASS		HASS PRODUCTION ESTIMATE (Million LB)	
CURRENT	LAST YEAR	CURRENT	LAST YEAR	CURRENT	LAST YEAR
518,170	449,531	462,988	457,662	2,957	2,657

FACTORS THAT COULD IMPACT CURRENT CROP:

0

SHIPMENTS

CURRENT PROJECTED SHIPMENT VOLUME TO U.S.

TOTAL (Million LB)	% EAST	% WEST
2,419	0%	0%

LAST SEASON SHIPMENT VOLUME TO US

TOTAL (Million LB)	% EAST	% WEST
2,305	0%	0%

CURRENT PROJECTED SHIPMENT VOLUME (Million LB)

DOMESTIC	EUROPE	ASIA	OTHERS
0	40	95	190

MEETING UPDATE — Date: 19-Nov-25

REPORTING AS OF WEEK NUMBER:	45

SEASON TO DATE PRODUCTION VOLUME

ESTIMATED (Million LB)	ACTUAL (Million LB)
2,957	1,006

CURRENT SEASON ACTUAL SHIPMENT VOLUME TO U.S.

TOTAL (Million LB)	% EAST	% WEST
880	0%	0%

CURRENT SEASON ACTUAL SHIPMENT VOLUME (Million LB)

DOMESTIC	EUROPE	ASIA	OTHERS
0	4	10	58

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PERU — COUNTRY REPORT & MEETING UPDATE

KEY DATES

WEEK HARVEST BEGINS	WEEK U.S. SHIPMENTS BEGIN	WEEKS U.S. SHIPMENTS WILL PEAK	WEEK U.S. SHIPMENTS WILL END
1	7	19-33	39

PRODUCTION

ACRES PLANTED HASS		ACRES BEARING HASS		HASS PRODUCTION ESTIMATE (Million LB)	
CURRENT	LAST YEAR	CURRENT	LAST YEAR	CURRENT	LAST YEAR
206,404	206,340	206,404	206,340	1,528	1,108

FACTORS THAT COULD IMPACT CURRENT CROP:

After two years of being affected by weather conditions, orchards have been recovering their normal production levels, and more of them are now entering a phase of higher productivity.

SHIPMENTS

CURRENT PROJECTED SHIPMENT VOLUME TO U.S.

TOTAL (Million LB)	% EAST	% WEST
227	81%	19%

LAST SEASON SHIPMENT VOLUME TO US

TOTAL (Million LB)	% EAST	% WEST
148	77%	23%

CURRENT PROJECTED SHIPMENT VOLUME (Million LB)

DOMESTIC	EUROPE	ASIA	OTHERS
1	945	170	185

MEETING UPDATE — Date: 19-Nov-25

REPORTING AS OF WEEK NUMBER:	45

SEASON TO DATE PRODUCTION VOLUME

ESTIMATED (Million LB)	ACTUAL (Million LB)
1,528	1,519

CURRENT SEASON ACTUAL SHIPMENT VOLUME TO U.S.

TOTAL (Million LB)	% EAST	% WEST
227	81%	19%

CURRENT SEASON ACTUAL SHIPMENT VOLUME (Million LB)

DOMESTIC	EUROPE	ASIA	OTHERS
1	945	170	185

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