

March 1, 2021

Dear Producers and Importers,

Enclosed is a nomination packet for the 2021 Hass Avocado Board (HAB) annual nomination. HAB's job is to make avocados America's most popular fruit – and it's working. Our mission is to strengthen the global avocado industry and its stakeholders in our collective efforts toward market development in the U.S. through leadership in nutrition, communications, business support tools and information, and sustainability practices throughout the supply chain.

If you have a passion for the industry's growth and an interest in moving the industry forward, please consider this an opportunity to make a difference. When dedicated industry members like yourselves, with a diversity of industry experience and knowledge, get involved and share their expertise, we will continue to make Hass avocados the envy of the produce industry.

What does it mean to get involved with HAB? Board members participate in mission-related activities that directly change our industry by contributing ideas, opinions, experience, and expertise. By participating in four board meetings a year, members gain deeper industry understanding and knowledge while also developing relationships with global leaders of the avocado industry in the U.S.

If you are interested in learning more about HAB, please consider attending a board meeting (see meeting schedule attached and on HAB's website). We always welcome new talent and ideas from our community to further HAB's mission.

You can find more information and additional copies of the nomination packet materials on our website: <https://hassavocado.com/nominations>. The deadline for receipt of nominations is March 30, 2021, so act now!

Wishing you all good health in 2021.

Sincerely,

Jorge Hernandez

Jorge Hernandez
Chairman, Board of Directors