

March 1, 2021

**TO:** Hass Avocado Producers and Importers

**FROM:** Sue Coleman, Marketing Specialist  
Specialty Crops Program  
Promotion and Economics Division

**SUBJECT:** Upcoming Hass Avocado Board Nominations

The Hass Avocado Board (Board), which administers a national research and promotion program for Hass avocados, is conducting nominations to seat several directors and alternates for a 3-year term of office beginning November 1, 2021. The U.S. Department of Agriculture (USDA), which oversees the program, would like to encourage all producers and importers to participate in Board nominations.

USDA Agricultural Marketing Service policy is that the diversity of the board should reflect the diversity of their industries in experience of members, methods of production and distribution, marketing strategies, and other distinguishing factors that will bring different perspectives and ideas to the table. When submitting nominations, the industry must consider the diversity of the population served and the knowledge, skills, and abilities of the members to serve a diverse population.

As you may know, the Board is comprised of 12 directors and 12 alternate members representing producers and importers of Hass avocados. The directors and alternates are appointed by the Secretary of Agriculture. The Board meets periodically throughout the year to plan marketing and research activities to benefit the industry. The national program was implemented in 2002 and is funded by assessments on fresh domestic and imported Hass avocados. The purpose of the program as stated in the Hass Avocado Promotion, Research and Information Act is to (1) strengthen the position of the Hass avocado industry in the domestic marketplace; and (2) maintain, develop, and expand markets and uses for Hass avocados in the domestic marketplace.

If you are interested in increasing your involvement in the Hass avocado industry, please consider becoming a nominee for a position on the Board. Detailed information concerning the nomination process is being provided to you by the Board. If you would like more information on the program or serving on the Board, please contact the Hass Avocado Board at (949) 341-3250, or me at (202) 378-2569.