

Schedule of Events

Assessing the Future



WEDNESDAY, OCTOBER 30, 2024

10:00 A.M. HASS AVOCADO BOARD

- Welcome remarks
- Avocado Nation, An American Success Story
- HAB Strategic Plan Overview
- Financial SWOT Analysis

11:30 A.M. VALUE CHAIN ASSESSMENT – MEXICAN AVOCADOS

12:00 P.M. LUNCH

STRATEGIC PLAN / PROGRAM OVERVIEW & FINANCIAL SWOT ANALYSIS

1:30 P.M. California Avocado Commission

2:00 P.M. Chilean Avocado Importers Association

2:30 P.M. Colombia Avocado Board

3:00 P.M. Mexican Hass Avocado Importers Association

3:30 P.M. Peruvian Avocado Commission

4:00 P.M. ADJOURN

5:00 P.M. RECEPTION

6:00 P.M. DINNER

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AVOCADO 20
FORUM 24
OCTOBER 30-31 | CARLSBAD SAN DIEGO



THURSDAY, OCTOBER 31, 2024 MORNING SESSION

8:00 A.M. HASS AVOCADO BOARD - WELCOME

8:10 A.M. CIRAD - GLOBAL SUPPLY OUTLOOK THROUGH 2030

FIVE-YEAR CROP PRODUCTION AND GLOBAL MARKETING OUTLOOK

8:40 A.M. California

9:00 A.M. Chile

9:20 A.M. Colombia

9:40 A.M. Mexico

10:00 A.M. Peru

10:20 A.M. BREAK

10:45 A.M. GLOBAL AVOCADO MARKETS – MARKETER PANEL

11:15 A.M. U.S. AVOCADO MARKET – MARKETER PANEL

12:00 P.M. LUNCH

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THURSDAY, OCTOBER 31, 2024 AFTERNOON SESSION

1:00 P.M. STATE OF U.S. RETAIL & OPPORTUNITIES - CIRCANA

1:45 P.M. STATE OF U.S. FOODSERVICE & OPPORTUNITIES - DATASSENTIAL

2:30 P.M. BREAK

2:45 P.M. HAB'S FUNDING: ASSESSMENTS & REBATES

3: 00 P.M. EVALUATION OF THE HAB ASSESSMENT RATE – UC DAVIS

3:30 P.M. WRAP UP & DISCUSSION: ASSESSING THE FUTURE

4:30 P.M. ADJOURN