

To: Handler Field Reps, Farm Advisors and Farm Managers:

I just wanted to take a moment and send out a reminder about the two sets of grower meetings that CAC is hosting over the next few weeks. Please take a moment to review the meeting dates and topics below and if possible, pass the information on to your growers. If you have any questions, please do not hesitate to contact me.

**September CAC District Grower Meetings** – Topics include CAC management discussion of the 2012-13 preliminary budget/assessment, recap of the Fourth of July promotional period, brief update on industry issues and grower Q & A. No RSVP required for these district meetings.

**Fallbrook - September 11, 2012, 9:00 – 11:00 a.m.**

Pala Mesa Resort, 2001 Old Highway 395, Fallbrook, CA 92028

**Santa Paula – September 12, 2012, 1:00 – 3:00 p.m.**

Santa Paula Community Center, 530 West Main Street, Santa Paula, CA 93060

**San Luis Obispo – September 13, 2012, 9:00 – 11:00 a.m.**

UC Cooperative Extension, 2156 Sierra Way, San Luis Obispo, CA 93401

**Grower Listening Sessions** – Grower focus group sessions aimed to gather grower feedback on CAC's current grower communication vehicles and areas for improvement over the next few years. Growers can go to [www.californiaavocadogrowers.com/vocsessions](http://www.californiaavocadogrowers.com/vocsessions) for further information. Please RSVP to April Aymami at 949-341-1955 or [aaymami@avocado.org](mailto:aaymami@avocado.org).

**Pismo Beach - Friday, September 14, 2012, 10:00 a.m. - 12:00 p.m.**

*F. McClintocks Dining Room & Saloon, Hungry Horse Flats Outdoor Garden, 750 Mattie Road, Pismo Beach, CA 93449 (BBQ Cook-Out to Follow Meeting)*

**Santa Paula - Tuesday, September 18, 2012, 10:00 a.m. - 12:00 p.m.**

*Ventura County Agriculture Museum, 926 Railroad Avenue, Santa Paula, CA 93060 (BBQ Cook-Out to Follow Meeting)*

**Fallbrook - Wednesday, September 19, 2012, 10:00 a.m. - 12:00 p.m.**

*Grand Tradition Estate and Gardens, 220 Grand Tradition Way, Fallbrook, California 92028 (BBQ Cook-Out to Follow Meeting)*

Thank you in advance for passing this message along to interested industry members, and we hope to see you next week!

Regards,

April Aymami  
Industry Affairs Manager

**California Avocado Commission**

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