

AGC Survey

February 25, 2026

February Meeting Ranking Exercise

The following issues are presented to help AGC members and the AGC board focus their efforts over the next year. The goal is to identify the issues AGC should advocate to support the long-term viability of California avocado production.

Thanks for your participation. Please send your completed survey to avocadogrowersca@gmail.com no later than **March 3rd, 2026**. If you don't have a scanner, feel free to send a photo.

Trade Remedies	
Please rank the importance of each issue (1 = Lowest Priority; 5 = Highest Priority)	
Issue	Rate Importance (1–5)
<p>Biosecurity and phytosanitary oversight of imports Address pest and disease risks from imported avocados; strengthen USDA and CDFA inspection and compliance; reduce reliance on foreign inspection systems.</p>	<p>Rate Importance (1–5) 1 2 3 4 5</p>
<p>Import-related market impacts and unfair trade practices Enforce anti-dumping measures, trade remedies (e.g., tariff-rate quotas), and market stabilization policies.</p>	<p>Rate Importance (1–5) 1 2 3 4 5</p>
<p>Washington D.C. Lobbyist for USMCA Trade Agreement CAC and other specialty crop organizations working together to hire a lobbyist based in Washington, D.C. to advocate for Trade-Rate-Quotas and additional fair-trade policies with U.S. lawmakers. The comments submitted by CAC and growers regarding the USMCA to the U.S. Trade Representative have already given attorneys from CAC and other specialty crop organizations a seat at the current USMCA negotiation table. Per CAC's attorney, our position would be further strengthened if the U.S. legislature also provided its support.</p>	<p>Rate Importance (1–5) 1 2 3 4 5</p>
<p>Varietal labeling and Hass standard enforcement Ensure non-Hass or "Hass-like" varieties (e.g., GEM, Carmen) are not misrepresented in imports.</p>	<p>Rate Importance (1–5) 1 2 3 4 5</p>
<p>Ethical sourcing and supply-chain compliance Promote environmental sustainability, including pesticide limitations, deforestation prevention, exclusion of criminally linked suppliers, and independent USDA/CDFA audits of imported fruit.</p>	<p>Rate Importance (1–5) 1 2 3 4 5</p>
Grower Sustainability	
Please rank the importance of each issue (1 = Lowest Priority; 5 = Highest Priority)	
Issue	Rate Importance (1–5)
<p>Federal, state, and local financial support programs Incentives to maintain the economic viability of domestic avocado production (e.g., ASCF Bridge Program, SDRP, SWEEP, Healthy Soils, ARC, PLC, SALC 2.0, CropSwap).</p>	<p>Rate Importance (1–5) 1 2 3 4 5</p>
<p><u>USDA Agriculture Risk Coverage (ARC) & Price Loss Coverage (PLC)</u> CAC partnering with other specialty crop growers to urge the USDA to add specialty crops in ARC and PLC programs, which currently only cover commodity crops like wheat, soy, oats, and corn.</p>	<p>Rate Importance (1–5) 1 2 3 4 5</p>
<p>Water costs and availability Address operational impacts of irrigation costs and water access.</p>	<p>Rate Importance (1–5) 1 2 3 4 5</p>
<p>Immigration and employee protections Ensure labor availability, workforce stability, and employee protections.</p>	<p>Rate Importance (1–5) 1 2 3 4 5</p>

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Marketing & Market Development	
Please rank the importance of each issue (1 = Lowest Priority; 5 = Highest Priority)	
Issue	Rate Importance (1–5)
Long-term retail partnerships Expand retailer contracts and long-term agreements to strengthen demand and pricing and to support separate store displays and bins.	<i>Rate Importance (1–5)</i> 1 2 3 4 5
Co-branding and origin identification ("California-grown") Collaborate with packers to enhance consumer recognition of California avocados.	<i>Rate Importance (1–5)</i> 1 2 3 4 5
Export market development Develop export marketing programs (e.g., Canada, Asia).	<i>Rate Importance (1–5)</i> 1 2 3 4 5
Voluntary sustainability or sourcing alignment programs Encourage packers and CA buyers to source only from verified, deforestation-free suppliers.	<i>Rate Importance (1–5)</i> 1 2 3 4 5
Distinguishing domestic fruit from imports Promote strategies to differentiate California avocados from imported fruit.	<i>Rate Importance (1–5)</i> 1 2 3 4 5
Development and marketing of new varieties (including GEM) Support year-round sourcing, product differentiation, and increased domestic production.	<i>Rate Importance (1–5)</i> 1 2 3 4 5
Develop unified CA Grower PR and Media talking points Educate consumers, industry supply chain, retailers, and legislatures on grower sustainability practices, needs, and challenges, including grower production cost and economic benefits by county.	<i>Rate Importance (1–5)</i> 1 2 3 4 5
AMRIC Transparency CAC sharing AMRIC and weekly import volume data with growers – currently only available to packers. The Avocado Marketing and Research Information Center (AMRIC) system and procedures enable the industry to analyze current Wholesale market pricing situations and forecast trends.	<i>Rate Importance (1–5)</i> 1 2 3 4 5

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CAC Governance and Oversight	
Please rank the importance of each issue (1 = Lowest Priority; 5 = Highest Priority)	
Issue	Rate Importance (1–5)
Producer Eligibility Confirm producer definition, ownership, and assessments; prevent ineligible or conflicted voting.	<i>Rate Importance (1–5)</i> 1 2 3 4 5
Independent third-party audit of CAC governance and elections Third-party verification of elections, membership rolls, and decision-making processes.	<i>Rate Importance (1–5)</i> 1 2 3 4 5
Redistricting¹²³ CAC adopting a redistricting procedure practice that incorporates bearing acreage and the number of member growers, alongside production, as factors in drawing district boundaries?	<i>Rate Importance (1–5)</i> 1 2 3 4 5

- 1. California Food and Agricultural Code §67041:** "The commission shall establish no fewer than three districts and no more than five districts within the state, each representing approximately the same percentage of avocado production in California." (Amended by Stats. 2015, Ch. 307, Sec. 2. Effective January 1, 2016.)
- 2. California Food and Agricultural Code §67042:** "Beginning in the 2000–01 marketing season, districts shall be reapportioned every fifth year **in accordance with redistricting procedures** adopted by a two-thirds vote of the commission and concurred in by the secretary." (Amended by Stats. 2015, Ch. 307, Sec. 3. Effective January 1, 2016.)
- 3. CAC Redistricting Procedures, Section 2 — Reapportionment:** Districts shall be reapportioned every fifth year in accordance with the following redistricting procedures: **A.** The Commission shall review production data, collected for the five preceding fiscal years, to determine if existing district lines continue to equitably represent the California avocado industry. **B. If the Commission determines that the existing district composition does not best serve the California avocado industry, it shall utilize the most relevant production and industry statistical data available, including acreage inventory, to draw new district boundaries.** 1. The production data used by the Commission to support the need for redistricting shall be the same production data used to draw new district boundaries. **C.** The Commission shall configure new districts in a manner that equitably represents its constituents and consists of no fewer than three and no more than five districts, each representing a relatively equal percentage of the avocado production in California. 1. The redrawn districts shall strive to: i. Represent a relatively equal percentage of the avocado production, with a variance goal of no more than 10 percent. ii. Be composed of avocado producing areas that are as contiguous as practicable.