



For Immediate Release

Contact: Tom Bellamore
California Avocado Commission
949-341-1955
tbellamore@avocado.org

Growers to Cast Referendum Votes for California Avocado Commission
Ballots must be postmarked by February 29

IRVINE, Calif. (January 20, 2016) - As required by state law, the California Department of Food and Agriculture (CDFA), is conducting a referendum among the state's 4,000 commercial avocado growers to determine whether California Avocado Commission (CAC) operations should be re-approved and continued for the next five years.

"Ballots will be mailed on January 29, so avocado producers can expect to receive them the first week of February," said Tom Bellamore, CAC president. Eligible growers who do not receive a ballot by February 5 should contact CAC at 949-341-1955.

Each grower will be provided a postage paid envelope to be used for mailing their ballot to CDFA for tabulation. Ballots must be postmarked no later than February 29, 2016 or otherwise received by CDFA by the close of business on February 29 in order to be valid. CDFA is expected to announce the results of the referendum in early March.

About the California Avocado Commission

Created in 1978, the California Avocado Commission strives to increase demand for California avocados through advertising, promotion and public relations, and engages in related industry activities that benefit the state's nearly 4,000 avocado growers. The California Avocado Commission serves as the official information source for California avocados and the California avocado industry. For nutrition information and recipes visit CaliforniaAvocado.com, or join us on Facebook at Facebook.com/CaliforniaAvocados and @CA_Avocados on Twitter, Pinterest and Instagram for updates.

###