



Mexican Hass Avocado Importers Association
Board Meeting Minutes
May 20, 2015

Place

Marriott
Las Colinas, Texas

Time: 9:00 AM – 12:00 PM

Board of Directors:

DIRECTORS

Ed Figueroa	Chairman (p)	Importer
Ricardo Vega	Vice Chairman (a)	Packer
Giovanni Cavaletto	Secretary (p)	Importer
Adrian Iturbide	Treasurer (p)	Grower
Jorge Hernandez	Director (p)	Importer
Carlos Genel	Director (a)	Producer
Doug Meyer	Director (a)	Importer
Antonio Villaseñor	Director (p)	Packer

ALTERNATES

Gahl Crane (a)
Ygnacio Valerio (a)
Rob Bertels(p)
Martin Mendoza (p)
Gary Caloroso (p)
Victor Barragan (p)
Jimmy Lotufo (resigned)
Sergio Paz (a)

AMS: _____

Melissa Bailey
Heather Pichelman
Vicky Carpenter

Officially Present: _____

Armando Lopez	Kevin Hamilton
Ramon Paz	Mark Garcia
Mike Browne	Stephanie Bazan
Dolora Sillman	Stephanie Browder
Ron Campbell	
Alvaro Luque	
Kevin Brosch	

Members

Guests:

Gina Widjaja

At 9:00 AM, after conclusion of the AFM budget discussion, Ed Figueroa took the roll call and established a quorum. Afterward, he presented the minutes from the February 9, 2015 board meeting. The board also acknowledged the antitrust policy. Adrian Iturbide motioned to approve the minutes, which was seconded by Antonio. All were in favor.



Ed Figueroa introduced Jesus Jasso who was on the phone to provide an estimation of the remainder of the 2014-15 crop in addition to the Loca estimate provided earlier in May.

As of May 11, Jasso estimates about 151,329 tons of "black fruit" will be available until the end of the season (July 2015).

Discussion:

The fruit quality is good and exportable (black fruit) and should be finished by July.

There are 8,000 new hectares in Michoacán and Jalisco has 5000 hectares available, although not all of this fruit is expected to reach the United States.

When asked if he could estimate fruit according to size, Jesus Jasso stated that a pilot program could be done to discover the feasibility of this idea; however, he believed the outcome may not yield results with a high probability. Also, an evaluation of the historical data could be valuable.

Size and quality trends from year to year should be disseminated to the trade. APEAM will supply historical data.

Jasso projected a 178,000 ton flor loca crop.

Martin requested that the next estimate be for the total crop, without separating out the Loca from the Normal.

Antonio and Adrian motioned to accept the crop estimate.

Ed Figueroa introduced Adrian Iturbide to provide the Treasurers Report. Ron provided the numbers.

- Volume = 1.56 B pounds which represents an 8% increase over the fiscal 14-15 estimate of 1.44 B pounds.
- Assessments are projected at \$33.2 M.
- Spending:

AFM Marketing Spending will be \$ 2.2 M higher or 7.1% vs. this FY and the total consumer spending will be a \$1.9M increase. The trade increased by 4.5% or \$337K including flex funds and seasonal programs.



MHAIA marketing spending equals \$1.067M. This includes crop reporting, strategic planning, salaries, AMS fees and MHAIA marketing evaluation expenses.

Administrative spending equals \$287K or a 27.4% increase vs. this year's estimate. The Increase is a result of tax preparation due to a consolidation fee for both AFM and MHAIA and an increase in the Finance Director fee.

- Cash Position:

At 1.56 B pounds MHAIA's total income is estimated at \$33.5 M. With a \$6.9 M reserve, MHAIA could contribute up to \$35.2M including the carryover of \$1.8M from this FY. The APEAM match would be 17.6M.

Administrative spending total of \$287K or 27.4% increase vs. estimate this year. Increase from Tax preparation \$30 K, as a consolidation fee for both AFM and MHAIA. Finance Director Fee and expenses-increased from \$155K to \$181.

Ron explained the increase in MHAIA marketing expenses was due to a proposal to bring Brand Engineers back as a marketing consultant to review and evaluate AFM's proposed marketing plans. Ed further explained that a different set of eyes on the programs could enhance AFM's marketing efforts.

Motion:

Giovanni motioned to approve the proposed budget as presented and the motion was seconded by Antonio, and passed unanimously.

2015 Election announcement:

Ron advised the importers of the upcoming election. There are two Director seats and three alternate seats open. The nomination announcement will go out to the importers in June, the election will take place in July and the results will be announced in August.

New Business:

The World Avocado Congress is in Mid-September so the group decided that the annual meeting should take place on September 28 and 29.

Adjournment:



There being no other new business Jorge Hernandez Giovanni motioned to adjourn and Adrian seconded the motion. All were in favor.

Respectfully Submitted,

Ron Campbell, MHAIA Executive Director

I certify that the above is a true and accurate statement of the May 20, 2015 MHAIA Board of Directors Meeting.

Giovanni Caveletto, MHAIA Board Secretary