

**Minutes of the
HAWAII AVOCADO ASSOCIATION
Board member meeting
September 29, 2022 at 2:00 PM
Via Zoom**

Directors present: Mark Bartell, David Cox, Jeni Herberger, June van Leynseele, John App, Bruce Corker, Bill Wakefield, Brooks Wakefield, Jeff Knowles

Unable to attend: Doug Bong

2:00ish – Mark Bartell called meeting to order

Roles of board members: discussed per agenda

Treasurer's report: treasure's report was read; balance Aug 8, 2022 is \$902.48; income was \$820; expenses were \$340.48. We have balance on hand of \$1382 ("most we've had in a decade"). Main goal to be take in less than \$50k per year to keep non-profit. We don't know how many paid members we have ("hard to answer, we've 27-30 paid members")... Per David, 175 are on the membership subscription email list, 56 identify as commercial growers. Will membership drive early next year create new member and improve donations? Note: membership is allowed without payment/donation. (see report online for more detail)

New Business:

- 1) ALB report per Brooks – ongoing studies... Kahalu and Sharwil has the more damage than Malama, may be due to leaf thickness, flowering times, elevation, etc. Research continues. Brief conversation surrounding findings of pesticides. Three year study before publishing. Note: preliminary study showed spike in ALB during December and January. See posting on HAA site for more information.
- 2) USDA Malama per Brooks – suitability for mainland exporting paper submitted, next step to request export Malama to mainland. Maybe as early as October 1st.
- 3) Mulch petition per Mark – county has reservations due to cost, "cheaper to bury green waste than to turn it into mulch." Problematic to get mulch. Petition put out for assist. Next action item to get the state involved.
- 4) Newsletter to be mailed out to all 175 (30 paid members). Question asked if a membership request/drive would be included in each newsletter. Decided we should ask every time, January a big drive. Is it time to ask for payment to continue receiving valuable information? Confusion as to being a member vs. getting free information.
- 5) Policing "sharwil" branding per Mark – issue is the mislabeling of avocados, particularly sharwil. Question is "what do we do as an association to ensure labeling/branding?" We don't have the time/resources, thus it's not our fight. Brooks brought up our ability to be a squeaky wheel. "Let's see what happens this season," said David. Signage/marketing is still an issue. Association with a specific cultivar is key.

6) Last season report per David – last season mainland distribution subdued through January due a change in a Pacific Coast distributor client. Demand crept up in February due to dramatic increase in Hass prices driving up demand of Hawaiian avocados but we ran out of fruit and had to close out the season five weeks early selling the remainder of fruit to Oahu. Canada and Alaska have potential but “why would we?”

- a. 41k pounds to mainland, down 68k pounds down from the year before, Canada was about the same.
- b. Interisland was up 18k pounds
- c. Total down 45k pounds from the year before, total volume was 83k
- d. Loss due to low supply and low demand from mainland
- e. Biggest challenge is “supply,” not about new customers but about getting more supply
- f. Packing house is now airconditioned and insulated
- g. New infrared spectrometer to test fruit maturity
- h. Received a new grant through USDA specialty crop of \$25k, hopefully to be funded in Jan to create a group gap food safety program for avocado growers and pay for production of marketing materials we currently have
- i. Outlook for this season is good locally, mainland is static

*“If any voting member is unable to attend a HAA meeting, and has been provided the agenda in advance, they may pass their proxy vote to the President. **The President shall only use this proxy vote in the event of a tied vote**” – PASSED WITH NO OPPOSITION*

“Use Mailchimp to email at least two annual updates to the membership summarizing ongoing projects, issues, and progress, and better manage our mailing list subscriptions” – PASSED WITH NO OPPOSITION

“Create sub-committees within the board to focus on specific goals and objectives, with one director as the lead for each sub-committee” Bruce recommended a fifth sub-committee for Annual Membership Meeting to led by Jeni, Bruce to be in the group. – PASSED WITH NO OPPOSITION

7) HFUU/HAA grant per Jeff – 9 farms, 2 graphs per 121 trees (110 sharwil, 10 malama). About half are done. Marketing on hold, meeting and update forthcoming.

Roundtable discussion: most are producing 5% from last season due to lacebug, drought, and wind.

Meeting adjourned at 4:30

Respectfully submitted by Jeni Herberger