



Mexican Hass Avocado Importers Association
Board Meeting Minutes
May 23, 2024

Place: AFM Headquarters Dallas, TX

Time: 9:00 AM – 5:00 PM CDT

Board of Directors 2024:

Growers / Packers

Ricardo Vega Perez	Director	2024
Antonio Villasenor Zurita	Alt	2024
Antonio Ortiz Gonzalez (Vice-Chair)	Director	2024
Juan Pablo Figueroa Cejudo	Alt	2024
Jaime Rivas Jr. (Chairman)	Director	2025
Augustin del Rio	Alt	2025
Joel Gonzalez Magaña	Director	2025
Enrique Caballero	Alt	2025

Importers

Jon Ullrich (Secretary)	Director	2024
Elizabeth Ayala	Alt	2024
Gwen Jackimek	Director	2024
Jorge Hernandez	Alt	2024
Gary Caloroso (Treasurer)	Director	2025
Gahl Crane	Alt	2025
Jose Pardo	Director	2025
Peter Shore	Alt	2025

AMS: _____

Mathew Collins
George Webster

Officially Present: _____

Armando Lopez	Ramon Paz Vega	Julio Sahagun
Dolora Sillman	Stephanie Bazan	Miguel Molina
Ilse Magaña	Ana Ambrosi	Steve Klinge
Ron Campbell	Miguel Barcena	Alfonso Delgado
Alvaro Luque	Kevin Brosch	Brad Barker
Casey Stoop	Rafael Herrera	Emiliano Escobedo
Steve Dry	Jovanny Martinez	John McGuigan
Jim Eckels	Gina Widjaja	Rigoberto Pardo
Gisela Saenz		



Members and Guests

Dave Billings	Casey Beltran	Ben Van Der Kar	Gabriel Villaseñor
Jose Pardo	Monica Robles	George Henderson	Jorge Hernandez
Marco Hernandez	Elizabeth Ayala	Gahl Crane	David Ruiz
Giovanni Cavaletto		Aaron Acosta	George Henderson
Sergio Chavez	Mario Gomez	Rigo Perez	
Carlos Genel	Monica Robles	Jacqueline Solares	Jennifer Zendejas
Hillary DeCarl	Doug O'Hare		

Meeting Convenes:

Chairman Gary Caloroso called the MHAIA meeting to order, took the roll call and established a quorum.

After establishing a quorum, Brad Barker read the antitrust policy that was also distributed to the participants as part of the agenda.

Gwen Jackimek motioned to approve the minutes from our February board meeting which was seconded by Ricardo Vega. The motion passed without objection.

Chairman Rivas introduced Treasurer Gary Caloroso and Dolora Sillman for the crop report, financials and treasurers report.

Crop Report and Financials:

Dolora Sillman presented the Treasurer’s report (Cash balances as of May 17, 2024, Collateralization and Financials as of April 30, 2024), FY 24 proposed budget (submitted to USDA), and cash scenario:

Cash Balances, the consolidated cash balances of MHAIA and its subsidiary, AFM, as of May 17, 2024, are \$13,880,875. See the breakdown below:

<i>May 17, 2024</i>	MHAIA	AFM	Total
Balances			
AFM-EX MM Acct		\$1,789,832	\$1,789,832
Citizens Business Bank-MHAIA MMKT	\$8,161,386 ¹	\$1,460,013 ²	\$9,621,399
Citizens Business Bank-APEAM MMKT		\$2,399,468 ³	\$2,399,468
Citizens Business Bank-Optg. (ACH)	\$1,000	\$69,175	\$70,175
Total	\$ 8,162,386	\$ 5,718,489	\$ 13,880,875

Notes:

²-AFM MHAIA MM does not include the April contribution receivable of \$2.28M.

³-AFM APEAM MM, paid April 24



Collateralization of Funds as of April 30, 2024, the MHAIA and AFM total cash of \$17,409,133 were fully collateralized at \$33,843,543. See below.

Mexican Hass Avocado Importers Association
(Board or Council)

Report of funds deposited or invested with financial
Institutions, brokers, or investment services companies.

For the Period ended 04/30/24

Name & Address of Financial Institution, Broker, or Investment Services Company	ABA No.	Type of Account	Amount Currently Deposited- 04/30/24	Collateral Pledged 04/30/24	Maturity Date of Collateral Pledged	Location of FRB* Holding Collateral
MHAIA						
TOTAL MHAIA Bank Balances -04/30/24			\$ 10,707,142	\$ 18,600,257		174%
AFM						
TOTAL AFM Bank Balances -04/30/24			\$ 6,701,991	\$ 15,243,285		227%
TOTAL MHAIA-AFM Bank Balances -04/30/24			\$ 17,409,133	\$ 33,843,543		194%

* FRB denotes the applicable Federal Reserve Bank or Branch responsible for safeguarding the collateral pledged by a financial institution.

YTD April Financial Summary:

- FY 24 total volume as of April 2024 was 2.044 billion pounds at gross, 1.979 billion pounds at net, or \$42.067 million in assessment. The net volume is 0.4% lower than the budget and 1.1% higher than last year.
- Contribution: YTD April 2024 total of \$42.99 million, 97.85% or \$42.067 million from assessment and 2.15% or \$925.26 thousand from APEAM and interest income. The total contribution is 0.4% lower than the budget and 1.5% higher than last year.
- Spending: Total spending of \$43.768 million, marketing program spending of \$42.871 million (\$41.20 million share of AFM spending and \$1.671 million MHAIA Marketing), and administrative spending of \$897.57 thousand. The YTD April 2024 spending is 0.3% lower than budget and 6.16% higher than the same period last year.
- Net change in assets: negative \$776.283 thousand, due to higher spending compared to assessment.
- Financial Position: Total assets 15.513 million (cash \$10.707 million and other assets A/R of \$4.806 million). Total Liabilities and Equity: \$15.13 million (4.773 million liabilities and \$10.74 million total equity).



Financial Summary

YTD-April 30,2023

Volume	Actual-YTD April 30,2023	Amended Budget -YTD April 30,2023	\$ Change- Act vs Budget	Actual-YTD April 30,2022	\$ Change- Act vs PY	
Gross	2,018,581,392	2,067,289,422	(48,708,030)	1,811,698,891	206,882,501	
Organic	(59,362,913)	(56,493,682)	(2,869,231)	(51,733,693)	(7,629,220)	2.9%
Re-export	(3,358,603)	(3,180,754)	(177,849)	(4,027,610)	669,007	18.5%
Net	1,955,859,875	2,007,614,986	(51,755,110)	1,755,937,588	199,922,287	
% Variance-Gross			-2.4%		11.4%	
% Variance-Net			-2.6%		11.4%	

Contribution	Actual-YTD April 30,2023	Amended Budget -YTD April 30,2023	\$ Change- Act vs Budget	Actual-YTD April 30,2022	\$ Change- Act vs PY	Spending	Actual-YTD April 30,2023	Amended Budget - YTD April 30,2023	\$ Change-Act vs Budget	Actual-YTD April 30,2022	\$ Change-Act vs PY
HAB	\$41,562,022	\$42,661,818	(1,099,796)	\$37,313,674	\$4,248,349	AFM Direct Marketing	\$93,230,255	\$34,512,142	-\$1,281,887	\$31,843,525	\$1,386,730
APEAM (net)	\$740,137	\$807,135	(66,998)	\$671,860	\$68,277	AFM Indirect Marketing	\$4,860,999	\$4,933,215	-\$72,216	\$4,303,372	\$557,627
Other income (Interest)	\$5,472	\$5,985	(513)	\$7,061	(\$1,589)	AFM Marketing Others	\$1,567,490	\$213,387	\$1,354,103	\$4,575,796	-\$3,008,306
Total contribution/income	\$42,307,631	\$43,474,938	(\$1,167,307)	\$37,992,596	\$4,315,036	Total AFM	\$99,658,744	\$39,658,745	\$0	\$40,722,693	-\$1,063,949
% Change			-2.7%		11.4%	Marketing	\$101,961	\$165,919	-\$63,858	\$123,084	\$0
						MHAIA Com/ Analytics	\$107,840	\$107,840	\$0	\$107,321	\$519
						MHAIA Direct Marketing	\$739,640	\$776,152	-\$36,512	\$682,575	\$57,065
						Total MHAIA	\$949,440	\$1,049,911	-\$100,471	\$912,980	\$57,584
						Marketing	\$718,432	\$785,432	-\$67,000	\$650,469	\$67,963
						Total General Administrative	\$41,326,616	\$41,494,088	-\$167,471	\$42,286,142	-\$938,402
						% Change			-0.4%		-2.2%
						Cost per pound	\$ 0.02	\$ 0.02	\$	\$ 0.02	

Change in Net Assets	Actual-YTD April 30,2023	Amended Budget -YTD April 30,2023	\$ Change- Act vs Budget	Actual-YTD April 30,2022	\$ Change- Act vs PY	Financial Position	Actual-YTD April 30,2023	Amended Budget - YTD April 30,2023	\$ Change-Act vs Budget	Actual-YTD April 30,2022	\$ Change-Act vs PY
Change in Net Assets	981,015	1,980,850	(999,835)	(4,293,546)	5,274,561	Cash & Cash	\$9,135,047	9,828,276	(\$693,229)	\$10,245,159	(\$1,110,112)
Retained Earnings-PY	8,755,742	8,714,038	41,704	13,417,786	(4,662,044)	Equivalents	\$4,631,265	5,801,403	(\$1,170,138)	\$3,462,912	\$1,168,353
Total Equity	9,736,757	10,694,888	(958,131)	9,124,240	612,517	Total Assets	\$13,766,312	15,629,679	(\$1,863,367)	\$13,708,070	\$58,242
						Total Liabilities	\$4,029,555	4,934,791	(\$905,236)	\$4,583,831	(\$554,276)
						Total Equity	\$9,736,757	10,694,888	(\$958,131)	\$9,124,240	\$612,517
						Total Net Assets/Liabilities	\$13,766,312	15,629,679	(\$1,863,367)	\$13,708,070	\$58,242
						Reserve Goal-15% of FY 23-as of					
						April 23	\$ 6,234,303	\$ 6,399,273	\$ (164,969)	\$ 5,597,051	\$ 637,252
						Budgeted FY 23 Reserve Goal-15%		\$ 8,108,773			



FY 2025 Budget:

MHAIA FY 2024-2025 Objectives:

Data & Insights

- *Create centralized information portal on MHAIA website*
- *Continuous improvement in bringing real-time, actionable, analysis to stakeholders to enable accurate predictions and drive marketing goals.*
- *Start development of enhanced crop reporting and shipments (e.g. shipments by sizing), including AI decision engine*
- *Continuous improvement on the Rebate Assessment Volume Differential Analysis*
- *Texas A&M economic impact study (US & Mexico)*
- *Develop Correction Methodology / Algorithms for Budgeting Purposes to Drive Accuracy*
- *Hire-1 vacant position (Data Insight Manager)*

Research & Innovation

- *Sustainability*
 - *Continue Forest for Monarch Butterfly Program*
 - *Carbon and water footprint study (w/ APEAM)*
 - *Biodiversity study (w/ APEAM)*
 - *Avocado genetic repository in Mexico (w/ APEAM)*
- *Food safety - Follow-up Listeria Research (CPS)*
- *Hire-1 vacant positions (Research & Engagement Manager)*

Stakeholder Engagement

- *Outreach – Initiate in-person engagement with importers to discover what information is most valuable to the supply chain.*
- *Board Engagement – Formalize onboarding process for newly elected board members.*
- *Communication – Continuous unified messaging related to the Avocado industry*



MHAIA FY 2024-2025 Assumptions:

Volume and Contribution

- Volume - 2.55B pounds gross, *4.8% inc from FY24 of 2.43B Lb*
- Organics- @ 2.75%
- Re-export- @ 0.16%
- Assessment from HAB - \$52.60M, *4.8% inc. from FY24 of \$50.21M*
- APEAM support - \$1.84M, *\$434K inc. from FY24 of 1.40M*
- Interest-\$7.2K @.10% yield/annual

Marketing Spending

- Total Marketing spending – \$54.52M, *5.7% inc. from FY24 of \$51.59M*
 - AFM Marketing- \$50.97M, *3.6% inc. or \$1.78M from FY24 of \$49.20M*
 - MHAIA Marketing-\$3.55M, *48.2% inc. from FY24 of \$2.40M*
 - Direct- Trade and PR- \$500K, *\$339K inc. from FY24 of \$170K*
 - *Monarch Butterfly, Sustainability program, others (TBD)*
 - MHAIA Marketing Admin- \$2.46M, *306.53K inc. from FY24 of \$2.156M*
 - AMS Program, Crop reporting fees (crop survey of Michoacan & crop sizing), Website and cloud services (including phase two of website update)
 - Executive Director Fees with COLA/Adjustment ,discretionary bonus and other expenses (travel)
 - Strategic Consulting, 1 Independent contractor, Texas A&M 2024 Economic Report, and out of pocket expenses (TBD)
 - Data & Insights, Research - \$577.34K, *\$508.50K inc. from FY24 of \$68.84K*
 - 2 new headcount, plus benefits



Administrative

- Total Net Administrative spending – \$1.8M, 33.1% inc. from \$1.35K
 - 1 New Accounting headcount , plus benefits
 - Legal fees and travel - 2 lawyers
 - Bold Program Sponsorship
 - Finance Director fees with COLA/Adjustment, discretionary bonus and other expenses (travel)
 - Retain Gruber & Associates Auditors
 - Seminars and Training
 - Professional Services – ERP, Adaptive, Translator
 - Capex, Subscription Renewal Finance Systems SAP, Adaptive (shared system), New Planning System
- Cash Reserves – 15%

FY 25 Spending

	FY24-Amended Budget	FY25-Proposed Budget	\$ Change	% Change
Marketing Expenses	51,592,682	54,523,267	2,930,585	5.7%
AFM Marketing	49,197,384	50,973,935	1,776,551	3.6%
AFM Marketing Direct	42,998,661	43,941,146	942,485	2.2%
Consumer Branding	11,620,090	14,404,863	2,784,774	24.0%
Digital	5,423,000	6,317,930	894,930	16.5%
Food Service	4,088,950	3,953,650	(135,300)	-3.3%
Market Development	13,177,519	11,006,790	(2,170,729)	-16.5%
Trade Retail Support	7,553,551	6,941,270	(612,281)	-8.1%
Crisis Management	1,135,552	1,316,643	181,092	15.9%
AFM Marketing Administrative	6,198,723	7,032,789	834,066	13.5%
Marketing Admin (salaries /Benefits)	5,472,088	6,292,449	820,361	15.0%
Travel Expenses	519,533	534,824	15,292	2.9%
Marketing Admin Others	207,102	205,515	(1,586)	-0.8%
MHAIA Data & Insights/Research & Engagement	68,835	577,336	508,501	738.7%
MHAIA Marketing	2,326,463	2,971,996	645,533	27.7%
MHAIA Administrative Expenses	1,353,218	1,800,636	447,418	33.1%
MHAIA Accounting		183,514	183,514	0.0%
Operating Expenses	1,353,218	1,617,122	263,904	19.5%
Total Expenses	52,945,900	56,323,904	3,378,004	6.4%
MHAIA Gen Administrative - Gross	1,353,218	1,800,636	447,418	33.1%
Less: Non Cash- Depreciation	(12,939)	(36,389)	(23,450)	181.2%
Less: Non Cash- Amort of Prepaid	(125,592)	(138,005)	(12,413)	9.9%
Add: Capex/Prepaid	187,560	210,000	22,440	12.0%
Total APEAM Contribution to MHAIA-Net	1,402,247	1,836,243	433,995	30.9%
Spending Ratio				
Marketing Expenses	97.44%	96.80%		
AFM Marketing	92.92%	90.50%		
AFM Marketing Direct	81.27%	78.02%		
AFM Marketing Administrative	11.79%	12.49%		
MHAIA Marketing	4.52%	6.30%		
MHAIA Marketing Direct	0.32%	0.90%		
MHAIA Data & Insights/Research & Engagement	0.13%	1.03%		
MHAIA Marketing Administrative	4.07%	4.37%		
MHAIA Administrative Expenses	2.56%	3.20%		
Total Expenses	100.00%	100.00%		



The Board agreed to the preliminary volume of \$2.55 billion pounds that was submitted for approval by the USDA in April 2024. During the May 22–23 meeting, the board agreed to the FY 25 estimated shipments of 2.5 billion pounds based on the 1st stage crop and an adjustment to marketing spending (without the big game commercial).

FY 2025 Budget Summary

	FY24-Amended Budget	FY25-Proposed Budget	\$ Change	% Change
Volume (in pounds)				
Gross	2,434,330,569	2,550,000,000	115,669,431	4.8%
Organic	(68,315,761)	(71,400,000)	(3,084,239)	4.5%
Re-export	(3,126,475)	(3,315,000)	(188,525)	6.0%
Net Volume	2,362,888,333	2,475,285,000	112,396,667	4.8%
Contribution/Revenue				
APEAM Board Contribution	1,402,247	1,836,243	433,995	30.9%
HAB Assessment	50,209,604	52,599,806	2,390,202	4.8%
Interest Income	7,531	7,200	(331)	-4.4%
Total Contribution/Revenue	51,619,382	54,443,248	2,823,866	5.5%
Spending				
Total AFM Marketing	49,197,384	50,973,935	1,776,551	3.6%
M H A I A Marketing-Direct	170,000	509,000	339,000	199.4%
M H A I A Marketing Administrative	2,156,463	2,462,996	306,533	14.2%
M H A I A Data & Insights/Res	68,835	577,336	508,501	738.7%
Total M H A I A Marketing	2,395,298	3,549,332	1,154,034	48.2%
Total Marketing	51,592,682	54,523,267	2,930,585	5.7%
Total General Administrative	1,353,218	1,800,636	447,418	33.1%
Total Expenses	52,945,900	56,323,904	3,378,004	6.4%
Net Change in Assets				
Net Change in Assets - CY	(1,326,517)	(1,880,655)	(554,138)	41.8%
Cash & Cash Equivalents				
Cash & Cash Equivalents, Beginning	9,519,110	9,103,980	(415,130)	-4.4%
Inc/Dec Cash used by investing activities	(61,550)	(60,000)	1,550	-2.5%
Inc/Dec in Operating Activities	972,937	731,332	(241,605)	-24.8%
Net Change in Assets	(1,326,517)	(1,880,655)	(554,138)	41.8%
Cash Balance, End of the Period				
	9,103,980	7,894,657	(1,209,323)	-13.3%
Cash Ratio to Assessments	18.1%	15.01%		
Reserve Goal (15% of Assessments) - in \$	\$ 7,531,441	\$ 7,889,971		



Statement of Financial Position and Cash Flows

	FY24- Amended Budget	FY25- Proposed Budget	\$ Change	% Change
Assets	\$ 12,738,460	\$ 11,211,162	\$ (1,527,297)	-12.0%
Current Assets	12,689,847	11,138,939	\$ (1,550,908)	-12.2%
Cash or Cash Equivalents	9,103,980	7,894,657	\$ (1,209,323)	-13.3%
Accounts Receivable	3,522,863	3,169,282	\$ (353,581)	-10.0%
Prepaid Expenses	63,005	75,000	\$ 11,995	19.0%
Non-Current Assets	48,611	72,222	\$ 23,611	48.6%
Liabilities and Net Assets	\$ 12,738,460	\$ 11,211,162	\$ (1,527,298)	-12.0%
Liabilities	2,665,221	3,018,578	\$ 353,357	13.3%
Net Assets	10,073,239	8,192,583	\$ (1,880,655)	-18.7%
Retained Earnings Previous Year	11,399,755	10,073,239	\$ (1,326,516)	-11.6%
Retained Earnings-CY	(1,326,516)	(1,880,655)	\$ (554,139)	41.8%
<i>Cash Ratio to Assessment from HAB</i>	<i>18.1%</i>	<i>15.0%</i>		
<i>Reserve Goal (15% of Assessments fr</i>	<i>7,531,441</i>	<i>7,889,971</i>		

	FY24-Amended Budget	FY25- Proposed Budget	\$ Change	% Change
CASH FLOWS FROM OPERATING ACTIVITIES				
Total change in net assets	\$ (1,326,516)	(1,880,655)	\$ (554,138.60)	41.8%
Adjustments to reconcile change in net assets to net cash provided by (used for) operating activities:				
Depreciation	12,939	36,389	\$ 23,450.07	181.2%
(Increase) decrease in operating assets:				
Accounts receivable - assessments from HAB	710,642	231,793	\$ (478,848.89)	-67.4%
Accounts receivable - Intercompany-APEAM	(150,359)	121,788	\$ 272,146.56	-181.0%
Prepaid expenses	(418)	(11,995)	\$ (11,576.93)	2769.0%
Accounts payable - domestic	32,153	91,733	\$ 59,579.81	185.3%
Accounts payable - Intercompany-to and from AFM	361,650	191,624	\$ (170,025.80)	-47.0%
Accrued liabilities	6,330	70,000	\$ 63,670.08	1005.9%
Total adjustments	972,937	731,332	\$ (241,605.10)	-24.8%
NET CASH (USED) BY OPERATING ACTIVITIES	(353,579)	(1,149,323)	\$ (795,743.70)	225.1%
NET CASH USED BY INVESTING ACTIVITIES	(61,550)	(60,000)	\$ 1,549.93	-2.5%
NET INCREASE IN CASH AND CASH EQUIVALENTS	(415,129)	(1,209,323)	\$ (794,193.77)	191.3%
CASH AND CASH EQUIVALENTS, BEGINNING OF PERIOD	9,519,110	9,103,980	\$ (415,129.42)	-4.4%
			\$ -	
CASH AND CASH EQUIVALENTS, END OF PERIOD	9,103,980	7,894,657	\$ (1,209,323.19)	-13.3%
<i>Ratio to Assessment from HAB</i>	<i>17.3%</i>	<i>15.0%</i>		
<i>Reserve Goal (15% of Assessments from HAB)-in \$</i>	<i>7,531,441</i>	<i>7,889,971</i>		
<i>Reserve Ratio to Assessment from HAB</i>	<i>15.00%</i>	<i>15.00%</i>		
Excess Cash	1,572,541	4,687		



Funding Allocation

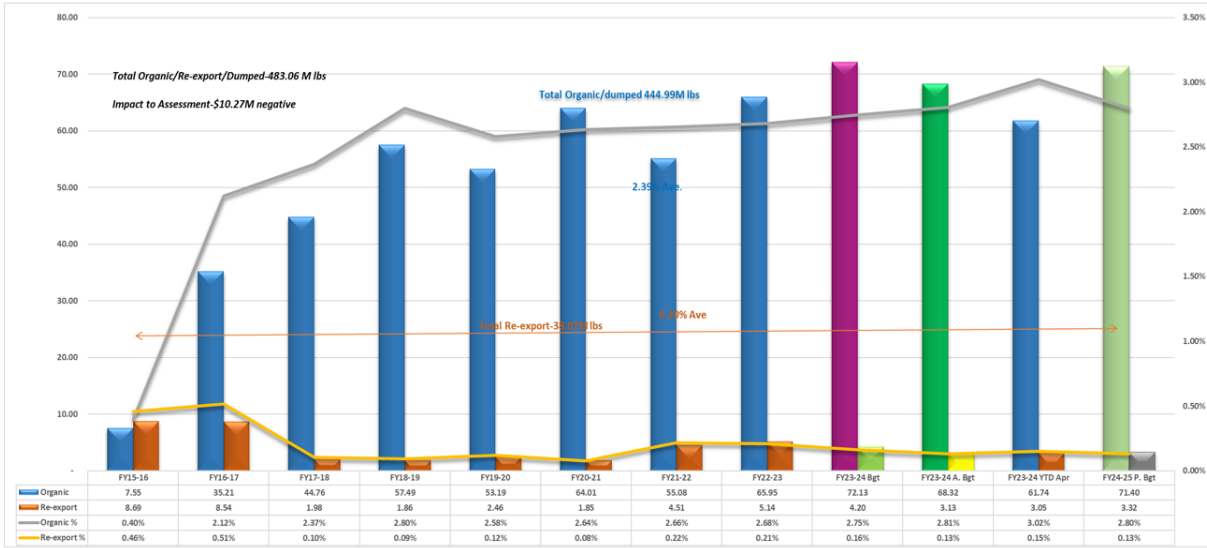
	FY24-Amended Budget	FY25-Proposed Budget	\$ Change	% Change
Funding Allocation				
MHAIA to AFM	49,197,384	50,973,935	1,776,551	3.6%
<i>Allocation ratio-MHAIA</i>	66.67%	66.67%	(0)	0.0%
APEAM to AFM	22,196,444	22,650,725	454,281	2.0%
Total	71,393,828	73,624,660	2,230,832	3.1%
APEAM to MHAIA	1,402,247	1,836,243	433,995	30.9%
APEAM to Special Project	1,000,000	1,000,000	-	
Total APEAM	24,598,691	25,486,968	888,276	3.6%
<i>Allocation ratio-APEAM</i>	33.33%	33.33%	0	0.0%
Total	73,796,075	76,460,903	2,664,827	3.6%
<i>Allocation ratio-Total</i>	100%	100%	-	
MHAIA Data & Insights/Research & Eng	68,835	-	(68,835)	-100.0%
<i>Allocation ratio-MHAIA</i>	100%			
Total	73,864,910	76,460,903	2,595,992	3.5%

Historical Gross Rebate Volume

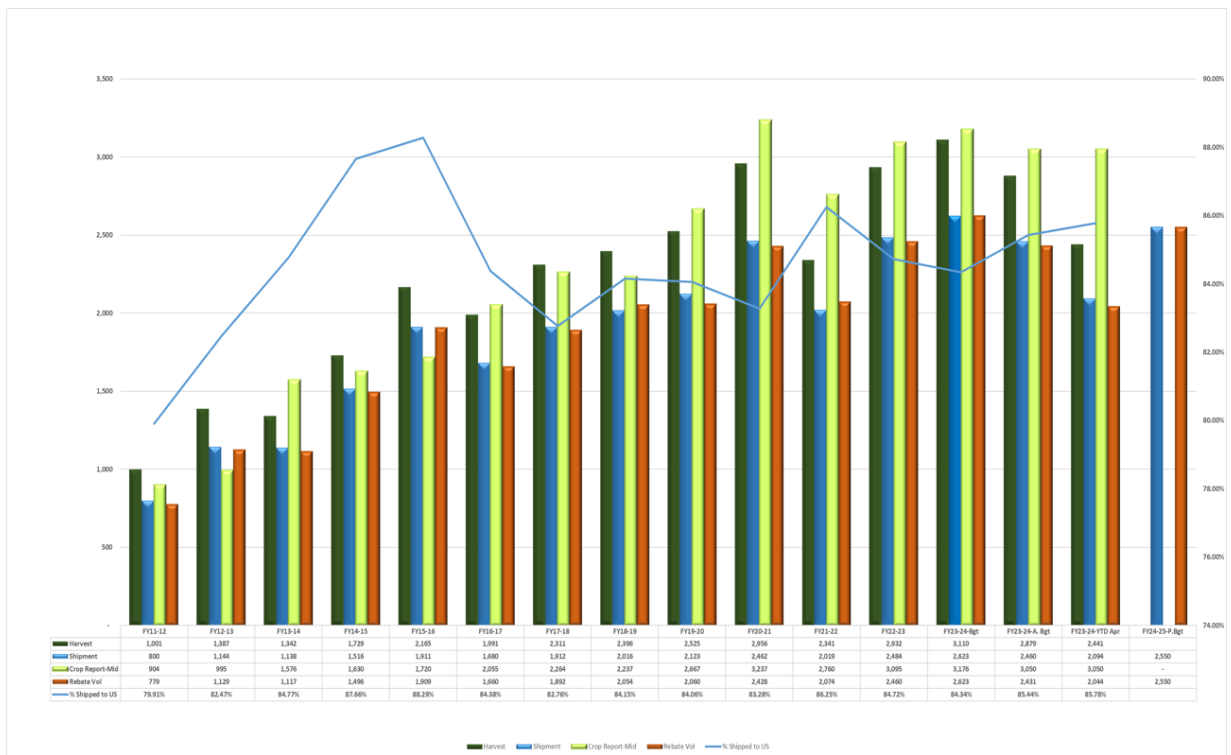




Historical Organics and Re-export



Historical Harvest and Shipments





Crop Report:

In YTD week 45 (May 12, 2024), both harvest and shipment actuals are down compared to projections and a year ago. The extreme weather conditions, which resulted in periodic droughts, have impacted the harvest. Total harvest to date: 2.537 billion pounds, of which 85.71% have been shipped to the United States, or 2.174 billion pounds. The 2.174 billion pounds of shipments represent 86.4% of the imports to the United States.

Crop Summary-Week 45 (May 12, 2024)

Volume in Tons/Pounds at Gross	Total			Michoacan			Jalisco		
	Tons	%	Pounds	Tons	%	Pounds	Tons	%	Pounds
Crop Report by APEAM-Total									
2023-2024 Loca (1st Stage)	300,166		661,752,753	240,101		526,332,096	60,065		132,420,658
2023-2024 Aventajada+Normal+Marcena (2nd stage)	1,005,835		2,217,485,793	919,126		2,026,325,171	86,709		191,160,623
FY 23-24-Total Projected Harvest	1,306,001		2,879,238,547	1,159,227		2,555,657,266	146,774		323,581,280
Actual Harvest - As of May 12, 2024	1,150,605	88.10%	2,536,649,192	1,028,099	88.69%	2,266,570,906	122,505	83.47%	270,078,286
FY 23-24- Projected vs Actual Difference	(155,396)		(342,589,354)	(131,127)		(289,086,360)	(24,269)		(53,502,994)
% Difference compared to Projected Harvest	-11.90%		-11.90%	-11.31%		-11.31%	-16.53%		-16.53%
Total FY 23-24-Projected Shipments	1,115,822		2,459,966,218	996,935		2,197,865,249	118,887		262,100,969
% Shipments compared to Projected Harvest	85.44%		85.44%	86.00%		86.00%	81.00%		81.00%
Actual Shipments - As of May 12, 2024	986,178	88.38%	2,174,149,343	891,104	89.38%	1,964,547,064	95,074	79.97%	209,602,280
% Shipments compared to Actual Harvest	85.71%		85.71%	86.67%		86.67%	77.61%		77.61%
Total FY 23-24- Projected vs Actual Difference	(129,644)		(285,816,875)	(105,831)		(233,318,185)	(23,813)		(52,498,600)
% Difference compared to Projected Shipments	-11.62%		-11.62%	-10.62%		-10.62%	-20.03%		-20.03%

Projected harvest and shipments based on the February 2024 updated numbers

HARVEST

- FY23 Wk. 45 Actual Harvest of 2,548 lbs., 86.35% from Michoacan and 10.65% from Jalisco.
- Aventajada 47.36%, Loca 24.71% Normal 23.70% and Black 4.23%.
- Michoacan Loca 93.58%, and 87.41% Aventajada, Normal and Black.
- Jalisco Loca 99.20%, and 72.57% Aventajada, Normal and Black.

Shipments

- FY23 Wk. 45 Actual Shipments of 2,178 lbs., 90.36% from Michoacan and 9.64% from Jalisco
- Sizes: 46.19% (large-32,36,40,48), 53.81% (small 60,70,84)

Harvest

- YAGO 1.190Mtons/2.60B Lbs.
- Proj 1.164 tons/2.57B Lbs.

Shipments

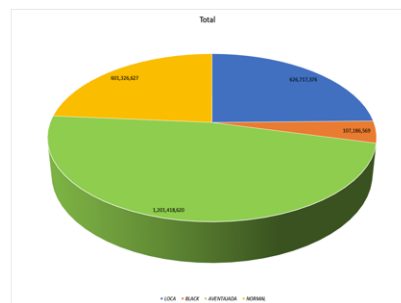
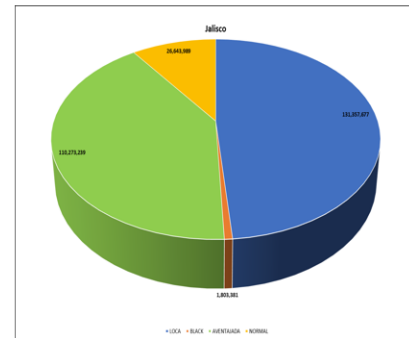
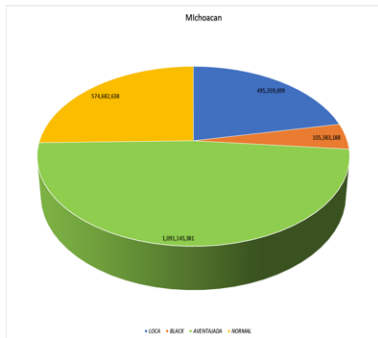
- YAGO 1Mtons/2.21B Lbs.
- Proj 998K Tons/2.2B Lbs.

Harvest by Type

Mich	2024	TONS	POUNDS	%
LOCA	224,691		495,359,699	21.9%
BLACK	47,801		105,383,188	4.6%
AVENTAJADA	494,935		1,091,145,381	48.1%
NORMAL	260,672		574,682,638	25.4%
TOTAL	1,028,098		2,266,570,906	100%

Jal	2024	TONS	POUNDS	%
LOCA	59,583		131,357,677	48.6%
BLACK	818		1,803,381	0.7%
AVENTAJADA	50,019		110,273,239	40.8%
NORMAL	12,086		26,643,989	9.9%
TOTAL	122,505		270,078,286	100.0%

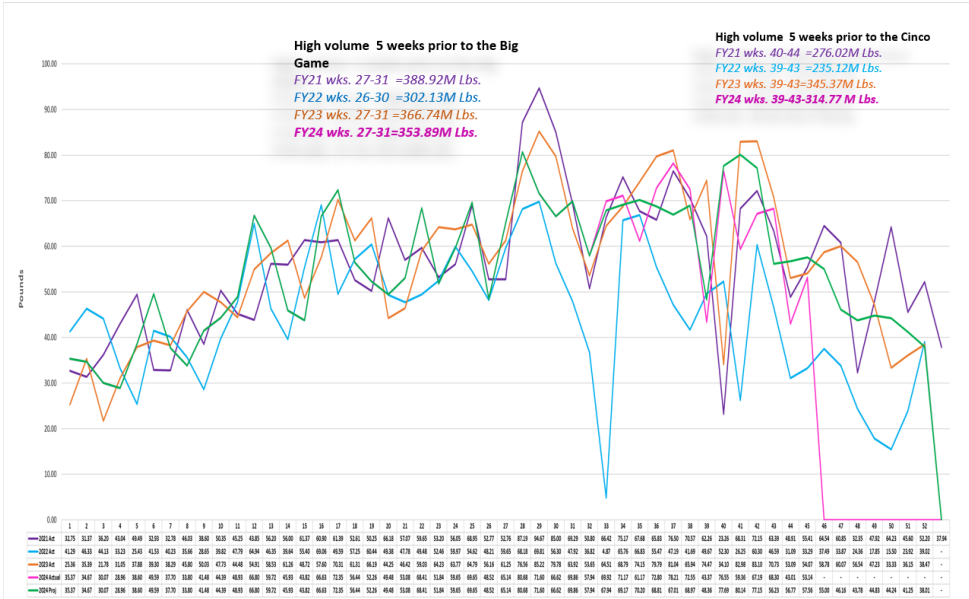
Total	2024	TONS	POUNDS	%
LOCA	284,274		626,717,376	24.7%
BLACK	48,619		107,186,569	4.2%
AVENTAJADA	544,954		1,201,418,620	47.4%
NORMAL	272,757		601,326,627	23.7%
TOTAL	1,150,605		2,536,649,192	100.0%



Aventajada Remains the Largest Type



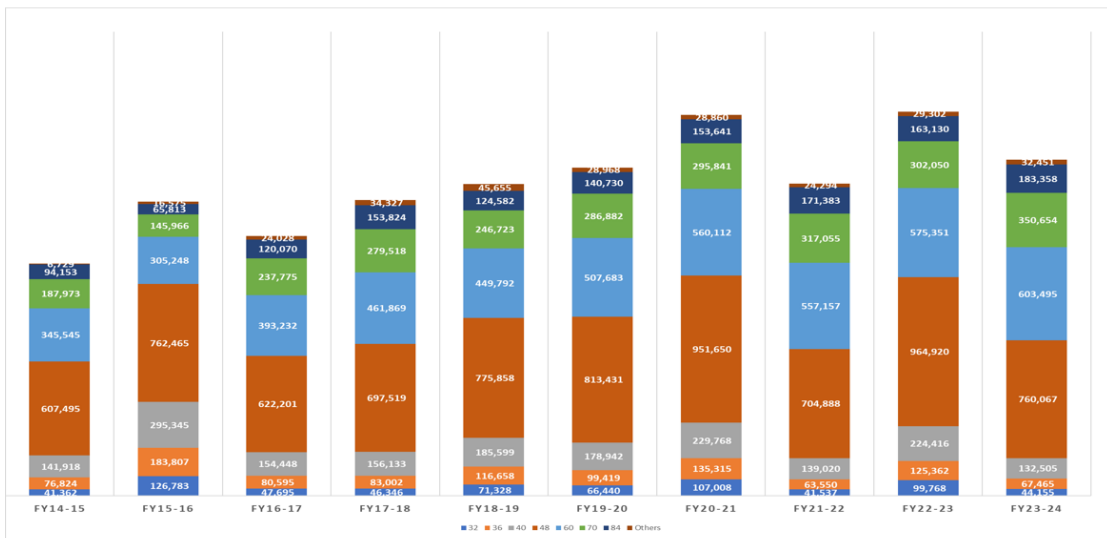
Harvest weekly trend (Pounds)



Big Game and Cinco De Mayo Drive Volume Increases

8/23/2024 7

Shipments by Size (in K Pounds)



Larger Size	57.8%	71.9%	53.9%	51.4%	57.0%	54.6%	57.8%	47.0%	56.9%	46.2%
Smaller Size	41.8%	27.2%	44.7%	46.8%	40.7%	44.1%	41.0%	51.8%	41.9%	52.3%
Others	0.4%	0.9%	1.4%	1.8%	2.3%	1.2%	1.2%	1.2%	1.2%	1.5%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	40.45%	40.09%	37.03%	36.47%	38.48%	38.32%	38.65%	34.91%	38.84%	34.96%

S48-37.78%, S60-23.47%, S70-13.07%

Size 48 Continues to Dominate; Larger Sizes up Except in FY22 & FY24



2.55 billion pounds of preliminary volume forecasts for FY 2024–2025 were submitted for approval, and the information was utilized to create the FY 24–25 budget. The crop included harvests from Jalisco and Michoacan, along with the corresponding first-stage LOCA reports.

FY 2024-2025 1st Stage LOCA Crop Summary

MHAIA/APEAM 2024-2025 (1st Stage LOCA Crop) Michoacan & Jalisco

APEAM-Michoacan @ Mid Level = 237.3K tons (523.16M Lb)

- 576 Samples within 163,371 HA, in 53,936 orchards and yield @ 1.45/HA

MHAIA-Michoacan @ Mid Level of 261.39K tons (576.27M Lb.)

- 200 Samples within 162,103 HA, in 53,247 orchards and yield @ 1.61/HA

24.09K ton Decrease due to: Decreased yield of 26.14K tons and increase in surface of 2.05K tons

APEAM-Jalisco @ At Mid Level = 76.84K tons (169.41M Lb)

- 147 Samples within 20,190 HA, in 1,889 orchards and yield @ 3.81/HA

MHAIA-Jalisco @ Mid Level of 261.39K tons (576.27M Lb.)

- 100 Samples within 20,172 HA, in 1,895 orchards and yield @ 8.0/HA

83.71K ton Decrease due to: Decreased yield of 83.86K tons and increase in surface of 146 tons

	Surface		Yield (in tons)/HA	Volume (Low)		Volume (Mid)		Volume (High)	
	Hectares	Huertos		Tons	Pounds	Tons	Pounds	Tons	Pounds
APEAM-Michoacan	163,371	53,936	1.45	218,316	481,304,406	237,300	523,156,963	256,284	565,009,520
APEAM-Jalisco	20,190	1,889	3.81	70,309	155,004,816	76,841	169,405,412	83,372	183,803,803
Total APEAM	183,561	55,825	1.71	288,625	636,309,223	314,141	692,562,375	339,656	748,813,323
MHAIA-Michoacan	162,103	53,247	1.61	245,730	541,741,434	261,390	576,265,315	269,352	593,819,133
MHAIA-Jalisco	20,172	1,895	8.0	149,488	329,564,654	160,552	353,955,800	171,615	378,346,945
Total MHAIA	182,274	55,142	10	395,218	871,306,089	421,941	930,221,115	440,967	972,166,077
Difference-Michoacan	1,268	689	(0.16)	(27,414)	(60,437,028)	(24,090)	(53,108,352)	(13,068)	(28,809,612)
%	0.78%	1.28%	-11.01%	-12.56%	-12.56%	-10.15%	-10.15%	-5.10%	-5.10%
Difference-Jalisco	18.36	(6.00)	(4.15)	(79,179)	(174,559,838)	(83,711)	(184,550,388)	(88,243)	(194,543,142)
%	0.09%	-0.32%	-109.13%	-112.62%	-112.62%	-108.94%	-108.94%	-105.84%	-105.84%
Difference-Total	1,287	683	(8)	(106,593)	(234,996,866)	(107,800)	(237,658,740)	(101,311)	(223,352,755)
%	0.70%	1.22%	-459.30%	-36.93%	-36.93%	-34.32%	-34.32%	-29.83%	-29.83%

	Michoacan	Jalisco	Total
Inc/Dec due to:			
Surface	2,045	146	2,191
Yield	(26,135)	(83,857)	(109,992)
Total	(24,090)	(83,711)	(107,800)

Michoacan & Jalisco – Volume Decrease Driven by Lower Yield, Even With Increased Surface



FY 2024-2025 1st Stage LOCA Crop Summary

APEAM-Michoacan, @ Mid Level 12.92% dec. from FY 24 of 272.5K tons (600.76M Lb).

- 1.56% inc. in HA, 2.11% inc. orchards, 12.92% dec. in Volume and 14.26% dec. in Yield

35.21K ton Decrease due to: Decreased yield of 38.86K tons and increase in surface of 3.65K tons

APEAM-Jalisco, @ Mid Level 2.22% inc. from FY 24 of 75.17K tons (165.72M Lb).

- 29.14% inc. in HA, 39.41% inc. orchards, 2.22% inc. in Volume and 20.84% dec. in Yield

1.67K ton Increase due to: Decreased yield of 15.67K tons and increase in surface of 17.34K tons

As of YTD Week 45

Michoacan Loca is 79.04% of the total Mexico Loca actual harvest and 19.59% of the total actual Mexico harvest of all fruit types.

Jalisco Loca is 21% of the total Mexico Loca actual harvest and 5.2% of the actual Mexico harvest of all fruit types.

	Surface		Yield (in tons)/HA	Volume (Low)		Volume (Mid)		Volume (High)	
	Hectares	Huertos		Tons	Pounds	Tons	Pounds	Tons	Pounds
APEAM									
Michoacan -2024	160,858	52,821	1.69	250,706	552,712,135	272,507	600,775,114	294,307	648,835,889
Michoacan -2025	163,371	53,936	1.45	218,316	481,304,406	237,300	523,156,963	256,284	565,009,520
Difference	2,513	1,115	(0.24)	(32,390)	(71,407,729)	(35,207)	(77,618,151)	(38,023)	(83,826,368)
%	1.56%	2.11%	-14.26%	-12.92%	-12.92%	-12.92%	-12.92%	-12.92%	-12.92%
Jalisco -2024	15,634	1,355	4.81	69,156	152,462,886	75,170	165,721,487	81,183	178,977,883
Jalisco -2025	20,190	1,889	3.81	70,309	155,004,816	76,841	169,405,412	83,372	183,803,803
Difference	4,556	534	(1.00)	1,153	2,541,930	1,671	3,683,925	2,189	4,825,919
%	29.14%	39.41%	-20.84%	1.67%	1.67%	2.22%	2.22%	2.70%	2.70%
Total 2024	176,492	54,176	6.50	319,862	705,175,021	347,677	766,496,601	375,490	827,813,772
Total 2025	183,561	55,825	5.26	288,625	636,309,223	314,141	692,562,375	339,656	748,813,323
Difference	7,069	1,649	(1.24)	(31,237)	(68,865,799)	(33,536)	(73,934,226)	(35,834)	(79,000,449)
%	4.01%	3.04%	-19.13%	-9.77%	-9.77%	-9.65%	-9.65%	-9.54%	-9.54%

	Michoacan	Jalisco	Total
Inc/Dec due to:			
Surface	3,650	17,340	20,990
Yield	(38,857)	(15,669)	(54,526)
Total	(35,207)	1,671	(33,536)

Michoacan & Jalisco – Loca Volume Decreasing, Despite Increase in Surface

FY 2024-2025 1st Stage LOCA Crop Summary

MHAIA-Michoacan, @ Mid Level 2.68% inc. from FY 24 of 254.57K tons (561.22M Lb).

- 1.97% inc. in HA, 2.40% inc. orchards, 2.68% inc. in Volume and .07% inc. in Yield

6.82K ton Increase due to: Increased yield of 1.78K tons and increase in surface of 5.04K tons

MHAIA-Jalisco, @ Mid Level 113.58% inc. from FY 24 of 75.17K tons (165.72M Lb).

- 29.02% inc. in HA, 39.85% inc. orchards, 113.58% inc. in Volume and 65.54% inc. in Yield

85.38K ton Increase due to: increased yield of 49.27K tons and increase in surface of 36.12K tons

MHAIA									
Michoacan-2024	158,978	52,000	1.60	239,782	528,629,586	254,567	561,224,359	269,352	593,819,133
Michoacan-2025	162,103	53,247	1.61	245,730	541,741,434	261,390	576,265,315	277,049	610,789,196
Difference	3,125	1,247	0.01	5,947	13,111,848	6,822	15,040,956	7,698	16,970,063
%	1.97%	2.40%	0.70%	2.48%	2.48%	2.68%	2.68%	2.86%	2.86%
Jalisco-2024	15,634	1,355	4.81	69,156	152,462,886	75,170	165,721,487	81,183	178,977,883
Jalisco-2025	20,172	1,895	7.96	149,488	329,564,654	160,552	353,955,800	171,615	378,346,945
Difference	4,538	540	3.15	80,332	177,101,768	85,382	188,234,312	90,432	199,369,061
%	29.02%	39.85%	65.54%	116.16%	116.16%	113.58%	113.58%	111.39%	111.39%
Total-2024	174,612	53,355	1.89	308,938	681,092,473	329,737	726,945,847	350,535	772,797,016
Total-2025	182,274	55,142	2.31	395,218	871,306,089	421,941	930,221,115	448,665	989,136,140
Difference	7,663	1,787	0.43	86,279	190,213,616	92,204	203,275,268	98,130	216,339,124
%	4.39%	3.35%	22.58%	27.93%	27.93%	27.96%	27.96%	27.99%	27.99%

	Michoacan	Jalisco	Total
Inc/Dec due to:			
Surface	5,039	36,116	41,155
Yield	1,783	49,265	51,049
Total	6,822	85,382	92,204

Jalisco – 2025 Appears to be Total Harvest, Not Just Loca



MHAIA-Michoacan -Surface, Yield and Production details

	MHAIA -Michoacan 2025			APEAM-Michoacan 2024			MHAIA -Michoacan 2024			MHAIA Michoacan 25 vs 24	
	SURFACE HECTARES	PRODUCTION		SURFACE HECTARES	PRODUCTO TONNES	YIELD TONNES/HA	SURFACE HECTARES	PRODUCTION TONNES	YIELD TONNES/HA	Diff Production	Diff Yield
		TONNES	YIELD TONNES/HA								
1 TANCÍTARO	24,829	40,036	1.61	24,929	37,766	1.51	24,827	40,820	1.64	(784)	(0.03)
2 ARIO DE ROSALES	18,162	25,933	1.43	18,097	30,860	1.71	17,877	29,108	1.63	(3,176)	(0.20)
3 URUAPAN	17,158	34,760	2.03	17,300	33,119	1.91	16,981	27,678	1.63	7,082	0.40
4 SALVADOR ESCALANTE	15,886	25,616	1.61	15,779	25,196	1.60	15,631	27,626	1.77	(2,011)	(0.15)
5 TACÁMBARO	12,928	19,352	1.50	12,902	25,075	1.94	12,578	20,856	1.66	(1,505)	(0.16)
6 LOS REYES	8,197	10,993	1.34	8,151	11,807	1.45	8,025	12,849	1.60	(1,856)	(0.26)
7 PERIBÁN-CHARAPAN	10,206	16,418	1.61	8,480	11,367	1.34	9,806	13,374	1.36	3,044	0.24
Others	54,737	88,283	1.61	55,220	97,315	1.76	53,254	82,255	1.54	6,028	0.07
TOTAL	162,103	161,390	1.61	160,658	272,507	1.69	158,978	254,567	1.60	6,322	0.01
7Municipalities	107,366	173,107	1.61	105,638	175,192	1.66	105,724	172,312	1.63	795	
Others	54,737	88,283	1.61	55,220	97,315	1.76	53,254	82,255	1.54	6,028	
7Municipalities	66.23%	66.23%		65.67%	64.29%		66.50%	67.69%		11.65%	
Others	33.77%	33.77%		34.33%	35.71%		33.50%	32.31%		88.35%	

Large Producers Flat, Increase Due to Other Producers

APEAM-Jalisco -Surface, Yield and Production details

JLSV	Municipality	2024-2025			2023-2024			Inc (Dec)		
		Surface (HA)	Yield (Ave)	Vol @Mid (Tons)	Surface (HA)	Yield (Ave)	Vol @Mid (Tons)	Surface (HA)	Yield (Ave)	Vol @Mid (Tons)
ALTOS SUR	ARANDAS	388	3.41	1,324	325	3.70	1,203	29%	-8%	10%
	TEPATITLAN DE	965	3.24	1,829	534	5.40	2,866	6%	-40%	-36%
CONCEPCIÓN DE B. AIRES	CONCEPCIÓN DE B. AIRES	3,082	1.92	5,922	2,894	2.20	6,259	6%	-13%	-5%
	La Manzanilla de	198	1.22	242						
	Mazamitla	687	1.89	1,295						
Sierra de Tigre	Quitupan	388	1.23	478						
	Valle de Juarez	26	1.38	36						
	CHIQUIUSTLAN	21	2.33	49	62	1.60	96	-66%	46%	-49%
SAYULA	SAN GABRIEL	3,162	3.12	9,852	2,758	4.00	11,040	15%	-22%	-11%
	SAYULA	925	3.62	3,353	859	4.80	4,118	8%	-24%	-19%
	TAPALPA	1,271	2.18	2,772	1,160	2.10	2,453	10%	4%	13%
	GOMEZ FARIAS	1,418	3.98	5,638	1,161	2.80	3,295	22%	42%	71%
ZAPOTLAN EL GRANDE	ZAPOTLITIC	1,969	4.64	9,141	1,348	4.70	6,381	46%	-1%	43%
	ZAPOTLAN EL G	6,089	5.73	34,910	4,533	8.30	37,459	34%	-31%	-7%
Total		20,189	3.81	76,841	15,634	4.81	75,170	29%	-21%	2.2%

In Tons	23-24		22-23		Inc/Dec	23-24		23-24		Inc/Dec
	Surface (HA)	Prod. Vol @Mid (Tons)	Surface (HA)	Prod. Vol @Mid (Tons)		Surface (HA)	Prod. Vol @Mid (Tons)			
≤1600	3,636	19,840	2,548	14,115	43%	19,840	14,115	41%	41%	
1601-1800	3,719	23,276	2,881	22,926	29%	23,276	22,926	2%	2%	
1801-2000	4,237	14,635	3,333	15,494	27%	14,635	15,494	-6%	-6%	
2001-2200	5,346	13,930	4,133	17,487	29%	13,930	17,487	-20%	-20%	
>2200	3,251	5,161	2,740	5,148	19%	5,161	5,148	0%	0%	
Total	20,189	76,841	15,634	75,170	29%	76,841	75,170	2%	2%	

In Pounds	23-24		22-23		Inc/Dec	23-24		23-24		Inc/Dec
	Surface (HA)	Prod. Vol @Mid (Pounds)	Surface (HA)	Prod. Vol @Mid (Pounds)		Surface (HA)	Prod. Vol @Mid (Pounds)			
≤1600	3,636	43,739,713	2,548	31,318,248	43%	43,739,713	31,318,248	41%	41%	
1601-1800	3,719	51,313,694	2,881	50,543,178	29%	51,313,694	50,543,178	2%	2%	
1801-2000	4,237	32,264,652	3,333	34,158,423	27%	32,264,652	34,158,423	-6%	-6%	
2001-2200	5,346	30,710,393	4,133	38,552,236	29%	30,710,393	38,552,236	-20%	-20%	
>2200	3,251	11,376,955	2,740	11,349,397	19%	11,376,955	11,349,397	0%	0%	
Total	15,834	169,405,412	8,426	165,721,487	26%	169,405,412	165,721,487	2%	2%	

Yield	23-24		22-23		Inc/Dec
	Yield (Ave)	Yield (Ave)	Yield (Ave)	Yield (Ave)	
≤1600	5.5	8.0	5.5	8.0	-1%
1601-1800	6.3	4.6	6.3	4.6	-21%
1801-2000	3.5	4.2	3.5	4.2	-18%
2001-2200	2.6	3.9	2.6	3.9	-16%
>2200	1.6	1.9	1.6	1.9	-16%
Total	3.8	4.8	3.8	4.8	

29% Increase in Area But Only 2.2% Increase in Volume (21% Decrease in Yield)



Upon Completion of the Treasurers Report, Gary Caloroso motioned to accept the report as presented. However, due to uncertainty, a Superbowl commercial is not recommended. Gwen Jackimek seconded the motion which passed without objection.

After the treasurers report Arjun Chakravarti provided the board with his observations of the the state of the U.S. economy.

Following this, Giovanni Cavaletto presented the need for additional support of a genetic repository in Michoacan. The proposal will need to be reviewed in further detail.

After Lunch, Jaime called the meeting back into order and introduced Jim Eckles and Stephan Dry from the Cambridge Group to update the board on MHAIA's strategic plan and to present the Mexican avocado value chain assessment. Both the strategic plan and the assessment are available upon request.

New Business and Public Comment:

The next set of meetings will be September 24-25

There being no additional new business, Gary Caloroso motioned to adjourn which was seconded by Jon Ullrich. There was no objection.

Respectfully Submitted,

Ron Campbell, MHAIA Executive Director

I certify that the above is a true and accurate statement of the May 25, 2023, MHAIA Board of Directors Meeting.

Jon Ullrich, MHAIA Board Secretary