



**Mexican Hass Avocado Importers Association**  
**Board Meeting Minutes**  
**May 25, 2022**

**Place:**

AFM Headquarters Dallas, TX

**Time:** 9:00 AM – 1:30 PM CDT

**Board of Directors:**

Growers / Packers		Term Expires
Rigoberto Lemus (Secretary)	Director	2022
Ricardo Vega Jr.	Alt	2022
Dr. Antonio Ortiz Gonzalez	Director	2022
Lic. Juan Pablo Figueroa Cejudo	Alt	2022
Jaime Rivas Jr. (Treasurer)	Director	2023
Augustin del Rio	Alt	2023
Ivan Alejandro Oseguera Quintero	Director	2023
Jesus Domingo Calderon	Alt	2023

Importers		Term Expires
Jon Ulrich (Vice-Chair)	Director	2022
Jacqueline Solares	Alt	2022
Mike Chirico	Director	2022
Gahl Crane	Alt	2022
Gary Caloroso (Chair)	Director	2023
Stephan Fink	Alt	2023
Aaron Acosta	Director	2023
Peter Shore	Alt	2023

**AMS:** \_\_\_\_\_

Kelly Robertson  
Katie Cook  
George Webster

**Officially Present:** \_\_\_\_\_

Jose Luis Gallardo	Armando Lopez	David Ruiz
Dolora Sillman	Stephanie Bazan	Miguel Molina
Pilar Osario	Ivonne Kinser	Ana Ambrosi
Ron Campbell	Miguel Barcena	Mitzzy Cordero
Alvaro Luque	David Spirito	Ivon Pearce

**Members**

Rigo Perez	Keith Slattery	Carlos Genel	Elizabeth Ayala
Dave Billings			

**Guests:** \_\_\_\_\_

Emiliano Escobedo



Meeting Convened:

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

Brad Barker read the antitrust policy that was also distributed to the participants as part of the agenda.

Chairman Caloroso asked the group if there should be any changes or amendments to the minutes. Jaime Rivas motioned to approve the minutes which was seconded by Aaron Acosta. The motion passed without objection.

Chairman Caloroso

Chairman Caloroso introduced Treasurer Jaime Rivas and Financial Director Dolora Sillman to present the Treasurers Report.

Treasurers Report:

Financial Summary YTD, April 30, 2022:

Volume	Actual-YTD April 30,2022	Budget -YTD April 30,2022	\$ Change-Act vs Budget	Actual-YTD April 30,2021	\$ Change-Act vs PY
Gross	1,802,488,484	1,900,000,250	(97,511,766)	2,042,285,340	(239,796,857)
Organic	(53,318,681)	(49,779,091)	(3,539,589)	(55,302,105)	1,983,424
Re-export	(3,992,407)	(1,427,546)	(2,564,862)	(1,576,171)	(2,416,236)
<b>Net</b>	<b>1,745,177,396</b>	<b>1,848,793,613</b>	<b>(103,616,217)</b>	<b>1,985,407,064</b>	<b>(240,229,668)</b>
% Variance			-5.6%		-12.1%

Contribution	Actual-YTD April 30,2022	Budget -YTD April 30,2022	\$ Change-Act vs Budget	Actual-YTD April 30,2021	\$ Change-Act vs PY
HAB	\$37,085,020	\$39,286,864	(2,201,845)	\$42,189,900	(\$5,104,880)
APEAM (net)	\$671,860	\$951,320	(279,459)	\$630,681	\$41,179
Other income (Interest)	\$7,061	\$16,000	(8,939)	\$13,505	(\$6,443)
<b>Total contribution/income</b>	<b>\$37,763,941</b>	<b>\$40,254,184</b>	<b>(\$2,490,242)</b>	<b>\$42,834,086</b>	<b>(\$5,070,145)</b>
% Change			-6.2%		-11.8%

Change in Net Assets	Actual-YTD April 30,2022	Budget -YTD April 30,2022	\$ Change-Act vs Budget	Actual-YTD April 30,2021	\$ Change-Act vs PY
Change in Net Assets	(4,522,200)	(3,699,465)	(822,735)	(257,477)	(4,264,723)
Retained Earnings-PY	13,417,786	12,701,859	715,927	12,504,767	913,019
<b>Total Equity</b>	<b>8,895,585</b>	<b>9,002,394</b>	<b>(106,808)</b>	<b>12,247,290</b>	<b>(3,351,704)</b>

Spending	Actual-YTD April 30,2022	Budget -YTD April 30,2022	\$ Change-Act vs Budget	Actual-YTD April 30,2021	\$ Change-Act vs PY
AFM Direct Marketing	\$31,838,583	\$37,115,878	-\$5,277,295	\$29,894,187	\$1,944,396
Admin/Others	\$8,884,110	\$4,181,622	\$4,702,489	\$11,873,304	-\$2,989,194
<b>Total AFM</b>	<b>\$40,722,693</b>	<b>\$41,297,500</b>	<b>-\$574,807</b>	<b>\$41,767,491</b>	<b>-\$1,044,798</b>
MHAIA Com/ Analytics	\$123,084	\$359,336	-\$236,252	\$16,442	\$0
MHAIA Direct Marketing	\$107,321	\$415,000	-\$307,679	\$107,000	\$321
MHAIA Marketing Admin	\$682,575	\$993,122	-\$310,547	\$581,834	\$100,741
<b>Total MHAIA</b>	<b>\$912,980</b>	<b>\$1,767,458</b>	<b>-\$854,478</b>	<b>\$705,276</b>	<b>\$101,062</b>
<b>Total General Administrative</b>	<b>\$650,469</b>	<b>\$888,691</b>	<b>-\$238,222</b>	<b>\$618,796</b>	<b>\$31,672</b>
<b>Total Expenses</b>	<b>\$42,286,142</b>	<b>\$43,953,649</b>	<b>-\$1,667,507</b>	<b>\$43,091,563</b>	<b>-\$912,064</b>
% Change			-3.8%		-2.12%
Cost per pound	\$ 0.02	\$ 0.02		\$ 0.02	

Financial Position	Actual-YTD April 30,2022	Budget -YTD April 30,2022	\$ Change-Act vs Budget	Actual-YTD April 30,2021	\$ Change-Act vs PY
Cash & Cash	\$10,245,159	6,520,180	\$3,724,978	\$16,111,580	(\$5,866,421)
Equivalents	\$3,234,258	4,482,213	(\$1,247,956)	\$4,543,106	(\$1,308,848)
Other Assets (AR/FA)					
<b>Total Assets</b>	<b>\$13,479,416</b>	<b>11,002,394</b>	<b>\$2,477,022</b>	<b>\$20,654,685</b>	<b>(\$7,175,269)</b>
Total Liabilities	\$4,583,831	2,000,000	\$2,583,831	\$8,407,396	(\$3,823,565)
Total Equity	\$8,895,585	9,002,394	(\$106,808)	\$12,247,290	(\$3,351,704)
<b>Total Net Assets/Liabilities</b>	<b>\$13,479,416</b>	<b>11,002,394</b>	<b>\$2,477,022</b>	<b>\$20,654,685</b>	<b>(\$7,175,269)</b>
Reserve Goal-15% of FY 22-as of April'22	\$ 5,562,753	\$ 5,893,030	\$ (330,277)	\$ 6,328,485	\$ (765,732)
Budgeted FY 22 Reserve Goal-15%		\$ 7,052,828			



AFM Funding Allocation:

Funding allocation	Actual-YTD	Budget -YTD	Actual-YTD	Ratio-Actual- YTD April 30'22	Ratio-Budget-	
	April 30,2022	April 30,2022	April 30,2021		YTD April 30'22	Ratio-PY -YTD 30'21
MHAIA to AFM	\$ 40,722,693	\$ 41,297,500	\$ 41,767,491	67.15%	66.84%	66.59%
APEAM to AFM	15,248,167	15,535,571	\$ 13,987,163	25.14%	25.14%	22.30%
APEAM to MHAIA	\$ 671,860	\$ 951,320	\$ 630,681	1.11%	1.54%	1.01%
APEAM to Avo House	\$ 4,000,000	\$ 4,000,000	\$ 6,333,333	6.60%	6.47%	10.10%
<b>Total</b>	<b>\$ 60,642,720</b>	<b>\$ 61,784,390</b>	<b>\$ 62,718,668</b>	<b>100.00%</b>	<b>100.00%</b>	<b>100.00%</b>
MHAIA						
Communications/Analytics	123,084	359,336	16,442	100.00%	100.00%	
<b>Total Funding</b>	<b>\$ 60,765,804</b>	<b>\$ 62,143,726</b>	<b>\$ 62,735,110</b>			

Following the Treasurers Report, Gary introduced Pilar to provide the current crop and crop report forecast. As of the May 24 date, the forecast did not include Jalisco due to delays in orchard and packing house certifications by USDA.

Pilar Osorio presented the FY 21-22 Crop Report Summary, with actual harvest and shipments until May15th.

Volume in Tons/Pounds at Gross	Tons	Pounds
<b>Crop Report by APEAM</b>		
<b>Harvest</b>		
2021-2022 Estimated Harvest	1,135,868	2,504,160,286
Actual Harvest - As of May 15th, 2022	974,601	2,148,627,410
<b>Balance to be Harvested-May 16- Jul 3,2022</b>	<b>114,310</b>	<b>252,010,412</b>
<b>2021-2022 Total Actual Harvest</b>	<b>1,088,911</b>	<b>2,400,637,822</b>
Ave/Wk.-7 weeks	16,330	36,001,487
% Harvested	89.5%	
% To be harvested	10.5%	
<b>Shipments-Perspectivas</b>		
Total FY 21-22-Projected Shipments	<b>967,389</b>	<b>2,132,727,843</b>
Actual Shipments - As of May 15th, 2022	839,340	1,850,428,557
<b>Balance to be shipped - Oct 4- Jul 4,2022</b>	<b>99,942</b>	<b>220,334,394</b>
<b>Total Shipments</b>	<b>939,282</b>	<b>2,070,762,951</b>
Ave/Wk.-7 weeks	14,277	31,476,342
% Shipped	89.36%	
% To be shipped	10.64%	
% Total Shipped over Total Projection	-2.91%	



The 3<sup>rd</sup> Stage MHAIA and APEAM Crop Reports were presented and compared for the Board.

	Volume (Tons)		
	LOW	MID	UPPER
APEAM	265,848.0	292,140.0	318,433.0
MHAIA	234,851.5	253,734.1	272,616.7
Difference	30,997	38,406	45,816
%	11.66%	13.15%	14.39%

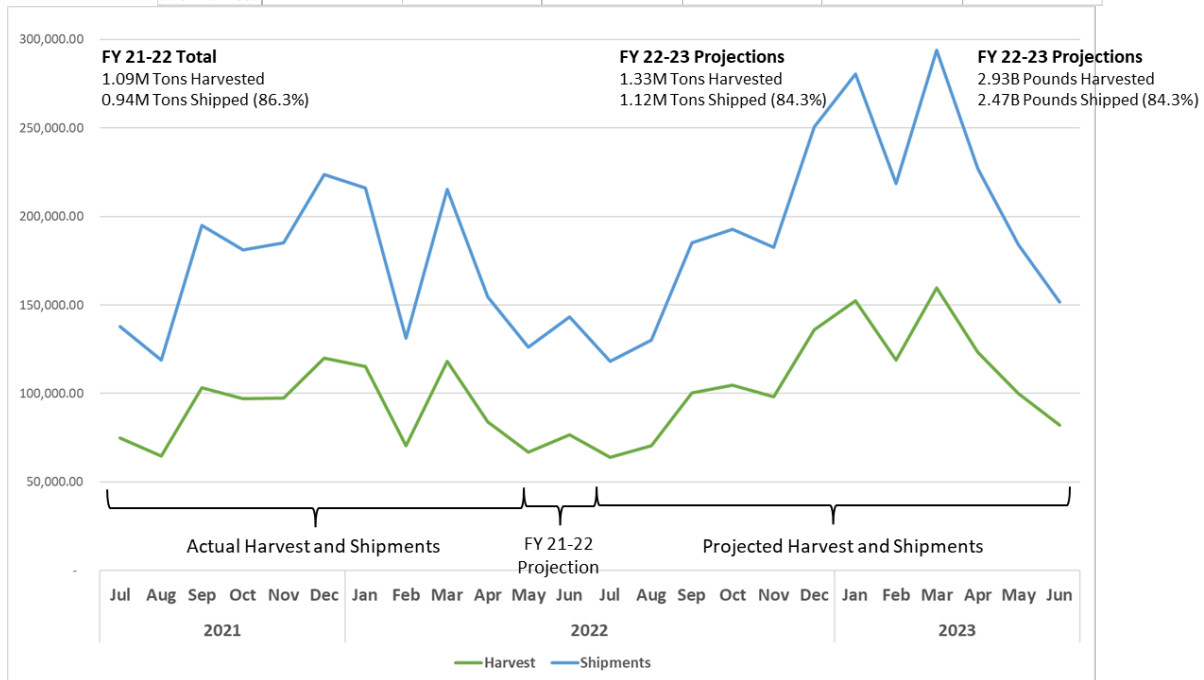
	Volume (Pounds)		
	LOW	MID	UPPER
APEAM	586,094,531.6	644,058,471.3	702,024,615.5
MHAIA	517,758,878.4	559,387,870.7	601,016,862.9
Difference	68,335,653	84,670,601	101,007,753
%	11.66%	13.15%	14.39%

FY21-22	LOCA
TONS	211,633.0
POUNDS	466,570,898.9
%	21.7%

FY22-23 Crop Projection APEAM was also presented, total volume in tons and pounds and per month graphically. This data was used to develop the FY22-23 Budget.

### FY 2023 Total Projection and Projection per

	TONS			POUNDS		
	LOW	MID	HIGH	LOW	MID	HIGH
HARVEST	1,235,636.8	1,330,071.9	1,424,507.0	2,724,112,954.7	2,932,306,732.7	3,140,500,510.8
SHIPMENTS	1,041,242.0	1,120,820.3	1,200,398.5	2,295,545,815.4	2,470,985,807.8	2,646,425,800.1
% of Harvest	84.3%	84.3%	84.3%			





Fiscal Year 2023 Volume Scenario:

Because of questions on the future volume, including the new Jalisco volume the board believes it is prudent to go by the low to mid-level forecast.

Description	FY-21 Actual	FY-22 Budget	FY-22 Estimate	\$ 1@2.57B Lbs- Mid Level + 100 M Lbs. Jalisco	\$ 2@2.62B Lbs- Mid Level + 150M Lbs. Jalisco	\$ 3@2.65B Lbs- Mid Level + 176.4M Lbs Jalisco
				FY-23	FY-23	FY-23
<b>Volume-Gross (in pounds)</b>	2,428,418,608	2,274,282,225	2,092,443,243	2,570,985,735	2,620,985,735	2,647,385,735
Organics	(64,013,023)	(59,884,705)	(60,944,491)	(70,702,108)	(72,077,108)	(72,803,108)
Re-export	(1,847,811)	(1,745,685)	(4,212,773)	(4,884,873)	(4,979,873)	(5,030,033)
<b>Net Volume</b>	<b>2,362,557,774</b>	<b>2,212,651,835</b>	<b>2,027,285,980</b>	<b>2,495,398,754</b>	<b>2,543,928,754</b>	<b>2,569,552,594</b>
<b>Operating Revenue and other Support (\$)</b>	<b>\$ 51,016,554</b>	<b>\$ 48,150,631</b>	<b>\$ 44,074,969</b>	<b>\$ 54,254,421</b>	<b>\$ 55,285,684</b>	<b>\$ 55,830,190</b>
<b>Board Contribution</b>						
400001 APEAM Board Contribution	796,746	1,113,179	986,580	1,216,398	1,216,398	1,216,398
400003 HAB Contribution	50,204,353	47,018,851	43,079,827	53,027,224	54,058,486	54,602,993
<b>Total Board Contribution</b>	<b>51,001,098</b>	<b>48,132,031</b>	<b>44,066,408</b>	<b>54,243,621</b>	<b>55,274,884</b>	<b>55,819,390</b>
<b>Interest Income</b>	<b>15,456</b>	<b>18,600</b>	<b>8,561</b>	<b>10,800</b>	<b>10,800</b>	<b>10,800</b>
<b>Total Operating Revenue</b>	<b>51,016,554</b>	<b>48,150,631</b>	<b>44,074,969</b>	<b>54,254,421</b>	<b>55,285,684</b>	<b>55,830,190</b>
<b>Marketing</b>	<b>49,535,351</b>	<b>51,550,468</b>	<b>48,175,807</b>	<b>51,835,342</b>	<b>52,570,342</b>	<b>53,005,342</b>
<b>AFM Marketing</b>	<b>48,569,933</b>	<b>49,453,621</b>	<b>46,493,572</b>	<b>49,495,081</b>	<b>50,230,081</b>	<b>50,665,081</b>
<b>MHAIA Communications and Analytics</b>	<b>43,271</b>	<b>428,914</b>	<b>188,500</b>	<b>408,797</b>	<b>408,797</b>	<b>408,797</b>
<b>MHAIA Marketing</b>	<b>922,148</b>	<b>1,667,933</b>	<b>1,493,735</b>	<b>1,931,464</b>	<b>1,931,464</b>	<b>1,931,464</b>
<b>Administrative Expenses</b>	<b>805,142</b>	<b>1,079,718</b>	<b>958,629</b>	<b>1,176,632</b>	<b>1,176,632</b>	<b>1,176,632</b>
<b>Total Expenses</b>	<b>50,340,494</b>	<b>52,630,185</b>	<b>49,134,436</b>	<b>53,011,974</b>	<b>53,746,974</b>	<b>54,181,974</b>
<b>Net Change in Assets</b>	<b>676,060</b>	<b>(4,479,556)</b>	<b>(5,059,467)</b>	<b>1,242,448</b>	<b>1,538,710</b>	<b>1,648,217</b>
in net assets to net cash/Movement in Working Capital	1,526,212	64,279	1,224,707	(744,986)	(868,738)	(914,113)
Net Inc/(Dec) in Cash and Cash Equivalents, Beginning of period	2,202,271	(4,415,277)	(3,834,760)	497,461	669,972	734,103
<b>Cash and Cash Equivalents, End of period</b>	<b>\$ 11,291,479</b>	<b>\$ 7,476,647</b>	<b>\$ 7,456,720</b>	<b>\$ 7,954,181</b>	<b>\$ 8,126,692</b>	<b>8,190,823</b>
<b>% Ratio to Assessment From HA</b>	<b>22.49%</b>	<b>15.90%</b>	<b>17.31%</b>	<b>15.00%</b>	<b>15.03%</b>	<b>15.00%</b>
<b>Amount to Achieve 15% Reserve</b>	<b>\$ 7,530,653</b>	<b>\$ 7,052,828</b>	<b>\$ 6,461,974</b>	<b>\$ 7,954,084</b>	<b>\$ 8,108,773</b>	<b>8,190,449</b>
<b>Excess Cash</b>	<b>\$ 3,760,826</b>	<b>\$ 423,820</b>	<b>\$ 994,746</b>	<b>\$ 98</b>	<b>\$ 17,919</b>	<b>\$ 374</b>



## Fiscal 2023 Budget Summary:

	FY22 Estimate	FY22 Budget	\$ Change	% Change	FY23 Budget	\$ Change (Estimate)	% Change (Estimate)
<b>Volume (in pounds)</b>							
<b>Gross</b>	2,092,443,243	2,274,282,225	(181,838,981)	-8.0%	2,620,985,735	528,542,491	25.3%
Organic	(60,944,491)	(59,884,705)	(1,059,786)	1.8%	(72,077,108)	(11,132,617)	18.3%
Re-export	(4,212,773)	(1,745,685)	(2,467,087)	141.3%	(4,979,873)	(767,100)	18.2%
<b>Net Volume</b>	<b>2,027,285,980</b>	<b>2,212,651,835</b>	<b>(185,365,855)</b>	<b>-8.4%</b>	<b>2,543,928,754</b>	<b>516,642,774</b>	<b>25.5%</b>
<b>Contribution/Revenue</b>							
APEAM Board Contribution	\$ 986,580	\$ 1,113,179	(126,599)	-11.4%	\$ 1,216,398	229,817	23.3%
HAB Assessment	43,079,827	47,018,851	(3,939,024)	-8.4%	54,058,486	10,978,659	25.5%
Interest Income	8,561	18,600	(10,039)	-54.0%	10,800	2,239	26.1%
<b>Total Contribution/Revenue</b>	<b>44,074,968</b>	<b>48,150,630</b>	<b>(4,075,662)</b>	<b>-8.5%</b>	<b>55,285,683</b>	<b>11,210,715</b>	<b>25.4%</b>
<b>Spending</b>							
<b>Total AFM Marketing</b>	<b>46,493,572</b>	<b>49,453,620</b>	<b>(2,960,048)</b>	<b>-6.0%</b>	<b>50,230,081</b>	<b>3,736,509</b>	<b>8.0%</b>
<b>Total MHAIA Marketing</b>	<b>1,682,235</b>	<b>2,096,847</b>	<b>(414,612)</b>	<b>-19.8%</b>	<b>2,340,261</b>	<b>658,026</b>	<b>39.1%</b>
<b>Total Marketing</b>	<b>48,175,807</b>	<b>51,550,467</b>	<b>(3,374,660)</b>	<b>-6.5%</b>	<b>52,570,342</b>	<b>4,394,535</b>	<b>9.1%</b>
<b>Total General Administrative</b>	<b>958,629</b>	<b>1,079,718</b>	<b>(121,089)</b>	<b>-11.2%</b>	<b>1,176,632</b>	<b>218,003</b>	<b>22.7%</b>
<b>Total Expenses</b>	<b>49,134,436</b>	<b>52,630,185</b>	<b>(3,495,749)</b>	<b>-6.6%</b>	<b>53,746,974</b>	<b>4,612,538</b>	<b>9.4%</b>
<b>Net Change in Assets</b>							
Net Change in Assets -CY	(5,059,467)	(4,479,554)	(579,913)	12.9%	1,538,710	6,598,177	-130.4%
Retained Earnings-PY	13,417,786	12,701,859	715,927	5.6%	8,358,319	(5,059,467)	-37.7%
<b>Total Equity</b>	<b>8,358,319</b>	<b>8,222,305</b>	<b>136,014</b>	<b>1.7%</b>	<b>9,897,029</b>	<b>1,538,710</b>	<b>18.4%</b>
<b>Financial Position</b>							
Cash & Cash Equivalents	7,456,719	7,476,648	(19,929)	-0.3%	8,126,691	669,972	9.0%
Other Assets (AR/FA)	2,809,375	3,500,173	(690,798)	-19.7%	4,226,516	1,417,141	50.4%
<b>Total Assets</b>	<b>10,266,094</b>	<b>10,976,821</b>	<b>(710,727)</b>	<b>-6.5%</b>	<b>12,353,207</b>	<b>2,087,113</b>	<b>20.3%</b>
Total Liabilities	1,907,774	2,754,516	(846,741)	-30.7%	2,456,178	548,403	28.7%
Total Equity	8,358,319	8,222,305	136,014	1.7%	9,897,029	1,538,710	18.4%
<b>Total Liabilities and Equity</b>	<b>10,266,094</b>	<b>10,976,821</b>	<b>(710,727)</b>	<b>-6.5%</b>	<b>12,353,207</b>	<b>2,087,113</b>	<b>20.3%</b>
Cash Ratio to Assessments from HAB	17.3%	15.9%			15.0%		
Reserve Goal (15% of Assessments from HAB)-in \$	\$ 6,461,974	\$ 7,052,828			\$ 8,108,773		

- Mhaia objectives will be to continue providing the MHAIA Board of Directors and Importers, good quality, timely and accurate information regarding crop/harvest, shipment, and financials and business strategy.
  - Provide studies and analysis of crop, harvest, and shipments
  - Survey current report recipients to better understand their needs and expectations.
  - Use the EvIEWS program and Historical data to create an alternative projection for comparison purposes.
  - Use survey and historical data for quarterly report comparison analysis (APEAM vs. MHAIA reports)
  - Continue Rebate Assessment Volume Differential Analysis
  - Develop Correction Methodology / Algorithms for Budgeting Purposes to Drive Accuracy
  - Implement Phase 2 Automation of Financial Budgeting and Actuals reporting for MHAIA and AFM
  - Continue Enhancement of MHAIA Website
  - Continue Oversight of AFM



Partnership with Monarch Butterfly, Jesus Jasso Aguilar, Center for Produce Safety, Wildlife Federation, Gruber and Lopez Auditor, and Texas A&M and MHAIA long range plan.

- Volume and Contribution
  - Harvest Volume – 2.93B pounds (*@Mid Level- 84.27% to US*)
  - Rebate Volume - 2.62 B pounds gross (*@Mid Level- 2.47B pounds Michoacan and 150M pounds Jalisco*)
  - Organics-Rebate Volume - *@ 2.75%*
  - Re-export- *@ 0.19%*
  - Assessment from HAB - \$54.06M, *25.05% inc. from FY 22 of \$43.08M*
  - APEAM support - \$1.22M, *\$230K inc. from FY 22 of \$987M*
- Marketing Spending
  - Total Marketing spending - \$52.57M, *9.1% inc. from FY 22 of \$48.18M*
    - AFM Marketing- \$50.23M, *8.0% inc. or \$3.74M from \$46.49M*
    - MHAIA Communications and Analytics- 2 approved headcount - \$408.79K. Annualized cost , 1 filled last March 2021
    - MHAIA Marketing Direct- Trade and PR- \$550K, *39.2% inc. from \$395K*
      - *5-year extension of Monarch Butterfly, National Wildlife Federation*
- MHAIA Marketing Admin - \$1.38M, *25.7% inc. from \$1.1M*
  - Partnership With Jesus Jasso Aguilar
  - Texas A&M Analytics and Studies Partnership
  - Executive Director Fees with 15% COLA/Adjustment, discretionary bonus and other expenses (travel)
  - AMS Program fees
  - Website and cloud services
- Administrative
  - Total Net Administrative spending – \$1.22M, *23.3% inc. from \$987K*
    - Legal fees and travel - resume travel of 2 lawyers
    - Finance Director fees with 15% COLA/Adjustment, discretionary bonus and other expenses (travel)
    - Retain Gruber & Associates Auditors
    - Seminars and Training
    - Professional Services – ERP, Adaptive
    - Capex, Subscription Renewal Finance Systems SAP, Adaptive (shared system)

Cash Reserves – 15%

Regarding APEAM special projects, additional funds (\$1.1MM) are needed to complete the Casa APEAM according to USDA's security requirements in the building.



Closed Session to review upcoming budget and employee compensation:

During closed session, the board voted unanimously to approve Executive Director and Financial Director cost of living allowance and bonuses as described in their contracts.

Upon Conclusion of the closed session. Jon Ullrich motioned to approve the budget as presented. Aaron Acosta seconded the motion which passed unanimously.

#### Reforestation update:

With the combined efforts of Forests for Monarchs and APEAM, 3.2 million trees have been planted in high-need areas.

- Almost 3,000 hectares restored.
- 3,690 plus volunteers
- 40 plus communities impacted.
- 73% survival rate

#### Main Factors Causing Monarch Butterfly Population Decline:

The decline is attributed to the continued mass use of pesticides, the climate crisis, the clearcutting of the winter habitat (20.26 ha lost between March 2019-March 2020), and migration problems.

- Western Monarch (California)
- Was down to under 2,500 monarchs in 2020, up to 250,000 as of January 2022.
- Eastern Monarch (Mexico)
- Count has been delayed - still waiting on final numbers.

Trends: Last two years saw decline after a year of growth.

#### Sustainability and consumer perceptions / Hartman Group

Concern about sustainability is growing amid events that bring attention to the environment and social issues.

- Consumer definitions and understanding of sustainability—including both environmental and social issues—are gaining sophistication.
- Sustainable products are increasingly associated with quality, particularly relating to careful & attentive sourcing and production.





- Consumers are moving from a “me” to a “we” mentality, with a more expansive set of stakeholders who they perceive benefit from sustainable practices.
- Companies are viewed, alongside governments, as well-positioned to effect change on far-reaching challenges, and therefore responsible for taking action.
- Issues that have been on the horizon are moving more quickly into mainstream consumer consciousness, specifically issues such as regenerative agriculture, labor practices and social welfare issues.

New Business and Public Comment:

Jose Luis Gallardo Presented a conservation and sustainability entitled, “Conservation de Bosques Entre la Zona Aguacatera Acciones Ambientales.

There being no additional new business, Aaron Acosta motioned to adjourn which was seconded by Jaime Rivas. There was no objection.

Respectfully Submitted,

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Ron Campbell, MHAIA Executive Director

I certify that the above is a true and accurate statement of the May 22, 2022 MHAIA Board of Directors Meeting.

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Rigoberto Lemus, MHAIA Board Secretary