



**Mexican Hass Avocado Importers Association**  
**Annual Meeting Minutes**  
**February 12-13 2019**

**Place**

AFM Headquarters  
Culinary Center  
Las Colinas, Texas

**Time:** 11:30 PM – 4:00 PM (Tuesday) 8:00 AM – 4:00 PM (Wednesday)

**Board of Directors:**

**Growers / Packers**

**Term Expires**

Gabriel Villaseñor (Vice Chair)	Director	2020
Jaime Rivas Campbell	Alt	2020
Adrian Iturbide	Director	2020
Jorge Vallejo Esquivel	Alt	2020
David Ruiz Vega	Director	2019
Gustavo Rivas Benitez*	Alt	2019
Carlos Genel (Treasurer)	Director	2019
Jose Alfredo Hernandez	Alt	2019

**Importers**

**Term Expires**

Jon Ulrich	Director	2020
Giovanni Cavaletto	Alt	2020
Jorge Hernandez (Secretary)	Director	2020
Rigo Perez	Alt	2020
Mike Browne (Chairman)	Director	2019
Gary Calaroso	Alt	2019
Aaron Acosta	Director	2019
Gahl Crane	Alt	2019

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

Hakim Fobia

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

Armando Lopez	Kevin Hamilton
Ramon Paz	Dolora Sillman
Stephanie Bazan	Miguel Molina
Ron Campbell	Ivonne Kinser
Alvaro Luque	Becky Estrada
Kevin Brosch	Stephanie Browder
Maura Morales	



### **Members**

---

Jim Donovan	Luke Sears	Russell Faulks
Denise Junqueiro	David Ruiz Vega	Aaron Acosta
Dave Billings	Jose Luis Gallardo	Jorge Vallero Esquive
Fernando Torres	Mario Pecho	
Dave Billings	Gustavo Rivas	

### **Guests:**

---

Jim Mc Guigan	Matt Gonwa	Jay Shah
Jim Eckles	Chris Hauck	Dr. Oral Capps

Upon conclusion of the AFM meeting, at 11:15, Chairman Mike Browne called the meeting to order, took the roll call and established a quorum. Kevin Brosch read the antitrust policy that was also distributed to the participants as part of the agenda. Mr. Browne requested comments on the May board meeting minutes. Gary Caloroso motioned to approve the minutes which was seconded by Jorge Hernandez. The motion passed without objection.

Due to the availability of time, Mike adjusted the agenda and Stephanie Bazan and Alfonso Delgado presented a proposal for a Summer Trade & Shopper plan to support our sales after Cinco de Mayo. The program is based on the following objectives:

- Support increased volume and reinforce Mexico's leadership in the summer with a robust trade /shopper campaign
- Generate **new** activity to support the West Coast given lower CA volume
- Own and start capitalizing our presence in Summer through Memorial Day

The plan is divided in two phases: Memorial Day and Summer and includes an incremental investment of \$2,7 million for trade and shopper.

Mike presented the idea of more generic promotions in the summer to lift the entire category.

After Lunch, Mike Browne introduced Matt Gonwa, Jay Shah, Jim Eckles and Chris Hauck to present the final results of the MHAIA, APEAM and AFM long term planning project and organizational assessment. The team provided a three-hour presentation that included a workstream overview, summary of key insights and implications, an updated mission statement and core values, key improvement opportunities and a preliminary capability development timeline.

Gabriel Villaseñor motioned to ratify the Strategic Plan and David Ruiz seconded the motion. All were in favor and the motion passed without objection.

In addition, in the previous meeting, Mike requested and received unanimous consent from the current board to encourage the incoming board members to continue the strategic planning process and see it to its conclusion.

Mike Browne adjourned for the day for continuation with the MHAIA meeting Wednesday February 13.



Mike Browne readjoined the following day, took the roll call reestablished a quorum and reviewed the antitrust guidelines.

Mike introduced Dolora Sillman to present the MHAIA Treasurers report, current financial position and budget.

- MHAIA consolidated Cash Balances as of February 10,2019: \$10.75M

	MHAIA	AFM	Total
AFM-EX MM Acct		\$495,977	\$495,977
Citizens Business Bank-MHAIA MMKT	\$2,076,122	\$2,833,984	\$4,910,105
Citizens Business Bank-APEAM MMKT		\$1,272,592	\$1,272,592
Citizens Business Bank-Optg. (MHAIA- outstanding ACH AFM with Feb 15 Payroll)	\$3,731,795	\$329,073	\$4,060,868
Petty Cash		\$2,500	\$2,500
<b>Total</b>	<b>\$ 5,815,978</b>	<b>\$ 4,934,126</b>	<b>\$ 10,750,105</b>

**Notes:**

*MHAIA- MMKT Balance as of Feb 10 ,2019 of \$2.076M does not include the estimated Dec assessment of\$4.65M, and Jan of \$4.75M or a total estimated assessment of 9.4M.  
MHAIA total AP as of Feb 8 -\$8.97M, \$3.73 to be paid next week;\$2.66M in 30 days and \$2.6M in 45 days. The Feb contribution to AFM is \$7.8M*

*\* AFM- Feb 9 ,2019 total of \$4.934M does not include the intercompany AR from MHAIA of \$8.8M , and APEAM of \$3.8M.  
AFM -AP as of Feb 9 -\$1.71M, and not including the Superbowl invoices.*

- Collateralization Report as of Jan 31,2019: the MHAIA and AFM bank balances were fully collateralized at \$24.16M as compared to \$13.19M of the same period.



**MHAIA/AFM Funds- Collateralization Report**  
as of January 31, 2019

Name & Address of Financial Institution, Broker, or Investment Services Company	ABA No.	Type of Account	Amount Currently Deposited	Collateral Pledged	Maturity Date of Collateral Pledged	Location of FRB* Holding Collateral
<b>MHAIA</b>						
Citizens Business Bank	122234149	Collateral Holdings-V346 USDA Mexican Hass Avocado Importers Association		\$ 5,012,573.20	3137ANNV06-351/10/15/2029	National Book Entry-NBE
Citizens Business Bank	250464398	Premium Money Market Gov Serv	\$5,846,757.77		313852585-362/01/01/2027	National Book Entry-NBE
Citizens Business Bank	250464371	Analyzed Government Operating Account	\$440.81			
TOTAL MHAIA Bank Balances -1/31/19			\$5,847,238.58	\$ 11,129,638.49		
<b>AFM-Subsidiary of MHAIA</b>						
Citizens Business Bank	122234149	Collateral Holdings-V347 USDA Avocados From Mexico		\$6,148,153.21	31374CPL4-362-12/1/2027	National Book Entry-NBE
Citizens Business Bank	250000316	Premium Money Market Gov Serv-MHAIA	\$2,980,127.84		3138LJG79-362-5/1/2027	National Book Entry-NBE
Citizens Business Bank	250466080	Analyzed Government Operating Account	\$2,464,181.41			
Citizens Business Bank	250000324	Analyzed Government Money Market Account APEAM	\$1,407,336.20			
Citizens Business Bank	250000893	Analyzed Government Money Market Account AFM Exe Account	\$495,976.95			
TOTAL AFM Bank Balances -1/31/19			\$7,347,622.40	\$13,033,798.25		
<b>TOTAL MHAIA-AFM Bank Balances -1/31/19</b>			<b>\$13,194,860.98</b>	<b>\$24,163,436.74</b>		

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

- MHAIA financials as of January 31, 2019, Statement of Changes in Net Assets, Statement of Financial Positions and Cash Flows.
- Total Volume at net 1.076 billion pounds: Gross at 1.11 B pounds less organics and re-export at 30.80 billion pounds and 487.84 K pounds
- Contributions received \$23.27 million: HAB contribution \$22.89, APEAM 379.81K.
- Total Spending of \$19.46M: AFM Marketing 18.62, MHAIA Marketing \$440.02K, MHAIA General Admin \$394.14K.
- Total assets and liabilities \$15.55: Total Assets inclusive of cash and cash equivalents of \$5.86M, and accounts receivable of \$9.69M. Total Liabilities of \$1.08M and equity of \$14.47M



## Financial Summary

FY 18-19 YTD January 31, 2019

Volume	Actual-as of Jan 31	Budget-as of Jan 31	\$ Change- Act vs Budget	PY18-Actual-as of Jan 31
Gross	1,108,242,078	996,592,217	111,649,861	988,967,533
Organic	(30,801,062)	(22,423,325)	(8,377,737)	(22,870,411)
Re-export	(487,841)	(996,592)	508,751	(996,264)
<b>Net</b>	<b>1,076,953,175</b>	<b>973,172,300</b>	<b>103,780,875</b>	<b>965,100,858</b>
% Variance			10.7%	

Contribution	FY19-Actual-as of Jan 31	FY 19-Budget-as of Jan 31	Change- Act vs Budget	PY18-Actual-as of Jan 31	Spending	Actual-as of Jan 31	Budget-as of Jan 31	\$ Change- Act vs Budget	PY18-Actual-as of Jan 31
HAB	\$22,885,255	\$20,679,911	2,205,344	\$20,508,393	AFM Direct Marketing	\$12,900,195	\$14,911,096	-\$2,010,900	\$13,091,683
APEAM	\$379,809	\$591,375	(211,566)	\$367,168	AFM Marketing Admin/Others	\$5,729,805	\$3,718,904	\$2,010,900	\$3,299,657
Other income (Interest)	\$9,709	\$4,375	5,334	\$3,159	MHAIA Direct Marketing	\$9,500	\$15,000	-\$5,500	\$4,590
<b>Total contribution/income</b>	<b>\$23,274,773</b>	<b>\$21,275,661</b>	<b>\$1,999,111</b>	<b>\$20,878,720</b>	MHAIA Marketing Admin	\$430,516	\$598,969	-\$168,453	\$261,534
% Change			8.6%	11.5%	General Admin	\$394,135	\$553,819	-\$159,683	\$337,491
					<b>Total Expenses</b>	<b>\$19,464,151</b>	<b>\$19,797,788</b>	<b>-\$333,636</b>	<b>\$16,994,955</b>
					% Variance			-1.7%	
					Cost per pound	\$ 0.02	\$ 0.02		\$ 0.02

Change in Net Assets	Actual-as of Jan 31	Budget-as of Jan 31	PY18-Actual-as of Jan 31
Change in Net Assets- As of Nov 018	3,810,621	1,477,874	2,765,426
Retained Earnings-PY	10,655,798	8,988,379	8,122,619
<b>Total Equity</b>	<b>14,466,419</b>	<b>10,466,253</b>	<b>10,888,045</b>

Financial Position	Actual-as of Jan 31	Budget-as of Jan 31	PY18-Actual-as of Jan 31
Cash & Cash Equivalents	\$5,855,301	\$8,150,985	\$7,859,672
Other Assets (AR/FA)	\$9,690,658	\$3,805,268	\$4,680,308
<b>Total Assets</b>	<b>\$15,545,959</b>	<b>\$11,956,253</b>	<b>\$12,539,979</b>
Total Liabilities	(\$1,079,540)	(\$1,490,000)	(\$1,651,935)
<b>Total Equity</b>	<b>(\$14,466,419)</b>	<b>(\$10,466,253)</b>	<b>(\$10,888,045)</b>
<b>Total Assets/Liabilities</b>	<b>(\$15,545,959)</b>	<b>(\$11,956,253)</b>	<b>(\$12,539,979)</b>

Amended budget: Sillman presented the Cash reserve scenario

Total estimated volume for the FY 2018-2019- 2.18 billion pounds at gross based on the crop balance as of February 3,2019 of 1.005 billion pounds of avocados plus the shipped volume as of January 31,2019.

- Gross volume 2.171 billion pounds less organics of 59.97 billion pounds or 2.76% and re-export of 945.75K or .044%



Volume assumptions	Qty in Lbs.	Amount
Actual APEAM shipments - July 2018 to Jan 20,2019	1,079,944,438	
Crop report balance - Jan 21 to June 30 -(1,231,011,492 at 90%)	1,107,910,343	
<b>Total projected shipments- FY 18-19</b>	<b>2,187,854,781</b>	
<b>Crop Balance as of Feb 3</b>	<b>1,107,910,343</b>	<b>1,005,164,028</b>
Less: shipments (Jan 21-Feb 3)	(102,746,315)	
<b>Estimated Volume for MHAIA Reserves</b>		
Actual rebate volume - July 2018 to Jan 31,2019	1,108,242,078	
Crop report balance - Jan 21 to June 30 -(1,231,011,492 at 90%)	1,107,910,343	
Less: shipments (Feb 3,2019)	(44,517,892)	
Gross:	2,171,634,530	\$ 54,290,863
Organics -2.762%	(59,971,723)	\$ (1,499,293)
Re-export -0.044%	(945,752)	\$ (23,644)
Net	2,110,717,055	\$ 52,767,926
Rebate in US\$		\$ 44,852,737
<b>Estimated Expenses</b>	spending same as approved budget	
<b>% Reserves</b>	15%	

The scenario presented assumed a net volume at 2.11 billion pounds, and spending amount same as original approved budget. These assumptions resulted to a cash at the end of the FY of \$10.98 million or 24.48%. If MHAIA will keep a reserve of 15% the extra cash would be \$4.25 million.



**MHAIA-Volume and Cash Reserve- v 021019**

	FY-18 Actual	FY-19 Approved Budget	FY-19 Estimate	\$ Change Vs FY 18- Est	% Change
Volume-Gross (In pounds)	1,883,917,285	1,900,000,000	2,171,634,530	▲ 271,634,530	14.3%
Organics	(40,895,025)	(42,750,000)	(59,971,723)	▼ -17,221,723	40.3%
Re-export	(1,922,259)	(1,900,000)	(945,752)	▲ 954,248	-50.2%
<b>Net Volume</b>	<b>1,841,100,001</b>	<b>1,855,350,000</b>	<b>2,110,717,055</b>	<b>▲ 255,367,055</b>	<b>13.8%</b>
Operating Revenue and other Support (\$)	\$ 39,920,523	\$ 40,314,963	\$ 45,747,956	▲ 5,432,994	13.5%
Board Contribution	39,913,775	40,307,463	45,734,012	▲ 5,426,550	13.5%
400001 APEAM Board Contribution	695,886	881,275	881,275		
400003 HAB Contribution	39,217,889	39,426,188	44,852,737	▲ 5,426,550	13.8%
Interest Income	6,748	7,500	13,944	▲ 6,444	85.9%
406000 Interest Earned MHAIA	6,748	7,500	13,944	▲ 6,444	85.9%
Marketing	36,085,451	40,953,141	40,953,141		
AFM Marketing	35,236,674	39,525,482	39,525,482		
MHAIA Marketing	848,777	1,427,659	1,427,659		
Administrative Expenses	632,615	914,074	914,074		
<b>Total Expenses</b>	<b>36,718,066</b>	<b>41,867,214</b>	<b>41,867,214</b>		
<b>Net Change in Assets</b>	<b>3,202,457</b>	<b>(1,552,251)</b>	<b>3,880,742</b>		
Calculated Result	3,202,457	(1,552,251)	3,880,742		
Adjustments to reconcile change in net assets to net cash/Movement in Working Capital	4,012,993	454,244	(1,143,546)		
Net Inc/(Dec) in Cash and Cash Equivalents	7,215,450	(1,098,008)	2,737,197		
Cash and Cash Equivalents, Beginning of period	1,025,433	7,016,706	8,240,884		
<b>Cash and Cash Equivalents, End of period</b>	<b>\$ 8,240,884</b>	<b>\$ 5,918,698</b>	<b>\$ 10,978,081</b>		
<b>Reserve ratio</b>	<b>21.01%</b>	<b>15.01%</b>	<b>24.48%</b>		
<b>Excess-MHAIA</b>			<b>4,250,170</b>		
<i>Projected Total AFM expenses</i>					
MHAIA- 2/3	35,236,674	39,525,482	39,525,482		
APEAM- 1/3 (incl Adm-AFM and MHAIA)	17,618,337	19,762,741	19,762,741		
<b>Total</b>	<b>52,855,011</b>	<b>59,288,223</b>	<b>59,288,223</b>		
APEAM-Marketing Support	226,252	227,089	175,028		
<b>Total AFM expenses</b>	<b>53,081,263</b>	<b>59,515,312</b>	<b>59,463,251</b>		
<b>Cash funding</b>					
By MHAIA to AFM	35,236,674	39,525,482	39,525,482		
BY APEAM to AFM	16,922,451	18,881,466	18,881,466		
BY APEAM direct to MHAIA	695,886	881,275	881,275		
<b>Total</b>	<b>\$ 52,855,011</b>	<b>\$ 59,288,223</b>	<b>\$ 59,288,223</b>		
BY AFM to APEAM -Market Reporting	226,252	227,089	175,028		
<b>Total AFM</b>	<b>53,081,263</b>	<b>59,515,312</b>	<b>59,463,251</b>		
Ratio-MHAIA	66.67%	66.67%	66.67%		
Ratio-APEAM	33.33%	33.33%	33.33%		
Ratio-Total	100.00%	100.00%	100.00%		
<b>Additional funding to AFM</b>					
MHAIA- 2/3			43,775,652	<b>4,250,170</b>	
APEAM- 1/3 (incl Adm-AFM and MHAIA)			21,887,825.96	2,125,085	
<b>Total</b>			<b>65,663,478</b>	<b>6,375,255</b>	

Jorge motioned to increase the budget by \$3.2 MM with an incremental, restricted increase of \$750K as advised by the Joint Executive Committee the previous day.



Mike Browne Introduced Dr. Oral Capps to provide an update on the size forecast model and provide a supply chain research proposal. The research initiative was to take 10 months, the cost was \$200 K and was scheduled for completion in the fall of 2019. After discussion, APEAM growers stated that there were resources in Mexico who could develop the research more effectively for less cost. Nevertheless, Aaron Acosta motioned to reauthorize \$15K for continuation of the crop size forecast model development. The motion was seconded by Jorge Hernandez and carried without objection.

Mike Browne introduced Dr. Arjun Chakravarti, Senior Vice President, Analytic Solutions and Insights at GES – Global Experience Specialists to provide his opinion on the current state of the economy.

Discussion on the MOU:

More flexibility is needed in the MOU to allow APEAM to pursue opportunities in Mexico such as research and development initiatives or infrastructure improvement opportunities that may fall outside the scope of the existing MOU and AMS oversight restrictions. Nevertheless, these activities will undoubtedly enhance marketability of avocados from Mexico in the United States. We feel that in many cases, APEAM funds can be better utilized in Mexico to help enhance the U.S. market rather than being staged in excess reserve accounts in the United States. As described in the amendment, any project in Mexico that impacts APEAM's contribution to AFM must be approved by the MHAIA board in advance and will be properly documented in MHAIA's and AFM's accounting procedures.

The proposed change to the language in section 8. below.

*Both parties agree to and understand that in order to unify their marketing strategies, sufficient resources will need to be committed and guaranteed to make sure this collaborative effort becomes a success. Both parties agree that all MHAIA resources will be governed by the Order and subject to review by the Agricultural Marketing Service and that APEAM will make a financial commitment to match those resources based on a 2:1 formula to fund joint advertising and promotion programs. The 2:1 funding formula should be reviewed quarterly for budgeting purposes.*

*Both parties agree that any joint advertising and promotion activity using combined APEAM and MHAIA funds will be subject to AMS approval. will commit to match those resources based on a 2:1 formula to support joint advertising and promotion programs. The 2:1 formula includes flexibility to adjust for difficulties or specific projects of one partner or other, where agreed by majority vote of the MHAIA Board. The formula and each party's commitment of resources should be reviewed quarterly for budgeting purposes. Both parties agree that any joint advertising and promotion activity using combined APEAM and MHAIA resources will be subject to AMS approval.*

David Ruiz motioned to accept the flexibility language above and the motion was seconded by Aaron Acosta and all were in favor.

Mike suggested that as one of the first acts, MHAIA and APEAM should develop a fixed payment schedule over a period of a few years for the "Avocado House."





## Super Bowl 2019

Alvaro Luque presented some general considerations on the Super Bowl including YouGov's study, that places AFM for the third time in a row as the number one advertiser in positive change on purchase consideration after the Super Bowl:



Alvaro explained that based on the media inventory and cost on the SB match, moving forward, the recommendation is not to participate in the event when it is broadcasted by CBS, starting in 2022.

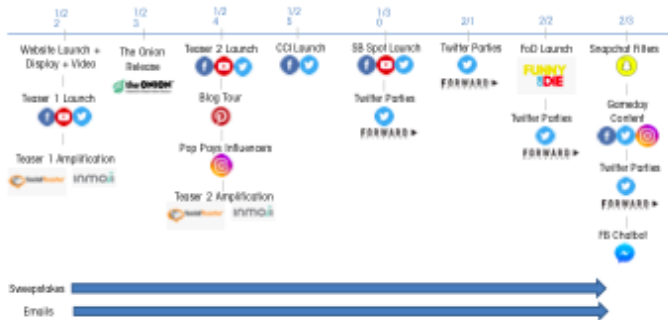
Kevin Hamilton presented in detail the activation plan we had for the Super Bowl:



Ivonne Kinsed presented in detail the digital activation plan we had for the Super Bowl:



## DIGITAL SUPER BOWL OVERVIEW



Main digital results presented included:

- 52 million videos views. 49% over our goal
- 2.5 billion brand impressions. 40% below our goal. The main reason is because of a dramatic drop in the number of tweets compared to other years explained by the following reasons:
  - We had to reduce automated responses to protect brand online reputation.
  - We had much less people tweeting from our site because they engaged much longer with the content.
  - Our partner Onion Labs underperformed compared to the original plan
- Unprecedented level of engagement with our site averaging more than 3 minutes per visit.
- Number one Super Bowl hashtag (#avocadosfrommexico)
- 97% positive consumer sentiment
- Successful integration with IBM Watson to deliver Match Dog Com experience using artificial intelligence.
- First time CRM integration for the Super Bowl
- Number two digital campaign in Merkle Report. Only brand to be in the number two spots on that report for four years on a row.

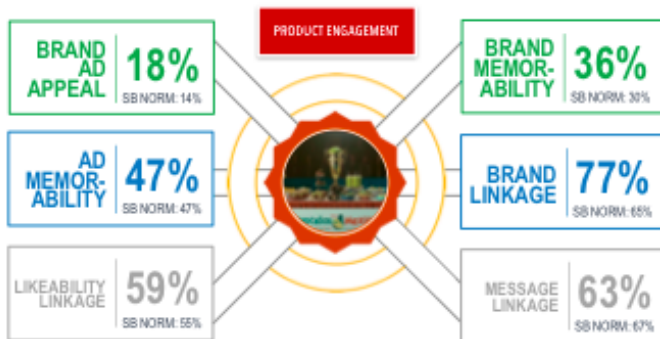




Kevin Hamilton presented PR results where we achieved over 3.9 billion brand impressions vs an original goal of 3 billion.

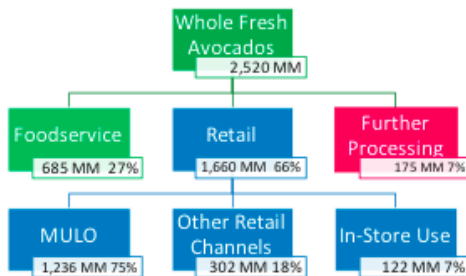
Finally, he presented the post test results through Nielsen confirming that our 2019 campaign was well accepted by consumers:

**POST SUPER BOWL RESEARCH- EFFECTIVENESS SCORE**



**Marketing Update**

Alvaro Luque presented the latest Technomic volumetric study



Alvaro pointed out that even though the trend looks very positive we have seen a slight decline in the usage and penetration of guac in Foodservice. AFM is working on a guacamole program to reinforce usage in the channel in 2019- 2020.



Casey Evans presented our current and future LTO programs that include operators like: Rubio's, Mooya, Another Broken Egg, Dave & Busters, Potbelly and McAllister's Deli.

Casey presented our successful guac cart program that has placed 115 units throughout the U.S including:

- Contract Feeders: national partners like Restaurant Associates, Compass and Aramark.
- Hotels including Marriott and Omni.
- Concessions: with partnerships with the American Airlines Center, Yankee Stadium, Soldier Field, Hard Rock Stadium and others.

Stephanie Browder presented the status on our partnership with the American Airlines Center through our concept AvoEats. Total attendance from Sep to Dec 2018: 882K people. 285% increase in avocado cases on the first six months compared to the whole previous year.

Stephanie presented our new concessions partnership for 2019- 2020, the Hard Rock Stadium in Miami where we will develop and launch a taco concept called Avos n' Tacos. The concept will be tested in the Miami Open event in March 2019 where AFM will be a sponsor.



Stephanie presented the new avocado technique Modern Mexico that was launched and distributed to 1,000 operators at the end of 2018. Stephanie confirmed that AFM will be doing a special Guacamole technique that will be launched through our concept Guacabilities.

Stephanie presented a status on the AFM Restaurant in Dallas:

- Final name: AvoEatery
- Location: Trinity Groves
- Menu: American Food with an avocado twist

Stephanie showed the final design that were presented to the Operator. We are now working on a final contract to move forward.



Stephanie Bazan presented the updated Shopper Calendar for 2018- 2019:



Stephanie presented the sell in results for Fanwich with Smithfield (Feb- Mar 2019): including 10,000 bins, 700,000 digital coupons, 148,000 tear pad coupons and a National Display Contest.

Stephanie presented the new Cinco national promotion with Tostitos Cinco Central. It is the biggest shopper program ever implemented by AFM with 78,000 bins sold in, a pallet programs with Kroger the including of our AFM brand and recipe in 14 million units of Tostitos packaging.



Alvaro Luque presented an analysis on an incremental investment needed to support this Cinco promotion with Tostitos. The investment is divided in two:

- Trade Flex Funds \$415,000 to support additional opportunities with Albertsons, Publix, DelHaize and Costco.
- Shopper \$100,000 to launch 500K additional digital coupons.

Stephanie Bazan and Dianne Le presented the status on the Evergreen Shopper Programs for Power Accounts including the following:

- H&W: National shopper RD Kit to celebrate National Nutrition Month and supported with a Catalina coupon program with Kroger.
- Education: News America communication program with Glad in Food Lion, Kroger and Albertsons for Jan- Feb 2019.
- Education: 2,750 demos events with Glad in Walmart and Kroger for Jan- Feb 2019.
- Education: National Chatbot integration with Walmart including branding in 4.2K stores for March 2019.
- Breakfast: National on-pack IRC with Nature's Own bread with a circulation of 3mm coupons for Feb- Mar 2019.
- Salads: in-store displays with Fresh Gourmet and Just For You coupons in Albertsons for May 2019.

Stephanie presented a final coupon calendar including all the shopper and evergreen programs. From Dec 2018 to May 2019 we will launch 8 million coupons to support our shopper programs.



Kevin Hamilton presented the new consumer campaign for 2019 including three ads to support health & wellness, football season and Cinco. The campaign will launch in Feb 2019.

Kevin presented our new PR agency Padilla that will substitute Ketchum and introduced Chad Darwin as our new PR Associate Director.

Next Meeting:

The crop report is due May 11 and the next meeting is scheduled for May 14&15.

There being no additional new business, Jorge Hernandez motioned to adjourn, and the motion was seconded by Jon Ullrich. All were in favor.

Respectfully Submitted,

---

Ron Campbell, MHAIA Executive Director

I certify that the above is a true and accurate statement of the February 12-13, 2019, MHAIA Board of Directors Meeting.

---

Jorge Hernandez, MHAIA Board Secretary