

**Cooperative Extension, University of California
San Luis Obispo County**

*2156 Sierra Way, Suite C
San Luis Obispo, CA 93401*

Meeting Notice

**Avocado Series
AVOCADO PRODUCTION IN A NEW ERA**

CAC/CAS/UCCE

April 11, 2006

**8:00am-10:00am Cooperative Extension Auditorium, San Luis Obispo
2156 Sierra Way**

Mark Your Calendars

On April 11th we will have the third in our 2005/2006 seasonal series of UCCE/Avocado Commission/Avocado Society meetings. Your continued attendance is important to all of our sponsors!

**AS YOU ALL KNOW, WE HAVE LIMITED PARKING !!
ADDITIONAL PARKING IS AVAILABLE IN THE OLD GENERAL HOSPITAL LOT
Turn east or uphill from Johnson onto Bishop. Parking is acceptable in all spaces.**

AGENDA

8:00 am Announcements

- **Good Agricultural Practices: The world market insists on them, should you care?**
Guy Witney, California Avocado Commission, will discuss procedures growers need to consider to survive in an era of new fruit growing and handling demands from consumers, retailers, food service vendors and government agencies.
- **Using avoHQ.com and other Web-based tools -- a survivors guide to a new age in avocado farming.**
Jose Luis Obregon, Hass Avocado Board. In a new era, growers need to not only adopt on-farm technologies that increase efficiencies and production, but they also need to understand the market to optimize returns. Jose will discuss how growers, packers and those in the avocado industry can use the tools and information on avoHQ.com to stay abreast of the market and their competition.

10:00pm Adjourn

Mary Bianchi, Farm Advisor

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March 2006

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