
HASS
AVOCADO
BOARD



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HAB names new executive committee members

The [Hass Avocado Board](#) announced four newly elected executive committee board members who will be serving for the 2023 board year: importer Jorge Hernandez of London Fruit as chairperson; California producers C.J. Shade as vice chairperson and Susan Pinkerton as secretary; and importer Sergio Chavez from CalMich Produce as treasurer.

“It is an honor and a privilege to be elected as chairperson for 2023,” said Hernandez. “I am looking forward to continuing to support HAB and its efforts alongside my fellow industry members, especially in an expanded role. As the only independent avocado organization, HAB is dedicated to the success of the entire industry, and we look forward to continuing our mission of making fresh Hass avocados America’s favorite fruit.”

“We want to offer our deepest gratitude to those who are phasing out of their roles on the board,” Emiliano Escobedo, HAB executive director, said of outgoing board members Sal Dominguez, Jim Swoboda, Jaqueline Solares and John Cornell. “Each has contributed so much to HAB’s success promoting Hass avocados and we wish them the best moving forward.”

The board meets four times every year with a focus on industry leaders coming together to make decisions on the organization’s policies and direction. HAB board meetings have international representation, providing equity across the industry, and include conversation around key topics with a variety of facets.

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