
HASS
AVOCADO
BOARD



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Hass Avocado Board launches 2025 online nominations, invites industry leaders to shape the future of avocado

SUCCESS

March 4, 2025

The [Hass Avocado Board](#) initiated the 2025 nominations, announcing the availability of open seats. Between now and April 1, eligible Hass Avocado producers and importers can nominate themselves or others [here](#) for one of six three-year terms opening on the Board this November— four open seats for producers and two open seats for importers.

As board members, eligible producers and importers play a crucial role in supporting HAB'S mission to strengthen the global avocado industry and its stakeholders in the collective efforts toward U.S. market development through leadership in nutrition, communications, business support tools and information, and sustainability practices throughout the supply chain. Individuals will have the opportunity to contribute to shaping HAB's focus and the distribution of investments and collaborate with stakeholders across the supply chain to address industry challenges.

“Board members have the unique role of contributing to equip the entire avocado industry for success,” said HAB Chairperson Bob Schaar. “We invite Hass Avocado producers and importers interested in becoming catalysts for positive action across the entire industry to join our mission,” he said.

The voting process will continue with digital ballots. Eligible members must register online by April 21 to receive a ballot by May 1, 2025. Additional dates for upcoming milestones are as follows:

- April 1, 2025 – Deadline to submit nominations.
- May 1, 2025 – Ballots are sent to all eligible producers and importers who have registered to vote.
- May 30, 2025 – Deadline to submit votes to an independent accounting firm.

Nominees who obtain the most votes are submitted to the U.S. Secretary of Agriculture. The Secretary appoints the members and alternates to the Hass Avocado Board to begin their term on Nov. 1, 2025, and serve through October 31, 2028. They will officially be seated at the board meeting along with alternates on Nov. 18, 2025.

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