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HASS AVOCADO BOARD NAMES 2009-10 TERM OFFICERS
Jim Donovan Named Hass Avocado Board Chairman

IRVINE, Calif. (February 16, 2010) – The U.S. Department of Agriculture announced new members to the federal Hass Avocado Board (HAB) during the January 28 HAB board meeting. The HAB board of directors then elected officers for a one-year term ending November 2011, including: Jim Donovan, chairman; Ben Drake, vice-chairman; Jimmy Lotufo, treasurer; and Ed Figueroa, secretary.

HAB Chairman Jim Donovan has served on the HAB since 2006 filling the role of vice-chairman from 2007-2009. Donovan also serves as a director of the Chilean Avocado Importers Association and is a past director of the Mexican Hass Avocado Importers Association. He is a third generation produce industry member and has been involved with avocado distribution for the past 26 years. He serves as Vice President of Global Sourcing for Mission Produce, Inc, Oxnard, CA and has helped the organization grow from a start up California packer/marketer to one of the largest avocado distributors in the world.

“I am looking forward to serving as chairman of HAB and working with the foreign and domestic Hass avocado community,” said Jim Donovan. “Serving as vice-chairman on the HAB board of directors has given me the knowledge of the issues and insight into opportunities to strategically grow the Hass avocado category. I am honored to lead this diverse group of producers and importers.”

Donovan took on the leadership role in supporting the strategic direction of HAB at the January 28th Board meeting. He replaces former HAB Chairman Len Francis who served as the chairman since 2007.

About the Hass Avocado Board

The Hass Avocado Board (HAB) was established in 2002 after approval by producers and importers of Hass avocados in a national referendum. A 12-member Board administers the program. Over 20,000 producers and 100 importers are involved in the HAB, which covers fresh domestic and imported Hass avocados sold in the U.S. market.

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