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CONTACT: Megan Abbott
mabbott@golinharris.com
GolinHarris
213-438-8715

HASS AVOCADO BOARD NAMES 2007-08 TERM OFFICERS
Len Francis Named Hass Avocado Board Chairman

IRVINE, Calif. (December 13, 2007)— The U.S. Department of Agriculture appointed new members to the federal Hass Avocado Board (HAB) during the November 28 HAB board meeting. The HAB board of directors then elected the new term's officers including: Len Francis, chairman; Jim Donovan, vice-chairman; Don Reeder, treasurer (re-elected); and Ed Figueroa, secretary (re-elected). The officers will serve a one-year term ending November 2008.

HAB Chairman Len Francis has served on the HAB since its inception in 2002, fulfilling the role of the board's treasurer in 2005-2006 and vice-chairman in 2006-2007. In addition to his duties with HAB, Francis has been involved in avocado production for nearly 40 years. He served as a farm advisor for the University of California in Riverside and Orange Counties and has owned LF Grove Management for 30 years. Additionally, Francis has been in production research for two decades and served as the California avocado industry's production research coordinator for nine years.

"I am honored to have been elected to this position by my fellow board members," said Len Francis, chairman of the HAB. "During my tenure on the HAB board of directors, I have enjoyed becoming familiar with the issues of the international Hass avocado community. I look forward to serving as the HAB chairman and to the challenge of continuing to build growth within the Hass avocado category."

In his new position, Francis will take on a leadership role in overseeing the strategic direction of HAB. Francis replaces previous HAB Chairman Charley Wolk who served as the chairman since the inception of the board in 2002. Wolk is now filling the newly formed position of immediate past-chairman.

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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