




ANNUAL REPORT 2023/24



 +407-739-3491

 [AvocadosColombia.com](https://www.AvocadosColombia.com)

 1060 Woodcock Road, Orlando, FL 32803

 info@avocadoscolombia.com



Table of Content



Board of Directors	3
Chairman’s Letter	4
Managing Director’s Letter	5
CAB Strategic Plan	6
Financial Statements	7
Independent Auditor’s Report	1-3
Financial Statements	
Statements of Financial Position	4
Statements of Activities	5-6
Statements of Cash Flows	7
Notes to Financial Statements	8-11
Supplementary Information	
Schedules of Revenue and Expenditures	12
Schedules of Expenditures	13-14
Schedules of Cash Receipts and Disbursements	15
Independent Auditor’s Report on Internal Control Over Financial Reporting and on Compliance and Other Matters Based on an Audit of Financial Statements Performed in Accordance with Government Auditing Standards	16-17

Board Members -2023/24

Meet the Colombia Avocado Board



Ricardo Uribe

CAB Chair and Exporter
Director from Cartama
2023-2025



Katheryn Mejía Vergel

CAB Vice Chair and
Corpohass Director
2023-2024



Brock Becker

CAB Secretary and
Importer Director from
Mission Produce
2023-2025



Kellen Newhouse

CAB Treasurer and
Importer Director from
West Pak Avocado
2022-2024



Sergio Plata

CAB Exporter Director from
Baika Fruit
2023-2025



Ricardo Mejia

CAB Exporter Director from
Fruty Green
2023-2025



Dustin Hahn

CAB Importer Director
from Naturipe Avocado
2022-2024



Brian Gomez

CAB Importer Director
from GreenFruit Avocados
2023-2025



Mauricio Moranth

CAB Exporter Director from
Montana Fruits
2022-2024





Chairman's Letter



Dear Stakeholders and Industry Partners,

As Chairman of the Colombia Avocado Board (CAB), it is a privilege to reflect on a pivotal year for our organization and the broader Colombian avocado industry. From strengthened governance to the approval of an ambitious five-year strategic plan, this past year has been one of progress, partnership, and promise.

Since CAB's establishment, the Board of Directors has remained committed to guiding the organization with transparency, accountability, and a long-term vision. Our role is to ensure that the assessment funds entrusted to CAB are invested in a way that delivers measurable impact across the supply chain—from growers and exporters in Colombia to importers, retailers, and consumers in the United States. I am proud to say that our Board continues to provide strong oversight while remaining closely connected to the opportunities and challenges our stakeholders face.

This year, we took a major step forward with the launch of the CAB 2024–2029 Strategic Plan, which lays out clear, actionable goals that will significantly increase our U.S. market share, elevate brand visibility, and build demand through targeted retail and trade marketing. The plan reflects an industry that is rapidly maturing and a vision that is ambitious and forward-looking. It also reinforces our belief that Colombia is uniquely positioned to become a year-round, reliable supplier of premium avocados to the U.S. market.

At the heart of our progress is a strong spirit of partnership with our Colombian growers and exporters, U.S. importers, our allies at Corpohass, and our CAB leadership team. I want to recognize Managing Director Manuel Michel, who joined CAB in 2023 and brought with him industry and commodity board management experience that was applied immediately to strengthen the organization. His leadership this past year has brought renewed focus, energy, and operational discipline to CAB's programs. Under his direction, we are strengthening our presence in the trade, deepened relationships with key stakeholders, and laid a solid foundation for retail activation in the year ahead.

Finally, I would like to thank each of our association members, marketers, and partners for your continued trust and engagement. Together, we are building not only a stronger organization, but also a more competitive, sustainable, and impactful Colombian avocado industry. The future is bright, and I look forward to what we will accomplish together in the years to come!

Sincerely,

RICARDO URIBE
Chairman of the Board
Colombia Avocado Board



Managing Director's Letter



To the Colombian Avocado Community,

2023/24 was a dynamic and rewarding year for the Colombia Avocado Board (CAB) as we made important strides in building market presence, deepening industry relationships, and preparing for the next stage of growth. With the strategic leadership of our Board and the continued trust of our industry partners, we have taken meaningful steps to strengthen the positioning of Colombian Avocados in the U.S. market.

One of our core priorities over the past year was to expand trade outreach and raise awareness among U.S. retail and foodservice buyers. We increased CAB's visibility through enhanced participation in industry tradeshows, trade media advertising, consistent public relations, and social media communications aimed at decision-makers throughout the produce supply chain. The response has been positive, with buyers increasingly recognizing Colombia as a new source for Hass avocados with growing potential.

This year also marked a period of operational alignment and strategic investment. With continued growth in assessment revenue driven by increased import volume, we were able to scale up key marketing and communication activities. Our efforts emphasized Colombia's commitment to sustainable growing practices, logistical strengths, and the capacity to support extended promotional windows.

Looking ahead, the Board's approval of the CAB 2024–2029 Strategic Plan provides a strong and actionable framework to guide our next phase of growth. With a bold goal of reaching 330 million pounds of Colombian avocado exports to the U.S. annually by 2029, the plan focuses on accelerating demand through expanded retail promotions, differentiated branding, and deeper industry and trade partnerships—especially along the East Coast where Colombia's logistical strengths can be most fully leveraged.

As we enter the 2024/25 fiscal year, we are poised to execute the next evolution of CAB's marketing programs. Retail promotions and merchandising will be at the forefront, supported by ongoing trade advertising, business development, and collaborative marketing. These efforts are designed to generate greater demand at retail, start to build brand preference, and deliver long-term value for both the Colombian avocado industry and U.S. customers.

It is truly my honor to serve as CAB Managing Director and to work alongside such a dedicated Board and industry. Thank you for your confidence, collaboration, and commitment to advancing the success of Colombian Avocados.

With appreciation,

MANUEL MICHEL
Managing Director
Colombia Avocado Board



CAB Strategic Plan 2024-2029




[Click here to view the entire CAB Strategic Plan!](#)



Financial Statements - Audit Report

**COLOMBIA AVOCADO BOARD, INC.
FINANCIAL STATEMENTS
AND SUPPLEMENTARY INFORMATION
June 30, 2024 and 2023**



INDEPENDENT AUDITOR'S REPORT

To the Colombia Avocado Board, Inc.
Orlando, Florida

Report on the Audit of the Financial Statements

Opinion

We have audited the accompanying financial statements of Colombia Avocado Board, Inc. (a nonprofit organization), which comprise the statements of financial position as of June 30, 2024 and 2023, and the related statements of activities and cash flows for the years then ended, and the related notes to the financial statements.

In our opinion, the financial statements present fairly, in all material respects, the financial position of Colombia Avocado Board, Inc. as of June 30, 2024 and 2023, and the changes in its net assets and its cash flows for the years then ended in accordance with accounting principles generally accepted in the United States of America.

Basis for Opinion

We conducted our audits in accordance with auditing standards generally accepted in the United States of America and the standards applicable to financial audits contained in *Government Auditing Standards*, issued by the Comptroller General of the United States. Our responsibilities under those standards are further described in the Auditor's Responsibilities for the Audit of the Financial Statements section of our report. We are required to be independent of Colombia Avocado Board, Inc. and to meet our other ethical responsibilities in accordance with the relevant ethical requirements relating to our audits. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinions.

Responsibilities of Management for the Financial Statements

Management is responsible for the preparation and fair presentation of the financial statements in accordance with accounting principles generally accepted in the United States of America, and for the design, implementation, and maintenance of internal control relevant to the preparation and fair presentation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, management is required to evaluate whether there are conditions or events, considered in the aggregate, that raise substantial doubt about Colombia Avocado Board, Inc.'s ability to continue as a going concern within one year after the date that the financial statements are available to be issued.

Auditor's Responsibilities for the Audit of the Financial Statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance but is not absolute assurance and therefore is not a guarantee that an audit conducted in accordance with generally accepted auditing standards and *Government Auditing Standards* will always detect a material misstatement when it exists. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control. Misstatements are considered material if there is a substantial likelihood that, individually or in the aggregate, they would influence the judgment made by a reasonable user based on the financial statements.

In performing an audit in accordance with generally accepted auditing standards and *Government Auditing Standards*, we:

- Exercise professional judgment and maintain professional skepticism throughout the audit.
- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, and design and perform audit procedures responsive to those risks. Such procedures include examining, on a test basis, evidence regarding the amounts and disclosures in the financial statements.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of Colombia Avocado Board, Inc.'s internal control. Accordingly, no such opinion is expressed.
- Evaluate the appropriateness of accounting policies used and the reasonableness of significant accounting estimates made by management, as well as evaluate the overall presentation of the financial statements.
- Conclude whether, in our judgment, there are conditions or events, considered in the aggregate, that raise substantial doubt about Colombia Avocado Board, Inc.'s ability to continue as a going concern for a reasonable period of time.

We are required to communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit, significant audit findings, and certain internal control-related matters that we identified during the audit.

Supplementary Information

Our audits were conducted for the purpose of forming an opinion on the financial statements as a whole. The schedules of revenue and expenditures – actual compared to budget, schedules of expenditures – actual compared to budget, and schedules of cash receipts and disbursements, which are the responsibility of management, are presented for purposes of additional analysis and are not a required part of the financial statements. Such information, except for that portion marked "unaudited," is the responsibility of management and was derived from and relates directly to the underlying accounting and other records used to prepare the financial statements. The information has been subjected to the auditing procedures applied in the audit of the financial statements and certain additional procedures, including comparing and reconciling such information directly to the underlying accounting and other records used to prepare the financial statements or to the financial statements themselves, and other additional procedures in accordance with auditing standards generally accepted in the United States of America. In our opinion, that information is fairly stated in all material respects in relation to the financial statements as a whole. The information marked "unaudited" has not been subjected to the auditing procedures applied in the audit of the financial statements and, accordingly, we do not express an opinion or provide any assurance on it.

Other Reporting Required by Government Auditing Standards

In accordance with *Government Auditing Standards*, we have also issued our report dated November 11, 2024 on our consideration of the Colombia Avocado Board, Inc.'s internal control over financial reporting and on our tests of its compliance with certain provisions of laws, regulations, contracts, and grant agreements and other matters. The purpose of that report is solely to describe the scope of our testing of internal control over financial reporting and compliance and the results of that testing, and not to provide an opinion on the effectiveness of Colombia Avocado Board, Inc.'s internal control over financial reporting or on compliance. That report is an integral part of an audit performed in accordance with *Government Auditing Standards* in considering the Colombia Avocado Board, Inc.'s internal control over financial reporting and compliance.

Other Reporting Required by the United States Department of Agriculture

In connection with our audits of the years ended June 30, 2024 and 2023, nothing came to our attention, insofar as it relates to financial and accounting matters, that causes us to believe that the Colombia Avocado Board, Inc.:

- Failed to comply with laws and regulations and U.S. Department of Agriculture Agricultural Marketing Service ("USDA AMS") Guidelines for AMS Oversight of Commodity Research and Promotion Programs applicable to the Colombia Avocado Board, Inc.;
- Failed to comply with Section 1219.42(b) of the Hass Avocado Promotion, Research and Information Order, relating to the use of assessment funds for the purpose of influencing legislation or governmental action or policy;
- Expended assessment funds for purposes other than those authorized by the Hass Avocado Promotion, Research and Information Act of 2000 and the Hass Avocado Promotion, Research and Information Order;
- Expended or obligated assessment funds on any projects prior to the fiscal year in which those funds were authorized to be expended by the Colombia Avocado Board, Inc.'s approved Budget and Marketing Plan;
- Did not adhere to the original or amended Budget and Marketing Plan for the years ended June 30, 2024 and 2023;
- Did not obtain a written contract or agreement with any person or entity providing goods or services to the Colombia Avocado Board, Inc.;
- Failed to comply with USDA AMS Directive 2210.2, relating to the limitations on the types of investments which may be purchased by the Organization and the insurance or collateral that must be obtained for all of the Colombia Avocado Board, Inc.'s deposits and investments;
- Failed to comply with disclosure requirements for lease commitments (when applicable);
- Failed to comply with standards established relating to contracts and USDA approval letters (if necessary); or
- Failed to comply with the Colombia Avocado Board, Inc.'s by-laws or any other policy of the Colombia Avocado Board, Inc., specifically as they relate to all financial matters, including time and attendance, and travel.

However, our audit was not directed primarily toward obtaining knowledge of such noncompliance.

Propp Christenson Caniglia LLP

October 17, 2024
Roseville, California

COLOMBIA AVOCADO BOARD, INC.

STATEMENTS OF FINANCIAL POSITION

June 30, 2024 and 2023

ASSETS

	<u>2024</u>	<u>2023</u>
Current assets:		
Cash and cash equivalents	\$ 942,469	\$ 1,020,199
Accounts receivable	344,651	62,804
Certificates of deposit	376,919	-
	<u>1,664,039</u>	<u>1,083,003</u>
Total assets	<u>\$ 1,664,039</u>	<u>\$ 1,083,003</u>

LIABILITIES AND NET ASSETS

Current liabilities:		
Accounts payable	\$ 55,167	\$ 28,561
Net assets		
Without donor restrictions:		
Undesignated	49,890	54,746
Designated for advertising, promotion, and research	1,558,982	999,696
	<u>1,608,872</u>	<u>1,054,442</u>
Total net assets	<u>1,608,872</u>	<u>1,054,442</u>
Total liabilities and net assets	<u>\$ 1,664,039</u>	<u>\$ 1,083,003</u>

The accompanying notes are an integral part
of these financial statements.

COLOMBIA AVOCADO BOARD, INC.

STATEMENTS OF ACTIVITIES
For the Years Ended June 30, 2024 and 2023

	2024		
	Without Donor Restrictions		Total
	Designated	Undesignated	
Revenue:			
Import assessments	\$ 1,110,030	\$ -	\$ 1,110,030
Membership dues	-	63,000	63,000
Interest income	20,353	-	20,353
Total revenue	<u>1,130,383</u>	<u>63,000</u>	<u>1,193,383</u>
Operating expenses:			
Program			
Marketing and promotional expenses:			
Advertising	51,919	-	51,919
New media	6,841	-	6,841
Public relations	100,338	-	100,338
Trade marketing	69,287	-	69,287
Industry programs and memberships	100,877	-	100,877
Merchandise expenses	102,378	-	102,378
Meetings and travel	100,938	-	100,938
Total marketing and promotional	<u>532,578</u>	<u>-</u>	<u>532,578</u>
AMS-USDA user fees	<u>38,519</u>	<u>-</u>	<u>38,519</u>
Total program expenses	<u>571,097</u>	<u>-</u>	<u>571,097</u>
Support services			
General and administrative expenses:			
Accountant fees	-	1,415	1,415
Audit fees	-	11,900	11,900
Bank fees	-	339	339
Insurance	-	1,701	1,701
Legal fees	-	9,316	9,316
Managing director fees	-	32,901	32,901
Board meetings	-	8,672	8,672
Other expenses	-	1,612	1,612
Total general and administrative	<u>-</u>	<u>67,856</u>	<u>67,856</u>
Total expenses	<u>571,097</u>	<u>67,856</u>	<u>638,953</u>
Change in net assets	559,286	(4,856)	554,430
Net assets, beginning of year	<u>999,696</u>	<u>54,746</u>	<u>1,054,442</u>
Net assets, end of year	<u>\$ 1,558,982</u>	<u>\$ 49,890</u>	<u>\$ 1,608,872</u>

The accompanying notes are an integral part of these financial statements.

COLOMBIA AVOCADO BOARD, INC.

STATEMENTS OF ACTIVITIES (CONTINUED)

For the Years Ended June 30, 2024 and 2023

	2023		
	Without Donor Restrictions		Total
	Designated	Undesignated	
Revenue:			
Import assessments	\$ 730,151	\$ -	\$ 730,151
Membership dues	-	72,000	72,000
Interest income	7,224	-	7,224
Total revenue	<u>737,375</u>	<u>72,000</u>	<u>809,375</u>
Operating expenses:			
Program			
Marketing and promotional expenses:			
Advertising	6,475	-	6,475
New media	7,900	-	7,900
Public relations	116,265	-	116,265
Trade marketing	55,988	-	55,988
Industry programs and memberships	33,352	-	33,352
Merchandise expenses	19,188	-	19,188
Meetings and travel	3,019	-	3,019
Total marketing and promotional	<u>242,187</u>	<u>-</u>	<u>242,187</u>
AMS-USDA user fees	<u>19,698</u>	<u>-</u>	<u>19,698</u>
Total program expenses	<u>261,885</u>	<u>-</u>	<u>261,885</u>
Support services			
General and administrative expenses:			
Accountant fees	-	1,262	1,262
Audit fees	-	11,900	11,900
Bank fees	-	245	245
Legal fees	-	10,851	10,851
Managing director fees	-	15,746	15,746
Board meetings	-	2,703	2,703
Other expenses	-	3,055	3,055
Total general and administrative	<u>-</u>	<u>45,762</u>	<u>45,762</u>
Total expenses	<u>261,885</u>	<u>45,762</u>	<u>307,647</u>
Change in net assets	475,490	26,238	501,728
Net assets, beginning of year	<u>524,206</u>	<u>28,508</u>	<u>552,714</u>
Net assets, end of year	<u>\$ 999,696</u>	<u>\$ 54,746</u>	<u>\$ 1,054,442</u>

The accompanying notes are an integral part of these financial statements.

COLOMBIA AVOCADO BOARD, INC.

STATEMENTS OF CASH FLOWS
For the Years Ended June 30, 2024 and 2023

	<u>2024</u>	<u>2023</u>
Cash flows from operating activities:		
Cash received as import assessments and membership dues	\$ 891,183	\$ 926,050
Cash paid to vendors and service providers	(612,347)	(302,240)
Interest received	20,353	7,224
	<u>299,189</u>	<u>631,034</u>
Cash flows from investing activities:		
Purchase of certificates of deposit	<u>(376,919)</u>	<u>-</u>
Net increase (decrease) in cash	(77,730)	631,034
Cash, beginning of year	<u>1,020,199</u>	<u>389,165</u>
Cash, end of year	<u>\$ 942,469</u>	<u>\$ 1,020,199</u>
Reconciliation of change in net assets to net cash provided by operating activities:		
Change in net assets	\$ 554,430	\$ 501,728
Adjustments to reconcile change in net assets to net cash provided by operating activities:		
Change in operating assets and liabilities:		
Accounts receivable	(281,847)	123,899
Accounts payable	26,606	5,407
	<u>299,189</u>	<u>631,034</u>
Net cash provided by operating activities	<u>\$ 299,189</u>	<u>\$ 631,034</u>

The accompanying notes are an integral part
of these financial statements.

COLOMBIA AVOCADO BOARD, INC.

NOTES TO FINANCIAL STATEMENTS
June 30, 2024 and 2023

NOTE 1: NATURE OF ORGANIZATION

The Colombia Avocado Board, Inc. (the "Organization") is a nonprofit corporation, incorporated in Florida on May 13, 2019. The principal purpose of CAB is to promote the interests of entities involved in the production, packing, exportation, importation, and commercialization of avocados from Colombia to the United States as an importer association authorized to receive funding under the Hass Avocado Board. A substantial portion of the Organization's revenues consists of assessment funds transferred to the Organization through the Hass Avocado Board. The Hass Avocado Board was established by the Hass Avocado Promotion, Research and Information Act of 2000 (the "Act") to carry on programs of advertising, promotion, and research for Hass avocados. The program is administered by the Agricultural Marketing Service Division ("AMS") of the U.S. Department of Agriculture ("USDA"). Under the Act, producers pay an assessment on fresh Hass avocados produced in or imported into the United States. The Organization qualifies under the Act as an Importer Organization and receives 85% of the assessments collected from importers of Hass avocados from Colombia.

NOTE 2: SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES

Basis of Accounting

The financial statements of the Organization have been prepared on the accrual basis of accounting and accordingly reflect all significant receivables, payables, and other liabilities.

Basis of Presentation

The Organization presents its financial statements in accordance with Financial Accounting Standards Board (FASB) Accounting Standards Codification (ASC) Topic 958, Subtopic 210 (FASB ASC 958-210), *Presentation of Financial Statements of Not-for-Profit Entities*. Under FASB ASC 958-210, the Organization is required to report information regarding its financial position and activities according to the following two classes of net assets:

Net assets without donor restrictions - Net assets that are not subject to stipulations;

Net assets with donor restrictions - Net assets that are subject to stipulations that will be met by actions or the passage of time.

Revenues and gains and losses from operations are reported as changes in net assets without donor restrictions. Expenses are reported as changes in net assets without donor restrictions. Expirations of donor restrictions on net assets are reported as reclassifications between the applicable classes of net assets.

Donor-restricted contributions are reported as revenues which increase net assets with donor restrictions. However, donor-restricted contributions whose restrictions are met in the same reporting period have been reported as net assets without donor restrictions. As of June 30, 2024 and 2023, the Organization had no net assets with donor restrictions.

COLOMBIA AVOCADO BOARD, INC.

NOTES TO FINANCIAL STATEMENTS
June 30, 2024 and 2023

NOTE 2: SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES (CONTINUED)

Cash and Cash Equivalents

For purposes of the statement of cash flows, the Organization considers all highly liquid investments with an initial maturity of three months or less to be cash equivalents. Certificate of deposits with a maturity over ninety days are reported at their cost-plus accrued interest.

In order to comply with the AMS's investment policy, the Organization is responsible for investing its funds only in interest-bearing accounts that are risk-free and short-term. As of June 30, 2024 and 2023, there was no uninsured cash.

Investments

The Organization is required to follow the AMS investment policy. Accordingly, the Organization is authorized to invest in securities consisting of obligations issued or fully insured or guaranteed by the U.S. or any U.S. government agency, including obligations of government-sponsored corporations, and must mature within one year or less from the date of purchase. As of June 30, 2024 the investments held by the Organization totaled \$376,919. No investments were held by the Organization at June 30, 2023.

Accounts Receivable

Accounts receivable balances are stated at the unpaid balance. The Organization considers all receivables to be fully collectible and no allowance for doubtful accounts is recorded.

On July 1, 2023, the Organization adopted FASB Accounting Standards Update 2016-13, *Financial Instruments – Credit Losses*, and all related subsequent amendments. The guidance significantly changed how the Organization will measure credit losses for most financial assets and certain other instruments that are not measured at fair value through net income. The most significant change in this standard is a shift from the incurred loss model to the expected loss model. Under the standard, disclosures are required to provide users of the financial statements with useful information in analyzing the Organization's exposure to credit risk and the measurement of credit losses. Financial assets held by the Organization that are subject to this guidance were trade accounts receivables.

Membership Dues

Dues are assessed to members annually based upon membership type. Dues received in advance are deferred and recognized as revenues in the period to which the dues and fees relate.

Import Assessments

Importers of Hass avocados from Colombia are assessed based upon pounds of avocados imported into the United States. Assessments are collected by U.S. Customs and remitted to the Hass Avocado Board, which transfers 85% of collected assessments to the Organization. Import assessment revenues are recognized when earned.

Program and Functional Expenses

The Organization incurs advertising, promotion, and research expenses in its mission to maintain and increase the awareness and consumption of Hass avocados imported from Colombia within the United States. Program costs are expensed when incurred. All functional expenses incurred by the Organization are directly allocated.

COLOMBIA AVOCADO BOARD, INC.

NOTES TO FINANCIAL STATEMENTS
June 30, 2024 and 2023

NOTE 2: SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES (CONTINUED)

Lobbying Expenses

The Organization is prohibited from using assessment funds in activities influencing legislation, governmental action or policy. Accordingly, the Organization has incurred no lobbying expenses.

Income Taxes

The Organization is exempt from income taxes under Section 501(c)(6) of the Internal Revenue Code. Accordingly, these financial statements do not include any provision for federal income taxes. After they are filed, the Organization's income tax returns generally remain subject to examination by federal taxing authorities for three years.

Advertising Costs

Advertising costs are expensed as incurred. Advertising costs for the years ended June 30, 2024 and 2023, were \$51,919 and \$6,475.

Estimates

The preparation of financial statements in conformity with accounting principles generally accepted in the United States of America requires management to make estimates and assumptions that affect the reported amounts of assets and liabilities and disclosures of contingent assets and liabilities at the date of the financial statements and the reported amounts of revenues and expenses during the reported period. Actual results could differ from those estimates.

Reclassifications

Certain amounts in the year ended June 30, 2024 financial statements have been reclassified, with no effect to change net assets, to conform to the year ended June 30, 2023 financial statement presentation.

Subsequent Events

Events and transactions have been evaluated for potential recognition or disclosure through October 17, 2024, the date that the financial statements were available to be issued.

COLOMBIA AVOCADO BOARD, INC.

NOTES TO FINANCIAL STATEMENTS
June 30, 2024 and 2023

NOTE 3: LIQUIDITY AND AVAILABILITY OF FINANCIAL ASSETS

The Organization's working capital and cash flows are consistent throughout the period as assessment fees are collected at various dates in the period. Monthly cash outflows vary each year based on the specific requirements of promotional and marketing campaigns programed in the year.

The Organization's financial assets available within one year of the balance sheet date for general expenditure are as follows:

	<u>2024</u>	<u>2023</u>
Cash and cash equivalents	\$ 942,469	\$ 1,020,199
Accounts receivable	344,651	62,804
Certificates of deposit	<u>376,919</u>	<u>-</u>
Financial assets	1,664,039	1,083,003
Less those unavailable for general expenditures due to designations for advertising, promotion and research	<u>(1,558,982)</u>	<u>(999,696)</u>
Financial assets available to meet cash need for general expenditures within one year	<u>\$ 105,057</u>	<u>\$ 83,307</u>

SUPPLEMENTARY INFORMATION

COLOMBIA AVOCADO BOARD, INC.

SCHEDULES OF REVENUE AND EXPENDITURES
 ACTUAL COMPARED TO BUDGET
 For the Years Ended June 30, 2024 and 2023

	2024		
	Actual	Budget (Unaudited)	Actual Over (Under) Budget
Revenue:			
Import assessments	\$ 1,110,030	\$ 667,500	\$ 442,530
Membership dues	63,000	72,000	(9,000)
Interest income	20,353	3,500	16,853
Total revenue	<u>1,193,383</u>	<u>743,000</u>	<u>450,383</u>
Expenditures:			
Marketing and promotion expenses	532,578	787,639	(255,061)
AMS-USDA user fees	38,519	35,000	3,519
Administrative expenses	67,856	73,850	(5,994)
Total expenditures	<u>638,953</u>	<u>896,489</u>	<u>(257,536)</u>
Excess (deficit) of revenue over expenditures	<u>\$ 554,430</u>	<u>\$ (153,489)</u>	<u>\$ 707,919</u>
	2023		
	Actual	Budget (Unaudited)	Actual Over (Under) Budget
Revenue:			
Import assessments	\$ 730,151	\$ 462,800	\$ 267,351
Membership dues	72,000	60,000	12,000
Interest income	7,224	-	7,224
Total revenue	<u>809,375</u>	<u>522,800</u>	<u>286,575</u>
Expenditures:			
Marketing and promotion expenses	242,187	311,060	(68,873)
AMS-USDA user fees	19,698	35,000	(15,302)
Administrative expenses	45,762	52,600	(6,838)
Total expenditures	<u>307,647</u>	<u>398,660</u>	<u>(91,013)</u>
Excess of revenue over expenditures	<u>\$ 501,728</u>	<u>\$ 124,140</u>	<u>\$ 377,588</u>

See independent auditor's report.

COLOMBIA AVOCADO BOARD, INC.

SCHEDULES OF EXPENDITURES
ACTUAL COMPARED TO BUDGET

For the Years Ended June 30, 2024 and 2023

	2024		Actual Over (Under) Budget
	Actual	Budget (Unaudited)	
Marketing and promotion:			
Advertising	\$ 51,919	\$ 56,500	\$ (4,581)
New media	6,841	40,500	(33,659)
Public relations	100,338	81,000	19,338
Trade marketing	69,287	217,500	(148,213)
Industry programs & membership	100,877	140,889	(40,012)
Meeting travel	33,646	53,000	(19,354)
Merchandisers	-	25,000	(25,000)
Managing director fees	98,392	97,500	892
Managing director expenses	3,986	9,750	(5,764)
Board leadership development program	9,062	5,000	4,062
Strategic Planning	58,230	61,000	(2,770)
Total marketing and promotion	<u>532,578</u>	<u>787,639</u>	<u>(255,061)</u>
AMS-USDA user fees	<u>38,519</u>	<u>35,000</u>	<u>3,519</u>
General and administrative:			
Legal fees	9,316	7,500	1,816
Audit fees	11,900	12,000	(100)
Accountant fees	1,415	3,200	(1,785)
Bank fees	339	500	(161)
Insurance	1,701	1,800	(99)
Managing director fees	30,192	32,500	(2,308)
Managing director expenses	2,548	3,250	(702)
Supplies	-	500	(500)
Board meetings	8,672	8,000	672
Filing fees	161	200	(39)
Office space/rent	517	2,000	(1,483)
Admin consulting expenses	1,095	2,400	(1,305)
Total general and administrative	<u>67,856</u>	<u>73,850</u>	<u>(5,994)</u>
Total expenditures	<u>\$ 638,953</u>	<u>\$ 896,489</u>	<u>\$ (257,536)</u>

See independent auditor's report.

COLOMBIA AVOCADO BOARD, INC.

SCHEDULES OF EXPENDITURES
 ACTUAL COMPARED TO BUDGET (CONTINUED)
 For the Years Ended June 30, 2024 and 2023

	2023		
	Actual	Budget (Unaudited)	Actual Over (Under) Budget
Marketing and promotion:			
Advertising	\$ 6,475	\$ 41,000	\$ (34,525)
New media	7,900	18,000	(10,100)
Public relations	116,265	5,000	111,265
Trade marketing	55,988	100,560	(44,572)
Industry programs & membership	33,352	86,000	(52,648)
Meeting travel	3,019	30,000	(26,981)
Merchandisers	-	12,000	(12,000)
Managing director fees	14,400	12,000	2,400
Managing director expenses	4,788	6,500	(1,712)
Total marketing and promotion	<u>242,187</u>	<u>311,060</u>	<u>(68,873)</u>
AMS-USDA user fees	<u>19,698</u>	<u>35,000</u>	<u>(15,302)</u>
General and administrative:			
Legal fees	10,851	5,000	5,851
Audit fees	11,900	11,900	-
Accountant fees	1,262	3,200	(1,938)
Bank fees	245	500	(255)
Insurance	-	1,800	(1,800)
Managing director fees	9,600	12,000	(2,400)
Managing director expenses	6,146	6,500	(354)
Supplies	-	500	(500)
Board meetings	2,703	5,000	(2,297)
Filing fees	71	200	(129)
Board leadership development program	2,984	6,000	(3,016)
Total general and administrative	<u>45,762</u>	<u>52,600</u>	<u>(6,838)</u>
Total expenditures	<u>\$ 307,647</u>	<u>\$ 398,660</u>	<u>\$ (91,013)</u>

See independent auditor's report.

COLOMBIA AVOCADO BOARD, INC.

SCHEDULES OF CASH RECEIPTS AND DISBURSEMENTS
For the Years Ended June 30, 2024 and 2023

	<u>2024</u>	<u>2023</u>
Receipts:		
Import assessments	\$ 828,183	\$ 854,050
Membership dues	63,000	72,000
Interest income	20,353	7,224
	<u>911,536</u>	<u>933,274</u>
Total receipts		
Disbursements:		
Marketing and promotion expenses	261,056	35,506
Public relations	84,532	113,324
Trade marketing	69,287	55,988
Industry programs and memberships	100,877	33,352
AMS-USDA user fees	38,519	19,698
Administrative expenses	58,076	44,372
Purchase of certificates of deposit	376,919	-
	<u>989,266</u>	<u>302,240</u>
Total disbursements		
Excess (deficit) of receipts over disbursements	(77,730)	631,034
Cash, beginning of year	<u>1,020,199</u>	<u>389,165</u>
Cash, end of year	<u>\$ 942,469</u>	<u>\$ 1,020,199</u>

See independent auditor's report.

INDEPENDENT AUDITOR'S REPORT ON INTERNAL CONTROL OVER
FINANCIAL REPORTING AND ON COMPLIANCE AND OTHER MATTERS
BASED ON AN AUDIT OF FINANCIAL STATEMENTS PERFORMED IN
ACCORDANCE WITH *GOVERNMENT AUDITING STANDARDS*

To the Colombia Avocado Board, Inc.
Orlando, Florida

We have audited, in accordance with the auditing standards generally accepted in the United States of America and the standards applicable to financial audits contained in *Government Auditing Standards* issued by the Comptroller General of the United States, the financial statements of Colombia Avocado Board, Inc. (a nonprofit organization), which comprise the statement of financial position as of June 30, 2024, and the related statements of activities, and cash flows for the year then ended, and the related notes to the financial statements, and have issued our report thereon dated November 11, 2024.

Report on Internal Control over Financial Reporting

In planning and performing our audit of the financial statements, we considered Colombia Avocado Board, Inc.'s internal control over financial reporting (internal control) as a basis for designing audit procedures that are appropriate in the circumstances for the purpose of expressing our opinion on the financial statements, but not for the purpose of expressing an opinion on the effectiveness of Colombia Avocado Board, Inc.'s internal control. Accordingly, we do not express an opinion on the effectiveness of Colombia Avocado Board, Inc.'s internal control.

A deficiency in internal control exists when the design or operation of a control does not allow management or employees, in the normal course of performing their assigned functions, to prevent, or detect and correct, misstatements, on a timely basis. *A material weakness* is a deficiency, or a combination of deficiencies, in internal control, such that there is a reasonable possibility that a material misstatement of the entity's financial statements will not be prevented, or detected and corrected, on a timely basis. *A significant deficiency* is a deficiency, or a combination of deficiencies, in internal control that is less severe than a material weakness, yet important enough to merit attention by those charged with governance.

Our consideration of internal control was for the limited purpose described in the first paragraph of this section and was not designed to identify all deficiencies in internal control that might be material weaknesses or significant deficiencies. Given these limitations, during our audit we did not identify any deficiencies in internal control that we consider to be material weaknesses. However, material weaknesses or significant deficiencies may exist that were not identified.

Report on Compliance and Other Matters

As part of obtaining reasonable assurance about whether Colombia Avocado Board, Inc.'s financial statements are free from material misstatement, we performed tests of its compliance with certain provisions of laws, regulations, contracts, and grant agreements, noncompliance with which could have a direct and material effect on the financial statements. However, providing an opinion on compliance with those provisions was not an objective of our audit, and accordingly, we do not express such an opinion. The results of our tests disclosed no instances of noncompliance or other matters that are required to be reported under *Government Auditing Standards*.

Purpose of This Report

The purpose of this report is solely to describe the scope of our testing of internal control and compliance and the results of that testing, and not to provide an opinion on the effectiveness of the organization's internal control or on compliance. This report is an integral part of an audit performed in accordance with *Government Auditing Standards* in considering the organization's internal control and compliance. Accordingly, this communication is not suitable for any other purpose.

Propp Christenson Caniglia LLP

October 17, 2024
Roseville, California