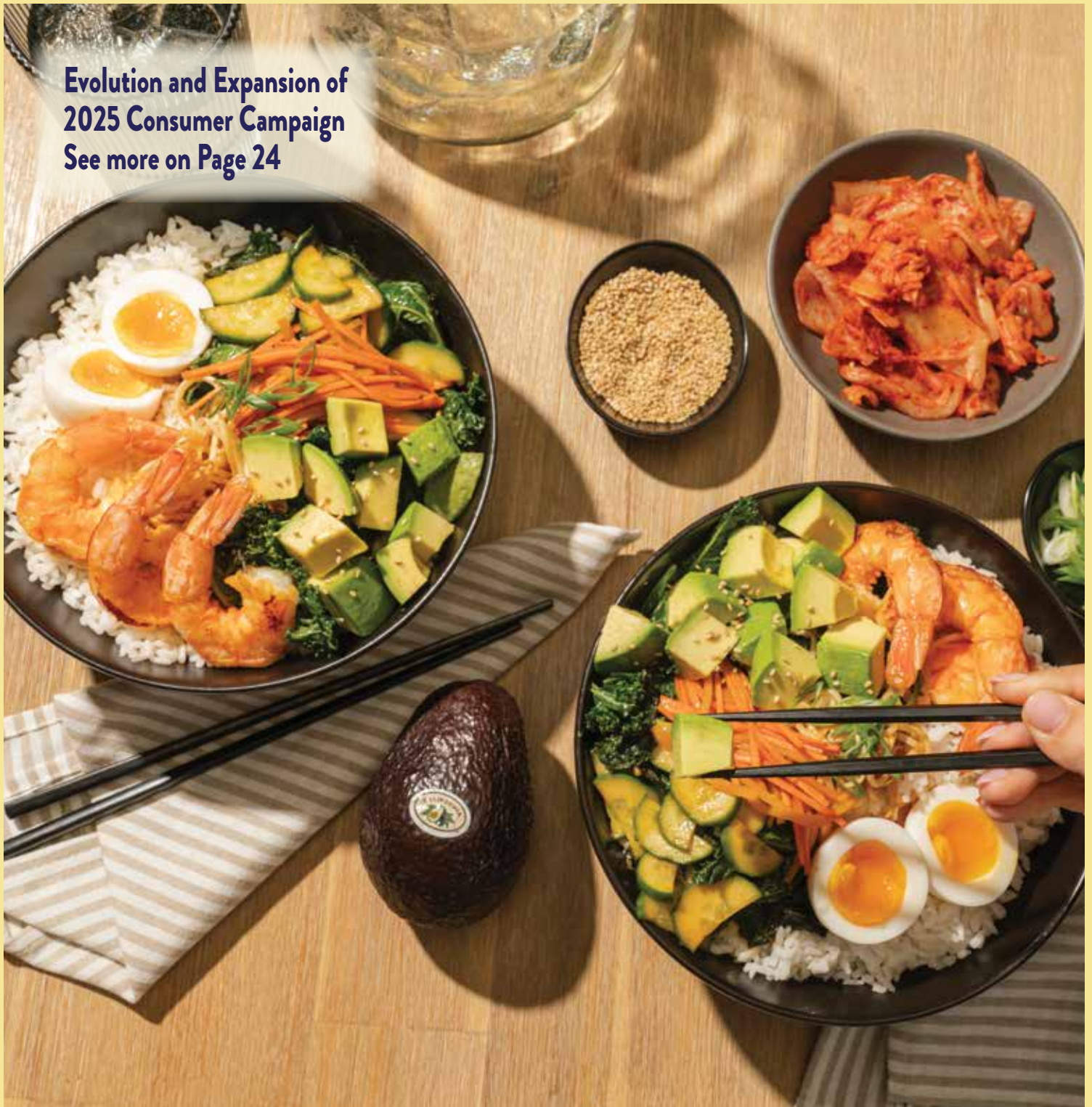


# From the Grove

Spring 2025

The Latest News from the California Avocado Industry

**Evolution and Expansion of  
2025 Consumer Campaign**  
See more on Page 24







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**Featured California  
Avocado Recipes for Spring  
Story on Page 28**

## From the Grove

Volume 15, Number 1

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**Spring 2025**

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By Ken Melban  
Vice President of Industry Affairs & Operations



Ken Melban

## CAC Calls for USDA to Take Control of Mexico Avocado Inspections

As reported in previous issues of *From the Grove*, the California Avocado Commission is calling on the United States Department of Agriculture to restore USDA inspections of avocados in Mexico for export to the United States to the long-standing agreed upon program requirements.

### Background

In 1997 the USDA, in coordination with the Commission, negotiated an agreement with Mexico that allowed the importation of avocados into the United States, subject to specific conditions.

The conditions included Mexico adhering to pest inspection requirements administered by USDA's Animal and Plant Health Inspection Service including (1) USDA employees inspecting avocado orchards in Mexico where avocados are to be harvested for shipment to the United States, and (2) subsequently inspecting these avocados at packing facilities located in Mexico prior to shipment to the United States. All expenses related to the inspections are paid by the Mexican avocado industry.

For nearly 30 years — beginning with President Clinton and then Presidents Bush, Obama and Trump during his first term — USDA strictly enforced this agreement which has effectively prevented extremely harmful pests (e.g.

seed and stem weevils) from crossing into the United States and eventually infesting California avocado orchards and production.

All of that abruptly changed in late 2024 when APHIS unilaterally turned over all avocado orchard inspections to Mexico because the cartel endangered the safety of USDA personnel. In turn, this action led to increased numbers of weevils and other pests being detected in Mexico packing facilities, increasing the likelihood that some will cross the border and begin their irreversible damage to the California avocado industry (see figure 1).

The Commission's multiple calls for the Biden administration to reverse this decision were unsuccessful.

### To Date

On February 14, 2025, the day after the Senate confirmed Brooke Rollins as USDA Secretary, the Commission sent a letter asking her to "... immediately re-establish the inspection systems originally agreed to before irreversible harm is done, and that safeguards be implemented to protect the USDA employees in question."

Then on February 28, 2025, the Commission hosted a grove meeting

Figure 1



*Infested fruit in Mexico packing facilities. From January 1, 2024 to October 16, 2024, USDA reported 0 pest finds in Mexico packing facilities. From October 17, 2024 to March 11, 2025, USDA reported 155 pest finds in Mexico packing facilities. USDA identified 141 as *Macrocopturus aguacatae* (avocado stem weevil); 3 *Conotrachelus perseae* (avocado seed weevil); 1 *Tortricidae* (leafroller moth); 1 *Blastobasidae* (moth); 9 *Eupelmus* (wasp)*



## Board of Directors

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Alternate/Vacant Seat

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Member/Ohannes Karaoghlanian-**Vice Chair**  
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Member/John Dmytriw  
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Alternate/Maddie Cook

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[CaliforniaAvocadoGrowers.com/Commission/your-representatives](http://CaliforniaAvocadoGrowers.com/Commission/your-representatives)



*Industry members meet with Congressman Darrell Issa.*

with Congress member Darrell Issa (R-CA 48<sup>th</sup> District) representing East County, San Diego and the Temecula Valley. He heard growers' concerns firsthand, agreed that the program should be fully restored and committed to help the industry.

In early March, I traveled to Washington D.C. and met with Rep. Issa again. During our meeting, he agreed to be the lead on a Congressional letter to Secretary Rollins (sent March 25, 2025) which stated, in part, that "America retreated in the face of cartel threats, and as a result, almost immediately following this change, greater number of destructive weevils were detected at packing facilities..."

Joining Rep. Issa in signing the letter were Congress members Ken Calvert (R-CA 41<sup>st</sup> District) representing Riverside County; Doug LaMalfa (R-CA 1<sup>st</sup> District) representing Sutter County and eight counties up to the Oregon border; David Valadao (R-CA 22<sup>nd</sup> District) representing parts of Kings, Tulare and Kern Counties; and Young Kim (R-CA 40<sup>th</sup> District) representing parts of Orange, San Bernadino and Riverside Counties.

I also met with Glenn "GT"

Thompson (R-PA), Chair, House Committee on Agriculture. Rep. Thompson agreed with our position and said he would be talking with Secretary Rollins. He also offered the thought that the Mexican military could be responsible for protecting the inspectors.

Additional meetings to convey the urgency of the situation were held with Congress members Julia Brownley (D-CA 26<sup>th</sup> District) representing Ventura County and Salud Carbajal (D-24<sup>th</sup> District) representing Santa Barbara and San Luis Obispo Counties; the chief of staff for USDA's Marketing and Regulatory Programs; and the deputy administrator of APHIS plant protection and quarantine.

On March 26, 2025, I talked with Senator Boozman (R-AR) Chair, Senate Agriculture, Nutrition, and Forestry Committee. He said repeatedly "you all are on the right side of this" and committed to speak with Secretary Rollins on our request. The Chair also said that although Secretary Rollins has been confirmed, she needs support in dealing with a multitude of issues, and he is working in the Senate to confirm her deputy secretary and eight undersecretaries.





*The industry members who attended a grove meeting with Rep. Darrell Issa in San Diego County on February 28.*



*Chairman Thompson, House Committee on Agriculture with Ken Melban.*

## Request

The Commission's request of President Trump and USDA Secretary Rollins is simple and straightforward. Respectfully, reverse this reckless decision by the Biden administration that has put California's 3,000 avocado growers and \$1.5 billion avocado industry in harm's way, and adopt safeguards to protect USDA inspectors from threats and possible action by the cartel.

## Our Message is Clear and Direct

Eighty-five to ninety percent of the total U.S. consumer demand for avocados is supplied by Mexico. We are not opposed to free trade, but trade should not create risk to American farmers. Exporting avocados into the U.S. is a privilege. If the agreed upon inspection requirements cannot be maintained due to safety concerns for USDA inspectors, then that privilege must be suspended. American farmers must be protected. America first! 🥑



*Robert Jackson (far left), Commission Board member, shares our inspection concerns with Congressman Issa.*



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## California Avocado Advertising Creative Evolution

Consumer sentiment is a moving target, and the most successful consumer campaigns tend to be those that can keep pace with emerging trends as well as tap into perennial messages that consumers identify as core to a brand. Keep that in mind when you see this season's California avocado consumer creative, which will look both fresh and familiar.

Prior to the 2024-25 fiscal year, the California Avocado Commission undertook an extensive search to find an innovative marketing agency that could handle both its consumer advertising and public relations efforts. Ultimately, CAC chose Curious Plot, an agency that specializes in food and agriculture. The partnership has been an excellent fit as together the Commission and the agency did a deep dive into existing marketing research and conducted a custom study to better understand targeted consumers' preferences. The 2024 advertising campaign was based on that data, leaning into imagery that featured California avocado groves, growers and the fruit's local origin (hammered home by the highlighted shape of the State of California).

To measure the effectiveness of the campaign, the marketing team turned to CAC's annual 2024 California Avocado Tracking Study, which indicated numerous positives as well as a couple of slippages. The data clearly indicates that in the California market, the California Avocados brand continues to rate higher than any other brand on key quality and brand perceptions, including sustainability. The study also showed that targeted consumers remain interested in learning

about sustainability. This suggests our current advertising messaging is on target. However, the study also reported slippages in unaided brand awareness and consumer preference for the brand. And, per the study, the Commission identified two consumer segments to target for improvement — Hispanics and consumers ages 18 – 24. To capitalize on those elements that resonate with the Commission's targeted consumers and to address opportunities, the advertising creative for the upcoming season will be an evolution of that from the previous season. Ads will continue to showcase California avocados, growers and groves. And — new this season — they also will feature a variety of consumers enjoying California avocados. The ads will showcase family compositions that reflect the demographics of our targeted ultra and mega avocado shoppers. Key messaging will remain focused on locally grown and sustainably farmed and include a new emphasis on ethically sourced. Combined, these messages are designed to build awareness around the California avocado season, showcase core California Avocados brand messaging and encourage consumers to seek out the fruit while it is available.

To ensure the revamped creative was on target the Commission conducted consumer research among heavy avocado shoppers in February 2025. The study confirmed the new creative is on track and resonates with targeted consumers. The research also showed that combining strong "reasons-to-believe" messaging, such as sustainably grown, with more personal touches, such as "by local farmers", is significantly more appealing than very pared down statements.



*Terry Splane*

The research primarily probed overall heavy avocado shoppers in the West, and CAC was able to dive into the segments of Hispanics and adults ages 18-24. The study showed that the Hispanic group had the most positive reactions with mentions of "fresh" and "local." Incorporations of local growers/farmers into key messages significantly adds to appeal with this segment. For example, saying "ethically sourced from local growers" lead to a 29-point jump in appeal compared to just saying "ethically sourced." Several 2024 ads were compared to 2025 ones, and Hispanics rated the new ads significantly more eye-catching, memorable and preferred.

2025 ads also generally perform better with the 18-24 group but there are nuances the Commission will address. While "freshness" tops the list of California avocado descriptors among this younger segment, being grown responsibly, locally and sustainably also are very highly regarded (about 75% feel very positive about these messages). For these younger consumers, the visual presentation of the food was the top communication factor. This illustrates why this year's campaign brings in the visual appeal of California avocados and the dishes consumers can create with them. CAC's 2025 social media program also includes tactics to help address opportunities with targeted Hispanics and adults ages 18- 24. (See the articles on pages 24 and 30 for examples of the creative). 🥑





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### **Ventura, Santa Barbara & San Luis Obispo Counties**

Abel Galvez, (805) 798-7404  
Pete Bastone, (805) 469-0398

**Scan to email our Northern California team**

## CAC Accepting Nominations for Three Board Vacancies

**T**he California Avocado Commission currently has three CAC Board of Directors vacancies — District 1 alternate producer, a District 5 alternate producer and handler alternate member. All three positions will fill the vacant seats for the remainder of the term through October 31, 2025. These are volunteer positions without compensation, however travel expenses associated with attending the meetings are reimbursed by CAC.

The CAC Board represents growers in California's avocado growing regions, which are divided into five districts. The Board is composed of 20 individuals serving as producers, handlers and public members.

Qualifications for the producer positions are as follows:

- Nominee shall certify they meet the definition of a producer/grower as defined by CAC: "engaged within this state in the business of producing, or causing to be produced, avocados for market." It should be noted the definition does not include persons whose average annual production is less than 10,000 pounds of avocados in the three preceding market years.
- Nominee shall certify they are not a handler or employee of a handler under the same entity that qualifies them as a producer.
- Nominees can be nominated in only one district — those who



produce avocados in more than one district must select one district for their nomination (in this case either District 1 or District 5).

- Nominees must complete and submit all required documents and maintain their qualifications throughout the term of their office.

Qualifications for the handler position are as follows:

- Nominee shall certify they meet the definition of a handler as defined by CAC: "has a financial interest in handling avocados for market either through ownership, employment or membership in a legal entity which is actively and directly engaged in the handling of avocados."

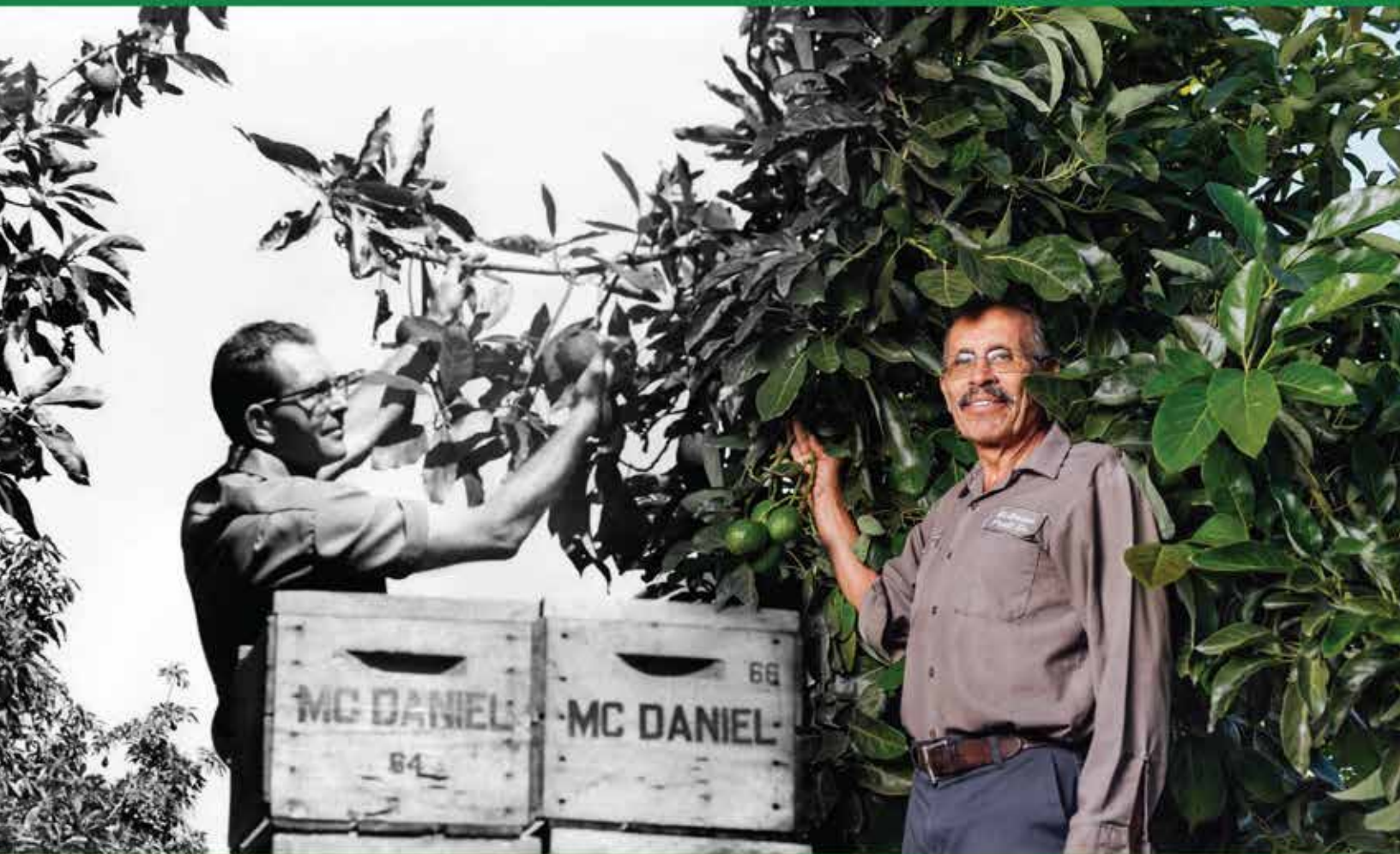
- Nominees must complete and submit all required documents and maintain their qualifications throughout the term of their office.

All forms can be found on [CaliforniaAvocadoGrowers.com](https://CaliforniaAvocadoGrowers.com) and must be completed and submitted by May 9, 2025. Forms may be emailed to [cac.iaf@avocado.org](mailto:cac.iaf@avocado.org), faxed to 949.208.3503, or mailed to CAC, 12 Mauchly, Suite L, Irvine, CA, 92618-6305.

For additional information, contact the Commission at 949.341.1955 or email [cac.iaf@avocado.org](mailto:cac.iaf@avocado.org).

The vacancies are scheduled to be filled by a majority vote of the Commission at a Board meeting held in late May 2025. 🥑





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# Growers Encouraged to Complete CAC's Annual Crop Survey

By April Aymami  
Director of Industry Affairs and Operations

**T**he California Avocado Commission's annual grower crop survey plays a critical role in helping the Commission assess the industry's overall productivity and better understand and address the challenges growers face. The data provided by the survey also helps the Commission more accurately predict the flow of avocados to market. By completing the survey, California avocado growers can help the Commission fine tune the California crop estimate. Individual data from the survey is for the Commission's use only and is kept confidential.

Growers are highly encouraged to complete the survey, which was mailed to all producers on record in mid-April. An example of the survey, and the envelope it was delivered in, can be seen on this page. Step-by-step avocado crop estimation instructions are available online at [CaliforniaAvocadoGrowers.com/industry/crop-statistics/crop-estimate-form](http://CaliforniaAvocadoGrowers.com/industry/crop-statistics/crop-estimate-form).



**April 2025  
Crop Estimate Survey**

Dear California Avocado Grower:

Pre-season surveys of industry members and handlers suggest a total crop volume of approximately 375 million pounds for the current crop year (2025). This crop estimating survey is one means of understanding the industry's overall productivity and current trends in California's farming practices. In addition, this

In order to fine tune the California crop estimate and better predict the harvest flow to market, please provide your best estimate on your grower's production. Also, please review the accuracy of the grower/grove information listed below and provide corrections where necessary.

Please fold the postage paid form so that BUSINESS REPLY MAIL shows on the front, tape and return it by April 30, 2025.

**Grower/Producer Information**

CAC ID:  
Name:  
Mailing Address:  
Phone(s)/Fax:  
Email:

**Grove Information**

Grove Name:  
Grove Location:  
Grove City:  
Grove Zip Code:

PRODUCTION		HASS	LAMB-HASS	GEM	OTHER (Specify variety)
Current Planted Avocado Acres <small>Include all avocado acreage regardless of age or condition</small>	# OF ACRES				
Estimated TOTAL Production <small>Total yield in pounds for fruit that set during the 2023 flowering season</small>	TOTAL # OF POUNDS				
Bearing Avocado Acres <small>Include avocado acres, four years or older, that are currently yielding fruit, even if not at full production (because they were previously impacted, grafted or damaged)</small>	# OF ACRES				
Non-Bearing Avocado Acres <small>Include avocado acres newly planted or dormant and not bearing fruit but future production is expected</small>	# OF ACRES				
Organic Avocado Acres <small>Include avocado acres that have been certified as organic or are in the process of converting to organic and will be certified in the future</small>	# OF ACRES				

Return this completed form NO LATER THAN APRIL 30, 2025 either by mail, or fax it to 949-208-3503 or go online to submit your estimate at: [CaliforniaAvocadoGrowers.com/industry/crop-statistics/crop-estimate-form](http://CaliforniaAvocadoGrowers.com/industry/crop-statistics/crop-estimate-form)

**The deadline for submissions is April 30, 2025. Surveys can be:**

- Completed online at [CaliforniaAvocadoGrowers.com/industry/crop-statistics/crop-estimate-form](http://CaliforniaAvocadoGrowers.com/industry/crop-statistics/crop-estimate-form)
- Returned via the postage paid self-mailer
- Faxed to 949.208.3503

If you did not receive a crop estimate survey in the mail, or have questions regarding the process, please contact April Aymami at [aaymami@avocado.org](mailto:aaymami@avocado.org).



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# Optimism Permeates 2025 Annual Meetings

By Tim Linden

**W**ith a very strong market, a large crop and a robust marketing campaign just getting underway serving as the backdrop, the 2025 California Avocado Commission Annual Meetings held in the last week of March were full of optimism and many smiling faces. However, it was not all a bed of roses as issues about Mexican fruit inspections and recent weevil finds south of the border were aired as areas of deep concern.

As is typical, the Commission held separate Annual Meetings in three major growing regions to allow more growers to attend without major disruption to their daily farming rou-

tine. The CAC staff made their presentations in San Diego County on March 25, Ventura County on March 26 and San Luis Obispo County on March 27. Vice President of Industry Affairs and Operations Ken Melban reviewed 2024 pricing, discussed CAC's 2025 budget and reported on industry advocacy efforts. Vice President of Marketing Terry Splane and Senior Marketing Manager Lori Small revealed the advertising and promotional plans. Research Program Consultant Dr. Tim Spann discussed the priorities of that program and also some current pest concerns. In addition, CAC's representatives engaged intently with the robust audiences of growers at each stop discussing their concerns and ideas moving forward.

## FOB Price Advantage: 4-Year Weekly Average Within California



The FOB price advantage of California avocados averaged +11% vs. imports over the past four California seasons.



Source: AMRIC Hass #1 Conventional (pounds), California seasons 2021-2024





Ken Melban

Melban began his presentation reporting the price advantage California avocados have received in the marketplace, which is a tangible benefit to the state's growers and has long been a core goal of the Commission. "The FOB price advantage of California avocados averaged +10% over imports during the 2024 California season and reached as high as +26% (week ending 7/21)," he revealed.

The statistics were illustrated with several charts showing that the price elevation occurs both within and outside of California and has been an ongoing advantage for many years. In fact, he said the FOB price advantage of California avocados averaged +11% vs. imports over the past four California seasons.

Turning his attention to the 2025 Budget, Melban presented a very strong financial situation for CAC. Because the size of the 2024 crop sold in the marketplace was about 75% greater than what the Commission had budgeted, assessment revenues far exceeded expectations. He noted that the reserves, which are targeted to be in the \$5-6 million range, ballooned to about \$16 million after last season. Melban assured the crowd that "we

don't like sitting on your money."

He noted that income for 2024-2025 is estimated to be around \$10.4 million, with expenditures near \$15.4 million, including an expansive marketing program, utilizing a \$5 million drawdown of the reserves to fund that discrepancy. He said the reserves will still be at a very high level, allowing for the possibility of a similar appropriations plan for 2025-26. "Our plan is to get to a point of equilibrium where the money coming in is the same as the money going out," Melban stated.

He explained that the Commission has adopted a per-pound assessment rate (from the previous percent of value) to create a more predictable income model for growers and for CAC budgeting purposes. For 2024-25 fruit, the CAC assessment rate is set at \$0.005/lb. In addition, the Hass Avocado Board's assessment rate is \$0.025/lb with 85% of the funds rebated to CAC to be spent specifically on marketing.

As a result, Melban revealed that in total about 72% of CAC's budget is spent on the marketing side of the ledger, which is designed specifically to increase returns to growers.

Under the advocacy umbrella, the vice president of industry affairs and operations focused on CAC's current number one priority, which is to return the inspection program in Mexico to the control of USDA and its own Animal & Plant Health Inspection Service (APHIS) employees. Melban reviewed the situation as it unfolded in 2024. After inspectors were once

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again threatened by a cartel and avocado shipments were halted for several days, APHIS unilaterally turned over all avocado orchard inspections to Mexico's corresponding agency.

"In turn, this action has led to increased numbers of weevils and other pests being detected in Mexico packing facilities," he said, adding that the likelihood that some pests will cross the border endangering the livelihood of California avocado growers has been increased. In fact, he revealed that there have been 155 pest finds in Mexico packing sheds since the Mexican agency took over the inspection program. While some call this proof that the system is still working, Melban said zero pests were found the previous nine months by USDA inspectors, indicating something is amiss.

"The Commission's request of President Trump and USDA Secretary Brooke Rollins is simple and straight forward," said Melban. "Respectfully, reverse this reckless decision by the Biden Administration that put California's 3,000 avocado growers and \$1.5 billion avocado industry in harm's way and adopt safeguards to protect USDA inspectors from threats and possible action by the cartel."

Melban has traveled to Washington, D.C., to present the Commission's proposal directly to USDA officials as well as

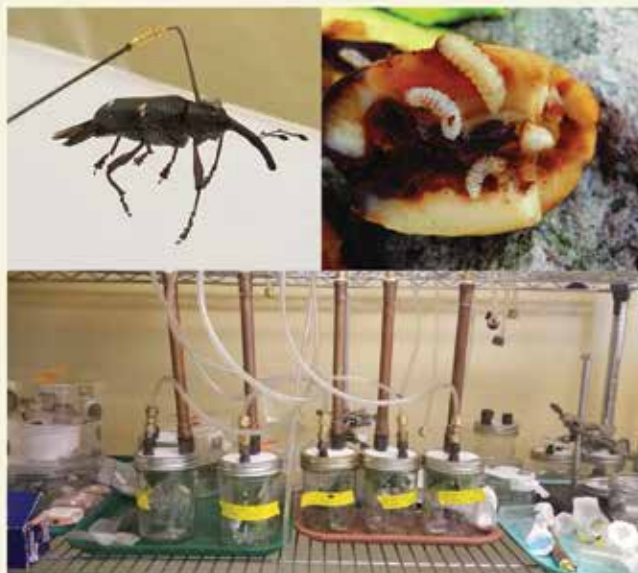
to legislators. CAC has enlisted the aid of Representative Darrell Issa, a Southern California congressman whose district includes many avocado growers. "Our plea is simple... every day that passes (without action) puts us one day closer to finding a pest (in California)."

While the tariffs that President Trump continually threatens were top of mind during the late March meetings, Melban noted that CAC's concerns are more broadly based. "We are not opposed to free trade, but trade should not create risk to American farmers. Exporting avocados into the U.S. is a privilege. If the agreed upon inspection requirements cannot be maintained due to safety concerns for USDA inspectors, then that privilege must be suspended. American farmers must be protected. America first!"

To further discuss the avocado seed weevil issue and other research priorities, Dr. Spann was next up to the podium. He noted that the Avocado seed weevil is a pest of high concern in imported fruit. "We don't deal with anything like that in the United States," he said, adding that it is a fruit-feeding pest that sends the fruit to the dump rather than to a secondary market.

He reported CAC is funding research to determine how

## Avocado seed weevil (*Heilipus lauri*) aggregation pheromone



- ASW is a pest of high concern in imported fruit
- The aggregation pheromone of ASW was identified as grandisol from CAC-funded work
- Synthesis of grandisol results in mixtures of different forms (enantiomers)
- Field testing with impure grandisol has been unsuccessful
- ASW may only respond to biologically pure (+)-grandisol

19





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best to deal with a potential outbreak since it appears the seed weevil is becoming a bigger issue. Spann said earlier research, funded by CAC, identified grandisol as the aggregation pheromone of ASW. However, field testing with impure grandisol has been unsuccessful. He added that ASW may only respond to biologically pure (+) grandisol.

Spann said that CAC-funded work from 2006 through 2009 designed to identify avocado fruit feeding insects in Guatemala, which is native to the avocado. At the time, the researchers limited themselves to a relatively small geographic area where avocado trees were concentrated and identified six pests.

The Commission's Board of Directors has authorized a new project expanding on that effort. He said the goal is to collect as much fruit as possible from six distinct geographic regions of southern Guatemala not previously surveyed for avocado fruit pests. A comprehensive list of avocado fruit feeding insect pests presently in Guatemala will be developed.

"Our concern is that there may be more fruit feeding pests that we are not aware of," Spann said.

CAC's research consultant also reported on the work the Production Research Committee did in 2024 to develop a detailed list of research projects that could help California avocados growers. The committee met numerous times, identified 60 topics that could use exploration, and then created its top priorities. He added that the priorities were separated into five main categories, with high priority topics identified within each category.

"That list was distributed to the avocado research community in September 2024 with a request to submit concept proposals to address the identified priorities," Spann said. "Twenty-two concept proposals were received and reviewed by the PRC, twelve were asked to submit full proposals."

He added that the PRC will meet in April to review full proposals and make funding recommendations to the CAC Board.

Spann also reported that the Commission is working to leverage IR-4 Project funds for avocado-specific pest registrations. The project is a federally funded program established in 1963 to help specialty crop producers register pesticides in a less costly manner. In March, Melban, Spann and PRC Chair Danny Klittich met with Western Region IR-4 Regional Field Coordinator Kari Arnold to discuss the inclusion of avocados in the new IR-4 program, called Integrated Solutions, which is a vehicle for industries to submit requests for research to find solutions for existing problems. CAC is looking to submit two Integrated Solutions requests for Avocado Lace Bug and Avocado Branch Canker in 2025, hoping to be successful on at least one of the requests. If one is unsuccessful, CAC will submit it again in 2026, Spann said.

The CAC Marketing Team concluded the formal Annual



*Terry Splane*

Meeting presentation with a review of 2024 efforts and a preview of the 2025 campaign. Splane began the discussion explaining that CAC launched a new marketing campaign in 2024, which has far exceeded expectations.

He said the 2025 program is building on and expanding the existing campaign strengths, with an emphasis on local growers and driving home brand values. Last year, the Commission's advertising showcased California avocado growers and communicated the key messages of Locally Grown and Sustainably Farmed. In 2025, the key messages of Ethically Sourced and Responsibly Grown are being added.

Splane said last year's campaign included dynamic mes-



*Tim Spann*



saging, helping the consumers connect the goodness of the California avocado with the California grower. He noted that the state branding was the differentiator that resonated with consumers.

These videos were aired on social media, including YouTube. Splane said an “astounding” 96% of consumers that open a YouTube video with a California avocado ad attached did not hit “skip ad” but instead watched it. He said these results are three times better than the average delivery. “We didn’t just get lucky,” he said. “We built the campaign from insights!”

For 2025, CAC is using the same focus but Splane said, “We are bringing the campaign out of the grove and into the neighborhood...showing consumers, fresh California avocado dishes.”

He called it lifestyle marketing, adding that the campaign’s graphics will feature consumers enjoying avocados, with the goal of driving the consumer to action. The subtle message is the best way to add delicious local flavor to any dish is with responsibly grown and branded California avocados.

The graphics that Splane presented to the Annual Meeting audiences identified ultra and mega avocado users/buyers as the primary target. Secondary targets include 18–24-year-olds of any race/ethnicity who also are heavy users of avocados. Another target are Hispanics of any age, as 25% of them identify as ultra/mega buyers.

Testing is always an important part of the CAC marketing program as it is important to know how successful any effort is and how well it resonates with consumers. Research among avocado shoppers in the West who viewed the 2024 California avocado video revealed that 85% believe it is important to see the environment where California avocados are grown in the video, and believe the California environment helps create more quality and flavorful avocados (83%). About 82% agreed that knowing that California avocados are sustainably grown makes them more likely to purchase a California avocado.

Consumer research evaluating the 2025 advertising campaign among Western region avocados shoppers revealed a high percentage of consumers viewing a promotional video associating high value attributes to California avocados. Testing of the campaign through consumer research revealed remarkable recall with a very high percentage of consumers viewing the promotional videos associating high value attributes to California avocados. After watching a specific video, 88% believe that California avocados are a fresh local product. About 80% identified California avocados as a premium product. And 75% said they were more likely to buy a California avocado.

Lori Small was the final speaker on the dais and she concentrated her remarks on the use of “influencers” in the marketing effort to interest their followers to purchase California

avocados. She revealed that it is a relatively low-cost program that does have an impact, especially on the local level.

This season, CAC is supporting at least two key retail partners through in-store influencer activations. On April 5, an influencer event took place in conjunction with Bristol Farms in Santa Barbara, which included a local grove tour. Bristol Farms has chainwide commitment to promoting California avocados during that early April time period.

In early June, the CAC marketing team is scheduled to hold an influencers event at PCC Markets in Seattle. Small said the influencer attendees will enjoy an in-store avocado-centric reception and hear from CAC, a retailer representative and a grower. In turn, the attendees will develop content that highlights California avocado availability in the partners’ stores. The effort is designed to inspire consumers to create meals at home and drive sales of California fruit.

Small noted that CAC continually partners with key retailers to host influencers in their store to capture “come shop with me” style content for their social channels. The “Retailer Come Shop With Me” program gives influencers access to the produce floor and California avocado displays to create their content.

“Influencers will have high reach among local audiences to help drive customers in-store to purchase,” Small said, adding that content will include both in-store graphics and at-home meal creation showcasing California avocados.

She added that CAC partners with influencers to develop CAC-owned recipe-focused vertical video content for use with retailer partners. Retailers can use the content across communications channels, with CAC controlling future use of the content. 🥑



Lori Small

# Hass Avocado Crop Water Use:

## An Analysis for California Production Systems

By Ali Montazar

UCCE Irrigation and Water Management Advisor in San Diego, Riverside, and Imperial Counties

& Ben Faber

UCCE Subtropical Crops Advisor in UCCE Ventura and Santa Barbara Counties

### Introduction.

In California, avocado is primarily grown in the southern and central parts of the state along the coast where 88% (USDA-NASS, 2023) of the avocados are grown in the United States. These regions have semi-arid Mediterranean climates with winter-dominant rainfall, and currently face uncertain water supplies, mandatory reductions of water use and rising costs of water. Consequently, efficient use of irrigation water is one of the highest conservation priorities. Moreover, due to increasing salinity in water sources and the fact that avocado trees are sensitive to salinity, effective irrigation is more critical to ensure optimal yield and high-quality avocado fruits. Many avocado growers have developed irrigation practices that enable good profitability; however, the continuing increase in water costs and water restrictions due to drought and climate change have placed pressure on the industry to further enhance water use efficiency. Accurate information on crop water use along with irrigation best management practices are the immediate needs of the avocado industry under the current fluctuations in water availability, reliability and quality

to sustain the profitability and sustainability of production in California.

This article presents some results from our irrigation study, quantifying crop water consumption of California Hass avocados. More comprehensive data and information will be available in the near future.

### Experimental sites and measurements.

The data used in this analysis are from the research conducted at “Hass” avocado orchards in four avocado sites in southern California, here referred to as site A (the San Pasqual Valley, Escondido), site B (the Via Vaquero, Temecula), site C (the Orchard Hills, Irvine) and site D (the West Saticoy, Ventura) (Table 1). The sites consisted of a wide range of climates, slopes and elevations, soil texture and conditions, tree spacings and water sources, and therefore they may provide a good representation of the Hass avocado production systems in California.

**Table 1. General information about experimental avocado sites.**

Experimental Site	Age of trees (in 2014)	Tree spacing (ft x ft)	Elevation of the monitoring station (ft)	Row aspect & slope (%)	Dominant soil texture (0-2 ft)	Water source
Site A	13-year	19×19	758	South, 44%	Coarse sandy loam	District water
Site B	10-year	15×18	1490	Southeast, 20%	Rocky loam	District water
Site C	7-year	15×19	450	Southwest, 12%	Loam	Reclaimed water
Site D	7-year	12×14	164	Southwest, 3%	Loam	District water and groundwater

Elevation of the monitoring station is expressed as the distance above mean sea level. District water has surface water source.



A combination of surface renewal and eddy covariance equipment (flux tower, Fig. 1) was utilized to measure actual crop water consumption at each avocado site over a three-year period. Several other sensors and equipment were used to monitor soil and plant water status, soil salinity and chloride, and high-resolution images were captured by unmanned aerial systems to evaluate canopy features.



Fig. 1. A demonstration of one flux tower monitoring station and some of the instrumentation setup.

### Daily crop water use.

While a similar crop water use pattern was found over the course of the measurement seasons in experimental sites, daily crop water consumption was generally greatest at site A. Variable daily crop water use was observed on each site over the season/s. For instance, it varied from 0.03 in  $d^{-1}$  to 0.18 in  $d^{-1}$  with an average of 0.11 in  $d^{-1}$  in the 2023 season at site A (Fig. 2). Considering the tree spacings at this site, the crop water use ranged between 6.7 and 40.5 gallons per tree with average crop water needs of 24.6 gallons per tree in 2023. The values were, as expected from the weather data, lower in late fall and winter when conditions were cooler, and the days were shorter. Also, more uniform daily crop water consumption occurred during the summer months as compared to winter and part of the spring when the weather conditions were more unstable.

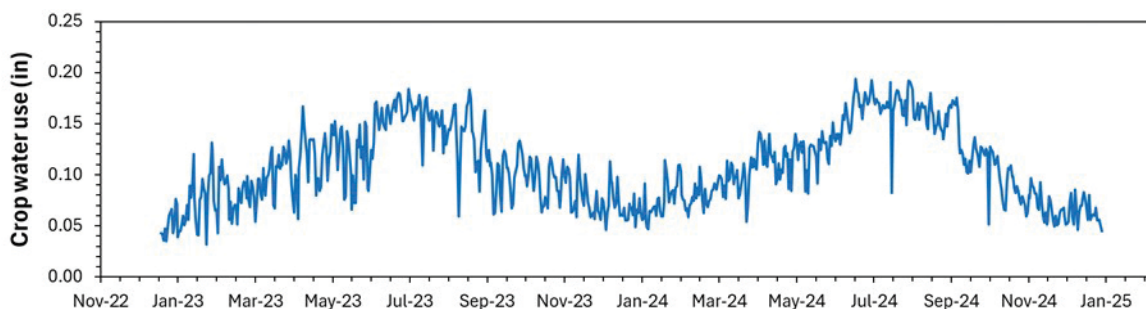


Fig. 2. Daily actual crop water uses at site A over the 2023 and 2024 seasons.

### Seasonal crop water use.

Our analysis demonstrates that all the regions associated with the avocado sites A through D had a dry 2022 winter, a wet 2023 winter and a near normal 2024 winter (in comparison with the 10-year average data of 2015-2024). Considerable differences were found in the seasonal crop water use measured across experimental sites and seasons (Fig. 3). The largest difference was 11.4 in. between site A and site D during 2024. However, the seasonal crop water use difference between avocado sites C and D was 2.1 and 2.4 in., in 2023 and 2024, respectively. Overall, greater crop water consumption was observed in each of the avocado sites.

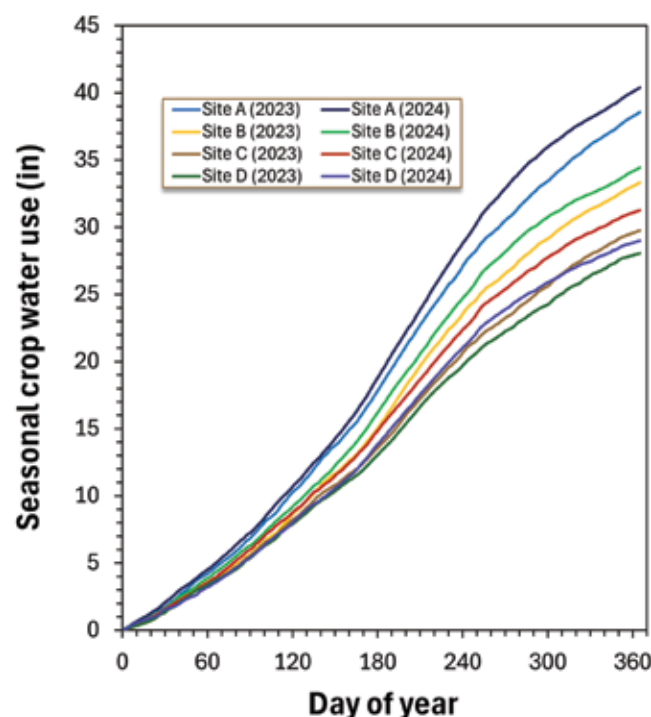


Fig. 3. Seasonal crop water use measured at the avocado sites in 2023 and 2024. The comparison demonstrates that the seasonal consumptive water use at avocado sites varied from 28.1 in. (affected by coastal climate) to 40.4 in. (an inland valley) over the two growing seasons of 2023 and 2024. Considering the tree spacings at the avocado sites, the seasonal crop water requirements may vary from about 3,000 gallons per tree (high density orchard affected by coastal climate) to about 9,000 gallons per tree (low density orchard under growing conditions of inland valley).

The results of this study clearly showed that avocado crop water use varies spatially and temporally (discussed also in Montazar and Faber, 2023). The greatest seasonal crop water consumption was determined at an avocado site (site A) with the features of coarse sandy loam soil texture, 44% south facing slope, average elevation of 758 ft. above mean sea level, plant density of 120 trees per acre, mean canopy coverage of 88.7% and tree height of 23.2 ft. In contrast, the least seasonal crop water use was observed at an avocado site (site D) affected by a coastal climate with the features of loamy soil texture, 3% southwest facing slope, average elevation of 164 ft. above mean sea level, plant density of 254 trees per acre, mean canopy coverage of 75.9% and tree height of 12.5 ft.

### Conclusions.

A mean daily crop water use of 0.13 and 0.15 in d<sup>-1</sup> was found for spring and summer (over the three study seasons), respectively, whilst the value for winter and fall was similar (0.08 in d<sup>-1</sup>) at avocado site A with maximum values. Considering the tree spacings at this avocado site, the average daily crop water requirements are estimated at 29.2 and 33.7 gallons per tree in spring and summer, and 17.7 gallons per tree in fall and winter. In a winter with normal or wet rainfall conditions, precipitation most likely provides sufficient water to compensate for avocado tree water needs. Our data verifies this for 2023 and 2024 at all avocado sites.

Several factors impact the variability of crop water use in avocado orchards including irrigation management practices, salinity and/or soil differences, slope and row orientation,



elevation, height of trees, and trees canopy coverage that provides a good indication of canopy size and the amount of light interception. If avocado groves are located in similar climatic regions, it appears that slope and row orientation along with canopy coverage percentage are likely the most influential drivers on avocado crop water use. It needs to be noted that in the Northern Hemisphere, midday and daily total solar radiation is mostly greater on southern slopes than on northern slopes and the slope aspect influences incoming light intensity and as a result consumptive water use.

The seasonal crop water uses provided in this article are the seasonal water use measured for avocado orchards across avo-

cado experimental sites. Excess irrigation can be considered beneficial water use for salinity and chloride management in avocado groves. The amount of additional irrigation water needed to effectively drain salt from the crop root zone depends on the soil conditions, effective rainfall and quality of irrigation water. However, the total irrigation water that needs to be applied in an individual orchard over the season depends on seasonal crop water requirements, effective rainfall, water distribution uniformity and salt leaching requirements. Heat waves are another driver that may impact the total applied water in avocado orchards. 🥑

## NOTE.

A journal article from the findings of this study is under review. This journal article may provide more comprehensive analysis and information on avocado crop water use and irrigation management.

## Acknowledgments.

This research was jointly supported by the U.S. Department of Agriculture's (USDA) Agricultural Marketing Service and the California Avocado Commission. The first author would like to sincerely thank the California Avocado Commission for providing continuous support and thoughts, and gratefully acknowledge McMillan Farms, Barr Ranch, Grangetto Farms, Irvine Ranch, Lloyd-Butler Ranch, Pine Tree Ranch, and Rancho Simpatico for allowing us to implement this study on their avocado orchards.

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*Commercials on streaming TV continue to showcase California avocado growers, helping consumers connect with the fruit's fresh-to-market advantage.*

## Evolution and Expansion of 2025 Consumer Campaign

**W**ith increasing competition and marketing investments from global avocado producers, it is imperative the California Avocado Commission continues to differentiate California avocados as locally grown, sustainably farmed and ethically sourced — key talking points associated with fresh produce grown under the auspices of U.S. and California regulations. Equally important is the Commission's ability to ensure the California Avocados brand remains relevant in view of ever-changing consumer preferences. To that end, the 2025 consumer marketing campaign has evolved and expanded — showcasing key messages that resonate with targeted audiences while integrating a more visible consumer perspective.

This season's consumer campaign will continue to showcase

sustainably farmed and locally grown messaging while integrating ethically sourced and responsibly grown talking points. From a visual perspective, the "What's Inside a California Avocado" campaign (winner of the 2024 *Produce Business*' Marketing Excellence Award) will continue to highlight growers and the exceptional care they take in producing the fruit.

In addition, the campaign will spotlight the consumer side of the story by featuring stunning shots of California avocado-centric dishes and vibrant images of consumers enjoying the fruit. The marketing team partnered with Curious Plot, CAC's consumer advertising and public relations agency, to capture photography and videos from San Diego County through San Luis Obispo County groves that will be featured in the creative. "The Commission appreciates the participa-





*This season's campaign creative integrates messaging such as "ethically sourced" with communication about "fresh" and "local," or "grown by local farmers."*

tion of the following California avocado growers in the development of this year's consumer advertising campaign: the Lamb/Cottingham family, Daryn Miller, Hayden McIntyre, the Serrato family and Andy Sheaffer," noted Terry Splane, CAC vice president of marketing. By integrating consumer elements into the creative, the Commission can capitalize on compelling imagery that captures key reasons to purchase California avocados. Further, by integrating the visuals behind how California avocados are grown and how families consume

them, the Commission can generate a sense of pride in consumers who choose locally grown and ethically sourced California avocados.

CAC also partnered with a third-party research firm, Temra Wald Consulting, to conduct brand effectiveness research measuring the impact of the 2024 campaign and comparing it to 2025 creative. The online survey conducted among 1,602 heavy avocado shoppers in the Western United States assessed memorability, perceived brand value and brand preference.



*Video ads include an outline of the State of California, which is a memorable device that helps reinforce the fruit's origin.*



*Appetizing images of California avocado-centric dishes are integrated into multiple media tactics.*

Key findings confirmed that both the 2024 campaign and the 2025 creative evolution are on track with objectives, delivering brand messaging and influencing consumer perceptions positively. Importantly, 80% of respondents feel that the 2025 test video ad “makes me believe that California avocados are a more premium product.”

Advertising messages that reference “fresh” or “local” were very appealing with 84% or more saying they felt positive or very positive about them. The research confirmed that language that references the local growers / farmers elevates

important messages. For example, saying “ethically sourced by local growers” scored significantly higher than simply stating “ethically sourced.” The Commission Marketing team is using these research findings to adjust advertising messages as needed.

The creative campaign launched April 1 across a diverse platform of media partners, publishers and digital channels in core markets. See the article on page 30 for an in-depth look at the 2025 media plan. 🥑



*Integrating visuals about how California avocados are grown with how families enjoy them positively influences consumer perceptions. This is an example of a digital ad that wraps around content on a web page that is targeted to the most likely shoppers for California avocados.*



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# Featured California Avocado Recipes for Spring

**T**his edition of *From the Grove* features two recipes that are perfect for spring: *Green Curry with Spring Vegetables and California Avocado*, and *Shrimp, California Avocado and Rice Noodle Spring Rolls*. These Asian-inspired dishes encourage usage of avocados that goes beyond guacamole and other traditional recipes and are timely for the start of California avocado season. Both were developed for the California Avocado Commission by influencers and are well-rated on CaliforniaAvocado.com.

The website provides information about California avocados beyond recipes, including availability and where to find them, grower information and key differentiating messaging. The featured recipes mention that California avocados are locally grown, sustainably farmed and ethically sourced. 🥑

## ***Shrimp, California Avocado and Rice Noodle Spring Rolls***

These fresh, delicious spring rolls feature tasty shrimp, creamy California Avocados, crisp red bell peppers and rice noodles. Serve them whole as an entree for lunch or dinner or cut them in half for appetizers.

**Serves:** 16

**Time:** 30 minutes

### ***Ingredients:***

- 1 (4-oz.) package rice noodles
- ¼ lb. large shrimp, peeled and deveined
- 16 rice noodle spring roll wrappers
- 1 ripe, Fresh California Avocado, seeded, peeled and thinly sliced
- 1 red bell pepper, thinly sliced and cut in half
- 8 large basil leaves, thinly sliced

### ***Instructions:***

1. Cook the rice noodles according to package instructions. Drain and rinse in cold water. Using kitchen shears, cut the noodles into small pieces.
2. Set a medium saucepan of water of high heat and bring the water to a boil. Add the shrimp and cook until the shrimp are just cooked through, 60 to 90 seconds. Drain and immediately transfer to a bowl of ice water to stop the shrimp from cooking further. Drain and cut the shrimp in half lengthwise.
3. Fill a shallow baking dish with hot water. Working with one spring roll wrapper at a time, soak the wrapper in the hot water until soft. Place the wrapper on a cutting board.
4. Lay one shrimp half, one slice of avocado, 1/4 cup of the noodles, two bell pepper half slices and a sprinkling of basil into the middle of the wrapper.
5. Fold in the sides and roll tightly. Repeat with remaining wrappers and ingredients. Serve with soy sauce or a store-bought gyoza sauce.



© Dara Michalski



## Green Curry with Spring Vegetables and California Avocado

This creative take on a Thai-inspired rice noodle bowl, made with fresh spring vegetables and California avocados, is sweet with a little bit of heat!

**Serves:** 4

**Time:** 45 minutes

### Ingredients:

- 1 (14-oz.) pkg. rice noodles (white, brown or red)
- 2 tsp. coconut oil or vegetable oil
- 4 large scallions, finely sliced
- 1 Tbsp. ginger, finely chopped
- 2 cloves garlic, finely chopped
- 1/8 tsp. sea salt, to taste
- 1 to 2 Tbsp. Thai green curry paste
- 1 cup chicken or vegetable broth
- 1 tsp. coconut sugar
- 2 medium sweet potatoes, cut into 1-inch pieces
- 1 (14-oz.) can full fat coconut milk
- 2 cups packed baby bok choy, broccolini, kale, spinach or other greens of your choice
- 1 tsp. rice vinegar or lime juice
- 1 tsp. tamari or soy sauce
- 2 ripe, Fresh California Avocados, seeded, peeled and thinly sliced
- 1 to 2 cups cucumber or radish, thinly sliced
- 1 lime, cut in wedges
- Cilantro, Thai basil, mint or more scallions, to taste



### Instructions:

1. Soak the rice noodles in water while you prepare the curry (at least 30 minutes).
2. Meanwhile, in a large deep skillet, add the oil and cook half the scallions, the ginger and garlic until fragrant and soft, stirring frequently, about 5 minutes.
3. Add the broth and curry paste and whisk together.
4. Add the sweet potatoes and continue cooking over medium heat until the sweet potatoes are steamed and soft, about 15 minutes.
5. Stir in the coconut milk, along with the sugar. Add in the greens and simmer until bright green, 3 to 5 minutes.
6. Drain the rice noodles well (or drain and pat dry) and stir into the curry. Season with vinegar or lime juice, and soy. Taste and adjust seasoning to your liking.
7. Divide the noodles and curry between four bowls and top with avocado, cucumber, radish, lime and herbs. Serve warm, or at room temperature, with more lime for squeezing over the top.

**Serving Suggestion:** Add some chopped chicken breast, or protein of your choice, to create a heartier meal

*Large avocados are recommended for these recipes. A large avocado averages about 8 ounces. If using smaller or larger size avocados adjust the quantity accordingly.*



California avocado ads are featured on Connected TV (streaming TV channels) and air on local broadcast TV channels in the Los Angeles area.

## Consumer Marketing to Engage Consumers Via TV, Digital and Out-of-Home Platforms

**T**he California Avocado Commission's 2025 consumer media plan consists of a strategic mix of advertising delivered on television, digital, streaming, audio and out-of-home platforms. To reach consumers in key markets, the Commission is leveraging advanced digital tools to target specific audience segments, customize content based on real-time purchase data, monitor consumer sentiment, and guide shoppers to retail locations where California avocados are available for purchase.

To engage with consumers while they are watching television, California avocado ads are featured on Connected TV (streaming TV channels) through a platform that captures real-time purchase data, allowing the Commission to analyze shopping habits and tailor the campaign accordingly. In addition, CAC has access to streaming viewer behavior data that allows the Commission to target consumers who have

seen a competitive avocado ad. Commercials also air on local broadcast TV channels in the Los Angeles area, ensuring broad visibility.

To capture the attention of consumers when they are out and about, CAC continues to feature eye-catching California avocado display ads on Volta charging stations strategically placed at high pedestrian-traffic locations at grocery stores merchandising California avocados. Further, the Commission will target Yelp users performing relevant searches (such as "grocery stores near me") with dynamic map ads showcasing local retail stores where California avocados are available. Audio and video ads also run on popular platforms like Spotify and iHeartRadio, reaching California avocado fans as they listen to music and podcasts.

Digital content providers — including foodie-focused publishers and YouTube — continue to play an important role in reaching consumers. To capture the attention of these





Digital ads at high-visibility electric vehicle charging stations near retailers will showcase California avocado sustainability and locally grown messaging.



Audio and video ads also run on popular platforms like Spotify and iHeartRadio, reaching California avocado fans as they listen to music and podcasts.

targeted audiences, the Commission shares strategic and diverse content — including recipes, articles, videos, social posts and ads that direct consumers to the online retail locator — on various platforms. Custom-crafted recipes and videos showcasing California avocados as the star ingredient are featured in digital publications, such as *Tastemade* and *The Kitchn*, that cater to the foodie crowd. Ads showcasing the premium nature of California avocados also are featured alongside articles in respected digital publications such as *EatingWell* and *Food & Wine*. Two new digital tools provide CAC with the means to assess consumer behaviors and better engage with them. Display ads featuring California avocado recipes lead consumers to Shoppable, where they can choose their preferred local retailer and generate a digital ingredients list based on the recipe. Utilizing another platform, CAC is able to choose custom audience segments and monitor real-time consumer sentiment to optimize and adapt the marketing campaign as needed.

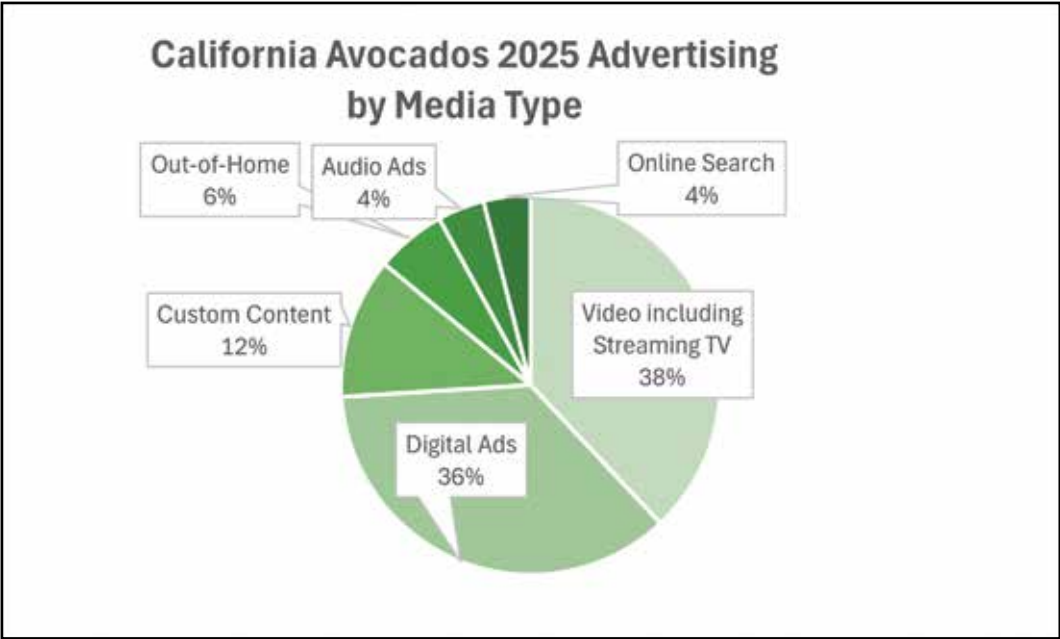


Stores Near Me



The Commission targets Yelp users performing relevant searches (such as “grocery stores near me”) with dynamic map ads showcasing local retail stores where California avocados are available.

To measure the impact of digital advertising, the Commission will use two new tools this year including a foot traffic study and a sales measurement study that will track sales and return on ad sales. Additionally, the Commission will measure media performance against key benchmarks, targeting at least 176 million impressions, 42 million video views, and 782,000 clicks to CaliforniaAvocado.com. 🥑





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## 2025 California Avocado Season Exudes Good Vibes

**T**he California avocado season got off to a very fast start in January and February, slogged through March because of rain, but kicked off April with increased shipments, all while both growers and handlers were getting top dollar for the fruit. And the handler community appears confident that the situation will continue throughout the season.

Speaking to *From the Grove* on the first day of April, Patrick Lucy, president of Del Rey Avocado Company, said “prices are really good,” adding that he expects California growers will have a very good season with strong pricing throughout the year. However, he did add that the \$60-\$70 per carton FOB market that has been prevalent for the early fruit will most likely decline a bit as volume increases over the next several months and shipments from Peru and Colombia enter the U.S. marketplace.

He expects that the weekly shipments from California will begin topping 10 million pounds by mid-April and will remain solid for many months. Del Rey expects to have good volume through September. However, Lucy added that if the market stays at its current hot level, or even close to it, more northern growers who typically have good volume in August and September will be enticed to harvest that fruit earlier than usual.

Lucy said the strong demand is the result of many factors including less volume than expected and a strong

anticipation that Mexico will see its volume drop to a less than usual level, especially after the Cinco de Mayo pull.

“And the California crop is not as big as we expected when we first saw what was on the trees,” he said. “People were initially talking of a 400-million-pound crop. Lack of rain in January and February and then the wind and fire events we had – the wind more than the fires – have reduced the tonnage.”

CAC has officially estimated the crop at 375 million pounds. “Our field team sees it as a little bit less than that,” said Lucy.

He did add the caveat that after last year’s stellar performance by young trees, which saw California produce 75% more fruit than initial estimates, it would be foolish to assume any estimate is right on. But Lucy added that there were reasons for last year’s mis-estimate and those factors have been taken into account when predicting the size of this year’s crop.

The Del Rey executive noted another very positive aspect of the 2025 California crop is its size curve. “The size curve out of Mexico the last two years has been smaller,” he said, opining that the prolonged drought in the Mexico growing regions has taken its toll.

That has caused many retailers to adjust their size specifications down a notch from 48s to 60s or from 60s to 70s, which ultimately moves more pieces of fruit.

California, on the other hand, has good size fruit at the peak sizes that

retailers typically prefer, which also adds to the popularity of avocados from the Golden State during the spring/summer months.

Lucy prefaced all of his remarks noting that the following day the Trump Administration was expected to make a major announcement on tariffs. He said it is the uncertainty of any tariff and how long it will or won’t last that causes issues in the marketplace. He said some retailers like to plan six to nine months out to attain marketing dollars.

“It makes it very difficult to plan,” Lucy said. “Some retailers are asking for a normal price and one that includes the tariff. Others are asking for a tariff price and said they will adjust downward from that.”

He did note that California growers will not leave money on the table if tariffs on fruit from Mexico cause the FOB price to increase 25%. “They are not going to take less for their fruit,” he said.

Of course, he also said a 25% increase on the current high price will make it very difficult to market that fruit at an attractive retail price. On the other hand, Lucy said avocados are one of the top three or five sellers for virtually every produce department in the United States. Retailers will make adjustments to make sure they are carrying the consumer favorite at a sellable price. “Maybe they will drop another size down to make it work,” he said.

Lucy added that a tariff price could be moderated by retailers at least



somewhat by increasing their supplies of Colombian and Peruvian fruit, both of which tend to sell for less than California or Mexico fruit.

Peter Shore, vice president of production management for Calavo Growers Inc., also noted that the tariff threat in early April was causing some consternation in the marketplace. “It makes it difficult to plan but we have been giving prices for Cinco de Mayo promotions,” he said on March 31. “Everyone knows they will have to be adjusted if a tariff is imposed. We are just going to have to wait.”

Putting that issue aside, Shore said it is shaping up to be a very good year for California growers. “The fruit is top quality and it is coming off the tree nicely at 26-27% dry matter. We had good movement in March, though it was down for about two weeks because of the rain. We are expecting very good volume in April. We should reach 10 million pounds the second week of April and it will climb from there,”

he said, adding that weeks of 16 million pounds and more will be possible through June and into July.

Shore expects prices to hold because of the decline in volume from Mexico, but he added that demand is keeping up even with good volume. He reported that during the last week of March, Mexico’s volume to the U.S. market jumped to 62 million pounds, and prices remained in the \$60 to \$70 FOB range. “We are seeing strong demand even at these high prices.”

Though the tariff situation and high prices might pause normal avocado movement around Cinco de Mayo, Shore is quite optimistic. “Cinco de Mayo falls on a Monday this year, which means there should be an entire week-end of celebrations.”

The holiday, which is celebrated robustly in the United States, has been associated with huge avocado sales for many years.

Contacted earlier in March, Mission Produce Senior Director of Sales

Galen Johnson was equally optimistic about a great California season. “California season is off to an early start,” he said. “This year, we expect the California season to last through the summer with strong harvests peaking around June.”

He added that the market is ready for California avocados, and the industry expects excellent marketing conditions for the season. “Supply and demand are in sync, quality is looking good, and the current size curve suggests a lot of opportunities for small and medium fruit.”

On a global level, Johnson said demand for avocados continues to grow, which bodes well for the industry in general. “The European market is hot on our radar as global avocado demand increases,” he said. “Last year, Europe accounted for more than a third of global avocado imports, and those imports keep growing.” 🥑





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A network of customer-owned associations supporting California's rural communities and agriculture with reliable, consistent credit and financial services.





# CALIFORNIA CREMA<sup>TM</sup>

GEM AVOCADOS



## Celebrating California GEMs in bold new ways

At Index Fresh, we're dedicated to amplifying your success with California Crema—our new line of GEM avocados. This exciting brand offers attractive packaging, effective marketing, and engaging publicity. Backed by our extensive industry expertise, we'll help you unlock the full potential of your GEM crop so you can focus on what you do best: growing the finest avocados around.

Learn more at [CaliforniaCremaAvocados.com](https://CaliforniaCremaAvocados.com)