



HOME

REVENUE

CONSUMER
ADVERTISING

ONLINE &
SOCIAL MEDIA

CONSUMER PR

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FOODSERVICE

RESEARCH

KEY PERFORMANCE INDICATORS: NOVEMBER 2017 THROUGH OCTOBER 2018

\$1.24

Average Selling Price

Category Average Selling Price per Unit for the 4-weeks ending September 9, 2018

440.3 Million

Consumer Media Impressions

Includes offline, online and social media impressions

1.54 Billion

Consumer PR Impressions

Media coverage secured with print, broadcast and online media outlets through October 2018

7.6 Million

Trade Public Relations Impressions

Positive direct CAC trade public relations circulation thru October 2018

2.6 Million

Consumer Website Visits

A 19% increase in visits to CaliforniaAvocado.com since 2017

21

Foodservice Chain Promotions

Number of Foodservice chain promotions scheduled this year



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REVENUE – CROP MOVEMENT AND MEASURES

U.S. Hass Avocado Supply (November-October)

Origin	2017/18		2016/17		2015/16	
	Volume (MM lbs)	Est. % Complete*	Volume (MM lbs)	% Complete	Volume (MM lbs)	% Complete
California	327	96%	216	100%	401	101%
Chile	50	83%	90	100%	41	100%
Mexico	1,928	107%	1,660	100%	1,694	100%
Peru	175	109%	139	100%	68	100%
Other	3	78%	7	100%	2	100%
Total	2,483	105%	2,112	100%	2,206	100%

*based on current projections

Source: HAB/CAC



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REVENUE – CROP MOVEMENT AND MEASURES

California Avocado Grade and Size Distribution - This Year vs. Last Year											
		November 1 -October 31, 2018					November 1 - October 31, 2017				
Grade	Size	Size %	(millions)		Avg Lug \$	%	Consigned	Size %	(millions)		%
			Pounds	Dollars					Pounds	Dollars	
Hass #1 Conv	40	8%	20.8	32.4	\$ 40.65	4%	10%	16.3	33.0	\$ 52.66	4%
	48	35%	90.2	145.3	\$ 40.88	2%	36%	60.8	124.4	\$ 52.80	3%
	60	28%	71.2	100.1	\$ 35.56	1%	26%	43.9	81.6	\$ 47.98	3%
	70	16%	40.9	48.9	\$ 30.46	2%	14%	24.1	36.8	\$ 40.68	6%
	84	8%	20.1	18.4	\$ 23.03	1%	7%	11.1	13.1	\$ 31.30	6%
	All			258.9	365.8	\$ 35.94	2%		167.1	308.8	\$ 48.10
Hass #2 Conv	All		25.7	26.8	\$ 26.92	3%		15.8	23.2	\$ 39.75	7%
Hass #1 Organic	All		26.1	47.5	\$ 45.82	1%		17.5	42.7	\$ 61.44	1%

California Avocado Region Distribution - This Year vs. Last Year											
		November 1 -October 31, 2018					November 1 - October 31, 2017				
Region	Region %	(millions)			%	Consigned	Region %	(millions)			%
		Pounds	Dollars	Avg Lug \$				Pounds	Dollars	Avg Lug \$	
EAST CENTRAL	2%	6.9	9.6	\$ 36.09	3%	4%	7.6	14.4	\$ 50.69	7%	
NORTHEAST	3%	9.5	14.7	\$ 39.71	2%	5%	10.2	20.5	\$ 53.48	6%	
PACIFIC	80%	257.8	360.1	\$ 35.65	2%	77%	158.9	294.0	\$ 48.23	4%	
SOUTHEAST	2%	7.3	10.3	\$ 35.83	1%	3%	6.1	11.5	\$ 50.71	7%	
SOUTHWEST	2%	7.0	9.1	\$ 32.95	1%	3%	6.9	11.9	\$ 43.78	1%	
WEST CENTRAL	3%	9.5	13.2	\$ 35.54	2%	4%	7.6	14.7	\$ 50.29	4%	
EXPORT	7%	23.5	36.6	\$ 39.40	1%	5%	10.2	21.0	\$ 51.76	0%	

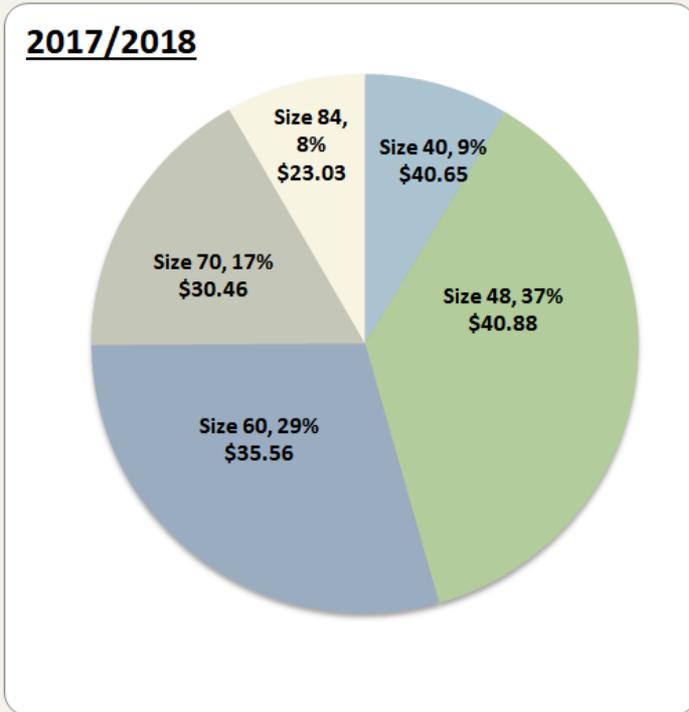


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REVENUE – CROP MOVEMENT AND MEASURES

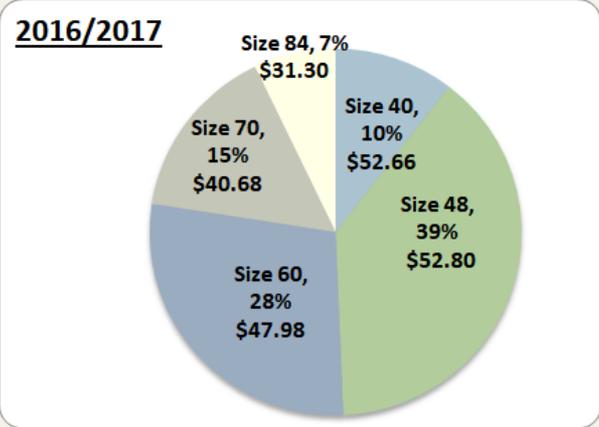
Size Distribution and Average Lug Price

Hass #1 Conventional (November-October)

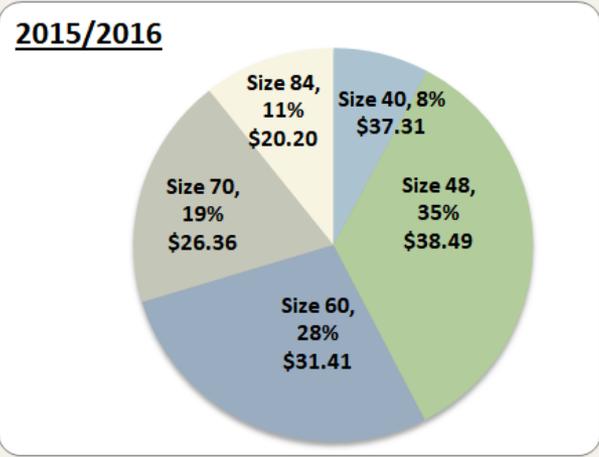


Source: AMRIC

2016/2017



2015/2016





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REVENUE – RETAIL SALES AND VOLUME

<u>RETAIL</u> <u>(4 wks)</u>	<u>Sep-2017</u> <i>(8/20/17 – 9/10/17)</i>	<u>Sep-2018</u> <i>(8/19/18 – 9/9/18)</i>	<u>Variance</u>
Volume (Unit)	121,210,348	160,675,937	+32.6%
Dollars	\$183,885,696	\$199,758,616	+8.6%
Avg. Selling Price/Unit	\$1.52	\$1.24	-18.1%
<u>RETAIL</u> <u>California Season</u>	<u>Apr-Aug17</u> <i>(4/2/17 – 9/10/17)</i>	<u>Apr-Aug18</u> <i>(4/1/18 – 9/9/18)</i>	<u>Variance</u>
Volume (Unit)	834,912,367	1,108,763,556	+32.8%
Dollars	\$1,137,306,782	\$1,215,390,883	+6.9%
Avg. Selling Price/Unit	\$1.36	\$1.10	-19.5%
<u>RETAIL</u> <u>Non-California Season</u>	<u>Oct16-Mar17</u> <i>(10/2/16 – 3/26/17)</i>	<u>Oct17-Mar18</u> <i>(10/1/17 – 3/25/18)</i>	<u>Variance</u>
Volume (Unit)	835,372,245	975,847,677	+16.8%
Dollars	\$991,390,127	\$1,135,757,119	+14.6%
Avg. Selling Price/Unit	\$1.19	\$1.16	-1.9%



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REVENUE – RETAIL SALES AND VOLUME

Avg. Retail Price
\$1.38



Apr - Sep 2017
(4/2/17 - 9/24/17)

Avg. Retail Price
\$1.16



Oct 2017 – Mar 2018
(10/1/17 - 3/25/18)

Avg. Retail Price
\$1.10



Apr – Sep 2018
(4/1/18 - 9/9/18)





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CONSUMER ADVERTISING – PRINT

- 1,589,898 impressions for April - July issues
- In-book full page ads ran in LA Magazine, Orange Coast, San Francisco Magazine, Seattle Met, Portland Monthly, 5280 (Denver), San Diego Magazine and Salt Lake Magazine aligned with relevant food content
- Back cover positions were secured in San Diego Magazine, Sactown Magazine and Seattle Met





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CONSUMER ADVERTISING – OUTDOOR

- 3,833,400 Impressions
- Eight locations in Los Angeles, San Francisco, San Diego and Seattle





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CONSUMER ADVERTISING – EVENTS – TASTEMADE SMORGASBURG

- California Avocado was the sponsor of The Smorgasburg Popup event on the Santa Monica Pier on March 10
- California Avocados were the hero ingredient in 10 dishes with select vendors. In addition to the day's activities including a California Avocado photo booth, Tastemade captured gorgeous footage that was used to create social videos that were promoted on Tastemade's and Smorgasburg's Facebook and Instagram channels
- 228,000 Impressions



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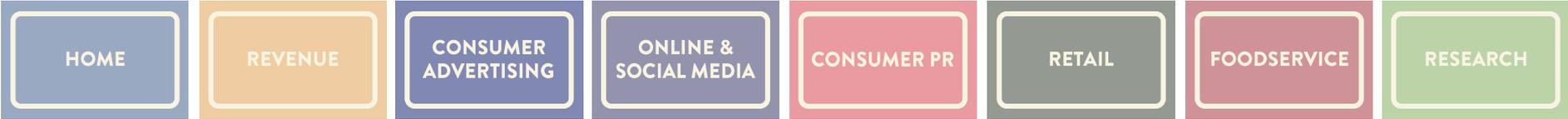
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CONSUMER ADVERTISING – EVENTS – DISNEY

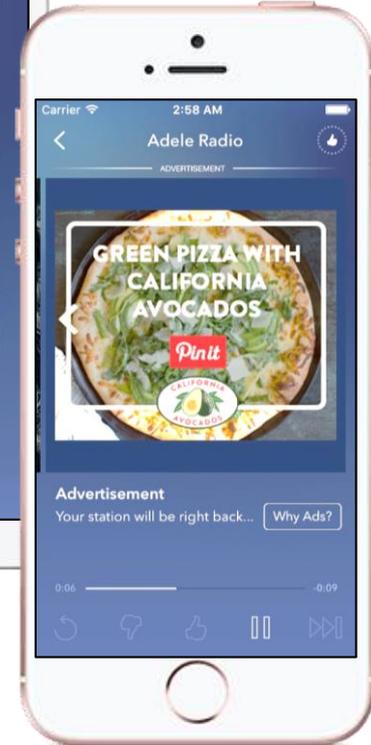
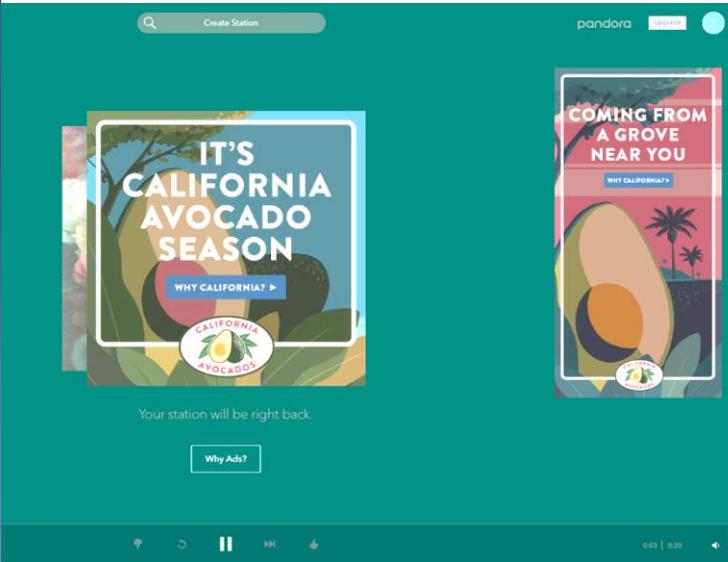
- From March 2 – April 12, California Avocado was a sponsor of the Disney California Adventure Food & Wine Festival with branded booth with three custom menu items featuring California Avocados
- There were Farm to Table seminars held with “Meet the Farmer” (Doug O’Hara) sessions along with a culinary demo featuring California Avocados
- 16,700,000 Impressions

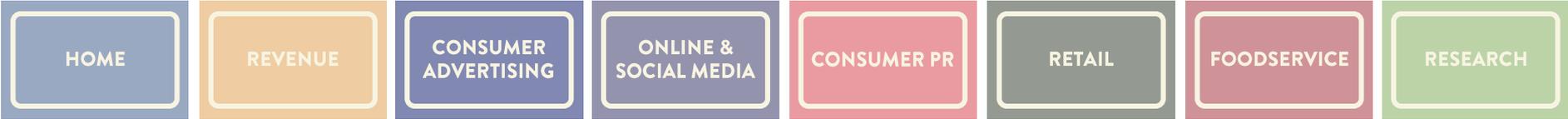




CONSUMER ADVERTISING – AUDIO: PANDORA

- 16,191,134 Impressions
- 127,169 clicks with a 0.79% Click Through Rate
- Custom Mixtape
- Retail mobile audio and display targeted by market
- Sponsored Listening experience
- Mobile Pin to Pinterest banners





CONSUMER ADVERTISING – AUDIO: SPOTIFY

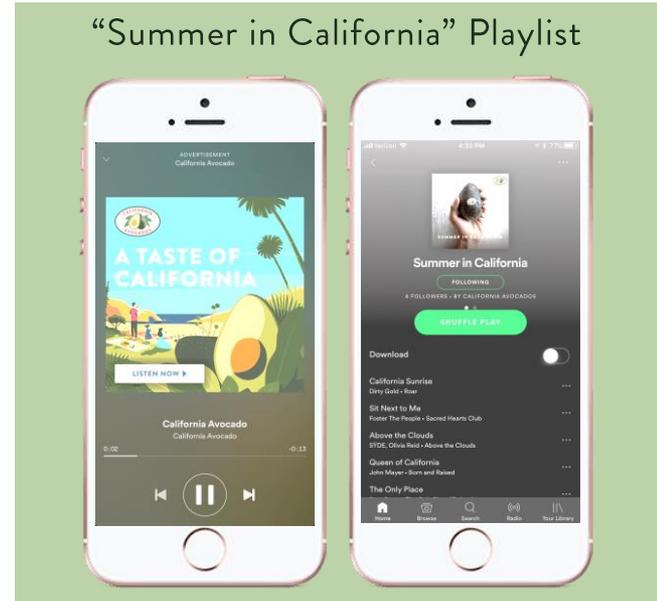
- 9,048,817 Impressions
- 43,093 clicks with a 0.48% Click Through Rate
- Brand Playlist
- Branded Dinner Moments



Branded Dinner Moments



“Summer in California” Playlist

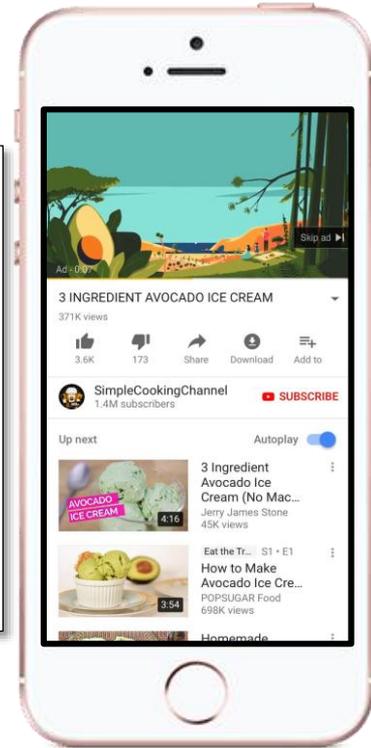
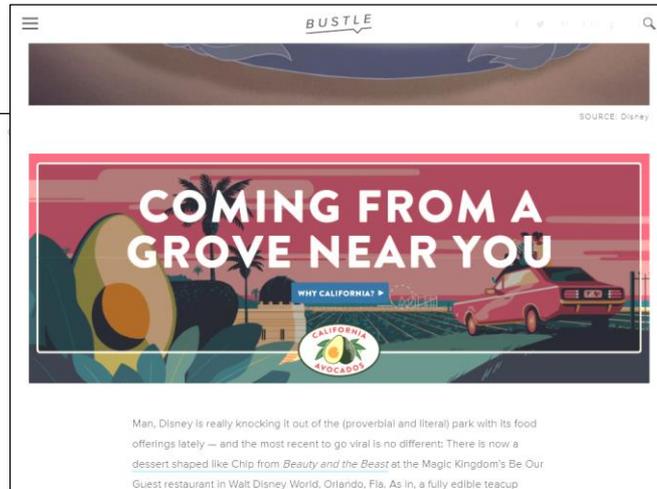
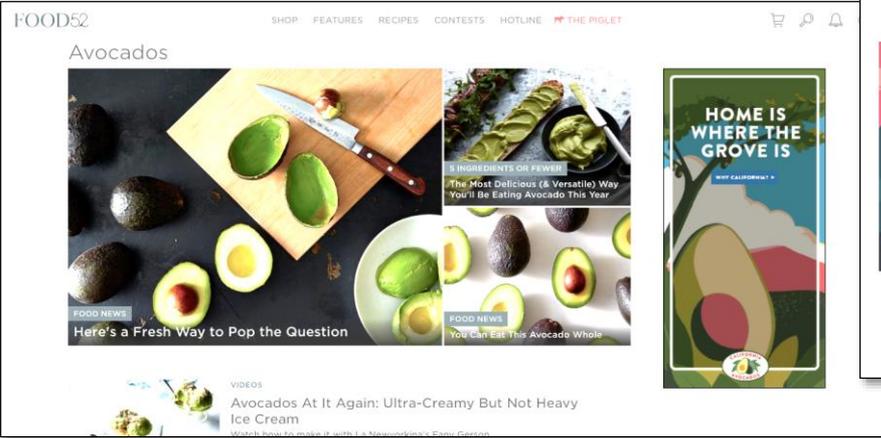




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CONSUMER ADVERTISING – DIGITAL - BRAND

- 54,552,588 Impressions
- 292,225 clicks with a 0.54% Click Through Rate
- 9,325,311 Content and Pre-roll Video Views
- 446,251 Engagements
- Digital video, mobile and display banners





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CONSUMER ADVERTISING – DIGITAL CUSTOM CONTENT

Buzzfeed Quiz and Add Yours posts prompt user engagement



Your Brunch Choices Will Determine Where In California You Should Live
 Are you a NoCal or SoCal local? No matter where you brunch, California Avocados can make it better.
 Promoted By CaliforniaAvocados

QUIZ BuzzFeed Quiz shared a link — with California Avocados.
 4 hrs · Paid

BUZZFEED.COM
Your Brunch Order Will Reveal Where You Should Really Live In California

Like Comment Share

Tasty with California Avocados.
 June 29 at 8:53 AM · Paid

Hello, avocado ice cream! Have fun and get creative with some of these recipes for your next California Avocado treat.

WWW.BUZZFEED.COM
16 Creative Ways To Eat A California Avocado
 Hello, avocado ice cream! Have fun and get creative with some of these...

Like Comment Share

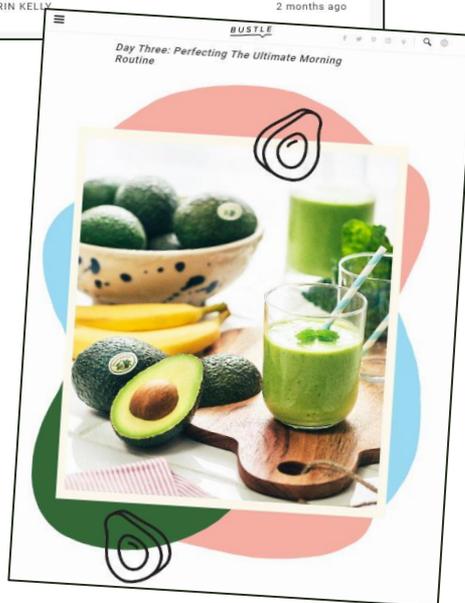
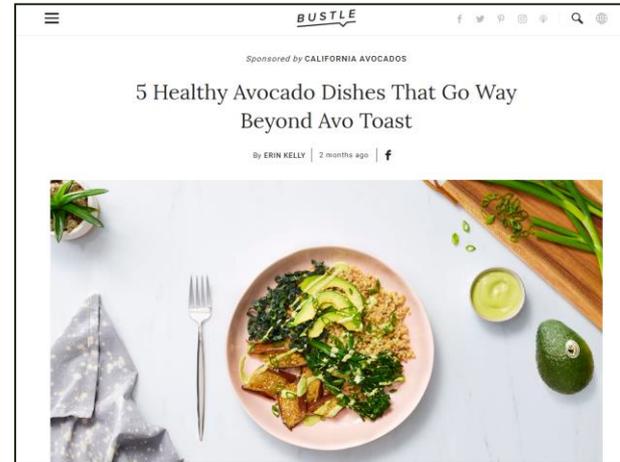
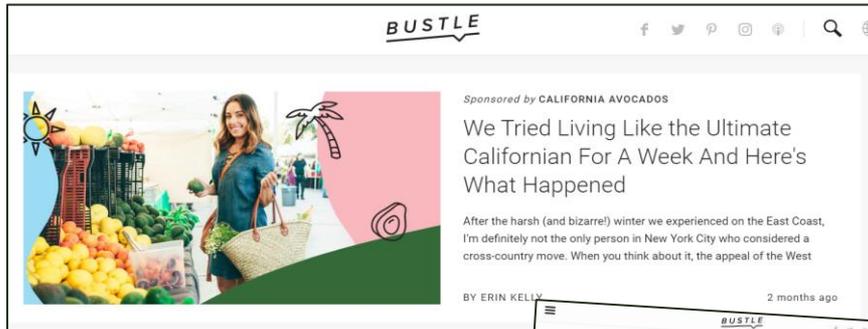
16 Creative Ways To Eat A California Avocado
 Hello, avocado ice cream! Have fun and get creative with some of these recipes for your next California Avocado treat.
 Promoted By CaliforniaAvocados



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CONSUMER ADVERTISING – DIGITAL CUSTOM CONTENT

Long form editorial content focused on driving time spent



California Avocado Gazpacho with Fresh Basil Oil





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CONSUMER ADVERTISING – DIGITAL CUSTOM CONTENT

Instagram Influencer content throughout the Summer



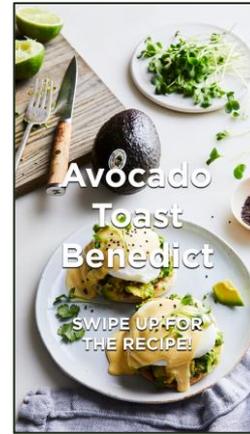
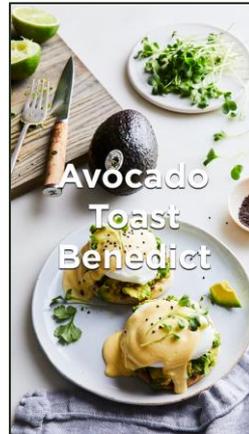
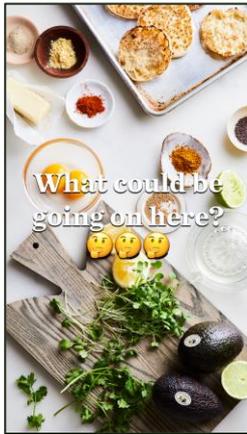


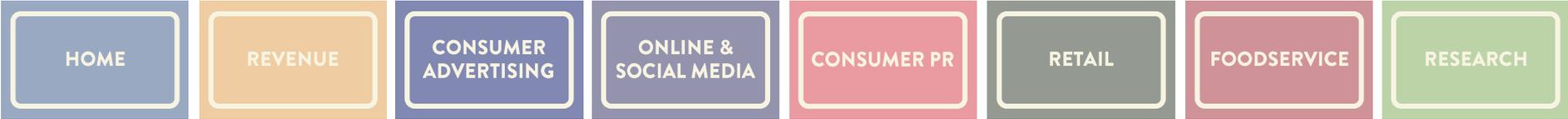
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CONSUMER ADVERTISING – DIGITAL CUSTOM CONTENT

Recipes from five California-based influencers and restaurants

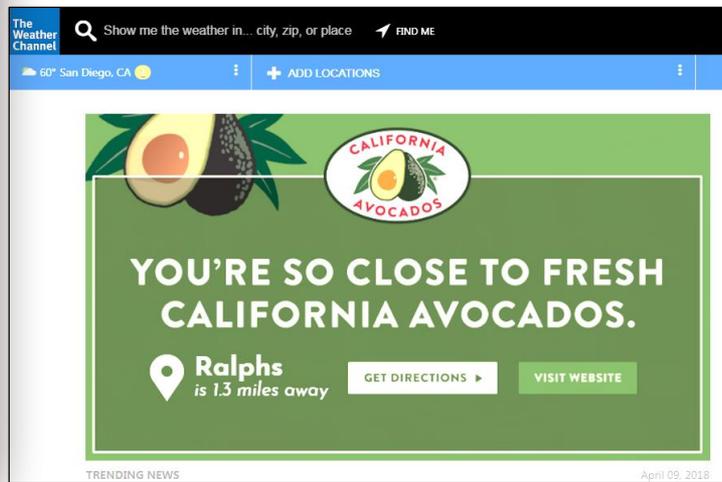
FOOD52





CONSUMER ADVERTISING – DIGITAL - RETAIL

- 54,114,158 Impressions
- 93,534 clicks with a 0.17% Click Through Rate
- 3,483,376 Video Views
- Digital video, mobile and display banners





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CONSUMER ADVERTISING – SOCIAL - BRAND

- 35,215,770 Impressions
- 1,115,925 Engagements with a 3.17% Engagement Rate
- Season-long social advertising across top platforms





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CONSUMER ADVERTISING – SOCIAL - RETAIL

- 10,531,348 Impressions
- 125,162 Engagements with a 1.19% Engagement Rate
- Hyper-targeted social for each retailer



California Avocados
Sponsored · 🌐

Fresh California Avocados are the key to creating this California Roll classic. Pick up all the ingredients today at your local Pavilions!



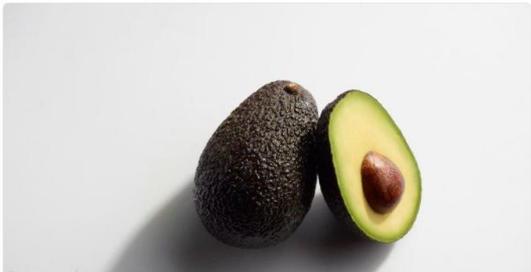
It's California Avocado Season at Pavilions! [SHOP NOW](#)

4 Likes

Like Comment Share

California Avocados @CA_Avocados

Avocado lovers, California Avocados are in season and in stores now! Find them at your local @Albertsons today!



It's California Avocado Season at Albertsons!
www1.albertsons.com

California Avocados @CA_Avocados

The time to pick up fresh, in-season California Avocados is ripe! Find them at your local @Raley's now.



It's California Avocado Season At Raley's!
locations.raleys.com





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CONSUMER ADVERTISING – IN-STORE AUDIO

- 183,493,800 Impressions
- In-store radio reaching shoppers while they are in their local stores



Fred Meyer

Smith's

PAVILIONS

SAFEWAY

Albertsons

Lucky

VONS

Ralphs

**KING
Soopers**

Albertsons

Raley's

STATER BROS.

**FOOD STORES
Fry's**

**QFC
Quality Food Centers**

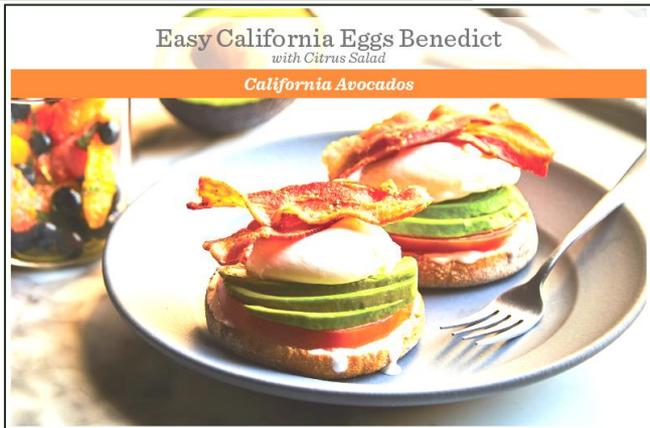
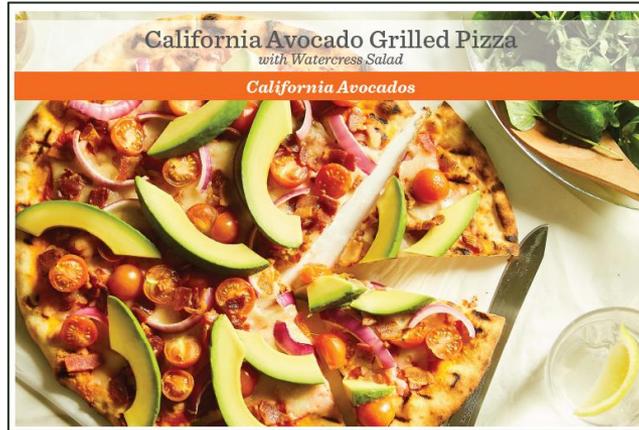
BELFAIR



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CONSUMER ADVERTISING – PARTNERSHIPS

- Sold over 100 meal kits through the Chef'd online meal store
- The California Roll with Spicy Garlic Edamame was the top seller





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ONLINE MARKETING: NOVEMBER 2017 – OCTOBER 2018

CONSUMER WEBSITE

- # of Visits: 2.58MM (+19% increase YoY)
- Page Views/Visit: 1.38 (+3% increase YoY)
- Time on site: 0:42s (-4% decrease YoY)
- Total Page Views: 4.3MM (+25% increase YoY)

CONSUMER BLOG

- # of Visits: 757K (+15% increase YoY)
- Time on site: 1:34 (-41% decrease YoY)

NOTES

- Facebook, Twitter and Instagram posts ran seasonal and timely messaging, reaching a general audience that resulted in a high number of engagements
- Retail campaigns that ran on Facebook and Twitter were hyper-targeted and messaging was customized for each retailer

SOCIAL MEDIA

- Facebook
 - Total Fans: 333.4K (1% increase YoY)
 - Impressions: 9.0MM (-36% decrease YoY)
- Twitter
 - Total Followers: 20.2K (11% increase YoY)
 - Total Retweets: 2.1K (-77% decrease YoY)
- YouTube
 - Views: 1.31M (63% increase YoY)
 - Subscribers: 933 (15% increase YoY)
- Instagram
 - Followers: 42.3K (14% increase YoY)
 - Impressions: 22MM (82% increase YoY)

EMAIL

- Average Open Rate: 15.1%
- Click through rate: 1.7%
- Emails Sent: 13 emails to an average of 200K successful deliveries



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CONSUMER PUBLIC RELATIONS – NEWS BUREAU

Fulfilled both proactive and ongoing responsive requests by media covering California Avocados

Total Impressions: 802,998,907

You don't have to worry about an avocado shortage this year

Opinion / The Conversation

FORUM | Fake News
A discussion on how real news is produced and how to tell the difference

SATURDAY, AUGUST 25
10:15-11:15AM
VENUE: LIBERTY STATION PT. LOMA
[GET TICKETS HERE](#)

FREE EVENT

What's the opposite of a guacapocalypse?
A guacnado? A guacstorm?

As The San Diego Union-Tribune's self-appointed resident avocado reporter, I've written about avocado shortages in the past including *Guacapocalypse* and later, *Guacapocalypse 2*. Those were extremely trying times here in California, so I am particularly excited to share with the world that avocados are not only widely available right now but they're also cheap.

Get your guac on, guacamole lovers.

This time last year, the Hass Avocado Board reported an average sale price of \$1.28 per avocado. Their latest statistics show Hass avocados being \$1.09 each on average, and at Ralph's grocery stores in San Diego, they're 99 cents right now. That's less than a dollar!

With the majority coming from California and Mexico, the U.S. brought in more than 60 million pounds of avocados this week, compared to about 47 million this time last year.

"Last year was an unusually light volume year and prices were higher than what they had been previously," Jim DeCuser of the California Avocado Commission said in an interview. "Last year was the exception and this year we're back to a more normal, rule-and-move availability."

And there's even more good news, avocado lovers.

Prime avocado season is supposed to last a lot longer than last year, so you'll see the strong supply and low pricing continue. California's avocado season this year is expected to offer peak availability from late March into September according to the California Avocado Commission.

Meet the Reed Avocado, Hass's Rounder and Creamier Cousin

EXTRA CRISPY

WEST PUNT

You May Like

- 4 Worst Blood Pressure Meds
- [Pics] 60 Jarring Nature Photos
- The Healthiest Tea You're Not Drinking (Yet)
- The Most Insane New Food at the Iowa State Fair This Year
- The mattress you didn't know you needed.
- Tik & Neelie Queen Mattress: Bed in a Box

Build-a-Meal

The East Coast, whatever its virtues, is an avocado-poor region. It is a sad state of affairs, really, one that you especially realize when you take a trip to California and see the sheer bounty of the precious, millennial-coveted fruit. In New York City, where I live, it's rare to see any kind of avocado except for the almighty Hass. In California, you can get all kinds of local variations: the Bacon avocado (which, no, does not taste like bacon), the Lamb Hass (larger than your average Hass), and the Fuerte (a rare variety that's also XXL). But the one I wish I could get my hands on at home the most is the Reed avocado.

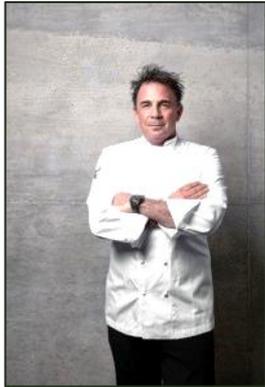
What is a Reed avocado? It looks slightly different than the pear-shaped, nubby Hass. It's a round fruit, and the outer skin is smoother and less pebbled than a Hass. Reed avocados grow large—according to the California Avocado Commission, anywhere from half a pound to a



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CONSUMER PUBLIC RELATIONS – ARTISAN CHEF/SEASON OPENER

- Developed and distributed season opener press release featuring iconic California recipes created by chef partners Josiah Citrin of Melisse and Charcoal and Kevin Meehan of Kali Restaurant
- Total Impressions: 79,590,980



Chef Josiah Citrin
Melisse and Charcoal Venice
Linguine with California Avocado Pesto and Cherry Tomatoes



Chef Kevin Meehan,
Kali
Charred California Avocado Salad





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CONSUMER PUBLIC RELATIONS – CALIFORNIA AVOCADO MONTH

Hosted media and influencer preview events with California Avocado Month Partners at Grand Central Market (LA) and Pine Street Market (PDX) to promote limited time dishes with participating restaurants

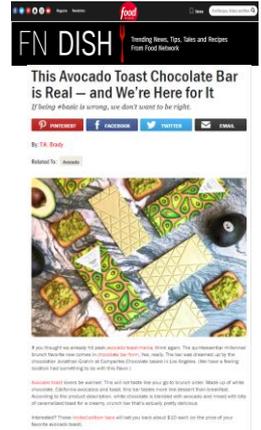
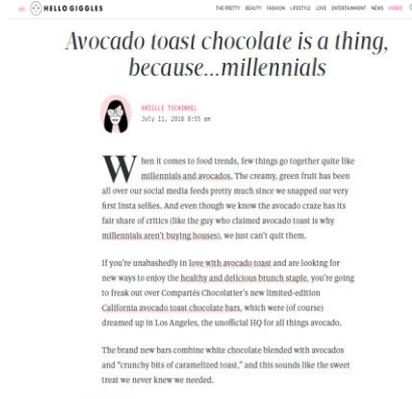
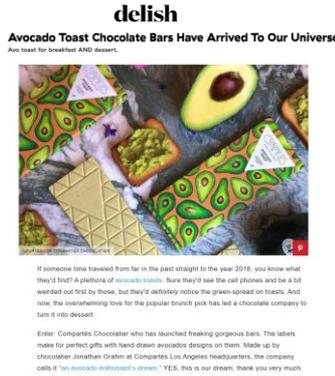




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CONSUMER PUBLIC RELATIONS – CO-BRANDED PARTNERSHIP

- Developed a partnership with premium LA-Based chocolatier, Compartés to create a limited-edition California Avocado Toast Chocolate Bar
- Total Impressions: 461,380,058





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CONSUMER PUBLIC RELATIONS – BLOGGER ADVOCATES

- Food Blogger Advocates and Health and Wellness Blogger Advocates developed monthly California Avocado recipe posts through August
- Ambassadors include bloggers from: Cooking with Cocktail Rings, Life is But a Dish, All Day I Dream About Food, The Roasted Root, Yummy Healthy Easy, Naturally Ella and Kirbie’s Cravings
- Total Impressions: 12,337,981



Naturally Ella



cooking
with cocktail rings



THE ROASTED ROOT
EAT WELL. EAT OFTEN

KIRBIE'S CRAVINGS

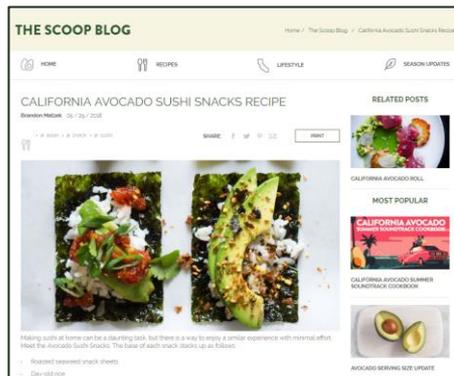




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CONSUMER PUBLIC RELATIONS – SCOOP BLOG CONTENT DEVELOPMENT

- Two Scoop Bloggers developed bi-weekly recipe posts for the CAC Blog throughout the season
- Introduced CAC’s Mythbuster, who produced several videos that debunked misconceptions about avocados for CAC’s Blog





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CONSUMER PUBLIC RELATIONS – ARTISAN CHEF/SEASON OPENER

- Hosted 22 media, trade media and RDNs as guests on a tour featuring avocado-centric meals, and a visit to an avocado grove and packing house
- Total Impressions: 3,115,205



Paula Singleton/Getty Images

It's all the flavor of avocado toast without the mess

MARGARET EBY June 26, 2018

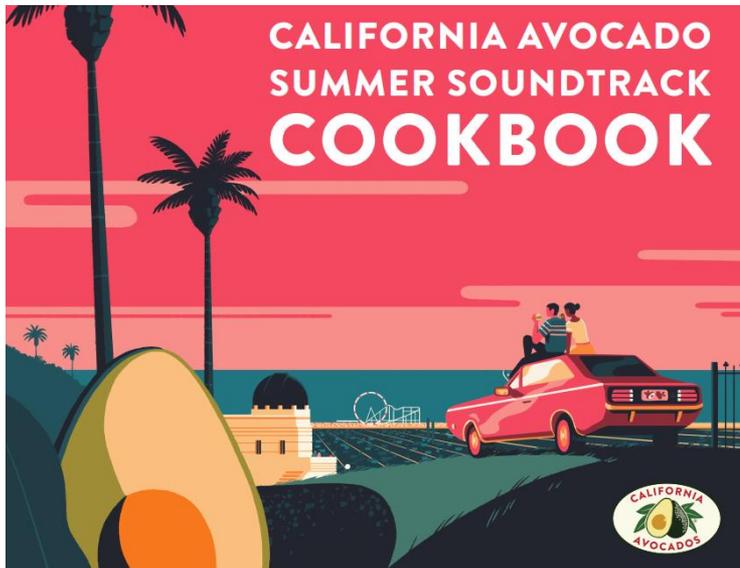
I love avocado toast as much as the next millennial, but I've found that it has some drawbacks. First, in New York City, where I live, good avocados are hard to find. Second, once you actually find one that's ripe enough to eat, it can be tricky to pile it on toast. You have to choose bread with integrity, or it will buckle under the sliced avocado. And then eating it is messy—you want to have a knife and fork handy or not be in front of anyone you're trying to impress too much. It's worth the indignity to eat, but sometimes you want something a little more elegant, a little easier to keep around. Friend, have you heard about avocado butter?



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CONSUMER PUBLIC RELATIONS – SUMMER SOUNDTRACK

- Developed and distributed a recipe cookbook that married the iconic California avocado with another key element of West Coast living – the state’s legacy and love of music. Recipes were created by key culinary influencers
- Total Impressions: 36,755,128



CUCUMBER ROLL WITH CALIFORNIA AVOCADO CRÈME FRAICHE PESTO

Created by Maria Koutsogiannis of Food By Maria

Combining elements found in California cuisine. Similarly, this recipe comes from a California creation.

Serves: 4	Prep Time: 2 hours 15 minutes	Cook Time: N/A	Total Time: 2 hours 15 minutes
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CALIFORNIA AVOCADO CUCUMBER ROLLS

INGREDIENTS:

- 1 large cucumber, thinly sliced lengthwise into 12 slices
- 1 ripe, Fresh California Avocado, peeled, seeded and thinly sliced into 12 slices
- 1 large tomato, diced
- 1 Tbsp. seeded and diced jalapeño
- Crème Fraiche Pesto Sauce (see make-ahead recipe)

CALIFORNIA AVOCADO CUCUMBER ROLLS

INSTRUCTIONS:

CAJUN FISH TACOS WITH SPICY CALIFORNIA AVOCADO CREAM AND MANGO SALSA

Created by Prerna Singh of Indian Simmer

The California coast is known best for its fresh seafood and idyllic climate for growing produce. This dish honors beachside eating with the Golden State's official fruit.

Serves: 4	Prep Time: 20 minutes	Cook Time: 15 minutes	Total Time: 35 Minutes
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CAJUN FISH TACOS INGREDIENTS:

- 2 cups vegetable oil
- 2 eggs
- 1/2 cup water
- 2 tsp. paprika
- 1 lb. tilapia fillet, cut lengthwise into 4 portioned slices
- 8 corn or flour tortillas
- 1 cup chopped purple cabbage
- 1/2 cup sweet white corn kernels
- 1/2 cup Salsa (see make-ahead recipe)
- California Avocado Cream (see make-ahead recipe)

CAJUN FISH TACOS INSTRUCTIONS:

- Heat oil in a large skillet over medium heat. Add eggs and water. Cook until eggs are set and water has evaporated. Remove from heat and let cool.
- Preheat oven to 350°F. Place tilapia fillets on a baking sheet. Sprinkle with paprika. Bake for 10-12 minutes until fish is cooked through.
- Remove fish from oven and let cool. Cut into 1/2 inch pieces.
- Warm tortillas in a dry skillet over medium heat.
- Place 1/2 cup of the avocado cream on each tortilla. Top with fish, salsa, and mango salsa.
- Roll up tortillas and serve.

CALIFORNIA AVOCADO AND SPINACH SALAD WITH SUMMER BERRIES

Created by Jen Nikolaus of Yummy Healthy Easy

If a summer dish could have a Hollywood Star on the Walk of Fame, this salad could close the deal. The easy-to-find and easy-to-make recipe could be your next California Avocado Season staple.

Serves: 4	Prep Time: 15 minutes	Cook Time: N/A	Total Time: 15 Minutes
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CALIFORNIA AVOCADO SALAD WITH SPINACH AND SUMMER BERRIES INGREDIENTS:

- 2 (10-oz.) bags of baby spinach leaves
- 1 ripe, Fresh California Avocado, peeled, seeded and sliced
- 2 cups sliced strawberries
- 2 cups blueberries
- 1 cup thinly sliced red onion
- 1 cup whole pecans
- 1 cup feta cheese
- Honey, Garlic and Vinegar Dressing (see make-ahead recipe)

CALIFORNIA AVOCADO SALAD WITH SPINACH AND SUMMER BERRIES INSTRUCTIONS:

- In a large mixing bowl, combine baby spinach leaves, avocado, strawberries, blueberries, red onion and pecans until fully mixed.
- To serve, evenly distribute the salad mixture onto four plates and sprinkle feta cheese and drizzle with Honey, Garlic and Vinegar Dressing.

HONEY, GARLIC AND VINEGAR DRESSING INGREDIENTS:

- 2 Tbsp. olive oil
- 1 Tbsp. honey
- 1 clove garlic, finely minced
- 1 Tbsp. apple cider vinegar
- 1/2 tsp. sugar
- 2 tsp. lemon juice
- 1/2 tsp. kosher salt
- 1/2 tsp. cracked black pepper

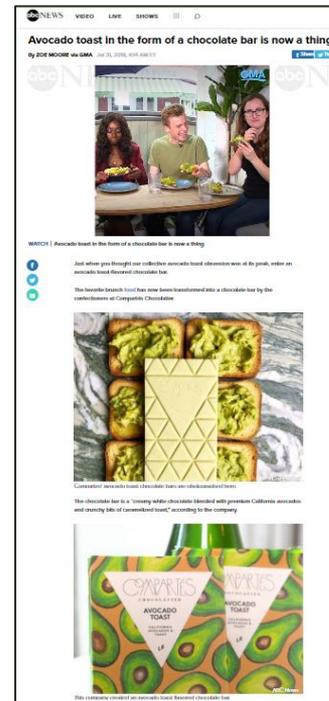
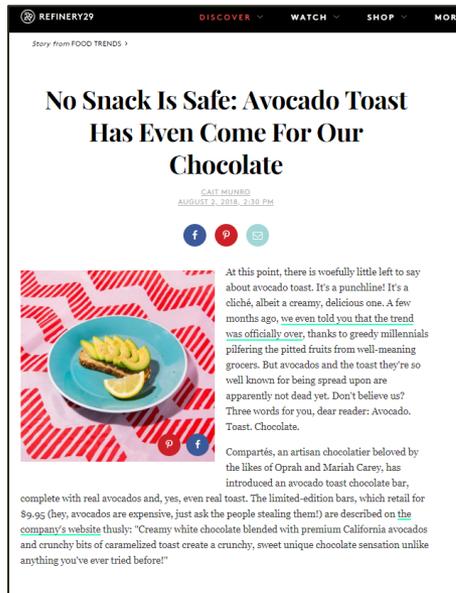
HONEY, GARLIC AND VINEGAR DRESSING INSTRUCTIONS:

- In a small mixing bowl, combine olive oil, honey, garlic, apple cider vinegar, sugar, lemon juice, salt and pepper.
- Set aside until ready to serve.

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CONSUMER PUBLIC RELATIONS – NEWS BUREAU

Total consumer impressions secured to date: 1,542,740,484



**This is a comprehensive total of all PR-related coverage from November 1, 2017 – October 31, 2018. It includes print, broadcast and online coverage, as well as program extension coverage (such as social media posts from our Artisan Chefs, R.D. Ambassadors etc.), year-to-date, and therefore is higher than traditional media impressions.*



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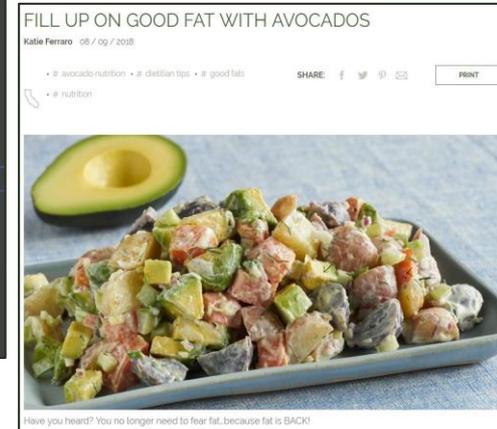
CONSUMER – REGISTERED DIETITIAN NUTRITIONIST (RDN) PROGRAM

TOTAL IMPRESSIONS: 9,916,005

Manuel Villacorta	Impressions
Blog post on The Scoop	1,648
Link to blog post in Manuel's newsletter	10,000
Whole Body Reboot Facebook post	9,057
Manuel Villacorta Personal Facebook post	776
Instagram to promote blog	5,300
Twitter to promote blog	23,000
Univision TV segment	100,000

Katie Ferraro	Impressions
Blog posts on The Scoop (4)	1,654
Instagram to promote blogs (4)	174,489
Instagram Stories to promote blogs (4)	181,472

HOW CALIFORNIA AVOCADOS CAN HELP WITH A FLAT BELLY
 Manuel Villacorta, MS, RD | 05 / 04 / 2018
 #avocado nutrition





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CONSUMER – RDN PROGRAM

Michelle Dudash	Impressions
Link to blog post in Michelle's newsletter	2,033
Social media promotion on Twitter CAC Recipe	8,156
Blog for The Scoop	380
Tweets to promote blog (2)	16,312
Social media promotion Facebook	2,243
Recipe in Michelle's Newsletter	2,033
TV segment on Arizona Middy	100,000
Tweets to promote TV segment (2)	16,200
Instagram to promote TV segment	1,556





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CONSUMER – RDN PROGRAM

Bonnie Taub-Dix	Impressions
Instagram Story	6,075
Social Media Campaign	45,939
Health.com	9,200,000
Blog post on The Scoop	919



Healthy Muffin Recipe with Butternut Squash and Avocado

Bonnie Taub-Dix / /blog/Authors/ru-Bonnie Taub-Dix/ 08 / 14 / 2018



Get a "Boost" from Your Foods

I love to bake these savory Butternut Squash Avocado muffins for my family because it makes me feel good knowing that they're enjoying them just as much as they would any pastry. The difference is that this muffin contains the added benefit of combining ingredients that work hand-in-hand with each other. The avocado acts as a "nutrient booster" by helping to increase the absorption of fat-soluble nutrients like vitamins A, D, K and E.

A California Avocado is heart-healthy and contains good fat that enhances the absorption of the vitamin A found in the butternut squash. My muffin recipe offers an excellent source of Vitamin A, with each muffin providing 25% of the Daily Value.

California Avocados and almonds also make great food friends; both foods partner as good sources of fiber. Consuming foods rich in fiber may reduce the risk of heart disease, obesity and diabetes, help maintain good bacteria in the gut and they're both heart-healthy, potentially helping to reduce cholesterol levels. The almonds in the almond flour are a source of vitamin E, another fat-soluble vitamin that is better absorbed when eaten along with the good fat from avocado.

As an added bonus, this muffin also is a great choice for lacto-ovo vegetarians, those vegetarians whose diet includes both eggs and dairy products. They also can be made vegan-friendly by swapping out Greek yogurt and subbing in a plant-based yogurt. Try my yummy recipe below with Fresh California Avocados, which are in season now.

Elizabeth Shaw	Impressions
Instagram Story (5-series)	5,900
Blog post on The Scoop	863



How to Use California Avocados to Superfood Swap Your Diet

Elizabeth Shaw / /blog/Authors/ru-Elizabeth Shaw/ 06 / 26 / 2018



Have you ever felt like the food police?

You know what I mean, right?

Labeling foods as "good versus bad" and banning those that don't fit into a societal mold of what we're "told to eat".

Well my friends, don't surrender! I'm here to tell you that as a registered dietitian nutritionist, you can certainly incorporate all the foods you love in a balanced and variety-filled meal plan without feeling any shame or guilt.

One way I help people who may have a hard time realizing that they can still enjoy, say, a delicious creamy salad dressing or for heaven's sake a chocolate brownie, is by showing them different ways they can boost the nutritional quality of a dish without sacrificing flavor or satiety (the feeling of satisfaction after eating). I like to think of this philosophy as bridging the healthy with happy when it comes to nourishing the body.

For instance, Fresh California Avocados provide a great alternative to swap into your favorite recipes that increase the overall nutrition of the dish. In just 1/3 of a medium avocado (50 g), there are 80 calories with nearly 20 vitamins and minerals. Plus, California Avocados are naturally sodium-, cholesterol-, and trans fat-free.





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RETAIL – RETAIL DIETITIAN (RD) ASSETS

Three (3) California Avocado Superfood Spotlights were developed and distributed to more than 200 Retail RDs at CAC’s top-tier accounts; 14,100 copies were distributed to consumers at point of purchase during California Avocado season.

CALIFORNIA AVOCADO SUPERFOOD SPOTLIGHT

CALIFORNIA AVOCADOS TO THE RESCUE.

By Elizabeth (Liz) Shaw, MS, RDN, CLT, of ShawSimpleSwaps.com on behalf of the California Avocado Commission

Incorporating culinary swaps with California Avocados are a great way to naturally add "good" fats to your diet.

Cutting out the foods you love never gets one too far. Instead, focus on what you can add to improve your diet instead of take away. That's where California Avocados come to the rescue! Avocados make a great swap to increase the nutritional value of the foods you crave thanks to the fruit's contribution of nearly 20 vitamins, minerals and phytonutrients, along with heart-healthy "good fats" (poly and monounsaturated fats). They provide that creamy, delicious, satisfying taste that amps up the nutrition in both sweet and savory dishes alike. Thinking of making a sandwich? Swap the mayonnaise for avocado. How about a pesto pasta? Whip up a sauce using this "green goddess" instead of traditional nuts. Craving brownies? Try swapping the oil for avocado instead. Now, all you have to do is get creative and give avocados a try!

California Avocado Simple Swaps
from Liz's Mediterranean Falafel Bowl with Fresh California Avocado Recipe
SEE BACK FOR FULL RECIPE

SERVING SIZE	1/2 MEDIUM AVOCADO (50 g)	1 TABLESPOON OF TAHINI (15 g)	1 OUNCE FETA CHEESE (30 g)
CALORIES	80	90	70
TOTAL FAT (g)	8	8	6
UNSATURATED FAT (g)	6	7	1.5
CHOLESTEROL (mg)	0	0	25
SODIUM (mg)	0	20	260
FIBER (g)	3	1	0
FOLATE (mcg)	4.4	15	9

Simple swaps and satisfying solutions using California Avocados.
For more on swaps with California Avocados, visit CaliforniaAvocado.com/Nutrition/Smart-substitutions.

*While many factors affect heart disease, diets low in saturated fat and cholesterol may reduce the risk of heart disease.

CALIFORNIA AVOCADO SPOTLIGHT

CALIFORNIA AVOCADOS GOOD FOR THE HEART. GREAT FOR THE SOUL.

California Avocados are a Heart-Check food certified by the American Heart Association!

Heart-healthy eating is an important way to lower your risk for heart disease and stroke.

Living a healthy lifestyle does not have to be difficult. Start by preparing healthy meals, reading the Nutrition Facts panel before you buy food, and getting regular exercise. To aid in achieving the Dietary Guidelines for Americans and American Heart Association* recommendations to eat a variety of fruits and vegetables to help control weight, cholesterol, and blood pressure, heart-healthy avocados are a nutritious fruit and a good source of fiber. Fiber can help you feel fuller faster, which can increase satiety and help manage weight. One-third of a medium avocado (50 g) has 80 calories and contributes "good" fats and nearly 20 vitamins and minerals, making it a nutrient-rich choice.

See how California Avocados perform against these heart-healthy guidelines:

Dietary Guidelines for Americans and American Heart Association* Recommendations	California Avocados Review (Based on 1/3rd avocado/50g serving size)
Eat more fruits and vegetables	Avocados are a fruit
Consume foods rich in fiber	Avocados are a good source of fiber (11% DV)
Limit your intake of sodium, cholesterol and added sugars	Avocados are naturally sodium-, cholesterol- and sugar-free
Limit intake of saturated fats and replace with unsaturated fats	Over 75% of the fat in avocados are "good" fats (5 g mono and 1g of polyunsaturated fat)
Eat a diet rich in potassium to help offset some of the harmful effects of sodium on blood pressure	Avocados contain 254 mg of potassium or 6% DV

Enjoy heart-healthy California Avocados—what your heart desires.

*While many factors affect heart disease, diets low in saturated fat and cholesterol may reduce the risk of heart disease.

CALIFORNIA AVOCADO SUPERFOOD SPOTLIGHT

A HEALTHY GUT IS A HAPPY GUT.

How California Avocados Feed Our Guts for Overall Health

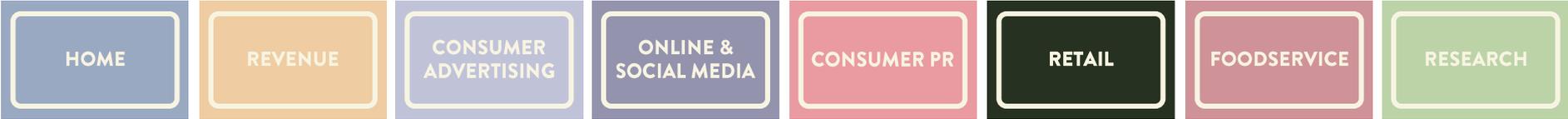
What does it mean to have a healthy gut, (aka digestive system), and why is it important? The digestive system, or gut, consists of the liver, gallbladder and pancreas, as well as the esophagus, stomach, and small and large intestines. In our guts, there are billions of bacteria. Most of these are the "good" or "friendly" type of bacteria known as probiotics. These organisms help keep the digestive system healthy and—here's the important part—having a healthy gut with the right balance of good bacteria can change the entire health of our bodies. Making sure probiotics are a part of our diet is only part of the equation. Helping them to multiply and thrive is equally important. That is achieved by eating prebiotic foods. When we eat prebiotics, which are found in the fiber of certain foods, we're feeding the probiotics.

The best way of maintaining a healthy gut is to eat a range of fiber. One-third (50 g) of a medium California Avocado contains 11% dietary fiber, 50-40% of which is soluble fiber.

FIVE THINGS THAT HELP MAINTAIN A HEALTHY GUT

- PROBIOTICS:** To help our good gut bacteria flourish, consume fermented dairy probiotic foods such as yogurt and aged cheeses, like parmesan.
- FERMENTED FOODS:** The fermentation process of vegetables enables the growth of the probiotics. This is also a great way for vegans or people with lactose intolerance to get probiotics. Pickled vegetable products such as sauerkraut and kimchi are all sources of fermented probiotics.
- PREBIOTICS:** These are non-digestible carbohydrate fibers found in whole grains, fruits and vegetables. These fibers must be resistant to digestion and be able to be fermented by the bacteria in the intestine. Foods with prebiotics to include are asparagus, artichokes, leeks, onions, garlic, bananas, soybeans and whole grain foods.
- FIBER:** Fiber has always been good for our guts and health regardless of probiotics or prebiotics. Higher intakes of dietary fiber are linked to decreased risk for cardiovascular disease, coronary heart disease, lower diabetes risk and lower body weight. Avocados are a good source of fiber.
- CLEAN FOODS:** A diet high in sugar, fat, fried foods, processed and refined carbohydrates is low in fiber and does not help the growth of probiotics.

For more good gut health with California Avocados, visit CaliforniaAvocado.com and search "gut health."



RETAIL – CUSTOMIZED RETAIL CAMPAIGNS

Six (6) in-person meetings with targeted influencers to develop customized programs.





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RETAIL – INFLUENCER OUTREACH

Implemented point-of-purchase programs generated from Customized Retailer Meetings & Retail Communications Assets



- Conducted samplings at 7 stores throughout California and the Mountain States
- Distributed 1,000 California Avocado cutters
- Served 3,200 samples
- Distributed handout with CAC messages and 4 Albertsons-developed recipes
- Facebook Live on Albertsons and Safeway platforms
- Albertsons blog post - Seafood & Avocados: Summer Staples
- Average Engagement Rate of 49%
- 99 Link Clicks
- Total Impressions: 420,000

Add Flair & Flavor this Summer with California Avocados

California Avocados:

- Are a heart-healthy superfood
- Provide "good" fats to one's diet (over 75% of the fat in avocados is unsaturated)
- Contains 3 grams fiber per serving (1/3 or 50 g. of a medium avocado)
- Act as a "nutrient booster" by helping increase absorption of fat-soluble nutrients like vitamins A, D, E and K.

Easy Island Shrimp and Avocado Salad with Lime Cilantro Vinaigrette

Makes 3 Servings (about 3.5 cups each)

Nutritional Information: Calories 105, Total Fat 10g, Saturated Fat 3g, Polyunsaturated Fat 5g, Monounsaturated Fat 6g, Cholesterol 50mg, Sodium 100mg, Potassium 100mg, Total Carbohydrate 12g, Dietary Fiber 7g, Sugar 1g, Protein 7g.

Strawberry Avocado Balsamic Bites

This appetizer is so simple to make but oh-so stunning and delicious! California avocados and strawberries make the perfect pair - creamy, nutritious and taste-ideal.

Makes about 30 bites (6 servings if 5 bites each)

Prep Time: 10 minutes

INGREDIENTS:

- 1/2 medium fresh California Avocado, seeded and peeled
- 1/2 strawberries, washed, and cut lengthwise in half
- 4 to 7 tsp Sugarfree BLEND™ Clear with Balsamic Vinegar or balsamic vinegar
- 30 toothpicks

DIRECTIONS:

1. Cut avocado half lengthwise into 3/2 inch thick slices and remove the pit. Then cut each slice into about 1/2 inch long pieces.
2. Arrange strawberries halves, cut side up, on serving plate and top each half with about 3/8 to 1/2 teaspoon of the balsamic glaze, depending on the size of the strawberry.
3. Place one of the avocado pieces with one end of the toothpick and three pieces on top of one of the strawberry halves.

Avocado and Low Carb Bites

These fun and flavorful bites work beautifully as an easy appetizer but also as a snack or part of a breakfast. We are able to use less of the cream cheese served because we are topping the bite with a drizzle of creamy avocado!

Makes about 28 bites (7 servings if 4 bites each)

Prep Time: 30 minutes

INGREDIENTS:

- About 5 O'Garden® Fullbloom® avocados, each broken into 3 square pieces for 17 squares whole (approximately)
- About 5 TB Cream® Cream & Chive Cream Cheese Spread
- 1.5 oz. smoked salmon (one) half of a 3-ounce package
- 1/2 medium fresh California avocado, seeded and peeled

DIRECTIONS:

1. Place broken fullbloom crackers on serving plate. Spread each with about 1/2 teaspoon of the Cream and Chive Cream Cheese Spread, or fill a piping bag fitted with a star tip and pipe some onto each cracker.
2. Place a piece of the salmon to 1/2 inch beyond the center of each cracker.
3. If an avocado half will fit into 1/2 inch thick slices and remove the pit. Then cut each slice into about 3/8 inch long pieces. Place a piece on top of the top on each cracker.

Turkey BLT Avocado Wrap

Makes 2 wraps/Servings

Prep Time: 5 minutes

Nutritional Information: Calories 365, Total Fat 12g, Saturated Fat 3.5g, Polyunsaturated Fat 6g, Monounsaturated Fat 5.5g, Cholesterol 60mg, Sodium 175mg, Potassium 100mg, Total Carbohydrate 10g, Dietary Fiber 7g, Sugar 1g, Protein 12g.

INGREDIENTS:

- 1/2 cup Turkey
- 1/2 O'Garden® Spring Garden Lettuce, or similar
- 1/2 medium California Avocado, seeded and peeled
- 1/2 cup Cream Cheese Spread
- 1/2 cup Turkey
- 1/2 cup Cream Cheese Spread
- 1/2 cup Turkey
- 1/2 cup Cream Cheese Spread
- 1/2 cup Turkey
- 1/2 cup Cream Cheese Spread

DIRECTIONS:

1. Soften turkey in the microwave about 20 seconds.
2. Mix all the ingredients together in a small bowl. Add more Cream Cheese Spread to taste if desired. Divide a tablespoon of the dressing in the top pattern down the center of each wrap and roll up into a wrap.

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Seafood & Avocados: Summer Staples

Learn More - 10/18 10:00 AM - 10:00 AM



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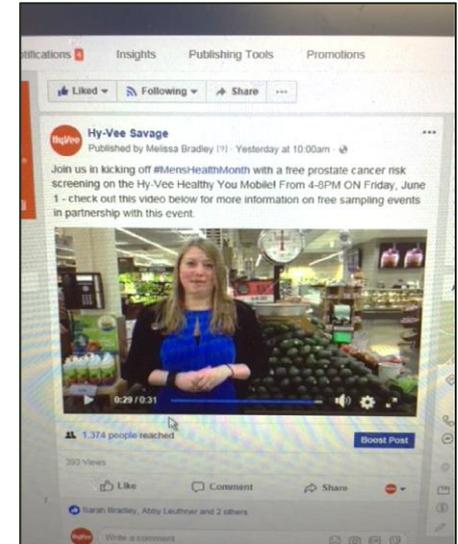
RETAIL – INFLUENCER OUTREACH



Sponsored Hy-Vee’s newly launched “Healthy You Mobile” during the month of June 2018.

Results:

- 100 PSA screenings
- 35 stops
- News segments Impressions: 4,628,427
- Social media Impressions: 1,044,558
- Hy-Vee stores saw a 36.89% increase in California Avocado sales over June 2017
- Distributed 2,000 California Avocado cutters and 30 cases of Fresh California Avocados
- Distributed 7,000 CAC-produced assets, including Superfood Spotlights and recipe brochures
- Hy-Vee SD kicked off promotion with a video in front of a California Avocado display





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RETAIL – INFLUENCER OUTREACH

Raley's

- CAC sponsored a 2018 Team Member Wellness Challenge
- Distributed CAC materials
- Consumer contest on Raley's Facebook site: 50,288 impressions



THE SCOOP BLOG

5 WAYS TO REBOOT YOUR GUT FOR GOOD HEALTH
By MANUEL VILLACORTA, MS, RD

Credit: Jambalaya with California Avocado Yogurt Sauce

In our gastrointestinal tract, there are over 1,000 separate bacterial species that can reach a total number in the tens of billions. Not all of these bacteria are bad. Most of them are the "good" "helpful" type of bacteria, also known as probiotics. So, what are probiotics? They are live acting organisms that help keep the digestive system happy, healthy place. Having a healthy gut with the right balance of good bacteria can change the health of our bodies.

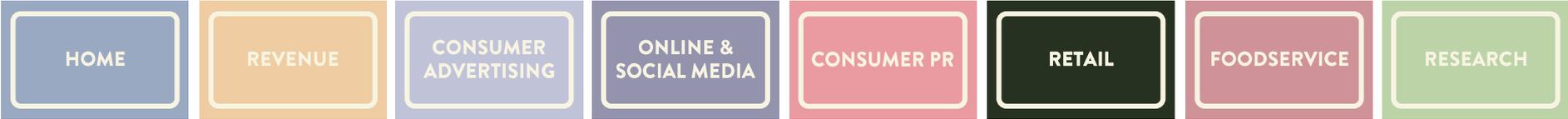
As probiotic bacteria absorb fiber, they generate acids. One of the acids, propionic acid, reduces production of cholesterol. Probiotic bacteria have been shown to break down cholesterol and use it for energy. It has been suggested that probiotics intake may exert protective effects to prevent colon cancer, reduce inflammation and symptoms associated with inflammatory bowel disease; lower some risk factors for cardiovascular disease; enhance the bioavailability and uptake of minerals, including calcium, magnesium, possibly iron, and promote satiety and weight loss and prevent obesity.

5 WAYS TO HELP REBOOT YOUR GUT

Eat Probiotics: Yes, you can eat these good bacteria, especially Lactobacillus and Bifidobacterium which are linked to various health benefits. These types of living bacteria are found naturally in food, especially fermented dairy products such as yogurts, aged cheeses and kefir. They also are found in non-dairy food as miso and tempeh (a type of soy). A great way to start adding probiotics to your diet is to begin your day with a breakfast smoothie made with yogurt or kefir, snack on a chunk of parmesan cheese paired with an apple, or switch your chicken stir fry night to tempeh stir fry.

Eat Fermented Foods: The fermentation process of vegetables enables the growth of the probiotics. Add fermented vegetables to your diet will increase your probiotics as well as your vegetable intake. This is a great way for vegans or people with lactose intolerance to get probiotics. Pickled vegetable products such as sauerkraut and kimchi are sources of fermented probiotics.

Eat Prebiotics: Now, you shouldn't limit your intake to just probiotics. As humans, we need food to function. And just like us, probiotics need fuel to function and most importantly, multiply. This is where prebiotics come to play. Prebiotics are non-digestible carbohydrate fibers found in whole grains, fruits and vegetables. However, not all fibers are created equal as prebiotics must meet certain criteria. These fibers must be



RETAIL – INFLUENCER OUTREACH

Distributed materials to Retail RDs for use in classes, demo, store tours, one-on-ones, health fairs.



Distributed:

- 100 Heart Health recipe brochures
- 250 California Avocado cutters



Distributed:

- 50 Heart Health recipe brochures
- 100 California Avocado cutters



Hy-Vee retail RDs distributed:

- 550 California Avocado cutters
- 1,500 brochures (assortment)
- 600 tear pad recipes



- Two grower appearances





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RETAIL – GROVE TOUR

Retail RDs and Social Media Managers from 4 of CAC’s top-tier retailers attended

- Gelson’s coverage resulted in 56,233 impressions
- Raley’s coverage resulted in 60,169 impressions



NATURAL MARKETS



Raley's
June 21

Happy California Avocados Month—Enjoy some of the incredible, peak season goodness!
We recently visited an avocado grove and a packing facility in the San Diego area that solidified just how special California avocados specifically really are.
Learn more: <http://bit.ly/2yxC7dQ>

RALEYSSTORIES.COM
June is California Avocado Month
Visit the post for more.

Raley's
@raleys

June is @CA_Avocados 🥑 Month! We recently visited an #avocado grove and a packing facility in the #SanDiego area that solidified just how special #California avocados specifically really are. Learn more: bit.ly/2yxC7dQ



Gelson's SHOPPING ENTERTAINING HEALTHY LIVING

LIFE
Tastes Better Here

Gelson's Staff Nutritionist Visits CA Avocado Grove
June 22, 2018

Sarah Wright, our staff nutritionist at the Avocado Grove Tour!
When the [CA Avocado Commission](#) invited me to an avocado tour,



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RETAIL – PBH 2018 ANNUAL CONFERENCE SPONSORSHIP

- Reached Retail RDs and influencers in one-on-one Business Exchange Appointments with CAC's top-tier retailers.
- Meetings with Albertsons, Coburns, HEB, Hy-Vee, Kroger, Wakefern/Shoprite and Schnucks
- CAC participated as a panel member on “Fruit and Vegetables in All Forms Matter: Increasing Consumption Through Promotional Communication and Collaboration Strategies”





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RETAIL – PBH 2018 EDUCATION2ACTION RETAIL DIETITIAN SUMMIT

- Educated 20 Retail Dietitians at booth with presentation by Bonnie Taub-Dix MA, RDN, CDN “The Benefits of In-season Eating: How California Avocados Fit in this Important Consumer and Foodservice Trend”
- Presented “Top Your Toast with California” bar at Welcome Reception
- Retail RDs photographed their toasts and posted to Instagram with @ca_avocados





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RETAIL – RETAIL PROMOTIONS

- Big Game Display & Sales Contest (January 22 – February 6)
- California Avocado Springtime Display & Sales Contest (April 18 - May 1)
- Stores saw outstanding double-digit increases in sales



California Avocados



These lush, silky beauties provide endless possibilities & are now in season!






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RETAIL – RETAIL PROMOTIONS

- Big Game Display & Sales Contest (January 22 – February 6)
- California Avocado Sales Contest (May 21 – June 10)
- Late-Season Sales & Display Contest (August 22 – September 4)
- Stores saw outstanding double-digit increases in sales for all three

Gelson's



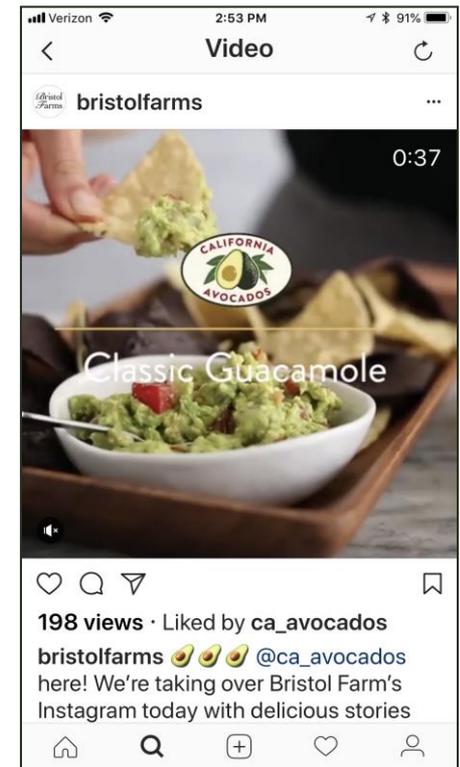


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RETAIL – RETAIL PROMOTIONS

- Passport to Savings Program with California Avocado Ad & Demos (April 4 - May 29)
 - Demos in all stores for May 4
- California Avocado Springtime Display & Sales Contest (April 25 - May 8)

Bristol Farms



Instagram Takeover



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RETAIL – RETAIL PROMOTIONS

- Custom Display Bins & Banners
- Fresh-Made Guacamole with California Avocados



Just For U Program




Special Offer
BUY 1, GET 1 FREE
California Avocados
Each. Excludes X-Large, Jumbo & Organic.

One-time Personalized Deal
Expires: 8/7/2018



Special Offer
BUY 2, GET 1 FREE
California Avocados
Each. Excludes X-Large, Jumbo & Organic.

One-time Personalized Deal
Expires: 8/7/2018

+ Add





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RETAIL – RETAIL PROMOTIONS

California Avocado Springtime Sales Contest (April 4 - May 8)
“Made with California Avocados” stickers for fresh made guacamole



NorCal





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RETAIL – RETAIL PROMOTIONS

California Avocado Season Launch Co-Marketing Promotion & Sales Contest (April 25 - June 5)

- Custom Orchard Bin Inserts
- POS Cards

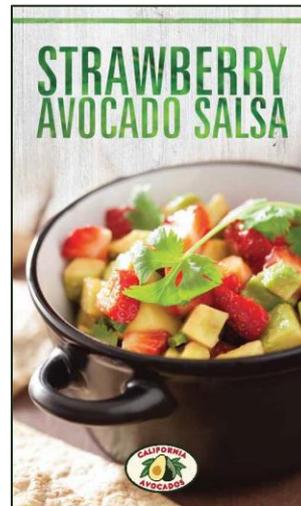




HOME REVENUE CONSUMER ADVERTISING ONLINE & SOCIAL MEDIA CONSUMER PR RETAIL FOODSERVICE RESEARCH

RETAIL – RETAIL PROMOTIONS

- 315 Stores in California, Arizona, Nevada, Utah, Colorado, New Mexico and Oregon
- Co-Op in-store sampling events with:
 - Triscuit (April 5 - April 8)
 - In-store sampling events with Waterloo Sparkling Water (May 3 - May 6)
 - California Avocados & Strawberry Salsa (May 17)
 - Avocados & Peaches on Toast (June 7 - June 11)
 - Guacamole with demo partner Concord Foods (June 28 - June 30)





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RETAIL – RETAIL PROMOTIONS

Costco QuickAndEasy Recipe Video: California Avocados 2-Ways

- Launched Week of 6/25 with Facebook live boost
- continues to reside on the Costco Recipe Website



California Avocados with Blueberry Salsa
BBQ California Avocados with Chicken Salad



<https://www.costco.com/quick-and-easy-recipe-videos-sides.html>



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RETAIL – RETAIL PROMOTIONS

California Avocado Bagged Program (June 20 - July 3)

- Over 4.6M impressions were delivered via marketing channels
- Increases in unit and dollar sales versus year ago



<p>CALIFORNIA Organic Avocados (4-ct bag) While supplies last. No rain checks.</p>  <p>\$3.99 ea Regular \$X.XX ea SAVE \$X.XX EA</p> <p>Valid 6/20 - 6/26</p>	<p>CALIFORNIA Avocados (4-ct bag) While supplies last. No rain checks.</p>  <p>\$2.99 ea Regular \$X.XX ea SAVE \$X.XX EA</p> <p>Valid 6/20 - 6/26</p>
--	---

WFM.com Sales Flyer

All bagged @ca_avocados - organic too! - on sale thru 7/3.

Organic \$3.99

\$2.99

Microsite Blog Post
Twitter (Organic)

Whole Foods Market
June 29 at 4:52 PM

Five California Avocados recipes that aren't guacamole or avocado toast:
<https://bit.ly/2ID2K0D> #CaliforniaAvocados #MakesMeWhole

660 164 Comments 178 Shares

WFM.com Banner

\$3.99 4-CT BAG
See more sales

California Organic Avocados

In-Home Mailer

California Organic Avocados
U.S.A.-grown in the California sunshine. A 4-count bag keeps you flush with enough avocados to make guacamole, smash onto a burger and still have a half leftover to sprinkle with sesame seeds and enjoy with a spoon. It takes between four and seven days for a hard avocado to ripen – and the wait is worth it. After all, the avocado single-handedly turned toast from a humble breakfast food into a worldwide obsession. (4-ct bag)
Valid 6/20-6/26/18.



SALE \$3.99

Email

Instagram Story

Facebook (Organic)



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RETAIL – RETAIL PROMOTIONS

Sam’s Club Demos: May 26, June 29 & July 3
(all western U.S. Sam’s Clubs)



- Demo #1: Members were sampled Crackers with California Avocados & Salsa
- Demo #2: A turkey burger with guacamole topped with fresh California avocados
- Demo #3: Fresh guacamole seasoned with a Cilantro Lime spice mix, served on Late July Chipotle Nacho chips



PAVILIONS

- California Reed Avocado Promotion (May 23 - June 26)
- Reed Avocado Grower Pardee Farms featured on POS, in an ad and on Pavilions’ social media channels
- Their 27 stores will be doing Reed avocado tastings



Stores with demos saw significantly higher sales the week of the events vs. stores without demos



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RETAIL – RETAIL PROMOTIONS

Redner's Warehouse Supermarkets:



- Two feature ads, California avocado recipes in flyers, CAC recipe videos on their website, accompanied by demos in all the stores the week before 4th of July holiday (June 14 – June 28)



California bagged avocado promotion in June supported by social media and through they “My Hannaford Rewards” App

Ask Meredith Your Questions at healthcents@rednersmarkets.com

HealthCents

Substituting California Avocados for mayo in coleslaw is a creative way to reduce calories, fat & sodium!

California Avocado Coleslaw

Serves 8 • Total time: 10 min

Ingredients:

- ½ cup rice wine vinegar
- 2 Tbsp. honey or agave nectar
- ½ tsp. dry mustard
- ¼ tsp. orange zest
- ½ tsp. salt
- 1 Tbsp. toasted sesame oil
- 1 (1-lb.) bag coleslaw mix*
- ½ small red onion* very thinly sliced
- ¼ cup chopped cilantro leaves*
- 2 ripe, Fresh California Avocados
- ½ cup pineapple*

*These Items Are On Sale In Our Produce Department!

In a large bowl make the dressing by whisking together the vinegar, honey, mustard, orange zest and salt until the seasonings are dissolved. Whisk in sesame oil. Add coleslaw mix, onion and cilantro to the dressing. Toss well to combine. Refrigerate to let the flavors blend (may be refrigerated for up to 24 hours). Just before serving, peel, seed and dice the avocado. Add the avocado and pineapple to the coleslaw. Use a slotted spoon to serve. Serving Suggestion: Stir in coarsely chopped peanuts or cashews for a nutty variation.

Fresh California Avocados **4/\$5** each
Save \$1.72 on 4

Redners_V1_S3_06142018

Redner's Warehouse Markets
Yesterday at 4:29pm · 🌟

Guac and chips? YES PLEASE! Follow this DIY recipe ASAP and you will be smiling all day! #CaliforniaAvocados #RednersHealthCents #EasyRecipes

Classic Guacamole

0:38

JUST FOR YOU

\$1.00 OFF

3 ct Bag of California Avocados

Expires Month 00, 2018

ONE (1) 3 ct Bag of California Avocados
Subject to Availability

Clip

Details >

Take your Father's Day feast to the next level with a bright, flame-kissed menu! Click the photos below for the recipes.

Grilled Avocado Toast

Thick-Cut Rib Eyes with Anch



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RETAIL – RETAIL PROMOTIONS

- California Avocado Summertime Display & Sales Contest (June 13 – July 26)
- Contest resulted in double-digit increase in sales over the same period prior year





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RETAIL – RETAIL PROMOTIONS

- Big Book Front Page Ad
- California Organic Avocado Sales Contest (July 1 – July 21)
 - Significant sales increases versus same time frame last year





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RETAIL – RETAIL PROMOTIONS



- Sales Contest (June 17 – July 6)
 - Double-digit sales increases versus same time frame last year

- California Avocado Sales Contest: July 1 – July 31
- Double-digit sales increases during the contest





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RETAIL – RETAIL PROMOTIONS

- Social media support




NEED A REASON TO PICK UP AVOCADOS BY THE ARMFUL? THE ARMFUL?
Our recipe collection is very convincing.

[EXPLORE OUR RECIPES >](#)

FOLLOW US ON SOCIAL




Organically Grown Company

- Social media post with CAC recipe video





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TRADE PUBLIC RELATIONS – NOVEMBER 2017 THROUGH OCTOBER 2018

- Proactive and ongoing reactive outreach to trade media covering California Avocados
- Distributed 8 press releases; numerous interviews and personal contact
- Reached more than 7.6 million impressions



California Avocado Commission's Tom Bellamore Talks Forecast of Double 2017 Harvest

IRVINE, CA – The California Avocado Commission (CAC) has announced a 2018 crop forecast of 374.6 million pounds. This exciting declaration—nearly double last year's crop—comes despite the difficult weather, including wind and fire, that farmers faced over the growing season.

"The CAC 2018 pre-season crop estimate of 374.6 million pounds of California avocados means there will be solid volume for retailers and foodservice operators to work with," said Tom Bellamore, President in a recent press release. "Despite some hardships from Mother Nature, California avocado growers are resilient, and the industry is expecting a good year."

Despite the very recent Lázac and Thomas Fires, which ravaged Riverside, Ventura, and Santa Barbara Counties—the Thomas Fire was the largest wildfire in the recorded history of California—and mudslides in the growing region, California avocados emerged relatively unscathed.



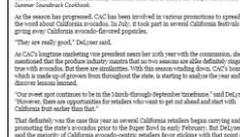
The avocado commission got social with the Olympics, announcing an agreement to support the California Avocado Commission's 2018 Olympic campaign.



California avocado season closes early, but volume up



CAC targets devoted retailers with late supplies



CAC targets devoted retailers with late supplies





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TRADE PUBLIC RELATIONS – CALIFORNIA AVOCADO MONTH HIGHLIGHTS

- Key topics included crop updates, marketing programs, California Avocado Month, nutrition outreach and PMA Fresh Summit
- Coverage in all major produce trade publications

The Packer
THE AVOCADO MONTH IS UNDERWAY
CINCO DE MAYO | AVOCADO MONTH | THE AVOCADO MONTH IS UNDERWAY
Good avocado volume on tap for Cinco de Mayo
By Steve Berman
IRVINE, Calif. — This year's California avocado season is underway and the California Avocado Commission (CAC) has prepared fresh advertising creative and innovative media plans to support off-market. With California avocado volume building into April and expected to continue through summer, CAC's marketing activities are about to kick into high gear.
The Commission will continue its Made of California marketing campaign with new creative and customized marketing plans. Print and outdoor ads have a fresh look with illustrations specific to the market they will appear, showcasing how fine California avocados are grown to the consumers in those areas. Within California the creative emphasizes that locally grown California avocados come from close to home, and in other parts of the country, it highlights the connection between California avocados and the Golden State.

SIGHTINGS
Special events highlight CAC's marketing activities
By Steve Berman
IRVINE, Calif. — The California Avocado Commission (CAC) has a special event lined up for the start of the California Avocado Month. The commission is making it a point to engage with consumers through a series of events, including a special event at the Orange County Convention Center in Orlando, Florida from October 17 through 20, and the Commission will have a booth (#2143) during the Expo on Friday, October 19 and Saturday, October 20.
Since its inception in 1978, the California Avocado Commission has been helping to grow avocado consumption with renowned success," said Jan Delyser, CAC vice president marketing. "PMA Fresh Summit is a unique opportunity to connect with many people in the produce industry. It's the perfect event to launch the Commission's celebration."
This year's Fresh Summit, CAC said it will showcase its information via a two-story booth featuring an upstairs meeting room. There, the Commission will host visiting distributors from the Produce for Better Health Foundation, as well as other meetings by appointment. New California avocado booth graphics will include highlights of CAC's 40-year history and a graphic wall showcasing California avocado advertising campaigns.

SUMMER AVOCADO SEASON
California Avocado Commission Talks Avocado Season and Innovative Marketing Moves
By Steve Berman
IRVINE, Calif. — California has designated next month, June, as the California Avocado Month. The commission is making it a point to engage with consumers through a series of events, including a special event at the Orange County Convention Center in Orlando, Florida from October 17 through 20, and the Commission will have a booth (#2143) during the Expo on Friday, October 19 and Saturday, October 20.
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Progressive Grocer
Stores Prep for June California Avocados Month
By Steve Berman
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Health Wellness
California Avocado Commission Announces Benefits for Health and Wellness
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Fresh Plaza
CAC celebrates 40-year anniversary at PMA Fresh Summit
By Steve Berman
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PerishableNews.com
Fresh Consumer Advertising Campaign For California Avocados
By Steve Berman
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CALIFORNIA DREAMS DO COME TRUE
This year the California Avocado Commission celebrates its 40-year anniversary. From left to right: Zan Beredici, Angela Fisser, Jan Delyser, Corvyn Stokemberg and David Cruz.



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RETAIL – TRADE ADVERTISING – PRINT



the **SNACK**



PRODUCE **Retailer**



The Details Are On The Inside

Every bite gets your customers closer to the golden state of California Avocados. You know the California difference and so do your customers—that's why they look for the California Label. The California season is an occasion to celebrate with the All-American avocado.

*A Perfect Pairing for the American Summer Holidays!



Call 1-800-344-4333 or visit CaliforniaAvocado.com/Retail for merchandising support and marketing programs to help give your California Avocado business. Producers of U.S.A.

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California Avocados.
You Know the Difference.

Call 1-800-344-4333 or visit CaliforniaAvocado.com/Retail

ADVERTORIAL

California Avocado Commission

40 Years of Industry Leadership and Support

The California Avocado Commission (CAC) is kicking off its 40-year anniversary celebration at FIMA Fresh Summit in October. Created in 1978, the Commission strives to enhance the position of California avocados through advertising, public relations and industry-related activities.

"We are proud of our 40-year heritage and all the organization has accomplished," says CAC Vice President Marketing, Jan DeLyster. "The future looks bright as avocados continue to take center stage with retailers, foodservice operators and consumers alike. We're committed to promoting California avocados and supporting the California avocado industry."

The Commission is best known for its engaging, groundbreaking consumer marketing programs. As early as 1980, CAC's first Super Bowl promotion encouraged consumers to enjoy avocados as part of their Big Game experience. In 1985, the Commission's "Would This Body Lie to You" ad campaign featuring celebrity Angie Dickinson helped overcome the myth that avocados were high in calories and fattening. Ads and promotions in the 1980s and 1990s urged consumers to go "beyond guacamole," incorporating avocados in unconventional ways.

Later series of ads inspired consumers to love avocados and positioned them as indispensable. In 2005, the "California Avocado Grower" campaign and "Hard Grown in California" theme tied with consumers' interests in knowing more about who is producing their food and where it comes from. The Commission helped connect a face with a place while supporting locally-domestically grown California avocados.

In 2012 the Commission saw an opportunity to promote California avocado consumption with advertising and promotional activity in support of the 4th of July. This promotional activity in the peak of California avocado season was later expanded to the American Summer holidays. "Consumption of avocados has grown throughout the year and significantly for the summer holidays," says DeLyster. "In fact, Independence Day has even surpassed the Big Game as an avocadomation event on occasion."

The Commission also had a hand in the growth of the social media darling, "avocado toast." In 2014 CAC set out to increase California avocado consumption at breakfast with a promotion that included avocado toast recipes. Then in 2016 CAC launched a "Made of California" campaign that leveraged new media including social media reflexes that can specifically target select consumers.

"We are proud of our 40-year heritage and all the organization has accomplished. The future looks bright as avocados continue to take center stage with retailers, foodservice operators and consumers alike."

—Jan DeLyster





Over the decades, the Commission has led the charge helping to establish permanent locations of prominent avocado displays at retail. In 1984, CAC took the lead in communicating and educating retailers and foodservice operators about avocado-training programs. This program evolved into the Rip-to-Mat program and the use of Rip-toe for longer stickers in 1989.

CAC also has encouraged the inclusion of avocados on the menu and helped consumers with limited menu offerings at foodservice chains. CAC's statewide guacamole promotion had a tremendous impact on making avocados "approachable" since the first dish consumers who are new to avocados try is often guacamole.

To educate the public about avocado nutrition, the Commission formed the Nutrition Advisory Committee in 1991 and sponsored key avocado nutrition research by Ohio State University and UCLA. By 2003, CAC helped achieve full inclusion for avocados in the National Cancer Institute's 5-a-Day for Better Health Program sponsored by the Produce for Better Health Foundation. Most recently, in 2017 and 2018 CAC participated in the American Heart Association's program for avocados, helping spread the message that avocados are heart healthy.




California Avocados.
You Know the Difference.

Call 1-800-344-4333 or visit CaliforniaAvocado.com/Retail

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34 trade print ads running from March through October 2018



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RETAIL – TRADE ADVERTISING – DIGITAL



PRODUCE
Retailer



CALIFORNIA AVOCADOS Details Are On The Inside **The California Difference**
CaliforniaAvocado.com/Retail 1-800-344-4333

CALIFORNIA AVOCADOS California Avocados **You Know the Difference**
CaliforniaAvocado.com/Retail 1-800-344-4333

Count on California During the American Summer Holidays **CALIFORNIA AVOCADOS** **The California Difference**
CaliforniaAvocado.com/Retail 1-800-344-4333

CALIFORNIA AVOCADOS **NURTURING NATURE**
CaliforniaAvocado.com/Retail 1-800-344-4333

300 trade digital ads running from March through October 12, 2018

The total impressions March through October for the 2018 print and digital campaign are 19,479,178





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FOODSERVICE – CHAIN PROMOTION COVERAGE THROUGH OCTOBER

2018 Branded and Unbranded Chain Promotions: 21
 2018 Scheduled Chain Menu Concept Presentations: 2
 2018 Chains Contacted: 90

N
NORDSTROM
 On the menu



ANOTHER Broken Egg Cafe.





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FOODSERVICE – CHAIN PROMOTIONS – SPRING LIMITED TIME OFFER (LTO) LAUNCHES

OUR GUAC IS EXTRA(ORDINARY)
ADD IT TO YOUR ORDER

Each year we source millions of Hass avocados picked from the orchards of California and delivered to our restaurants—where we cut, scoop and mash them by hand into a guac that's so rich and silky-smooth, it's coveted by every chip.

SEAFOOD STREET TACO PLATTERS

NEW SEAFOOD STREET TACO PLATTERS
featuring fire-grilled shrimp and grilled wheat!

Wahoo Tacos

Spicy Shrimp Tacos

Looking for Some Fresh Calais?

La Salsa FRESH MEXICAN GRILL

5128
1214 Main Street
Anchorage, AK 99516
907-562-7700

FRESCA BOWLS
New Recipe
POLLO ASADO WITH Fresh AVOCADO

Fresh AVOCADO VEGGIE



NEW! CHICKEN TORTA

Fire Grilled chicken layered with queso fundido topped with sour cream, avocado, shredded lettuce, and tomato.

\$6.99
940 CALS

BAJA FRESH
eat well. live fresh!



FARMER'S CHOPPED COBB SALAD \$

New! CHICKEN CAESAR SALAD \$

Add A REGULAR DRINK TO THESE SALADS JUST \$1 MORE

CALIFORNIA AVOCADOS WHERE AVAILABLE



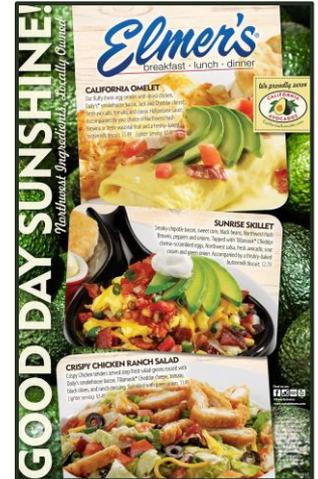
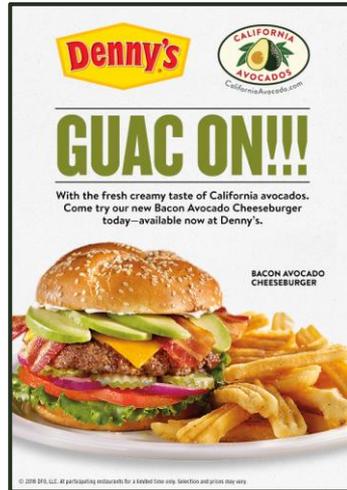


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FOODSERVICE – CHAIN PROMOTIONS – SUMMER LTO LAUNCHES



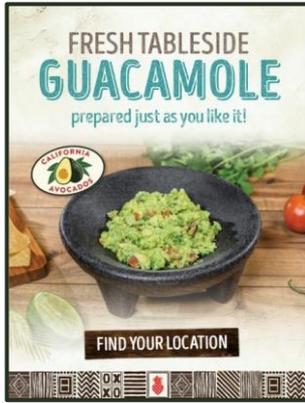
Marie Callender's
Restaurant & Bakery





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FOODSERVICE – CHAIN PROMOTIONS – NEW PARTNERS



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FOODSERVICE – CHAIN PROMOTIONS – UNBRANDED AND MENU ONSITE

N
NORDSTROM



Café Bistro
Bistro Crab Stack
200+ locations

EST. 2002
ON THE BORDER
MEXICAN GRILL & CANTINA



On the menu during season
150 locations



Onsite Culinary Presentation:

- Peet's Coffee (246 locations)

Menu Concepts:

- Togo's (220 locations)





HOME	REVENUE	CONSUMER ADVERTISING	ONLINE & SOCIAL MEDIA	CONSUMER PR	RETAIL	FOODSERVICE	RESEARCH
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FOODSERVICE – PRINT ADVERTISING

Three new print ads running in Restaurant Business, FoodService Director and Plate:

- 16 placements resulting in almost 1.3 million impressions

Nickel Diner
Fresh CALIFORNIA Avocado
Quinoa Salad

STYLIZE CALIFORNIA SALADS

Delight your customers spring through summer; menu Fresh California Avocado all day long. From breakfast through dinner, California Avocados add rich flavor, smooth texture, and Golden State style and energy to any dish – qualities that reap rewards in customer satisfaction. Make California Avocados a seasonal signature, because each slice, dice and cube of Fresh California Avocado encourages another bite, another avocado lover, and another order. For more information, please visit CaliforniaAvocado.com/Foodservice

CALIFORNIA BY NATURE
100% California Avocado Commission

Nickel Diner – Los Angeles, CA

The Habit Burger Grill
Santa Barbara Char with
Fresh CALIFORNIA Avocados

ENERGIZE CALIFORNIA BURGERS

Delight your customers spring through summer; menu Fresh California Avocado all day long. From breakfast through dinner, California Avocados add rich flavor, smooth texture, and Golden State style and energy to any dish – qualities that reap rewards in customer satisfaction. Make California Avocados a seasonal signature, because each slice, dice and cube of Fresh California Avocado encourages another bite, another avocado lover, and another order. For more information, please visit CaliforniaAvocado.com/Foodservice

CALIFORNIA BY NATURE
100% California Avocado Commission

The Habit Burger Grill

University of Oregon
Mighty Bowl with
Fresh CALIFORNIA Avocados

CUSTOMIZE CALIFORNIA BOWLS

Delight your customers spring through summer; menu Fresh California Avocado all day long. From breakfast through dinner, California Avocados add rich flavor, smooth texture, and Golden State style and energy to any dish – qualities that reap rewards in customer satisfaction. Make California Avocados a seasonal signature, because each slice, dice and cube of Fresh California Avocado encourages another bite, another avocado lover, and another order. For more information, please visit CaliforniaAvocado.com/Foodservice

CALIFORNIA BY NATURE
100% California Avocado Commission

University of Oregon



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FOODSERVICE – DIGITAL ADVERTISING

Recipe Watch

- 6x: March – Aug insertions
- (529,069 impressions)
- 1,307 clicks

Restaurant SmartBrief

- 3x: March, June, July insertions
- (207,955 impressions)
- 168 clicks

RB Daily

- 3x: June-July insertions
- (270,558 Impressions)
- 164 clicks

If you have trouble viewing this email, read the online version.

RECIPE WATCH

March 2018

 <p>Blackberry Whole Grain Mustard Schmeer</p> <p style="font-size: x-small;">Quick, healthy and satisfying, this colorful spread will brighten sandwich builds in every daypart. COLE Cold-Ready Blackberry Frozen Fruit Puree supplies the fruit flavor and appeal.</p> <p style="font-size: x-small;">Get the recipe at www.DoleFoodservice.com</p>	 <p>Share a Feel-Good Country Dijon Mustard Chicken Salad</p> <p style="font-size: x-small;">Marie® Country Dijon Honey Mustard Dressing & Dip adds sweet and savory flavor in a dressing ideal with grilled chicken, apples and pecans.</p> <p style="font-size: x-small;">Get Recipe</p>	 <p>Hot and Crunchy California Avocado-Cone</p> <p style="font-size: x-small;">Fresh California Avocados give this irresistible summer snack its rich flavor, smooth texture and Golden State style. California Avocados are in season now!</p> <p style="font-size: x-small;">Get Recipe</p>	 <p>Mushroom Bread Pudding Egg-in-a-Hole Bowl</p> <p style="font-size: x-small;">Decadent, earthy flavored bread pudding graciously surrounds a perfectly coated sunny-side up egg, which tops an island in a bowl surrounded by umami-rich mushrooms and herbs.</p> <p style="font-size: x-small;">Get Recipe</p>
 <p>Mango Mash on Country Bread</p> <p style="font-size: x-small;">Transform toast with this flour-infused, fresh mango, feta and red pepper sauce. A post-rinse slurry of an orange mango varieties adds appeal to this customer favorite.</p> <p style="font-size: x-small;">To learn more about mango varieties and more visit mango.org/foodservice</p>	 <p>Puffed Pork and Cheese Stuffed Jalapeno Poppers made with RITZ Crackers</p> <p style="font-size: x-small;">These shareable appetizers combine the smoky flavor of pulled pork with the melty notes of cream cheese and the spice of jalapeno, coated in RITZ Crackers to bind them all together.</p> <p style="font-size: x-small;">Get Recipe</p>	 <p>Korean Fried Chicken Sandwich</p> <p style="font-size: x-small;">Here's an Eastern twist to a classic American favorite. Mix Sweet Baby Ray's Korean Barbecue Sauce with Asian citrus steak, crispy chicken, and a sesame seed bun for a crunchy, tasty meal with a kick.</p> <p style="font-size: x-small;">Get the recipe here.</p>	 <p>NBN Top 200 Datafiles 2017</p> <p style="font-size: x-small;">Interactive database of the top 200 restaurant chains and companies based on U.S. restaurant foodservice sales. The report is enriched with additional performance metrics, phone numbers and website links, and provides a detailed, brand-by-brand assessment and three-year performance comparison of individual organizations.</p> <p style="font-size: x-small;">Purchase Now</p>

Olive Garden to lessen its dependence on promotions | Pizza Hut rolls out pizza-ordering phone for 2nd year | High-end restaurants boost menu, models by Olive Garden



March 23, 2018

NATIONAL RESTAURANT ASSOCIATION Restaurant SmartBrief

SIGN UP - FORWARD

ON THE FRONT BURNER

Olive Garden to lessen its dependence on promotions
Olive Garden will discontinue its "Buy One Take One" promotion in favor of an everyday value strategy in an effort to move away from promotional pricing, parent Darden Restaurants said. The chain will cut three of its new promotional deals this year.
[Bloomberg \(three registrations\)](#) (3/22)

RESTAURANT BUSINESS

tastes like...



easy like...



How Golden Corral is bucking the buffet collapse

Consistent management helps the **buffet chain flourish** even as its competitors struggle.



FEATURED RECIPE

California Avocado Bruffin

Keep customers happy during spring and summer with Fresh California Avocado menu signatures. Roll bacon, tomato and Fresh California Avocados in brioche dough to create a signature breakfast treat that puts a locally grown, California spin on grab-and-go.

Sponsored by 

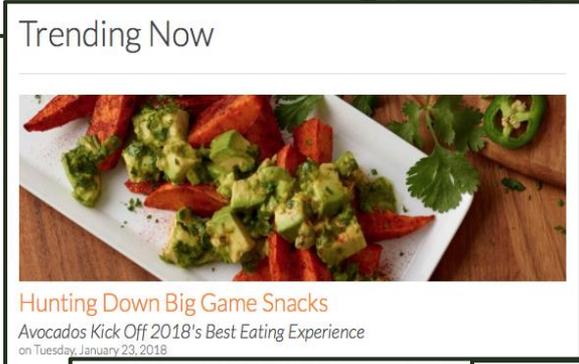
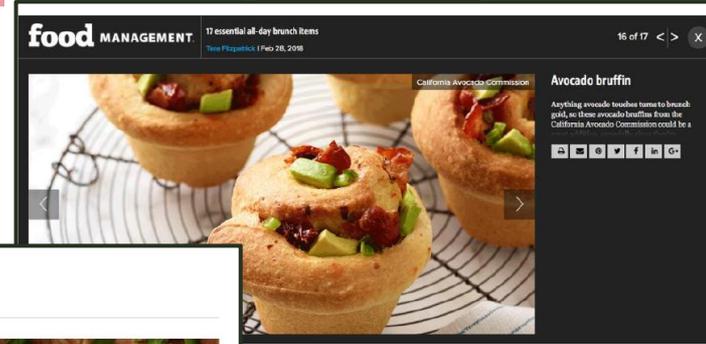


HOME REVENUE CONSUMER ADVERTISING ONLINE & SOCIAL MEDIA CONSUMER PR RETAIL **FOODSERVICE** RESEARCH

FOODSERVICE – PUBLIC RELATIONS (DIGITAL)

Print and digital placements

- 56 PR and Editorial Placements (November 2017 – July 2018)
- 3,731,690 impressions and advertising value of \$111,560.80





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FOODSERVICE – EVENTS

Global Culinary Innovators Association

- November 11 – 15, 2017



Healthy Menu Collaborative

- January 18 – 19, 2018
- June 18 – 19, 2018



Marketing Executive Group

- May 16 – 18, 2018



International Corporate Chefs Association

- June 24-26, 2018





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FOODSERVICE – EVENTS

PMA Foodservice & Expo

- July 27 – 29, 2018



AvoGrove Tour

- August 12 – 13, 2018



The Flavor Experience

- August 13 – 15, 2018





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FOODSERVICE – EVENTS

Flavor, Quality & American Menus
• August 21 - 23, 2018

Global Culinary Innovators
Association Culinary Combine
• October 14-17, 2018

International Foodservice
Editorial Council
• October 24 - 26, 2018



25 cents *** FRESH NEWS *** October 23, 2018

IFEC EDITORS STUNNED

CALIFORNIA AVOCADOS PROTEST OVER SQUEEZING
Irvine, CA (May 25, 2018) – Sick and tired of being squeezed to determine their ripeness, California Avocados have declared a moratorium on this harmful practice. With countless numbers of avocados bruised and battered annually by unwitting consumers and kitchen staff, California Avocados are taking control of their quality of life by promoting gentle “palm[ing]” as a check for ripeness or ordering pre-conditioned fruit.

CALIFORNIA AVOCADOS ADMIT IT'S EASY BEING GREEN
Irvine, CA (May 25, 2018) – After several seasons of topping the produce popularity charts, California Avocados reached the same conclusion as Kermit the Frog: being green is a beautiful thing. Sharing the cool color of both Kermit and spring, California Avocados appear in the markets just as diners are ready to toast (in tasty variations of breakfast, lunch and dinner) the start of the season.



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FOODSERVICE CHAIN : BEST PRACTICES TRAINING VIDEO

- Develop 3 – 4 training videos to reinforce California Avocado Commission's best practices to maximize fresh avocados in the foodservice segment
- Demonstrate technique and tips to pre-cut/slice California Avocados and to minimize oxidation
- Define the 3 stages of ripeness in foodservice and demonstrate the palm squeeze technique
- Discuss the California difference and the positive perception California Avocados have among consumers





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CONSUMER RESEARCH: TWO PROJECTS UNDERWAY

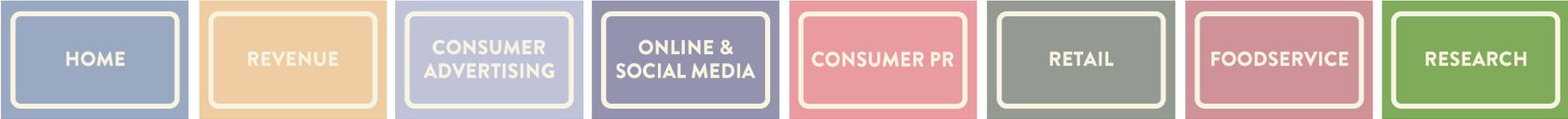
1. Proactive Super Shoppers – Results Expected End of August

Study summary: investigates the behavior of the top 25% of avocado shoppers representing 75% of avocado volume to determine if they are intentionally and proactively seeking out and purchasing California avocados vs. avocados of other origins

2. Nielsen Expanded View Desktop and Mobile Study– Results Expected Mid October

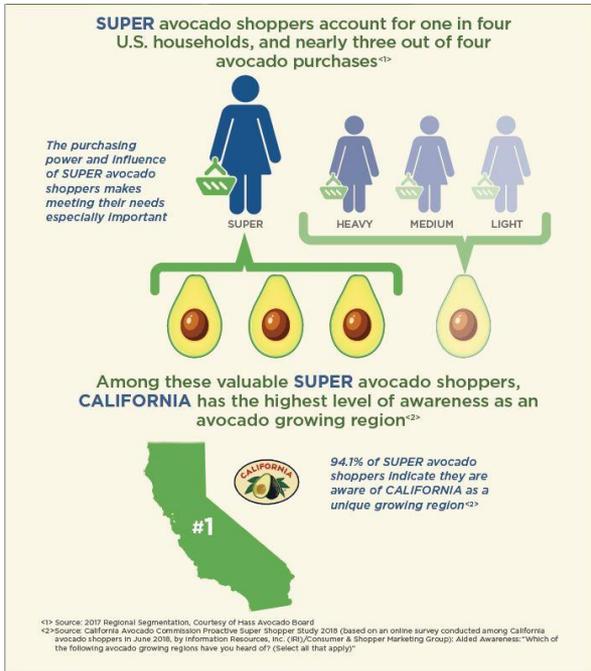
Study summary: measures campaign advertising effectiveness among the brand's target audience. User surveys are sent to third-party panelists the day after online and mobile browser ad exposure, providing an accurate account of recall. Brand health and results are measured via lift between control and exposed audiences.

- Following campaign exposure, Unaided Awareness was higher proving that the California Avocado campaign was able to move the needle in a meaningful way
- Recommendation for California Avocados was also significantly higher amongst those exposed to the campaign driving key results
- Affluent consumers who saw the digital campaign had strong lifts for both Purchase Consideration and Preference showing the campaign resonated with the premium consumer
- While all creative was well-received and was found appealing, the Drone Video was the most well liked



RESEARCH: TWO CONSUMER PROJECTS COMPLETED

Proactive Super Shoppers – study investigated top 25% of avocado shoppers representing 75% of volume



Additional study findings will help CAC develop programs for these important avocado shoppers

Nielsen Expanded View Desktop and Mobile Study

- Study summary: measured advertising campaign effectiveness among the brand’s target audience
- Methodology: user surveys sent to third-party panelists the day after online and mobile browser ad exposure, providing accurate account of recall; lift between control and exposed audiences measured

Key findings

- California Avocado campaign increased **unaided awareness** and “**recommendation**”
- **Digital campaign resonated with the premium consumer** - strong lift for both purchase consideration and preference
- **All creative was well-received** and was found appealing; Drone Video was the most well-liked

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RESEARCH: FOODSERVICE PATRON AND OPERATOR RESEARCH

Results from a multi-part foodservice research project have been received and are being analyzed

- Avocado menu inclusion and trends in foodservice
- Patron research evaluating consumer opinions of avocados and California Avocados
- Operator survey, segmented by type of restaurant, measuring avocado usage and opinions of those who purchase fresh avocados