

CAC Continues to Promote Nutritional Story of Avocados

Consumers have become more aware of the importance of what they eat, with 44 percent having experimented with some type of diet or eating approach in the past 12 months.* Their desire to improve health through better food choices and other beneficial behaviors provides an opportunity for healthy, naturally nutritious California avocados. The California Avocado Commission (CAC) has had a strong program of nutrition communications for more than 30 years and continues to leverage the influence of renowned registered dietitians, supermarket dietitians and the favorable avocado nutrition research news from the Hass Avocado Board and other resources.

California avocados have been certified for the American Heart Association's® Heart-Check Certification program. When consumers see the Heart-Check mark, they instantly know our fruit has been certified to meet the American Heart Association's heart-healthy nutrition requirements. The California Avocado Commission now benefits from this certification as it provides another way to promote the health benefits of California avocados. CAC recently developed 16 new recipes that were certified by the American Heart Association®. These new recipes can now feature the American Heart Association® Heart-Check Certification mark which certifies the recipes meet the criteria for heart-healthy recipes. The recipes are featured in a new California avocado recipe booklet for use in retailer programs and are included in the recipe section of CaliforniaAvocado.com.

This past season the Commission worked with four high-profile registered dietitian nutritionists (RDNs) who act as resources and spokespersons to share California avocado news from a nutrition perspective. The RDNs cover various target markets and deliver California avocado messages via traditional media as well as online and social media.



Katie Ferraro, MPH, RDN, CDE, mother of five (including one-year old quadruplets) did a blog post on California avocados as a perfect first baby food.



One of the Ferraro babies eating California avocados.

Ferraro joined RDN partner Liz Weiss, of Liz's Healthy Table, on a podcast introducing *Baby Led Weaning*. This podcast featured a new recipe, *Fluffy California Avocado and Ricotta Pancakes*, developed in partnership with CAC.



CAC's Fluffy California Avocado and Ricotta Pancakes are a favorite for babies and teens.

Manuel Villacorta, MS, RD, created a video and blog post entitled *5 Ways to Reboot Your Gut for Good Health, the Importance of Probiotics and Prebiotics for Gut Health* that addressed the role of avocados as part of a prebiotic diet. This nationally recognized, award winning RDN discussed California avocados and prebiotic diets on a Univision television segment that reached more than 100,000 homes in the California Bay Area.

In addition to working with Ferraro and Villacorta, Bonnie Taub-Dix, MA, RDN, CDN and Michelle Dudash, RDN, also contributed important consumer outreach encouraging the consumption of California avocados.

The Commission continued its gold-level sponsorship of the Produce for Better Health (PBH) foundation Supermarket Dietitians (SDs) at the 2017 Produce Marketing Association Fresh Summit Conference. PBH hosts SDs from leading retailers across the country who are key influencers through their daily contact with consumers and other health professionals.

In addition to the presentation by Villacorta on "Healthy Gut Reboot with California Avocados: the Important Role of Prebiotics" at the Commission's Fresh Summit booth with SDs from around the country, CAC engaged with the group throughout the nearly three-day event to increase the use of California avocado-branded assets during the 2018 season. CAC held conversations with Albertsons/Safeway, Harmons, The Kroger Company, Natural Grocers, Raley's and others about early volume projections, timing of California avocado availability and ideas to showcase California avocados. The team also informed the SDs of the resources CAC has available for their use.

CAC Vice President Marketing, Jan DeLyser and others on the CAC team encouraged the SDs to work with the Commission to promote California avocados and the health benefits of avocados. 🥑

* *The Hartman Group, Health + Wellness 2017*



In this YouTube video, renowned RDN Manuel Villacorta prepared California avocado recipes while discussing the role avocados can play in gut health.