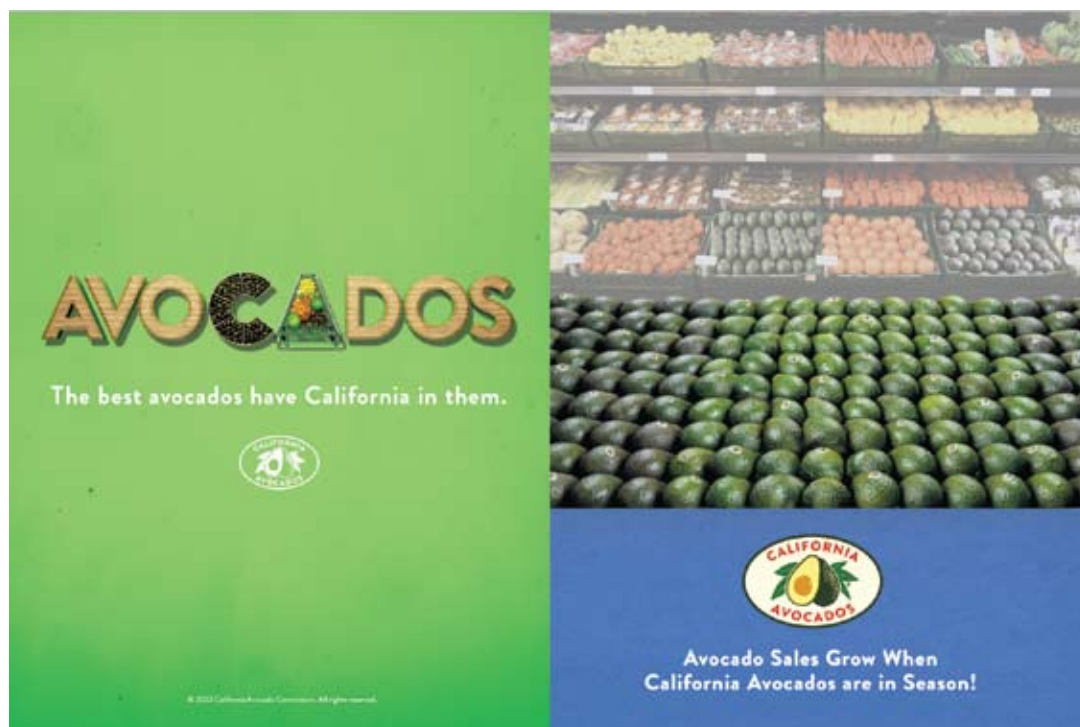


# 2022 Trade Advertising



A two-page spread in the February issue of the SNACK magazine launched the season.

To keep California avocados top-of-mind with targeted retailers and foodservice chain partners leading up to and during California avocado season, the California Avocado Commission advertises in trade newspapers, magazines and digital publications. These ads help “sell” the Golden State fruit to the decision-makers who determine if and when to merchandise California avocados on their store shelves or include them on restaurant menus.

## Retail Trade Advertising

CAC’s retail trade ads are targeted to retailers, wholesalers, growers, shippers, wholesale clubs, buying brokers and the buying side of the industry to help secure distribution of California avocados and support their sales. In 2022 these trade ads are utilizing the current ad campaign creative and tagline, “the best avocados have California in them.” The campaign started in February, runs through July and may include ads in October in *The Packer* and *The Produce News* to support the

Commission’s activity at the newly named The Global Produce and Floral Show (formerly PMA Fresh Summit).

With a seasonal crop, it is important that buyers and decision makers are reminded of the high demand for California avocados from consumers, the sales lift and increased dollars that can be generated when California avocados are available. The retail trade media plan is estimated to generate nearly 37 million impressions with 34 million generated from digital ads and the remaining from print ads. The media plan has broad reach and frequency pre-season and during the season with 711 “insertions,” keeping California avocados top-of-mind with key decision-makers.

This season kicked off with a two-page spread in *the SNACK* magazine. A vellum piece was used as an overlay on the right-hand page of the spread. The ad featured California avocados in a grocery store setting with the headline: Avocado Sales Grow When California Avocados are in Season! Once the vellum overlay is turned over, statistics including weekly dollar sales, customer preference and increased sales velocity show

retailers how they can increase sales with California avocados.

In addition to running full-page print ads in *the SNACK* magazine during the season, CAC will run ads in *The Produce News* and *The Packer*, which both featured California avocados in their March issues, as well as *Fresh Digest* and *Produce Business* magazines. The *Produce Business* Masters of Merchandising March issue featured a full-page ad along with a full-page editorial. The editorial highlighted the Commission's marketing programs for 2022 that are designed to increase retail sales and drive consumers to stores that merchandise California avocados. This and other trade ad content encourages buyers and store produce personnel to stock the fruit in season.

The digital campaign is a mixture of email ads, trailers, a video sponsorship, wrap-around website ads and a podcast. Digital ads will run in *The Packer*, *PMG Fresh*, *The Produce News*, *Blue Book Produce Reporter*, *Supermarket Perimeter*, *Fresh Plaza*, *AndNowUKnow*, *Winsight Grocery Business* and *The Shelby Report*. A variety of ad sizes will be utilized to fit various applications including desktop, website and mobile. The digital ads link to the retail page on [CaliforniaAvocado.com](http://CaliforniaAvocado.com), which includes an infographic about how avocado sales grow when California avocados are in season. The infographic shows an increase in dollar sales, preference for California avocados and an increase in sales velocity.

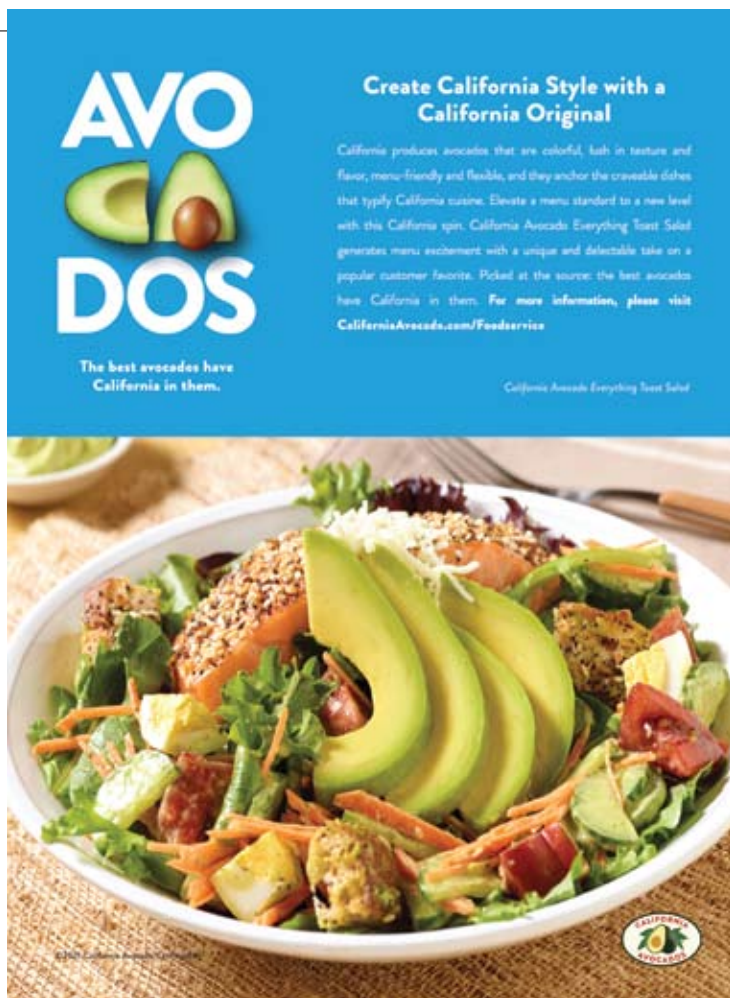
A podcast is scheduled for June and will feature an interview with CAC Vice President Marketing Jan DeLyser from an editor at *Winsight Grocery Business*. Podcasts are a popular messaging platform for the target audience, and CAC tested their use in 2021 with favorable results.

In addition to the paid advertising campaign, CAC secured \$180,000 in added value (free) advertising based on frequency purchases and the Commission's long-standing relationship with many of the trade publications.

### **Foodservice Trade Advertising**

The Commission also uses trade advertising as one tool to reach potential foodservice chain partners — primarily menu decision-makers in the culinary, marketing and purchasing divisions in quick-service, limited-service and full-service restaurants in the west. The ads integrate elements of the consumer California avocado advertising campaign with an emphasis on culinary/food execution. They reinforce preference for California avocados and promote the benefits of including them on the menu in season. Integrating with the consumer ad campaign and retail ad campaign, the foodservice ads also feature the tagline, "the best avocados have California in them."

In 2022, digital and print ads launched in March and April, respectively, to inspire restaurants to incorporate California



Print ad appearing in *FSR*, *Flavor & The Menu* and *Plate* magazines between April/May through July/August.

avocados wherever possible. Digital ads are used to maintain off-season awareness of California avocado messaging throughout the year, whereas print ads, newsletters and slide galleries are scheduled during the months of peak California avocado availability to emphasize seasonality and patron preference.

California avocado print ads are scheduled for *FSR* (Full Service Restaurant), *Flavor & The Menu* and *Plate* magazines between April/May through July/August. Digital ads began in February in *Recipe Watch*, *Nation's Restaurant News* and *Recipe Report*. In March, digital ads also started in National Restaurant Association SmartBrief. Other foodservice advertising support includes *NRN Slide Gallery*, a banner ad in *Plate* "From the Editor" newsletter, and five different ad sizes rotating in May on [GetFlavor.com](http://GetFlavor.com).

Foodservice trade advertising is planned to continue into September, pending crop availability. In total, paid foodservice ads and value-added placements are expected to deliver more than 1.8 million impressions to encourage demand for California avocados among the target audience. 🥑