



The highly successful event brought together nearly 30 people across industry segments.

27 Attendees, 9 Stories (and Counting): Grove Tour Delivers for California Avocados

On April 23-24, 2025, the California Avocado Commission hosted 27 key media, and foodservice and retail partners for the *THIS is California Avocado Season Grove Tour*. Held at Camlam Farms in Camarillo and hosted by the Lamb family, the tour offered these V.I.P. guests an immersive look at the care, dedication and story behind growing California avocados — through the viewpoint of one of the multigenerational California families who produce them.

CAC designed this curated experience to strengthen relationships with media and secure in-season coverage, as well as deepen retail and foodservice partner loyalty by showing first-hand what makes California avocados distinct: being locally grown, sustainably farmed and ethically sourced by passionate and dedicated growers.

Connecting the Right People to the Right Story

Attendees included food media from outlets such as *Buzzfeed*, *Eater LA*, *LA Times*, *Edible Monterey*, *AllRecipes*, *Yahoo!* and the *Santa Barbara Independent*; trade journalists from *Fresh Fruit Portal*, *Produce Blue Book* and *The Packer*; foodservice operators from Mendocino Farms, Norm's Restaurants and True Food Kitchen; and a digital and social media manager from Albertsons–Vons–Pavilions. These professionals shape how consumers discover and experience California avocados — through stories, social posts, menu items and in-store displays.

The tour kicked off with an avocado-forward dinner at Pearl District in Westlake Village. The next day, the Lamb family welcomed guests to their groves in Camarillo. Attendees rode by wagon through rows of Lamb Hass and Hass avocado trees,



Eight teams made unique guacamole creations.



Terry Splane, Vice President of Marketing at the California Avocado Commission, led the Lamb family in a Q&A.

stopping for live demonstrations on irrigation, frost prevention, pollination and harvest. Attendees picked avocados, competed in a guacamole-making contest and sat down for a California-inspired lunch on the grounds. The grove visit concluded with a lengthy Q&A with Robert Lamb, John Lamb and Maureen Lamb Cottingham, and the day ended with a California avocado tasting menu dinner at Crawford's Social in Westlake Village.

Bringing the Brand to Life, On the Ground

By forging deeper connections with influential media, foodservice decision-makers and retail partners, CAC created more than just a memorable day — it built momentum for the California Avocados brand. Experiences like this help drive home the value of California-grown; build affinity with buyers; and inspire stories and partnerships that ultimately lead to stronger demand and shelf space. By giving partners a personal look at the growers, the groves and the care that goes into every piece of fruit, CAC laid the groundwork for meaningful, long-term collaboration — ensuring that when it comes time to plan a story, launch a menu or set a seasonal display, California avocados remain top of mind.

The immediate results speak for themselves:

- 30 attendees (goal: 20+)
- 9 media stories to date with more on the way (goal: 5+)
- 63 million potential reach from media coverage to date
- 24 social media posts shared
- 100% positive feedback from attendees



Attendees were encouraged to stay connected on social media.



SIMPATICA FARM MANAGEMENT
For California Growers By California Growers

Contact us (805) 727-0537 | info@simpatica.ag | www.simpatica.ag



THIS is California Avocado Season!

Participants' comments, coverage and social content captured the emotion and energy of the experience:

"Getting to do something like this is the fun part of our job — it's been really special." – Media attendee

"I've already captured so much content and we're not even halfway through the day." – Media attendee

"Camlam, a big name in the industry and the reason behind the city's name, is more than just a piece of land for the Lamb family." – Fresh Fruit Portal story

"It's more than just fruit. It's family, passion and purpose. Thank you to the Lamb family and @ca_avocados for showing us the heart behind the harvest."

– True Food Kitchen social posts 🥑



Attendees had opportunities to capture content at every turn.