



*Recording the Field Trips with Tara episode featuring the Lyall family.*

## California Avocado Growers Add Value to Marketing with their Authenticity and Credibility

**S**ince its inception, the “What’s Inside a California Avocado” campaign has included California avocado growers in advertising, social content and public relations activities — bringing added value to the California Avocados brand through the growers’ authenticity and credibility among our target audience.

Research consistently confirms that consumers want to know more about where their food comes from and how it is grown, and that showcasing real growers in consumer content can foster connection and loyalty to the California Avocados brand. By integrating real growers and communication of key messages, the California Avocado Commission effectively differentiates the locally-grown fruit from other sources of supply, building perceived value and preference for California avocados among consumers and trade targets.

This season, growers from multiple California avocado growing districts have participated in California avocado market-

ing efforts, including being filmed and photographed in their groves to capture authentic and relatable content for advertising and social promotions, participating in retail events, being featured in retail signage and promotions and serving as spokespeople for the industry through media interviews.

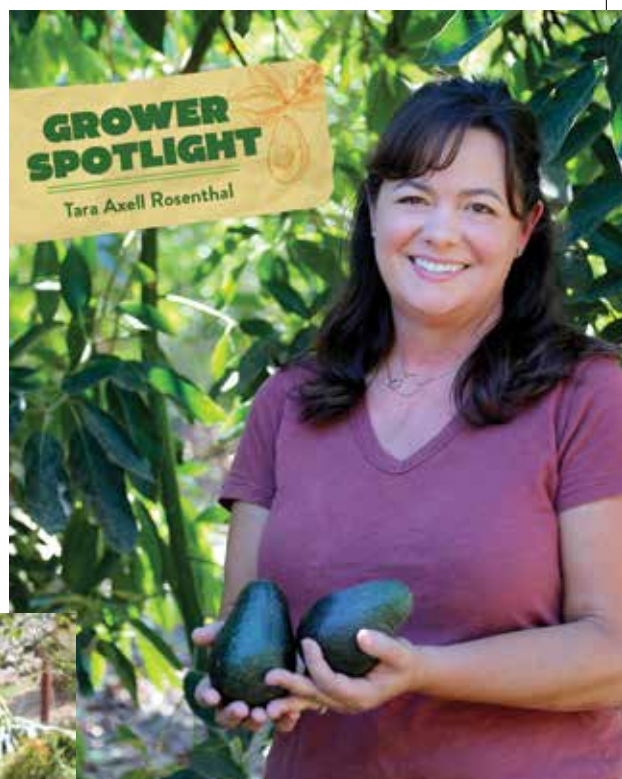
As part of the creative campaign, California growers Jim and Daryn Miller, Andy Sheaffer and sons, Hayden McIntyre, and John Lamb, Robert Lamb, David Lamb and Maureen Lamb Cottingham were showcased in consumer media. In addition, Tara Axell Rosenthal and Sal Dominguez were the first growers featured in CAC’s new social media grower spotlights series — with more grower profiles to come.

To celebrate the start of the season, California avocado grower Rick Shade hosted a grove tour for 15 influencers in Carpinteria where he answered attendees’ questions and hosted picking demonstrations. The group then visited the Santa Barbara location of one of CAC’s retail partners, Bristol





California avocado grower Andy Sheaffer and sons are featured in one of the 2025 campaign's most prominent ads.



Tara Axell Rosenthal was the first grower featured in CAC's new grower spotlight series on social media.



The Lamb family graciously hosted 27 media, retail and foodservice partners as part of a highly successful, integrated 2025 grove tour.

Farms, where the influencers captured video and photos to share on their social media platforms. In just 48 hours, the influencers shared nearly 100 Instagram Stories featuring California avocados, Bristol Farms and Rick Shade's grove tour — generating 93,000 views and robust early-season buzz. The influencers will continue to share California avocado imagery and messaging through posts on their social platforms, driving significantly more views and engagement as the season progresses.

As part of the 2025 California Avocado Grove Tour, the Lamb family welcomed approximately 30 media, retail and foodservice professionals to Camlam Farms located in Camarillo, CA. Throughout the day-long tour, CAC featured

key messaging about the California avocado season while participants took part in live presentations about irrigation, sustainable production practices, harvesting, pollination and variety development. The tour also featured a Q&A session with the Lamb family, a guacamole making contest and a curated avocado-centric lunch on the grounds. Numerous media attendees interviewed the Lamb family and published their stories, with more forthcoming. (See "27 Attendees, 9 Stories (and Counting): Grove Tour Delivers for California Avocados" on page 12 for more information about this event.)

In addition, the Lyall family of Pauma Valley spent a day in their grove with Tara Beaver Coronado, host of the on-line series *Field Trips with Tara*. The segment, which featured



footage from the grove and interviews with the Lyall family about grove production and their history within the industry, launched online June 1.

Finally, to enhance the Commission's ability to connect with consumers through the authentic voice of growers, six growers hailing from various growing regions across the state recently agreed to serve as media spokespeople and participated in media interview training to ensure they are prepared for incoming media opportunities. The Grower Media Spokesperson Network consists of Daryn Miller (Cayucos), Jason Cole (Santa Paula), Michael Craviotto (Moorpark), Maureen Lamb Cottingham (Camarillo), Andy Lyall (Pauma Valley)

and Victor Araiza (Temecula).

These growers are prepared to speak with TV, digital and print outlets — in both on-farm and in-studio segments — and will be available throughout the season to share the stories of California avocado growers. An example of how growers can help promote fruit availability and share their stories through the media is the KSBY TV (Santa Barbara) television news segment dedicated to the start of California avocado season, with California avocado grower Rick Shade. It can be viewed on the internet at: [ksby.com/santa-barbara-south-coast/california-avocado-commission-predicts-375m-pounds-of-fruit-for-the-2025-season](https://ksby.com/santa-barbara-south-coast/california-avocado-commission-predicts-375m-pounds-of-fruit-for-the-2025-season). 🥑



*Rick Shade answered questions during a picking demonstration in an avocado grove in Carpinteria.*