



# DISTRICT GROWER MEETINGS

September 9-11, 2025





# TODAY'S PROGRAM

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**Ken Melban, President**

- Crop/Budget/Pricing/Advocacy

**April Aymami, Director Industry Affairs & Operations**

- Communications/Research

**Terry Splane, Vice President Marketing**

- Campaign Evolution

**Zac Benedict, Director of Marketing**

- Advertising Highlights

**Lori Small, Senior Marketing Manager**

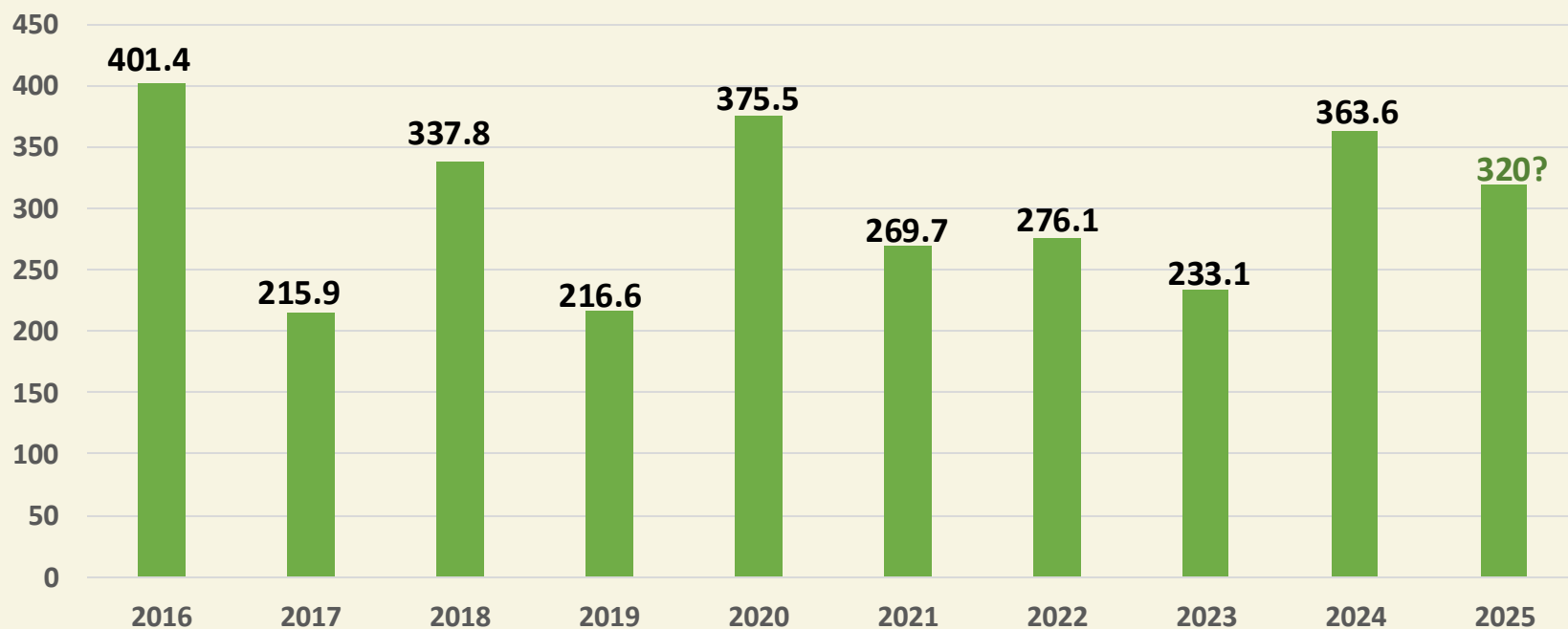
- Public Relations Highlights

**Discussion**



# Crop: Ten-year look

## Volume



**10-year average: 301MM**



# 2024-25 Budget vs Actual

BUDGET	2024-25	2024-25*
Crop Size	400,000,000	320,000,000
CAC Assessment Rate	\$0.005	\$0.005
HAB Assessment Rate	\$0.025	\$0.025
CAC Assessment Revenue	\$1,950,000	\$1,560,000
HAB Assessment Revenue	\$7,905,000	\$6,324,000
Other Revenue	\$517,000	\$600,000
<b>TOTAL REVENUE</b>	<b>\$10,372,000</b>	<b>\$8,484,000</b>

## Crop Estimating

Marketing Expenses	\$11,085,000	\$10,054,250
Industry Affairs Expenses	\$1,500,900	\$1,225,000
Production Rsrch. Expenses	\$471,317	\$471,317
Grant Expenses	\$250,000	\$250,000
Operations Expenses	\$2,150,328	\$1,920,043
<b>TOTAL EXPENSES</b>	<b>\$15,457,545</b>	<b>\$13,920,610</b>

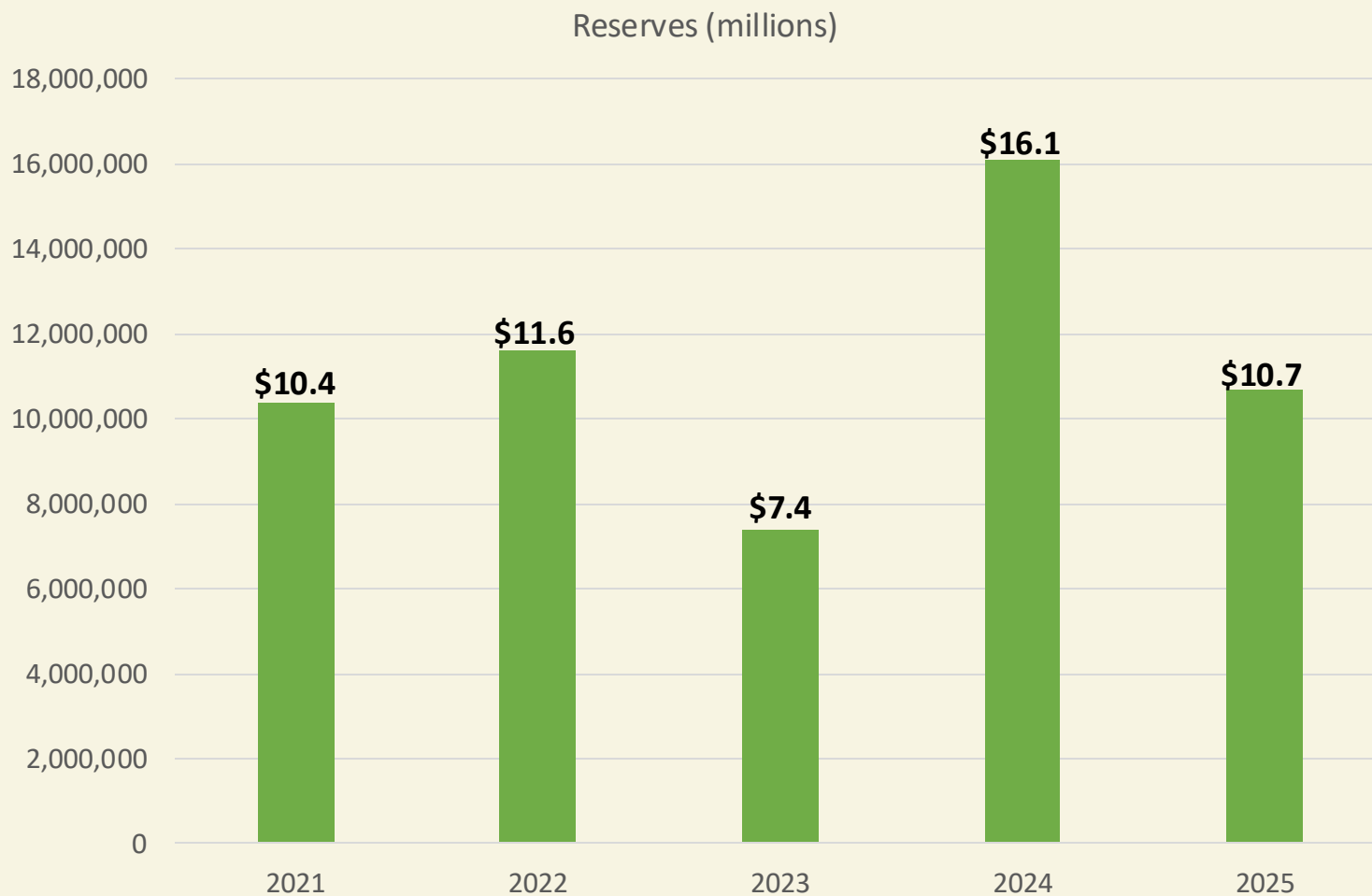
<b>REVENUE - EXPENSES</b>	<b>\$ (5,085,545)</b>	<b>\$ (5,436,610)</b>
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Beginning Reserves	\$16,089,300	\$16,089,300
Ending Reserves	\$11,003,755	<b>\$10,652,690</b>
Budgeted Marketing Spend/LB	\$0.028	\$0.031

\*2024-25 estimated



# Reserves: Five-year look





# 2025-26 Proposed Budget

## BUDGET\* 2025-26

Crop Size 325,000,000

Assessment Rate \$0.01

CAC Assessment Revenue \$3,169,000

HAB Assessment Revenue \$6,423,000

Other Revenue \$710,000

**TOTAL REVENUE \$10,302,000**

Marketing Expenses\*\* \$9,000,000

Industry Affairs Expenses \$1,575,000

Production Research Expenses \$825,000

Grant Expenses \$200,000

Operations Expenses \$1,990,000

**TOTAL EXPENSES \$13,590,000**

**REVENUE - EXPENSES \$(3,288,000)**

Beginning Reserves \$10,655,744

Ending Reserves \$ 7,367,744

Actual Marketing Spend/LB \$0.028

*\*Pending final Board approval*

*\*\*2024-25 Includes 85 % of  
Marketing Staff Personnel Expense*



# 2025 Actual vs 2026 Proposed

BUDGET	2024-25*	2025-26**
Crop Size	320,000,000	325,000,000
CAC Assessment Rate	\$0.005	<b>\$0.01</b>
HAB Assessment Rate	\$0.025	\$0.025
CAC Assessment Revenue	\$1,560,000	\$3,169,000
HAB Assessment Revenue	\$ 6,324,000	\$6,423,000
Other Revenue	\$600,000	\$710,000
<b>TOTAL REVENUE</b>	<b>\$8,484,000</b>	<b>\$10,302,000</b>
Marketing Expenses	\$10,054,250	\$9,000,000
Industry Affairs Expenses	\$1,225,000	\$1,575,000
Production Research Expenses	\$471,317	\$825,000
Grant Expenses	\$250,000	\$200,000
Operations Expenses	\$1,920,043	\$1,990,000
<b>TOTAL EXPENSES</b>	<b>\$13,920,610</b>	<b>\$13,590,000</b>
<b>REVENUE - EXPENSES</b>	<b>\$ (5,436,610)</b>	<b>\$(3,288,000)</b>
Beginning Reserves	\$16,089,300	\$10,655,744
Ending Reserves	<b>\$10,652,690</b>	<b>\$ 7,367,744</b>
Budgeted Marketing Spend/LB	\$0.031	\$0.028

*\*Estimated actuals*

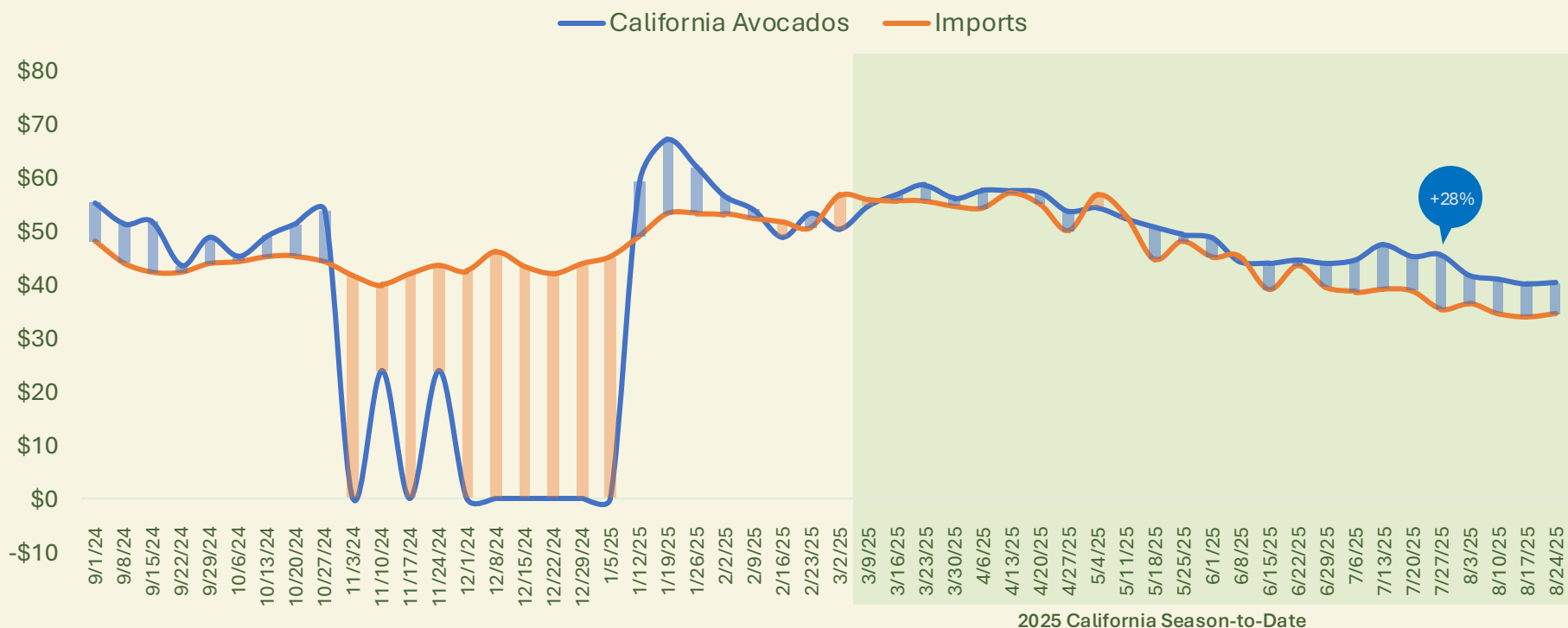
*\*\*Pending final Board approval*



# FOB Price: California Avocados Delivered a Price Advantage Within California

The FOB price advantage of California Avocados averaged +9% over imports through the 2025 California Season-to-Date and reached as high as +28% (week ending 7/27).

FOB Price of California Avocados Shipped **WITHIN CALIFORNIA** by Week  
For 52 weeks ending 8/24/25



2025 California Season-to-Date

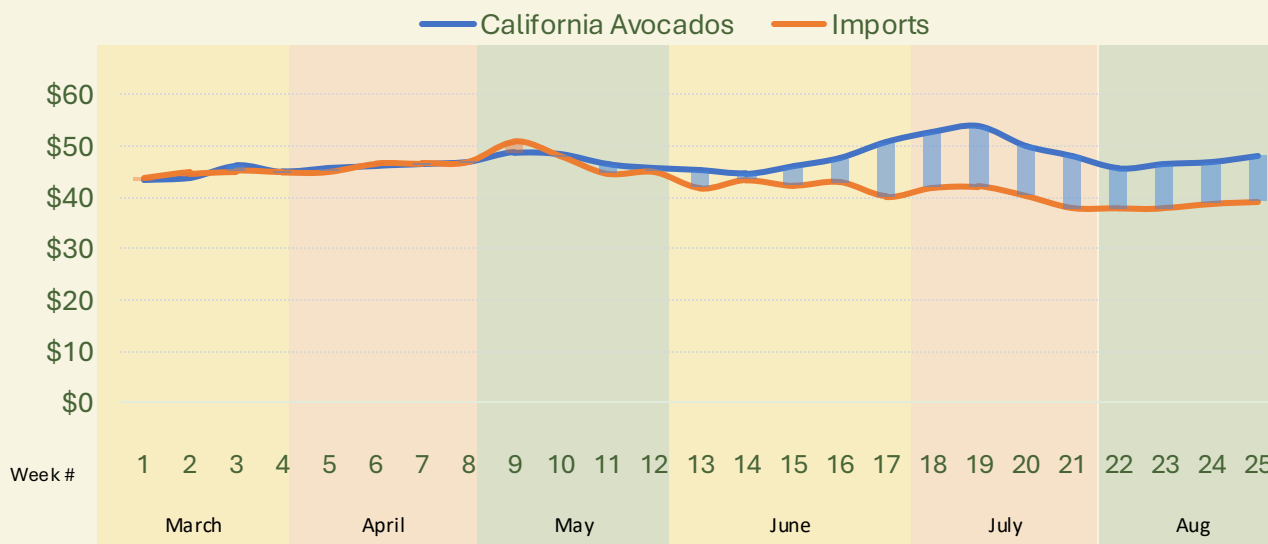


# FOB Price Advantage: 4-Year Weekly Average Within California



The FOB price advantage of California Avocados averaged +10% vs. imports over the past four California seasons.

4-Year Weekly Average FOB Price of California Avocados Shipped **WITHIN CALIFORNIA**  
2022–2025 California Season-to-Date

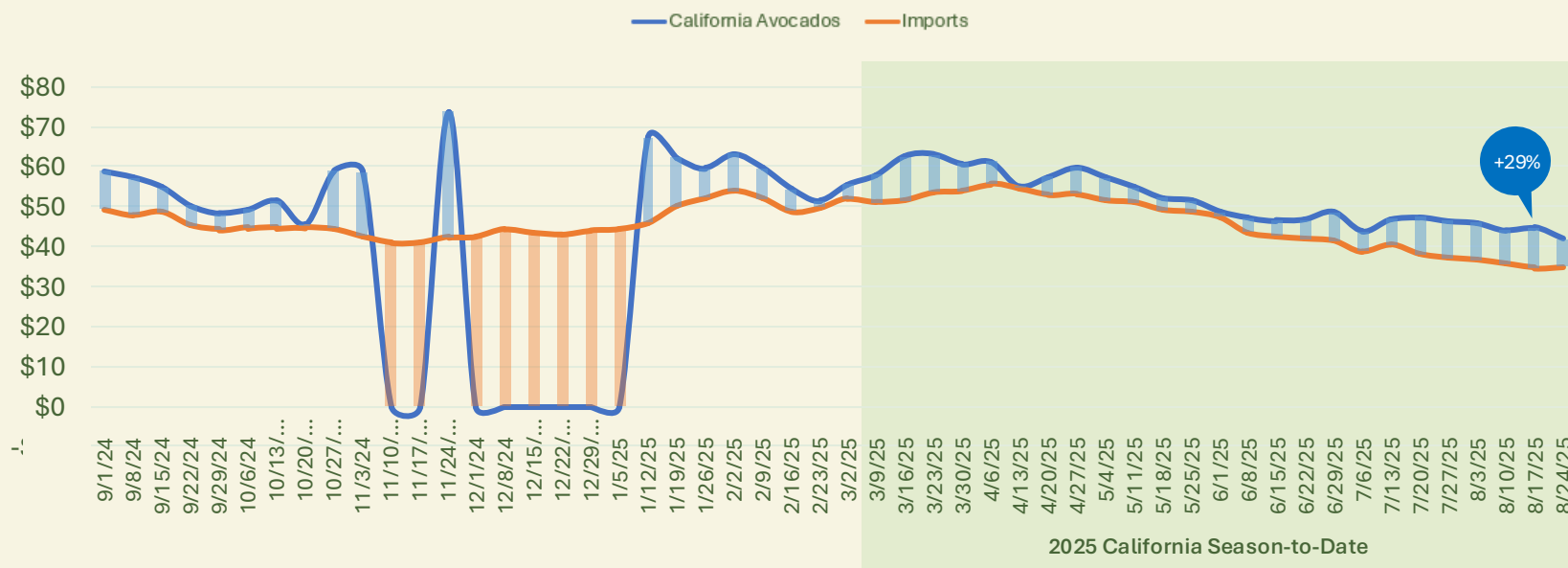




# California Avocados Delivered an FOB Price Premium Outside of California

Outside of California, California Avocados delivered an average FOB price advantage of +14% over imports. This premium reached as high as +29% (week ending 8/17).

FOB Price of California Avocados Shipped **OUTSIDE CALIFORNIA** by Week  
For 52 weeks ending 8/24/25



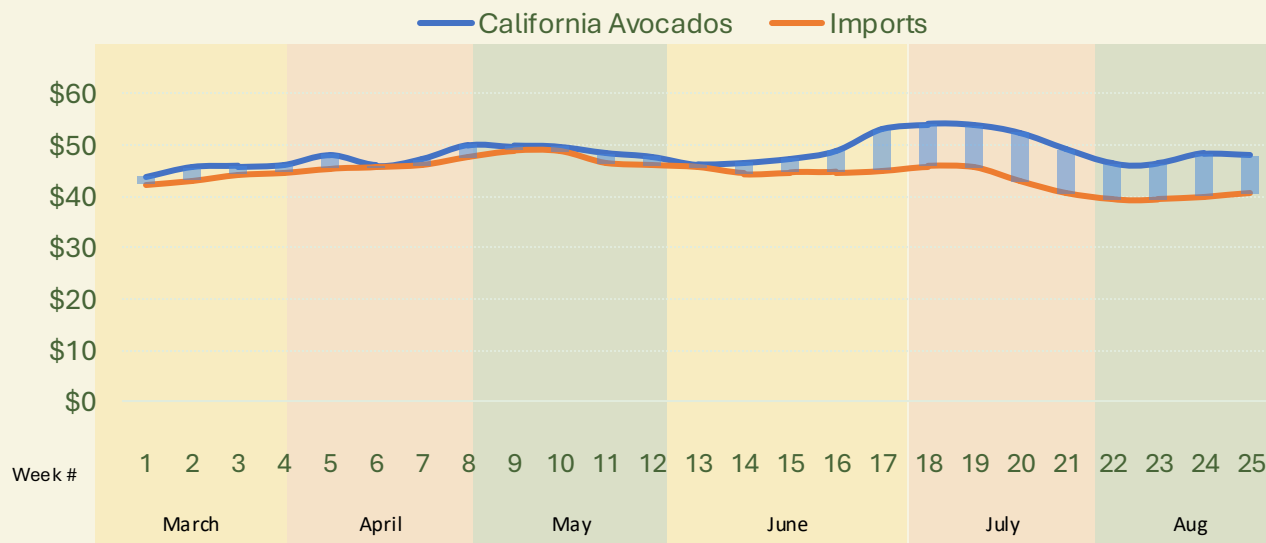
Source: AMRIC Hass #1 Conventional (pounds), 52 weeks ending 8-24-2025; California Season-to-Date 25 weeks ending 8-24-2025



# FOB Price Advantage: 4-Year Weekly Average Outside California

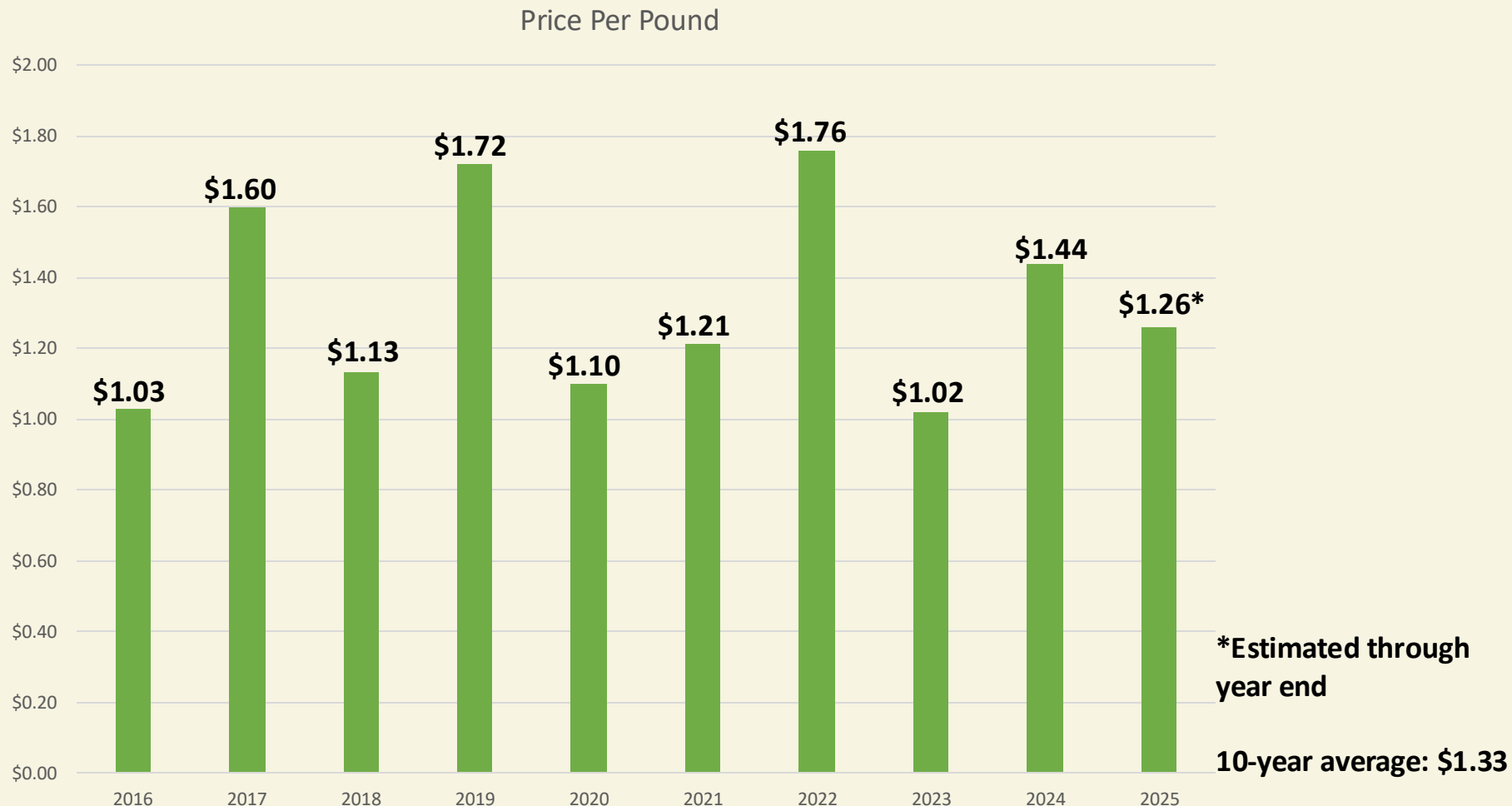
Outside of California, the FOB price advantage of California Avocados averaged +9% vs. imports over the past four California seasons.

4-Year Weekly Average FOB of California Avocados Shipped **OUTSIDE CALIFORNIA**  
2022–2025 California Season-to-Date



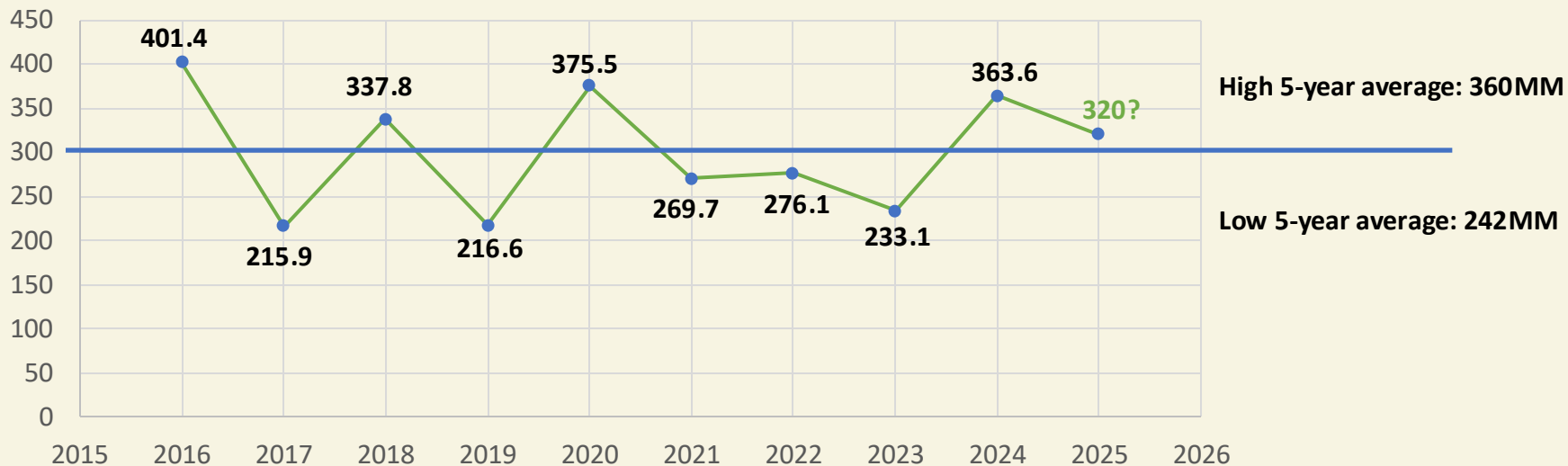


# Pricing: Ten-year look

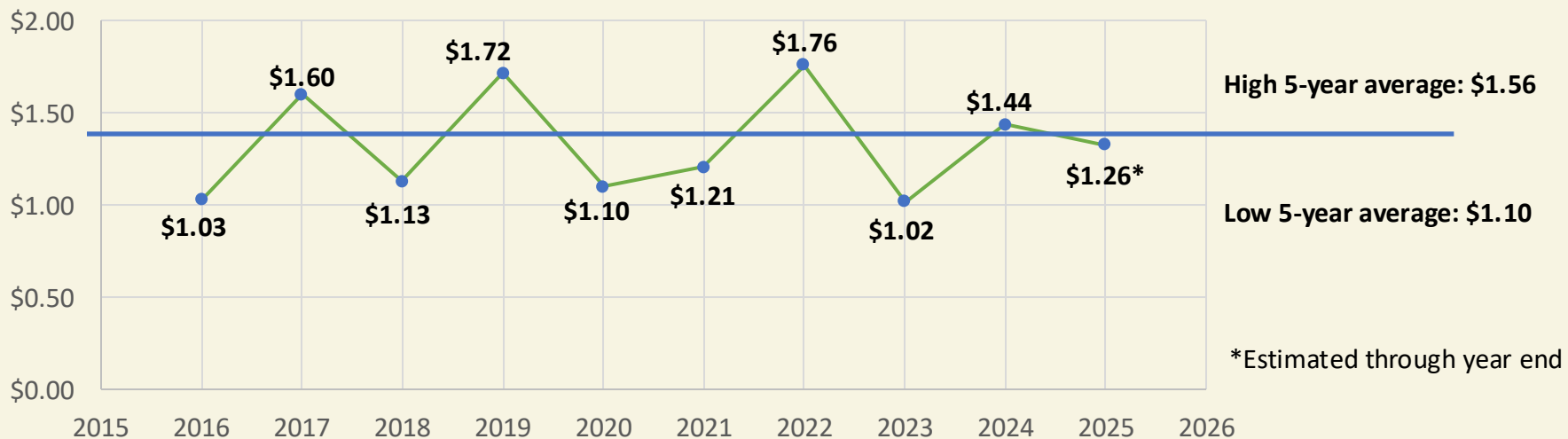




**Volume 10-year average: 301MM**



**Price Per Pound 10-year average: \$1.33**



\*Estimated through year end



**ADVOCACY**





## COMMUNICATIONS & RESEARCH



# Grower Communications

- In-person Meetings
  - Board and Committee Meetings
  - Annual Grower Meetings
  - Fall Grower Meetings
  - Pine Tree Ranch Field Days
  - Hot Topic Meetings/Seminars/Workshops
- Online Resources
  - Grower Website – [CaliforniaAvocadoGrowers.com](http://CaliforniaAvocadoGrowers.com)
- Publications
  - GreenSheet – Email Newsletter
  - From the Grove – Quarterly Magazine
- Text Message Alerts ????





# Research

- Currently Funded Projects - \$496,507
  - Pest & Disease
    - Surveys for avocado fruit feeding insect pests in Guatemala
    - Chemical Synthesis and Field Evaluation of an Enantiopure (+)-Grandisol, the Putative Avocado Seed Weevil (*Heilipus lauri*) Aggregation Pheromone
    - A pesticide resistance monitoring program for avocado thrips
  - Breeding, Varieties & Genetics
    - Commercial-Scale Field Testing and Potential Release of Rootstocks
    - CAL POLY - Commercial-scale field testing and potential release of five elite advanced rootstocks
  - Cultural Management
    - Developing tools and information on crop water use and effective irrigation management for more profitable and sustainable avocado production
    - Adapting a user-friendly online irrigation calculator for avocados
    - Does artificial pollination improve yield of Hass and GEM avocado?
    - Addressing the relationship between soil characteristics and soil salinity in California avocado orchards
  - Industry Research Support
    - Foundation for Food and Agriculture Research (FFAR) Fellow Sponsor - Jesse Landesman



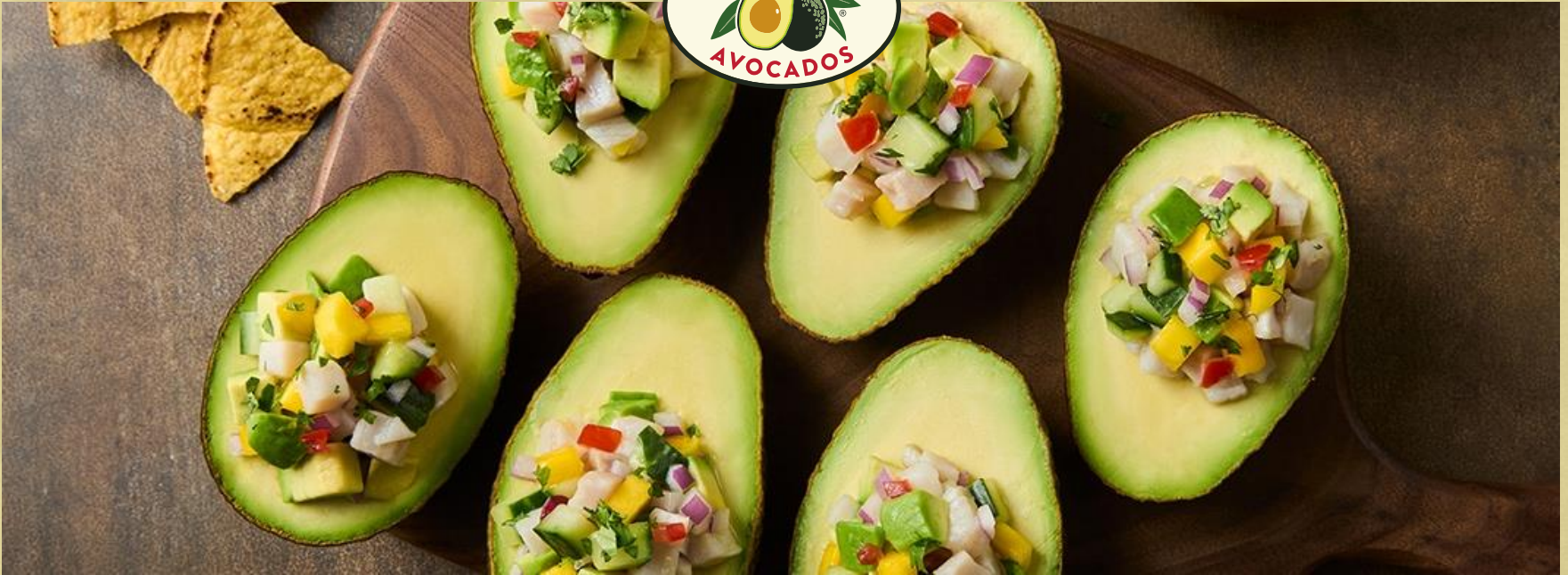
# Research

- 2025/26 Approved Projects - \$854,890
  - Pest & Disease
    - Surveys for avocado fruit feeding insect pests in Guatemala
    - Chemical Synthesis and Field Evaluation of an Enantiopure (+)-Grandisol, the Putative Avocado Seed Weevil (*Heilipus lauri*) Aggregation Pheromone
    - A pesticide resistance monitoring program for avocado thrips
    - Integrating Chemical and Cultural Practices for Bot Canker Control in Avocado
    - Impact of Natural Vegetation on Insect Pollinators in Agroecosystems
    - Improve *Phytophthora cinnamomi* management by monitoring field populations for changes in fungicide sensitivity and conducting efficacy field trials
  - Breeding, Varieties & Genetics
    - Continued Research at the San Luis Obispo Rootstock Trial Site (2025- 2027)



# Research

- 2025/26 Approved Projects - \$854,890
  - Cultural Management
    - Does artificial pollination improve yield of Hass and GEM avocado?
    - Addressing the relationship between soil characteristics and soil salinity in California avocado orchards
    - Creating a Weather Station Network to Guide Irrigation Decision of Avocados
    - Assessing irrigation management tools and strategies on avocado fruit quality and yield impacts
  - Industry Research Support
    - Foundation for Food and Agriculture Research (FFAR)  
Fellow Sponsor - Jesse Landesman



# CAMPAIGN EVOLUTION

A Three Year Vision  
&  
Bonus News



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# CALIFORNIA AVOCADOS

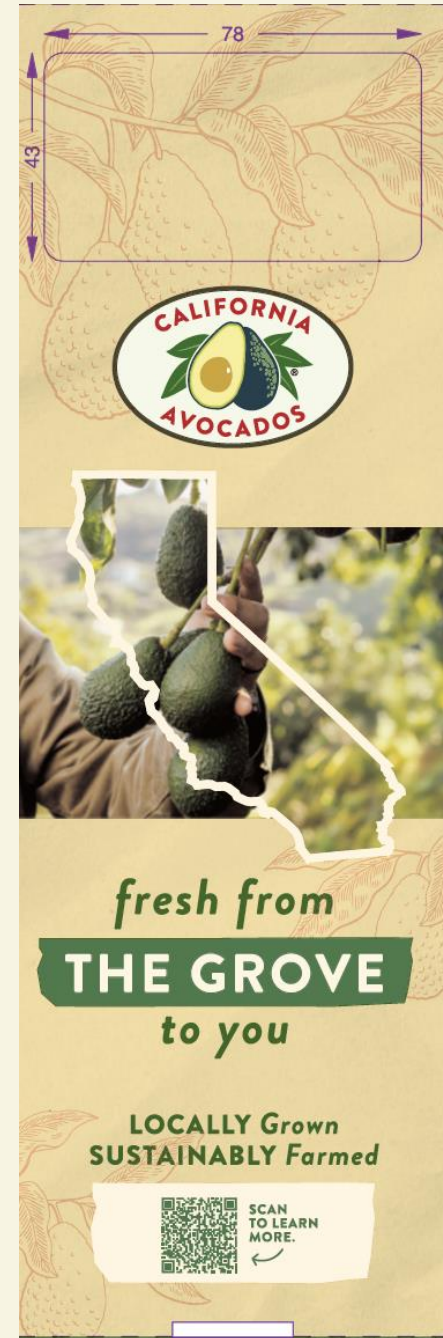
*Campaign Evolution*



# Co-Branding

Brought To Life

- On Shelf Brand Presence
- 750,000 California Avocado messages at\_\_\_\_\_?
- Proprietary messaging directly at point of sale
- Locally Grown and Sustainably Farmed
- Aligned with retailer “local” strategies
- Handlers integral to this effort, 5 in total





# Co-Branding



# Walmart







## ADVERTISING HIGHLIGHTS



# Objectives & Purpose



Retain or increase California Avocado awareness perceived value (worth paying more for), and preference (demand) with our consumer targets



Increase awareness of California Avocados' benefits and seasonality to drive engagement, loyalty, and consumption during the season, and to differentiate from other origins

## PRIMARY CAMPAIGN KPIS

- Season vs. non-season premium/demand
- Consumer recall, preference, perceived value
- Consumer awareness and engagements

# California Avocado Target Consumer



PRIMARY - SUPER HEAVY USERS

- 25-54 years old
- 55% have children in the home, 36% serve avocados to children as well as adults
- \$89K+ average household income
- CA, OR, WA, AZ, UT, CO



SECONDARY - VARIOUS

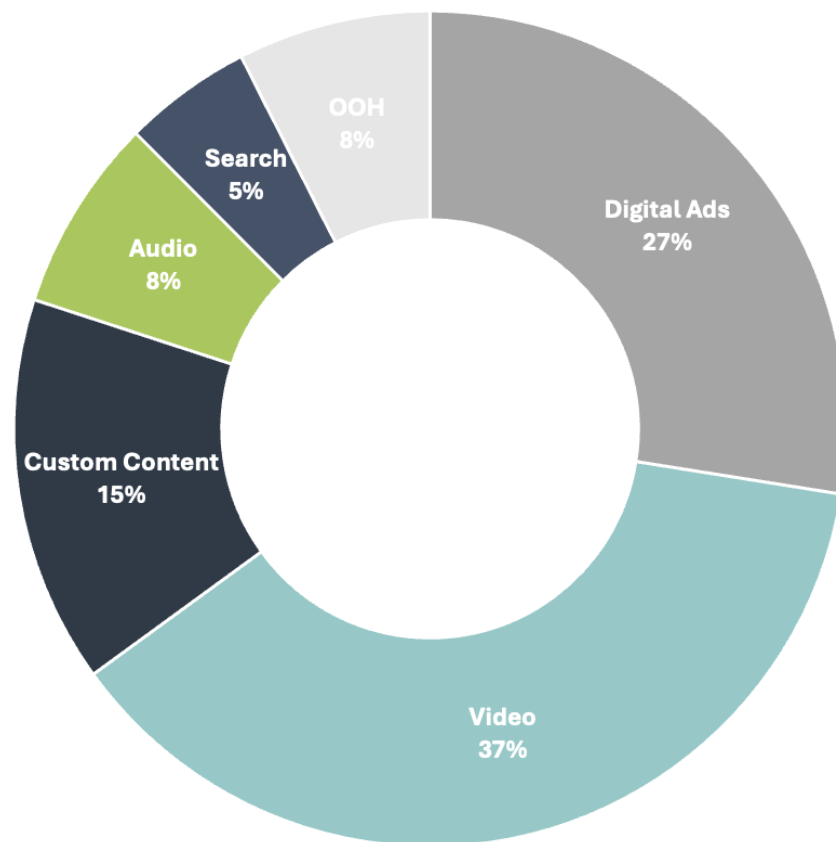
- Gen Z
- Spanish-language speakers
- Expanded geographical regions



# 2024-25 Advertising Media Mix

## Target Audiences:

- Contextual/Interest Targeting (examples): healthy living, fitness & exercise, jogging & running, healthy eaters, health & wellness, sustainability, sustainable shoppers, sustainability grocery shopping, green living, local food, cooking, recipes, everyday cooks, grocery shoppers, recipes, parents, family, avocados
- Retailer Targeting: Based on opt-in retailer zip codes





# Program Nuts & Bolts

Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec
			PEAK ADVERTISING								

PR/media monitoring, social media, owned digital is always on

Consumer	Retail
<ul style="list-style-type: none"><li>• Paid media/advertising</li><li>• Social media</li><li>• Owned digital (website/blog, email)</li><li>• Consumer media</li><li>• Influencer content</li><li>• In-person activations</li></ul>	<ul style="list-style-type: none"><li>• Paid media/advertising</li><li>• Social media</li><li>• Owned digital (website/blog, email)</li><li>• Industry trade media</li><li>• Influencer content</li><li>• In-person retail activations</li></ul>



# Digital Media



**Sustainably Grown**  
**CALIFORNIA AVOCADOS**

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**UNLIMITED FLAVOR**



**CALIFORNIA AVOCADOS**

**IN SEASON NOW**



**CALIFORNIA AVOCADOS** Now Available at **Raley's**

**RESPONSIBLY grown**

1:51  
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**IT'S CALIFORNIA AVOCADO SEASON**

Find the locally grown, ethically sourced and sustainably farmed fruit near you.

**LEARN MORE**

**FIND YOUR PERFECT AVOCADO DISH**

How do you like your avocados?

**WHIPPED** **BLENDED**

What's your go-to protein choice? **SALMON** **FRESH EGGS**

Herbs galore! Which one makes the cut? **CITRUSY CILANTRO** **AROMATIC BASIL**

**CALIFORNIA AVOCADO SALMON PITA PLATTER** **CALIFORNIA AVOCADO SWEET POTATO BOWL**

Search pre-tested recipes & so much more... the.kitchn

**From Local Groves to Your Table**

IN PARTNERSHIP WITH **CALIFORNIA AVOCADOS**

Look for "California" on the label to know you're getting fresh California Avocados grown by local farmers.

California Avocado growers prioritize sustainability and support worker well-being.



**Recipes**

**Loaded California Avocados** **Crispy Rice with California** **Salmon and California Avocado**

**Find California Avocados Near You**

California Avocados are generally in season from spring through summer. They're available in California, Nevada, Arizona, New Mexico, Colorado, Oregon, Washington, Utah, and in select grocery stores around the rest of the United States.

**FIND CALIFORNIA AVOCADOS**

**the.kitchn**

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Contact  
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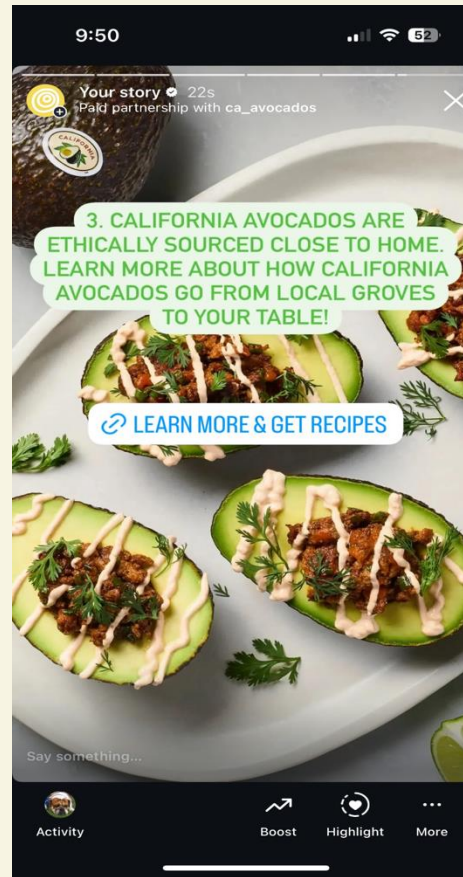
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# Digital Media







# Social Media

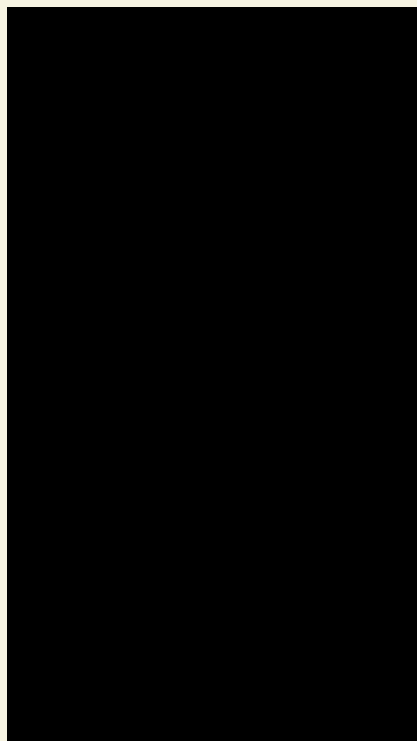
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[Viral Social Media Posts Drive Relevance](#)

3.1M views

Click here to watch



[Partner Recipes Amplify Content](#)

1.1M views



**Geo-Expansion Ads Reach Shoppers Where They Are**  
589K impressions



**Retail Social Drives In-Store Traffic**  
756K impressions



# RESULTS BY-THE-NUMBERS



**187.3M**

DIGITAL  
IMPRESSIONS



**746.7K**

DIGITAL CLICKS/  
ENGAGEMENTS



**1.3M**

WEBSITE VISITS



**1M**

EMAILS DELIVERED



**175M**

EARNED MEDIA  
IMPRESSIONS

**143M**

SOCIAL MEDIA  
IMPRESSIONS\*

**37M**

SOCIAL MEDIA  
VIDEO VIEWS

**2.4M**

SOCIAL MEDIA  
CLICKS/  
ENGAGEMENTS

**25.5%**

ENGAGEMENT RATE

**922**

NEW SUBSCRIBERS

**21%**

OPEN RATE

**1.2%**

CLICK RATE

*\*Organic and paid combined*

Results November 1, 2024 through August 31, 2025\*

*Results not final for FY26 as some media partners still reporting*



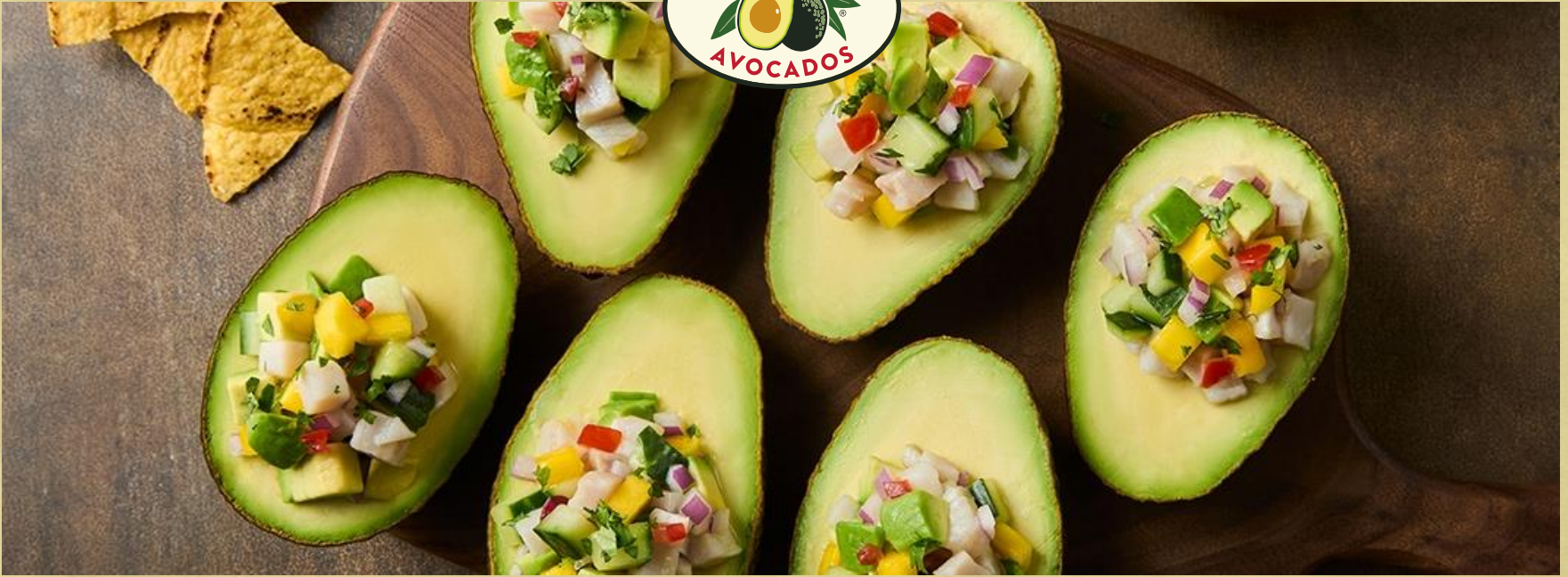
# KEY LEARNINGS

## Learnings

- Investment in on-trend, social-first content creation pays off with high views and engagement, with some of our videos earning their way into **the top-performing branded content list on TikTok**
- **There is an opportunity to bring even more authenticity to grower stories**

## Optimizations

- Continue to balance brand RTBs with on-trend content, remaining relevant to our target audience while promoting our messaging
- Keep a mix of grower-focused and lifestyle content, while incorporating more of the grower voice to build connection and brand loyalty



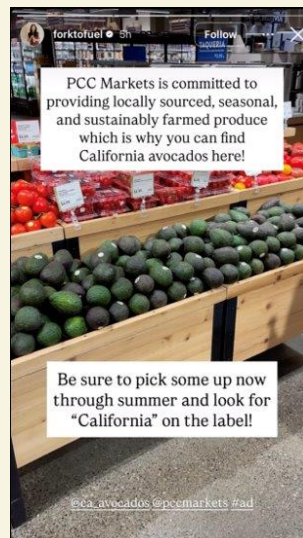
## RETAIL ACTIVATIONS





# PCC Community Markets Activation

- Partnered with PCC Community Markets (WA) on multi-channel chainwide promotion
- Hosted 10 hyperlocal influencers at an in-store event to drive awareness of peak California Avocado season and in-store availability at PCC
- Attendees created social content that garnered more than 300k impressions and featured:
  - Grower Catherine Pinkerton Keeling sharing her family's farming heritage
  - Avocado cooking demonstration led by a PCC culinary instructor
  - PCC in-store avocado display content
  - Creation of an avocado dish at home to inspire consumers and drive sales





# Albertsons/Vons/Pavilions Activation

- Partnered with Albertsons/Vons/Pavilions for a *Come Shop with Me* social media campaign
- Ten influencers participated in in-store content capture sessions across three store locations San Diego (Vons), La Jolla (Pavilions) and Carson (Albertsons)
- Content focused on raising awareness of seasonality, availability at AVP, as well as AVP brand messaging – all to encourage purchase at their stores
- Social posts are currently live and being amplified by paid support. Results to be finalized in October





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Here is your dreamiest summer pizza adorned with grilled peaches, burrata, and best of all, a homemade [@ca\\_avocados](#) pistachio pesto that tastes like summer in one delicious bite! 🥰

We're taking a trip to our local [@albertsons](#) to pick up the ripest, in season [@ca\\_avocados](#) to create that incredible pesto 🥑

I absolutely adore this spin on pesto using hearty pistachios instead of pine nuts, and a whole avocado for ultra creaminess 🙌

Out comes a zesty, super fresh

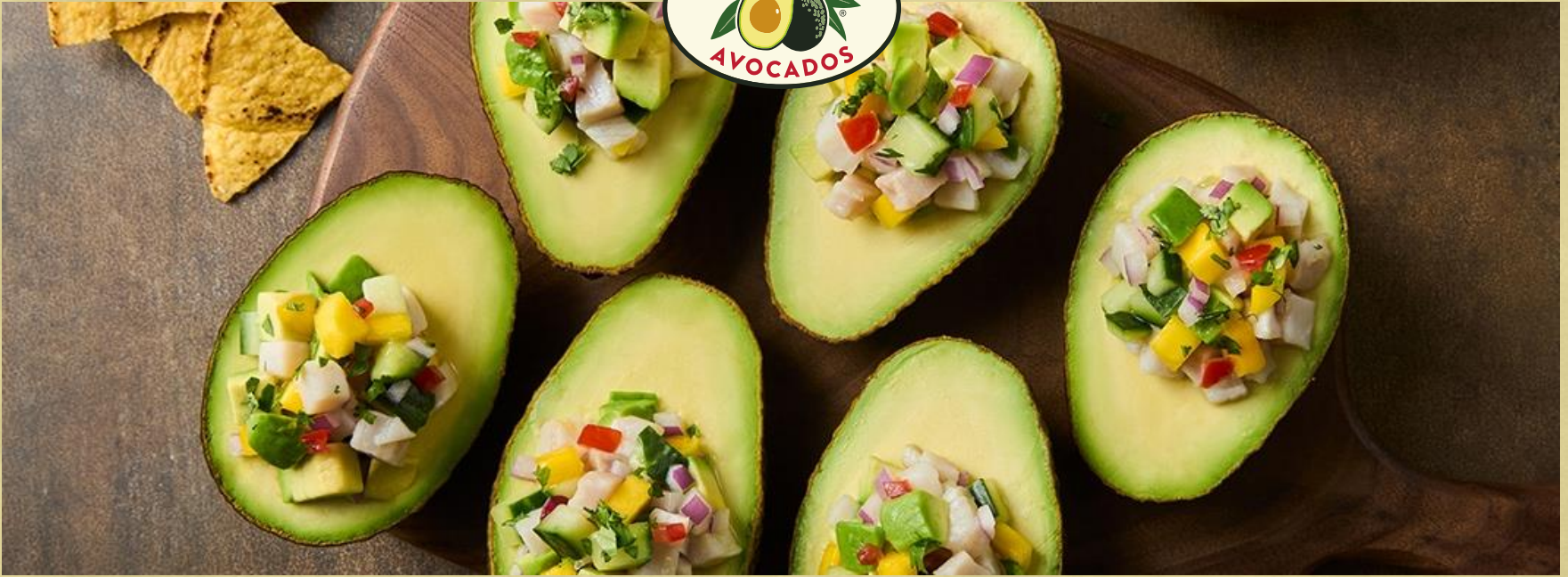
👍 💬 📌

Liked by [ca\\_avocados](#) and others

July 21

Add a comment...





# SPOKESPERSON MEDIA ACTIVITIES



# Lifestyle TV Spokesperson Network



- Aligning with the PR local market strategy, CAC collaborated with a network of broadcast lifestyle and nutrition spokespeople to host TV segments in key markets
- Six segments aired during peak season featuring trained spokespeople highlighting California Avocado seasonality, local availability, nutrition and recipes
  - Markets included:
    - San Francisco
    - San Diego
    - Sacramento
    - Fresno
    - Phoenix
    - Portland





# Lifestyle TV Spokesperson Highlights

[Click here to watch](#)





**Thank you**