

2026 Consumer Ad Campaign Evolves:

Showcases the Dedication and Pride of California Avocado Growers

This season, California avocado growers will take center stage in the California Avocado Commission's "Voice of the Grower" consumer marketing ads, an evolution of the award-winning "What's Inside a California Avocado" campaign. By integrating the voices and roles of growers into the storytelling narratives established in 2025, the Commission will deepen emotional connections with consumers, while reinforcing what makes California avocados special.

Based on the current crop harvest forecast, the creative campaign will launch April 1 and run through the end of August across a diverse set of channels in core markets including digital platforms, social media, retailer tagged videos (Connected TV, YouTube, broadcast) and out-of-home and retail promotions. Geo-targeted ads will be focused on Arizona, California, Colorado, Oregon, Utah and Washington and tar-

get Ultra and Mega avocado shoppers who account for 53% of avocado purchases. By using a combination of engaging storytelling ads, custom recipes and other tactics, the Commission will build awareness of the California avocado season and encourage purchases by driving traffic to the consumer website and online store locator.

Video and photography for the creative at the heart of the campaign was captured in two local California avocado groves run by the Lyall family and the Pinkerton family. The Commission is grateful to each of these families, as well as former CAC Chair Jason Cole (who also participated in the production shoot), for sharing their stories and helping to capture the care they use to bring California avocados to market. The authentic voices of these individuals showcase the dedication and pride of California avocado growers and illustrate why "the best avocados have California in them." Each shared



Streaming/Connected TV/broadcast ads will feature California avocado growers including Jason Cole, the Pinkerton family, and the Lyall family welcoming consumers into their groves.

personal stories that brought key California avocado differentiators to life — locally grown, sustainably farmed, responsibly grown and fresh from the grove — in a trusted, approachable and engaging manner.

The ads were crafted in a three-act structure. They open with the growers in their groves, speaking directly to the camera and sharing their histories. The ads then transition to consumers enjoying California avocado-centric dishes and close with beauty shots of the fruit and an emphasis on the shared commitment of California growers to produce the best avocados on the planet. By creating a strong emotional connection between the grower and consumer, CAC will shine a light

on the care and stewardship it takes to bring every premium California avocado to market. To make it easy for consumers to find when and where the fruit is available, these ads will be combined with a call-to-action to purchase California avocados in season and call outs that identify retailers carrying the fruit.

This year’s ad campaign delivers messaging that aligns with target retailer values, strengthening the call-to-action when retailers are tagged in the content to ensure consumers know where to find California avocados.

Curious Plot, the Commission’s consumer advertising and public relations agency, leads the advertising creative devel-



California avocado-branded bins showcase the unique care and pride of California avocado growers.



This QR code directs consumers to the 60-second “Voice of the Grower” video ad.



Digital out-of-home includes digital screens inside grocery stores and retail environments, to influence shoppers during key purchase decision moments.

opment. Curious Plot is a full-service marketing communications agency specializing in food, agriculture, and produce. In addition to its work with the California Avocado Commission,

the agency's portfolio includes collaborations with organizations such as the Mushroom Council, the National Watermelon Promotion Board and other food and commodity boards. 🥑

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