

2026 Public Relations and Influencer Campaign Brings to Life the California Avocado Story

To build excitement and demand for California avocados leading up to and throughout the season, the California Avocado Commission executes strategic and nimble public relations efforts, along with a targeted, seasonal influencer program that weaves locally rooted grower stories, media outreach, regional influencer content and strategic partnerships into a compelling narrative across a variety of channels. This program supplements the Commission's brand and retail advertising, encouraging consumers to seek out California avocados at their local retailers to incorporate into their summer menus.

The core of the program focuses on securing media coverage and producing influencer content during the fruit's peak season from April through August. To closely target California avocado consumers, the program focuses on securing results in five core California markets where fruit is readily available —

Los Angeles, Sacramento, San Diego, San Francisco Bay Area and Santa Barbara/San Luis Obispo. Broader Western region markets also are targeted with digital and social campaigns to further amplify California avocado season messaging.

This season, CAC has partnered with a team of trusted local influencers, who live within the core markets and have a high percentage of local followers, to create crave-worthy California avocado content that runs on the influencers' social media channels. The content is designed to share that the locally grown fruit is available in stores and to inspire the influencers' followers to purchase the fruit at their local markets. Each influencer is crafting quick-and-easy California avocado recipes and utilizing their storytelling talents to showcase the locally grown, sustainably farmed and deliciously fresh nature of the in-season fruit throughout the spring and summer.

The Commission also secured an array of local TV segments



Dietitian Ashley Hawk shares California avocado recipes, nutrition education and seasonal California avocado messaging during her appearance on Good Day LA.



The host from San Diego's FOX5 The Localist encouraged viewers to look for California on the label when picking up their avocados during a segment with CAC spokesperson dietitian Ashley Hawk.

in the five key California markets by working in partnership with a variety of spokespeople, including California avocado growers, registered dietitians and lifestyle experts. Each of the targeted segments, which have appeared on local news and lifestyle programs and their corresponding social channels, highlights the availability of California avocados in the local market. By expanding its network of spokespeople beyond California avocado growers to include lifestyle experts and registered dietitians, the Commission has strengthened its media credibility, expanded its connection with local communities and further piqued media interest.

The growers who make appearances on behalf of the Commission are provided with media training, talking points and ongoing support to ensure they confidently represent the California avocado industry. Showcasing the diverse perspectives of California avocado growers brings to life their multigenerational stories and industry expertise in a manner that engages targeted consumers. California avocado grower media segments this year to date include CAC Chair Rachael Laenen, who appeared on KEYT-TV, which serves the central coast of the state, and San Diego County avocado grower Robert Jackson, who discussed the California avocado season on San Diego's KOGO AM radio. Additionally, San Luis Obispo grower Daryn Miller was featured in

a *Food and Wine* story and Ventura-based grower Maureen Cottingham shared tips for an *Eating Well* piece.

The PR and influencer program is rounded out with targeted consumer media outreach including customized outlet-specific pitches, press releases and syndicated articles selectively placed with respected media outlets in key markets throughout the California avocado season. 🥑

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