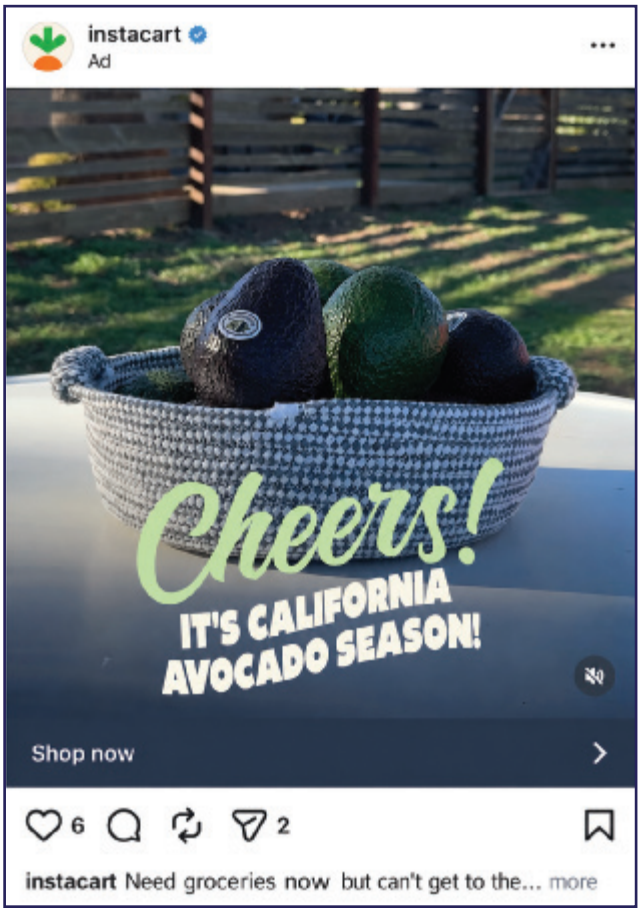
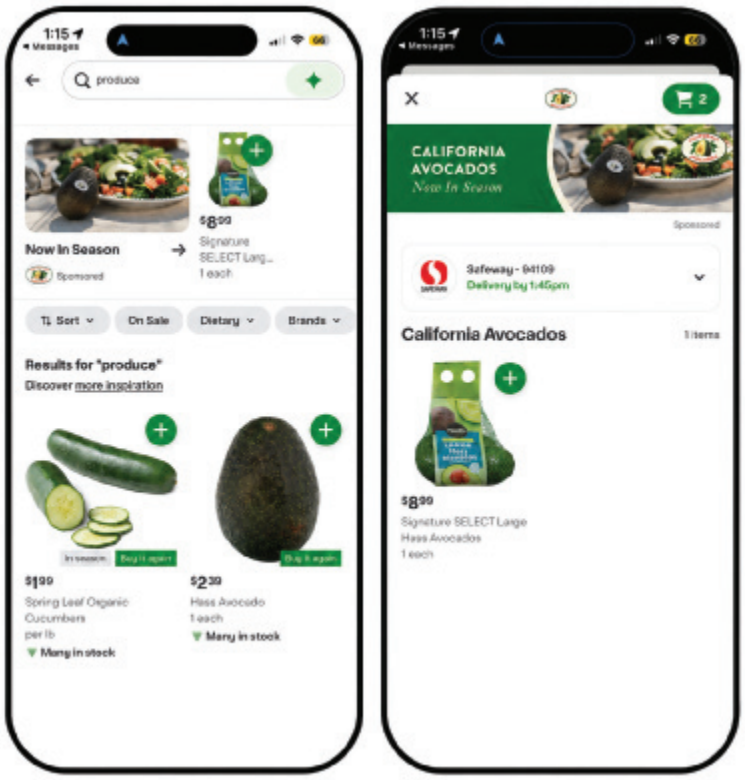
2026 Instacart Partnership Turns Digital Grocery Shopping into California Avocado Sales

This season, the California Avocado Commission tested a new way to connect consumers with California avocados, right when those shoppers are making grocery purchase decisions. Through a pilot partnership with Instacart — a popular online grocery shopping service — CAC targeted shoppers with California avocado advertisements "in app" based on region, along with the specific avocado products for which they were shopping, creating a direct connection between advertising and retail sales.

Traditionally, marketing via online shopping channels has been challenging because bulk avocados at retail are identified using Price Look-Up codes that do not always identify where an avocado is grown. Additionally, available programs could not be targeted regionally, meaning marketing California avocados via Instacart would not have been practical, nor an efficient marketing investment. That changed in 2026 when Instacart implemented a pilot program that allowed geo-targeting consumers by region.



California avocado social media ad featured on Facebook through Instacart.



Sponsored California avocado banner ad featured in the Instacart app.

From June 1 through July 31, 2026, CAC used sponsored display ads within Instacart, targeting shoppers in priority areas of California at select retailers carrying California avocados. The ads appeared as consumers browsed the platform and planned their grocery purchases, putting California avocados directly in front of shoppers at a critical point in the purchase journey.

The Commission also extended the campaign beyond Instacart by testing advertising on Meta platforms, including Facebook and Instagram. The social media activity helped keep California avocados top of mind among produce shoppers. Together, the two approaches reached consumers both while they were planning their purchases and when they arrived at the digital shelf.

The results were especially strong. The Instacart program generated a 6.63x Return on Ad Spend, meaning for every $1 CAC invested in Instacart advertising, the campaign generated $6.63 in California avocado sales. That exceeded Instacart's typical benchmark of 4x to 6x return. This display campaign generated $329,000 in sales directly attributable to the Instacart ads and 205,000 California avocado units sold.

Meta advertising also delivered strong results. The campaign reached consumers at a cost of approximately $3.42 to $3.45 for every 1,000 times an ad was shown, a measure known as Cost Per Impression. This was at the low end of Meta's typical $3 to $5 benchmark — which indicates high performance — helping the Commission reach a large number of produce shoppers.

Beyond the impressive numbers, the test demonstrated the potential of connecting advertising more directly to the point of purchase; rather than simply measuring whether consumers saw an ad, CAC connected ad exposure to actual purchases of California avocados. This provides a clearer picture of how digital advertising can help turn seasonal awareness into retail action, to demonstrate the demand that California avocados generate. These results also give CAC stronger performance data to share with retail partners, highlighting CAC's promotional value with digital support and future seasonal commitments.

For growers, that connection matters. California avocados have a limited, seasonal window to capture consumer attention and demand. By reaching shoppers when they are actively planning their grocery purchases, the program helped support demand and sales during the peak season. The sales connected to this advertising program demonstrate the opportunity to use increasingly precise digital tools to help drive purchases of California avocados at retail.