

Influencers experienced first-hand the unique grove-to-retail-to-table California avocado story with an immersive grove tour experience.

CAC's Influencer Partners Create Retail-Focused California Avocado Stories for Targeted Audiences

This season, the California Avocado Commission hosted high-impact retail activations with three Southern California retailers that generated authentic influencer content designed to bring the California avocado story to life and drive demand for the peak season fruit where and when it was available.

The influencer program shares the California avocado story — the fruit's unique seasonality, the people and practices behind the fruit and the versatility of avocados in recipes that suit any lifestyle — through social media channels that extend the reach of retail promotions. These partnerships help the Commission connect with targeted consumers, especially younger shoppers and digitally engaged consumers who increasingly discover recipes, food brands and grocery inspiration through retail-tagged social media content.

For the activations, the Commission partnered with 10 influencers who focus on developing content centered on living a healthy lifestyle, including a love for seasonal local produce, with an especially strong affinity for California avocados. Those selected for each activation were based within the selected retailer's region, had a high number of local followers who could visit local stores to purchase the fruit and excelled



Influencers expand the reach of retail activations by capturing in-store content that brings to life the unique value of California avocados and builds awareness of their availability at nearby retailer locations.

at their ability to engage with CAC's target audience.

The first retail activation of the season featured an immersive grove tour experience led by California avocado grower David Jefferson at his Ventura County farm. Attendees gained a deeper understanding of the care, expertise and responsible farming practices of California avocado growers via a guided grove tour, harvesting demonstration and a recounting of the family's personal farming history. They also had an opportunity to harvest the fruit themselves and then settled in for a California avocado-centric lunch sourced from the retail partner. The day concluded with the influencers conducting an in-store visit to a local location of the retail partner to capture content that shared the grove-to-retail shelf connection that locally and responsibly grown avocados experience.

For another retail partner activation CAC developed this season, CAC leaned into messaging and branded materials to incorporate the retailer in a turnkey way, streamlining the process for simpler retailer inclusion. Here, influencers received a shipment of fresh California avocados and branded reusable shopping bags from the retail partner for a virtual "Come Shop with Me" experience. With fresh produce and branded assets in hand, the influencers crafted fresh, summer-focused recipe content that highlighted the fruit's availability at the retailer and demonstrated how easily California avocados can be incorporated into everyday meals and occasions. By sharing this content with their audiences, the influencers showcased the availability of the fruit at the retailer's nearby locations and encouraged their followers to enjoy California avocados



CAC's influencer partners create immersive experiences for their followers that blend together lifestyle and recipe content — such as the pleasure of an in-store organic California avocado smoothie.

throughout the summer.

The final retail activation took place at multiple locations of a premium grocery chain where organic California avocados were featured in a popular smoothie at the retail beverage counter and within the store's produce department. Influencers captured videos and images of the trendy drink and eye-catching California avocado in-store displays. The influencers then shared aspirational lifestyle content — showcasing aesthetic, enviable visuals — from their in-store experience, helping reinforce the appeal of fresh, locally grown California avocados and the retailer's in-store availability of the fruit with their followers.

All activations took place in June and July, with influencer content going live during peak season and throughout each retailer-specific promotion. The program helped strengthen CAC's partnerships with key retailers by delivering a steady stream of authentic, retail-focused content that piqued consumer interest, spurred social media conversations and drove demand for the peak season fruit at their stores.

The program produced strong results, with influencer content generating 844,000 total impressions to date and an average 3.98% engagement rate across three retail activations — outperforming the 3.49% benchmark.

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