



AGENDA

California Avocado Commission Board of Directors Meeting

Meeting Information

Date: November 17, 2022

Time: 9:00 a.m.

Location: Hybrid Meeting

Physical Meeting Location:
California Avocado Commission
12 Mauchly, Suite L
Irvine, CA 92618

Web/Teleconference URL:

<https://californiaavocado.zoom.us/j/81474840724?pwd=ZGxDYy8xWWU1c1pnRGNUOC9iOW1PUT09>

Conference Call Number: (669) 900-6833

Meeting ID: 814 7484 0724

Passcode: 266299

Meeting materials will be posted online at least 24 hours prior to the meeting at:
<https://www.californiaavocadogrowers.com/commission/meeting-agendas-minutes>

Board Member and Alternate Attendance

As of Tuesday, November 15, 2022, the following individuals have advised the Commission they will participate in this meeting:

Gary Caloroso, *Member*

Will Carleton, *Member*

Jason Cole, *Member*

John Cornell, *Member*

Maureen Cottingham, *Member*

Rob Grether, *Member*

Jessica Hunter, *Member*

Ohannes Karaoghlanian, *Member*

Catherine Keeling, *Alternate*

Rachael Laenen, *Member*

Daryn Miller, *Member*

Michael Perricone, *Member*

Andrew Prechtel, *Member*

Peter Shore, *Member*

Charley Wolk, *Alternate*

Time	Item
9:00 a.m.	<ol style="list-style-type: none"> 1. Call to Order – Ben Kardokus, CDFA Presiding <ol style="list-style-type: none"> a. Announcement of Election Results and Introduction of New Members and Alternates b. Roll Call/Quorum 2. Opportunity for Public Comment Any person may address the Board at this time on any subject within the jurisdiction of the California Avocado Commission. 3. Election of Officers <ol style="list-style-type: none"> a. Instructions on How Nominations and Voting for Board Officers will be Conducted b. Nominations and Election of Chairperson 4. Chairperson Takes Gavel and Presides <ol style="list-style-type: none"> a. Nominations and Election of Vice-Chairperson, Secretary, and Treasurer b. Chairperson’s Opening Remarks 5. Consent Calendar <ol style="list-style-type: none"> a. Consider approval of Board of Director’s meeting minutes of October 20, 2022 b. Consider Approval of Proposed 2022-23 Meeting Schedule c. 2021-22 Financial and crop update 6. Operations Report <ol style="list-style-type: none"> a. Annual audit 7. CAC 2022-23 Marketing Business Plan Review <ol style="list-style-type: none"> a. Revised Budget b. Consumer – Trade Overview 8. Tracking Study Presentation – Temra Wald 9. Industry Affairs Report
12:00 p.m.	10. Adjourn Meeting

Disclosures

The times listed for each agenda item are estimated and subject to change. It is possible that some of the agenda items may not be able to be discussed prior to adjournment. Consequently, those items will be rescheduled to appear on a subsequent agenda. All meetings of the California Avocado Commission are open to the public and subject to the Bagley-Keene Open Meeting Act.

All agenda items are subject to discussion and possible action. For more information, or to make a request regarding a disability-related modification or accommodation for the meeting, please contact

April Aymami at 949-341-1955, California Avocado Commission, 12 Mauchly, Suite L, Irvine, CA 92618, or via email at aaymami@avocado.org. Requests for disability-related modification or accommodation for the meeting should be made at least 48 hours prior to the meeting time. For individuals with sensory disabilities, this document is available in Braille, large print, audiocassette or computer disk. This meeting schedule notice and agenda is available on the internet at <https://www.californiaavocadogrowers.com/commission/meeting-agendas-minutes> and <http://it.cdfa.ca.gov/igov/postings/detail.aspx?type=Notices>.

If you have questions on the above agenda, please contact April Aymami at aaymami@avocado.org or 949-341-1955.

Summary Definition of Conflict of Interest

It is each member's and alternate's responsibility to determine whether they have a conflict of interest and whether they should excuse themselves from a particular discussion or vote during a meeting. To assist you in this evaluation, the following *Summary Definition of Conflict of Interest* may be helpful.

A Commission *member or employee* has a conflict of interest in a decision of the Commission if it is reasonably foreseeable that the decision will have a material effect, financial or otherwise, on the member or employee or a member of his or her immediate family that is distinguishable from its effect on all persons subject to the Commission's jurisdiction.

No Commission member or employee shall make, or participate in making, any decision in which he or she knows or should know he or she has a conflict of interest.

No Commission member or employee shall, in any way, use his or her position to influence any decision in which he or she knows or should know he or she has a conflict of interest.



BOARD ACTION

**ITEM 5.a: CONSIDER APPROVAL OF BOARD OF DIRECTORS' MEETING MINUTES
OF OCTOBER 20, 2022**

SUMMARY:

The minutes of the Board of Directors' regular meeting of October 20, 2022 are attached for the Board's review and approval.

FISCAL ANALYSIS:

- Not applicable

BOARD OPTIONS:

- Adopt minutes as presented
- Amend minutes
- Take no action

STAFF RECOMMENDATION:

- Approve minutes as presented

EXHIBITS / ATTACHMENTS:

- Minutes of the Board of Directors' regular meeting of October 20, 2022

**CALIFORNIA AVOCADO COMMISSION
BOARD MEETING MINUTES
October 20, 2022**

A meeting of the California Avocado Commission (CAC) Board was held on Thursday, October 20, 2022, with the following people present:

MEMBERS PRESENT

Gary Caloroso
Jason Cole
John Cornell
Rob Grether
Jessica Hunter
Ohannes Karaoghlanian
Rachael Laenen
John Lloyd-Butler
Daniella Malfitano
Daryn Miller
Michael Perricone
Andrew Prechtl
Peter Shore

ALTERNATES PRESENT

Maureen Cottingham
Connor Huser
Catherine Keeling
Charley Wolk

MEMBERS ABSENT

None

ALTERNATES ABSENT

None

OFFICIALLY PRESENT

Vickie Carpenter, *USDA*
Ben Kardokus, *CDFA*
Candace Hollar, *Mediahub*
George Soares, *Kahn, Soares
& Conway*

STAFF PRESENT

April Aymami
Zac Benedict
Dave Cruz
Jan DeLyser
Angela Fraser
Miriam Martinez
Ken Melban
Jeff Oberman

GUESTS PRESENT

David Anderson
Carolyn Becker
Wayne Brydon
David Cornell
Gahl Crane
Dr. Nikki Ford
Alejandro Gavito
Kathleen Johnson
Kim Kurata
John Lamb
John McGuigan
Jillian McMenamin
Kel Mitchell
Marji Morrow
Steven Muro
Jill Netzel
Laura Paden
Martin Pagh Ludvigsen
Barb Peirce
Bryan Reugebrink
Matt Schraut
Dr. Tim Spann
Ed Wang
Gina Widjaja

ITEM #1 CALL TO ORDER

Roll Call/Quorum – Item 1.a.

Rob Grether, CAC chairman, called the meeting to order at 9:01 a.m. with a quorum present.

April Aymami, CAC industry affairs director, announced the California Department of Food and Agriculture (CDFA) and US Department of Agriculture (USDA) representatives, CAC staff and known guests participating in the meeting. She asked for all other guests to announce themselves and recorded all participants in attendance.

ITEM # 2 OPPORTUNITY FOR PUBLIC COMMENT

There was no public comment.

ITEM # 3 CONSENT CALENDAR

Mr. Grether introduced the consent calendar items and asked for questions or comments. With no comments on the consent calendar items, the following motion was put forward:

MOTION:

The CAC Board of Directors approves the Consent Calendar, Items 3.a through 3.d as presented.

(Cornell/Cole) MSC Unanimous

MOTION 22-10-20-1

The Consent Calendar is included in the October 2022 Board Packet and is attached to the permanent copy of these Minutes and identified as EXHIBIT A, Items 3.a through 3.d.

ITEM #4 CONSIDER RECOMMENDATION OF PUBLIC MEMBER FOR TERM COMMENCING NOVEMBER 1, 2022

Mr. Grether allow participants interested in the Public Member seat the opportunity to address the Board.

David Cornell introduced himself and disclosed that he was the son of CAC District 2 Board Member John Cornell. He provided his background and qualifications, noting that he was not directly involved in the avocado industry, but was engaged in health and fitness, managing media relations and marketing budgets, and had experience with YouTube and social media. In response to inquiries from the Board, Mr. David Cornell confirmed that while he grew up on his father's avocado farm, he moved away in 2005 to pursue his own ventures. He also commented that he did not have experience serving on a board of directors.

Kel Mitchell provided an overview of his experience, stating he was currently employed by a private equity firm that was highly focused in agriculture. He noted that he was a current fellow in the California Ag Leadership Program and was looking for opportunities to serve as an advocate for California agriculture. Mr. Mitchell responded to questions from the Board, indicating that he could not commit to traveling to Irvine for all CAC Board meetings, but could participate in hybrid meetings with a Zoom option. In addition, he provided further explanation about his employer, Renewable Resources Group, noting that they were an investment group focused on long-term sustainable farming. Mr. Mitchell also disclosed that his employer did have interest in avocados outside of the U.S.

Ed Wang presented his experience and qualifications, commenting that he had previously worked with Mr. Grether at The Wonderful Company ten years prior. He noted that he currently was chief supply chain officer and responsible for management of end-to-end supply chain operations. In response to the Board's questions, Mr. Wang stated that he would be able to attend CAC Board meetings in person, and that he was interested in this public member position because he felt he could contribute a different business perspective and add value to the Board.

Mr. Grether thanked the Public Member interested parties and excused them from the meeting for the Board to discuss further. During discussion, the Board felt that Mr. Mitchell should be excluded due to his employer's involvement in offshore avocado production. The Board asked CDFR to confirm if Mr. David Cornell could be appointed due to his relationship to a currently seated Board member. Ben Kardokus with CDFR noted that the Public Member should not have any financial interest in avocado production. Mr. John Cornell commented that his son David did not have a current financial interest in the avocado business, but should he (Mr. John Cornell) pass away, that his son could then have an interest.

There was in-depth discussion in support of both Mr. Wang and Mr. David Cornell and the experience, perspectives and energy they would bring to the Board. As a result of the Board discussion, the following two motions were offered.

MOTION:

The CAC Board of Directors moves to recommend Ed Wang as Public Member for the term commencing November 1, 2022.

(Cole/Miller) MSC 6 Yea/5 Nay/2 Recused

MOTION 22-10-20-2

MOTION:

The CAC Board of Directors moves to recommend David Cornell as Alternate Public Member for the term commencing November 1, 2022.

(Laenen/Karaoghlanian) MSC 10 Yea/2 Recused

MOTION 22-10-20-3

The Public Member Statement of Interest and Qualifications are included in the October 2022 Board Packet and is attached to the permanent copy of these Minutes and identified as EXHIBIT A, Item 4.

Mr. Grether welcomed CAC's new president, Jeff Oberman, noting his first day had been October 10, 2022 and that Mr. Oberman was quickly coming up to speed.

ITEM #5 TREASURER'S REPORT

Jason Cole, CAC treasurer, reported that the Finance Committee had met and discussed the Executive Committee's action to retain Moss Adams to perform a review of CAC's internal control policies and procedures (ICPPs). He stated that it had been more than 12 years since the ICPPs were created and much had changed, especially in recent years with the shift to remote and cloud-based systems. The Finance Committee affirmed the action of the Executive Committee to move forward with this project, noting it was prudent to ensure CAC's ICPPs are up to industry standards. Mr. Cole stated that the Finance Committee reviewed CAC's current financial position, along with projections for the coming year, and were making a recommendation that the Board adopt a 1% assessment rate for the 2022-23 fiscal year.

Mr. Grether presented details of the CAC financials and asked Ms. Aymami to provide an overview of the current industry surveys regarding next year's crop size. Mr. Grether then asked each of the Board members to provide their insights on the crop size for next season, which resulted in a consensus that a 250-million-pound crop was possible for 2023.

The Board then discussed market conditions and import projections for 2023. There was concern that the U.S. would most likely see market pressure from increased import volume, and that pricing would likely be lower as the market will be forced to adjust to the increased supply. There was also concern about the economy and looming recession and the impact that would have on consumer buying trends. Mr. Grether provided examples of potential "stress-test" financial scenarios, indicating that even with very low volume and pricing, CAC's reserves would still be right about \$5 million, which was in line with CAC's reserve policy goal. There was additional discussion that perhaps the \$5 million reserve goal would not provide enough resources for CAC operations in two-years, especially if the crop size was much larger and marketing spend would increase proportionally. At the conclusion of discussion there was consensus that \$1.35 per pound and 250 million pounds should be used to develop the 2022-23 CAC budget, and that an assessment rate of 1.50% for the next two-years would provide some relief to growers now, while ensuring that CAC has the necessary resources available not just in the current year, but also two-years from now.

ITEM #6 ESTABLISH ASSESSMENT RATE FOR 2022-23 FISCAL YEAR

With discussion already taken place during the Treasurer's Reports, there was no further discussion regarding the assessment rate and the following motion was offered:

MOTION:

The CAC Board of Directors moves to set the 2022-23 Assessment Rate at 1.50% of the gross dollar value of sales for all varieties during any full or partial month the Federal Hass Avocado Promotion, Research, and Information Order (Order) is in effect, and at 3.22% of the gross dollar value of sales for all varieties during any full month the federal assessment under the Order is not in effect.

(Hunter/Karaoghlanian) MSC 10 Yea/2 Nay

MOTION 22-10-20-4

ITEM #7 CONSIDER APPROVAL OF 2022-23 PROPOSED BUSINESS PLAN & BUDGET

Mr. Grether reported that, per the Board's direction in August, CAC management had provided two plans and budgets based on \$8 million and \$9 million. Jan DeLyser, CAC vice president marketing, and

the marketing staff provided an overview of the differences between the two plans, highlighting specific programs that would be decreased or eliminated as a result of the \$8 million budget.

There was discussion regarding the proposed plans, specifically that neither plan accomplished increasing the percentage of funds allocated to trade programs, as requested by the Board. In addition, there was significant discussion regarding the California Avocado Merchandise Shop, with consensus from the Board that all activities should be stopped, and the shop should be closed. There was support for CAC's participation in the Global Produce and Floral Show, and direction given that no cuts should be made to that program. Another comment was made that in the proposed cuts, the tracking study had been removed, which was concerning, especially since the Board had been requesting more measurable metrics to evaluate the effectiveness of CAC's marketing programs.

Mr. Oberman commended the Board on their thoughtful discussion regarding the business plan, and felt the Board should decide on a budget amount they were comfortable with and allow management to go back and incorporate this discussion and direction into a revised marketing plan. Mr. Grether proposed an alternative option of a marketing budget of \$8.6 million, which was in line with CAC's historical marketing spend per pound of 3.3 cents and a crop size of 250 million pounds. There was consensus for this proposed budget, with clear direction provided to management to make the necessary adjustments to address the concerns raised and to explicitly call out the budget allocations for consumer versus trade, with the goal of increasing the percent allocated to trade activities.

MOTION:

The CAC Board of Directors moves to approve:

- **\$8.6 million total marketing budget**
 - **Management to come back in November with amended marketing plan and budget allocations which reflect:**
 - **Consumer marketing budget based on proposed \$8 million plan**
 - **At least \$3 million to trade activities**
 - **No budget for the merch shop except to wind down / liquidate**
- **Non-marketing budgets and plan approved as presented**

(Laenen/Hunter) MSC Unanimous

MOTION 22-10-20-5

The Draft CAC 2022-23 Business Plans and Budgets are included in the October 2022 Board Packet and is attached to the permanent copy of these Minutes and identified as EXHIBIT A, Item 7.

ITEM #8 CHAIRMAN'S REPORT

Mr. Grether thanked Ms. DeLyser and her team for all the hard work they have put into the development of the various business plans and budgets.

Mr. Oberman thanked the Board for welcoming him and stated that he would be reaching out to each Board member individually to meet with them and discuss their vision for the future of the Commission. He also announced that in recognition of his long tenure with CAC, and work as interim president during CAC's transition, Ken Melban had been promoted to Vice President, Industry Affairs and Operations.

Engagement of Moss Adams on 2022 Internal Control Design Assessment – Item 8.a.

Mr. Grether noted that the engagement of Moss Adams to perform an assessment of CAC's ICPPs had been discussed during the Treasurer's Report.

Recommend Member and Alternate to Serve on the Hass Avocado Committee – Item 8.b

Mr. Grether stated that the Hass Avocado Board had requested that CAC provide the names of a member and alternate to serve on the Hass Avocado Committee for the one-year term beginning December 2022. There was brief discussion that the current member, Rachael Laenen, was not able to serve an additional term, however the current alternate, Ohannes Karaoghlanian, was able to serve again.

MOTION:

Move to recommend Ohannes Karaoghlanian as member and Peter Shore as alternate on the Hass Avocado Committee.

(Cornell/Malfitano) MSC Unanimous

MOTION 22-10-20-6

The Letter from HAB Chairman Salvador Dominguez Requesting HAC Representatives is included in the October 2022 Board Packet and is attached to the permanent copy of these Minutes and identified as EXHIBIT A, Item 8.b.

ADJOURN MEETING

Mr. Grether acknowledged CAC's outgoing members, Daniella Malfitano, John Lloyd-Butler and Andrew Prechtel, for the invaluable contributions made to the California avocado industry through their service on the Board.

Mr. Grether adjourned the meeting at 12:36 p.m. The next regularly scheduled Board meeting will be held on November 17, 2022.

Respectfully submitted,

April Aymami, CAC Industry Affairs Director

I certify that the above is a true statement of the Minutes of October 20, 2022 approved by the CAC Board of Directors on November 17, 2022.

Jessica Hunter, CAC Board Secretary

EXHIBITS ATTACHED TO THE PERMANENT COPY OF THESE MINUTES

EXHIBIT A October 2022 Board Packet

EXHIBIT B October 20, 2022 Board Meeting AB 2720 Roll Call Vote Tally Summary

CALIFORNIA AVOCADO COMMISSION
AB 2720 Roll Call Vote Tally Summary
To be attached to the Meeting Minutes

Meeting Name: <i>California Avocado Commission Regular Board Meeting</i>	Meeting Location: <i>Hybrid In-person (Irvine) Online (Zoom)</i>	Meeting Date: <i>October 20, 2022</i>
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<i>Attendees Who Voted</i>	<u><i>MOTION 22-10-20-1</i></u>	<u><i>MOTION 22-10-20-2</i></u>	<u><i>MOTION 22-10-20-3</i></u>	<u><i>MOTION 22-10-20-4</i></u>	<u><i>MOTION 22-10-20-5</i></u>	<u><i>MOTION 22-10-20-6</i></u>
Michael Perricone	Yea	Nay	Yea	Yea	Yea	Yea
Jessica Hunter	Yea	Nay	Yea	Yea	Yea	Yea
Ohannes Karaoghlanian	Yea	Nay	Yea	Yea	Yea	Yea
John Cornell	Yea	Recused	Recused	Nay	Yea	Yea
Rob Grether	Did Not Vote	Yea	Did Not Vote	Did Not Vote	Did Not Vote	Did Not Vote
John Lloyd-Butler	Yea	Nay	Yea	Yea	Yea	Yea
Jason Cole	Yea	Yea	Yea	Nay	Yea	Yea
Rachael Laenen	Yea	Yea	Yea	Yea	Yea	Yea
Daryn Miller	Yea	Yea	Yea	Yea	Yea	Yea
Andrew Prechtl	Yea	Yea	Yea	Yea	Yea	Yea
Peter Shore	Yea	Yea	Yea	Yea	Yea	Yea
Gary Caloroso	Yea	Nay	Yea	Yea	Yea	Yea
Daniella Malfitano	Yea	Recused	Recused	Yea	Yea	Yea
Outcome	Unanimous	6 Yea/ 5 Nay/ 2 Recused	10 Yea/ 2 Recused	10 Yea/ 2 Nay	Unanimous	Unanimous



ITEM 5.b: CONSIDER APPROVAL OF PROPOSED 2022-23 MEETING SCHEDULE

SUMMARY:

The proposed 2022-23 meeting schedule consists of five regularly scheduled Board meetings. Management has reviewed the business conducted during regularly scheduled board meetings and recommends that the proposed meeting schedule provides adequate time to address business, while also meeting during key times of the fiscal year to review and provide input on marketing activities. On the attached schedule, major items of Board business across the year are included along with the meeting dates.

FISCAL ANALYSIS:

- The 2022-23 Commissioner Expense Budget, approved in October 2022, provides adequate resources for the 2022-23 meetings to be held in-person

BOARD OPTIONS:

- Adopt the meeting schedule as proposed by management
- Modify the meeting schedule

STAFF RECOMMENDATION:

- Staff recommends Board adoption of the proposed meeting schedule

EXHIBITS / ATTACHMENTS:

- Proposed 2022-23 Meeting Schedule



CALIFORNIA AVOCADO COMMISSION 2022-23 MEETING SCHEDULE

November 17, 2022: BOARD MEETING

- Seating of new Board members
- Election of Board officers

February 28, 2023: BOARD MEETING

- Committee appointments
- Fill Vacant Seats (if necessary)
- Financial Statement Audit Report
- Approval of Budget Amendment No. 1 (if necessary)
- Approval of CAC as Provider of Avocado Inspection Program Administrative services for the CDFA for the period from July 2023 through June 2024
- Review/Approval Regarding CAC Line of Credit

May 2023: CAC ANNUAL MEETINGS (DATES TBD)

June 8, 2023: BOARD MEETING

- Recommend Members/Alternate for Avocado Inspection Committee appointment
- Review of Corporate Insurance
- 2023-24 Planning & Budget Discussion

August 17, 2023: BOARD MEETING

- 2023-24 Financial / Crop Outlook
- Draft of 2023-24 Business Plan Objectives, Strategies and Tentative Budget
- Approval of Tentative 2023-24 Assessment Rate

October 11, 2023: BOARD MEETING

- Approval of CPA Letter of Engagement
- Approval of 2023-24 Business Plan and Budget
- Approval of 2023-24 Assessment Rate
- President's Performance Review

November 16, 2023: BOARD MEETING

- Seating of new Board members
- Election of Board officers

Additional Industry Events:

Fruit Logistica

- February 8-10, 2023, Berlin, Germany

World Ag Expo

- February 14-16, 2023, Tulare, CA

World Avocado Congress

- April 2-5, 2023, Auckland, New Zealand

CPMA Convention + Trade Show

- April 25-27, 2023, Toronto, Canada

The Global Produce & Floral Show

- October 19-21, 2023, Anaheim, CA



BOARD INFORMATION

ITEM 5.c: 2021-22 FINANCIAL & CROP UPDATE

SUMMARY:

Financial Position and Operational Indicators

The following are highlights taken from the Commission’s Statement of Net Position (Balance Sheet & Reserves) as of September 30, 2022, and Statement of Revenues, Expenses & Changes in Net Position (Income Statement) for the period then ended, with comparison to prior year’s figures:

	9/30/22	9/30/21
Assets		
Petty Cash	200	200
Cash in Bank–Checking Accounts	3,781,862	961,265
Investments (LAIF & MMA)	8,737,091	9,350,237
Subtotal CAC Cash & Investment	12,519,153	10,311,702
Cash & Investments held for AIP	955,393	1,005,407
Total Cash & Investment	13,474,545	11,317,109
Assessment Receivable	293,355	1,180,055
Other (Other Receivables, Prepaids and Fixed Assets)	108,909	165,563
Total Assets	13,876,809	12,662,727
Liabilities & Net Reserves		
Accounts Payable and Accrued Expenses	374,239	474,487
Due to AIP	955,393	1,005,407
Other	252,622	218,205
Total Liabilities	1,582,253	1,698,099
Total Revenues	14,070,791	10,692,846
Total Expenditures	12,145,727	13,981,258
YTD Surplus (Deficit)	1,925,064	(3,288,411)
Net Reserves-Prior Periods	10,412,423	14,342,442
Total Net Reserves	12,337,487	11,054,031
Total Liabilities & Net Reserves	13,919,740	12,752,130

Crop Statistics

Handlers reported 275.1 million pounds of California avocados were harvested through September 2022 with an average price (per pound) reported at 1.765 dollars. An estimated 150,000 pounds were harvested in October 2022 with an average price (per pound) of 0.90 dollars. This would bring the total harvested through October 2022 to 275.2 million pounds at an average price (per pound) of 1.765 dollars.

FISCAL ANALYSIS:

- Not applicable

COMMITTEE OPTIONS:

- Discussion item only

STAFF RECOMMENDATION:

- Not applicable

EXHIBITS / ATTACHMENTS:

- Balance Sheet and Reserves as of September 30, 2022
- Statement of Revenues and Expenses for the eleven months ending September 30, 2022
- 2021-22 Pounds & Dollars by Variety Report (November 2021 – September 2022)

California Avocado Commission
Statement of Net Position
As of September 30, 2022 (with Comparison to Prior Year)

	Current Year		Prior Year		Variance	
	Balance	%	Balance	%	Amount	%
ASSETS						
Cash and Short Term Investments:						
Petty Cash	200	0.00%	200	0.00%	-	0.00%
Cash in Bank	3,781,862	27.17%	961,265	7.54%	2,820,597	293.43%
Cash in Bank-LAIF & Money Market	8,737,091	62.77%	9,350,237	73.32%	(613,146)	-6.56%
Total CAC Cash and Short Term Investments	12,519,153	89.94%	10,311,702	80.86%	2,207,451	21.41%
Cash in Bank, LAIF & Money Market (held for ,	955,393	6.86%	1,005,407	7.88%	(50,014)	-4.97%
Total Cash and Short Term Investments	13,474,545	96.80%	11,317,109	88.75%	2,157,437	19.06%
Other Current Assets:						
Assessment Receivable	293,355	2.11%	1,180,055	9.25%	(886,700)	-75.14%
Other Receivable	1,413	0.01%	5,630	0.04%	(4,217)	-74.90%
Prepays	43,030	0.31%	129,399	1.01%	(86,369)	-66.75%
Merchandise Shop Inventory	64,466	0.46%	30,535	0.24%	33,931	111.12%
Total Other Current Assets	402,264	2.89%	1,345,618	10.55%	(943,355)	-70.11%
Total Current Assets	13,876,809	99.69%	12,662,727	99.30%	1,214,082	9.59%
Fixed Assets:						
Furniture	32,349	0.23%	64,698	0.51%	(32,349)	-50.00%
Land Improvements	10,581	0.08%	24,704	0.19%	(14,123)	-57.17%
Total Fixed Assets	42,930	0.31%	89,402	0.70%	(46,472)	-51.98%
Net Fixed Assets	42,930	0.31%	89,402	0.70%	(46,472)	-51.98%
Total Assets	13,919,739	100.00%	12,752,129	100.00%	1,167,611	9.16%
LIABILITIES AND NET RESERVES						
Current Liabilities:						
Accounts Payable & Accrued Expenses	374,239	23.65%	474,487	27.94%	(100,248)	-21.13%
Due to AIP	955,393	60.38%	1,005,407	59.21%	50,014	4.97%
Other Payable (Vacation/Payroll/Sec. 125)	234,622	14.83%	200,205	11.79%	34,417	17.19%
Research Contract Payable	-	0.00%	-	0.00%	-	0.00%
Total Current Liabilities	1,564,253	98.86%	1,680,099	98.94%	(115,845)	-6.90%
Long Term Liabilities:						
Deposit Due to CDFA/AIP	18,000	1.14%	18,000	1.06%	-	0.00%
Total Long Term Liabilities	18,000	1.14%	18,000	1.06%	-	0.00%
Total Liabilities	1,582,253	100.00%	1,698,099	100.00%	(115,845)	-6.82%
Net Reserves:						
Net Reserves-Prior Periods	10,412,423	84.40%	14,342,442	129.75%	(3,930,019)	-27.40%
Surplus (Deficit)-Current Period	1,925,064	15.60%	(3,288,411)	-29.75%	5,213,475	-158.54%
Total Net Reserves	12,337,486	100.00%	11,054,030	100.00%	1,283,456	11.61%
Total Liabilities and Net Reserves	13,919,739	100.00%	12,752,129	100.00%	1,167,611	9.16%

California Avocado Commission
Statement of Revenues, Expenses & Changes in Net Position (Surplus/Deficit) - Actual vs. Budget
For the eleven months ending September 30, 2022 (with Comparison to Budget)

	YTD		YTD Budget	YTD Actual Vs YTD Budget		Annual Budget	YTD Actual Vs Annual Budget	
	Actual	%		Var-Fav(Unfav)	% of Budget		Var-Fav(Unfav)	% of Budget
Revenues								
Assessment Revenues								
CAC Assessment Revenue	8,314,655	59.09%	6,369,430	1,945,225	30.54%	6,398,440	1,916,215	29.95%
HAB Assessment Revenue	5,284,305	37.56%	5,902,350	(618,046)	-10.47%	5,928,750	(644,446)	-10.87%
Subtotal Assessment Revenue	13,598,959	96.65%	12,271,780	1,327,179	10.81%	12,327,190	1,271,769	10.32%
Other Revenues								
Admin & Accounting Fee Revenue (AIP)	55,913	0.40%	55,916	(3)	-0.01%	61,000	(5,087)	-8.34%
Grant Funding	110,565	0.79%	-	110,565	0.00%	475,000	(364,435)	-76.72%
Pine Tree Ranch Crop Income	217,701	1.55%	112,500	105,201	93.51%	112,500	105,201	93.51%
From The Grove Income	58,100	0.41%	48,750	9,350	19.18%	65,000	(6,900)	-10.62%
Interest and Other Income	15,299	0.11%	13,750	1,549	11.26%	15,000	299	1.99%
Merchandise Shop Income	14,254	0.10%	49,152	(34,899)	-71.00%	53,621	(39,367)	-73.42%
Subtotal Other Revenues	471,832	3.35%	280,068	191,763	68.47%	782,121	(310,289)	-39.67%
Total Revenue	14,070,791	100.00%	12,551,848	1,518,942	12.10%	13,109,311	961,480	7.33%
Expenses								
Marketing Expenses								
Consumer Marketing	5,043,009	41.52%	5,213,266	170,257	3.27%	5,375,000	331,991	6.18%
Merchandising	1,601,722	13.19%	1,726,958	125,236	7.25%	2,194,035	592,313	27.00%
Foodservice	577,928	4.76%	675,465	97,537	14.44%	772,500	194,572	25.19%
Consumer Public Relations	725,044	5.97%	761,200	36,156	4.75%	785,000	59,956	7.64%
Consumer/Trade Living Well	137,291	1.13%	137,700	409	0.30%	145,000	7,709	5.32%
Marketing Activities Support	95,013	0.78%	94,560	(453)	-0.48%	112,500	17,487	15.54%
Merchandise Shop	112,535	0.93%	116,466	3,931	3.38%	147,330	34,795	23.62%
Subtotal Marketing Expenses	8,292,543	68.28%	8,725,616	433,073	4.96%	9,531,365	1,238,822	13.00%
Non-Marketing Expenses								
Industry Affairs & Production Research	613,712	5.05%	731,471	117,759	4.34%	1,465,412	851,700	118.83%
Grants	375,975	3.10%	363,200	(12,775)	-3.52%	475,000	99,025	20.85%
Administration	2,863,497	23.58%	3,090,622	227,125	7.35%	3,577,725	714,228	19.96%
Subtotal Non-Marketing Expenses	3,853,184	31.72%	4,185,293	332,109	7.94%	5,518,137	1,664,953	30.17%
Total Expenses	12,145,727	100.00%	12,910,909	765,181	5.93%	15,049,502	2,903,775	19.29%
Surplus (Deficit)	1,925,064	100.00%	(359,060)	2,284,124	-636.14%	(1,940,191)	3,865,255	199.22%

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	YTD		YTD Budget	YTD Actual Vs YTD Budget		Annual Budget	YTD Actual Vs Annual Budget	
	Actual	%		Var-Fav(Unfav)	% of Budget		Var-Fav(Unfav)	% of Budget
Consumer Advertising								
Media	3,131,328	25.78%	3,190,000	58,672	1.84%	3,200,000	68,672	2.15%
Production	155,143	1.28%	192,305	37,162	19.32%	197,305	42,162	21.37%
Online Marketing	321,217	2.64%	395,640	74,423	18.81%	411,890	90,673	22.01%
Program Administration	1,435,321	11.82%	1,435,321	-	0.00%	1,565,805	130,484	8.33%
Subtotal Consumer Advertising	5,043,009	41.52%	5,213,266	170,257	3.27%	5,375,000	331,991	6.18%
Merchandising Promotions								
Trade Relations	900,171	7.41%	944,970	44,799	4.74%	1,001,500	101,329	10.12%
Retail/Consumer Promotions	455,289	3.75%	477,350	22,061	4.62%	813,835	358,546	44.06%
Data, Research & Analysis	217,789	1.79%	273,958	56,169	20.50%	293,700	75,911	25.85%
Administration & Other	28,473	0.23%	30,680	2,207	7.19%	85,000	56,527	66.50%
Subtotal Merchandising Promoti	1,601,722	13.19%	1,726,958	125,236	7.25%	2,194,035	592,313	27.00%
Foodservice								
Media	74,360	0.61%	76,815	2,455	3.20%	79,300	4,940	6.23%
Public Relations & Collateral Materials	39,354	0.32%	53,800	14,446	26.85%	56,800	17,446	30.71%
Foodservice Events	268,330	2.21%	276,800	8,470	3.06%	279,700	11,370	4.07%
Chain Promotions	155,701	1.28%	216,700	60,999	28.15%	300,700	144,999	48.22%
Education Programs	1,610	0.01%	1,850	240	12.97%	2,000	390	19.50%
Program Administration Fees	38,573	0.32%	49,500	10,927	22.07%	54,000	15,427	28.57%
Subtotal Foodservice	577,928	4.76%	675,465	97,537	14.44%	772,500	194,572	25.19%
Consumer Public Relations								
Brand Advocates	317,873	2.62%	334,800	16,927	5.06%	339,800	21,927	6.45%
Public Relations	305,045	2.51%	315,700	10,655	3.38%	321,700	16,655	5.18%
Program Administration	102,126	0.84%	110,700	8,574	7.75%	123,500	21,374	17.31%
Subtotal Public Relations	725,044	5.97%	761,200	36,156	4.75%	785,000	59,956	7.64%
Consumer/Trade Living Well								
RDN Ambassadors	109,308	0.90%	107,600	(1,708)	-1.59%	113,700	4,392	3.86%
Industry Partnerships	19,183	0.16%	21,300	2,117	9.94%	21,300	2,117	9.94%
Program Administration	8,800	0.07%	8,800	-	0.00%	10,000	1,200	12.00%
Subtotal Consumer/Trade Live	137,291	1.13%	137,700	409	0.30%	145,000	7,709	5.32%
Marketing Activities Support								
Marketing Planning	70,013	0.58%	69,560	(453)	-0.65%	87,500	17,487	19.99%
Center for Produce Safety	-	0.00%	-	-	0.00%	-	-	0.00%
"Buy California" Marketing Campaign	25,000	0.21%	25,000	-	0.00%	25,000	-	0.00%
Festivals	-	0.00%	-	-	0.00%	-	-	0.00%
Subtotal Marketing Activities	95,013	0.78%	94,560	(453)	-0.48%	112,500	17,487	15.54%
Merchandise Shop								
Cost of Goods Sold	1,209	0.01%	-	(1,209)	0.00%	13,000	11,791	90.70%
Expenses - Variable	11,096	0.09%	17,666	6,570	37.19%	19,275	8,179	42.43%
Expenses - Fees	100,230	0.83%	98,800	(1,430)	-1.45%	115,055	14,825	12.89%
Subtotal Merchandise Shop	112,535	0.93%	116,466	3,931	3.38%	147,330	34,795	23.62%
Subtotal Marketing Expenses	8,292,543	68.28%	8,725,616	433,073	4.96%	9,531,365	1,238,822	13.00%

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Industry Affairs								
AMRIC Operation	36,024	0.30%	42,400	6,376	15.04%	86,500	50,476	58.35%
Crop Forecasting & Analysis	66,737	0.55%	123,725	56,988	46.06%	145,000	78,263	53.97%
Grower Database	1,555	0.01%	5,000	3,445	68.91%	5,000	3,445	68.91%
Grove ID GIS Project Dmnt	-	0.00%	1,700	1,700	100.00%	20,000	20,000	100.00%
Online Information (Grower Web Site)	9,235	0.08%	32,450	23,215	71.54%	46,000	36,765	79.92%
Publications	63,055	0.52%	66,960	3,905	5.83%	104,000	40,945	39.37%
Annual Meeting	-	0.00%	20,000	20,000	100.00%	20,000	20,000	100.00%
Annual Report	13,267	0.11%	12,000	(1,267)	-10.56%	12,000	(1,267)	-10.56%
Water Issues	-	0.00%	-	-	0.00%	25,000	25,000	100.00%
Field/Technical Support	20,636	0.17%	20,670	34	0.16%	65,000	44,364	68.25%
Research Program Coordination & Outrea	90,909	0.75%	91,000	91	0.10%	120,000	29,091	24.24%
Legislative & Regulatory Advocacy	10,338	0.09%	10,400	63	0.60%	125,000	114,663	91.73%
Product Registrations	-	0.00%	-	-	0.00%	4,000	4,000	100.00%
Sustainability Project	275	0.00%	275	-	0.00%	50,000	49,725	99.45%
Elections	3,236	0.03%	9,000	5,764	64.04%	10,000	6,764	67.64%
Legal Support	43,842	0.36%	35,750	(8,092)	-22.64%	40,000	(3,842)	-9.61%
Governance Support	4,302	0.04%	-	(4,302)	0.00%	20,000	15,698	78.49%
Field Meetings, Seminars & Workshops	1,400	0.01%	1,400	-	0.00%	23,500	22,100	94.04%
Pine Tree Ranch Field Days	106	0.00%	2,000	1,894	94.72%	2,000	1,894	94.72%
Grower Outreach	3,922	0.03%	4,000	78	1.95%	13,500	9,578	70.95%
Coalition Dues, Sponsorship & Reports	10,590	0.09%	11,190	600	5.36%	20,000	9,410	47.05%
Grant Writing	-	0.00%	-	-	0.00%	2,500	2,500	100.00%
Travel	9,796	0.08%	33,000	23,204	70.32%	40,000	30,204	75.51%
Office Expense	5,823	0.05%	13,650	7,827	57.34%	16,500	10,677	64.71%
Committee Meeting Expense	-	0.00%	-	-	0.00%	5,000	5,000	100.00%
Demonstration Grove								
Pine Tree - Rent	22,308	0.18%	22,308	-	0.00%	24,384	2,076	8.51%
Pine Tree - Grove Management	25,917	0.21%	31,800	5,883	18.50%	40,000	14,083	35.21%
Pine Tree - Utilities	253	0.00%	4,950	4,697	94.89%	5,400	5,147	95.31%
Pine Tree - Property Tax & Insurance	1,791	0.01%	2,310	519	22.48%	2,500	709	28.37%
Pine Tree - Misc Expenses	997	0.01%	1,000	3	0.26%	5,000	4,003	80.05%
Pine Tree - Crop Harvesting	28,158	0.23%	16,200	(11,958)	-73.81%	16,200	(11,958)	-73.81%
Pine Tree - Crop Hauling	-	0.00%	-	-	0.00%	500	500	100.00%
Pine Tree - CAC Assessment	3,810	0.03%	1,969	(1,841)	-93.49%	1,969	(1,841)	-93.49%
Pine Tree - HAB Assessment	3,233	0.03%	2,250	(983)	-43.69%	2,250	(983)	-43.69%
Subtotal Pine Tree Demonstra	86,467	0.71%	82,787	(3,680)	-4.44%	98,203	11,736	11.95%
Subtotal Industry Affairs	481,514	3.96%	619,357	137,843	22.26%	1,118,703	637,189	56.96%
Production Research								
Proactive Mgmt of Avocado Seed and Ste	-	0.00%	-	-	0.00%	50,000	50,000	100.00%
Phenology and Ecology of Avocado Lace	-	0.00%	-	-	0.00%	50,845	50,845	100.00%
Commercial-Scale Field Testing of Advan	101,250	0.83%	101,250	-	0.00%	135,000	33,750	25.00%
Safety and Efficacy of Herbicides in Bearii	6,081	0.05%	10,864	4,783	44.03%	10,864	4,783	44.03%
Development of Chloride Mitigation Strate	24,867	0.20%	-	(24,867)	0.00%	74,600	49,733	66.67%
PLACEHOLDER	-	0.00%	-	-	0.00%	25,400	25,400	100.00%
Subtotal Production Research	132,198	1.09%	112,114	(20,084)	-17.91%	346,709	214,511	61.87%
Grants								
USDA Grant-FAS MAP South Korea	198,149	1.63%	199,000	851	0.43%	200,000	1,851	0.93%
USDA Grant-FAS MAP China	177,826	1.46%	164,200	(13,626)	-8.30%	275,000	97,174	35.34%
Subtotal Grants	375,975	3.10%	363,200	(12,775)	-3.52%	475,000	99,025	20.85%

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	Actual	%		Var-Fav(Unfav)	% of Budget		Var-Fav(Unfav)	% of Budget
Administration								
Rent-Office-CAM, Ins, Prop Tax-Mauchly	130,555	1.07%	130,867	312	0.24%	142,790	12,235	8.57%
Rent-Offsite Storage	6,553	0.05%	6,522	(31)	-0.47%	7,137	584	8.19%
Corporate Insurance	88,101	0.73%	98,050	9,949	10.15%	98,050	9,949	10.15%
Office Expense, Supplies & Janitorial	17,496	0.14%	24,225	6,729	27.78%	38,835	21,339	54.95%
Utilities	9,869	0.08%	15,495	5,626	36.31%	16,540	6,671	40.34%
Bank Fees	15,249	0.13%	15,355	106	0.69%	15,860	611	3.85%
Equip Maint. & Exp. and Capital Lease Int	16,704	0.14%	24,200	7,496	30.98%	27,600	10,896	39.48%
Telephone & Postage	16,266	0.13%	26,980	10,714	39.71%	30,410	14,144	46.51%
CPA-Financial Audits	31,120	0.26%	31,500	380	1.21%	31,500	380	1.21%
CPA-Assessment Audits	25,695	0.21%	20,738	(4,957)	-23.90%	20,738	(4,957)	-23.90%
CDFA-Fiscal and Compliance Audit	8,500	0.07%	8,715	215	2.47%	8,715	215	2.47%
California Dept. of Food & Agriculture	72,741	0.60%	72,850	109	0.15%	76,200	3,459	4.54%
U.S. Dept. of Agriculture (AMS)	42,293	0.35%	69,300	27,007	38.97%	75,600	33,307	44.06%
Legal & Other Professional	6,276	0.05%	3,800	(2,476)	-65.14%	5,000	(1,276)	-25.51%
Salaries/Wages	1,611,569	13.27%	1,731,750	120,181	6.94%	1,875,000	263,431	14.05%
Pension, Payroll Tax & Benefits	533,559	4.39%	545,557	11,998	2.20%	646,392	112,833	17.46%
Board Member District Meetings & Expen:	1,137	0.01%	-	(1,137)	0.00%	3,000	1,863	62.10%
Board Member Entertainment	-	0.00%	-	-	0.00%	2,000	2,000	100.00%
Board Member Travel, Lodging, Mileage,	4,780	0.04%	3,750	(1,030)	-27.46%	38,000	33,220	87.42%
Board Meeting Expenses	5,660	0.05%	26,750	21,090	78.84%	30,500	24,840	81.44%
Network Maint., Hardware, Software & Lic	48,059	0.40%	45,595	(2,464)	-5.40%	48,610	551	1.13%
IT Support & Consulting and Other Servic	13,221	0.11%	24,640	11,419	46.34%	55,000	41,779	75.96%
Accounting & Assessment System	8,259	0.07%	1,260	(6,999)	-555.45%	7,910	(349)	-4.41%
Administration Staff Travel	-	0.00%	8,250	8,250	100.00%	9,000	9,000	100.00%
Depreciation Expense	42,599	0.35%	42,598	(1)	0.00%	46,463	3,864	8.32%
Pension Admin & Legal	28,445	0.23%	37,225	8,780	23.59%	52,300	23,855	45.61%
Dues, Reg, Education, Recruitment & Oth	78,794	0.65%	74,650	(4,144)	-5.55%	143,575	64,781	45.12%
Temporary Help	-	0.00%	-	-	0.00%	25,000	25,000	100.00%
Subtotal Administration	2,863,497	23.58%	3,090,622	227,125	7.35%	3,577,725	714,228	19.96%
Total Expenses	12,145,727	100.00%	12,910,909	765,181	5.93%	15,049,502	2,903,775	19.29%
Surplus (Deficit)	1,925,064	100.00%	(359,060)	2,284,124	-636.14%	(1,940,191)	3,865,255	199.22%

CALIFORNIA AVOCADO COMMISSION POUNDS & DOLLARS BY VARIETY

November 2021 Through September 2022

Month	Hass Pounds	Lamb Pounds	Gem Pounds	Others Pounds	Total Pounds	Hass Dollars	Lamb Dollars	Gem Dollars	Others Dollars	Total Dollars	Avg \$/Lb
Nov 2021	25,432	3,582	0	73,789	102,803	\$35,115	\$6,113	\$	\$102,366	\$143,594	\$1.397
Dec 2021	8,018		0	26,052	34,070	\$15,742	0	\$	\$20,361	\$36,103	\$1.060
Jan 2022	7,647,756		0	197,244	7,845,000	\$12,056,594	0	\$	\$132,257	\$12,188,851	\$1.554
1st QTR	7,681,206	3,582	0	297,085	7,981,873	\$12,107,451	\$6,113	0	\$254,984	\$12,368,548	\$1.550
Feb 2022	27,609,858		6,814	75,251	27,691,923	\$43,637,363	0	\$3,505	\$45,425	\$43,686,293	\$1.578
Mar 2022	32,232,723		466,366	28,785	32,727,874	\$49,531,316	0	\$894,602	\$14,620	\$50,440,538	\$1.541
Apr 2022	48,477,509	8	1,846,498	84,069	50,408,084	\$83,068,347	\$42	\$3,755,235	\$137,442	\$86,961,066	\$1.725
2nd QTR	108,320,090	8	2,319,678	188,105	110,827,881	\$176,237,026	\$42	\$4,653,342	\$197,487	\$181,087,897	\$1.634
1st Half	116,001,296	3,590	2,319,678	485,190	118,809,754	\$188,344,477	\$6,155	\$4,653,342	\$452,471	\$193,456,445	\$1.628
May 2022	55,596,453		1,993,131	2,973	57,592,557	\$101,801,603	0	\$2,695,941	\$8,312	\$104,505,856	\$1.815
Jun 2022	50,114,554	1,542,147	610,748	201,087	52,468,536	\$105,761,623	\$2,330,548	\$1,305,230	\$286,492	\$109,683,893	\$2.090
Jul 2022	27,448,377	5,213,097	57,512	263,874	32,982,860	\$51,125,984	\$12,558,087	\$121,663	\$262,049	\$64,067,783	\$1.942
3rd QTR	133,159,384	6,755,244	2,661,391	467,934	143,043,953	\$258,689,210	\$14,888,635	\$4,122,834	\$556,853	\$278,257,532	\$1.945
Aug 2022	6,923,641	2,033,419	14,364	245,086	9,216,510	\$7,580,970	\$2,162,672	\$13,002	\$259,437	\$10,016,081	\$1.087
Sep 2022	2,953,434	1,003,816	0	66,286	4,023,536	\$2,640,062	\$1,079,820	\$	\$104,848	\$3,824,730	\$0.951
4th QTR	9,877,075	3,037,235	14,364	311,372	13,240,046	\$10,221,032	\$3,242,492	\$13,002	\$364,285	\$13,840,811	\$1.045
2nd Half	143,036,459	9,792,479	2,675,755	779,306	156,283,999	\$268,910,242	\$18,131,127	\$4,135,836	\$921,138	\$292,098,343	\$1.869
Total	259,037,755	9,796,069	4,995,433	1,264,496	275,093,753	\$457,254,719	\$18,137,282	\$8,789,178	\$1,373,609	\$485,554,788	\$1.765
Year-to-Date % of Crop	94.16%	3.56%	1.82%	.46%	100.00%	94.17%	3.74%	1.81%	.28%	100.00%	
Year-to-Date Average \$/lb						\$1.765	\$1.851	\$1.759	\$1.086	\$1.765	



BOARD ACTION

ITEM 7: CAC 2022-23 MARKETING BUSINESS PLAN REVIEW

SUMMARY:

The revised \$8.6 million CAC Marketing Business Plan for 2022-23 incorporates the Board directed \$8 million plan for Consumer marketing and approximately \$9 million plan for Trade (Retail and Foodservice). The revised plan has Consumer expenditures at 52% and Trade at 48%.

As directed by the Board, plans have been developed to cease operation of the California Avocado Merchandise Shop, and CAC staff is working with MullenLowe and PMCI to successfully address this closure. We are anticipating a \$10,000 budget to cover the cost of this closure, reflected in the California Avocado Merchandise Shop budget.

The program changes are covered in the attached CAC 2022-23 Marketing Business Plan and budget sheets, and the team (both staff and agencies) stand ready to address any specific questions the CAC Board may have.

FISCAL ANALYSIS:

- The proposed 2022-23 Marketing Plan and Budget total \$8.6 million dollars, as approved by the Board at their October 2022 meeting. The plan and budget allocate \$4.46 million to consumer marketing programs, while the remaining \$4.14 million is focused on Trade (Retail and Foodservice) activities.

BOARD OPTIONS:

- Approve the CAC 2022-23 Marketing Business Plan and Budget, as presented
- Modify and approve an alternate CAC 2022-23 Marketing Business Plan and Budget

STAFF RECOMMENDATION:

- Staff recommends the CAC Board review and discuss the proposed CAC 2022-23 Marketing Business Plan and Budget and approve as presented, or with modification, if appropriate

EXHIBITS / ATTACHMENTS:

- CAC 2022-23 Marketing Business Plan and Budget



**2022-23
MARKETING BUSINESS PLAN
& BUDGET**

DRAFT

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CAC Priorities

CAC Priority No. 1

Position California Avocados to be the world's most-valued and desired avocados*

**(for consumers, retailers, foodservice operators, wholesalers, growers)*

CAC Priority No. 2

Advocate for, and engage with, the industry

CAC Priority No. 3

Support industry strategy through research and outreach

CAC Priority No. 4

Cultivate organizational excellence / Demonstrate effective use of resources



INDUSTRY STRATEGIC INTENT 2025

Industry Strategic Intent 2025

Mission: To maximize grower returns by enhancing premium brand positioning for California Avocados and improving grower sustainability

Vision: To be recognized as the most-desired avocado in the world by fostering a vibrant industry

California Avocados will occupy a premium position in the market.

Key Industry Aspirations

California Avocado growers face a staggering array of challenges – sharply rising input costs, particularly water pricing, labor and costs associated with regulatory compliance; the quality and availability of deliveries through the state’s water infrastructure; produce safety and invasive pest issues; and an ever-expanding volume of foreign fruit that constantly exerts downward pressure on farm-gate prices. At the same time, global consumer demand for avocados continues to grow at a record pace. Over time, consumers are expected to continue to demand and find value in sustainably grown products tailored to meet their lifestyle needs.

Consequently, we aspire to the following outcomes:

- An assured place in the market
- A price to growers that is both premium to the competition and fosters industry viability
- Consistently high-quality production
- Highly productive and efficient growers
- Stable production from year-to-year
- Sustainable industry practices
- Socially responsible practices
- Leaders in innovation
- CAC’s target consumers prefer to purchase California Avocados when they are available

Competitive Advantages

- Locally and responsibly grown by California farmers who nurture the avocados and the land every step of the way
- Proximity to market
- Freshest product, picked at the peak of the season
- Consistency in taste and premium eating quality

Brand Positioning/Promise

The best avocados have California in them

- Locally grown with an uncompromising dedication to quality and freshness
- Available seasonally in select locations

Target Markets

Strategic partnerships with tier 1 retail customers, foodservice chains and export accounts who are willing to pay a premium for California Avocados (Tiered-Account Approach)

CAC Core Values

Core values clarify and make explicit the principles driving CAC decisions

- Value to the grower comes first
- Leadership is forward thinking, consensus-driven
- Our ethics and integrity are uncompromised
- We're accountable and transparent
- Champion diversity, equity and inclusion in California Avocado marketing practices, programs, partners, targets and communications

Critical Factors for Success

- We're advocates for, and are engaged with, our industry
 - *It's not enough to run a good marketing program...moving the industry forward requires a partnership between the Commission, growers and handlers...each has a role to play and the Commission must be fully engaged with, and supportive of, the industry*
- We know and cultivate a grower profile that will fulfill Strategic Intent 2025
 - *Farmers must meet certain criteria to be viable in the future. It's critical for the industry to have a shared understanding of what that profile looks like and to promote an exchange of information that fosters continual improvement and viability*
- We understand what's driving consumer demand for California Avocados and we utilize that understanding in the development and execution of effective marketing programs
 - *Consumers will ultimately determine our future. It's critical we get into their heads and hearts to understand clearly why they currently value the product enough to pay a premium and what it will take to maintain that position. This will help us enhance our premium positioning through effective marketing and communications*
- We enjoy strategic partnerships in the marketplace
 - *Retailers and foodservice operators are the gatekeepers that give us access to the market. We must establish strategic alliances with key customers to maximize the profitability of California Avocados*
- We invest in research, education and outreach – from grove through supply chain – to advance our industry
 - *A research and grower outreach program is in place that forms the cornerstone for strengthening our position as a premium product, now and in the future*

CAC Strategic Intent

CAC Priority No. 1:

Position California Avocados to be the world's most-valued and desired avocados*

*(for consumers, retailers, foodservice operators, wholesalers, growers)

Rationale

California Avocados already enjoy a coveted market position as the most-recognized and trusted avocado “brand” in the Western U.S. where most California Avocados are sold. This distinction is critical since it creates the foundation for being positioned as the world's most-valued and desired avocados—a “must have” for all California growers who face higher costs of production than are borne by their competitors. Consumers in the West who have an opinion about the origin of their avocados consistently prefer California-grown avocados over those from other origins. This preference usually corresponds with a willingness to pay premium prices when California Avocados are in season, as compared to prices paid at other times of the year. Other target avocado consumers who are not actively concerned with avocado origin must be provided with additional motivation to prefer California Avocados and a willingness to pay a premium for them when in season (The inherent value recognized by consumers ultimately means increased profitability for retailers, foodservice operators, wholesalers and, most importantly, growers.)

Objectives:

1. Increase California Avocado perceived value, preference and loyalty with our targets
2. Retain or increase the high awareness of the California avocado growing region among targeted consumers
3. Aspire to an average price per pound of \$1.50 or greater

Strategies:

Distribution and Targeting

- A. Motivate and support targeted retailers and foodservice operators who are demonstrating a willingness to pay a premium for California Avocados, solidify handler supply commitment and encourage targeted consumers to seek out and purchase in-season California Avocados
- B. Build high-value distribution and marketing opportunities for California Avocados, including export
- C. Create anticipation and readiness for fresh California Avocado season among targeted trade, diverse influencers and consumers
- D. Augment marketing communications with programs that engage the younger age range of targeted consumers

Communication

- E. Communicate consumer and trade messaging that differentiates California Avocados from avocados of other origins (e.g., aspects of freshness, locale/terroir, locally/domestically grown, California state fruit, exclusive seasonal availability, grower practices/sustainability, preference, California lifestyle and culture and more)
- F. Communicate superiority and premium quality of Fresh California Avocados
- G. Fuse a tight connection between the California Avocados brand and product across all brand touchpoints (advertising, communications, partnership content, point-of-purchase and other retailer/foodservice operator touchpoints)
- H. Maintain creative cohesion and integrate elements of the California Avocado advertising campaign in appropriate marketing communications
- I. Direct paid brand advocates and media partners to share “why-California Avocado” messages and encourage unpaid advocates to do so
- J. Identify and create brand-safe opportunities that enable California Avocados to organically join hyper-relevant cultural moments
- K. Maintain year-round California Avocado awareness messaging
- L. To the trade, communicate the business benefits of carrying and promoting California Avocados in season
- M. Inform California Avocado stakeholders and constituents about Marketing program activities and results

Performance Measures:

Tracking Study Performance Measures gauge achievement of objectives 1 and 2.

- Using the 2022 CAC summer/fall tracking study as a benchmark, measure maintenance of attribute ratings among California consumers
 - Attribute ratings for California origin
 - Benchmarks: 40% for best tasting, 41% for most premium quality, 51% for freshest
 - Percent of avocado shoppers in California who look for the origin of avocados and care about buying those that are U.S. grown, (“top two box”)
 - Benchmarks: 57% care about U.S. grown; 38% look for origin
- Using the 2022 CAC summer/fall tracking study as a benchmark, measure maintenance of consumer preference for California Avocados among California consumers versus those from other sources
 - Benchmarks: 63% prefer California, 23% prefer any other, 14% no preference/not sure
- Using the 2022 CAC summer/fall tracking study as a benchmark, measure maintenance in consumer association between avocados and summer among California consumers
 - Benchmark: 62% associate California Avocados with spring
 - Benchmark: 69% associate California Avocados with summer
- Using the 2022 CAC summer/fall tracking study as a benchmark, measure retention of very high awareness of the California avocado growing region among California consumers and Premium Californians as well as improvement of moderately high awareness among younger target consumers
 - Benchmark: 88% aided awareness among Californians
 - Benchmark: 88% aided awareness among Premium Californians
 - Benchmark: 82% aided awareness among Californians ages 18-24
- Growth in consumer engagement for the fiscal year 2022-2023 vs. 2021-22 benchmarks (TBD when fiscal year data are available)
 - Increase in engagement rate (TBD% video completion rate, TBD% click thru rate)
 - Increase in retail and foodservice consumer engagement rates vs. benchmark, including TBD% click thru rate
 - Increase in average time on website (session length) vs. TBD minutes TBD seconds
 - Increase in average pages per visit vs. TBD
 - Decrease in bounce rate vs. TBD

- Achieve average brand advocate Instagram post engagement rate above 2022 industry benchmark (0.63% per post by follower)
- Growth in average foodservice engagement via digital ads for fiscal year 2022-23:
 - Benchmark: CTR/Response Rate > .41%
- Handler, retailer and foodservice performance results measured by retailer and foodservice promotional agreements
 - Secure 100% signed foodservice promotion agreements
- Improvement in foodservice marketing metrics vs. benchmark 2018-19* (*programs based on handler approval and favorable value to growers*)
 - An 85% retention rate among chain partners from 2020-21 and 2021-22
 - Increase new foodservice partnerships (never partnered with or have not partnered within past 2 years) by a minimum of 3
 - California Avocados promoted/featured in approximately 1,800 foodservice units
- Achievement of retail marketing metrics
 - A minimum of 80% of target (Tier 1) retail customers merchandising California Avocados
 - Secure at least 50 retail promotions with targeted customers
 - Place a minimum of 600 retail display bins with targeted customers
- Using “AMRIC data”, measure lug prices and differentials of California Avocados vs. avocados of other origins
 - Achieve or exceed budgeted average price for the fiscal year
 - Achieve a premium price for California Avocados during California season vs. the off season
 - Achieve a premium price for California vs. imports during California season



CONSUMER MARKETING

2022-23 CALIFORNIA AVOCADO COMMISSION ACTION PLAN

PROGRAM: Consumer Marketing	ACTIVITIES: Media and Search Engine Optimization; Creative Development and Production; Website; Email Program; Social Media and Content Marketing; Online and Social Media Support; and Program Administration	AGENCY: MullenLowe + Mediahub
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PRIORITY 1: Position California Avocados to be the world’s most-valued and desired avocados *
 *(for consumers, retailers, foodservice operators, wholesalers, growers)

OBJECTIVES:

1. Increase California Avocado perceived value, preference and loyalty with our targets
2. Retain or increase the high awareness of the California avocado growing region among targeted consumers
3. Aspire to an average price per pound of \$1.50 or greater

STRATEGIES:

Distribution and Targeting

- A. Motivate and support targeted retailers and foodservice operators who are demonstrating a willingness to pay a premium for California Avocados, solidify handler supply commitment and encourage targeted consumers to seek out and purchase in-season California Avocados
- B. Build high-value distribution and marketing opportunities for California Avocados, including export
- C. Create anticipation and demand for the California Avocado season among targeted trade, diverse influencers and consumers
- D. Augment marketing communications with programs that engage the younger age range of targeted consumers

Communication

- E. Communicate consumer and trade messaging that differentiates California Avocados from avocados of other origins (e.g., aspects of freshness, locale/terroir, locally/California grown, California state fruit, exclusive seasonal availability, grower stories/practices/sustainability, preference, California lifestyle and culture and more)
- F. Communicate superiority and premium quality of Fresh California Avocados
- G. Fuse a tight connection between the California Avocados brand and product across all brand touchpoints (advertising, communications, partnership content, point-of-purchase and other retailer/foodservice operator touchpoints)
- H. Maintain creative cohesion and integrate elements of the California Avocado advertising campaign in appropriate marketing communications

2022-23 CALIFORNIA AVOCADO COMMISSION ACTION PLAN

- I. Direct paid brand advocates and media partners to share “why-California Avocado” messages and encourage unpaid advocates to do so
- J. Identify and create brand-safe opportunities that enable California Avocados to organically join hyper-relevant cultural moments
- K. Maintain year-round California Avocado awareness messaging
- M. Inform California Avocado stakeholders and constituents about Marketing program activities and results

2022-23 CALIFORNIA AVOCADO COMMISSION ACTION PLAN

PROGRAM: Consumer Marketing	ACTIVITIES: Media and Search Engine Optimization	AGENCY: Mediahub
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ACTION STEPS	START DATE	SCHEDULED COMPLETION DATE	BUDGET	DELIVERABLES
<p>Comprehensive Media Plan Development Develop a comprehensive on- and offline media plan (applicable to all media channels, including digital and social) that</p> <ul style="list-style-type: none"> ○ Supports brand messaging ○ Reaches the Premium Californian target, inclusive of diverse demographics including age, race, gender, culture and family status ○ Includes tactics that target Super Users based on 2021-22 learnings <ul style="list-style-type: none"> ● Activate consumers seeking avocados at or around retailers who merchandise California Avocados ● Negotiate all added value and savings with media partners ● Include custom content partnerships that share “why-California Avocado” messages and communicate superiority and premium quality of California Avocados and incorporate learnings from 2021-22 ● Support target retail and foodservice account-specific initiatives 	11/1/22	9/4/23	Brand: \$2,200,000 Retail: \$450,000* Outdoor (Trade & Consumer): \$250,000*	<ul style="list-style-type: none"> ● Media plan recommendation by 11/4/22 ● Media plan to include the following channels: audio, outdoor, digital media and content, paid social media and search ● Revised media plan recommendation (if applicable, within two to four weeks of initial recommendation, depending on feedback) ● Negotiated plan recap by 1/20/23 <ul style="list-style-type: none"> ○ Retailer and foodservice-specific media support in the form of media plans and buys in season for CAC’s social platforms and with digital partners (up to 20 recommendations)

****Note: this includes estimated budgets for generic retail spend for social store locator ads, paid search affiliate location extensions which display the nearest grocery store to the user, and the \$250,000 for Waze and YouTube retail specific ads***

2022-23 CALIFORNIA AVOCADO COMMISSION ACTION PLAN

PROGRAM: Consumer Marketing	ACTIVITIES: Media and Search Engine Optimization (cont.)	AGENCY: Mediahub
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ACTION STEPS	START DATE	SCHEDULED COMPLETION DATE	BUDGET	DELIVERABLES
<p>Media Plan Maintenance and Reporting</p> <ul style="list-style-type: none"> • Maintain and optimize media plan • Provide reports on campaign progress and optimization recommendations when applicable • Following mid-campaign report, implement approved optimization recommendations • Provide a campaign wrap-up report summarizing the campaign's performance and providing insight and direction for the following year's campaign 	1/3/23	10/31/23	(cont.)	<ul style="list-style-type: none"> • Media plan schedules by 1/20/23 • Media purchasing and implementation per approved plan • Mid-campaign reporting and optimization recommendations during consumer media campaign (1 provided during campaign) • Campaign wrap-up report (six weeks after campaign conclusion) • Key Performance Indicators for campaign are noted above in performance measures • Retailer and foodservice-specific wrap-up reports (up to 20)
<p>Search Engine Optimization Monitor organic search and optimize efficiency, targeting and effectiveness</p> <ul style="list-style-type: none"> • Deep dive into https://californiaavocado.com/ site and identify/address opportunities for SEO improvement • Conduct a competition analysis focusing on building our organic share of voice against competitors • Provide URL recommendations based on best practices for targeting, onsite content categorization, redirects and how filtering/searching parameters are handled • In batches, provide internal linking optimizations that establish internal page authority and hierarchy • Provide mobile recommendations to development and design teams ongoing • Using competitor and keyword analysis, identify targeting for ongoing fresh content ideation 	11/1/22	10/31/23		<ul style="list-style-type: none"> • Exhaustive SEO site audit (technical/non-technical & competitive) in preparation for the avocado season by 1/27/23 • Monthly data evaluation and reporting by the 15th of every month • URL naming structures, redirects, and dynamic rendering recommendations on a monthly basis (batches of 12 URLs by the 28th of every month) • Mobile friendliness recommendations twice a year, by 1/28/23 & 8/25/23 • Server-side responses and identify any issues once as or needed throughout the year • Keyword tracking & account setup for keyword optimization and targeting by 11/25/22 • Meta data refresh for 10 URLs by the 28th of each month

2022-23 CALIFORNIA AVOCADO COMMISSION ACTION PLAN

PROGRAM: Consumer Marketing	ACTIVITIES: Media and Search Engine Optimization (cont.)	AGENCY: Mediahub
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ACTION STEPS	START DATE	SCHEDULED COMPLETION DATE	BUDGET	DELIVERABLES
Search Engine Optimization (cont.) <ul style="list-style-type: none"> Provide a content calendar of 24 recommended topics, including all recommended titles, publishing date, keyword targeting (and associated search volume), category, theme, audience/persona targeting and article type Provide monthly reporting via Google Data Studios dashboard 	11/1/22	10/31/23	(cont.)	<ul style="list-style-type: none"> Heading tag refresh matching the targeting keyword for the page in batches of 10 by the 28th of each month Image, video, and embedded Media optimizations for alt text in batches of 5 by the 28th of each month Structured data recommendations for appropriate content in applied batches of 2 by the 28th of each month Page optimization/evergreen content expansion on a quarterly basis (after meta data refresh) by the 28th of every month Internal linking optimizations in batches of 12 by the 28th of every month
CONSUMER MARKETING: MEDIA AND SEARCH ENGINE OPTIMIZATION (MEDIAHUB) SUBTOTAL:			\$2,900,000	

2022-23 CALIFORNIA AVOCADO COMMISSION ACTION PLAN

PROGRAM: Consumer Marketing	ACTIVITIES: Creative Development and Production	AGENCY: MullenLowe
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ACTION STEPS	START DATE	SCHEDULED COMPLETION DATE	BUDGET	DELIVERABLES
<p>Brand Campaign Creative Development Evolve “The best avocados have California in them” campaign, focusing on the locally grown advantage, seasonal availability and differentiating California</p> <ul style="list-style-type: none"> • Communicate the best avocados have California in them with strong elements of the California lifestyle in campaign graphics that are fruit-forward and California-centric • Manage efficient, innovative asset production for paid and owned media • Facilitate alignment across agencies in premium, targeted approach and execution • Develop creative content that communicates superiority and premium quality of California Avocados along with prominent California Avocado branding • Develop creative for integrated programs, as required of paid media plan • Develop creative that champions diversity, equity and inclusion for strategic seasonal program promotions 	11/1/22	9/1/23	Consumer: \$117,500 Retail: \$7,500*	Creative campaign assets that support approved media plan including digital banners, video pre-roll, outdoor, audio and custom content needs by 2/15/23, rolling based on launch date: <ul style="list-style-type: none"> • Evolution of current brand campaign artwork and animations by 2/1/23 (up to 4 total) • Season Opener assets as determined by the media plan by 2/15/23 • New campaign partnerships developed by 4/1/23 • Static digital banners using existing creative (non-video) for retail program by 6/1/23 (up to 20 retailers) <p>NOTE: Final campaign deliverables and number of assets to be determined by approved media plan and approved additional creative opportunities</p>
CONSUMER MARKETING: CREATIVE DEVELOPMENT AND PRODUCTION (MULLENLOWE) SUBTOTAL:			\$125,000	

**Digital banners and creative updates for retail*

2022-23 CALIFORNIA AVOCADO COMMISSION ACTION PLAN

PROGRAM: Consumer Marketing	ACTIVITIES: Website	AGENCY: MullenLowe
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ACTION STEPS	START DATE	SCHEDULED COMPLETION DATE	BUDGET	DELIVERABLES
<p>Website Maintenance Perform ongoing overall site maintenance for https://californiaavocado.com/ and California Avocado Merchandise Shop site</p> <ul style="list-style-type: none"> Support for minor campaign-specific User Interface and User Experience updates Create hero assets for campaign-specific updates Support ongoing business needs with frontend and backend development as well as Content Management System improvements as needed Ensure the site continues to be compliant with Americans with Disabilities Act resolve blocker and critical issues 	11/1/22	10/31/23	<p>Consumer: \$83,000</p> <p>Retail: \$10,000*</p>	<ul style="list-style-type: none"> Monthly maintenance releases (12 total) Frontend development hours (up to 12 per month) Backend development hours (up to 12 per month) Quality Assurance development hours (up to 12 per month) Campaign hero assets in alignment with editorial calendars in formats for website and email template (up to 6 total) UX/UI support and minor revisions (up to 8 hours per month) Bug fixes, as needed <p>*Monthly deliverables will be based on CAC's requests, task priority and available budget</p>
<p>Data Gathering and Analytics</p> <ul style="list-style-type: none"> Create a website learning agenda that informs CAC's FY23 agenda including program goals, Key Performance Indicators and site measurement Create quarterly analytical reports/readouts for the site with insights based on the FY22 program goals and KPI's Support Tagging Strategy and Google Analytics tagging (ad hoc) Gather data that informs UX/UI/development /business decisions 	11/1/22	10/31/23	<p>\$30,000</p>	<ul style="list-style-type: none"> 2022 learning agenda presentation by 11/20/22 2 Quarterly analytical reports due at the beginning of each quarter <p>NOTE: Learnings from all reports will be implemented under the Maintenance and Site Enhancements & Optimizations scopes, based on the priority and available budget</p>

***Site maintenance for retail**

2022-23 CALIFORNIA AVOCADO COMMISSION ACTION PLAN

PROGRAM: Consumer Marketing	ACTIVITIES: Website (cont.)	AGENCY: MullenLowe
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ACTION STEPS	START DATE	SCHEDULED COMPLETION DATE	BUDGET	DELIVERABLES
Site Enhancements & Optimizations <ul style="list-style-type: none"> • Conduct a UX audit of the following pages: <ul style="list-style-type: none"> ○ Newsletter signup ○ Store Locator • Execute Q1-Q2 enhancements and optimizations: <ul style="list-style-type: none"> ○ Newsletter signup ○ Store Locator • Optimize site based on learnings from analytics reports 	11/1/22	10/31/23	Consumer: \$27,350 Retail: \$27,350*	<ul style="list-style-type: none"> • Q1-Q2 Enhancements & Optimizations <ul style="list-style-type: none"> ○ Project plan by 11/30/22 ○ Implementation by 2/28/23 • Implementation of recommended site optimizations: <ul style="list-style-type: none"> ○ From Quarterly Analytics Reports ○ From Learning Agenda Presentation ○ Ad hoc where not covered by Website Maintenance and where budget permits

****Retail and Foodservice store locator audit and optimizations***

2022-23 CALIFORNIA AVOCADO COMMISSION ACTION PLAN

PROGRAM: Consumer Marketing	ACTIVITIES: Website (cont.)		AGENCY: MullenLowe	
ACTION STEPS	START DATE	SCHEDULED COMPLETION DATE	BUDGET	DELIVERABLES
Third-Party Annual Hosting Services	11/1/22	10/31/23	\$20,300	<ul style="list-style-type: none"> • WP Engine hosting (\$3,050/year) • Content Delivery Network ensures better and faster website performance (\$2,400) • Hosted email services (\$12,000/year) • Website Domain Renewal (\$1,200/year) • WordPress Plugins: ShortPixel, Relevanssi, FacetWP, Aksimet (\$1,062/year) • Marker.io Website Feedback Tool Plugin (\$588/year)
User Testing	11/1/22	10/31/23	\$2,000	<ul style="list-style-type: none"> • Userlytics testing platform used to conduct User Testing • Up to 2 tests with 20 participants (general audience)
CONSUMER MARKETING: WEBSITE (MULLENLOWE) SUBTOTAL:			\$200,000	

2022-23 CALIFORNIA AVOCADO COMMISSION ACTION PLAN

PROGRAM: Consumer Marketing	ACTIVITIES: Email Program	AGENCY: MullenLowe
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ACTION STEPS	START DATE	SCHEDULED COMPLETION DATE	BUDGET	DELIVERABLES
Email Optimization Implement best-performing optimizations and key learnings from 2022 wrap-up report	11/1/22	10/31/23	N/A	Reporting incorporated into annual Social Strategy (pre-season, by 12/3/22) and in annual wrap-up report (post-season, by 10/31/23)
Email Content Develop an annual email themes calendar and monthly newsletters, including recipe content, campaign content, California Merchandise Shop promotions, how-to content and owned assets that differentiate premium California Avocados from avocados of other origins and provide value to subscribers	11/1/22	10/31/23	\$30,000	<ul style="list-style-type: none"> Finalized annual email themes calendar by 11/12/22, including launch dates and review dates Up to 8 regular emails (1 during pre-season, 1 thematic email per month from March through August, 1 additional California Avocado Month email) 1 holiday merch push email 1 spring/summer merch push email 3 social posts (Twitter, Instagram, Facebook) driving to email subscription sign up page
CONSUMER MARKETING: EMAIL PROGRAM (MULLENLOWE) SUBTOTAL:			\$30,000	

2022-23 CALIFORNIA AVOCADO COMMISSION ACTION PLAN

PROGRAM: Consumer Marketing	ACTIVITIES: Social Media and Content Marketing	AGENCY: MullenLowe
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ACTION STEPS	START DATE	SCHEDULED COMPLETION DATE	BUDGET	DELIVERABLES
<p>Social Media Strategy and Planning</p> <ul style="list-style-type: none"> • Develop 2023 social strategy: incorporate learnings from 2022, add strategic builds, including competitive findings, opportunistic cultural moments, audience trends, insights and optimizations from previous year's channel performance • Update creative best practices and social specs for partners based on latest platform formats 	11/1/22	10/31/23	N/A	<ul style="list-style-type: none"> • Opportunistic cultural calendar recommendations by 11/10/22 • 2023 social goals, strategy, initial annual cultural moments and KPI's by 12/3/22

2022-23 CALIFORNIA AVOCADO COMMISSION ACTION PLAN

PROGRAM: Consumer Marketing	ACTIVITIES: Social Media and Content Marketing	AGENCY: MullenLowe
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ACTION STEPS	START DATE	SCHEDULED COMPLETION DATE	BUDGET	DELIVERABLES
<p>Social Media Content Production Implement social strategy that differentiates between California Avocados and avocados of other origins</p> <ul style="list-style-type: none"> • Develop integrated social and experiential concepts that support larger campaign initiatives including Preseason, Retailer, Season Opener and California Avocado Month and encourage sharing of key California Avocado messages • Content creation and optimizations for social channels, including developing platforms like TikTok • Develop and execute ongoing social content that supports brand campaign, communicates seasonality, emphasizes the California difference and promotes usage of California avocados in season • Develop ongoing contextual cultural content with relevance to Premium Californians’ passions and interests <ul style="list-style-type: none"> ○ Continue to leverage incentives (merchandise, social shout-outs on the brand channels, etc.) as encouragement for fans to share key messages with their own social audiences 	11/1/22	10/31/23	Consumer: \$90,500 Retail: \$10,500*	<ul style="list-style-type: none"> • Continued community management, social monitoring, engagement and measuring against our goals and KPIs as identified in social media brief • Social production concepts recommendations by 4/1/23 • Ongoing cultural content recommendations based on CAC priorities and audience affinities • Monthly content ideation, development and execution based on CAC priorities • Paid retail social copy and static photography recommendations for CAC-social channels (Twitter and Facebook/Instagram, pending media plan) <ul style="list-style-type: none"> ○ Up to 20 tagged retailers ○ 1 copy recommendation for Twitter and 1 copy recommendation for Facebook/Instagram per retailer deck, with 2-3 static photography options

****Reporting, recommendations, briefs and publishing for retail***

2022-23 CALIFORNIA AVOCADO COMMISSION ACTION PLAN

PROGRAM: Consumer Marketing	ACTIVITIES: Social Media and Content Marketing	AGENCY: MullenLowe
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ACTION STEPS	START DATE	SCHEDULED COMPLETION DATE	BUDGET	DELIVERABLES
Social Media Monitoring and Analytics Manage and monitor customer service tool (Sprout Social or similar tool) and analytics tools (Quintly, Crimson Hexagon or similar tool)	11/1/22	10/31/23	\$4,000	<ul style="list-style-type: none"> Ongoing community management, monitoring and engaging with consumers using SproutSocial tool 1 California Avocado Month social performance report due 7/12/23 1 wrap-up report due 10/30/23, including learnings from pre-season, peak season and season wind-down Ongoing contributions to Marketing Dashboard updates
CONSUMER MARKETING: SOCIAL MEDIA AND CONTENT MARKETING (MULLENLOWE) SUBTOTAL:			\$105,000	

2022-23 CALIFORNIA AVOCADO COMMISSION ACTION PLAN

PROGRAM: Consumer Marketing	ACTIVITIES: Online and Social Media Support	AGENCY: Rockwell Morrow
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ACTION STEPS	START DATE	SCHEDULED COMPLETION DATE	BUDGET	DELIVERABLES
Website Content Updates <ul style="list-style-type: none"> • Write new how to eat avocado page (article) • Write new go-to guacamole page (article) • Refresh select current content <ul style="list-style-type: none"> ○ Consolidate ripening/how to choose and use avocado content ○ Fun facts page ○ FAQ page ○ Where do California Avocados grow? ○ When is avocado season in California? ○ Can I freeze avocado? ○ What do I do when my avocados aren't ripe ○ Nutrition: how many calories are in an avocado? How much protein is in avocado? • Draft new grower stories (pending availability) 	11/1/22	10/31/23	\$14,750	<ul style="list-style-type: none"> • Overall website content update project brief by 11/11/22 • Individual content creative briefs and content timing per approved project brief • Grower content update project brief by 1/14/23
Website Recipe SEO and Database Improvement <ul style="list-style-type: none"> • Draft recipe descriptions for SEO-identified opportunities • Using CAC's content management system (WordPress), add or edit recipe category and tag information • Identify and edit recipes on website needing edits • Test, edit and proof new website recipes for CAC style, including categories and tags 	11/1/22	10/31/23		<ul style="list-style-type: none"> • Descriptions for a minimum of 25 recipes by 4/30/23 • Ongoing category and tag edits through 10/31/23

2022-23 CALIFORNIA AVOCADO COMMISSION ACTION PLAN

PROGRAM: Consumer Marketing	ACTIVITIES: Online and Social Media Support (cont.)	AGENCY: Rockwell Morrow
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ACTION STEPS	START DATE	SCHEDULED COMPLETION DATE	BUDGET	DELIVERABLES
Digital Integration and Review Review and edit digital content including website, social media and emails as requested, ensuring that developed/reviewed materials support California Avocado objectives, strategies and brand positioning	11/1/22	10/31/23	(cont.)	<ul style="list-style-type: none"> Timely response and delivery to ongoing requests, including email newsletters Support photo shoots and web team meetings as requested
CONSUMER MARKETING: ONLINE AND SOCIAL MEDIA SUPPORT (ROCKWELL MORROW) SUBTOTAL:			\$14,750	

2022-23 CALIFORNIA AVOCADO COMMISSION ACTION PLAN

PROGRAM: Consumer Marketing	ACTIVITIES: Program Administration	AGENCY: MullenLowe
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ACTION STEPS	START DATE	SCHEDULED COMPLETION DATE	BUDGET	DELIVERABLES
Account Maintenance <ul style="list-style-type: none"> • Coordinate and manage day-to-day operations of account • Provide leadership across key brand and creative initiatives • Provide strategic direction and consultation, including social media strategy and planning 	11/1/22	10/31/23	Consumer: \$1,306,549 Retail: \$55,250*	Support including: <ul style="list-style-type: none"> • Ongoing insights and analysis as requested • Organization of meetings, reviews and all timelines • Regular engagement on key business objectives • Community management support and monitoring social conversation • Integration and collaboration with partner agencies as needed • Budgeting and monthly invoicing
Media Maintenance <ul style="list-style-type: none"> • Negotiate, purchase and reconcile media for all consumer advertising components, with media focused on target markets leading up to and during the season • Provide ongoing stewardship of media partnerships, including content development and retail buy maintenance • Contribute to Board and Marketing Committee presentations • Naturally incorporate considerations of diversity, equity and inclusion for media partnerships 	11/1/22	10/31/23		Support including: <ul style="list-style-type: none"> • Ongoing insights, optimizations and analysis as needed throughout campaign • Budgeting and monthly invoicing • Media content as needed for Board and Marketing Committee meetings and Dashboard updates • Report on diversity, equity and inclusion by 10/31/23

****Media maintenance of retail programs, retail deck support and banner maintenance***

2022-23 CALIFORNIA AVOCADO COMMISSION ACTION PLAN

PROGRAM: Consumer Marketing	ACTIVITIES: Program Administration	AGENCY: MullenLowe
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ACTION STEPS	START DATE	SCHEDULED COMPLETION DATE	BUDGET	DELIVERABLES
Business Planning Contribute to the 2023-24 CAC Planning process as determined by CAC <ul style="list-style-type: none"> Perform research on consumer and industry trends that will help inform future programs Provide input on business plan elements, along with program development and integration for 2023-24 Review SEO, analytical data, CAC wish list, business goals and overall strategy Define a high-level digital roadmap for 2024 enhancements and optimization 	11/1/22	10/31/23	(cont.)	Support including: <ul style="list-style-type: none"> Consumer and industry trends as requested by CAC Input on draft objectives, strategies and performance measures Program ideas and territories presentation SEO review and digital roadmap per CAC 2023-24 business plan timeline
Marketing Support <ul style="list-style-type: none"> Contribute to CAC grower and handler communications, 'GreenSheet' and 'From the Grove' Contribute to Board and Marketing Committee presentations Contribute to Press Releases as needed by CAC Naturally incorporate considerations of diversity, equity and inclusion when developing programs, sourcing vendors and in appropriate communications 	11/1/22	10/31/23		Support including: <ul style="list-style-type: none"> Contribute to 2 GreenSheet and 2 From the Grove outlines Creative content as needed for Board and Marketing Committee meetings and Dashboard updates Imagery and input for press releases as requested Report on diversity, equity and inclusion by 10/31/23 <p><i>NOTE: All ad hoc requests (not listed) to be evaluated at time of receipt and determined by available staffing – some requests (depending on complexity and timing) may be subject to additional fees</i></p>
CONSUMER MARKETING: PROGRAM ADMINISTRATION (MULLENLOWE) SUBTOTAL:			\$1,361,799	

TOTAL CONSUMER MARKETING BUDGET: \$4,736,549



CONSUMER PUBLIC RELATIONS

2022-23 CALIFORNIA AVOCADO COMMISSION ACTION PLAN

PROGRAM: Consumer Public Relations	ACTIVITIES: Public Relations; Brand Advocates; and Program Administration	AGENCY: Golin
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PRIORITY 1: Position California Avocados to be the world’s most-valued and desired avocados *

*(for consumers, retailers, foodservice operators, wholesalers, growers)

OBJECTIVES:

1. Increase California Avocado perceived value, preference and loyalty with our targets
2. Retain or increase the high awareness of the California avocado growing region among targeted consumers
3. Aspire to an average price per pound of \$1.50 or greater

STRATEGIES:

Distribution and Targeting

- A. Build high-value distribution and marketing opportunities for California Avocados, including export
- B. Build high-value distribution and marketing opportunities for California Avocados, including export
- C. Create anticipation and demand for the California Avocado season among targeted trade, diverse influencers and consumers
- D. Augment marketing communications with programs that engage the younger age range of targeted consumers

Communication

- E. Communicate consumer and trade messaging that differentiates California Avocados from avocados of other origins (e.g., aspects of freshness, locale/terroir, locally/California grown, California state fruit, exclusive seasonal availability, grower stories/practices/sustainability, preference, California lifestyle and culture and more)
- F. Communicate superiority and premium quality of Fresh California Avocados
- G. Fuse a tight connection between the California Avocados brand and product across all brand touchpoints (advertising, communications, partnership content, point-of-purchase and other retailer/foodservice operator touchpoints)
- H. Maintain creative cohesion and integrate elements of the California Avocado advertising campaign in appropriate marketing communications
- I. Direct paid brand advocates and media partners to share “why-California Avocado” messages and encourage unpaid advocates to do so
- J. Identify and create brand-safe opportunities that enable California Avocados to organically join hyper-relevant cultural moments
- K. Maintain year-round California Avocado awareness messaging
- M. Inform California Avocado stakeholders and constituents about Marketing program activities and results

2022-23 CALIFORNIA AVOCADO COMMISSION ACTION PLAN

PROGRAM: Consumer Public Relations	ACTIVITIES: Public Relations	AGENCY: Golin
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ACTION STEPS	START DATE	SCHEDULED COMPLETION DATE	BUDGET	DELIVERABLES
<p>Chef Partnerships</p> <ul style="list-style-type: none"> • Partner with 1-2 well-known California chefs to act as a spokesperson for CAC’s tentpole programs: <ul style="list-style-type: none"> ○ Season opener ○ California Avocado Month • Chef partner(s) to: <ul style="list-style-type: none"> ○ Create 2-4 new recipes featuring California Avocados ○ Serve as a spokesperson for 2-4 media interviews, including local broadcast ○ Promote the partnership and recipes via 1-2 social posts on their owned channels ○ If chef has a restaurant: Feature a California Avocado dish on their menu during California Avocado Month and host a curated list of media and influencers to dine at their restaurant throughout the first week of June to sample the dish(es) • Build excitement around, interest in and educate media and consumers about the seasonal availability of California Avocados and communicate “why California” messaging • Proactive media outreach promoting California Avocado season and California Avocado Month regionally and nationally as appropriate • Conduct photo shoot and nutritional analysis on 2-4 new recipes from 2022-23 chef partner(s) 	11/1/22	7/31/23	\$95,000	<ul style="list-style-type: none"> • Project brief to CAC by 11/8/22 • Chef target recommendation to CAC by 11/8/22 • Contract with chef(s) by 12/16/22 • 2-4 developed and tested chef recipes to CAC by 1/13/23 • Recipe testing/tasting completed by 1/27/23 • Recipes and photo plan finalized by 2/3/23 • 2-4 new recipes with images by 2/24/23 • 2-4 fully developed recipes in the online format, with nutritional information and USDA approval of 4 new recipes by 3/1/23 • Delivery of recipe assets and website posting instructions by 3/10/23 • 1-2 chef social posts • 1 season opener press release and 1 mat release ready for distribution no later than 3/10/23 • 1 California Avocado Month press release and 1 mat release ready for distribution no later than 5/9/23 • Positive California Avocado coverage with a minimum 300 million consumer media impressions

2022-23 CALIFORNIA AVOCADO COMMISSION ACTION PLAN

PROGRAM: Consumer Public Relations	ACTIVITIES: Public Relations (cont.)	AGENCY: Golin		
ACTION STEPS	START DATE	SCHEDULED COMPLETION DATE	BUDGET	DELIVERABLES
News Bureau <ul style="list-style-type: none"> • Develop targeted story angles and proactively pitch media on an ongoing basis to garner consistent media coverage around California Avocados and the California Avocado industry that disseminate key messages and drive brand awareness • Respond to media requests/inquiries, and vet opportunities accordingly • Secure media coverage around California Avocados in broadcast, print, qualified blogs and online outlets that reach targeted consumers and activate them to seek California Avocados at time of purchase 	11/1/22	10/31/23	\$60,000	<ul style="list-style-type: none"> • Project brief to CAC by 11/18/22 • Positive California Avocado coverage with an estimated minimum of 580 million consumer media impressions
Media Tracking/Reporting <ul style="list-style-type: none"> • Maintain a news clip reporting system • Monitor information and news affecting California Avocados; provide analysis and results of media coverage • Purchase clips as needed 	11/1/22	10/31/23	\$70,000	<ul style="list-style-type: none"> • Project brief to CAC by 11/8/22 • Media Tracking and Reporting contract renewal by 12/15/22 • Timely monitoring, as needed, on specific issues, as directed by CAC • Up to 5 Dashboard reports and presentations • Up to 10 clips for use in wrap-up reports and presentations to the Board
CONSUMER PUBLIC RELATIONS: PUBLIC RELATIONS PROGRAM (GOLIN) SUBTOTAL:			\$225,000	

2022-23 CALIFORNIA AVOCADO COMMISSION ACTION PLAN

PROGRAM: Consumer Public Relations	ACTIVITIES: Brand Advocates	AGENCY: Golin
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ACTION STEPS	START DATE	SCHEDULED COMPLETION DATE	BUDGET	DELIVERABLES
<p>Brand Advocate Program</p> <ul style="list-style-type: none"> • Partner with at least 2 diverse Brand Advocates who have either (a) a blog and mixed social media presence across the food, health & wellness and lifestyle verticals on Instagram and Pinterest or (b) a presence on TikTok for cross promotion and posting • Create content for owned channels that creates anticipation and demand for the California Avocado season and promotes exclusive seasonal availability of California Avocados for the season opener • Create content for owned channels around California Avocado Month that communicates the superiority and premium quality of California Avocados • Ensure California Avocados inclusion and brand identification throughout the program 	11/1/22	8/31/23	\$115,000	<ul style="list-style-type: none"> • Project brief to CAC by 11/8/22 • Brand Advocate target recommendations to CAC by 11/10/22 • Partnership agreements with Brand Advocates by 12/31/22 • Editorial timelines delivered to CAC for approval by 1/19/23 • Brand Advocate California Avocado Product Immersion session by 2/10/23 • Monthly California Avocado fruit deliveries for content development March through June • Monthly content post throughout the season (between March and June), each Brand Advocate will provide 1 blog post with a new California Avocado recipe and photo, inclusion of seasonal key messaging and social post* on their owned channels • From each Brand Advocate: headshot and bio by 2/13/23 • High resolution imagery and video content from TikTok Brand Advocates per approved timeline throughout the season (March-June)* • Delivery of at least 4 hi res image assets (2 horizontal, 2 vertical) per recipe of content in both lifestyle and overlay styles by the 15th of each month after Brand Advocate posting (April – July) • Monthly Brand Advocate recap reports • Delivery of selected recipes formatted in CAC style with nutrition data by 7/31/23 • Ongoing Brand Advocate outreach and timely response to requests and inquiries, as directed by CAC <p>*Number of certain deliverables dependent on number of advocates secured</p>
CONSUMER PUBLIC RELATIONS: BRAND ADVOCATES GOLIN SUBTOTAL:			\$115,000	

2022-23 CALIFORNIA AVOCADO COMMISSION ACTION PLAN

PROGRAM: Consumer Public Relations	ACTIVITIES: Program Administration and Strategy/Planning	AGENCY: Golin
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ACTION STEPS	START DATE	SCHEDULED COMPLETION DATE	BUDGET	DELIVERABLES
Program Administration & Strategy/Planning <ul style="list-style-type: none"> • Provide administrative support surrounding Public Relations and Brand Advocates programs • Contribute to the 2023-24 CAC Planning process as determined by CAC <ul style="list-style-type: none"> ○ Perform research on consumer and industry trends that will help inform future programs ○ Provide input on business plan elements, along with program development and integration for 2023-24 • Develop project briefs • Attend meetings, as directed by CAC • Contribute to Board, Marketing Committee and Handler meeting presentations • Develop/present Brand Advocates and Public Relations updates at Board, Marketing Committee and Handler meetings • Naturally incorporate considerations of diversity, equity and inclusion when developing programs, sourcing vendors and in appropriate communications 	11/1/22	10/31/23	\$100,500	<ul style="list-style-type: none"> • Ongoing administrative activities, including team and client meetings • 5 GreenSheet outlines and 2 From the Grove outlines/articles • Content, Dashboards and presentations for Board, Marketing Committee and Handler meetings, as directed by CAC • Attendance and presentation at Board, Marketing Committee and Handler meetings, as directed by CAC • Strategic planning participation, as directed by CAC • Report on diversity, equity and inclusion by 10/31/23 • Monthly budget tracking report with monthly invoice
CONSUMER PUBLIC RELATIONS: PROGRAM ADMINISTRATION AND STRATEGY/PLANNING GOLIN SUBTOTAL:			\$100,500	

TOTAL PUBLIC RELATIONS BUDGET: \$440,500



CONSUMER/TRADE LIVING WELL

2022-23 CALIFORNIA AVOCADO COMMISSION ACTION PLAN

PROGRAM: Consumer/Trade Living Well	ACTIVITIES: Living Well Brand Advocates; Industry Membership; and Program Administration, Tracking, Reporting and Strategic Planning	AGENCY: PJ/PR
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PRIORITY 1: Position California Avocados to be the world's most-valued and desired avocados *
*(for consumers, retailers, foodservice operators, wholesalers, growers)

OBJECTIVES:

1. Increase California Avocado perceived value, preference and loyalty with our targets
2. Retain or increase the high awareness of the California avocado growing region among targeted consumers
3. Aspire to an average price per pound of \$1.50 or greater

STRATEGIES:

Distribution and Targeting

- A. Motivate and support targeted retailers and foodservice operators who are demonstrating a willingness to pay a premium for California Avocados, solidify handler supply commitment and encourage targeted consumers to seek out and purchase in-season California Avocados
- C. Create anticipation and demand for the California Avocado season among targeted trade, diverse influencers and consumers
- D. Augment marketing communications with programs that engage the younger age range of targeted consumers

Communication

- E. Communicate consumer and trade messaging that differentiates California Avocados from avocados of other origins (e.g., aspects of freshness, locale/terroir, locally/California grown, California state fruit, exclusive seasonal availability, grower stories/practices/sustainability, preference, California lifestyle and culture and more)
- F. Communicate superiority and premium quality of Fresh California Avocados
- G. Fuse a tight connection between the California Avocados brand and product across all brand touchpoints (advertising, communications, partnership content, point-of-purchase and other retailer/foodservice operator touchpoints)
- I. Direct paid brand advocates and media partners to share "why-California Avocado" messages and encourage unpaid advocates to do so
- J. Identify and create brand-safe opportunities that enable California Avocados to organically join hyper-relevant cultural moments
- M. Inform California Avocado stakeholders and constituents about Marketing program activities and results

2022-23 CALIFORNIA AVOCADO COMMISSION ACTION PLAN

PROGRAM: Consumer/Trade Living Well	ACTIVITIES: Living Well Brand Advocates	AGENCY: PJ/PR
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ACTION STEPS	START DATE	SCHEDULED COMPLETION DATE	BUDGET	DELIVERABLES
<p>Living Well Brand Advocates Engage with 3 registered dietitians, develop and coordinate lifestyle and wellness content leveraging third-party communications that differentiate premium California Avocados from avocados of other origins and share “why California Avocado” messages</p> <ul style="list-style-type: none"> • Determine themes and activations with individual LWBAs that connect the California Avocado brand and product and build editorial calendar • Ensure LWBAs and content champions diversity, equity and inclusion, including the younger age range of CAC targeted consumers • Outline LWBA scopes of work • Coordinate contents and delivery of welcome kits • Update LWBA California Avocado Product Immersion and Corporate Overview Deck including strategic consumer messaging • Schedule and conduct California Avocado Product Immersion & Corporate Overview Session • Procure concepts for 3 new recipes that align with lifestyle trends and activities and focus on California Avocados • Oversee activations of 3 LWBAs • Coordinate production of new assets for California Avocado website and third-party channels • Facilitate cross-promotion on CAC social platforms and encourage sharing on third-party platforms • Present LWBA opportunities to CAC for consideration, including those that allow CAC to organically join hyper-relevant cultural moments) 	11/1/22	8/31/23	\$78,430	<ul style="list-style-type: none"> • 3 scopes of work for LWBA letters of agreement by 11/1/22 • Editorial calendar by 11/1/22 • LWBA California Avocado Product Immersion and Corporate Overview Deck by 11/18/22 • Recipe concepts from 3 LWBAs by 12/2/22 • LWBA California Avocado Product Immersion & Corporate Overview Session by 12/9/22 • 3 LWBA welcome kits • 3 recipes with photos/nutrition by 3/1/23 • 9 core activations to include: <ul style="list-style-type: none"> ○ 3 IG Reels for LWBA channels ○ 2 IG Feed Posts for LWBA channels ○ 1 TikTok for LWBA channel ○ 1 article for LWBA Website ○ 1 article for LWBA Newsletter ○ 1 video for LWBA YouTube channel • Positive California Avocado coverage with at least 200,000 consumer impressions • Post-activation reporting within one month of completion
CONSUMER/TRADE LIVING WELL: LIVING WELL BRAND ADVOCATES (PJ/PR) SUBTOTAL:			\$78,430	

2022-23 CALIFORNIA AVOCADO COMMISSION ACTION PLAN

PROGRAM: Consumer/Trade Living Well	ACTIVITIES: Program Administration, Tracking, Reporting and Strategic Planning	AGENCY: PJ/PR
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ACTION STEPS	START DATE	SCHEDULED COMPLETION DATE	BUDGET	DELIVERABLES
Program Administration, Tracking, Reporting and Strategic Planning <ul style="list-style-type: none"> Provide planning, support, consultation and administration of the program Contribute to CAC grower and handler communications, GreenSheet and From the Grove Attend meetings, as directed by CAC Contribute to the 2023-24 CAC Planning process as determined by CAC Perform research on consumer and industry trends that will help inform future programs Provide input on business plan elements, along with program development and integration for 2023-24 	11/1/22	10/31/23	\$10,000	<ul style="list-style-type: none"> Content for Board and Marketing Committee presentations and Dashboard updates as directed by CAC Content for CAC trade media, as requested Outlines and images for 1 GreenSheet article Contribution to 1 From the Grove article Reconciled budget and monthly reporting and invoicing Attendance at Board, Marketing Committee, and annual meeting, as directed by CAC <ul style="list-style-type: none"> Detailed plan and budget
CONSUMER/TRADE LIVING WELL: LIVING WELL BRAND ADVOCATES (PJ/PR) SUBTOTAL:			\$10,000	

TOTAL CONSUMER/TRADE LIVING WELL BUDGET: \$88,430



TRADE MARKETING – RETAIL

2022-23 CALIFORNIA AVOCADO COMMISSION ACTION PLAN

PROGRAM: Trade Marketing - Retail	ACTIVITIES: Trade Communications and Relations – Advertising and Support; Trade Relations; Trade Press Events; Trade Association Dues and Sponsorships; and International Fresh Produce Association; Retail Communications; Key Account Coverage – Retail Marketing Directors; Retail Program Support; Retail Promotions; Retail Data Monitoring and Reporting; Retail Research and Analysis; Marketing Grower Communications; Marketing Administration
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PRIORITY 1: Position California Avocados to be the world’s most-valued and desired avocados *

*(for consumers, retailers, foodservice operators, wholesalers, growers)

OBJECTIVES:

1. Increase California Avocado perceived value, preference and loyalty with our targets
2. Retain or increase the high awareness of the California avocado growing region among targeted consumers
3. Aspire to an average price per pound of \$1.50 or greater

Distribution and Targeting

- A. Motivate and support targeted retailers and foodservice operators who are demonstrating a willingness to pay a premium for California Avocados, solidify handler supply commitment and encourage targeted consumers to seek out and purchase in-season California Avocados
- B. Build high-value distribution and marketing opportunities for California Avocados, including export
- C. Create anticipation and demand for the California Avocado season among targeted trade, diverse influencers and consumers
- D. Augment marketing communications with programs that engage the younger age range of targeted consumers

Communication

- E. Communicate consumer and trade messaging that differentiates California Avocados from avocados of other origins (e.g., aspects of freshness, locale/terroir, locally/California grown, California state fruit, exclusive seasonal availability, grower stories/practices/sustainability, preference, California lifestyle and culture and more)
- F. Communicate superiority and premium quality of Fresh California Avocados
- G. Fuse a tight connection between the California Avocados brand and product across all brand touchpoints (advertising, communications, partnership content, point-of-purchase and other retailer/foodservice operator touchpoints)
- H. Maintain creative cohesion and integrate elements of the California Avocado advertising campaign in appropriate marketing communications
- I. Direct paid brand advocates and media partners to share “why-California Avocado” messages and encourage unpaid advocates to do so

2022-23 CALIFORNIA AVOCADO COMMISSION ACTION PLAN

- K. Maintain year-round California Avocado awareness messaging
- L. To the trade, communicate the business benefits of carrying and promoting California Avocados in season
- M. Inform California Avocado stakeholders and constituents about Marketing program activities and results

2022-23 CALIFORNIA AVOCADO COMMISSION ACTION PLAN

PROGRAM: Trade Marketing - Retail	ACTIVITIES: Trade Communications and Relations – Advertising and Support	AGENCY: Fusion
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ACTION STEPS	START DATE	SCHEDULED COMPLETION DATE	BUDGET	DELIVERABLES
<p>Trade Advertising Media Purchases Develop and manage California Avocado retail trade advertising media plan:</p> <ul style="list-style-type: none"> Primary focus on digital ads with some limited print support Create a media plan/calendar that focuses on early season start and shorter flight of media buys Develop season launch introductory print ad Target retail management and produce buyers through trade media outlets 	11/1/22	10/31/23	\$222,000	<ul style="list-style-type: none"> Campaign media plan/calendar by 1/23/23 One pre-season introductory ad to run by 3/31/23 or earlier depending on the season start Management of media plan execution, insertion orders, ad placement in key positions with approved publications All billings and payments handled and processed in a timely manner and in accordance with CAC policy
<p>Retail Trade Advertising Production Develop retail trade advertising campaign</p> <ul style="list-style-type: none"> Design unique attention-grabbing Snack magazine ad layout at launch of season California Avocado product key messaging and brand identification Refresh digital ads to match print ad design keeping “the best avocados have California in them” tagline / utilize QR code in print that directs to California Avocado information 	11/1/22	10/31/23	\$28,000	<ul style="list-style-type: none"> Creative brief by 11/21/22 2-page spread pre-season print ad in The Snack magazine with unique attention-grabbing feature 1 full-page print ad <ul style="list-style-type: none"> Resized ad for print publications 1 digital leaderboard ad <ul style="list-style-type: none"> Resized for digital ad responsiveness on various platforms Digital ads and content for multiple online publications – per approved media plan

2022-23 CALIFORNIA AVOCADO COMMISSION ACTION PLAN

PROGRAM: Trade Marketing - Retail	ACTIVITIES: Trade Communications and Relations – Advertising and Support (cont.)	AGENCY: Fusion
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ACTION STEPS	START DATE	SCHEDULED COMPLETION DATE	BUDGET	DELIVERABLES
<p>LinkedIn: Content Development, Management and Maintenance Build, monitor and manage LinkedIn content - includes sponsored posts and updates to the CAC page throughout the year</p> <ul style="list-style-type: none"> Target key trade channels: retail, retail dietitians and foodservice Increase sponsored content aimed at targeted audiences Feature the business-building opportunities, season highlights (beginning, mid-season and end of season wrap-up), key messaging including consumer and foodservice activities and quality of California Avocados Establish and utilize relevant planned and unplanned communication opportunities Track and measure KPIs, including impressions 	11/1/22	10/31/23	\$88,000	<ul style="list-style-type: none"> Project brief by 12/9/22 Content calendar and recommendations delivered quarterly with first calendar delivered by 1/22/23 15 original custom graphics 10 animated graphics 5 motion graphics 20 or more in-season sponsored posts that target retail or retail decision makers Minimum 300,000 impressions Minimum 3.0% average engagement rate Ongoing tracking, reporting and end-of-year performance report
TRADE MARKETING - RETAIL: TRADE COMMUNICATIONS AND RELATIONS – ADVERTISING AND SUPPORT (FUSION) SUBTOTAL:			\$338,000	

2022-23 CALIFORNIA AVOCADO COMMISSION ACTION PLAN

PROGRAM: Trade Marketing - Retail	ACTIVITIES: Trade Relations	AGENCY: Rockwell Morrow
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ACTION STEPS	START DATE	SCHEDULED COMPLETION DATE	BUDGET	DELIVERABLES
Trade Communications <ul style="list-style-type: none"> • Write and distribute trade press releases and announcements • Respond to media requests • Include trade communication creating anticipation for the season as well as messaging that infers superiority and differentiates California Avocados from avocados of other origins • Include communication of California Avocado Commission 45th anniversary 	11/1/22	10/31/23	\$27,700	<ul style="list-style-type: none"> • 7 press releases or announcements and support for interviews resulting in inclusion in a minimum of 170 positive articles in key trade publications with at least 25 of those in print • Timely response to media requests
Trade Events <ul style="list-style-type: none"> • Organize trade media influencer participation in CAC's foodservice AvoGrove Open House and California Avocado Month chef partnership program, as possible • Support CAC's IFPA Global Produce and Floral Show activities, communicating California Avocado differentiation and premium quality 	11/1/22	10/31/23		<ul style="list-style-type: none"> • Trade media travel arrangements on time and within approved budget • IFPA Global Produce and Floral show strategy review, messaging, evaluation, team conferences and booth team work as requested
Trade Relations Reporting <ul style="list-style-type: none"> • Track trade public relations pick up using Cision tool and select manual tracking • Collect trade PR images for reports and grower communications 	11/1/22	10/31/23		<ul style="list-style-type: none"> • Dashboard update contributions and Board and committee presentations as requested • Quarterly trade PR reports
TRADE MARKETING - RETAIL: TRADE RELATIONS (ROCKWELL MORROW) SUBTOTAL:			\$27,700	

2022-23 CALIFORNIA AVOCADO COMMISSION ACTION PLAN

PROGRAM: Trade Marketing - Retail	ACTIVITIES: Trade Relations – Trade Press Events; Trade Association Dues and Sponsorships; and International Fresh Produce Association	AGENCY: Retail Program Support
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ACTION STEPS	START DATE	SCHEDULED COMPLETION DATE	BUDGET	DELIVERABLES
Trade Press Events <ul style="list-style-type: none"> Secure trade media participation in California Avocado Month chef partnership event (pending local availability) Host trade media influencers for CAC’s foodservice AvoGrove open house event, as possible 	1/15/22	6/30/22	\$5,000	Trade media participation and logistics arranged per approved project brief
Trade Associations Continue membership in national and regional trade associations that provide access to targeted retailers and provide opportunities for trade communications regarding the benefits of carrying and promoting California Avocados in season	1/1/23	10/31/23	\$12,780	Payment of dues to Fresh Produce & Floral Council and the International Fresh Produce Association
Trade Events <ul style="list-style-type: none"> Sponsor events with high-retail participation from CAC’s targeted accounts Focus on key regional trade events leading up to and during the season, communicating messaging that differentiates California Avocados from avocados of other origins Promote exclusive seasonal availability and stimulate readiness for the California Avocado season Network with targeted retailers and convey the business benefits of carrying and promoting California Avocados in season 	11/1/22	10/31/23	\$5,750	<ul style="list-style-type: none"> Targeted events sponsorship and attendance at FPFC NorCal and SoCal Luncheons and Expo, along with other opportunities as needed Presentations with images and campaign graphics that communicate crop information and appropriate key California Avocado messaging for the event/timing

2022-23 CALIFORNIA AVOCADO COMMISSION ACTION PLAN

PROGRAM: Trade Marketing - Retail	ACTIVITIES: Trade Relations – Trade Press Events; Trade Association Dues and Sponsorships; and International Fresh Produce Association (cont.)	AGENCY: Retail Program Support
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ACTION STEPS	START DATE	SCHEDULED COMPLETION DATE	BUDGET	DELIVERABLES
International Fresh Produce Association <ul style="list-style-type: none"> Exhibit at and participate in the IFPA annual Global Produce & Floral Show in Anaheim, CA Connect with key retail audience and communicate California Avocado key messages to target audiences Connect and hold meeting with key retailers, trade media, avocado industry stakeholders and the produce industry Sponsor retailer attendee bag sponsorship Rent booth and execute booth program Manage CAC housing block Manage booth team, board, handler ad other registrations Manage CAC's participate in the IFPA Global Produce & Floral Show 	3/1/23	10/31/23	\$157,000	<ul style="list-style-type: none"> Exhibitor registration and booth space reservation for IFPA Global Produce & Floral Show, October 19-21, 2023 in Anaheim, California by 11/30/22 Sponsorship renewal of the show Retailer Attendee Bag featuring CAC's California Avocados logo and distributed to approximately 2,500 retailer attendees at convention by 12/30/22 CAC IFPA strategic plan with management approval by 6/15/23 20'x30' booth rental for use at show and preview fully set up booth by 10/2/23 Participation in the IFPA show Pay exhibitor deposit for the 2024 IFPA Global Produce & Floral Show by 10/31/23
TRADE MARKETING - RETAIL: TRADE RELATIONS: TRADE PRESS EVENTS, DUES, SPONSORSHIPS AND GLOBAL PRODUCE & FLORAL SHOW (RETAIL PROGRAM SUPPORT) SUBTOTAL:			\$157,000	

2022-23 CALIFORNIA AVOCADO COMMISSION ACTION PLAN

PROGRAM: Trade Marketing - Retail	ACTIVITIES: Trade Relations – Retail Communications	AGENCY: PJ/PR
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ACTION STEPS	START DATE	SCHEDULED COMPLETION DATE	BUDGET	DELIVERABLES
<p>California Avocado Retail Resources Create a customizable California Avocado-branded presentation highlighting the benefits and resources available to retailers committed to displaying and promoting California Avocados throughout the season</p>	11/1/22	2/28/23	\$8,000	Outline, copy and images for up to 4 pages of a CAC co-designed customizable template presentation by 2/15/23
<p>Key Account Marketing Communications In collaboration with retailer marketing/social media, CAC Retail Marketing Directors and staff, plan, develop and implement customized programs with retailers that commit to displaying and promoting California Avocados</p> <ul style="list-style-type: none"> • Secure, schedule and lead meetings with retail marketing/social media teams and CAC • Present California Avocado Retail Resources program • Develop custom social and traditional marketing programs with advertising campaign elements and/or brand identification that support RMDs' promotions • Support targeted retailer initiatives with California Avocado branded assets • Develop and provide customized social media posts for retailers' platforms • Submit supplemental elements to RMDs for inclusion in their promotion agreements • Coordinate and manage day-to-day operations of program 	12/1/22	9/8/23	\$125,500	<ul style="list-style-type: none"> • Marketing/social media promotion plans with up to 12 key accounts by 6/30/23 • Up to 15 social copy recommendations for retailer-owned social channels by 8/31/23 • Up to 24 activations by 8/31/23 • Results report upon completion of individual retailer activations
TRADE MARKETING - RETAIL: TRADE RELATIONS – RETAIL COMMUNICATIONS (PJ/PR) SUBTOTAL:			\$133,500	

2022-23 CALIFORNIA AVOCADO COMMISSION ACTION PLAN

PROGRAM: Trade Marketing - Retail	ACTIVITIES: Trade Relations – Retail Communications – Program Administration, Tracking, Reporting and Strategic Planning	AGENCY: PJ/PR
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ACTION STEPS	START DATE	SCHEDULED COMPLETION DATE	BUDGET	DELIVERABLES
Program Administration, Tracking, Reporting and Strategic Planning <ul style="list-style-type: none"> • Provide planning, support, consultation and administration of the program • Contribute to CAC grower and handler communications, GreenSheet and From the Grove • Attend meetings, as directed by CAC • Develop/present program updates at Board, Marketing Committee and handler meetings • Contribute to the 2023-24 planning process as determined by CAC <ul style="list-style-type: none"> ○ Perform research on consumer and industry trends that will help inform future programs ○ Provide input on business plan elements along with program development and integration for 2023-24 	11/1/22	10/31/23	\$22,000	<ul style="list-style-type: none"> • Content for Board, Marketing Committee, grower or handler presentations, and Dashboard updates as directed by CAC • Content for CAC trade media, as requested • Outlines and images for 2 GreenSheet articles • Outline and images for 1 From The Grove article • Reconciled budget and monthly reporting and invoicing
TRADE MARKETING - RETAIL: TRADE RELATIONS – RETAIL COMMUNICATIONS: PROGRAM ADMINISTRATION, TRACKING, REPORTING AND STRATEGIC PLANNING (PJ/PR) SUBTOTAL:			\$22,000	

2022-23 CALIFORNIA AVOCADO COMMISSION ACTION PLAN

PROGRAM: Trade Marketing - Retail	ACTIVITIES: Trade Relations: Key Account Coverage – Retail Marketing Directors	AGENCY: Retail Program Support
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ACTION STEPS	START DATE	SCHEDULED COMPLETION DATE	BUDGET	DELIVERABLES
<p>Contracted Key Account support in the West</p> <ul style="list-style-type: none"> Conduct meetings with CAC's tiered-account retailers who are willing to pay a premium for California Avocados in California, Arizona, Oregon, Washington, Colorado and Utah, communicating the business benefits of carrying and promoting California Avocados in season Set up promotions with targeted retailers 	11/1/22	10/31/23	\$150,000	<ul style="list-style-type: none"> Customer meetings and calls that create anticipation and readiness for fresh California Avocado season and communicate their superiority and premium quality Customized marketing opportunities and promotions with retailers who are demonstrating a willingness to pay a premium for California Avocados Promotions that incentivize targeted accounts to feature California Avocados and encourage targeted consumers (including the younger age range) to seek out and purchase them in season Prominent California Avocado branding in retail advertising, communications, online promotions, retail digital advertising, social media, merchandising/point-of-purchase and other retailer touchpoints using elements from the California Avocado advertising campaign
<p>Contracted Key Account support for Corporate and the Midwest Territory</p> <ul style="list-style-type: none"> Conduct meetings with CAC's Corporate and Midwest tiered-account retailers who are willing to pay a premium for California Avocados communicating the business benefits of carrying and promoting California Avocados in season Set up promotions with targeted retailers 	11/1/22	10/31/23	\$94,800	<ul style="list-style-type: none"> Retail call reports summarizing meetings with targeted retailers within 5 days of the meeting Meetings with handlers confirming promotions and timing with key accounts prior to sending promotion agreements Signed Promotion Agreements securing handler and retailer commitments for CAC promotions featuring customized California Avocado marketing support at least 3 weeks before promotion

2022-23 CALIFORNIA AVOCADO COMMISSION ACTION PLAN

PROGRAM: Trade Marketing - Retail	ACTIVITIES: Trade Relations: Key Account Coverage – Retail Marketing Directors (cont.)	AGENCY: Retail Program Support
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ACTION STEPS	START DATE	SCHEDULED COMPLETION DATE	BUDGET	DELIVERABLES
Planning and Reporting <ul style="list-style-type: none"> Provide input on business plan elements, along with program development and integration for 2023-24 Report on retail activities and results 	11/1/22	10/31/23	N/A	<ul style="list-style-type: none"> Retail trends/needs as requested by CAC Input on draft objectives, strategies and performance measures Program activities and results for Board and Marketing Committee meeting presentations Dashboard updates, as directed by CAC Contributions to GreenSheet and From the Grove
TRADE MARKETING - RETAIL: KEY ACCOUNT COVERAGE (MERCHANDISING PROGRAM SUPPORT) SUBTOTAL:			\$244,800	

TOTAL TRADE MARKETING RETAIL - TRADE RELATIONS BUDGET: \$946,530

2022-23 CALIFORNIA AVOCADO COMMISSION ACTION PLAN

PROGRAM: Trade Marketing - Retail	ACTIVITIES: Retail Program Support	AGENCY: Rockwell Morrow
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ACTION STEPS	START DATE	SCHEDULED COMPLETION DATE	BUDGET	DELIVERABLES
Marketing Material Development and Review <ul style="list-style-type: none"> Write and edit marketing material ensuring that developed materials support California Avocado objectives, strategies and brand positioning Review retail and consumer program communications, ensuring messaging that differentiates California Avocados from avocados of other origins Support photo shoots, video shoots and events as requested, including spring grower photo/video shoot Using research tool, provide CAC with surveyed grower information Assist with retail assets and programs as requested 	12/1/22	10/31/23	\$39,500	<ul style="list-style-type: none"> Retail Marketing Program content contribution within two weeks from request and data availability Timely response and delivery for ongoing requests Grower photo/video shoot coordination per approved project brief Surveyed grower information, as requested
Recipe Development and Support <ul style="list-style-type: none"> Develop, review, edit and evaluate recipe concepts and copy Support recipe testing as requested Ensure that developed recipe support California Avocado strategic direction 	11/1/22	10/31/23	\$3,000	<ul style="list-style-type: none"> 10 new recipes appropriate for retail by 1/31/23 Timely recipe, review, editing, testing and/or judging of California Avocado recipes as requested
TRADE MARKETING - RETAIL: RETAIL PROGRAM SUPPORT (ROCKWELL MORROW) SUBTOTAL:			\$42,500	

2022-23 CALIFORNIA AVOCADO COMMISSION ACTION PLAN

PROGRAM: Trade Marketing - Retail	ACTIVITIES: Retail Promotions	AGENCY: Retail Program Support
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ACTION STEPS	START DATE	SCHEDULED COMPLETION DATE	BUDGET	DELIVERABLES
Recipe Development <ul style="list-style-type: none"> Source, modify or develop recipes and recipe photos that support retail initiatives Process nutrition analysis and update old recipes as needed for retail programs 	11/1/22	10/31/23	\$2,500	<ul style="list-style-type: none"> Recipes nutrition analysis purchase Recipe nutrition data reports delivery to CAC from 11/30/22 through 10/31/23 Recipe editing with nutrition data and nutrition highlights for retailer use and posting on CAC's website as needed from 11/30/22 through 10/31/23 Timely response and delivery of CAC recipes to retailers Photography of 1-2 selected and/or new recipes by 10/31/23 as needed
Photo Shoots Source, modify or develop recipe photos that support and encourage in-season California Avocado retail initiatives	11/1/22	10/31/23	\$26,500	<ul style="list-style-type: none"> Timely response and delivery of CAC assets to retailers 1 full-day studio shoot of 7 recipes Up to 7 non-studio recipe photos Additional recipe development and photos pending grower and other contributor assets
Retail Content Development <ul style="list-style-type: none"> Develop digital content (recipes, photos and videos) for retail use that meets retailer content needs and encourages retailers to promote in- season California Avocados Develop and maintain Retail Content Plan based on retailer needs as well as web/social media content trends 	11/1/22	10/31/23	\$85,000	<ul style="list-style-type: none"> Retail Content Development Plan draft by 1/20/23 Up to 10 recipes by 10/31/23 Up to 10 photos by 10/31/23 Up to 8 videos by 7/31/23

2022-23 CALIFORNIA AVOCADO COMMISSION ACTION PLAN

PROGRAM: Trade Marketing - Retail	ACTIVITIES: Retail Promotions (cont.)	AGENCY: Retail Program Support
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ACTION STEPS	START DATE	SCHEDULED COMPLETION DATE	BUDGET	DELIVERABLES
Grower Photography/Videography <ul style="list-style-type: none"> • Identify and recruit diverse growers whose activities support sustainability communication and reinforce brand messages • Conduct photography/videography on location and edit assets 	2/1/23	5/31/23	\$10,000	<ul style="list-style-type: none"> • Photos and video assets of 7-8 California Avocado growers in spring, in groves with fruit on trees by 5/31/23
Retail Performance Programs <ul style="list-style-type: none"> • Conduct account-specific, California-branded performance programs with targeted/tiered-account retailers who demonstrate a willingness to pay a premium for California Avocados, including programs in support of Fresh California Avocados' exclusive seasonal availability • Coordinate timing with handlers and retailers, insuring fruit availability for promotions • Develop programs that encourage retailers' consumers to seek out and purchase California Avocados in season • Use elements of the California Avocado advertising campaign when possible • Develop social media campaigns with targeted retailers that promote California avocados brand, recipes, shopper giveaways and videos that increase awareness with retail shoppes and followers 	11/1/22	10/31/23	\$663,448	<ul style="list-style-type: none"> • Minimum 50 promotions featuring California Avocados with targeted retailers with prominent California branding • Promotion Agreements signed by handlers, retailers and CAC • Production of retail materials including the 2022-23 California Avocado Marketing Program for presentation to key retailers by 1/15/23
Retail Brand Awareness Programs <ul style="list-style-type: none"> • Utilize retail chain digital and online platforms that create awareness and anticipation of the California Avocado season • Develop in-store, point-of-sale promotions that increase visibility of the California Avocados brand 	11/1/22	10/31/23	\$210,968	<ul style="list-style-type: none"> • 1-2 large volume retail Tier 1 digital and online platform programs • Minimum 5 retailer point-of-sale promotions • Minimum 8 retail social media campaigns with prominent branding and completion metrics
Retailer Social Media Advertising Support Support retailers with California Avocado advertising initiatives (media dollars) on their social media platforms	11/1/22	10/31/23	\$20,000	Up to 15 advertising campaigns (launches) on retail social media partner platforms

2022-23 CALIFORNIA AVOCADO COMMISSION ACTION PLAN

PROGRAM: Trade Marketing – Retail	ACTIVITIES: Retail Promotions (cont.)	AGENCY: Retail Program Support
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ACTION STEPS	START DATE	SCHEDULED COMPLETION DATE	BUDGET	DELIVERABLES
Support Materials and Fulfillment <ul style="list-style-type: none"> • Manage production and use of premiums with prominent California Avocado brand identification (including those from the California Avocado Merchandise Shop) for promotions and events • Develop POS with prominent California Avocado brand identification (as needed) • Manage storage and fulfillment of California Avocado marketing materials 	11/1/22	10/31/23	\$47,000	<ul style="list-style-type: none"> • Materials that clearly brand California Avocados for avocado displays at point-of-purchase and integrate elements of the California Avocado advertising campaign • Items produced with California Avocado brand identification and/or ad campaign graphics for use at targeted produce industry events and for retail promotions • Fulfillment of retailer, handler, grower and consumer requests for California Avocado marketing materials
TRADE MARKETING - RETAIL: RETAIL PROMOTIONS (MERCHANDISING PROGRAM SUPPORT) SUBTOTAL:			\$1,065,416	

2022-23 MERCHANDISING RETAIL PROMOTIONS SUBTOTAL: \$1,107,916

2022-23 CALIFORNIA AVOCADO COMMISSION ACTION PLAN

PROGRAM: Trade Marketing - Retail	ACTIVITIES: Retail Data Monitoring and Reporting	AGENCY: Information Resources, Inc.
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ACTION STEPS	START DATE	SCHEDULED COMPLETION DATE	BUDGET	DELIVERABLES
Retail Point-of-Sale Data Supply retail-specific sales data in accordance with agreement	11/1/22	10/31/23	\$70,000	<ul style="list-style-type: none"> 13 deliveries of data by 10/31/23 Includes regions, markets and select retail chains
TRADE MARKETING - RETAIL: RETAIL DATA MONITORING AND REPORTING (INFORMATION RESOURCES, INC.) SUBTOTAL:			\$70,000	

2022-23 CALIFORNIA AVOCADO COMMISSION ACTION PLAN

PROGRAM: Trade Marketing - Retail	ACTIVITIES: Retail Data Monitoring and Reporting	AGENCY: Fusion
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ACTION STEPS	START DATE	SCHEDULED COMPLETION DATE	BUDGET	DELIVERABLES
Data Analysis, Research and Ad Hoc Reporting <ul style="list-style-type: none"> • Provide fact-based insights (data nuggets) on retail sales trends and shopper purchase behaviors • Aid in communicating the business benefits and opportunities of carrying and promoting California Avocados at retail • Develop shopper research on the purchase behaviors driving bagged avocado sales in and outside the California region 	11/1/22	10/31/23	\$73,500	<ul style="list-style-type: none"> • Data, research, reports, consultation/support as requested <ul style="list-style-type: none"> ○ Includes data support for motion graphics • Analyze data, create bagged and organic data nuggets, and produce up to 2 sell sheets detailing: <ul style="list-style-type: none"> ○ California Avocado start-of-season ○ IFPA data information ○ Includes cost of Information Resources, Inc. panel data • Up to 3 GreenSheet and/or From the Grove outlines as requested • Content and presentations for Board and Marketing Committee updates • Shopper research analyzing purchase behaviors for bagged vs. bulk avocados and their impact on retail sales in and outside the California region
Retail Monitoring Reports Support staff/RMDs/retailers and CAC trade communications with retail-specific reports that detail retailer sales performance and trends	11/1/22	10/31/23	\$33,000	<ul style="list-style-type: none"> • 13 Retailer Reports • 1 AvoScore card at start of California Season incorporating all tracked retailers • Board Meeting Dashboard updates • Monitor and validate data deliveries • Maintain database • Prepare for and implement database restatement from IRI
TRADE MARKETING - RETAIL: RETAIL DATA MONITORING AND REPORTING (FUSION) SUBTOTAL:			\$106,500	

2022-23 CALIFORNIA AVOCADO COMMISSION ACTION PLAN

PROGRAM: Trade Marketing - Retail	ACTIVITIES: Retail Research and Analysis	AGENCY: Fusion
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ACTION STEPS	START DATE	SCHEDULED COMPLETION DATE	BUDGET	DELIVERABLES
Tiered-Account Planning, Consultation, Reporting and Support Deliver program monitoring and season-end metrics, report, consultation and support <ul style="list-style-type: none"> • Work with CAC staff/RMDs and incorporate learnings from 2021-22 marketing program • Collect program data (marketing spend, shipments, retail sales and promotional activities, etc.) • Analyze and report on supply market trends and tiered-account year-end results • Produce data-driven retail and supply trends and information 	11/1/22	10/31/23	\$56,000	<ul style="list-style-type: none"> • 2023 California Season program results presentation (Date is TBD based on season-end and data availability) <ul style="list-style-type: none"> ○ Includes supply metrics, brand shares, FOB and retailer pricing, compound growth rates, retailer category performance, alignment of product, sales and marketing tactics and opportunities • Ongoing program monitoring, consultation and support
TRADE MARKETING - RETAIL: RETAIL RESEARCH AND ANALYSIS (FUSION) SUBTOTAL:			\$56,000	

PROGRAM: Trade Marketing - Retail	ACTIVITIES: Planning and Program Administration	AGENCY: Fusion
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ACTION STEPS	START DATE	SCHEDULED COMPLETION DATE	BUDGET	DELIVERABLES
Consultation, Annual Planning and Program Administration <ul style="list-style-type: none"> • Provide planning, support, consultation and administration of programs • Incorporate considerations of diversity, equity and inclusion when developing programs, sourcing vendors and in appropriate communications 	11/1/22	10/31/23	\$53,500	<ul style="list-style-type: none"> • Annual planning, management and administration of programs, projects, budgets, inter-agency activities, meetings, and archiving of materials, reports and data • Information Resources, Inc. data specifications, data agreements negotiated, communications and management • Report on diversity, equity and inclusion by 10/31/23 • IFPA attendance as requested by CAC
TRADE MARKETING - RETAIL: PLANNING AND PROGRAM ADMINISTRATION (FUSION) SUBTOTAL:			\$53,500	

2022-23 CALIFORNIA AVOCADO COMMISSION ACTION PLAN

PROGRAM: Trade Marketing - Retail	ACTIVITIES: Data, Research and Analysis	AGENCY: Avocado Marketing Services, Inc.
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ACTION STEPS	START DATE	SCHEDULED COMPLETION DATE	BUDGET	DELIVERABLES
Avocado Marketing Research Information Center Provide AMRIC data as well as market and industry updates and projections	11/1/22	10/31/23	\$2,700	Delivery of weekly reports: <ul style="list-style-type: none"> Market Trends Reports AMRIC Data Report Market's Analysis Report
TRADE MARKETING - RETAIL: DATA, RESEARCH AND ANALYSIS (AVOCADO MARKETING SERVICES, INC.) SUBTOTAL:			\$2,700	

2022-23 DATA, RESEARCH AND ANALYSIS SUBTOTAL: \$288,700

2022-23 CALIFORNIA AVOCADO COMMISSION ACTION PLAN

PROGRAM: Trade Marketing - Retail	ACTIVITIES: Marketing Administration – Grower Communications	AGENCY: GingerRoot
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ACTION STEPS	START DATE	SCHEDULED COMPLETION DATE	BUDGET	DELIVERABLES
Communicate the California Avocado Marketing programs that are relevant to the California Avocado grower community	11/1/22	10/31/23	\$11,000	<ul style="list-style-type: none"> Marketing copy for 24 GreenSheet editions Copy and editing of marketing articles for 4 From the Grove editions as requested
TRADE MARKETING - RETAIL: MARKETING ADMINISTRATION – GROWER COMMUNICATIONS (GINGERROOT) SUBTOTAL:			\$11,000	

PROGRAM: Trade Marketing - Retail	ACTIVITIES: Marketing Administration	AGENCY: Marketing Program Support
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ACTION STEPS	START DATE	SCHEDULED COMPLETION DATE	BUDGET	DELIVERABLES
Communicate California Avocado key messages that differentiate California Avocados from avocados of other origins, their superiority and premium quality and the business benefits of carrying and promoting in season through staff support and attendance at key national and regional and trade events	11/1/22	10/31/23	\$27,500	Travel to and/or participation in various trade and industry events
<ul style="list-style-type: none"> Support merchandising programs Naturally incorporate considerations of diversity, equity and inclusion when developing programs, sourcing vendors and in appropriate communications 	11/1/22	10/31/23	\$35,000	<ul style="list-style-type: none"> Shipping supplies, shipping costs, office equipment, meeting expenses, etc. Report on diversity, equity and inclusion by 10/31/22
TRADE MARKETING - RETAIL: MARKETING ADMINISTRATION (MARKETING PROGRAM SUPPORT) SUBTOTAL:			\$62,500	

2022-23 MARKETING ADMINISTRATION SUBTOTAL: \$73,500

2022-23 TRADE MARKETING - RETAIL TOTAL BUDGET: \$2,416,646



TRADE MARKETING: FOODSERVICE

2022-23 CALIFORNIA AVOCADO COMMISSION ACTION PLAN

PROGRAM: Trade Marketing - Foodservice	ACTIVITIES: Media and Ad/Enewsletter Production; Public Relations; Events; Events – Culinary Support; Chain Promotions and Menu Ideation; Menu Ideation – Culinary Support; Culinary Education; Program Administration	AGENCY: Kurata Communications
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PRIORITY 1: Position California Avocados to be the world’s most-valued and desired avocados *
 *(for consumers, retailers, foodservice operators, wholesalers, growers)

OBJECTIVES:

1. Increase California Avocado perceived value, preference and loyalty with our targets
2. Retain or increase the high awareness of the California avocado growing region among targeted consumers
3. Aspire to an average price per pound of \$1.50 or greater

STRATEGIES:

Distribution and Targeting

- A. Motivate and support targeted retailers and foodservice operators who are demonstrating a willingness to pay a premium for California Avocados, solidify handler supply commitment and encourage targeted consumers to seek out and purchase in-season California Avocados
- B. Build high-value distribution and marketing opportunities for California Avocados, including export
- C. Create anticipation and demand for the California Avocado season among targeted trade, diverse influencers and consumers

Communication

- E. Communicate consumer and trade messaging that differentiates California Avocados from avocados of other origins (e.g., aspects of freshness, locale/terroir, locally/California grown, California state fruit, exclusive seasonal availability, grower stories/practices/sustainability, preference, California lifestyle and culture and more)
- F. Communicate superiority and premium quality of Fresh California Avocados
- G. Fuse a tight connection between the California Avocados brand and product across all brand touchpoints (advertising, communications, partnership content, point-of-purchase and other retailer/foodservice operator touchpoints)
- H. Maintain creative cohesion and integrate elements of the California Avocado advertising campaign in appropriate marketing communications
- I. Direct paid brand advocates and media partners to share “why-California Avocado” messages and encourage unpaid advocates to do so

2022-23 CALIFORNIA AVOCADO COMMISSION ACTION PLAN

- K. Maintain year-round California Avocado awareness messaging
- L. To the trade, communicate the business benefits of carrying and promoting California Avocados in season
- M. Inform California Avocado stakeholders and constituents about Marketing program activities and results

2022-23 CALIFORNIA AVOCADO COMMISSION ACTION PLAN

PROGRAM: Trade Marketing - Foodservice	ACTIVITIES: Media and Ad/Enewsletter Production	AGENCY: Kurata Communications
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ACTION STEPS	START DATE	SCHEDULED COMPLETION DATE	BUDGET	DELIVERABLES
Media <ul style="list-style-type: none"> Develop and execute a targeted California Avocado-branded print and digital media campaign focusing on the California Avocado season Utilize digital ad placements pre-season building anticipation for upcoming season Leverage publications' subscription base and send custom content electronic newsletters 	11/1/22	10/31/23	\$73,800	<ul style="list-style-type: none"> Media plan by 11/15/22 for 8 print and 5 digital insertions for 648,000 impressions Off-season placement of 4-6 digital ads 2 custom content newsletters during the season
Ad Production <ul style="list-style-type: none"> Create digital ads/slide shows with California Avocado-branded assets, emphasizing the competitive advantage of California avocados and supporting the benefits of seasonal availability and emphasizing California cuisine and style Update print ad files incorporating 2021-22 creative tag/illustration Promote California Avocado differences and inspire call-to-action for promotions and menu ideation sessions Develop with publishers custom content newsletters that reinforce the California Avocado advantage and differences 	11/1/22	7/30/23	\$25,000	<ul style="list-style-type: none"> 4 new digital images and copy text by 1/14/23 1 slide show with 5 different recipe images and text by 7/30/23 1 new banner ad by 1/14/23 2 custom content newsletters by 7/30/23
TRADE MARKETING - FOODSERVICE: MEDIA AND AD/NEWSLETTER PRODUCTION (KURATA COMMUNICATIONS) SUBTOTAL:			\$98,800	

2022-23 CALIFORNIA AVOCADO COMMISSION ACTION PLAN

PROGRAM: Trade Marketing - Foodservice	ACTIVITIES: Public Relations	AGENCY: Kurata Communications
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ACTION STEPS	START DATE	SCHEDULED COMPLETION DATE	BUDGET	DELIVERABLES
Public Relations <ul style="list-style-type: none"> Research chef recipe leads and request California Avocado recipes for use in foodservice program Electronically distribute California Avocado-branded product release(s) promoting the California Avocado 2023 season, communicating Fresh California Avocados' unique terroir and emphasizing California cuisine and style 	11/1/22	10/31/23	\$37,500	<ul style="list-style-type: none"> Monthly follow-up and pitches of operators showcasing California avocados on the menu to editors on upcoming stories 1-2 product releases during California Avocado season and monthly editorial pitches resulting in 45 placements, 4.2 million impressions and a comparable ad value of \$130,000 6-8 new recipes/photos by 8/31/23
International Foodservice Editorial Council NRA Reception & Annual Conference <ul style="list-style-type: none"> Participate in IFEC's annual Conference (11/7-11/9/22) in Santa Barbara, CA Coordinate inclusion of California Avocado grove in the IFEC conference Food Tour Pitch editors with messaging that differentiates from competitors and promotes California Avocado superiority and premium quality Sponsor and attend IFEC's National Restaurant Association reception in Chicago, IL (5/22/23) 	11/1/22	5/31/23	\$22,000	<u>IFEC Annual Conference</u> <ul style="list-style-type: none"> Reception for 15-20 editors Office hours during event with 8-10 editors California Avocado grove tour in one of the Food Tour options during IFEC conference IFEC event summary for Annual Conference with confirmation of editors met and pitch grid indicating assets of interest by editors by 12/31/22 <u>IFEC NRA Reception</u> <ul style="list-style-type: none"> California Avocado-centric dish served during the reception IFEC summary included with the National Restaurant Association Marketing Executive Group event summary by 5/31/23
Social Media Posts Create Instagram Reels from inventory of foodservice social media videos and re-post for Throw Back Thursday during California Avocado season	11/1/22	6/30/23	\$400	<ul style="list-style-type: none"> Re-post of 3 popular foodservice videos from 2021-22 for TBT on Chef Jason Hernandez's social media channels by 6/30/23 Text and hashtags for 6 IG Reels by 2/15/23
TRADE MARKETING - FOODSERVICE: PUBLIC RELATIONS (KURATA COMMUNICATIONS) SUBTOTAL:			\$59,900	

2022-23 CALIFORNIA AVOCADO COMMISSION ACTION PLAN

PROGRAM: Trade Marketing - Foodservice	ACTIVITIES: Public Relations – Culinary Support	AGENCY: Kurata Communications
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ACTION STEPS	START DATE	SCHEDULED COMPLETION DATE	BUDGET	DELIVERABLES
Social Media Posts <ul style="list-style-type: none"> Re-post under Throw Back Thursday-themed videos Create Instagram Reels from foodservice social media videos for posting during California Avocado season 	11/1/22	6/30/23	\$3,600	<ul style="list-style-type: none"> Re-post of 3 popular foodservice videos from 2021-22 for TBT on Chef Jason Hernandez's social media channels by 6/30/23 6 IG Reels by 2/15/23
TRADE MARKETING - FOODSERVICE: PUBLIC RELATIONS – CULINARY SUPPORT (KURATA COMMUNICATIONS) SUBTOTAL:			\$3,600	

2022-23 CALIFORNIA AVOCADO COMMISSION ACTION PLAN

PROGRAM: Trade Marketing - Foodservice	ACTIVITIES: Events	AGENCY: Kurata Communications
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ACTION STEPS	START DATE	SCHEDULED COMPLETION DATE	BUDGET	DELIVERABLES
Events Educate operators of the benefits of California avocados when creating California-style dishes, sponsor meals and dishes to demonstrate the ease of application	11/1/22	10/31/23	\$230,200	<ul style="list-style-type: none"> • 10 Event briefs by 12/31/22 • Engagement with 300 contacts including 75 new contacts from Kinetic12 Emerging Chains, FoodOvation, California Restaurant Association Regional Meetings, Food News Media’s Meet-Up, Marketing Executive Group, Summit NRA Luncheon, West Coast Culinary, IFPA Foodservice Conference, Flavor Experience • 12-15 menu concepts for sampling
AvoGrove Open House <ul style="list-style-type: none"> • Educate attendees on the farm-to-table journey of California Avocados, reinforce “the best avocados have California in them” marketing message and position CAC as a primary resource for avocado information • Extend invitations to marketing, culinary and purchasing team members of commercial and non-commercial foodservice operations, primarily in the southern California region • Craft a “California Avocado Experience” that gives attendees an understanding and appreciation for the differences between California Avocados and imported avocados, as well as processed avocados • Invite and offer stipend for key chain partners located in Northern California • Secure 1-2 flavor pairing sessions from chain contacts for the culinary team 	11/1/22	7/31/23	\$30,300	<ul style="list-style-type: none"> • Event brief by 12/31/22 • Participation by and engagement with 12-15 chain contacts including 8 new contacts • Educational format for 12-15 key foodservice top-tiered accounts and editors • Flavor pairing session with Open House guests • Iconic California-style dish concepts from 1-2 local chefs by 5/31/23 for presentation to tour guests • Event B-roll and photos • Event summary reporting on deliverables by 7/31/23
TRADE MARKETING - FOODSERVICE: EVENTS			\$260,500	
(KURATA COMMUNICATIONS) SUBTOTAL:				

2022-23 CALIFORNIA AVOCADO COMMISSION ACTION PLAN

PROGRAM: Trade Marketing - Foodservice	ACTIVITIES: Events – Culinary Support	AGENCY: Kurata Communications
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ACTION STEPS	START DATE	SCHEDULED COMPLETION DATE	BUDGET	DELIVERABLES
Events Develop new California Avocado menu applications for sampling and attendance at conferences	11/1/22	9/30/23	\$32,000	<ul style="list-style-type: none"> Engagement with 80 contacts including 25 new contacts from Flavor Experience, FoodOvation 12-15 menu concepts for sampling 15-20 participants in pairing sampling sessions
Avocado Grove Open House <ul style="list-style-type: none"> Craft a “California food experience” that gives attendees understanding and appreciation for the differences between California Avocados and avocados from other origins Lead a California Avocado flavor building learning session with Open House guests Create and serve a California Avocado-centric dishes throughout the day 	11/1/22	6/30/23	\$4,000	<ul style="list-style-type: none"> Engagement with 15-20 chain contacts including 10 new contacts Flavor pairing session with Open House guests Menu plan developed by 3/15/23
FOODSERVICE:				
EVENTS - CULINARY SUPPORT				
(KURATA COMMUNICATIONS) SUBTOTAL:			\$36,000	

2022-23 CALIFORNIA AVOCADO COMMISSION ACTION PLAN

PROGRAM: Trade Marketing - Foodservice	ACTIVITIES: Chain Promotions and Menu Ideation	AGENCY: Kurata Communications
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ACTION STEPS	START DATE	SCHEDULED COMPLETION DATE	BUDGET	DELIVERABLES
Chain Promotions <ul style="list-style-type: none"> Inform and reinforce to chains (through monthly correspondence and one-on-one meetings at events) the preference for California Avocados and reason to promote on menus Secure merchandising support for customized chain programs that build high-value distribution opportunities among foodservice operators willing to pay a premium for California Avocados Coordinate prominent California Avocado brand identification at point-of-purchase and other touchpoints 	11/1/22	10/31/23	\$180,000	<ul style="list-style-type: none"> Promotions with 16-20 restaurant chains branded with “California Avocados” and/or the California Avocados brand logo at point-of-sale and/or website, enewsletters/blogs, social media 4-6 new chain partner promotions 10 returning/continuing partner promotions 10 chains based in California/Western region
Chain Menu Development <ul style="list-style-type: none"> Create customized menu concepts for existing and new top-tier foodservice operators Inform chains of the halo value California Avocados bring to the menu and their operations Focus on menu concepts that leverage California Avocado-style Deliver presentations onsite or virtually 	11/1/22	9/30/23	\$11,000	Menu concepts including 2 onsite presentations for 2-4 top-tier chain accounts with units primarily in the Western region and who currently purchase California Avocados
TRADE MARKETING - FOODSERVICE: CHAIN PROMOTIONS AND MENU IDEATION (KURATA COMMUNICATIONS) SUBTOTAL:			\$191,000	

2022-23 CALIFORNIA AVOCADO COMMISSION ACTION PLAN

PROGRAM: Trade Marketing - Foodservice	ACTIVITIES: Chain Menu Ideation – Culinary Support	AGENCY: Kurata Communications
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ACTION STEPS	START DATE	SCHEDULED COMPLETION DATE	BUDGET	DELIVERABLES
Chain Menu Development <ul style="list-style-type: none"> Create customized menu concepts for existing and new top-tier foodservice operators Focus on concepts that leverage California Avocado-style Deliver presentation onsite or virtually 	11/1/22	9/30/23	\$19,200	20-25 menu concepts for 2-4 top-tier chain accounts currently purchasing California Avocados
TRADE MARKETING - FOODSERVICE: CHAIN MENU IDEATION – CULINARY SUPPORT (KURATA COMMUNICATIONS) SUBTOTAL:			\$19,200	

2022-23 CALIFORNIA AVOCADO COMMISSION ACTION PLAN

PROGRAM: Trade Marketing - Foodservice	ACTIVITIES: Culinary Education	AGENCY: Kurata Communications
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ACTION STEPS	START DATE	SCHEDULED COMPLETION DATE	BUDGET	DELIVERABLES
Culinary Education <ul style="list-style-type: none"> Monitor Foodservice Culinary Education exams submitted by American Culinary Federation members and disseminate Certificate of Completion Manage culinary American Culinary Federation accreditation status 	11/1/22	10/31/23	\$2,000	<ul style="list-style-type: none"> 40 exams reviewed and certificates disseminated Renewed certification status
TRADE MARKETING - FOODSERVICE: CULINARY EDUCATION (KURATA COMMUNICATIONS) SUBTOTAL:			\$2,000	

PROGRAM: Trade Marketing - Foodservice	ACTIVITIES: Program Administration	AGENCY: Kurata Communications
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ACTION STEPS	START DATE	SCHEDULED COMPLETION DATE	BUDGET	DELIVERABLES
Program Administration <ul style="list-style-type: none"> Manage, supervise and evaluate Foodservice Marketing Program Contribute outline and information for From the Grove and the GreenSheet articles Naturally incorporate considerations of diversity, equity and inclusion when developing programs, sourcing vendors and in appropriate communications 	11/1/22	10/31/23	\$54,000	<ul style="list-style-type: none"> Development and implementation of the 2022-23 CAC Foodservice Marketing Program, including all Dashboard updates, a minimum of 8 GreenSheet outlines and contributions to From the Grove articles as requested Report on diversity, equity and inclusion by 10/31/23
TRADE MARKETING - FOODSERVICE: PROGRAM ADMINISTRATION (KURATA COMMUNICATIONS) SUBTOTAL:			\$54,000	

TOTAL FOODSERVICE BUDGET: \$725,000



MARKETING ACTIVITIES SUPPORT

2022-23 CALIFORNIA AVOCADO COMMISSION ACTION PLAN

PROGRAM: Marketing Activities Support	ACTIVITIES: Buy California Marketing Agreement; Marketing Planning; Marketing Research and Export Program	AGENCY: Marketing Program Support
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PRIORITY 1: Position California Avocados to be the world's most-valued and desired avocados *

*(for consumers, retailers, foodservice operators, wholesalers, growers)

OBJECTIVES:

1. Increase California Avocado perceived value, preference and loyalty with our targets
2. Retain or increase the high awareness of the California avocado growing region among targeted consumers
3. Aspire to an average price per pound of \$1.50 or greater

STRATEGIES:

Distribution and Targeting

- A. Motivate and support targeted retailers and foodservice operators who are demonstrating a willingness to pay a premium for California Avocados, solidify handler supply commitment and encourage targeted consumers to seek out and purchase in-season California Avocados
- B. Build high-value distribution and marketing opportunities for California Avocados, including export
- C. Create anticipation and demand for the California Avocado season among targeted trade, diverse influencers and consumers
- D. Augment marketing communications with programs that engage the younger age range of targeted consumers

Communication

- E. Communicate consumer and trade messaging that differentiates California Avocados from avocados of other origins (e.g., aspects of freshness, locale/terroir, locally/California grown, California state fruit, exclusive seasonal availability, grower stories/practices/sustainability, preference, California lifestyle and culture and more)
- F. Communicate superiority and premium quality of Fresh California Avocados
- G. Fuse a tight connection between the California Avocados brand and product across all brand touchpoints (advertising, communications, partnership content, point-of-purchase and other retailer/foodservice operator touchpoints)
- H. Maintain creative cohesion and integrate elements of the California Avocado advertising campaign in appropriate marketing communications
- L. To the trade, communicate the business benefits of carrying and promoting California Avocados in season
- M. Inform California Avocado stakeholders and constituents about Marketing program activities and results

2022-23 CALIFORNIA AVOCADO COMMISSION ACTION PLAN

PROGRAM: Marketing Activities Support	ACTIVITIES: Buy California Marketing Agreement	AGENCY: Marketing Program Support
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ACTION STEPS	START DATE	SCHEDULED COMPLETION DATE	BUDGET	DELIVERABLES
<ul style="list-style-type: none"> Participate in the Buy California Marketing Agreement program Support BCMA in CAC's marketing outreach as appropriate 	11/1/22	10/31/23	\$25,000	<ul style="list-style-type: none"> Participation in BCMA Board meetings and strategic planning Timely response and asset contributions as requested
MARKETING ACTIVITIES SUPPORT: BUY CALIFORNIA MARKETING AGREEMENT (MARKETING PROGRAM SUPPORT) SUBTOTAL:			\$25,000	

PROGRAM: Marketing Activities Support	ACTIVITIES: Marketing Planning	AGENCY: CAC
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ACTION STEPS	START DATE	SCHEDULED COMPLETION DATE	BUDGET	DELIVERABLES
Coordinate and execute CAC marketing and planning meetings, for this fiscal year and the 2023-24 business plan as needed	11/1/22	10/31/23	\$1,000	CAC staff/agency planning and Marketing Committee meetings and calls
MARKETING ACTIVITIES SUPPORT: MARKETING PLANNING (CAC) SUBTOTAL:			\$1,000	

2022-23 CALIFORNIA AVOCADO COMMISSION ACTION PLAN

PROGRAM: Marketing Activities Support	ACTIVITIES: Marketing Planning, Strategic Support and Special Projects	AGENCY: Rockwell Morrow
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ACTION STEPS	START DATE	SCHEDULED COMPLETION DATE	BUDGET	DELIVERABLES
Strategic Planning and Research <ul style="list-style-type: none"> • Facilitate strategic planning • Review marketing programs and creative executions <ul style="list-style-type: none"> ○ Analyze for strategic fit and alignment with brand messaging ○ Evaluate for brand and product connection • Naturally incorporate considerations of diversity, equity and inclusion when developing or evaluating programs and materials, sourcing vendors and in appropriate communications 	11/1/22	10/31/23	\$47,875	<ul style="list-style-type: none"> • Timelines, content and reviews for 2023-24 business plan • Prior year key measures delivery by 12/16/22; ongoing plan tracking • Report on diversity, equity and inclusion by 10/31/23 • Ongoing review of materials as requested
Marketing Research Support <ul style="list-style-type: none"> • Manage 2023 California Avocado Tracking Study • Support CAC communications leveraging data from 2022 California Avocado Tracking Study and other sources, including ad-hoc regional information for RMDs • Conduct California Avocado grower outreach soliciting new and updated information 	11/1/22	10/31/23		<ul style="list-style-type: none"> • Tracking study needs analysis by 3/30/23 • Tracking study project proposal by 5/5/23 • Tracking study report by 10/31/23 • Timely response to ongoing research support requests, including grower and other surveys

2022-23 CALIFORNIA AVOCADO COMMISSION ACTION PLAN

PROGRAM: Marketing Activities Support	ACTIVITIES: Marketing Planning, Strategic Support and Special Projects (cont.)	AGENCY: Rockwell Morrow
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ACTION STEPS	START DATE	SCHEDULED COMPLETION DATE	BUDGET	DELIVERABLES
Marketing Services <ul style="list-style-type: none"> • Support California Avocado Merchandise Shop activities • Provide Marketing services that support CAC consumer, trade and industry marketing initiatives <ul style="list-style-type: none"> ○ Reinforce California Avocado brand positioning and approved brand messaging ○ Evaluate for brand and product connection 	11/1/22	10/31/23	(cont.)	<ul style="list-style-type: none"> • Quarterly monthly merchandise shop performance reports within 3 days of data availability • Monthly review of PMCI reports and income statement reviews • Ongoing merchandise shop support as requested • Ongoing review of Marketing materials • Ongoing presentation support • Representation for virtual and in-person events
Stakeholder Communications <ul style="list-style-type: none"> • Manage marketing contributions to the GreenSheet and From the Grove including staff/agency liaison, reviews and editing • Attend virtual or in-person Marketing Committee meetings and assist with preparation and minutes 	11/1/22	10/31/23		<ul style="list-style-type: none"> • GreenSheet 2023 editorial calendar by 12/9/22 and updates as needed • Content for at least 24 GreenSheet editions and 4 From the Grove editions acquired • Minimum 6 CAC or partner videos shared with growers • Drafts of Marketing Committee minutes within 24 hours of meetings
MARKETING ACTIVITIES SUPPORT: MARKETING PLANNING, STRATEGIC SUPPORT AND SPECIAL PROJECTS (ROCKWELL MORROW) SUBTOTAL:			\$47,875	

2022-23 CALIFORNIA AVOCADO COMMISSION ACTION PLAN

PROGRAM: Marketing Activities Support	ACTIVITIES: Marketing Research	AGENCY: Marketing Program Support
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ACTION STEPS	START DATE	SCHEDULED COMPLETION DATE	BUDGET	DELIVERABLES
Marketing Research Field market research consumer tracking study (consumer attitudes) through qualified vendor, obtain analysis and recommendations	1/10/23	10/31/22	\$39,000	<ul style="list-style-type: none"> Needs analysis by 2/28/23 Project proposal by 4/30/23 Research report by 10/31/23
MARKETING ACTIVITIES SUPPORT: MARKETING RESEARCH (MARKETING SUPPORT) SUBTOTAL:			\$39,000	

2022-23 CALIFORNIA AVOCADO COMMISSION ACTION PLAN

PROGRAM: Marketing Activities Support	ACTIVITIES: Export Program	AGENCY: CAC
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ACTION STEPS	START DATE	SCHEDULED COMPLETION DATE	BUDGET	DELIVERABLES
Export Program <ul style="list-style-type: none"> • Working with in-market representation company, identify retailer(s) and distributor(s) in export market(s) meeting CAC's Tiered-Account profile • Working with handlers, create high-value marketing programs for the California Avocados exported to South Korea and China 	11/1/22	8/31/23	\$70,000	<ul style="list-style-type: none"> • Export promotions and marketing opportunities featuring California Avocados with prominent California branding at targeted retailers and distributors to begin by 4/1/23 • Point-of-sale support for targeted retail accounts in specified export markets for promotions • California Avocados funded for use in activities to support export programs
MARKETING ACTIVITIES SUPPORT: EXPORT PROGRAM (MERCHANDISING PROGRAM SUPPORT) SUBTOTAL:			\$70,000	

2022-23 TOTAL MARKETING ACTIVITIES SUPPORT BUDGET: \$182,875



CALIFORNIA AVOCADO MERCHANDISE SHOP

2022-23 CALIFORNIA AVOCADO COMMISSION ACTION PLAN

PROGRAM: Marketing Activities Support	ACTIVITIES: California Avocado Merchandise Shop	AGENCY: MullenLowe and CAC
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ACTION STEPS	START DATE	SCHEDULED COMPLETION DATE	BUDGET	DELIVERABLES
Merchandise Shop Closure <ul style="list-style-type: none"> • Review contract agreements and implement terminations • Develop closure plan including <ul style="list-style-type: none"> ○ Inventory disposition ○ Financial reporting ○ Vendor payments • Ensure payment of sales taxes and State business closure notification 	11/1/22	10/31/23	\$10,000	<ul style="list-style-type: none"> • Closure plan by 11/10/22 • Exit Shopify Advanced Plan agreement and take shop offline per closure plan deadlines • Provide PMCI with closure notice per agreement lead times • Closure plan implementation including inventory disposition, financial and tax reporting/payments and vendor payments per closure plan
MARKETING ACTIVITIES SUPPORT: CALIFORNIA AVOCADO MERCHANDISE SHOP (MULLENLOWE AND CAC) SUBTOTAL:			\$10,000*	

**Note: A small portion of expenditures potentially offset by estimated Merch Shop revenue of \$1,000*

**2022-23 TOTAL CALIFORNIA AVOCADO MERCHANDISE SHOP BUDGET:
\$10,000**

2022-23 TOTAL MARKETING BUDGET: \$8,600,000

CALIFORNIA AVOCADO COMMISSION MARKETING BUDGET COMPARISON \$8,600,000

PROGRAM AREAS	2022-23 TOTAL BUDGETS (\$8,600,000)	
Consumer Marketing	\$ 4,736,549.00	
Consumer:	\$ 3,925,949.00	46%
Retail:	\$ 810,600.00	9%
Consumer Public Relations	\$ 440,500.00	5%
Living Well	\$ 88,430.00	1%
Trade Marketing - Retail	\$ 2,416,646.00	28%
Trade Marketing - Foodservice	\$ 725,000.00	8%
Marketing Support	\$ 182,875.00	2%
California Avocado Merchandise Shop	\$ 10,000.00	0%
TOTAL MARKETING BUDGET:	\$ 8,600,000.00	

Consumer %:	52%
Trade %:	48%

**CALIFORNIA AVOCADO COMMISSION
CONSUMER MARKETING BUDGET
\$8,600,000 Level**

ACCOUNT #	ACCOUNT DESCRIPTION	2022-23 (\$4,736,549)
51001-00-073	Media-Social/Custom-MULLEN	\$785,000.00
51001-50-073	Media-85% Rebate-MULLEN	\$2,115,000.00
	MEDIA TOTAL:	\$2,900,000.00
51002-00-073	Creative Development & Production-MULLEN	\$125,000.00
51801-50-073	Program Administration-Fees-MULLEN	\$1,361,799.00
55101-00-073	Email Content-MULLEN	\$30,000.00
55101-50-073	Website-MULLEN	\$200,000.00
55103-00-000	Social Media & Content Marketing-CAC	\$15,000.00
55103-00-073	Social Media Content Production-MULLEN	\$90,000.00
55303-00-067	Online & Social Media Support-ROMO	\$14,750.00
	ONLINE MARKETING TOTAL:	\$349,750.00
	CONSUMER MARKETING TOTAL:	\$4,736,549.00

**CALIFORNIA AVOCADO COMMISSION
CONSUMER PUBLIC RELATIONS BUDGET
\$8,600,000 Level**

ACCOUNT #	ACCOUNT DESCRIPTION	2022-23 (\$440,500)
Consumer Public Relations		
54001-50-060	Chef Partnerships-Golin	
"	Season Opener	\$35,000.00
"	California Avocado Month	\$35,000.00
"	Recipe Development	\$25,000.00
		<u>\$95,000.00</u>
54101-50-060	News Bureau-85% Rebate-Golin	\$60,000.00
54102-50-060	Media Tracking & Reporting-85% Rebate-Golin	\$70,000.00
	Public Relations Subtotal:	<u><u>\$225,000.00</u></u>
54206-00-060	Brand Advocates Activity-Golin	\$115,000.00
	Webiste Contributors & Brand Advocates Subtotal:	<u><u>\$115,000.00</u></u>
54801-50-060	Program Administration Fees-85% Rebate-Golin	\$100,000.00
54802-50-060	Program Administration Expenses-85% Rebate-Golin	\$500.00
	Program Administration Subtotal:	<u><u>\$100,500.00</u></u>
	CONSUMER PUBLIC RELATIONS TOTAL:	<u><u>\$440,500.00</u></u>

**CALIFORNIA AVOCADO COMMISSION
 CONSUMER/TRADE LIVING WELL BUDGET
 \$8,600,000 Level**

ACCOUNT #	ACCOUNT DESCRIPTION	2022-23 (\$88,430)
54206-50-000	Living Well Brand Advocates - Expenses	\$8,700.00
54206-50-000	Living Well Brand Advocates - Fees	\$23,800.00
54206-50-081	Living Well Brand Advocates - Fees-PJ/PR	\$45,930.00
	Brand Advocates Subtotal:	\$78,430.00
54801-50-081	Program Admin, Strategy & Planning-Fees-PJ/PR	\$10,000.00
	CONSUMER/TRADE LIVING WELL TOTAL:	\$88,430.00

CALIFORNIA AVOCADO COMMISSION
TRADE MARKETING - RETAIL BUDGET
\$8,600,000 Level

ACCOUNT #	ACCOUNT DESCRIPTION	2022-23 (\$2,411,646)
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TRADE RELATIONS

Trade Advertising		
52001-50-066	Trade Advertising-Media-85% Rebate (Fusion)	\$222,000.00
52002-00-066	Production-LinkedIn Content Development/Maintenance (Fusion)	\$88,000.00
52002-50-066	Trade Advertising-Production-85% Rebate - Fees (Fusion)	\$28,000.00
	Trade Advertising Subtotal:	\$338,000.00
Trade PR		
52015-50-000	Trade PR Expenses-CAC (Invitees to Trade Events)	\$5,000.00
52015-00-067	Trade PR - Fees (ROMO)	\$27,700.00
	Trade PR Subtotal:	\$32,700.00
Trade Associations		
Dues		
52022-50-000		
"	FPFC Dues (1/23 - 12/23)	\$695.00
"	International Fresh Produce Association (1/23 - 12/23)	\$12,085.00
	Dues Subtotal:	\$12,780.00
Sponsorships/Trade Event Participation		
52023-50-000	Northern California Locations	\$2,450.00
52024-50-000	Southern California Locations	\$3,300.00
	Sponsorships - Southwest Territory Subtotal:	\$5,750.00
Conventions		
52042-50-000	International Fresh Produce Association (The Global Produce & Floral Show)	\$157,000.00
	Conventions Subtotal:	\$157,000.00
Retail Communications		
52052-00-081	Program Admin, Strategic Planning, Tracking & Reporting - Fees (PJ/PR)	\$22,000.00
52053-00-081	Retail Communications - Retail Resources - Fees (PJ/PR)	\$8,000.00
52055-00-081	Key Account Marketing Communications - Fees (PJ/PR)	\$125,500.00
	Trade/Retail Communications Subtotal:	\$155,500.00
Key Account Coverage		
52071-50-075	David Anderson - Midwest Territory/Corporate (Fees)	\$94,800.00
52075-50-013	Carolyn Becker - West Territory (Fees)	\$150,000.00
	Key Account Coverage Subtotal:	\$244,800.00
	TRADE RELATIONS TOTAL:	\$946,530.00

RETAIL PROMOTIONS

Retail Promotions		
52014-50-067	Marketing Support Services - Fees (ROMO)	\$39,500.00
52016-50-000	Recipe Development-CAC	\$2,500.00
52016-50-067	Recipe Development - Fees (ROMO)	\$3,000.00
52113-50-040	Co-Marketing - Retail Photo Shoots (retail assets)-CAC	\$26,500.00
"	Grower Photography/Videography-CAC	\$10,000.00
54205-00-000	Retail Content Development-CAC	\$85,000.00
	Retail Promotions Subtotal:	\$166,500.00
Retail Performance Programs - Territory Budgets		
52124-00-000	Retail Performance Programs-Retail Promotions	\$638,448.00
52125-00-000	Retail Brand Awareness Programs	\$210,968.00
52129-00-000	Retailer Social Media Advertising Support	\$20,000.00
52131-50-000	Retail Merchandising Services - POS Placement	\$25,000.00
	Retail Performance Programs Subtotal:	\$894,416.00

**CALIFORNIA AVOCADO COMMISSION
TRADE MARKETING - RETAIL BUDGET
\$8,600,000 Level**

ACCOUNT #	ACCOUNT DESCRIPTION	2022-23 (\$2,411,646)
	Retail Support	
52301-50-000	Premiums	\$3,500.00
52302-50-000	POS Materials	\$3,500.00
52303-50-000	Storage & Fulfillment	\$40,000.00
	Retail Support Subtotal:	\$47,000.00
	RETAIL PROMOTIONS TOTAL:	\$1,107,916.00
	DATA, RESEARCH & ANALYSIS	
	Data Purchase	
52202-00-078	Retail POS Scan Data-IRI	\$70,000.00
	Data Purchase Subtotal:	\$70,000.00
	Retail Data Monitoring and Reporting	
52204-00-066	Data Analysis & Ad Hoc Reporting - Fees (Fusion)	\$73,500.00
"	Retail Monitoring Reports - Fees (Fusion)	\$33,000.00
52206-00-086	Inventory Reporting (Peirce)	\$2,700.00
	Retail Research and Analysis	
52211-00-066	Tiered-Acct Planning, Consultation, Reporting & Support - Fees (Fusion)	\$56,000.00
52213-50-066	Planning & Program Administration (Fusion)	\$53,500.00
	Data Analysis, Audit and Reporting Subtotal:	\$218,700.00
	DATA, RESEARCH & ANALYSIS TOTAL:	\$288,700.00
	ADMINISTRATION	
	Grower Communications	
52140-00-098	Grower Communications (GingerRoot)	\$11,000.00
	Travel	
52401-50-004	Jan DeLyser	\$7,500.00
52401-50-019	Marketing Staff	\$20,000.00
	Travel Subtotal:	\$27,500.00
	Office Expense	
52411-50-019	Marketing Staff	\$35,000.00
	ADMINISTRATION TOTAL:	\$73,500.00
	MERCHANDISING TOTALS:	\$2,416,646.00

CALIFORNIA AVOCADO COMMISSION
TRADE MARKETING - FOODSERVICE BUDGET
\$8,600,000 Level

ACCOUNT #	ACCOUNT DESCRIPTION	2022-23 (\$725,000)
Media & Ad Production		
53001-50-070	Media (KC)	\$73,800.00
53002-50-070	Production (KC)	\$25,000.00
Media Subtotal:		\$98,800.00
Public Relations		
53101-00-070	Social Media Posts (KC & Culinary Support)	\$4,000.00
53101-50-070	Product Releases (KC)	\$37,500.00
53101-50-070	IFEC NRA Reception & Annual Conference (KC)	\$22,000.00
Public Relations Subtotal:		\$63,500.00
Foodservice Events		
53103-50-070	Events (KC)	\$230,200.00
53103-50-070	California AvoTour (KC)	\$30,300.00
53103-50-070	Events (Culinary Support)	\$32,000.00
53103-50-070	California AvoTour (Culinary Support)	\$4,000.00
Foodservice Events Subtotal:		\$296,500.00
Chain Promotions		
53104-50-070	Chain Promotions - Menu Concepts (KC)	\$11,000.00
53104-50-070	Chain Promotions - Menu Concepts (Culinary Support)	\$19,200.00
53104-50-070	Chain Promotions - Merchandising Support (KC)	\$180,000.00
Chain Promotions Subtotal:		\$210,200.00
53105-00-070	Culinary Education (KC)	\$2,000.00
53801-50-070	Program Administration-Fees (KC)	\$50,000.00
53802-50-070	Program Administration-Expenses (KC)	\$4,000.00
FOODSERVICE TOTALS:		\$725,000.00

CALIFORNIA AVOCADO COMMISSION
MARKETING ACTIVITIES SUPPORT BUDGET
\$8,600,000 Level

ACCOUNT #	ACCOUNT DESCRIPTION	2022-23 (\$182,875)
51003-50-000	Buy California Marketing Agreement	\$25,000.00
51803-50-000	Merchandising/Marketing Meetings/Calls	\$1,000.00
51803-00-067	Marketing Planning/Special Projects-Fees (ROMO)	\$25,000.00
51803-50-067	Marketing Planning/Special Projects-Fees (ROMO)	\$22,875.00
57002-00-000	Consumer Research - California Avocado Tracking Study	\$39,000.00
52134-00-000	Export Program	\$70,000.00
MARKETING ACTIVITIES SUPPORT TOTAL:		<u>\$182,875.00</u>



BOARD OF DIRECTORS MEETING, November 17, 2022

BOARD INFORMATION

CALIFORNIA AVOCADO COMMISSION DASHBOARD – 2021-22 YEAR-END UPDATE

SUMMARY:

The Dashboard provides an in-depth overview of the performance of the Commission's marketing programs from November 1, 2021 through October 31, 2022

FISCAL ANALYSIS:

- N/A

BOARD OPTIONS:

- Information only

STAFF RECOMMENDATION:

- N/A

EXHIBITS / ATTACHMENTS:

- CAC Dashboard Update Through October 31, 2022



HOME	REVENUE	CONSUMER ADVERTISING	ONLINE MARKETING	CONSUMER PR	CONSUMER/ TRADE LIVING WELL	RETAIL	FOODSERVICE	RESEARCH
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KEY PERFORMANCE INDICATORS: NOVEMBER 2021 – OCTOBER 2022

\$1.20

Average Selling Price

Category Average Selling Price per Unit for the 4-weeks ending October 2, 2022

325.5 Million

Consumer Media Impressions

Includes offline, online and social media impressions through October 2022

976.9 Million

Consumer PR Impressions

Media coverage secured with print, broadcast and online media outlets, as well as retailer communications through the 2021-22 season

52.0 Million

Trade Public Relations Impressions

Positive direct CAC trade public relations circulation through October 2022

25.6 Million

Facebook Impressions

A 45% increase versus the same period in 2021

38

Retail Promotions

Number of Retail Promotion Agreements fully executed in the 2021-22 season





REVENUE: CROP MOVEMENT AND MEASURES

California Avocado Grade and Size Distribution - This Year vs. Last Year									
		November 1, 2021 - October 31, 2022				November 1, 2020 - October 31, 2021			
Grade	Size	Size %	(millions)		Avg Lug \$	Size %	(millions)		Avg Lug \$
			Pounds	Dollars			Pounds	Dollars	
Hass #1 Conv	40	5%	11.9	31.4	\$ 65.97	8%	17.5	31.3	\$ 45.55
	48	28%	61.7	167.6	\$ 67.92	35%	74.6	134.2	\$ 45.52
	60	30%	64.6	158.8	\$ 61.47	28%	60.1	92.8	\$ 39.22
	70	21%	45.4	91.8	\$ 50.56	16%	34.1	40.2	\$ 29.90
	84	11%	25.0	41.0	\$ 40.98	8%	16.8	16.5	\$ 24.67
	Other	4%	9.2			6%	12.1		
	All	100%	217.8	490.7	\$ 58.81	100%	215.2	332.9	\$ 39.21
Hass #2s	All		19.5	36.0	\$ 46.20		19.7	23.6	\$ 30.84
Hass Organic #1	All		21.5	57.8	\$ 67.19		18.8	41.5	\$ 56.17
California Avocado Region Distribution - This Year vs. Last Year									
All Varieties		November 1, 2021 - October 31, 2022				November 1, 2020 - October 31, 2021			
Region	Region %	(millions)			Avg Lug \$	Region %	(millions)		
		Pounds	Dollars				Pounds	Dollars	
EAST CENTRAL	5%	13.9	31.9	\$ 57.44	3%	6.8	10.1	\$ 38.17	
NORTHEAST	4%	10.2	25.1	\$ 61.64	2%	6.6	11.4	\$ 43.12	
PACIFIC	79%	213.7	473.6	\$ 55.40	83%	219.3	341.9	\$ 39.68	
SOUTHEAST	4%	10.2	25.3	\$ 61.89	3%	7.8	14.1	\$ 45.43	
SOUTHWEST	4%	11.0	25.1	\$ 56.95	3%	7.6	11.9	\$ 39.75	
WEST CENTRAL	4%	10.5	25.1	\$ 59.75	3%	7.8	11.7	\$ 37.94	
EXPORT	0%	1.2	2.8	\$ 57.38	4%	9.9	16.1	\$ 41.51	





HOME	REVENUE	CONSUMER ADVERTISING	ONLINE MARKETING	CONSUMER PR	CONSUMER/ TRADE LIVING WELL	RETAIL	FOODSERVICE	RESEARCH
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REVENUE: CROP MOVEMENT AND MEASURES

U.S. Hass Avocado Supply (November-October)

	2021/22		2020/21		2019/20	
Origin	Volume (MM lbs)	Est. % Complete*	Volume (MM lbs)	% Complete	Volume (MM lbs)	% Complete
California	275	102%	257	103%	373	100%
Chile	14	140%	4	187%	9	100%
Mexico	2,047	83%	2,332	98%	2,103	100%
Peru	251	126%	177	77%	161	100%
Other	35	233%	9	134%	9	100%
Total	2,622	88%	2,779	97%	2,655	100%
*based on current projections						Source: CAC

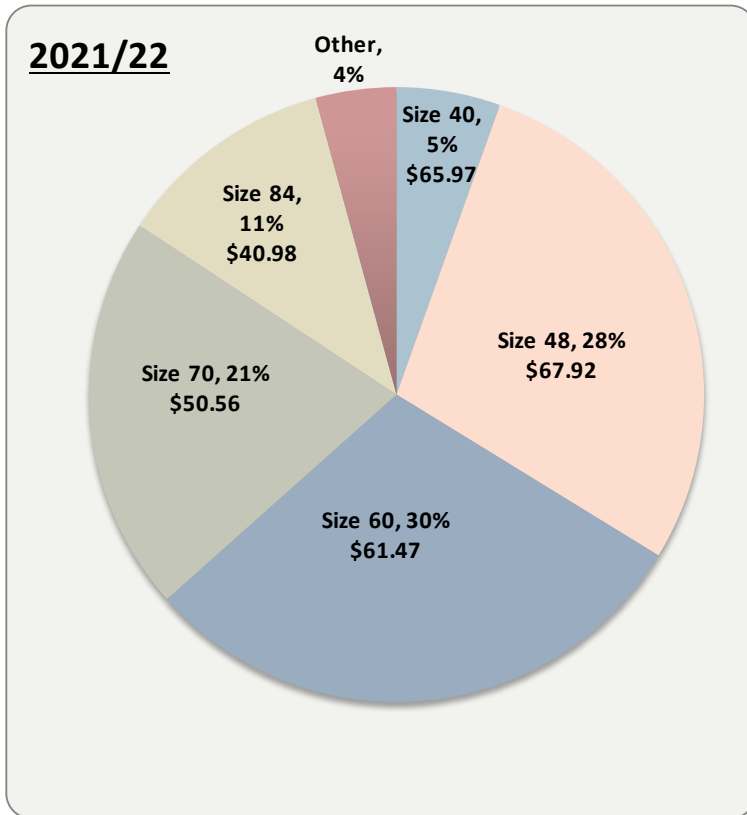




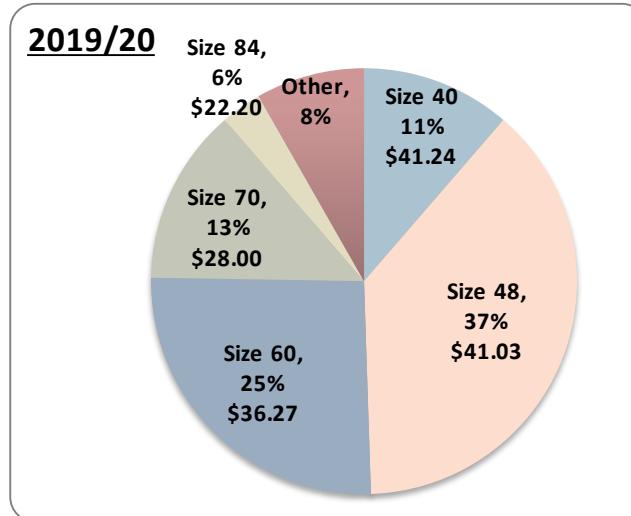
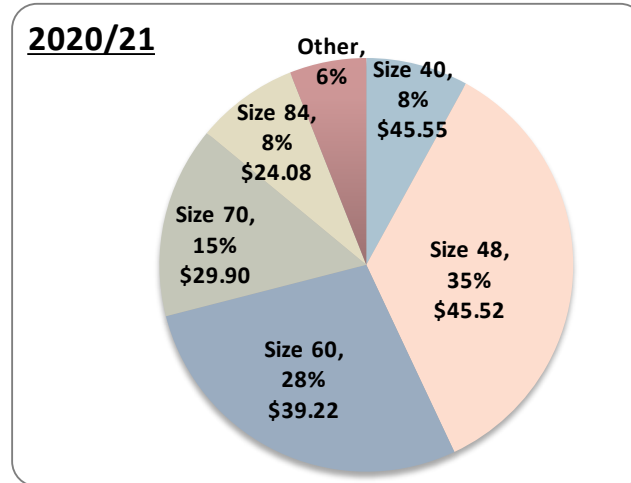
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REVENUE: CROP MOVEMENT AND MEASURES

Size Distribution and Average Lug Price
Hass #1 Conventional (November-October)



Source: AMRIC





HOME	REVENUE	CONSUMER ADVERTISING	ONLINE MARKETING	CONSUMER PR	CONSUMER/ TRADE LIVING WELL	RETAIL	FOODSERVICE	RESEARCH
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REVENUE: RETAIL SALES AND VOLUME

<u>RETAIL</u> <u>(4 wks)</u>	<u>Sept21</u> <i>(9/6/21-10/3/21)</i>	<u>Sept22</u> <i>(9/5/22-10/2/22)</i>	<u>Variance</u>
Volume (Unit)	151,787,430	147,981,529	-2.5%
Dollars	\$184,568,224	\$178,196,523	-3.5%
Avg. Selling Price/Unit	\$1.22	\$1.20	-1.0%
<u>RETAIL</u> <u>California Season</u>	<u>Mar21-Aug21</u> <i>(3/1/21-8/29/21)</i>	<u>Mar22-Aug22</u> <i>(2/28/22-8/28/22)</i>	<u>Variance</u>
Volume (Unit)	1,135,375,654	993,159,020	-12.5%
Dollars	\$1,302,120,590	\$1,450,470,841	+11.4%
Avg. Selling Price/Unit	\$1.15	\$1.46	+27.3%
<u>RETAIL</u> <u>Non-California Season</u>	<u>Sep20-Feb21</u> <i>(8/31/20-2/28/21)</i>	<u>Sep21-Feb22</u> <i>(8/30/21-2/27/22)</i>	<u>Variance</u>
Volume (Unit)	1,143,969,549	1,000,392,990	-12.6%
Dollars	\$1,298,464,093	\$1,464,337,278	+12.8%
Avg. Selling Price/Unit	\$1.14	\$1.46	+29.0%





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REVENUE: RETAIL SALES AND VOLUME

Avg. Retail Price
\$1.15



Mar 2021 – Aug 2021
(3/1/21 – 8/29/21)

Avg. Retail Price
\$1.46



Sept 2021 – Feb 2022
(8/30/21 – 2/27/22)

Avg. Retail Price
\$1.46



Mar 2022 – Aug 2022
(2/28/22 – 8/28/22)





HOME	REVENUE	CONSUMER ADVERTISING	ONLINE MARKETING	CONSUMER PR	CONSUMER/ TRADE LIVING WELL	RETAIL	FOODSERVICE	RESEARCH
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CONSUMER ADVERTISING: OUTDOOR

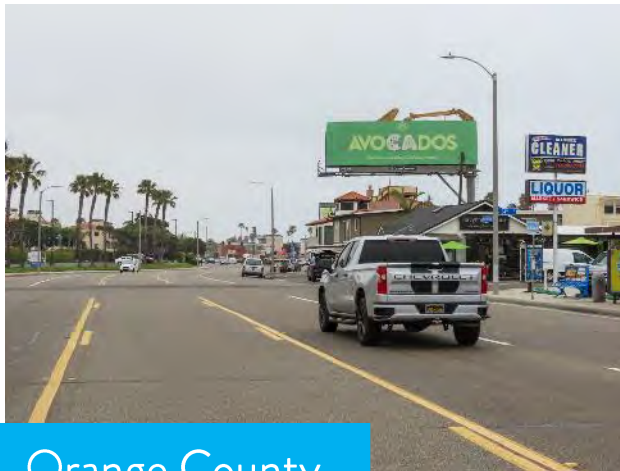
- 42,209,352 Impressions
- Seven high-impact locations throughout Los Angeles, San Francisco, San Diego and Orange County
- 155 Volta Electric Vehicle Charging Stations across multiple retail locations
- 32 units in Premium Dining and Shopping Centers in Orange County and San Francisco



Los Angeles



San Francisco



Orange County



San Diego



HOME	REVENUE	CONSUMER ADVERTISING	ONLINE MARKETING	CONSUMER PR	CONSUMER/ TRADE LIVING WELL	RETAIL	FOODSERVICE	RESEARCH
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CONSUMER ADVERTISING: OUTDOOR



Volta Charging Stations



SF Broadway Plaza



OC Fashion Island

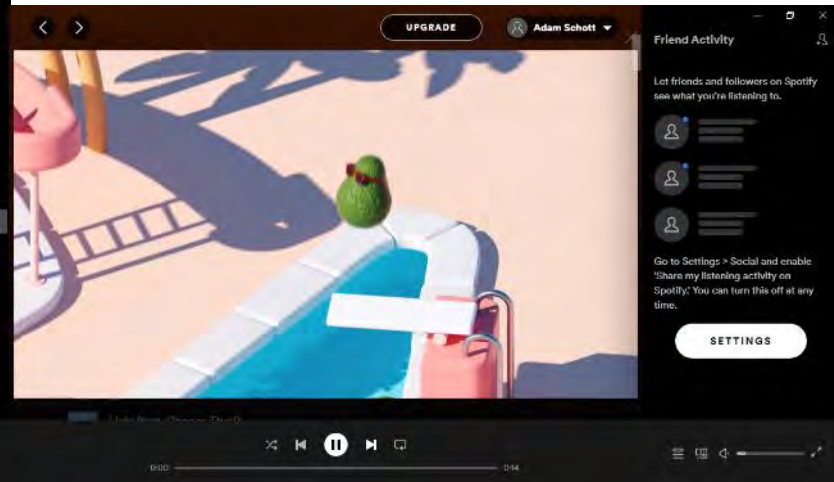
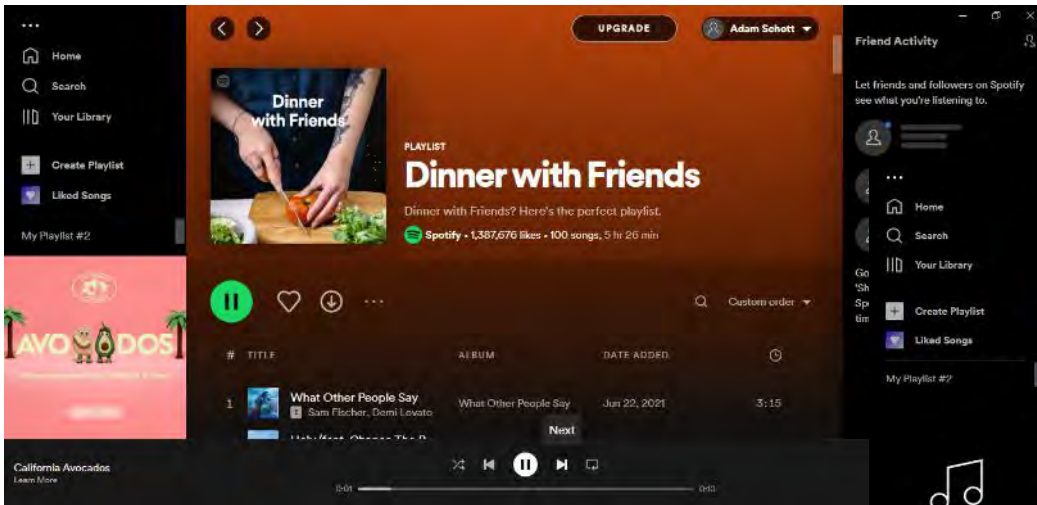


OC Irvine Spectrum



CONSUMER ADVERTISING: AUDIO

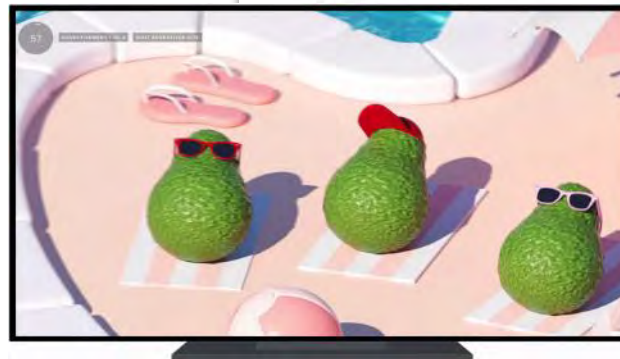
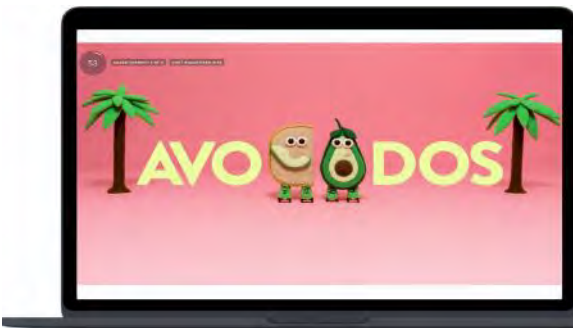
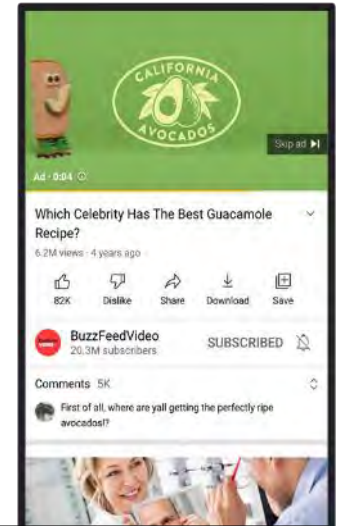
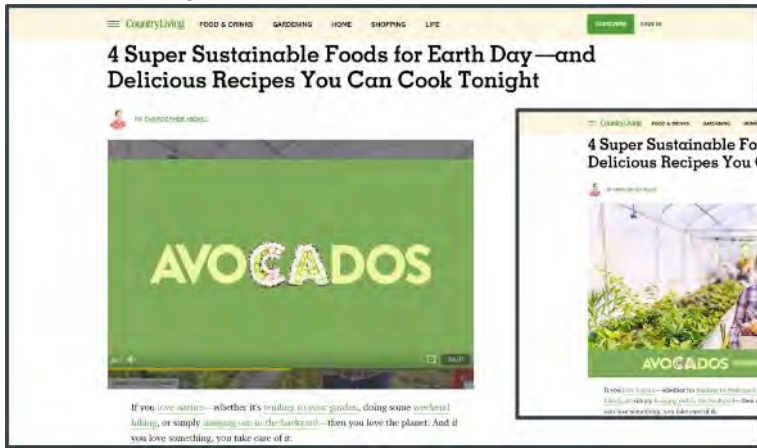
- 33,239,503 Impressions
- 36,086 Clicks with a 0.22% Click Through Rate
- 11,536,660 Video Views
- Targeted listening sessions, audio, banners, overlays, in-car audio and podcast live reads





CONSUMER ADVERTISING: DIGITAL BRAND

- 107,315,355 Impressions
- 237,510 Clicks with a 0.29% Click Through Rate
- 56,182,780 Video Views
- Digital video, mobile and display banners

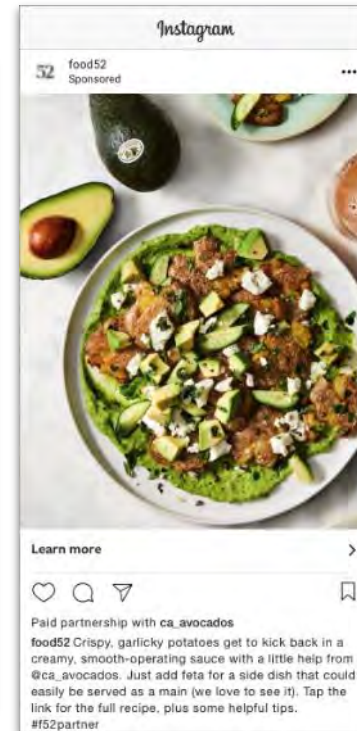
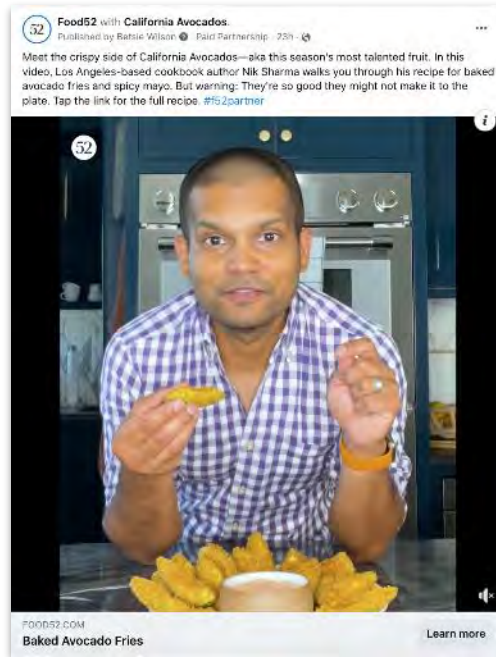
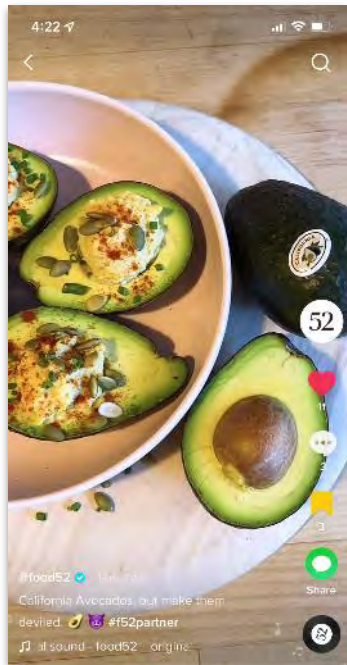




CONSUMER ADVERTISING: DIGITAL CUSTOM CONTENT

FOOD52

Custom content including six recipe videos and images prominently featuring California Avocados shared across Food52’s Instagram, Facebook and TikTok along with their website, email and custom “Play Me A Recipe Podcast”

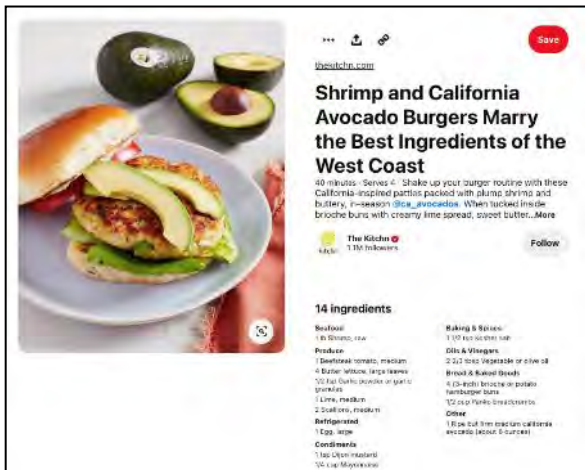
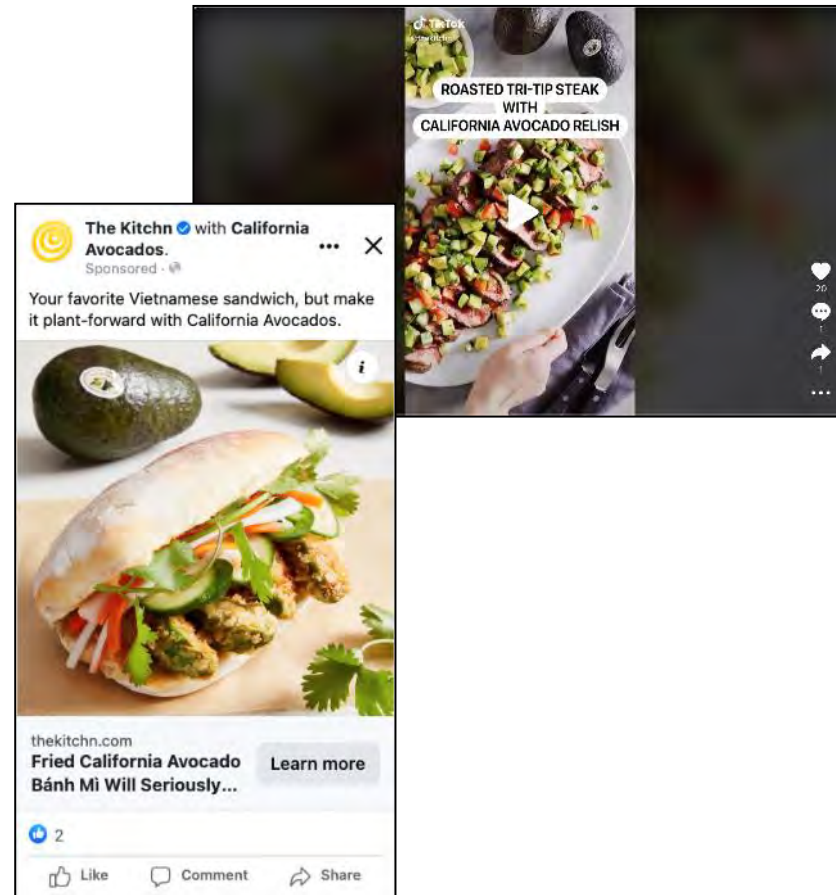
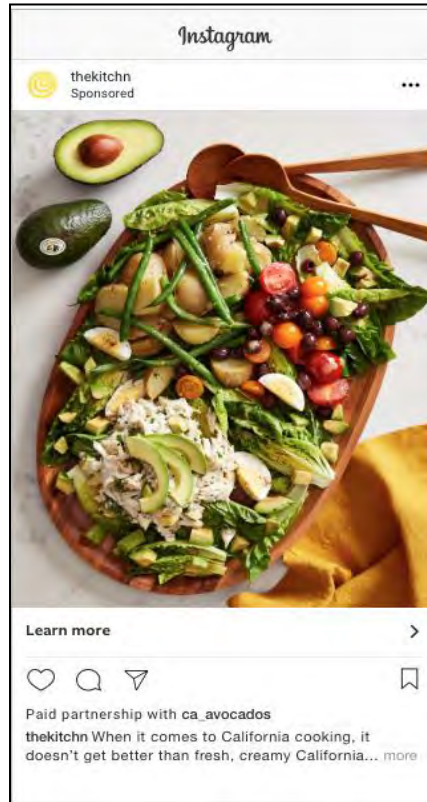




CONSUMER ADVERTISING: DIGITAL CUSTOM CONTENT



Custom content including an interactive flowchart on The Kitchn’s site, home to five recipes that prominently feature California Avocados. Recipes were also distributed across The Kitchn’s Instagram, Facebook, Pinterest and TikTok channels as well as their daily email

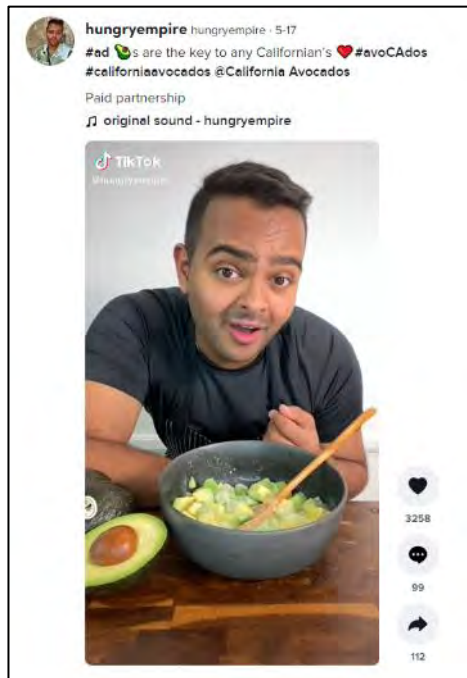




CONSUMER ADVERTISING: DIGITAL CUSTOM CONTENT



Custom content including five Influencers on Instagram and five Influencers on TikToc posting original recipe videos in feed and in their stories

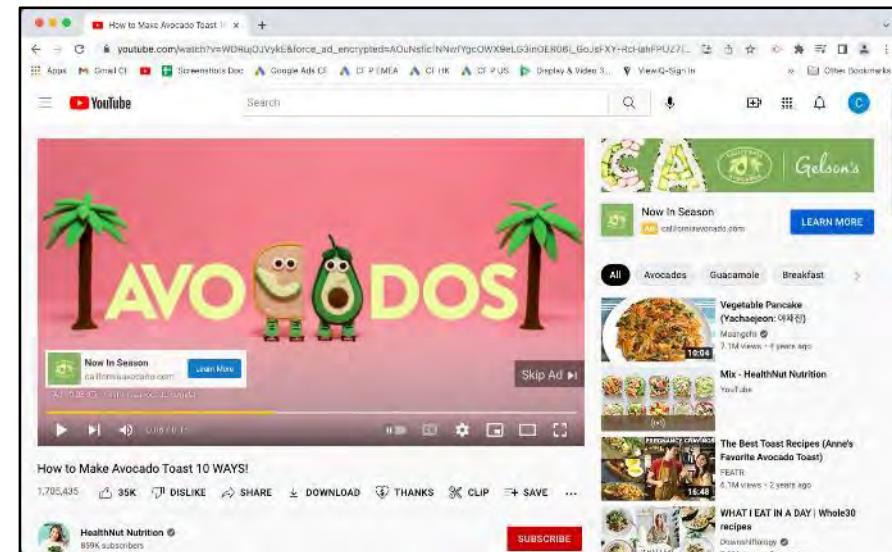
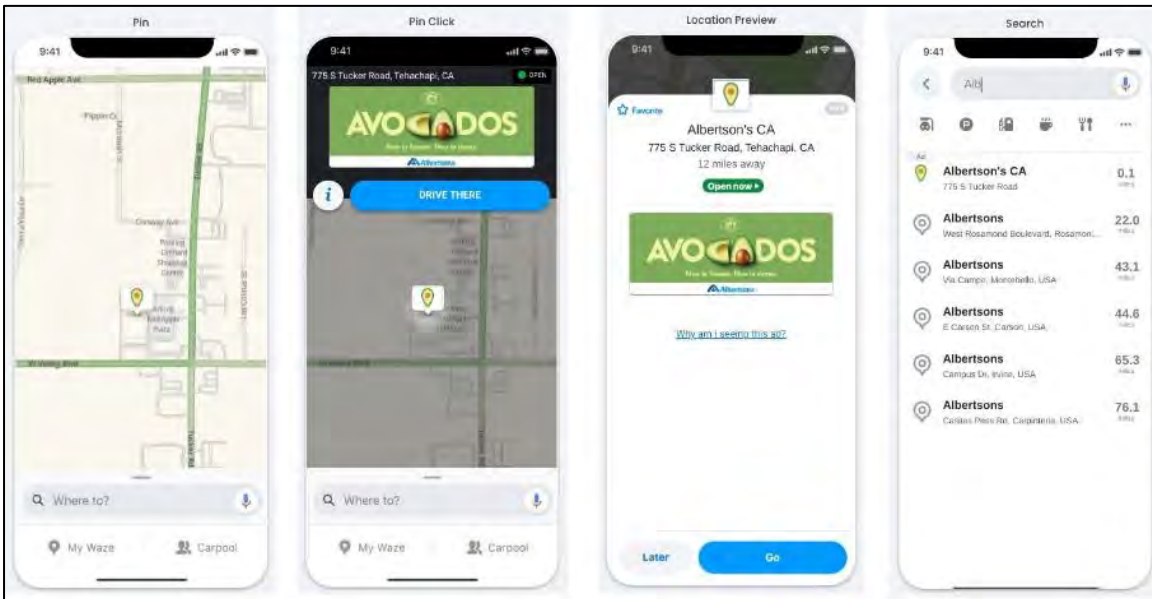




CONSUMER ADVERTISING: DIGITAL RETAIL



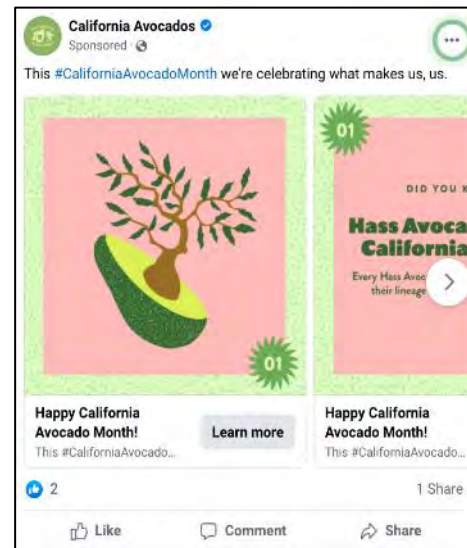
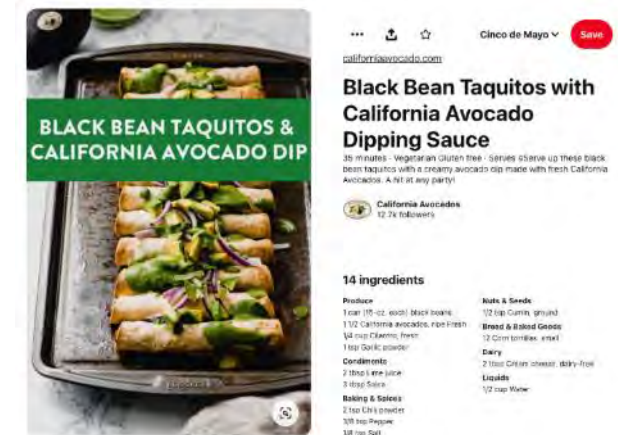
- 62,879,352 Impressions
- 375,252 Clicks with a 0.6% Click Through Rate
- 5,168,260 Video Views
- Promoted in-store availability to drive users to retailers carrying California Avocados





CONSUMER ADVERTISING: SOCIAL BRAND

- 35,251,118 Impressions
- 1,350,673 Engagements with a 3.83% Engagement Rate
- Season-long social advertising across top platforms

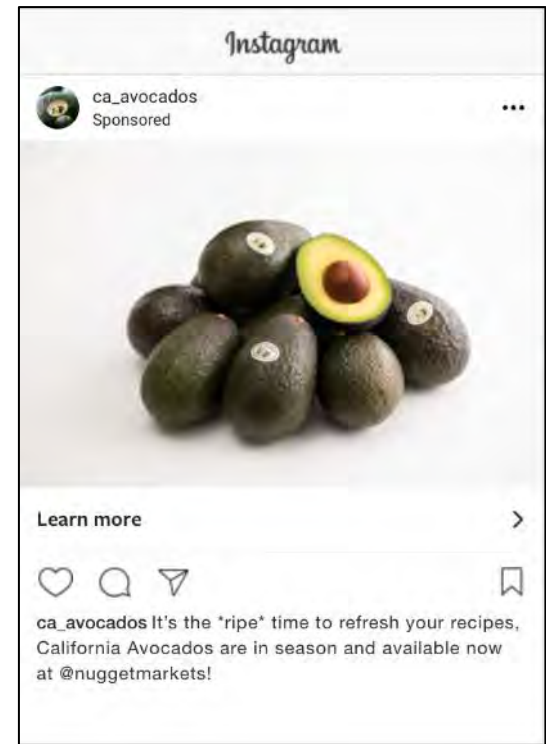




CONSUMER ADVERTISING: SOCIAL RETAIL



- 4,803,677 Impressions
- 33,306 Engagements with a 0.69% Engagement Rate
- Promoted California Avocados in-store to drive users to retailers





CONSUMER ADVERTISING: CALIFORNIA AVOCADO MERCHANDISE SHOP

- 29,800 visitors (208% increase YoY)
- 55,600 page views (63% increase YoY)
- 208 total orders (27% increase YoY)
- 1.95 items/order (-2% decrease YoY)
- \$82.97 average order value (-2% decrease YoY)

* All comparisons to same time period FY21

Best selling products by quantity



Best selling products by net \$ sales





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ONLINE MARKETING: NOVEMBER 2021 – OCTOBER 2022

SEARCH RESULTS

- Organic Search Impressions: 34.6MM
- Paid Search Impressions: 5.2MM

SOCIAL MEDIA

- Facebook
 - Total Fans: 317.0K (0% change YoY)
 - Impressions: 25.6MM (45% increase YoY)
- Twitter
 - Total Followers: 20.8K (0% change YoY)
 - Impressions: 58.5K (54% decrease YoY)
- YouTube
 - Views: 15.2MM (13% increase YoY)
 - Subscribers: 3.1K (1% increase YoY)
- Instagram
 - Followers: 42.8K (0% change YoY)
 - Impressions: 454K (-96% decrease YoY)

CONSUMER WEBSITE

- # of Visits: 1.18MM (-15% decrease YoY)
- Page Views / Visit: 1.32 (Flat YoY)
- Time on site: 37 seconds (-10% decrease YoY)
- Total Page Views: 1.82MM (-17% decrease YoY)

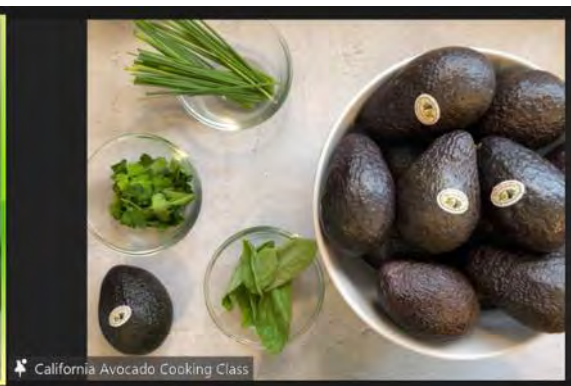
EMAIL

- Average Open Rate: 33.1%
- Click through rate: 2.3%
- Emails Sent: 7 emails sent to 169K recipients per email



CONSUMER PR: VIRTUAL COOKING CLASS WITH MEG QUINN

- To promote California avocado season, CAC hosted a virtual charcuterie board class in partnership with LA-based food stylist and charcuterie board expert Meg Quinn (and moderator Erica Domesek, founder of the lifestyle brand P.S.- I made this...)
- Meg was joined by 16 media attendees from national, regional and local consumer and trade outlets, as well as four retail contacts
- Through earned media relations, as well as distribution of a press release and mat release, the program resulted in **213,017,227 impressions** across national and regional media outlets, including Associated Press, *The San Diego Union-Tribune* and *Los Angeles Downtown News*, as well as organic social mentions from attendees





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CONSUMER PR: 10TH ANNIVERSARY OF CALIFORNIA AVOCADO MONTH

- In honor of the 10th anniversary of California Avocado Month in June, the Commission partnered with southern California native Chef Nyesha Arrington to create two delicious and seasonal recipes prominently featuring California avocados (California Avocado Crab & Tuna Stack and Grilled California Avocado & Peach Salad), which were promoted via press and mat releases
- CAC also hosted a California avocado grove open house, where attendees experienced first-hand what it takes to grow California avocados – from picking California avocados directly from the trees to watching a grafting demonstration to learning how to create an avocado rose
- Through earned media relations, the program resulted in more than **695,062,896 impressions**

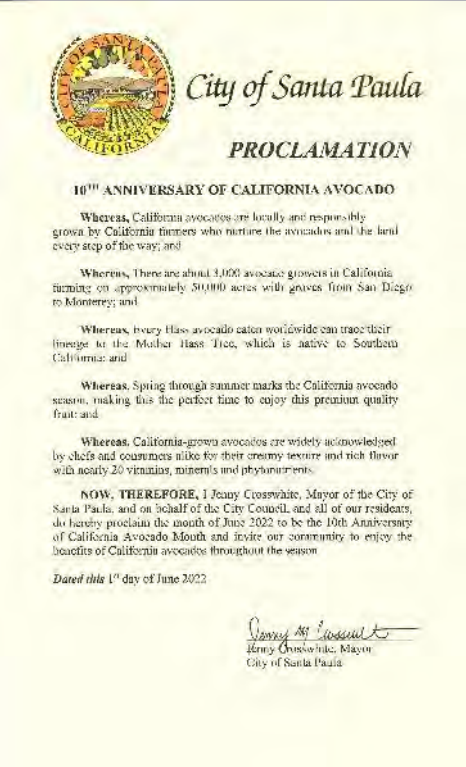




HOME	REVENUE	CONSUMER ADVERTISING	ONLINE MARKETING	CONSUMER PR	CONSUMER/ TRADE LIVING WELL	RETAIL	FOODSERVICE	RESEARCH
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CONSUMER PR: CALIFORNIA AVOCADO MONTH PROCLAMATIONS

The PR team also secured four proclamations and one scroll from the following CA cities and counties, officially recognizing and celebrating June as California Avocado Month: San Diego County (districts 4 and 5), cities of Santa Paula and San Luis Obispo and Los Angeles County





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CONSUMER PR: BRAND ADVOCATES

- To celebrate California avocado season and promote the seasonal availability of California avocados, the Commission partnered with five influencers to serve as this year's Brand Advocates. The Brand Advocates were chosen based on their significant influence on social media, large viewership on their blog channels and their vibrant content creation
 - The ask for this season was to develop unique recipes promoting California Avocados on their respective social media channels, including their blog, Instagram, Facebook, TikTok and Pinterest pages
- Between March and June, the Brand Advocate program secured **469,630 blog post impressions** and **1,258,023 social media impressions**, resulting in a total of **1,727,653 impressions**





CONSUMER PR: NEWS BUREAU

Throughout the 2022 season, the team identified relevant story angles for CAC and leveraged its unique perspective and assets to promote with consumer media. Reactive and proactive news bureau media efforts resulted in 64,056,604 impressions.



17 Foods That Are High In Vitamin B3



There are a few things that don't change in this life, but paying taxes, the laws of gravity, and the popularity of avocado are some of them. The perennial staple on dinner tables around the world is praised for its health benefits, and one of the reasons why people continue to flock to the green fruit is thanks to its vitamin B3 levels. The flesh of a single California avocado will provide around 2.6 milligrams of niacin (via WebMD). This makes it one of the best plant sources of the vitamin out there, which is typically found in meat and fish.

TastingTable.

The Nutritional Difference Between Avocado And Extra Virgin Olive Oil



BY JENNIFER AMOS / SEPT. 23, 2022 3:01 PM UTC

According to California Avocados, avocado oil is made by pressing the pulp of pitted and skinned avocados. Then, oil and water are separated from the pulp using a centrifuge. Next, the oil is skimmed from the top of the water, resulting in the avocado oil we buy in grocery stores. Avocado oil and extra virgin olive oil are made using similar processes, but what's the nutritional difference between them? Let's break it down.



How many calories are in avocado and what are the nutritional benefits?

Eating a serving of avocado daily can lower your cholesterol and reduce risk of heart disease.



There are hundreds of varieties of avocados

According to California Avocados, there are hundreds of varieties of this green fruit. Yet, 95% of the avocados eaten in the United States are Hass avocados. Hass are able to be grown year round in places like California, Chile, Mexico, New Zealand, Peru, The Dominican Republic and Colombia. Hass avocados are medium sized and oval, with a minty green flesh and dark green skin.





CONSUMER/TRADE – LIVING WELL: BRAND ADVOCATES

Living Well Brand Advocates are registered dietitians and trusted experts, whose passion for sharing tips and ideas for good health and good food is leveraged to tell the California Avocado healthy lifestyle story, as well as communicate the California fruit’s superiority and seasonal availability.



Mascha Davis, RDN, MPH



Bonnie Taub-Dix, MA, RDN, CDN



Manuel Villacorta, MS, RDN,



Liz Shaw, MS, RDN, CLT, CPT

“Longer-term influencer partnerships increase connection and authenticity, which consumers value.” –Social Media Today, May 2022





CONSUMER/TRADE – LIVING WELL: BRAND ADVOCATES

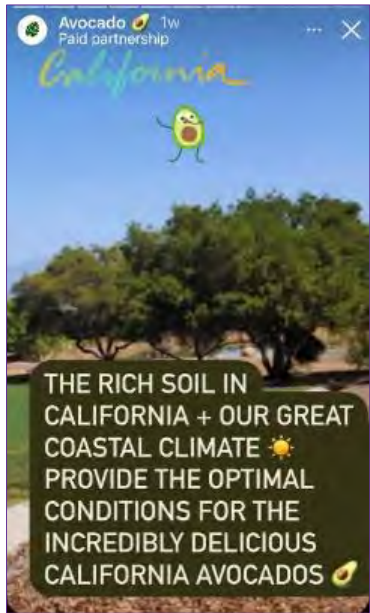
The LWBA's developed nine new recipes for use in social media, Commission website articles and recipe database, television segments and activations/events with CAC's targeted retailers. Their recipes were developed to align with current food and nutrition trends, presenting new and inspired usage ideas for California Avocados.





CONSUMER/TRADE – LIVING WELL: BRAND ADVOCATES

Consumers value nutrition news delivered by credentialed nutrition experts. The LWBA’s carefully craft activations to leverage their nutrition knowledge and California Avocado messages. These activations provide CAC’s and its retailers audiences with informative content.



Manuel Villacorta produced a 3-video series on “How California Avocados Can Benefit Your Weight Goals,” which he posted to his YouTube Channel and promoted across his social media platforms, on his website and in his newsletter; he also wrote an article for the CAC website that featured additional tips and links to the videos

Mascha Davis shared an early season “Know Where Your Food Comes From” with an 11-slide Instagram Story and a California Avocado Month giveaway with her 84,600 followers





CONSUMER/TRADE – LIVING WELL: BRAND ADVOCATES

Throughout the California Avocado season, the LWBAs delivered a variety of activations on their social media platforms and the Commission’s, as well as regional television to help drive engagement.



Bonnie Taub-Dix shared why she loves California Avocados with her 6,000 Instagram followers



She also offered professional tips for adding California Avocado to new, different and tasty recipes



Liz Shaw demonstrated how California Avocados pair perfectly with kitchen staples to create mealtime magic on ABC 10 News, San Diego Connect



Liz shared her dairy-free and vegan recipe, California Avocado “Feta” Greek Mezze Salad, on her Instagram



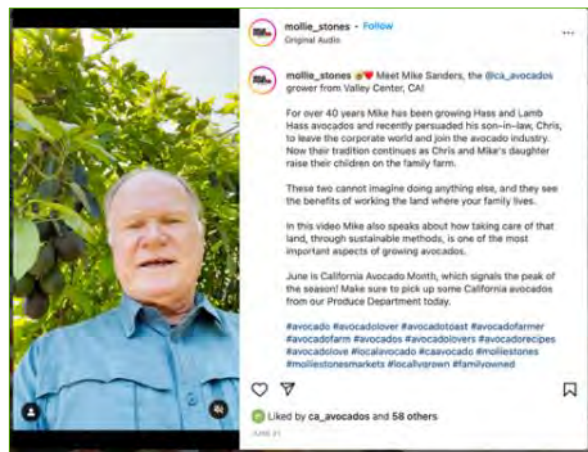


RETAIL: TRADE RELATIONS – KEY ACCOUNT MARKETING COMMUNICATIONS

CAC worked with key accounts to secure, create and run multi-platform social media campaigns throughout the season in support of the Commission’s retail marketing promotions as well as their own initiatives. Customized content was provided to convey California Avocado-specific messages and show California Avocado branding. This messaging spoke directly to retailers’ customers at targeted top-tier accounts through their social media platforms and other digital marketing tools including social media, websites and mailers.



Early-season Big Game Day promo on Instagram



California Avocado Month – Video reel featuring Mike Sanders posted on Facebook and Instagram



California Avocado Month – Giveaway on Facebook, Instagram and in the newsletter





RETAIL: TRADE RELATIONS – KEY ACCOUNT MARKETING COMMUNICATIONS

Gelson's

Early-season March Madness Watch Party snacks posted to Facebook and Instagram

The Lyall family was highlighted on Facebook in Gelson's July Farmer Feature



Cinco de Mayo – Supported with CAC's Chipotle Lentil Tacos with Peach and California Avocado Salsa recipe video as well as posts for guacamole on Instagram and Facebook

Giveaway – Summer grilling on Instagram





RETAIL: KEY ACCOUNT MARKETING COMMUNICATIONS



The California Avocado Commission was invited to participate in the grand opening event of Bristol Farms' Newfound Market; the event was attended by more than 30 bloggers and local VIPs; attendees were served fresh California Avocado guacamole and provided brochures and promotional items

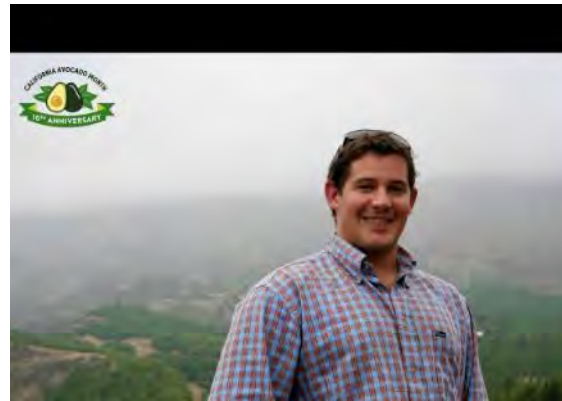




RETAIL: TRADE RELATIONS – KEY ACCOUNT MARKETING COMMUNICATIONS



Giveaway – Promoted on Instagram and featured CAC's California Avocado Steak Sandwich



California Avocado Month – Facebook feature on Jamie Johnson

Peak season – Mike Sanders video reel featured featured on Facebook



Cinco de Mayo – featured CAC's Classic Guacamole recipe video on Instagram and Facebook

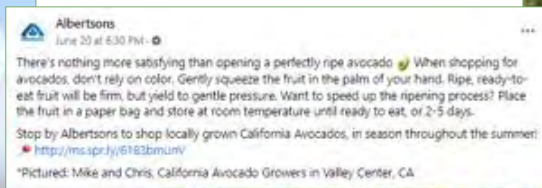
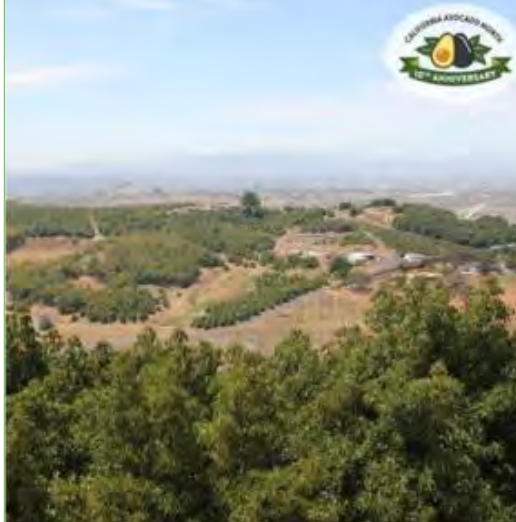
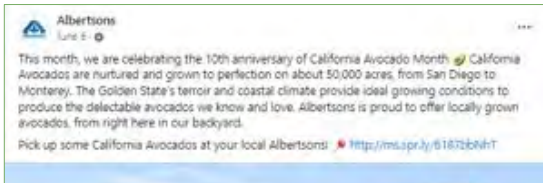




RETAIL: TRADE RELATIONS – KEY ACCOUNT MARKETING COMMUNICATIONS



California Avocado Month was featured in a 4-week Instagram and Facebook series of posts that incorporated messaging, assets and images provided by CAC, including the 10th Anniversary logo

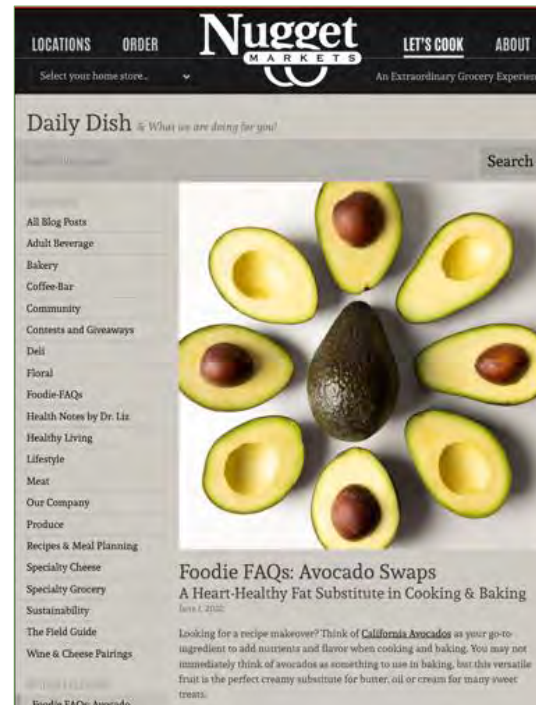




RETAIL: TRADE RELATIONS – KEY ACCOUNT MARKETING COMMUNICATIONS



Supported California Avocado season with a video reel on Instagram and TikTok



CAC-provided a feature article for newsletter



California Avocado Month – Two giveaways featured in newsletter and on social media platforms





RETAIL: TRADE RELATIONS – KEY ACCOUNT MARKETING COMMUNICATIONS

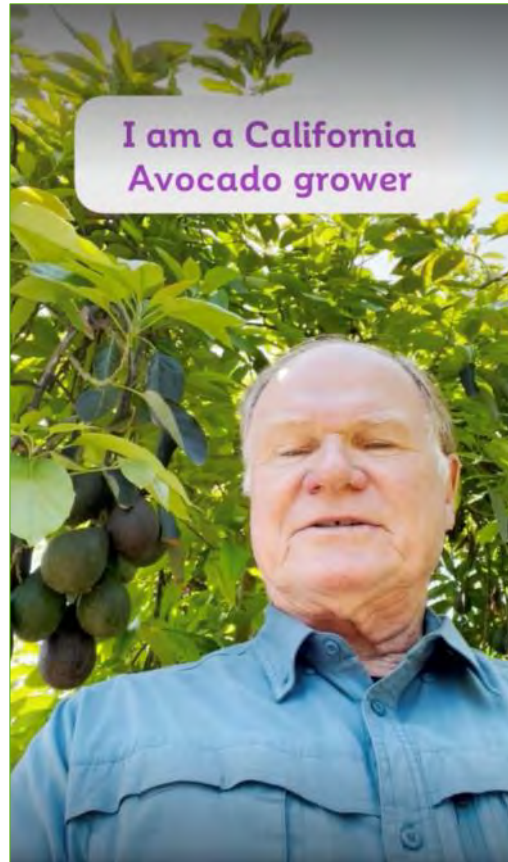
National Avocado Day – Posts featured on retailer’s Instagram/Facebook platforms using Commission-provided copy and a reel featuring Mike Sanders speaking about “two crops”



savemart 🍷🍷 Celebrate National Avocado Day on July 31 by featuring locally grown, in season California Avocados. 🍷🍷 What makes avocados grown right here in the Golden State so special? The Hass avocado variety is a California native. It was first discovered by Rudolph Hass in the 1920’s. Every Hass avocado in the world can trace its roots to that “Mother Hass Tree” in La Habra Heights, California. It takes 14-18 months to grow a single California Avocado. That means for a few months, avocado trees have two crop years on them! One California Avocado tree can produce up to 150 avocados (or 60 pounds of fruit) per season.

Remember, you can’t spell 🍷 without California – it’s right in the name “AvoCAdos”

For more fun facts and additional information about California Avocados, visit link in bio!





RETAIL: RETAIL DIETITIAN RELATIONS

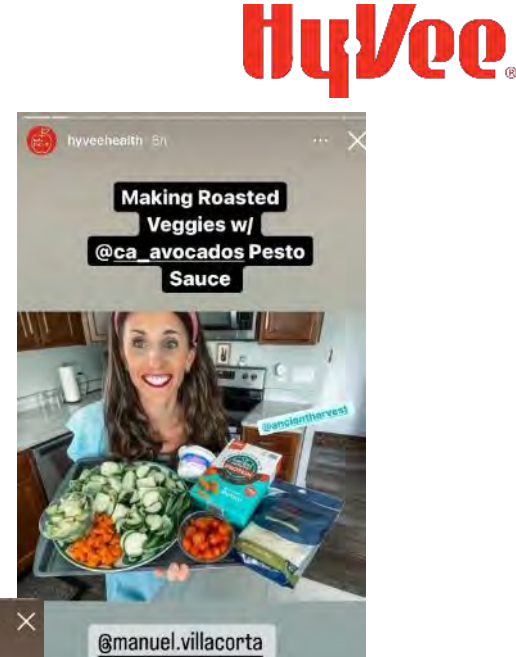
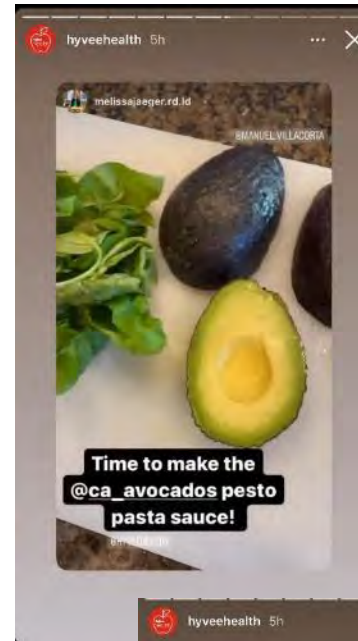


As part Hy-Vee’s April “a1C3 Screening Tour,” California Avocados were included as a recommended food for those with pre-diabetes and Type 2 diabetes. In addition to being included in local market media coverage, California Avocados were named “Dietitian’s Pick” with display signage in all Hy-Vee stores





RETAIL: RETAIL DIETITIAN RELATIONS



The Commission was asked to present a “virtual lunch cook along” to the Hy-Vee dietitians. CAC LWBA Manuel Villacorta demonstrated his Roasted Vegetable Pasta with Avocado Pesto Sauce providing nutrition, handling and usage tips and California messaging along the way. He also responded in real time to the dietitians’ questions. Dietitians shared their progress on their social media platforms as well as @hyveehealth





- HOME
- REVENUE
- CONSUMER ADVERTISING
- ONLINE MARKETING
- CONSUMER PR
- CONSUMER/ TRADE LIVING WELL
- RETAIL**
- FOODSERVICE
- RESEARCH

RETAIL: RETAILER INTERACTIVE EVENTS: CAC VIRTUAL COOKING CLASS



Save Mart’s social media manager created and posted a reel documenting her experience and shared it on their Instagram and Facebook, providing call-outs of California Avocados throughout





RETAIL: PROMOTIONS

- Month-long sales contest promoting March Madness
- California Avocado display bins & sponsored March Madness POS for use in store displays
- 3.1%-to-13% unit volume movement over previous year brand awareness

Gelson's





RETAIL: PROMOTIONS

- California Avocados in Colorado February
- Front-page ad (February 23) and huge displays move good volume of early product





RETAIL: PROMOTIONS

- Big Game display contest January 26 – February 16
- 18-31% Unit volume movement increase over previous year in stores





HOME	REVENUE	CONSUMER ADVERTISING	ONLINE MARKETING	CONSUMER PR	CONSUMER/ TRADE LIVING WELL	RETAIL	FOODSERVICE	RESEARCH
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RETAIL: PROMOTIONS

GEM Promotions in April



Gelson's

There's a new organic avocado in town!



OGC is thrilled to partner with our friends at Del Rey Avocado to be their exclusive wholesaler of Gem avocado in the Pacific Northwest. California born and bred, Gem is large, nutty and delicious.

There's a lot to love about this exciting avocado!

Share the Gem story with staff and shoppers to establish a new fanbase! Download and print Gem POP for displays to introduce this new variety to shoppers. Use the talking points in the **Produce Profile** to educate and the merchandising tips to increase sales. Meet avocado lovers where they are! Reach them digitally by sharing **photos** and product information on your social media channels.

Resources

- [Produce Profile: Gem Avocado](#)

AVOCADOS

The best avocados have California in them.

New! The GEM avocado is a variety from California growers

- Delicious, creamy flavor and thick skin making it easy to peel
- Darkens with small yellow specks as it ripens

NEW AT **MOTHER'S MARKET & RITCHEY'S**

USDA ORGANIC



Scan this code with the camera on your mobile device for California Avocado recipes.

CALIFORNIA AVOCADOS

© 2022 California Avocado Commission

AVOCADOS

The best avocados have California in them.

- GEM avocados are the newest variety from California
- They have a creamy, nutty flesh and medium-sized seed
- The gold-speckled skin turns black when ripe
- Available for a limited time from April - June
- Easy-to-Peel, thick skin. Peeling the skin is better than "scooping out" because the most nutrient-dense part of the fruit is next to the peel

NEW AT **PCC COMMUNITY MARKETS**

CALIFORNIA AVOCADOS

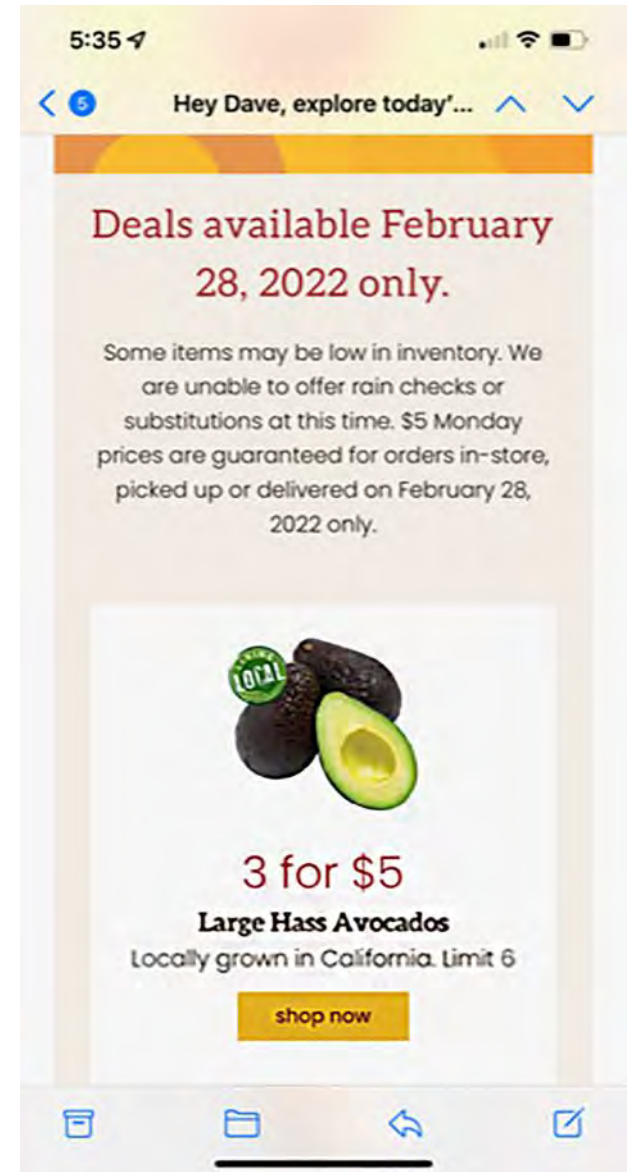
© 2022 California Avocado Commission



HOME	REVENUE	CONSUMER ADVERTISING	ONLINE MARKETING	CONSUMER PR	CONSUMER/ TRADE LIVING WELL	RETAIL	FOODSERVICE	RESEARCH
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RETAIL: PROMOTIONS

First of Season Online Shopper Special – February 28





HOME	REVENUE	CONSUMER ADVERTISING	ONLINE MARKETING	CONSUMER PR	CONSUMER/ TRADE LIVING WELL	RETAIL	FOODSERVICE	RESEARCH
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RETAIL: PROMOTIONS



AVO AVOCADOS

The best avocados have California in them.

- GEM avocados are the newest variety from California
- They have a creamy, nutty flesh and medium-sized seed
- The gold-speckled skin turns black when ripe
- Available for a limited time from April - June
- Easy-to-Peel, thick skin. Peeling the skin is better than "scooping out" because the most nutrient-dense part of the fruit is next to the peel

NEW AT
NEW SEASONS
MARKET



© 2022 California Avocado Commission





RETAIL: PROMOTIONS



- Farmers Market displays with CA GROWN features California Avocados on display during April and will be back again in June
- California Avocado Sales Contest to run in June to boost additional sales





RETAIL: PROMOTIONS

- Sales contest, Albertson/Vons for U Coupon at \$.50 off bulk California Avocados and CAC display bins
- 23.2% increase in sales
- 14,000 approximately coupons redeemed





HOME	REVENUE	CONSUMER ADVERTISING	ONLINE MARKETING	CONSUMER PR	CONSUMER/ TRADE LIVING WELL	RETAIL	FOODSERVICE	RESEARCH
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RETAIL: PROMOTIONS

July Local Grown Contest with CA GROWN Partner

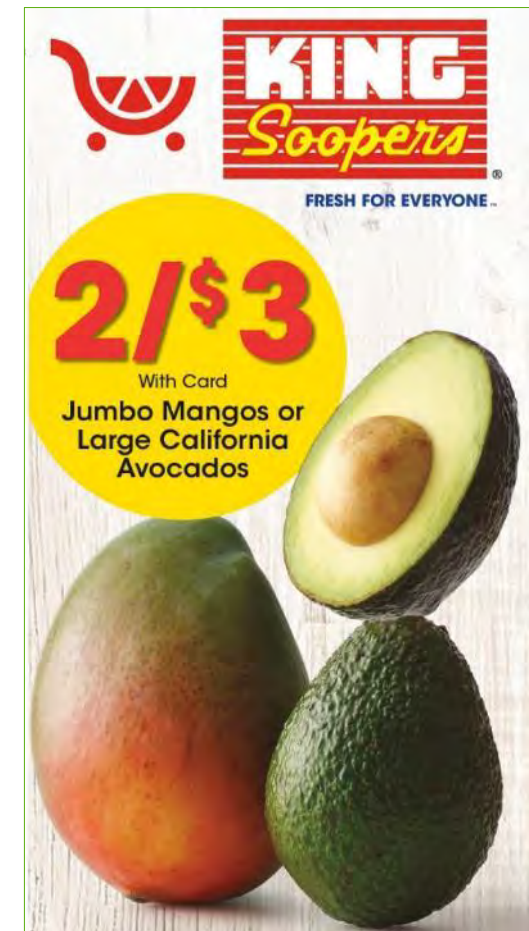
Gelson's





RETAIL: PROMOTIONS

- California Avocado ads also in May and June – all incremental to last year
- There was no California presence in the #2 Kroger division last year





RETAIL: PROMOTIONS

- July Sales Contest on bagged California Avocados
- \$100,000 and 104% increase in units over last year





RETAIL: PROMOTIONS

Independence Day Sales Contest

- 13-28% increase in sales over previous contest





RETAIL: PROMOTIONS

GEM Field Guide Feature and online marketing





All About
Gem
Avocados




Gem Avocados

- Their thick, gold-speckled skin is easy to peel and turns black when ripe. (Peeling an avocado is often better than scooping since the densest nutrients are next to the skin.)
- They have nutty, buttery flesh and a medium-sized seed.
- Available for a limited time—their season usually only runs through June!

California Avocado Chocolate Mousse

PREP TIME: 10 MINUTES, PLUS 2 HOURS CHILLING
COOK TIME: 5 MINUTES
YIELD: 4-6 SERVINGS

INGREDIENTS

- 1/2 teaspoon vanilla extract
- 1/2 cup Three Trees Pistachio Nutmilk
- 1/4 teaspoon salt
- 1/4 cup brown sugar
- 2 tablespoons maple syrup
- 6 ounces dark chocolate baking bars
- 3 Gem avocados (about 12 ounces)

Preparation

In a work bowl, combine vanilla extract, pistachio nutmilk, salt, brown sugar and maple syrup. Mix until combined and sugar is dissolved. Break up chocolate bars and place in a metal or glass bowl. Heat a small pot of water until steaming. Place the bowl of chocolate over the steaming water until melted.

Place pistachio nutmilk mixture and avocado into a blender and puree until very smooth. Transfer puree back to work bowl and fold in the melted chocolate, then chill for a minimum of 2 hours.

To serve, pipe or scoop chilled mousse into serving glasses.





SUGAR PLUM VEGAN

Whether you're vegan, gluten-free or both, you can have your cake and eat it, too with delicious and inspired desserts from **Sugar Plum Vegan!** Based locally in Sacramento, they craft a variety of vegan sweets like **Midnight Cake, Carrot Cake, Raspberry Almond Cake, Tiramisu Cheesecake, Lemon Cashew Cheesecake** and even **Cupcakes** for when you just need a little plant-based treat. Flavors may vary by location and season, so drop by our Bakery to see what vegan treats we have in store!





RETAIL: PROMOTIONS

- June CA GROWN and California Avocado promotion and Farmer's Market promotion on Local Grown
- California Avocado grower feature ad
- 36-53% increase in sales for avocados alone over last July

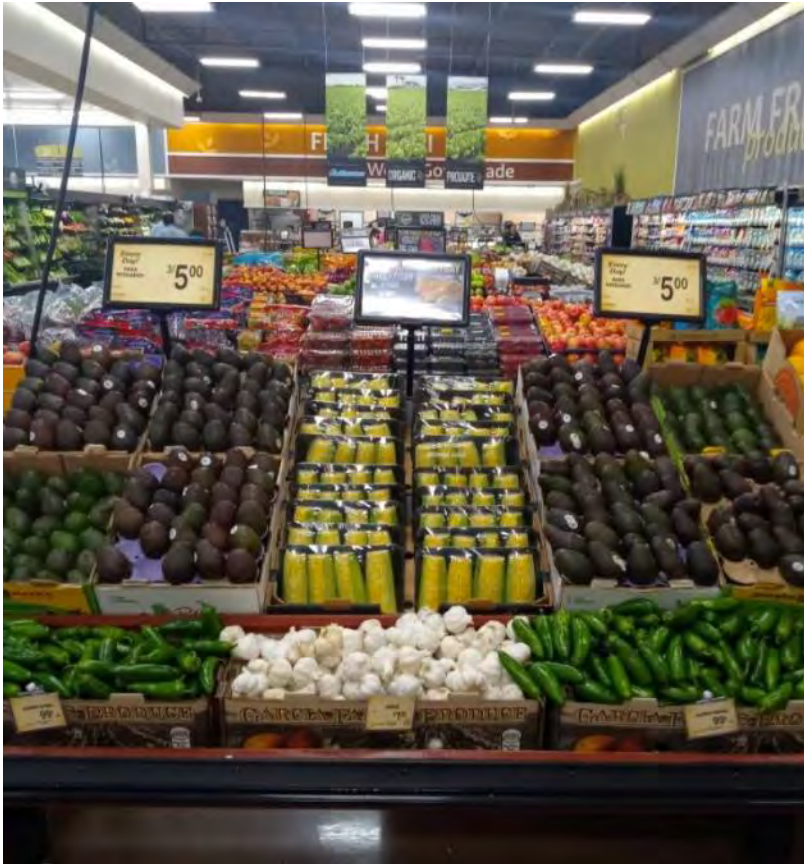




RETAIL: PROMOTIONS

Southwest-Arizona – Sales Contest and Albertsons/Safeway for U digital coupon on bags

- 18,751 units sold





- HOME
- REVENUE
- CONSUMER ADVERTISING
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- RETAIL**
- FOODSERVICE
- RESEARCH

RETAIL: PROMOTIONS

Custom display boxes in California and Arizona stores, feature ads and store training bulletin on California Avocado growing regions





RETAIL: PROMOTIONS

- Bulk and bagged ads
- August co-promotion with Tajin sales contest





- HOME
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- CONSUMER PR
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- RESEARCH

RETAIL: PROMOTIONS

- Digital ads on bulk, prepared guacamole ads with in-store branding and Reed variety
- 159 stores in 19 states up and down East Coast



May 18



June 27



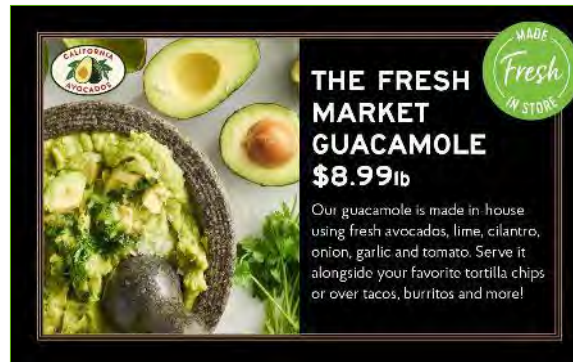
July 31



August 3



August 5



August 21





RETAIL: PROMOTIONS

Bristol Farms

- Month of August Sales and California Signage Contest
- Small Avocados, Organic Small Avocados and Organic Bags, plus house-made Guacamole
- Sales increases YOY from 9% to 24%





RETAIL: PROMOTIONS



- Month of August Sales Contest
- Small Org Hass, Reed, Fuerte, Organic Bags, Morro Bay included in contest
- 9 out of 19 stores achieved over 10% lift in sales





HOME

REVENUE

CONSUMER
ADVERTISINGONLINE
MARKETINGCONSUMER
PRCONSUMER/
TRADE
LIVING WELL

RETAIL

FOODSERVICE

RESEARCH

RETAIL: CORPORATE PROMOTIONS

- Digital coupons on Branded California Bag at Key Kroger Divisions:
 - Ralphs
 - Fred Meyer
 - QFC
 - Smith's
 - King Soopers added (No Coupon)
- 265,000 downloads
- Sold 17,000 bags on promotion
- Over 90,000 bags loaded into Kroger stores
- All Tier 1 markets:
 - Seattle, Portland, San Francisco, Los Angeles, San Diego, Denver, Salt Lake City





HOME

REVENUE

CONSUMER
ADVERTISINGONLINE
MARKETINGCONSUMER
PRCONSUMER/
TRADE
LIVING WELL

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FOODSERVICE

RESEARCH

RETAIL: CORPORATE PROMOTIONS



Temporary price discount on dedicated California promotion in Colorado:

- June 15 thru June 21
 - Aurora Colorado Depot
 - \$2.00 offer to Costco Members
 - This year's results:
 - ASP: \$8.76 this year vs. \$6.05 last year
 - Units: +32.5% over previous 7 days
 - Dollars: +37.7% vs. last year
- Costco Buildings Participating in:
 - Colorado
 - New Mexico





RETAIL: CORPORATE PROMOTIONS – SPOTLIGHT RECIPE VIDEO

- Digital advertising with shop now option
- Over 10,500,000 impressions
- Delivered on and off Walmart Site
- Tracking conversions thru August
- Using CAC creative on retailer portal
- CAC advertising one step closer to purchase



Guac state of mind

Scoop the delicious taste of California-grown avocados.

[Shop now](#)

Guac state of mind

Sponsored





HOME	REVENUE	CONSUMER ADVERTISING	ONLINE MARKETING	CONSUMER PR	CONSUMER/ TRADE LIVING WELL	RETAIL	FOODSERVICE	RESEARCH
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RETAIL: CORPORATE PROMOTIONS

- Fresh California Avocados featured in digital advertising campaign, 165 clubs
- April 15 – May 16; 4.5 million impressions – new distribution in Midwest



CREATIVE SET

The best avocados have California in them. →

The best avocados have California in them. Shop Now →

The best avocados have California in them. Experience the superb texture, taste and versatility. Shop Now

The best avocados have California in them. Experience the superb texture, taste and versatility. Shop Now →

The best avocados have California in them. Experience the superb texture, taste and versatility. Shop Now →

The best avocados have California in them. Experience the superb texture, taste and versatility. Shop Now Available at sam's club

The best avocados have California in them. Experience the superb texture, taste and versatility. Shop Now Available at sam's club





RETAIL: CALIFORNIA AVOCADO MARKETING PROGRAM

Highlights from our 2022 California Avocado Marketing program which were presented to our targeted retailers by the retail marketing directors

AVOCADOS
2022 | MARKETING PROGRAM

THE BEST AVOCADOS HAVE CALIFORNIA IN THEM

Shoppers anxiously anticipate the California season because of the consistent quality, freshness and homegrown taste of fresh California Avocados. They value the California difference and spend more when California Avocados are available. Retailers can benefit from the California season's higher sales velocity, increased dollar sales and shopper preference.*

California Avocados are locally and responsibly grown by California farmers who nurture the avocados and the land every step of the way. Similar to the growers who take pride in supplying California Avocados, our team at the California Avocado Commission is dedicated to providing programs and supporting your sales of California Avocados with an innovative marketing program for 2022.

*Sources:
California Season (26-wks ending Aug '21) vs. non-California Season (26-wks ending Mar '21)
2021 California Avocado Tracking Study Q9. If given a choice, which avocados would be your preference? Answers: Avocados grown in...
Sales Velocity = Dollar Sales per Million ACV, California Season (26-wks ending Aug '21) vs. non-California Season (26-wks ending Mar '21)

2022 | MARKETING PROGRAM

CALIFORNIA IS THE PREFERRED GROWING REGION

AVOCADO SALES GROW WHEN CALIFORNIA AVOCADOS ARE IN SEASON

- WEEKLY DOLLAR SALES INCREASE BY 10% A LIFT OF NEARLY \$800K PER WEEK!
- IN THE WEST, 70% OF AVOCADO SHOPPERS WITH A PREFERENCE WOULD CHOOSE CALIFORNIA AVOCADOS!
- INCREASED SALES VELOCITY OF 4% MEANS MORE DOLLARS FOR RETAILERS!

SAFETY, FAIRNESS AND FRESHNESS PERCEPTIONS

In 2021, avocado shoppers in the West said that being grown in safe conditions is one of the most important factors when choosing avocados to buy (in addition to perceived taste and price). California Avocados continue to be perceived as safer than avocados from other regions.

	CALIFORNIA	MEXICO
BEST FOOD SAFETY PRACTICES	56%	6%
HAS THE FRESHEST AVOCADOS	50%	13%
MOST ENVIRONMENTALLY FRIENDLY FARMING	46%	6%

REG. ON IS THE BEST 2021 MEXICO 2021
California is significantly higher than Mexico 2021

Source: 2021 California Avocado Tracking Study, Western Region (n=840)
Q9. Which one of these is the most important when purchasing avocados?
Q10. If or each please below, please choose the region that most describes the phrase.

California Avocado Commission • 12 Maachly, Suite L, Irvine, CA 92618-6305 • CaliforniaAvocado.com/Retail




RETAIL: MASTERS OF MERCHANDISING 2022

A full page of editorial content and full-page ad ran in the March issue of *Produce Business*



**CALIFORNIA AVOCADO COMMISSION
AVOCADOS**



2022 MARKETING PROGRAM
The best avocados have California in them.
Shoppers value the California difference and spend more when California Avocados are available. Retailers can benefit from the California season's higher sales velocity, increased dollar sales and shopper preference.*

California Avocados are locally and responsibly grown by California farmers who nurture the avocados and the land every step of the way. Similar to the growers who take pride in supplying California Avocados, our team at the California Avocado Commission is dedicated to providing programs and supporting your sales of California Avocados with an innovative marketing program for 2022. In addition to our awareness-building advertising campaign, we offer promotions that work for you.


TARGETED, CUSTOMIZED MARKETING SUPPORT
Innovative, branded California Avocado customized social, digital and geo-targeted promotions throughout the season drive shoppers to your stores. Social media retail assets can be customized for your store banners and are paid for by the California Avocado Commission in support of our retail partners.

RETAIL DIETITIAN RELATIONS
From helpful how-to tips to news-you-can-use nutritional information to delicious recipes for virtual demos and more, we have inspiration for your dietitians.

MERCHANDISING MATERIALS
Generate impulse purchases and promote fresh California Avocados in your stores.



CUSTOMIZED RETAIL COMMUNICATIONS PROGRAMS
New and complimentary customized offerings include social posts and blogs with and without video, seasonal story ideas for retailer-use in local media markets, on your website, in customer sweepstakes and California Avocado giveaways. We are ready to support you!


YouTube




Visit CaliforniaAvocado.com/Retail to order your PDS material. Contact your Retail Marketing Director for customized marketing programs and reports.

California Avocado Commission
CaliforniaAvocado.com/Retail
dcruz@avocado.org



Scan the QR Code for more information or visit CaliforniaAvocado.com/Retail



CALIFORNIA AVOCADO COMMISSION
CaliforniaAvocado.com/Retail

*California Season (21) ends weekly Aug. 21; CA non-California Season (22) ends weekly Mar. 21
 (22) California Season (21) begins weekly Aug. 21; CA non-California Season (22) ends weekly Mar. 21
 (23) California Season (22) begins weekly Aug. 21; CA non-California Season (23) ends weekly Mar. 21
 (24) California Season (23) begins weekly Aug. 21; CA non-California Season (24) ends weekly Mar. 21
 (25) California Season (24) begins weekly Aug. 21; CA non-California Season (25) ends weekly Mar. 21

XX
 MARCH 2022 / PRODUCE BUSINESS / MASTERS OF MERCHANDISING





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- CONSUMER ADVERTISING
- ONLINE MARKETING
- CONSUMER PR
- CONSUMER/ TRADE LIVING WELL
- RETAIL**
- FOODSERVICE
- RESEARCH

RETAIL: TRADE PRINT AD

To launch the season, a two-page spread ran in the February issue of The Snack magazine with a special vellum overlay to reveal how California Avocados grow sales when in season

AVOCADOS
The best avocados have California in them.

CALIFORNIA AVOCADOS

Avocado Sales Grow When California Avocados are in Season!

Weekly Dollar Sales increase by 10%, a lift of nearly \$800k per week

In the West, 70% of avocado shoppers with a preference would choose California Avocados*

Increased sales velocity of 4% means more dollars for retailers*

Your shoppers anxiously anticipate the California season because of the consistent quality, freshness and homegrown taste of fresh California Avocados. They value the California difference and spend more when California Avocados are available. You can give them what they're asking for and

benefit from California season's higher sales velocity, increased dollar sales and shopper preference.

Keep up with demand, carry California Avocados. Contact us for customized marketing programs and POS material.

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*Data from Nielsen Scanalytics (2019-2021) and Nielsen Retailer Scanalytics (2019-2021) and Nielsen Retailer Scanalytics (2019-2021) and Nielsen Retailer Scanalytics (2019-2021).
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Scan the QR Code for more information or visit CaliforniaAvocado.com/Retail





RETAIL: TRADE PRINT AD

17 print ads ran from February through October generating 1,966,901 impressions



AVOCADOS
The best avocados have California in them.

- Weekly Dollar Sales increase by 10% a lift of nearly \$800k per week¹
- In the West, 70% of avocado shoppers with a preference would choose California Avocados²
- Increased sales velocity of 4% means more dollars for retailers³

Avocado Sales Grow When California Avocados are in Season!

Your shoppers anxiously anticipate the California season because of the consistent quality, freshness and homegrown taste of fresh California Avocados. They value the California difference and spend more when California Avocados are available. You can give them what they're asking for and benefit from California season's higher sales velocity, increased dollar sales and shopper preference.

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Scan the QR Code for more information or visit CaliforniaAvocado.com/Retail

¹California Season (26-wks ending Aug '21) vs. non-California Season (26-wks ending Mar '21)
²2021 California Avocado Trading Study Q3. If given a choice, which avocados would be your preference? Answer: Avocados grown in...
³Sales Velocity = Dollar Sales per Million ACV, California Season (26-wks ending Aug '21) vs. non-California Season (26-wks ending Mar '21)

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RETAIL: TRADE DIGITAL ADS

- 689 digital ads ran from February through October generating 34,012,052 impressions
- Total print and digital impressions: 35,978,953

The digital ads featured a “Maximize Sales” button. The button/ad linked to CAC’s retail website page where the Infographic represented information that supported the sales data of how retailers can grow their sales when California Avocados are in season.





RETAIL: TRADE DIGITAL ADS

A video trailer ran on AndNowUKnow in April





RETAIL: LINKEDIN



From November 1, 2021 through October 31, 2022, 75 posts garnered 568,363 Impressions. Additionally, the posts received 5,177 engagements with a 4% engagement rate (average engagement rate is 2% for LinkedIn). Overall, the page has a follower growth rate of 44% with over 750 new followers and a total of 1,690 followers

California Avocado Commission
1,690 followers
1mo • 🌱

Hass Avocados are a California native, Rudolph Hass discovered the Hass variety in the mid-1920s in La Habra Heights, California. Today the Hass Avocado accounts for 80% of all avocados eaten worldwide, including over 90% of California Avocados. To learn more about the origin of the famous fruit and it's humble beginnings, visit <https://lnkd.in/dvpeEirg>.

This year is looking to be an excellent year for California Avocados, with an estimated 306 million pounds to be harvested from spring through early fall. Read more about this year's harvest and the avocado season, <http://ow.ly/R7Kt50lgg71>.

Congratulations to Zac Benedict, CAC's online marketing director, for a well-deserved recognition as a 40 Under 40 rising leader shaping the produce industry. Click the link to read the *Produce Business Magazine* article <https://lnkd.in/gw6c66pG>.

The California Avocado Commission will be attending the Global Produce and Floral Show in Orlando Florida this week. Stop by and meet the team!

OCT. 27-29, 2022
ORLANDO, FLORIDA

California Avocado Commission
1,690 followers
1mo • 🌱

Bagged avocado sales are on the rise. Research shows bagged avocado sales in 2021 increased by 22% over the previous year. Additionally, bagged avocado volume has increased, up 7% (Source: IRI)

The Commission recently created a California Avocado bagged avocado packaging design to share with shippers and bring awareness for California fruit to retail.

Bagged avocado sales increased 22% in 2021 over the previous year.

Additionally, bagged avocado volume has increased 7%.





HOME

REVENUE

CONSUMER ADVERTISING

ONLINE MARKETING

CONSUMER PR

CONSUMER/ TRADE LIVING WELL

RETAIL

FOODSERVICE

RESEARCH

RETAIL: TRADE PUBLIC RELATIONS

- More than 10.9 million Trade PR impressions in November – October
- Key press releases since August: Personnel News and IFPA
- DeLyser interviews and CAC insertion in media-driven topics contributed to significant coverage with key print and digital publications

FreshFruitPortal.com
Agronomics in Charts: The last of the California avocado harvests
September 06, 2022

In the month-end report, Agronomics in Charts series, Avocado harvest marks the end of the California avocado season. Each week the series looks at a different fruit/vegetable commodity. Avocado is a special crop in that it is the only fruit that is eaten whole.

California produces the majority of U.S. grown avocados, managing about 10 percent of the nation's acreage.

The current season is drawing quickly to a close. The 2021/22 crop year was marked by favorable market conditions, not only seen in harvesting and more of the crop being shipped in the spring than in previous years, but also in the season ending very early.

According to the California Avocado Commission, a complete season of 203,875,590 pounds was harvested, that avocado made up roughly 44 percent (92%) volume of 458,591,351 pounds of fresh fruit. The U.S. Avocado Board reported an 8% gain in the production coming from California.

Another good indicator of the success was related to employment. The good conditions have been helping work. And there have been more hired during the season, meaning there has likely been a larger time a longer growing period, which means more labor.

Final harvest of 2021/22 and the size of the crop helped expedite some of the harvest plans for some of the growers.

Avocado Volumes by History in the US (from California-South)

producebusiness
California Avocado Commission names Jeff Oberman president

PROMOTION
"California Avocado: Road Trip Videos"

STRATEGY
California road trips always have been popular. The California Avocado Commission partnered with chef Oliver English to take California avocados on the road to film recipes consumers can cook while traveling. It was a video series that demonstrated the versatility of the recipe.

The videos ran on Channel Factory, The Food Network, FOXUSAR, Spotify and The iGlobe. Videos also ran on Hulu on National Avocado Day. CAC also reached the target audience on its TikTok channel, which launched in April 2022. The commission worked with popular TikTok influencer Ketz (5.8 million followers) to "digitize" and test another "Roadtrip" video.

RESULTS

- This series yielded 954,000 video views, 12,100 engagements (likes, comments, shares), and 3.5 million impressions on Instagram, Facebook and Twitter.
- On YouTube, three videos yielded an additional 42,100 organic views.
- The "Roadtrip" video, posted on the new California avocado TikTok channel, yielded 1,000 organic views and 375 engagements. When posted on TikTok influencer Ketz's channel, this video generated 100,600 views, 12,530 engagements and yielded more than 5 million potential impressions.
- The three videos yielded more than 15M impressions and 14M views since July 2021.
- The videos also have yielded 144,000 impressions and 143,000 views on The Kitchen since March 2022.

THE PRODUCE REPORT
California Avocado Commission names Jeff Oberman president

The California Avocado Commission has named Jeff Oberman as its new president, effective October 10, 2022. Mr. Oberman's produce industry career has spanned 25 years so far. From 2020 to the present he served as vice president of sales – business development for PRO/ACT and was its vice president strategic programs for the past two years. From 1997 to 2018 Mr. Oberman worked for the produce trade association United Fresh in successively more responsible roles. For more than half his tenure at United Fresh he served as vice president, trade relations.

"We are very pleased Jeff Oberman has accepted the position of California Avocado Commission president," said Rob Guither, chair of the Commission Board of Directors. "Jeff's broad network, non-profit association leadership and fresh produce business experience, including an end-to-end understanding of the needs of growers, handlers, distributors, foodservice operators and retail customers makes him exceptionally well suited to lead all the California Avocado Commission."

Oberman has extensive strategic planning and management relations. He has included being named to "Forbes" list in 2005 and to "7-2017".

Oberman will be responsible for overseeing the commission's day-to-day operations, including the commission's marketing and public relations efforts. He will also be responsible for the commission's financial and administrative operations.

Oberman will be based in the commission's headquarters in Ukiah, California. He will be working closely with the commission's board of directors and staff.

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Fresh Plaza
California Avocado Commission announces new president

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Blue Book Services
California Avocado Commission promotes VP

Ken Mabani, Vice President of Industry Affairs and Operations, has been promoted to Vice President of the California Avocado Commission. Mabani has been with the commission since 2018 and has been instrumental in the commission's growth and success. He will continue to oversee the commission's day-to-day operations and will be working closely with the commission's board of directors and staff.

THE PRODUCE NEWS
California Avocado Commission celebrates milestone

The California Avocado Commission celebrated its 50th anniversary on October 10, 2022. The commission was founded in 1972 and has since then been a leading voice for the California avocado industry. The commission has been instrumental in the development of the California avocado market and has been a key player in the industry's growth and success. The commission will continue to work hard to ensure the future success of the California avocado industry.

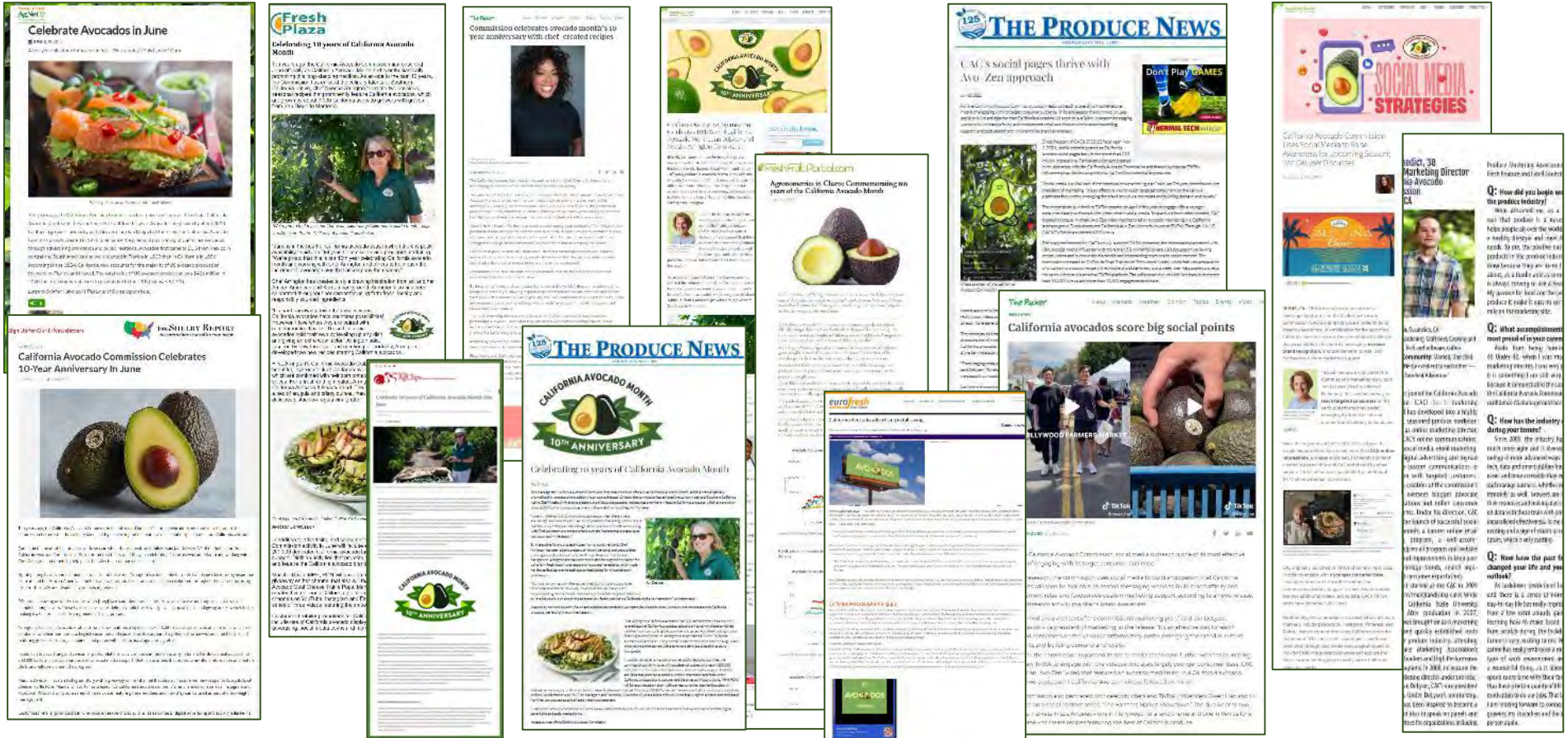
Book Services
California Avocado Commission celebrates milestone

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RETAIL: TRADE PUBLIC RELATIONS – OTHER FY 2021-22 HIGHLIGHTS

- 10th Anniversary of California Avocado Month pick up was very strong – 900K+ impressions
- Social + awards coverage (Benedict 40 under Forty, Produce Business Marketing Excellence Award and HAB 20th anniversary awards to growers + DeLyser) complemented releases





FOODSERVICE: CHAIN PROMOTIONS



- 27 units (NorCal/Bay Area)
- April 1 – May 31
- California Avocados on the menu
- Over 1,000 pounds per location



- 99 units (CA, AZ)
- April 1 – April 29
- California Avocado upsell
- 294 pounds per location

Here's to a Healthy Planet!®

Small text: Stay on top of the latest avocado news and avocado products with our newsletter.

California Avocado Commission

Created in 1978, the California Avocado Commission strives to enhance the premium positioning of California avocados through advertising, promotion and public relations, and engages in industry activities. California avocados are cultivated with uncompromising dedication to quality and freshness by more than 13,000 growers in the Golden State. The California Avocado Commission serves as the official information source for California avocados and the California avocado industry.

Visit them at: <https://www.californiaavocado.com>

Website logo placements

Erik's DeliCafe
April 15 at 11:01 AM

Mounds of creamy, smooth California-grown avocados (@ca_avocados) are piled high and added to our veggie sandwich, Del Monte Special. Get ready for a mouthful of avocado goodness.

1 of 5 social media posts

ORDER ONLINE HOME MENU LOCATIONS

ADD FRESH CALIFORNIA AVOCADOS TO YOUR MEAL

ORDER NOW

0:04 / 0:05

ORDER.FLAMEBROILER.FRUSA.COM

Learn more

Flame Broiler
April 11 at 9:00 AM

Your bowl, your way 🥰 What's your favorite ingredient combination? Ours always includes some Fresh California Avocados and Simply Magic Sauce 🥑🌟 @CaliforniaAvocados





- HOME
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- CONSUMER ADVERTISING
- ONLINE MARKETING
- CONSUMER PR
- CONSUMER/ TRADE LIVING WELL
- RETAIL
- FOODSERVICE
- RESEARCH

FOODSERVICE: CHAIN PROMOTIONS



- 43 units (CA, NV)
- April 1 – May 31
- Kahuna-style upsell
- Over 330 pounds per location



Sunset Chopped Chicken Salad 11.99

Charbroiled or blackened chicken, romaine lettuce, avocado, red cabbage, tomato, roasted corn, green onion, cilantro, queso fresco, pepitas and tortilla strips with Honey Lime Vinaigrette (649-871 cal)



- 400 units (CA, AZ, NV, OR, UT, WA)
- April 14 – June 8
- California Avocados on the menu
- Over 1,300 pounds per location



Website logo placements





FOODSERVICE: CHAIN PROMOTIONS



- 14 units (NorCal/Bay Area)
- April 18 – May 31
- California Avocados on the menu
- 616 pounds per location



BUCKHORN
BBQ + GRILL

- 8 units (NorCal/Bay Area)
- April 22 – June 3
- California Avocados on the menu
- 415 pounds per location

SALADS



We proudly serve Fresh California Avocados.

SANDWICHES



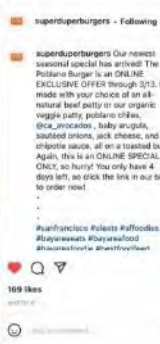
We proudly serve Fresh California Avocados.

BURGERS



We proudly serve Fresh California Avocados.

Website logo placements



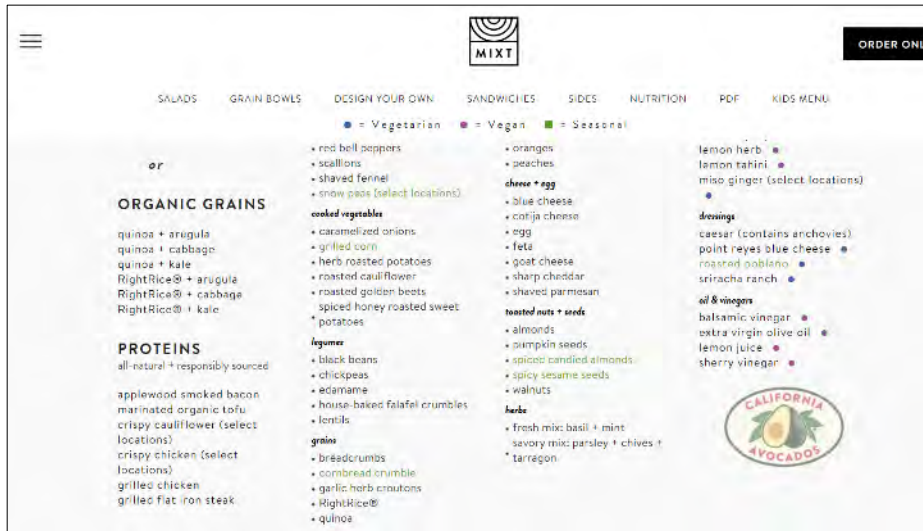


FOODSERVICE: CHAIN PROMOTIONS



- 16 units (12 Mixt; 4 Split)
- May 23 – July 1
- Northern California/Bay Area
- California Avocados on menu
- Over 1,100 pounds per location

- 20 units
- May 30 – July 5
- Southern California chain
- Seasonal celebration and California Avocado upsell
- 415 pounds per location






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FOODSERVICE: CHAIN PROMOTIONS




- 60 units (CA, AZ, CO, OH)
- June 1 – 30
- Avocado Toasts
- 134 pounds per location




[HOME](#)
[MENU](#)
[FIND A ROBEKS](#)
[SEND E-GIFT](#)
[REWARDS](#)
[FRANCHISING](#)
[ORDER ONLINE](#)


TOASTS




ACAI ALMOND BUTTER TOAST
Savory Almond Butter with a layer of Acai Greek Yogurt topped with sliced Bananas, dried Blueberries and drizzled with Honey on a thick slice of sourdough toast.
[\[MORE INFO\]](#)




CLASSIC AVOCADO TOAST
Avocado drizzled with Lemon and Olive Oil, topped with chili flakes, Pink Himalayan Salt and pepper on a thick slice of sourdough toast.
[\[MORE INFO\]](#)




EVERYTHING AVOCADO TOAST
Avocado and Tomato sprinkled with a blend of everything seasoning (think Everything Bagel) on a thick slice of sourdough toast.
[\[MORE INFO\]](#)



AVOCADO & EGG TOAST
Our signature sourdough toast is the base layer for creamy avocado, tender hard-boiled egg, savory plant-based bacon crumbles, all topped with a drizzle of olive oil, cracked black pepper and Himalayan salt.
[\[MORE INFO\]](#)



PEANUT BUTTER & BANANA TOAST
A creamy comfort, featuring smooth peanut butter, fresh sliced banana, a drizzle of pure honey and a scattering of chia seeds all nestled on our crunchy and satisfying sourdough toast. Make a toast to day
[\[MORE INFO\]](#)



*where available



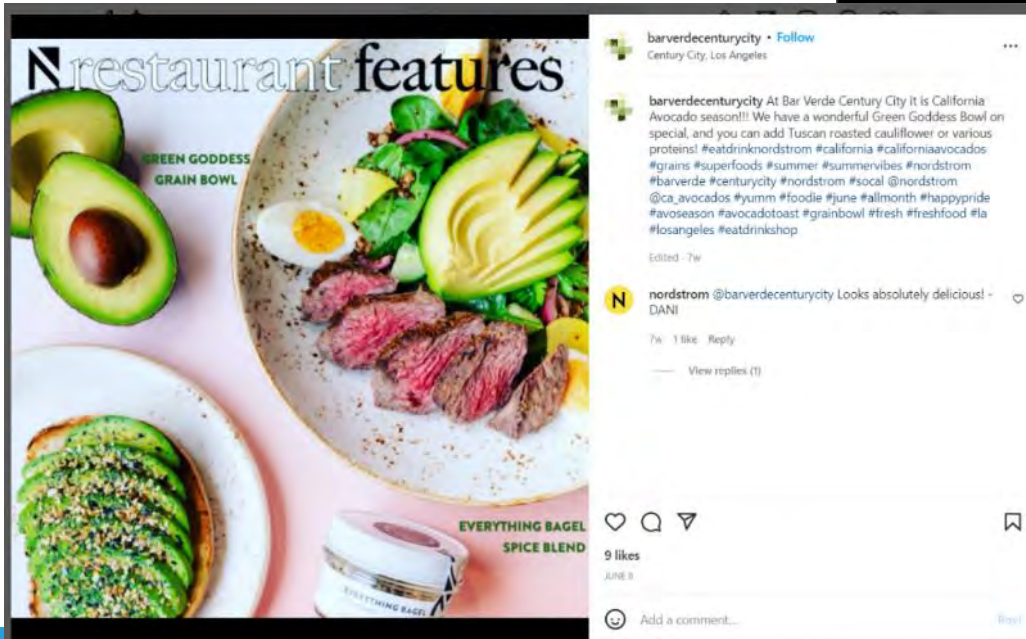
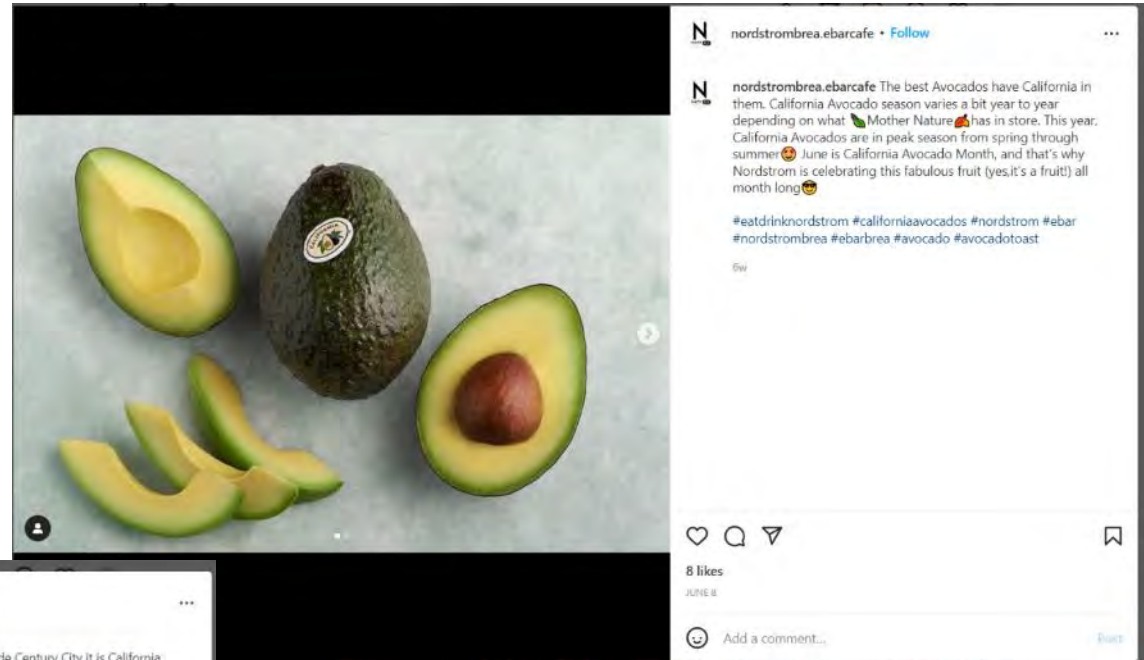


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- RESEARCH

FOODSERVICE: CHAIN PROMOTIONS

NORDSTROM

- Approximately 100 units
- 12 brands across the western states
- May 31 – July 4
- Celebrate California Avocado Month
- 89 pounds per location



#californiaavocados
 #California
 @ca_avocados





FOODSERVICE: MENU IDEATION SESSIONS

Utilizing a chain's current inventory of items, provide menu concepts featuring California Avocados, on innovative dishes

Concepts based on chain's menu strategy and operational setup

- California-based chain, 22 units in LA, Orange County and San Diego
- Plans to launch California Avocado Toast pizza in spring 2023





FOODSERVICE: MENU IDEATION SESSIONS

- 20 units, California-based chain
- Presented 8 concepts, requested recipes for 4
- Launch spring 2023





FOODSERVICE: EVENTS

- National Association of Colleges & Universities Food Service: Continental/Pacific Region
- March 3-5, Reno, NV
- Colleges and Universities foodservice directors, culinary managers, chefs, purchasing, RDs





FOODSERVICE: EVENTS

NORDSTROM

- AvoTour and Flavor Building – Fallbrook, CA
- April 6-7
- Customized educational tour



FOODOVATION EXCHANGE

- FoodOvation Exchange #27 – Sun Valley, ID
- April 10-13
- One-on-one 40-minute meetings with 13 operators





HOME	REVENUE	CONSUMER ADVERTISING	ONLINE MARKETING	CONSUMER PR	CONSUMER/ TRADE LIVING WELL	RETAIL	FOODSERVICE	RESEARCH
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FOODSERVICE: EVENTS

Chain Gang

- May 3, Long Beach, CA
- A business networking food show event with one-on-one access sharing information and creating a ‘community’ of supply chain executives and suppliers
- Engaged with chain culinary and marketing executives to generate awareness and interest in Fresh California Avocados





HOME

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FOODSERVICE: EVENTS

National Restaurant Association (Chicago, IL):

- Marketing Executive Group (MEG), May 18-20
- NRA Brunch, May 22
- IFEC Bubble Reception, May 23



- Engaged with chain culinary and marketing executives to generate awareness and interest in Fresh California Avocados
- Served innovative dishes that reinforces “California-style”



FOODSERVICE: EVENTS

Food News Media Orange County Meet-Up

- July 19
- Lido Bottleworks Newport Beach
- Engaged with local and emerging chain owners, culinary and marketing executives to generate awareness and interest in Fresh California Avocados





FOODSERVICE: EVENTS



INTERNATIONAL
FRESH PRODUCE ASSOCIATION

- July 28-29, Monterey, CA
- Restaurant chains and K-12 schools
- Produce purchasing and menu planners/developers





FOODSERVICE: EVENTS

- Flavor Experience Conference
- August 15-17, San Diego, CA
- Restaurant chains, Universities, Contract Management Companies
- Produce purchasing and menu planners/developers





FOODSERVICE: EVENTS

FOODOVATION EXCHANGE

- FoodOvation Exchange #29 – Sun Valley, ID
- September 18-20
- One-on-one 40-minute meetings with 13 operators





FOODSERVICE: PRINT ADVERTISING

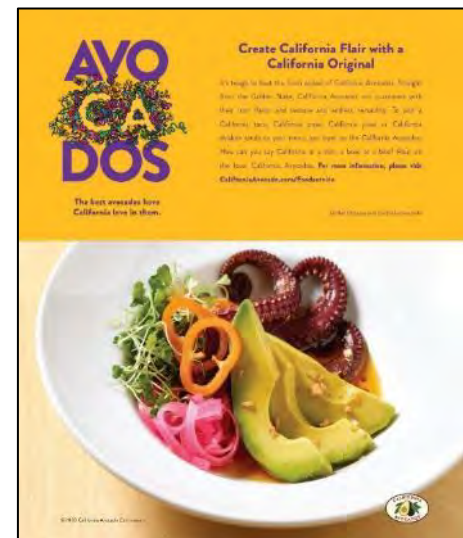
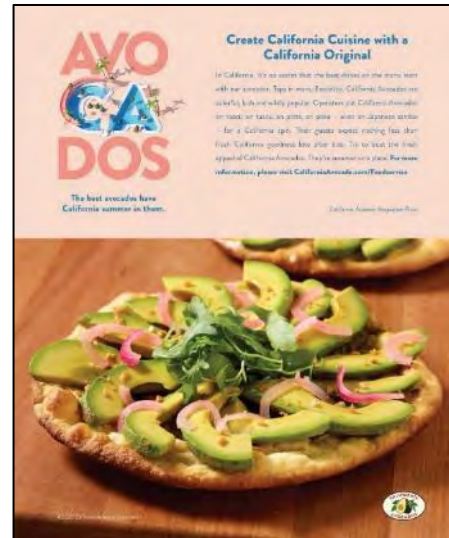
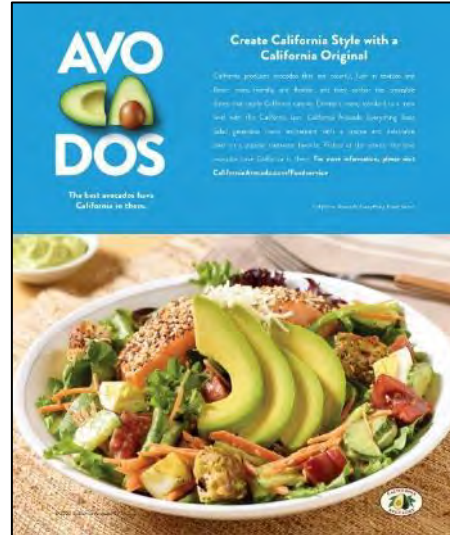
- Focus on California Avocado season and California cuisine and style
- 3 print publications (*Flavor & The Menu*, *FSR* and *Plate*); 7 insertions
- 207,358 impressions

FLAVOR & the menu

FSR

plate

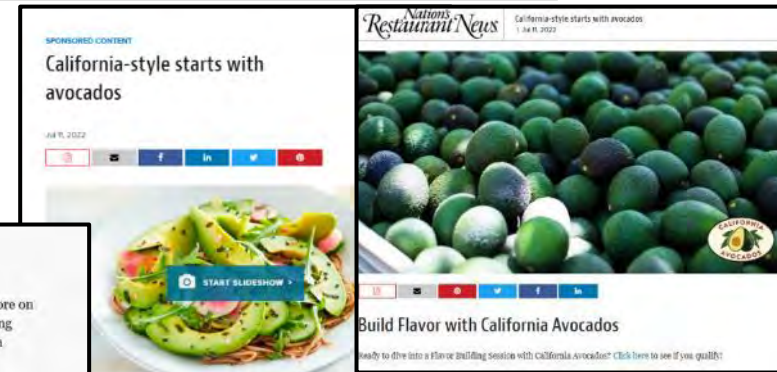
Take food further.





FOODSERVICE: DIGITAL ADVERTISING

- Leverage insertion dates in season to build awareness of California Avocado season
- 20 digital ads appeared on five platforms (Informa: *Recipe Watch*, *NRN A.M.*; *NRA SmartBrief* and *Winsight Recipe Report*, *Plate*)
- Delivered to over 1,250,000 readers
- With almost 300,000 impressions





FOODSERVICE: ENEWSLETTER

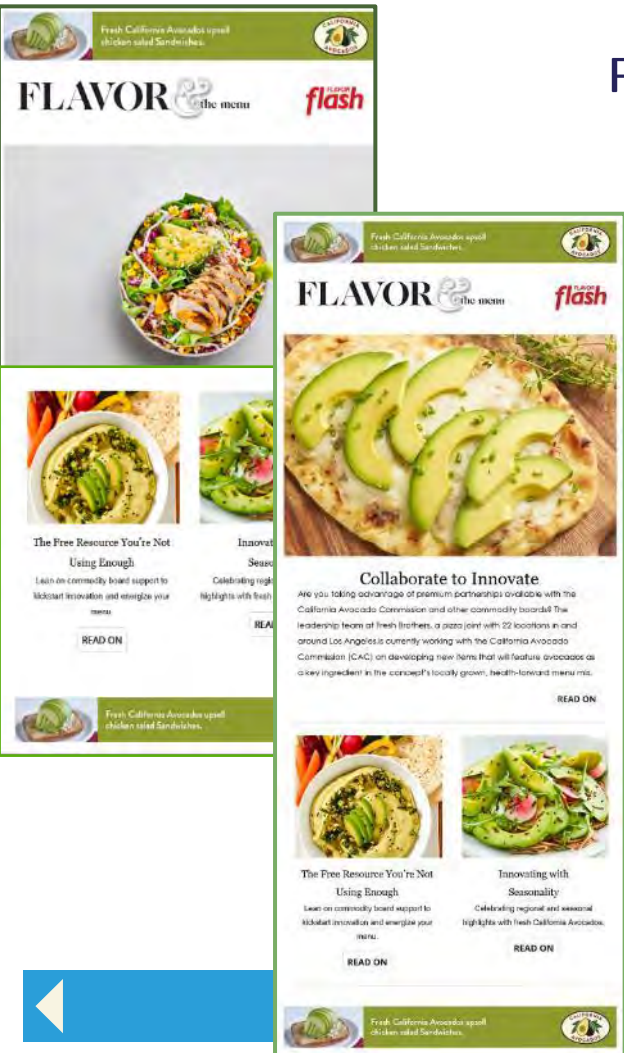
- Leverage media publications' databases with custom content newsletters
- Deliver message of the benefits of seasonal, local ingredients

Flavor & The Menu

- April 6 and July 13 deployments
- Delivered to 7,957 and 7,774 recipients
- 41% average Open Rate
- 6,529 Impressions
- Received 340 Clicks to feature articles and foodservice recipes on CaliforniaAvocado.com

FSR magazine

- May 2 deployment
- Delivered to 21,578 recipients
- 31% Open Rate
- 21,702 Impressions
- Received 79 Clicks to foodservice recipes on CaliforniaAvocado.com





HOME REVENUE CONSUMER ADVERTISING ONLINE MARKETING CONSUMER PR CONSUMER/ TRADE LIVING WELL RETAIL **FOODSERVICE** RESEARCH

FOODSERVICE: PUBLIC RELATIONS

- Over 4.0 million Foodservice PR impressions to-date
- Key topics: Avocados, California style, Plant-Based, Local



ALL ABOUT AVOCADOS

Learn how this popular kitchen staple is grown, shipped and packaged from the fields to the delivery door. *By Liz Barrett Foster*

Processing
The avocado is a fruit that is harvested in California from May through September. It is a member of the Lauraceae family, which is a small group of plants that includes the nutmeg and pepper families. The avocado is a fruit that is harvested in California from May through September. It is a member of the Lauraceae family, which is a small group of plants that includes the nutmeg and pepper families.

Packing
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Planting
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Harvesting
The avocado is a fruit that is harvested in California from May through September. It is a member of the Lauraceae family, which is a small group of plants that includes the nutmeg and pepper families.

The Packer

FOODSERVICE

California Avocado Commission pivots foodservice support to focus on digital space

By TOM KARST July 19, 2022

Recipe report: Refresh the sandwich lineup

By Patricia Cobe on Jul. 28, 2022

Avocado Shrimp Po'Boy

Recipe report: Al fresco favorites

By Patricia Cobe on Jul. 07, 2022

Summer Rolls

This recipe spans meal occasions and can serve as a picnic box lunch, appetizer for an al fresco dinner or a healthy snack.

[Click here to see the recipe.](#)

Recipe report: Al fresco favorites

By Patricia Cobe on Jul. 07, 2022

Baran's BLAT Salad

BLAT stands for bacon, lettuce, avocado, tomato—an update of the classic BLT sandwich. Chef Jason Baran deconstructs the sandwich into a summery salad featuring peak season cherry tomatoes, cucumbers and more.

[Click here to see the recipe.](#)

Calli avo-tomato sandwich

Calli avo-tomato sandwich

California Dreamin'

California Dreamin'



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RESEARCH

RESEARCH: STUDIES COMPLETE AND IN DEVELOPMENT

Report on Inflation and its Impact at Retail

- Scope: a look at rising prices and the impact on avocado dollar sales and volume. Also includes an overview of the current state inflation is having on food, energy, etc.
- Original and update complete; presented to CAC Marketing Committee

2022 California Avocado Tracking Study

- Objectives: to monitor performance vs. plan objectives, to better understand consumer attitudes and to showcase reasons why retailers should merchandise California Avocados
- Methodology: quantitative study of nearly 1,400+ avocado purchasers
- Timing: fielding in July-August, full report delivered in September; presentation to CAC Board 11/17

2022 Nielsen Advertising Study

- This study measures the brand impact of the California Avocado online campaign against the intended audience across multiple equity metrics and provides creative diagnostics
- Methodology: responses are gathered from a third-party survey panel
- Timing: fielding occurred during media campaign, full report by 11/15



EXPORT: SOUTH KOREA

California Avocado Virtual Cooking Class (April 19)

- Celebrity Chef Boeun Lee
- Rice wrapped in greens with California Avocado sauce
- California Avocado Banana Smoothie
- Nearly 10,000 views through April



California Avocado In-Person Cooking Class (April 27-28)

- Celebrity Chef Young Bin Kim
 - California Avocado Tuna Salad
 - California Avocado Spring Roll
 - California Avocado Chocolate Chip Cookies



California Avocado Verbal Demos:

- 35 Emart stores
 - April 15-17, 21-23





HOME	REVENUE	CONSUMER ADVERTISING	ONLINE MARKETING	CONSUMER PR	CONSUMER/ TRADE LIVING WELL	RETAIL	FOODSERVICE	EXPORT
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EXPORT: SOUTH KOREA

Chef Marketing – Recipe Videos

Collaborated with five renowned chefs who have a YouTube presence to create recipe videos featuring California Avocados for their viewers

- Edward Kwon: California Avocado Open Sandwich, California Avocado Tomato Tartar & Garlic Crostini and Crab Roulade with California Avocados
- Gerrard Park: Open Sandwich with Soft Chicken Breast Steak and Creamy California Avocado Mousse
- Leo Kang: California Avocado & Lobster Cannelloni
- Minjoo Yoo: California Avocado Cheesecake & Ice Cream
- Yeongbok Lee: Braised Scallops with California Avocados



Over 115,000 views and 2,700 likes

