



CAC Consumer PR Activities 2016

The California Avocado Commission (CAC) public relations (PR) and nutrition communications team works with key media and nutrition experts to secure media stories and develop content that increases demand for and drives awareness of California avocados in key markets during the season.

To celebrate and announce the start of the 2016 California avocado season, the Commission coordinated a number of season-opener media outreach activities. For starters,

CAC distributed a press release featuring recipes from artisan chef partners. In addition, CAC sent avocado shipments to media, coordinated blogger ambassador posts and initiated media efforts with Registered Dietitian (RD) partners. These outreach activities helped set the tone and build momentum for the fruit for the rest of the season by communicating the availability of California avocados, differentiating them from other countries of origin and highlighting their premium quality.

On March 22, CAC distributed a press release nationally that featured recipes from artisan chef partners Josef Centeno (Orsa & Winston, Los Angeles), Eric Tanaka (Tanakasan, Seattle) and Ivy Stark (Dos Caminos, New York City). Each chef created an innovative grain bowl recipe featuring California avocados. Josef Centeno developed a delicious bowl featuring seasoned farro, burrata, nori, marinated cucumbers and California avocado. Chef Ivy Stark created a delicious Latin-inspired chimichurri steak and grilled California avocado ancient grain bowl. Eric Tanaka's salmon and brown rice bowl with California avocado hollandaise, shiitake relish and ginger kale was a showstopper. The recipes, images and release also were posted on the CAC website.

blogger posts one monthly recipe featuring California avocados to inspire usage by their readers and educate consumers about the versatility of the premium fruit. To date in 2016, the blogger ambassador program has garnered more than two million consumer impressions and is on target to achieve more than 10 million impressions by season's end.

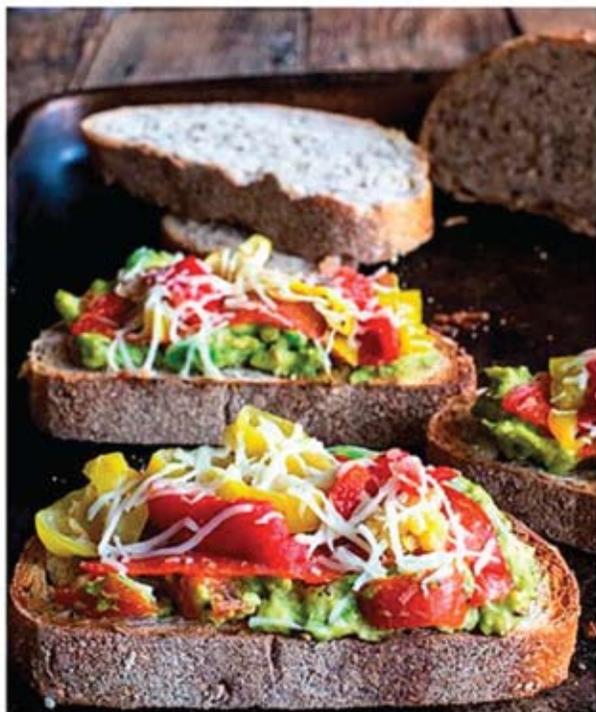
To further educate consumers about the nutritional benefits of California avocados, CAC coordinates a multi-pronged nutrition communications program. As part of these efforts this season, CAC has continued working with key registered dietitian nutritionists (RDNs) to have them serve as third-party spokespeople. These RDN Ambassadors (RDNA) promote the nutritional aspects of California avocados in a variety of ways. The RDNA reach consumers nationally through their digital and social presence, and also focus on reaching consumers regionally in their home markets through media appearances. This year, the program was expanded with incorporation of Manuel Villacorta, based in San Francisco; Lisa Samuel, based in Los Angeles; and McKenzie Hall, based in Seattle.



LUNCHTIME CALIFORNIA AVOCADO TOAST

MARCH 18, 2016 BY KRISTEN — 8 COMMENTS

Avocado Toast doesn't have to be something to only enjoy at breakfast! Give this Lunchtime Avocado Toast recipe a try. Topped with fresh, California Avocados, tomatoes, pepperoni, banana peppers, roasted red peppers and cheese, it's sure to be a lunchtime hit!



Manuel Villacorta, who is serving as a spokesperson within the Hispanic market on behalf of CAC, recently appeared on Spanish language television channel Univision in honor of National Nutrition Month. The segment featured the culinary versatility of California avocados and highlighted the fruit's nutritional attributes. He also appeared in a second segment in May for the outlet, which focused on seasonal produce and highlighted California avocados. Villacorta also was featured in an article and accompanying video on Fox News Latino Online, where he promoted the arrival of the California avocado season and prepared his new recipe *Stuffed California Avocado with Jicama Salad*.

In March, CAC kicked off the 2016 Blogger Ambassador program which features six food bloggers (Dine and Dish; A Southern Fairytale; Yummy Healthy Easy; I Wash You Dry; Cookin' Canuck and Soufflé Bombay) and two wellness bloggers (Running to the Kitchen, Shrinking Kitchen). Each

Also in April, the NourishRDs (Lisa Samuel and McKenzie Hall) began their work to promote California avocados. Through their social media channels they promoted the season's first nutrition infographic, *California Avocados Nature's Superfood: They've Got What You Want...Not What You Don't*.

**CALIFORNIA AVOCADOS
NATURE'S SUPERFOOD**

THEY'VE GOT WHAT YOU WANT*... NOT WHAT YOU DON'T*

✓ NEARLY 20 VITAMINS & MINERALS	ZERO CHOLESTEROL
✓ GOOD-FOR-YOU UNSATURATED FAT	TRANS FAT FREE
✓ DIETARY FIBER (6% DV)**	SUGAR FREE
✓ 50 NUTRIENT DENSE CALORIES	SODIUM FREE
✓ ANTIOXIDANTS: VITAMINS C & E (4% DV)**	LOW IN SATURATED FAT

*PER 1-OUNCE SERVING OF AVOCADO
**PERCENT DAILY VALUES (DV) ARE BASED ON A 2,000 CALORIE DIET

TO LEARN MORE ABOUT CALIFORNIA AVOCADO NUTRITION, VISIT CALIFORNIAAVOCADO.COM/WHYITRITION

Finally, in May, Bonnie Taub-Dix brought the concept of *California Avocados as a Superfood* to life in her Scoop blog contribution detailing the many nutrition and culinary attributes that make California avocados the super food we all know and love.

Promotion of the nutritional benefits via the RDNAs will continue throughout the remainder of the season. Key upcoming activities include the Meal Makeover Moms (Liz Weiss and Janice Newell-Bissex), longstanding CAC RDNAs, promoting their California avocado-inspired recipe *Avocado Key Lime Pie Smoothie Bowl* on The Scoop blog, the Meal Makeover Mom's Kitchen blog and newsletter, and through their social media channels. Additionally, CAC's second nutrition infographic *#MashOnAvocado*, is currently being created by chef and RDNA Michelle Durdash, who will promote the infographic on her social media channels.



The communication activities have helped set the tone for a successful California avocado season by leveraging our chef partners, bloggers and RDNAs to share the California avocado story with consumers and inspire them to enjoy the fruit in their meals.

To date, the consumer and nutrition communications program has garnered more than 200 million impressions. These media impressions are a valuable metric to CAC and its stakeholders, giving them a quantifiable number of consumers that are being reached with CAC's messages around California avocados through editorial (non-paid) story placements.

With CAC PR outreach efforts throughout the season, the industry is sure to see continued results as we moved into activations for California Avocado Month in June and American Summer Holidays throughout the summer. 🥑