



Vons lifestyle influencers and bloggers took advantage of numerous opportunities to capture photos of fresh California avocados for their blogs.

Vons Influencers Share Their Avocado Experience

When it comes to the California avocado experience — nothing makes an impact like a hands-on tour of a California avocado grove, topped with an outdoor California-avocado centric lunch and fresh guacamole contest.

On June 28, the California Avocado Commission (CAC) played host to six members of the Vons marketing, social media, digital and communications team, as well as 10 food and lifestyle influencers and bloggers who represent Vons, at the Orchard Hills California avocado grove located in Irvine, CA. The tour provided attendees — many of whom had never visited an avocado grove before — with a one-of-a-kind, behind-the-scenes look at the hands-on care needed to produce and harvest a premium California avocado crop.

CAC's Retail Marketing Director Connie Stukenberg and Peter Changala, vice president agriculture for Irvine Company Community Development, welcomed attendees with water bottles, hats and t-shirts under blue skies and sunshine. As



Guests enjoyed a catered outdoor lunch that featured California avocado menu items for every course.

attendees walked the grove, CAC Research Program Director Dr. Tim Spann and Changala provided high-level insights into the unique characteristics of Hass avocados and the hand-grown California avocado process, answering questions along the way. On one of the tour stops, attendees watched as crews picked the ripe fruit and then took a turn at harvesting a few avocados of their own. Throughout the tour, the attendees documented their experience with photos and social media posts.

After the tour, the group enjoyed a catered outdoor California-avocado-centric lunch featuring the fruit in every course. Attendees dined on a variety of dishes ranging from



CAC challenged Vons bloggers to craft their own California avocado guacamole recipe.



Dr. Tim Spann answers questions about growing California avocados while Vons influencers and bloggers capture highlights of the tour with photos.



Bloggers captured every step of their California avocado guacamole challenge and then shared their photos on social media channels.

Vegan Cauliflower and California Avocado Ceviche to Key Lime and California Avocado Shooters.

Following lunch, the bloggers and influencers put their culinary skills to the test — crafting fresh, unique guacamole from the assorted ingredients and spices available to them. The judges were so impressed by the off-the-cuff recipes that everyone was declared a winner!

Beyond the grove, the Vons influencer tour made a splash on the social media circuit. The bloggers provided added visibility for hand grown California avocados with blog posts that showcased photos from the tour and delicious California avocado recipes. Desire Eggin, of *The Funny Mom Blog*, provided her fans with a synopsis of the California avocado grove tour accompanied by photos of the ready-to-pick fruit hanging from trees. Daisy Chan, another Vons blogger, shared mouth-watering photos of the California avocado grove luncheon with her fans on the *Food Within Reach* blog.

In addition, one blogger influencer lauded the health benefits of California avocados on a San Diego TV segment while reminiscing about the grove tour. The influencer closed out the segment by sharing and preparing a Lime/Mango Guacamole recipe. 🥑