

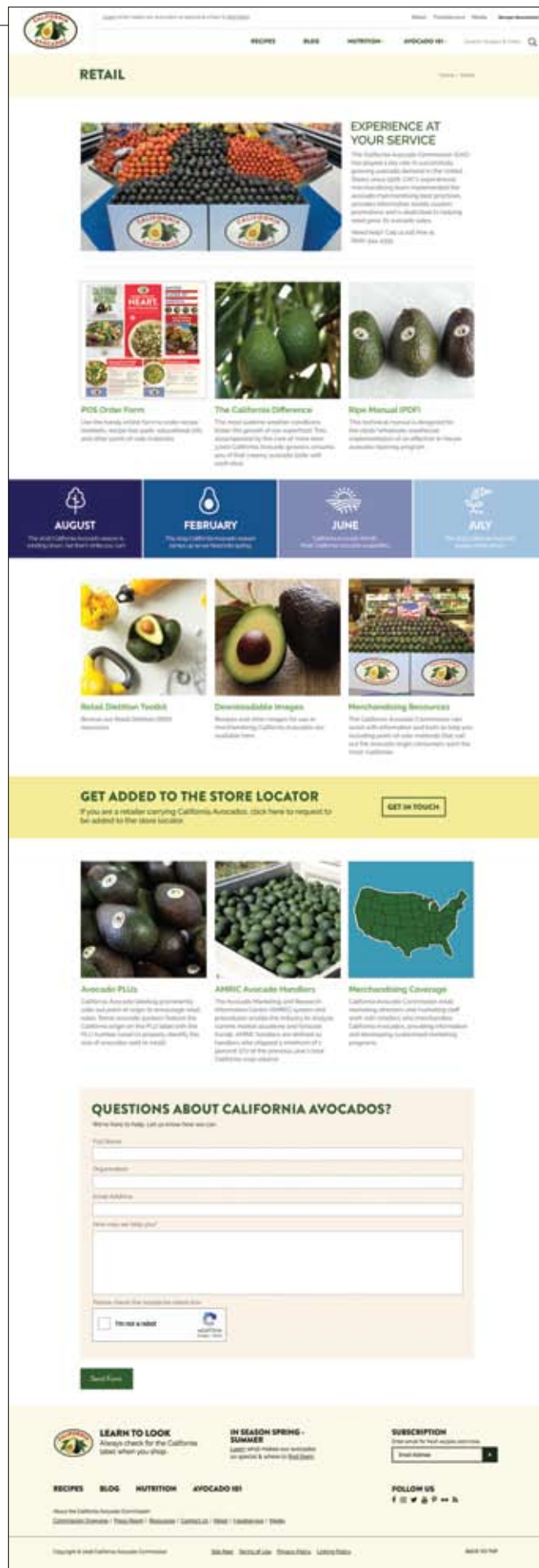
Website Redesign Puts More Tools at the Fingertips of Trade and Media

Since its launch in 1996, the CaliforniaAvocado.com website has become an increasingly important means of engaging with consumers, retail and food-service representatives and members of the media. To ensure the website provides value to all of these audiences, the California Avocado Commission (CAC) looks at website development trends and monitors data from its own website to ensure content remains relevant, interesting and easy to access.

In prior years, the Commission prioritized website updates around areas of highest consumer interest followed by content updates in the trade and media areas. In late 2018, CAC turned its focus to the trade and media portions of the website, analyzing, planning and selecting content in an effort to showcase new elements and make content more accessible for these audiences. Content updates have been completed and the project has now entered the development phase. (A summary of updates for the consumer portion of the website is available in the Fall 2018 issue of *From the Grove*.)

The retail portion of the site was reorganized in a manner that places the information retailers request the most front and center. Retailers can easily order complimentary point-of-sale materials, access CAC-created resources to grow their business, obtain information for supermarket dietitians and craft their own promotions using CAC's downloadable logos, images, recipes and social media tools. In addition, the Commission constructed a new information page concerning the avocado stages of ripeness, and deleted dated information.

CAC's website updates help provide retailers, foodservice operators and media with relevant and engaging content that encourages them to buy, merchandise and/or promote California avocados in season.



Likewise, the Foodservice portion of the website received significant improvements as well – prioritizing content like new recipes, featured recipes, handling information, California avocado seasonality information and press releases to get the chain operators, key foodservice decision makers, menu developers and trade publications to the content they are looking for as quickly as possible.

To ensure members of the media have user-friendly access to the information they seek, the updated press section layout provides a catalogue of Commission press releases by category, showcases CAC contact information in the right-hand navigation and provides a library of downloadable images. To keep the section looking fresh, an automatic archival system was installed to remove older press releases from the landing page.

The newly designed, user-friendly media sector puts key brand messages and assets at the fingertips of the media and encourages timely press coverage about California avocados. The Commission has observed occasions when within 10 minutes of posting a new press release to the website's media section, some online media outlets have distributed the news via their online sites or newsletters.

Prior to the redesign, the retail portion of the website garnered nearly 7,700 page views in 2018, with most of them during the California avocado season from April through early August. On average, visitors spent 1:37 on a page. Foodservice visitors spent just over a minute on a page with more than 2,400 page views recorded. Media members spent an average of 2:13 on a page and visited the site throughout the year, with increased traffic during times of high interest in California avocado news. In 2019, the Commission will monitor metrics in these areas to ensure effectiveness.

Visits to these sections of the website are considerably lower than to the consumer-directed sections because they are targeted to a much narrower audience. But the impact of these targeted audiences merchandising California avocados, including a California

item on a restaurant chain menu or writing a positive article about the fruit, have a significant impact. As Jan DeLysler, CAC vice president marketing, notes, "Retailers and foodservice operators are key gatekeepers of California avocado distribution, so it is critical to provide them with the information and tools they need to support the crop. Likewise the media are gatekeepers of information that can help promote California avocados." 🥑



CALIFORNIA IS AT OUR CORE

Local growers are the heart of our business and are core to our West Pak avocado family. We too are growers with deep roots in the community, so it's personal for us! That's why we're committed to re-investing in our collective future. With modern facilities, state-of-the-art technology, and decades of dedication and experience, we're here for you!

Let our grower roots help maximize your returns!
1-800-266-4414 or visit us at westpakavocado.com

Connect instantly with our field staff using our online chat feature

WEST PAK
AVOCADO, INC.