

Commission Updates Grower Video Profiles



California avocado grower Sal Dominguez has made his lifelong dream a reality, serving as a guardian of the fruit he loved as a child in Huascato, Jalisco and cherishing the opportunities California has granted him and his family.

In response to research indicating that consumers wanted to put a face with a place to the producers of their food, in 2008 the California Avocado Commission (CAC) launched its highly lauded California Avocado Grower Campaign. The campaign thematic — Hand Grown in California — featured the state’s unique terroir, individual growers and California avocado growing practices.

In 2016, the effort evolved into the Made of California campaign with California by Nature thematic showcasing California avocados, iconic landmarks and the Golden State lifestyle in a new and exciting way. Keeping in mind that California avocado consumers still care about where their food comes from, who grows it and how it is grown, this past winter CAC filmed a series of new videos designed to satisfy avocado fans’ curiosity about the “who”, “where” and “how” of growing California avocados.

The Commission created five new videos, and a trove of photographs, showcasing unique California avocado grower stories and picturesque groves. For efficiency, the new videos were all filmed in the northern growing region. One video, entitled “Meet the California Avocado Growers,” profiles the

broader grower community. The remaining quartet of videos features Ventura County growers, including the Abbott family, Sal Dominguez, Rachael Laenen, Dorcas Thille, Gordon Kimball, Maggie Kimball and Andy Sheaffer.

The newly crafted videos are being used throughout the 2019 California avocado season to position California avocados as the world’s most valued and desired avocados. The videos and photographs were integrated into a variety of marketing activities and online promotions, and shared with California avocado fans on the Commission’s Facebook, Instagram and Twitter social channels as well as on streaming services Hulu and YouTube.

The videos also are housed on CaliforniaAvocado.com under the avocado101/grower-stories section of the website, which showcases what makes fresh California avocados — the only locally grown premium avocados — so special. This sector of the consumer website also features growers’ favorite California avocado recipes and receives approximately 10,000 visits annually. It is where users routinely spend two minutes per visit on average — approximately 15 seconds longer than the website average.

By expanding its library of California avocado grower videos, the Commission can engage with a fan base eager to learn more about where and how their food is produced and leverage the unique competitive advantages of fresh, California avocados. 🥑



For the Abbott family growing California avocados is a way to build a community by doing the right thing — caring for the land and the fruit they produce in a terroir that is unique in the world.



Andy Sheaffer's not a quitter — after the Thomas Fire destroyed 120 acres (about 15,000 trees) of his California avocado grove, he removed, prepped and replanted trees remaining optimistic because he knows his fruit will always be the best you can get.



Three generations of Kimball's work side-by-side to preserve their California avocado legacy, build an enterprise for the next generation and grow the best avocados in the world thanks to the unique climate and soils of this state.



By sharing beauty shots of California avocados taken in local groves on its social platforms, the Commission calls attention to the fact that these premium avocados are the only ones grown locally.