



Telling the California Avocado Story Through Videos

By showcasing California avocado growers like Andy Sheaffer, the Commission builds consumer interest in supporting local growers by purchasing the fresh fruit they painstakingly cultivate.

As our nation adapts to the realities of COVID-19, the California Avocado Commission continues to create new opportunities to engage with consumers, members of the media, and food-service and retail decision makers in innovative ways. For the 2021 season, newly crafted videos will play an important role in that process.

Sharing the History, Culture and Dedicated Care Behind California Avocados

Prior to the start of the 2021 season, the Commission provided select media contacts who participate in a California avocado-focused online cooking class with a sneak preview of the “California Avocados – History, Growers and Culture” video. The video, which can be viewed at <http://bit.ly/hgc-video>, showcases the impressive history of California avocados and their influence on California culture and cuisine while taking viewers on a virtual tour of picturesque groves. The video welcomes viewers into the California avocado growing process, illustrating the passion and dedicated work that goes into cultivating the fruit as well as each step in the grove-to-table process. These messages are expected to resonate with members of the media, encouraging them to share the care and dedication that goes into cultivating the locally grown fruit with their readers.

This video was publicly unveiled at the start of the 2021 season when it was posted to the Commission’s YouTube channel, the CaliforniaAvocado.com website and shared with CAC’s influencer partners. It also will be used throughout the season in online communications, press materials, social media posts and ongoing public relations activities such as the California Avocado Month Recipe Contest and the California Avocado Summer Drive-in Movie promotion.

Because the video provides an up-close-and-personal tour of California avocado groves and the role the fruit plays in quintessential California cuisine, it is educational, entertaining and informative. This combination makes it a powerful tool in driving sales of the fruit, growing awareness of the California avocado season, building interest in purchasing the locally grown fruit and demonstrating the Commission’s role as a valued resource and authority for avocado-related information.

Showcasing Culinary Creativity and Versatility to Aid the Foodservice Sector During COVID

Live food demonstrations and sampling California avocado dishes have long been popular with attendees at foodservice industry events, providing the Commission foodservice team with key moments to engage one-on-one with booth visitors. Last season and again this season, with many industry conferences shifting from onsite to virtual formats, the Commission



Chef Jason Hernandez builds a California Avocado Saigon Sandwich served with a side of California Avocado Fries during the Worlds of Flavor demo session. The sandwich and the fries used similar seasoning to showcase delicious flavor and ingredient pairings with California avocados.

opted to re-imagine those opportunities by creating videos showcasing versatile, inspirational menu ideas that demonstrate how flavors can be paired effectively — and easily — with California avocados. Capitalizing on the video format, the Commission also integrated key research data messaging that supports why California avocados are a premium ingredient, preferred by consumers and how they add value to restaurant menus.

During the California Institute of America’s Worlds of Fla-

vor virtual conference, CAC’s foodservice team wove together pre-recorded food demonstrations with live introductions and question-and-answer sessions. The food demonstrations, which were held twice a day during the two-day event, showcased how restaurateurs could build global flavors using a local favorite — fresh California avocados.

The Commission also created two videos for the Virtual Flavor Experience conference. Recognizing the challenges the foodservice industry continues to navigate during the

Research data supporting why California avocados are the premium choice was included in a sponsor video at virtual foodservice events.



The care and dedication of the California hand grown process is showcased in the California Avocados – History, Growers and Culture Video.

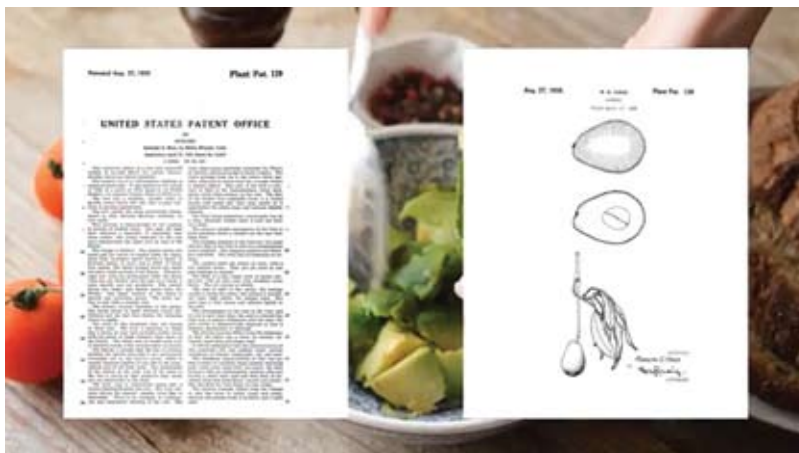
pandemic, a five-minute video housed on the Commission's sponsor page focused on solutions and services CAC provides chain restaurants and presented research data demonstrating the halo effect of California avocados on the menu.

The second video was shown during a dedicated eight-minute sponsor break and demonstrated chain-friendly innovative dishes paired with creative spices and ingredients. In addition, the video illustrated the value California avocado dishes add on the menu.

After the virtual events, Commission staff scheduled one-on-one discussions with foodservice representatives to discuss flavor and food pairings appropriate for a particular operator's menu profile. Overall, 32 contacts were made at Worlds of

Flavor and 38 at the Flavor Experience.

Cognizant of the demands placed on foodservice chains by COVID-19 protocols, the Commission made certain to showcase menu applications in these videos that were designed specifically to help chain restaurants keep their menu fresh, appealing and appropriate with unique to-go and delivery meal ideas. By pairing menu ideation strategies with videos illustrating the promotional programs and services available to foodservice chains, the Commission effectively engaged with targeted chains and is in the process of building partnerships that will help place California avocados on foodservice chain menus. 🥑



Hass avocado patent as seen in the California Avocados – History, Growers and Culture Video.