



CAC staff in the California Avocado Commission booth

## Commission Makes Connections at Nation's Largest Produce Show

**T**he 2022 International Fresh Produce Association Global Produce & Floral Show (formerly known as the Produce Marketing Association Fresh Summit) provided the California Avocado Commission with an important opportunity to reconnect with targeted retail, trade and industry partners after a two-year in-person hiatus of the event. As the COVID-19 epidemic took root, the show was converted to a virtual presence in 2020 and was cancelled in 2021 after a hurricane hit New Orleans shortly before the show. With the return to an in-person format, this year's event was the perfect venue to introduce Jeff Oberman, the new CAC president, and showcase CAC's leadership position in U.S. and global markets.

From October 27 – 29, retailers, AMRIC handlers, industry stakeholders, associations and trade and consumer media members gathered at the Orange County Convention Center in Orlando, Florida. Although the show took place on the East Coast, which generally results in a lower attendance of

CAC's key account retailers than West Coast shows, CAC retail marketing directors David Anderson and Carolyn Becker were able to connect with Albertsons Safeway Companies, Kroger, Northwest Grocers, Sam's Club, Save Mart, Walmart and an assortment of other targeted retailers. Overall, the Commission team achieved its goal of meeting with at least 80% of targeted trade media show attendees. To thank retailers and trade media who responded to an invitation to visit the Commission's booth, CAC allowed them to select California avocado-branded merch shop gift items that were then shipped to them after the show.

In addition to retailer meetings, CAC's leadership team – including Jeff Oberman, newly promoted Vice President of Industry Affairs and Operations Ken Melban and Vice President Marketing Jan DeLyser – took advantage of the three-day event to build connections with handlers and international representatives. Oberman, DeLyser and Angela Fraser also participated in a meeting with the U.S. Depart-

ment of Agriculture. “The Commission team enjoyed the opportunity to connect in person with key industry decision makers and to ‘introduce’ Jeff Oberman in his new role as CAC president,” noted Jan DeLyser.

Members of the CAC team also benefitted from the general sessions, keynote speakers and workshops learning about trends they can incorporate into the next season’s marketing and advocacy initiatives. Further, the Commission was honored for its 50 years of exhibiting at the show’s precursor events – the PMA Fresh Summit and earlier conventions.

The Commission garnered more than 550,000 trade media impressions from the pre-show trade press release and show coverage. CAC’s combined in-person presence and media



CAC representatives Carolyn Becker and Jan DeLyser with the Safeway NorCal division team in the booth.

coverage helped spark interest in California avocados and the Commission’s marketing support programs as the team prepares for the upcoming season. 🥑

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