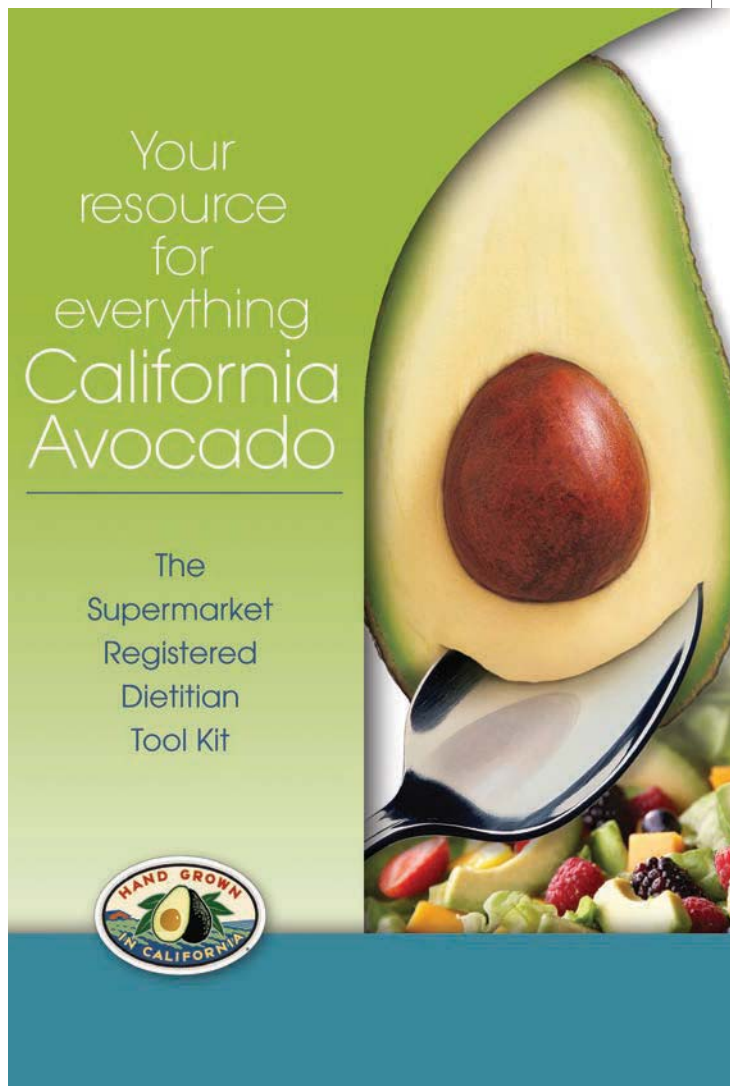


Nutrition Tool Kits Build In-Store Ambassadors for California Avocados

Supermarket Registered Dietitians (SRDs) are recognized as the newest power player in food retailing. In the January 2013 issue of *Produce Business*, Phil Lempert, food-trend observer and chief executive officer of the newly formed Retail Dietitians Business Alliance, estimated the number of registered dietitians in supermarkets currently ranges from 500 to 600 and predicted it will more than double by the end of 2014. An article exploring the value of SRDs at retail in *Ad Age* (April 2013) attributed the trend as "...another sign that consumers are demanding more from their food providers."

With customers increasingly turning to their SRD for shopping guidance, these in-store health and nutrition professionals are a ripe resource for information about California avocados, their nutritional benefits and new usage ideas. This year, the California Avocado Commission developed "*The Supermarket Registered Dietitian Tool Kit – Your Resource for Everything California Avocado*" to provide SRDs everything they needed to become in-store ambassadors for California avocados.

The SRDs have real value to consumers and their role is also of great value to growers. Annette Maggi, chair of the 400-plus member supermarket subgroup of the Academy of Nutrition and Dietetics' food and culinary professionals practice group, was also quoted in *Produce Business*, "Supermarkets provide an ideal location for nutrition education and health promotion for a variety of reasons. Perhaps most important is the fact that the grocery store is where consumers make decisions about foods such as fresh produce that meet their health needs."





Jen Haugen SRD Hy-Vee

CAC is one of the first industry organizations to recognize the potential of the SRDs and holds a leadership position in working with them to communicate to consumers. CAC's SRD Tool Kit was created in response to input from last year's program survey. Content in the kit included key California avocado messaging and initiatives such as, "Wake up to Breakfast with California Avocados" and "American Summer Holidays." SRDs typically plan their content and activities well in advance, so the tool kit was distributed just before the start of the California season.

The tool kit features nutrition education and usage materials including an illustrated avocado in-store demo information page showing the Cut, Nick & Peel Method, cooking class and demo instructions as well as new recipe booklets.

Newly developed breakfast recipes were popular with the SRDs this year, who were eager to share morning usage ideas with their customers. Samantha Montgomery of Giant Eagle, a grocery store with more than 200 locations in the Northeast, wrote to CAC after receiving her tool kit: "Thank you for the AMAZING avocado kit you put together for the retail dietitians! I wanted to ask you if it was possible to send me 50 copies or so of the California Avocado Toast with Fried Egg recipe for me to sample and pass out during an in-store demonstration."

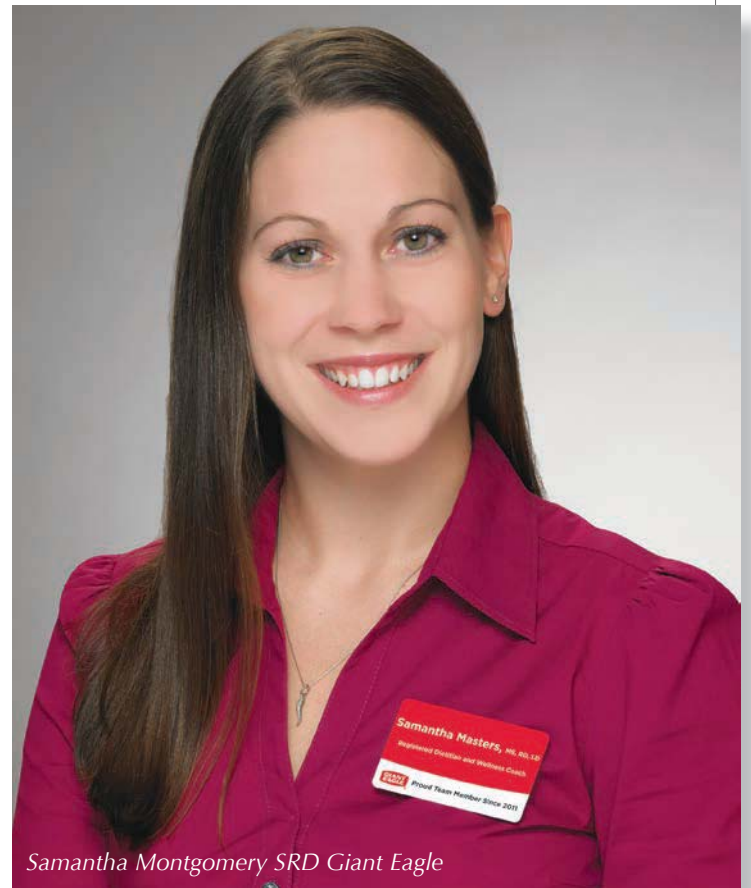
While their mission is to assist shoppers, SRDs are active on social media and frequently appear as regular contributors to local newspapers or as guests on local radio

and TV shows. To help the SRDs secure interviews, CAC included pitch letters proposing segment ideas that feature California avocados for them to personalize and send to producers. The commission also provided them with social media posts to share with their followers as well as in-store announcements.

Jen Haugen, a registered dietitian of Hy-Vee, a grocery store with more than 230 stores in the Midwest, sent the following to CAC: "I wanted to express my sincere appreciation of the supermarket RD tool kit I recently received highlighting California avocados. Thank you for making my job easier and more fun! I plan to use it for a weekly television spot I hold as well as newspaper columns and blog posts. And of course an in store demo/display. Thank you for putting this together – it is a tremendous resource!"

True to her word, Haugen included California avocados in her Cinco de Mayo column in the Austin Daily Herald and in her health and nutrition segment seen on Austin's KAAL-TV (ABC) morning news.

"CAC's SRD Tool Kit creates opportunities for our retail customers to sync up their nutrition communications with their produce promotions to benefit the California avocado industry," said Jan DeLyser, CAC's vice president of marketing. "The kit provides a wealth of information and ideas in an easy to use format so that SRDs can provide consumers with the latest nutrition information and plenty of usage ideas." 🥑



Samantha Montgomery SRD Giant Eagle