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KEY PERFORMANCE INDICATORS: NOVEMBER 2017 THROUGH JULY 2018

\$1.08

Average Selling Price

Category Average Selling Price per Unit for
the 4-weeks ending June 17, 2018

312.1 MillionConsumer Media
Impressions

Includes offline, online and social media
impressions

1.22 BillionConsumer
PR Impressions

Media coverage secured with print,
broadcast and online media outlets
through July 2018

6.0 MillionTrade Public Relations
Impressions

Positive direct CAC trade public
relations circulation thru July, 2018

2.1 Million

Consumer Website Visits

A 9% increase in visits to
CaliforniaAvocado.com since 2017

16

Foodservice Chain Promotions

Number of Foodservice chain
promotions scheduled this year



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REVENUE – CROP MOVEMENT AND MEASURES

U.S. Hass Avocado Supply (November-July)

	2017/18		2016/17		2015/16	
Origin	Volume (MM lbs)	Est. % Complete*	Volume (MM lbs)	% Complete	Volume (MM lbs)	% Complete
California	273	80%	203	94%	352	88%
Chile	22	36%	47	52%	23	56%
Mexico	1,549	86%	1,319	79%	1,370	81%
Peru	78	49%	91	66%	39	57%
Other	2	39%	4	55%	1	51%
Total	1,924	81%	1,664	79%	1,785	81%

*based on current projections

Source: HAB/CAC



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REVENUE – CROP MOVEMENT AND MEASURES

California Avocado Grade and Size Distribution - This Year vs. Last Year

		November 1 - July 31, 2018					November 1 - July 31, 2017				
		Size %	(millions)		Avg Lug \$	Consigned	Size %	(millions)		Avg Lug \$*	Consigned
			Pounds	Dollars				Pounds	Dollars		
Hass #1 Conv	40	8%	16.1	25.0	\$ 39.98	3%	9%	14.1	27.6	\$ 50.95	4%
	48	34%	70.5	113.5	\$ 40.63	1%	36%	54.7	109.4	\$ 51.51	3%
	60	28%	58.5	80.7	\$ 34.73	1%	27%	40.8	74.2	\$ 47.09	3%
	70	17%	35.3	41.0	\$ 29.49	1%	15%	22.3	33.6	\$ 39.99	6%
	84	8%	17.5	15.3	\$ 21.96	0%	7%	10.1	11.5	\$ 30.29	6%
	All		209.3	289.2	\$ 34.96	1%		150.8	271.4	\$ 46.79	4%
Hass #2 Conv	All		21.2	20.9	\$ 25.38	3%		14.2	20.1	\$ 38.27	7%
Hass #1 Organic	All		21.9	38.4	\$ 44.13	1%		16.2	38.8	\$ 60.39	1%

California Avocado Region Distribution - This Year vs. Last Year

Region	November 1 - July 31, 2018					November 1 - July 31, 2017				
	Region %	(millions)		Avg Lug \$	Consigned	Region %	(millions)		Avg Lug \$*	Consigned
		Pounds	Dollars				Pounds	Dollars		
EAST CENTRAL	2%	4.9	6.6	\$ 34.17	2%	3%	6.1	10.8	\$ 48.42	8%
NORTHEAST	3%	7.3	10.8	\$ 37.57	2%	5%	8.6	16.9	\$ 52.21	6%
PACIFIC	79%	202.6	275.7	\$ 34.50	1%	77%	141.5	253.7	\$ 46.61	4%
SOUTHEAST	2%	5.8	7.7	\$ 33.19	1%	3%	5.5	10.1	\$ 49.47	7%
SOUTHWEST	2%	6.4	8.1	\$ 32.02	1%	3%	6.2	10.2	\$ 42.12	2%
WEST CENTRAL	3%	7.7	10.4	\$ 34.64	2%	4%	6.8	12.8	\$ 49.55	4%
EXPORT	9%	22.5	34.6	\$ 38.77	1%	5%	9.8	20.1	\$ 51.48	0%



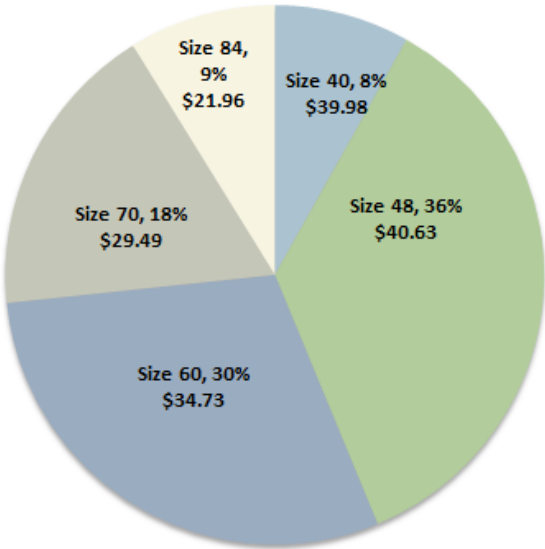
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REVENUE – CROP MOVEMENT AND MEASURES

Size Distribution and Average Lug Price

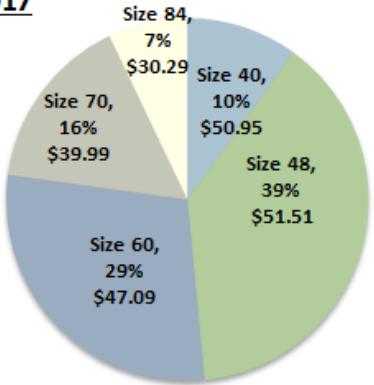
Hass #1 Conventional (November-July)

2017/2018

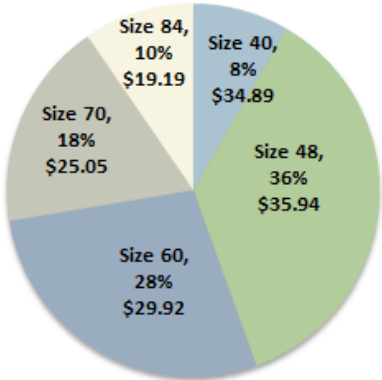


Source: AMRIC

2016/2017



2015/2016





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REVENUE – RETAIL SALES AND VOLUME

<u>RETAIL</u> <u>(4 wks)</u>	<u>Jun-2017</u> <u>(5/28/17 – 6/18/17)</u>	<u>Jun-2018</u> <u>(5/27/18 – 6/17/18)</u>	<u>Variance</u>
Volume (Unit)	143,142,832	191,925,184	+34.1%
Dollars	\$196,554,534	\$206,822,617	+5.2%
Avg. Selling Price/Unit	\$1.37	\$1.08	-21.5%
<u>RETAIL</u> <u>California Season</u>	<u>Apr-Jun17</u> <u>(4/2/17 – 6/18/17)</u>	<u>Apr-Jun18</u> <u>(4/1/18 – 6/17/18)</u>	<u>Variance</u>
Volume (Unit)	430,444,773	584,234,102	+35.7%
Dollars	\$574,083,753	\$613,833,483	+6.9%
Avg. Selling Price/Unit	\$1.33	\$1.05	-21.2%
<u>RETAIL</u> <u>Non-California Season</u>	<u>Oct16-Mar17</u> <u>(10/2/16 – 3/26/17)</u>	<u>Oct17-Mar18</u> <u>(10/1/17 – 3/25/18)</u>	<u>Variance</u>
Volume (Unit)	835,372,245	975,847,677	+16.8%
Dollars	\$991,390,127	\$1,135,757,119	+14.6%
Avg. Selling Price/Unit	\$1.19	\$1.16	-1.9%



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REVENUE – RETAIL SALES AND VOLUME

Avg. Retail Price
\$1.38



California Season

Apr - Sep 2017
(4/2/17 - 9/24/17)

Avg. Retail Price
\$1.16



Off Season

Oct 2017 – Mar 2018
(10/1/17 - 3/25/18)

Avg. Retail Price
\$1.05



California Season

Apr – Sep 2017
(4/1/18 - 6/17/18)



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CONSUMER ADVERTISING – PRINT

- 1,589,898 impressions for April - July issues
- In-book full page ads ran in LA Magazine, Orange Coast, San Francisco Magazine, Seattle Met, Portland Monthly, 5280 (Denver), San Diego Magazine, and Salt Lake Magazine aligned with relevant food content
- Back cover positions were secured in San Diego Magazine, Sactown Magazine, and Seattle Met



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CONSUMER ADVERTISING – OUTDOOR

- 3,833,400 Impressions
- Eight locations in Los Angeles, San Francisco, San Diego and Seattle



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CONSUMER ADVERTISING – EVENTS – TASTEMADE SMORGASBURG

- California Avocado was the sponsor of The Smorgasburg Popup event on the Santa Monica Pier on March 10
- California Avocados were the hero ingredient in 10 dishes with select vendors. In addition to the day's activities including a California Avocado photo booth, Tastemade captured gorgeous footage that was used to create social videos that were promoted on Tastemade's and Smorgasburg's Facebook and Instagram channels



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CONSUMER ADVERTISING – EVENTS – DISNEY

- From March 2 – April 12, California Avocado was a sponsor of the Disney California Adventure Food & Wine Festival with branded booth with three custom menu items featuring California Avocados
- There were Farm to Table seminars held with “Meet the Farmer” (Doug O’Hara) sessions along with a culinary demo featuring California Avocados





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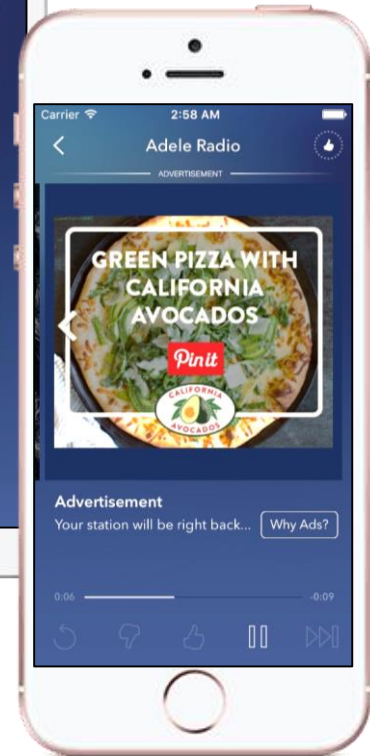
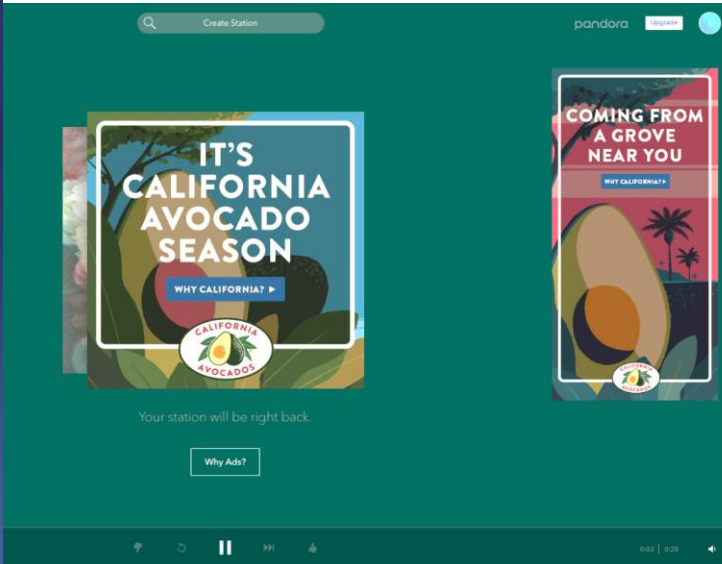
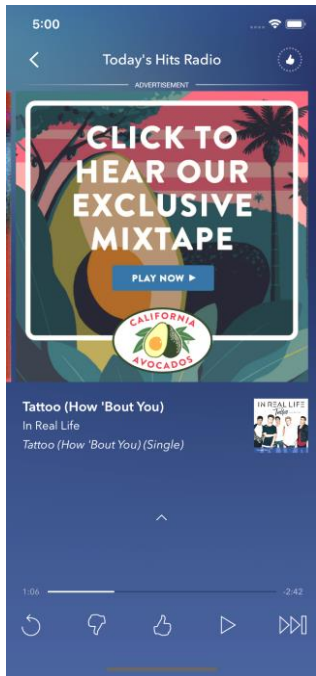
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CONSUMER ADVERTISING – AUDIO: PANDORA

- 12,765,940 Impressions
- 102,408 clicks with a 0.80% Click Through Rate
- Custom Mixtape
- Retail mobile audio and display targeted by market
- Sponsored Listening experience
- Mobile Pin to Pinterest banners





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CONSUMER ADVERTISING – AUDIO: SPOTIFY

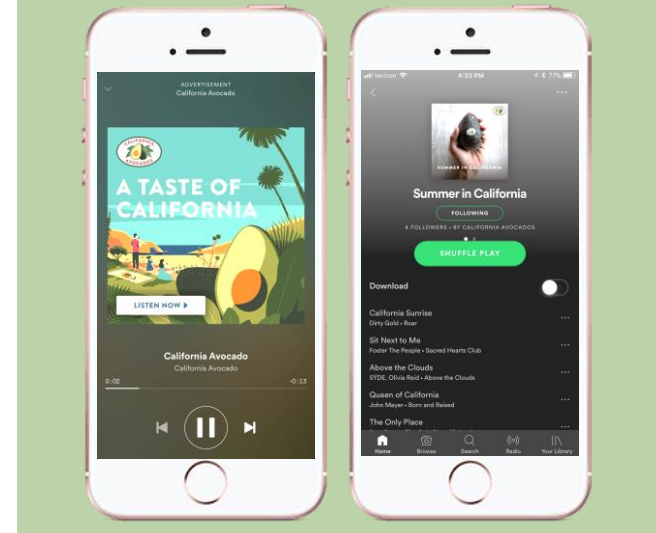
- 7,497,853 Impressions
- 34,936 clicks with a 0.47% Click Through Rate
- Brand Playlist
- Branded Dinner Moments



Branded Dinner Moments



“Summer in California” Playlist





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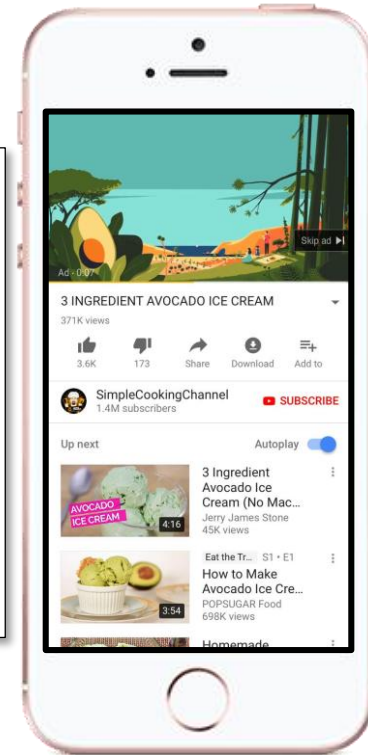
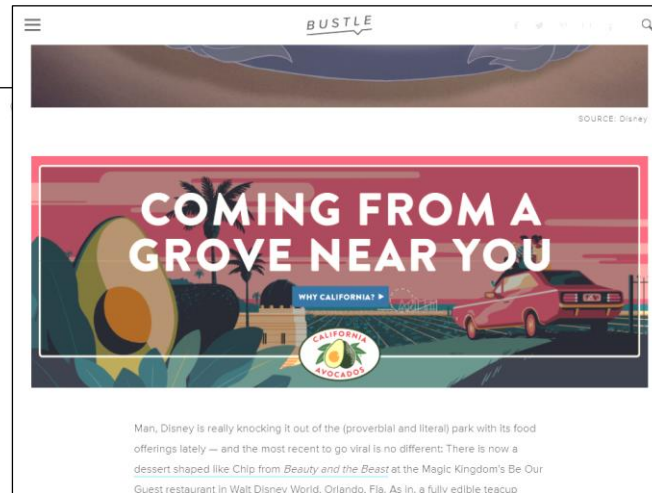
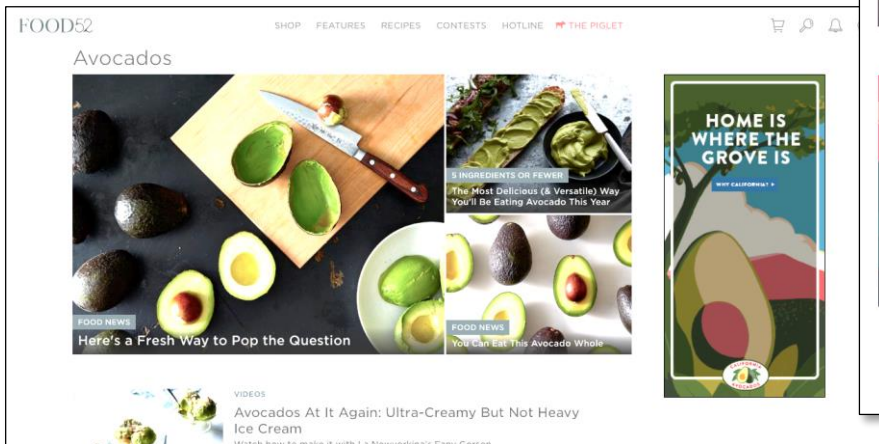
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CONSUMER ADVERTISING – DIGITAL - BRAND

- 59,836,224 Impressions
- 261,568 clicks with a 0.44% Click Through Rate
- 2,917,127 Video Views
- Digital video, mobile and display banners



Tastemade

FOOD52

gumgum

NATIVO

BuzzFeed

BUSTLE

YouTube

HELLO SOCIETY





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CONSUMER ADVERTISING – DIGITAL CUSTOM CONTENT

Buzzfeed Quiz and Add Yours posts prompt user engagement



Your Brunch Choices Will Determine Where In California You Should Live

Are you a NoCal or SoCal local? No matter where you brunch, California Avocados can make it better.

Promoted By
CaliforniaAvocados

BuzzFeed Quiz shared a link — with California Avocados.
4 hrs · Paid

OR

BUZZFEED.COM
Your Brunch Order Will Reveal Where You Should Really Live In California

Like Comment Share

Tasty with California Avocados.
June 29 at 8:53 AM · Paid

Hello, avocado ice cream! Have fun and get creative with some of these recipes for your next California Avocado treat.

WWW.BUZZFEED.COM
16 Creative Ways To Eat A California Avocado
Hello, avocado ice cream! Have fun and get creative with some of these...

Like Comment Share

16 Creative Ways To Eat A California Avocado
Hello, avocado ice cream! Have fun and get creative with some of these recipes for your next California Avocado treat.

Promoted By
CaliforniaAvocados



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CONSUMER ADVERTISING – DIGITAL CUSTOM CONTENT

Long form editorial content focused on driving time spent



Sponsored by CALIFORNIA AVOCADOS

We Tried Living Like the Ultimate Californian For A Week And Here's What Happened

After the harsh (and bizarre!) winter we experienced on the East Coast, I'm definitely not the only person in New York City who considered a cross-country move. When you think about it, the appeal of the West

BY ERIN KELLY | 2 months ago

Sponsored by CALIFORNIA AVOCADOS

5 Healthy Avocado Dishes That Go Way Beyond Avo Toast

By ERIN KELLY | 2 months ago |

Day One: Hitting Up The Farmers Market

Day Three: Perfecting The Ultimate Morning Routine

California Avocado Gazpacho with Fresh Basil Oil





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CONSUMER ADVERTISING – DIGITAL CUSTOM CONTENT

Instagram Influencer content throughout the Summer





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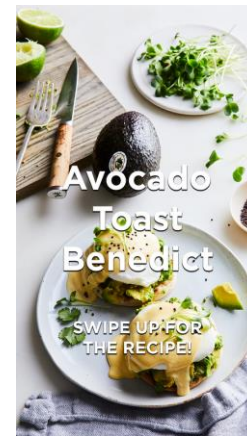
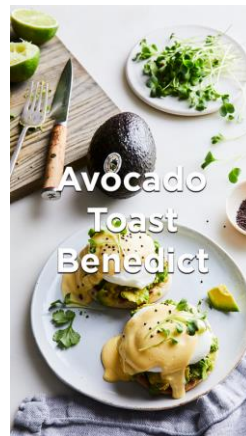
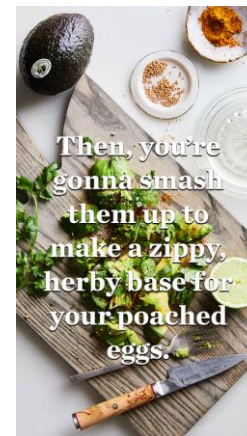
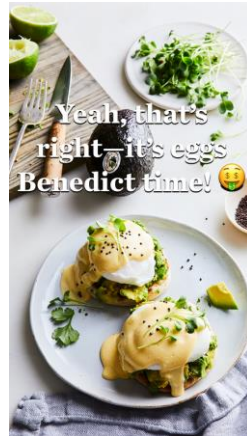
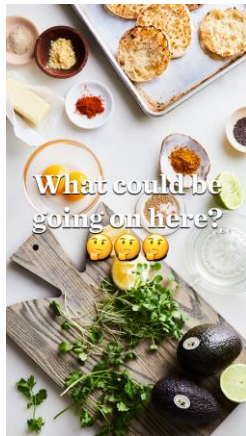
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CONSUMER ADVERTISING – DIGITAL CUSTOM CONTENT

Recipes from five California based influencers and restaurants

FOOD52



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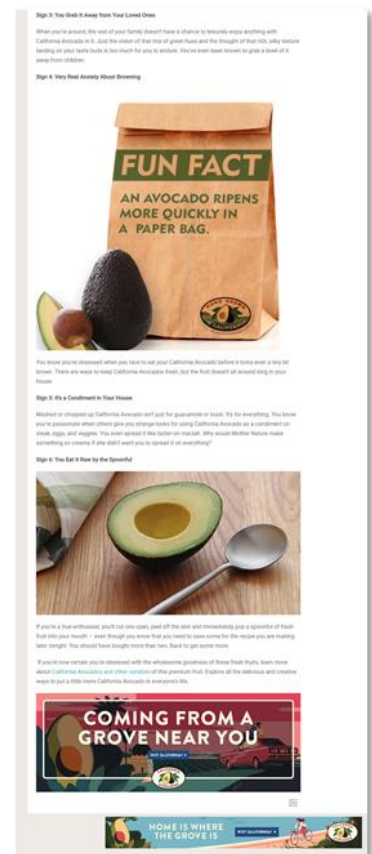
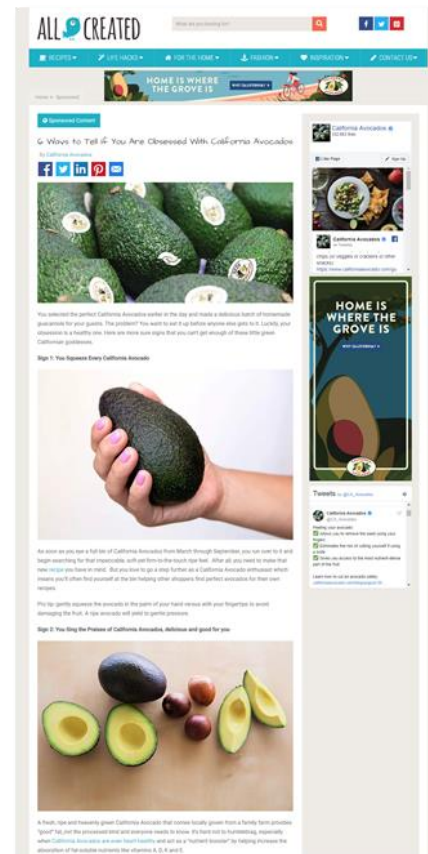
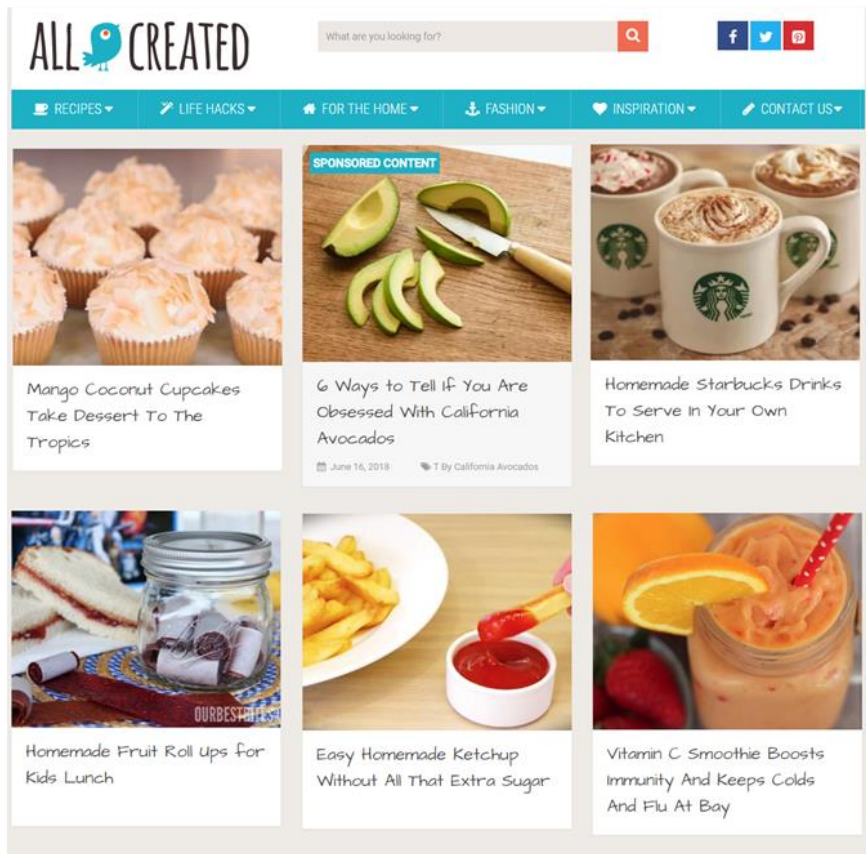
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CONSUMER ADVERTISING – DIGITAL CUSTOM CONTENT

Native posts used to tell California Avocado stories in custom articles





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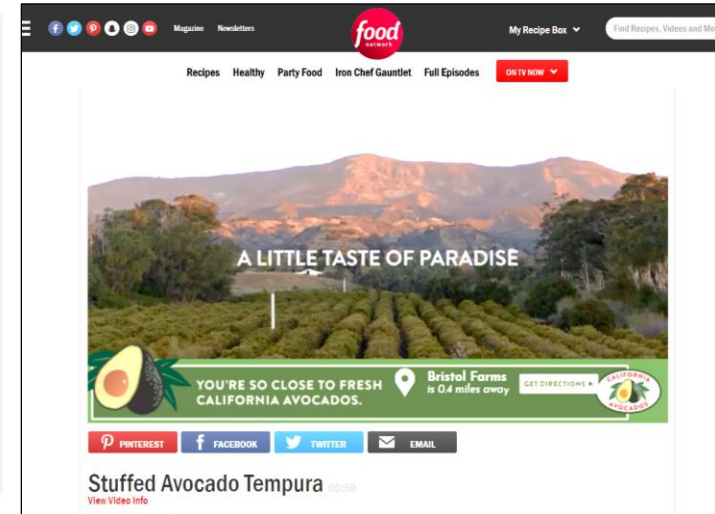
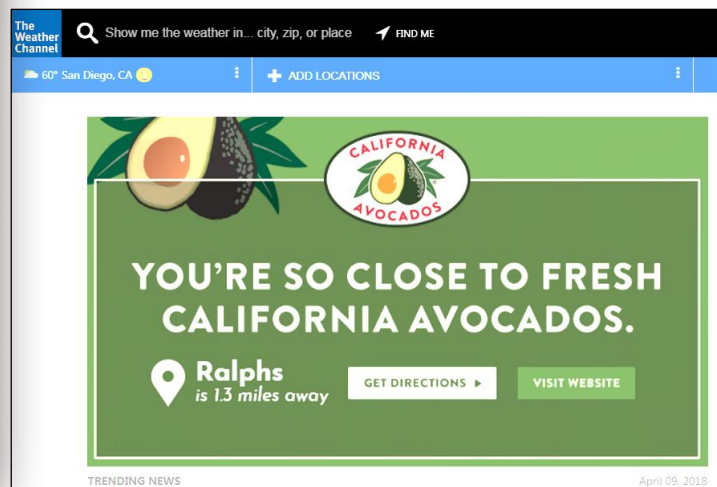
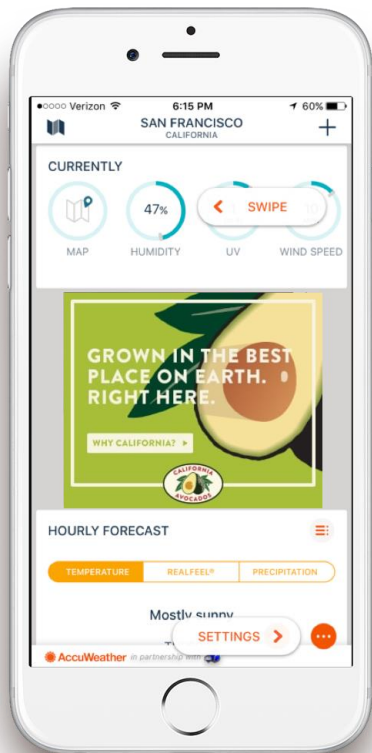
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CONSUMER ADVERTISING – DIGITAL - RETAIL

- 43,928,309 Impressions
- 81,007 clicks with a 0.18% Click Through Rate
- 2,782,154 Video Views
- Digital video, mobile and display banners

VIAANT. PlaceIQ





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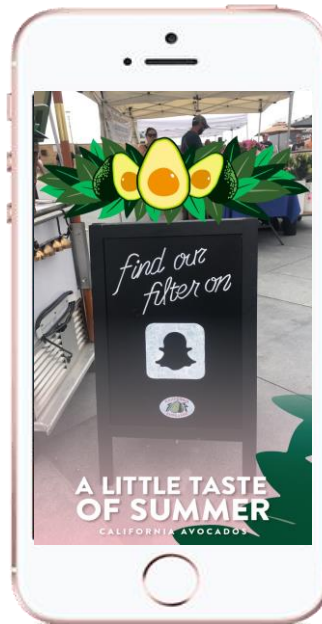
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CONSUMER ADVERTISING – SOCIAL - BRAND

- 27,048,471 Impressions
- 899,193 Engagements with a 3.32% Engagement Rate
- Season-long social advertising across top platforms



facebook®



Pinterest



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CONSUMER ADVERTISING – SOCIAL - RETAIL

- 9,652,130 Impressions
- 109,263 Engagements with a 1.13% Engagement Rate
- Hyper-targeted social for each retailer



 **California Avocados**
Sponsored ·  

Fresh California Avocados are the key to creating this California Roll classic. Pick up all the ingredients today at your local Pavilions!



It's California Avocado Season at Pavilions! [SHOP NOW](#)

 4

 Like  Comment  Share

 **California Avocados** 
@CA_Avocados

Avocado lovers, California Avocados are in season and in stores now! Find them at your local @Albertsons today!



It's California Avocado Season at Albertsons!
www1.albertsons.com

 **California Avocados** 
@CA_Avocados

The time to pick up fresh, in-season California Avocados is ripe! Find them at your local @Raleys now.



It's California Avocado Season At Raley's!
locations.raleysstories.com



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CONSUMER ADVERTISING – IN-STORE AUDIO

- 145,895,400 Impressions
- In-store radio reaching shoppers while they are in their local stores

**Fred Meyer®****Smith's****PAVILIONS****Lucky®****VONS****KING
Scoopers**The Albertsons logo, featuring a blue stylized "A" with a green leaf inside, and the word "Albertsons" in a blue sans-serif font below it.
Albertsons®**FOOD STORES
fry's**The QFC logo, featuring a yellow shield with a blue border, a blue crown above the letters "QFC" in blue, and the words "Quality Food Centers" in a smaller blue font below it.
QFC
Quality Food Centers**SAFEWAY** The Safeway logo, featuring the word "SAFEWAY" in a bold black sans-serif font, followed by a red circular logo with a white stylized "S" inside.The Ralphs logo, featuring the word "Ralphs" in a white cursive script font inside a red oval.
Ralphs**Raley's****BELFAIR**The Albertsons logo, featuring a blue stylized "A" with a green leaf inside, and the word "Albertsons" in a blue sans-serif font below it.
Albertsons®**STATER BROS.** The Stater Bros logo, featuring the words "STATER BROS." in a bold red sans-serif font, followed by a circular logo with the words "STATER BROS." and "MARKETS" inside.

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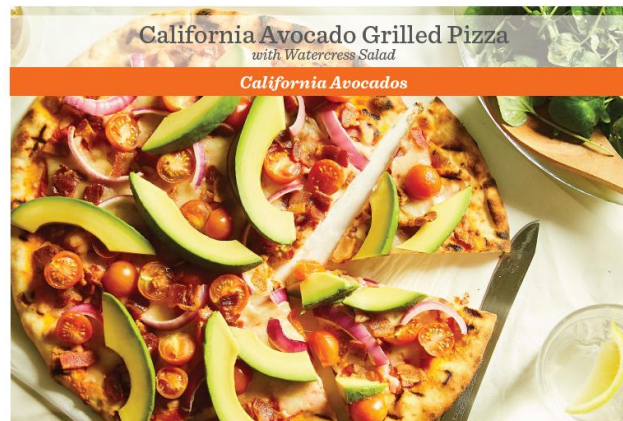
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CONSUMER ADVERTISING – PARTNERSHIPS

- Sold over 100 meal kits through the Chef'd online meal store
- The California Roll with Spicy Garlic Edamame was the top seller





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ONLINE MARKETING: NOVEMBER 2017 – JULY 2018**CONSUMER WEBSITE**

- # of Visits: 2.05MM (+9% **increase** YoY)
- Page Views/Visit: 1.37 (+2% **increase** YoY)
- Time on site: 0:42s (-5% **decrease** YoY)
- Total Page Views: 3.3MM (+14% **increase** YoY)

CONSUMER BLOG

- # of Visits: 563K (-2% **decrease** YoY)
- Time on site: 1:35 (-41% **decrease** YoY)

NOTES

- Facebook, Twitter and Instagram posts ran seasonal and timely messaging, reaching a general audience that resulted in a high number of engagements
- Retail campaigns that ran on Facebook and Twitter were hyper-targeted and messaging was customized for each retailer

SOCIAL MEDIA

- Facebook
 - Total Fans: 333.8K (2% **increase** YoY)
 - Impressions: 8.16MM (-21% **decrease** YoY)
- Twitter
 - Total Followers: 19.9K (10% **increase** YoY)
 - Total Retweets: 6.1K (5% **increase** YoY)
- YouTube
 - Views: 1.06M (35% **increase** YoY)
 - Subscribers: 857 (13% **increase** YoY)
- Instagram
 - Followers: 42.5K (13% **increase** YoY)
 - Impressions: 9.2MM (-5% **decrease** YoY)

EMAIL

- Average Open Rate: 14.6%
- Click through rate: 1.7%
- Emails Sent: 12 emails to an average of 197K successful deliveries



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CONSUMER PUBLIC RELATIONS – NEWS BUREAU

Fulfilled both proactive and ongoing responsive requests by media covering California Avocados

Total Impressions: 491,672,423

What's the opposite of a guacocalypse?
A guacnado? A guacstorm?

As The San Diego Union-Tribune's self-appointed resident avocado reporter, I've written about avocado shortages in the past including *Guacocalypse* and later, *Guacopolypse*. Those were wretchedly trying times here in California, so I am particularly excited to share with the world that avocados are not only widely available right now but they're also cheap.

Get your guac on, guacamole lovers.

This time last year, the Hass Avocado Board reported an average side price of \$1.28 per avocado. Their latest statistics show Hass avocados being \$1.03 each on average, and at Ralph's grocery stores in San Diego, they're 99 cents right now. That's less than a dollar!

With the majority coming from California and Mexico, the U.S. brought in more than 60 million pounds of avocados this week, compared to about 47 million this time last year.

"Last year was an unusually light volume year and prices were higher than what they had been previously," Jan DeLacy of the California Avocado Commission said in an interview. "Last year was the exception and this year we're back to a more normal rule and more availability."

And there's even more good news, avocado lovers.

Prime avocado season is supposed to last a lot longer than last year, so you'll see the strong supply and low pricing continue. California's avocado season this year is expected to offer peak availability from late March into September according to the California Avocado Commission.



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CONSUMER PUBLIC RELATIONS – ARTISAN CHEF/SEASON OPENER

- Developed and distributed season opener press release featuring iconic California recipes created by chef partners Josiah Citrin of Melisse and Charcoal and Kevin Meehan of Kali Restaurant
- Total Impressions: 79,590,980



Chef Josiah Citrin
Melisse and Charcoal Venice
Linguine with California Avocado Pesto and Cherry Tomatoes



Chef Kevin Meehan,
Kali
Charred California Avocado Salad



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CONSUMER PUBLIC RELATIONS – CALIFORNIA AVOCADO MONTH

Hosted media and influencer preview events with California Avocado Month Partners at Grand Central Market (LA) and Pine Street Market (PDX) to promote limited time dishes with participating restaurants



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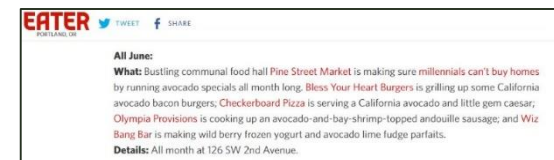
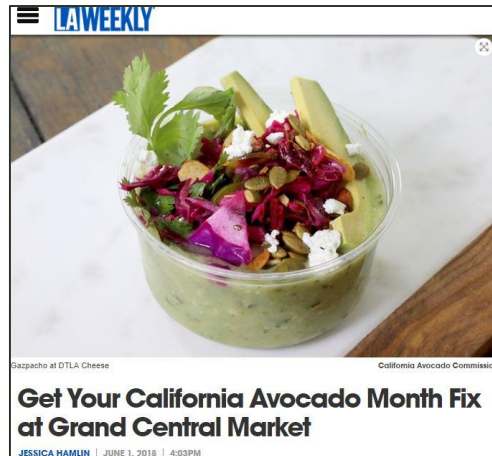
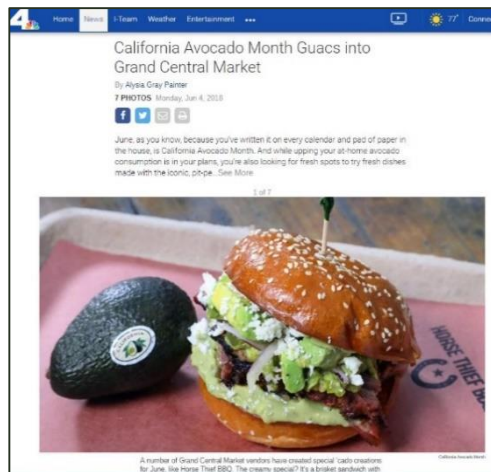
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RESEARCH

CONSUMER PUBLIC RELATIONS – CALIFORNIA AVOCADO MONTH

- Secured positive media and social coverage showcasing CAC's partnership with Grand Central Market and Pine Street Market throughout June in celebration of California Avocado Month
- Total Impressions: 146,562,225





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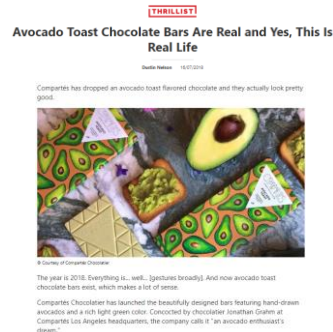
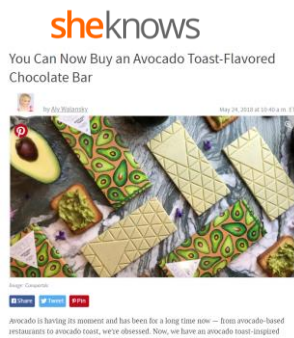
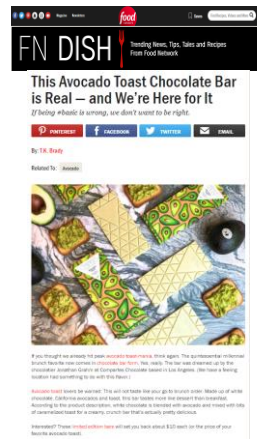
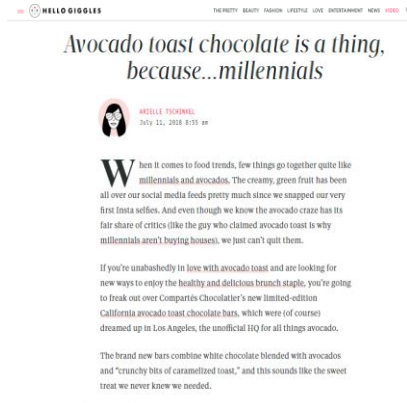
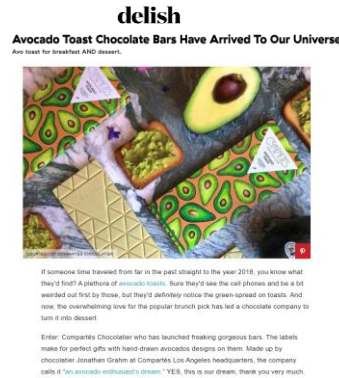
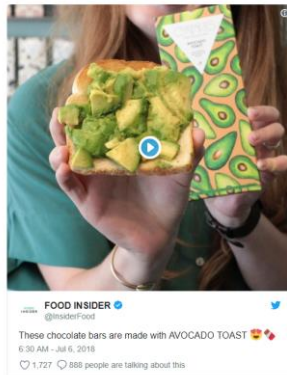
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RESEARCH

CONSUMER PUBLIC RELATIONS – CO-BRANDED PARTNERSHIP

- Developed a partnership with premium LA-Based chocolatier, Compartés to create a limited-edition California Avocado Toast Chocolate Bar
- Total Impressions: 461,380,058





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CONSUMER PUBLIC RELATIONS – BLOGGER ADVOCATES

- Food Blogger Advocates and Health and Wellness Blogger Advocates are developing monthly California Avocado recipe posts through August
- Ambassadors include bloggers from: Cookin' Canuck, Cooking with Cocktail Rings, Life is But a Dish, All Day I Dream About Food, The Roasted Root, Yummy Healthy Easy, Naturally Ella and Kirbie's Cravings
- Total Impressions: 10,143,824



THE ROASTED ROOT
EAT WELL. EAT OFTEN

Naturally Ella



KIRBIE'S CRAVINGS

cooking
with cocktail rings





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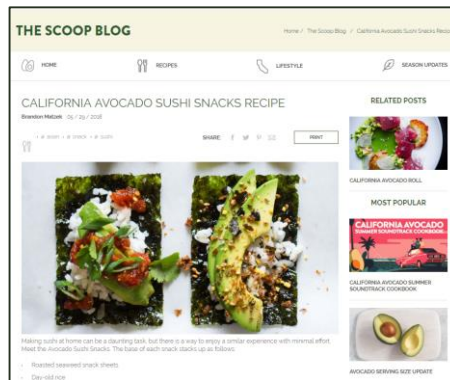
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CONSUMER PUBLIC RELATIONS – SCOOP BLOG CONTENT DEVELOPMENT

- Two Scoop Bloggers have developed bi-weekly recipe posts for the CAC Blog throughout the season
- Introduced CAC's Mythbuster, who produced several videos that debunked misconceptions about avocados for CAC's Blog



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CONSUMER PUBLIC RELATIONS – ARTISAN CHEF/SEASON OPENER

- Hosted 22 media, trade media and RDNs as guests on a tour featuring avocado-centric meals, and a visit to an avocado grove and packing house
- Total Impressions: 3,115,205



Paula Brington/Getty Images

It's all the flavor of avocado toast without the mess.
MARGARET EBY June 26, 2018

I love avocado toast as much as the next millennial, but I've found that it has some drawbacks. First, in New York City, where I live, good avocados are hard to find. Second, once you actually find one that's ripe enough to eat, it can be tricky to pile it on toast. You have to choose bread with integrity, or it will buckle under the sliced avocado. And then eating it is messy—you want to have a knife and fork handy or not be in front of anyone young trying to impress too much. It's worth the indignity to eat, but sometimes you want something a little more elegant, a little easier to keep around. Friend, have you heard about avocado butter?

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CONSUMER PUBLIC RELATIONS – SUMMER SOUNDTRACK

- Developed and distributed a recipe cookbook that married the iconic California avocado with another key element of West Coast living – the state's legacy and love of music. Recipes were created by key culinary influencers
- Total Impressions: 36,755,128



CUCUMBER ROLL WITH CALIFORNIA AVOCADO CRÈME FRAICHE PESTO

Created by Maria Koutsogiannis of *Food By Maria*

Combining elements found in cassis, jazo and kalamonick, she created a unique sound all its own. Similarly, this recipe comes from her creation.

Serves: 4 Prep Time: 2 hours 15 minutes Cook Time: 15 minutes

CALIFORNIA AVOCADO CUCUMBER ROLLS

INGREDIENTS:

- 1 large cucumber, thinly sliced lengthwise into 12 slices
- 1 ripe, Fresh California Avocado, peeled, seeded and thinly sliced into 12 slices
- 1 large tomato, diced
- 1 Tbsp. seeded and diced jalapeño
- Crème Fraiche Pesto Sauce (see make-ahead recipe)

CALIFORNIA AVOCADO CUCUMBER ROLLS

INSTRUCTIONS:

1. Cut the cucumber into 12 equal slices. Lay out on a flat surface.
2. In a small bowl, combine the tomato, jalapeño, and avocado. Mix well.
3. Spread the crème fraiche pesto sauce onto each cucumber slice.
4. Place the tomato, jalapeño, and avocado mixture onto each slice.
5. Roll up the cucumber slices.
6. Cut the rolls into 12 equal pieces.
7. Serve and enjoy.



CALIFORNIA AVOCADO AND SPINACH SALAD WITH SUMMER BERRIES

Created by Jen Nikolaus of *Yummy Healthy Easy*

If a summer dish could have a Hollywood Star on the Walk of Fame, this salad could close the deal. The easy-to-find and easy-to-make recipe could be your next California Avocado Season staple.

Serves: 4 Prep Time: 15 minutes Cook Time: N/A Total Time: 15 Minutes

CALIFORNIA AVOCADO SALAD WITH SPINACH AND SUMMER BERRIES INGREDIENTS:

- 2 (10-oz.) bags of baby spinach leaves
- 1 ripe, Fresh California Avocado, peeled, seeded and sliced
- 2 cups sliced strawberries
- 2 cups blueberries
- 1 cup thinly sliced red onion
- 1 cup whole pecans
- 1 cup feta cheese
- Honey, Garlic and Vinegar Dressing (see make-ahead recipe)

CALIFORNIA AVOCADO SALAD WITH SPINACH AND SUMMER BERRIES INSTRUCTIONS:

1. In a large mixing bowl, combine baby spinach leaves, avocado, strawberries, blueberries, red onion and pecans until fully mixed.
2. To serve, evenly distribute the salad mixture onto four plates and sprinkle feta cheese and drizzle with Honey, Garlic and Vinegar Dressing.



CAJUN FISH TACOS WITH SPICY CALIFORNIA AVOCADO CREAM AND MANGO SALSA

Created by Perna Singh of *Indian Simmer*

The California coast is known best for its fresh seafood and idyllic climate for growing produce. This dish honors beachside eating with the Golden State's official fruit.

Serves: 4 Prep Time: 20 minutes Cook Time: 15 minutes Total Time: 35 Minutes

CAJUN FISH TACOS INGREDIENTS:

- 2 cups vegetable oil
- 2 eggs
- 1/2 cup water
- 2 tsp. paprika
- 1 lb. tilapia fillet, cut lengthwise into 4 portioned slices
- 8 corn or flour tortillas
- 1 cup chopped purple cabbage
- 1 cup sweet white corn kernels
- 1/2 cup Salsa (see make-ahead recipe)
- California Avocado Cream (see make-ahead recipe)

cayenne pepper and paprika.

1. Brown in color and the fish is cooked through.

am and Mango Salsa.



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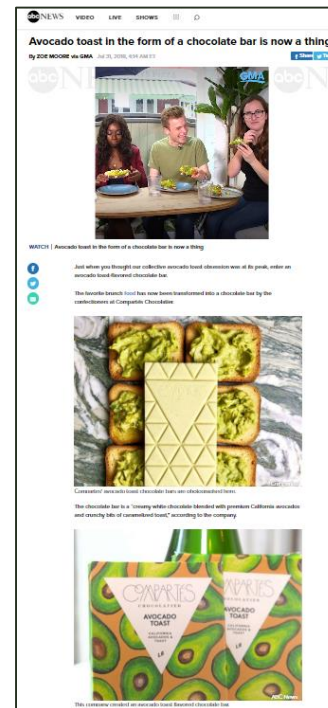
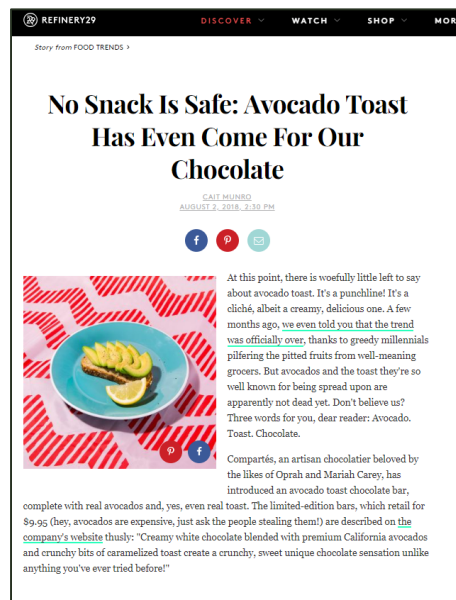
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CONSUMER PUBLIC RELATIONS – NEWS BUREAU

Total consumer impressions secured to date: 1,229,219,843



**This is a comprehensive total of all PR-related coverage from November 1, 2017 – July 31, 2018. It includes print, broadcast and online coverage, as well as program extension coverage (such as social media posts from our Artisan Chefs, R.D. Ambassadors etc.), year-to-date, and therefore is higher than traditional media impressions.*



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RETAIL – REGISTERED DIETITIAN NUTRITIONIST (RDN) PROGRAM

Michelle Dudash, RDN, chef & nutritionist

- Recipe for California Avocado Pad Thai with Chicken and Carrots featured in the May issue of her “Dish with Dudash Newsletter” where she focused on “everything avocado”



May 2018

Everything avocados



Recently I appeared on Arizona Midday with my pal Jan D'Atri, showing her how to make my new California Avocado Pad Thai recipe.

Five Fun Ways to Use Avocado



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CONSUMER – RDN PROGRAM

Katie Ferraro, MPH, RDN, CDE, explained the importance of “good fats” in one’s diet in a blog for The Scoop

FILL UP ON GOOD FAT WITH AVOCADOS

Katie Ferraro 08 / 09 / 2018

avocado nutrition • # dietitian tips • # good fats

SHARE:    

PRINT

nutrition



Have you heard? You no longer need to fear fat...because fat is BACK!

Instagram Posts



California Avocado Month

- 45,630 impressions
- 2,760 likes



Father's Day

- 46,964 impressions
- 2,259 likes
- The 3 slides from stories with @ca_avocados tags got 25,152 and 21,868 and 21,497 views



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CONSUMER – RDN PROGRAM

Bonnie Taub-Dix, MA, RD, CDN, published a 5-series social media campaign promoting California Avocado Month in June. Total impressions: 45,939



Bonnie Taub-Dix, MA, RD, CDN

19 hrs · 🌐

Superfoods don't have to be new or trendy...they just have to be nutritionally valuable and delicious! California Avocados are a heart-healthy superfood... and a staple in our house! Unlike most other fruits and vegetables, California Avocados provide healthy good fats that keeps you feeling full and satisfied providing 10% Daily Value fiber along with nearly 20 vitamins + minerals #Sponsored California Avocados



👍 Like

💬 Comment

➦ Share



bonnietaubdix · Follow
California



bonnietaubdix It's #CaliforniaAvocadoMonth! I'm celebrating all month... so let me count the ways: #AD 🥑
👉mashed up with tomatoes, onion, garlic, and honey as guac
👉sliced on my turkey sandwich along with horseradish sauce and mustard
👉nestled in my omelet with a medley of sautéed veggies
👉mashed in tuna along with a chopped apple + parsley
👉and of course, as avocado toast on a thick, chewy slice of whole grain bread
🥑 How are you going to 'toast' to avocado this month? 🥑 Be sure to tag @CA_Avocados + @bonnietaubdix to show us your fave ways to celebrate!
🥑 #avocado #recipes #cookina #foodie



Bonnie Taub-Dix · @eatsmartbd · Jun 29

#AD Heart-Healthy @CA_Avocados act as a "nutrient booster" by helping increase the absorption of fat-soluble nutrients like vitamins A, D, K + E. Foods containing those vitamins, like sweet potato, almonds, spinach + salmon pair perfectly w/ avocado. Try some tonight!



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RETAIL – RETAIL DIETITIAN (RD) ASSETS

The second of three California Avocado Superfood Spotlights was written by RDN Liz Shaw and sent to more than 200 Retail RDs at CAC's top-tier accounts; 5,800 copies were distributed to consumers at point of purchase in June.

CALIFORNIA AVOCADO SUPERFOOD SPOTLIGHT

CALIFORNIA AVOCADOS TO THE RESCUE.

By Elizabeth (Liz) Shaw, MS, RDN, CLT, of ShawSimpleSwaps.com on behalf of the California Avocado Commission

Incorporating culinary swaps with California Avocados are a great way to naturally add "good" fats to your diet.

Cutting out the foods you love never gets one too far. Instead, focus on what you can add to improve your diet instead of take away. That's where California Avocados come to the rescue! Avocados make a great swap to increase the nutritional value of the foods you crave thanks to the fruit's contribution

of nearly 20 vitamins, minerals and phytonutrients, along with heart-healthy "good fats" (poly and monounsaturated fats). They provide that creamy, delicious, satisfying taste that arises up the nutrition in both sweet and savory dishes alike. Thinking of making a sandwich? Swap the mayonnaise for avocado. How about a pesto pasta? Whip up a sauce using this "green goddess" instead of traditional nuts. Craving brownies? Try swapping the oil for avocado instead. Now, all you have to do is get creative and give avocados a try!

California Avocado Simple Swaps
from Liz's Mediterranean Falafel Bowl with Fresh California Avocado Recipe

SEE BACK FOR FULL RECIPE

SERVING SIZE	1/3 MEDIUM AVOCADO (50 g)	1 TABLESPOON OF TAHINI (15 g)	1 OUNCE FETA CHEESE (30 g)
CALORIES	80	90	70
TOTAL FAT (g)	8	8	6
UNSATURATED FAT (g)	6	7	1.5
CHOLESTEROL (mg)	0	0	25
SODIUM (mg)	0	20	260
FIBER (g)	3	1	0
FOLATE (mcg)	4.4	15	9

Simple swaps and satisfying solutions using California Avocados.
For more on swaps with California Avocados, visit CaliforniaAvocado.com/Nutrition/Smart-substitutions

*While many factors affect heart disease, diets low in saturated fat and cholesterol may reduce the risk of heart disease.

CALIFORNIA AVOCADO SUPERFOOD SPOTLIGHT

MEDITERRANEAN FALAFEL BOWL WITH FRESH CALIFORNIA AVOCADO

Author: Elizabeth Shaw, MS, RDN, CLT

SERVES 4 (16 FALAFEL PATTIES) TIME 45 MINUTES

INGREDIENTS

2 [15.5-oz.] cans low sodium garbanzo beans, drained and rinsed
1/2 cup fresh cilantro leaves
1 small onion, chopped
3 cloves garlic
1 medium jalapeño, seeded
1 ripe, Fresh California Avocado, seeded and peeled

2 Tbsp. fresh lemon juice
1/2 tsp. cumin
1/2 tsp. kosher salt, divided
1/2 cup 2% plain Greek yogurt
1 large cucumber, seeded
8 cups chopped butter leaf lettuce
1 cup cherry or grape tomatoes, halved
Salt and pepper to taste (optional)

INSTRUCTIONS

In a food processor fitted with a metal blade, pulse beans, cilantro, onion, 2 garlic cloves and jalapeño 45 seconds or until crumbly. Add 1/2 avocado, 1/2 juice, cumin and salt; pulse 1 minute. Shape into 16 patties; place on 2 baking sheets sprayed with cooking spray. Bake 15 minutes at 400° F, until tops brown. Flip; bake 10 minutes. Mince remaining garlic and 1/4 cucumber; mix with yogurt, juice and salt. Chop remaining cucumber and avocado. Top lettuce, cucumber and tomatoes with falafel, avocado and yogurt sauce. Salt and pepper to taste.

Nutrition Information Per Serving: Calories 310; Total Fat 10 g (Sat 1.5 g, Trans 0 g, Poly 2 g, Mono 4 g); Cholesterol 5 mg; Sodium 390 mg; Potassium 485 mg; Total Carbohydrates 43 g; Dietary Fiber 13 g; Total Sugars 11 g; Protein 17 g; Vitamin A 253 IU; Vitamin C 24 mg; Calcium 173 mg; Iron 3 mg; Vitamin D 0 IU; Folate 164 mcg; Omega 3 Fatty Acid 0.19 g; % Daily Value*: Vitamin A 30%; Vitamin C 25%; Calcium 15%; Iron 15%; Vitamin D 0%.

*Percent Daily Values are based on a 2,000 Calorie diet. Your Daily Values may be higher or lower depending on your calorie needs.

Large avocados are recommended for this recipe. A large avocado averages about 8 ounces. If using smaller or larger size avocados adjust the quantity accordingly. As with all fruits and vegetables, wash avocados before cutting. Check out our tips for how to choose and use California Avocados.

Follow us on Twitter, Instagram, or Pinterest @CA_Avocados or Like us on Facebook at [Facebook.com/CaliforniaAvocados](https://www.facebook.com/CaliforniaAvocados)

California Avocado Commission 12 Mauchly, Suite L Irvine, CA 92618 800.344.4333

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Nutrition Facts
3 servings per container
Serving size 1/3 medium (50g)
Amount per serving
Calories 80

	% Daily Value*
Total Fat 8g	10%
Saturated Fat 1g	5%
Trans Fat 0g	
Polyunsaturated Fat 1g	
Monounsaturated Fat 5g	
Cholesterol 0mg	0%
Sodium 0mg	0%
Total Carbohydrate 4g	1%
Dietary Fiber 3g	11%
Total Sugars 0g	
Includes 0g Added Sugars	0%
Protein 1g	
Vitamin D 0mcg	0%
Calcium 6mg	0%
Iron 0.3mg	2%
Potassium 254mg	6%
Vitamin A 4mcg	0%
Vitamin C 4mg	4%
Vitamin E 1mg	6%
Vitamin K 11mcg	10%
Thiamin 0.04mg	4%
Riboflavin 0.1mg	8%
Niacin 1mg	6%
Vitamin B6 0.1mg	6%
Folate 44mcg DFE (0mcg folic acid)	10%
Pantoic Acid 0.7mg	14%
Phosphorus 27mg	2%
Magnesium 14mg	4%
Zinc 0.3mg	2%
Copper 0.1mg	10%
Manganese 0.1mg	4%

*The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

Albertsons conducted samplings at 7 stores throughout California and the Mountain States; more than 1,000 California Avocado cutters were distributed; and more than 3,200 samples were given out Included in the promotion:

- Development of handout with CAC messages and 4 Albertsons-developed recipes
- Facebook Live on Albertsons and Safeway Facebook pages
- Albertsons blog post - Seafood & Avocados: Summer Staples
- Nearly 360,000 Impressions
- Average Engagement Rate of 49%
- Over 58,000 10-Second Video Views
- 99 Link Clicks

Add Flair & Flavor this Summer with California Avocados

California Avocados:

- Are a heart-healthy superfood
- Provide "good" fats for energy (over 75% of the fat in avocados is unsaturated)
- Contain 1 gram fiber per serving (1/3 or 50 g. of a medium avocado)
- Are a "nutrition booster" by helping increase absorption of the soluble nutrients like vitamins A, D, E and E

Guacamole Avocado Balsamic Bites

This appetizer is simple to make but so fun to prepare and delight! California avocados and strawberries make the perfect pair, as do balsamic and salt-water.

Makes about 30 bites (6 servings if 5 bite each)

Prep time: 10 minutes

INGREDIENTS

- 1/2 medium fresh California avocados, seeded and halved
- 1/2 stick balsamic vinegar
- 1/2 cup strawberries, washed and sugar coated in a 1/4 cup Sugarfree 10:10:70 glaze with Balsamic dressing, or balsamic dressing
- 10 toothpicks

INSTRUCTIONS

1. Cut avocados into halves and 1/2-inch thick slices and remove the skin. Then cut each slice into about 1/2 inch long pieces.
2. Arrange strawberries halves, cut side up, on serving platter. Place each slice with each slice 1/4 inch to the right of the balsamic glaze, depending on the size of the strawberries.
3. Pierce one of the avocado pieces with one end of the toothpick and then place it on top of one of the strawberries halves.

Avocado and Ice Cream Bites

These fun and flavorful bites with beautifully as a very appetizing also as a snack part of a meal. They are also low in the carbs, choose sugar free avocados and eat together with a small amount of ice cream.

Makes about 28 bites (4 servings if 7 bites each)

Prep time: 10 minutes

INGREDIENTS

- 4 or 5 0-Degree 1/2 medium California avocado, each broken into 1 square pieces
- 1/2 cup sugar free ice cream
- About 5/8 teaspoon 10:10:70 Glaze or 1/2 cup Sugarfree 10:10:70 Glaze
- 1/2 cup, seeded small fruit, half of a small package
- 1/2 medium fresh California Avocado, seeded and halved

INSTRUCTIONS

1. Place frozen flavored sticks on serving plate. Spread each with 1/2 cup 10:10:70 glaze of the Glaze and 1/2 cup Sugarfree 10:10:70 Glaze. If the glaze is spread with a star and put pipe some onto the top.
2. Place a piece of fruit, 1/2 inch to 1/4 inch up on the top of each stick.
3. Place avocado half substitute into 1/2 inch thick slices and remove the skin. Then cut each slice into about 1/4 inch thick pieces. Place a piece on top of the bar and each stick.



Easy Zesty Shrimp and Avocado Salad with Lime Cilantro Vinaigrette

Yields 2 servings (about 1 1/2 cups each)

Nutritional Information: Calories: 176; Total Fat 12g, Saturated Fat 6g, Polyunsaturated Fat 4g, Monounsaturated Fat 1g, Cholesterol 100mg, Sodium 100mg, Total Carbohydrate 12.6g, Dietary Fiber 2.6g, Protein 12.6g

INGREDIENTS:

- 1/2 cup large fresh shrimp, or 1/2 cup organic* butter lettuce
- 2/3 medium fresh California avocado
- 1/4 cup tomato seed oil (20/20 T/1), covered and packed dry
- 1/2 cup cilantro and onion
- 1/2 Tbsp organic* unseasoned coconut juice
- 1/2 Tbsp lime juice
- 1/2 tsp sea salt
- 1/2 tsp organic* Extra Virgin Olive Oil
- 1/2 tsp fresh chile heat sauce

Directions for Lime Cilantro Vinaigrette:

- Place 2 cups each of the shrimp or lettuce salad, drizzle half of the avocado salad and 1/2 of the greens or avocado. Sprinkle half of the dressing in the center of each salad bowl.
- In a small bowl, toss and stir with whisk until spritzle hot to combine over the shrimp in each bowl.

Directions for Lime Cilantro Vinaigrette:

- Add the ingredients to a small food processor or blender and pulse briefly.
- Drizzle 1-2 Tbsp tablespoons over each salad and with more if desired.



Turkey Bt. Avocado Wrap

Yields 2 wraps/2 servings

Make 2 Servings - 2 Minutes

Nutritional Information: Calories: 160; Total Fat 12g, Saturated Fat 1g, Polyunsaturated Fat 4g, Monounsaturated Fat 1g, Cholesterol 100mg, Sodium 175mg, Total Carbohydrate 15.5g, Dietary Fiber 2.5g, Protein 12.5g

INGREDIENTS:

- 2 whole wheat flour tortillas
- 1/2 medium fresh California Avocado, in smaller 1/4 cup sliced seeded avocado 1/2 Tbsp* (Unseasoned Butter)
- 1/2 cup organic* unseasoned coconut juice
- 2/3 medium fresh California Avocado, sliced and packed dry
- 1/2 cup cherry or grape tomatoes, washed
- 1/2 cup organic* Ranch Dressing

Directions for Turkey Ranch Dressing:

- 1/4 cup organic* Coconut Yogurt
- 1/4 cup Organic* Extra Virgin Olive Oil
- 1/2 Tbsp lime juice, or 1/2 Tbsp organic* lemon juice
- 1/4 Tbsp Organic* Cilantro Seasoning
- 1/4 Tbsp Organic* sea salt
- 1/4 Tbsp Organic* garlic powder
- 1/4 Tbsp Organic* onion powder
- 1/2 tsp sea salt



Chicken and Bacon Salad

Yields 2 servings (about 1 1/2 cups each)

Nutritional Information: Calories: 160; Total Fat 12g, Saturated Fat 1g, Polyunsaturated Fat 4g, Monounsaturated Fat 1g, Cholesterol 100mg, Sodium 175mg, Total Carbohydrate 15.5g, Dietary Fiber 2.5g, Protein 12.5g

INGREDIENTS:


- 2 whole wheat flour tortillas
- 1/2 medium fresh California Avocado, in smaller 1/4 cup sliced seeded avocado 1/2 Tbsp* (Unseasoned Butter)
- 1/2 cup organic* unseasoned coconut juice
- 2/3 medium fresh California Avocado, sliced and packed dry
- 1/2 cup cherry or grape tomatoes, washed
- 1/2 cup organic* Ranch Dressing

Directions for Chicken and Bacon Salad:

- In a small bowl, toss and stir with whisk until spritzle hot to combine over the shrimp in each bowl.
- In a small bowl, toss and stir with whisk until spritzle hot to combine over the shrimp in each bowl.


Directions for Chicken and Bacon Salad:

- Add the ingredients to a small food processor or blender and pulse briefly.
- Drizzle 1-2 Tbsp tablespoons over each salad and with more if desired.



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Seafood & Avocados: Summer Staples

Erin Mages, MPH RD Wellness Services Corporate Dietitian / June 2018

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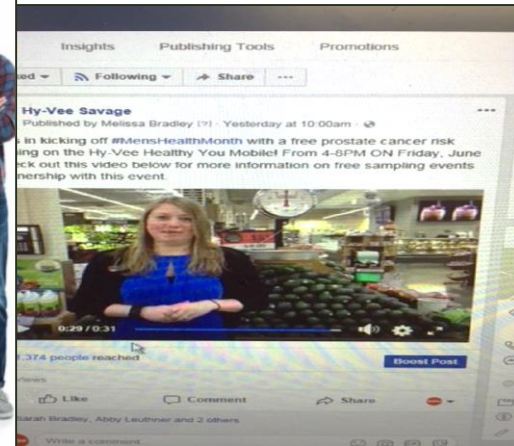
RESEARCH

RETAIL – CUSTOMIZED RETAIL CAMPAIGNS

CAC sponsored 100 PSA screenings as part of Hy-Vee's newly-launched "Healthy You Mobile" program, CAC was part of the "Men's Health" initiative throughout the month of June, which had 35 tour stops.

Results:

- News Segments Impressions: 4,628,427
- Social Media Impressions: 1,044,558
- Hy-Vee stores saw a 36.89% increase in California Avocado sales over June 2017
- Distributed more than 2,000 California Avocado cutters and 30 cases of Fresh California Avocados
- More than 7,000 individual copies of CAC-produced assets, including Superfood Spotlights and recipe brochures
- Hy-Vee SD kicked off promotion with a video in front of a California Avocado display





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RETAIL – INFLUENCER OUTREACH

Distributed materials to Hy-Vee Retail RDs for use in classes, demo, store tours, one-on-ones, health fairs.



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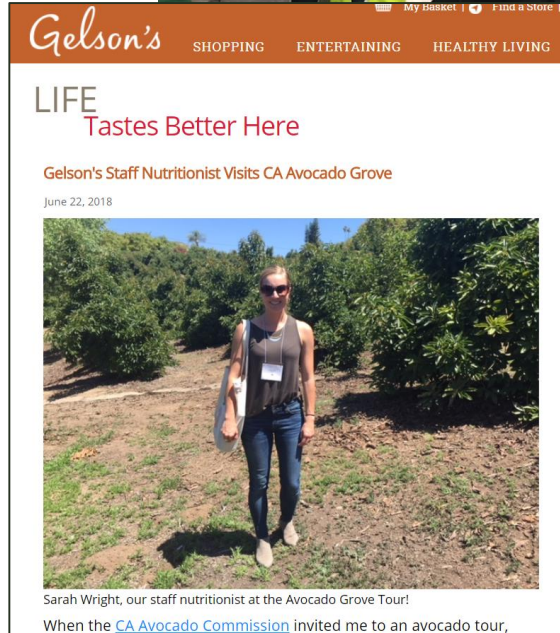
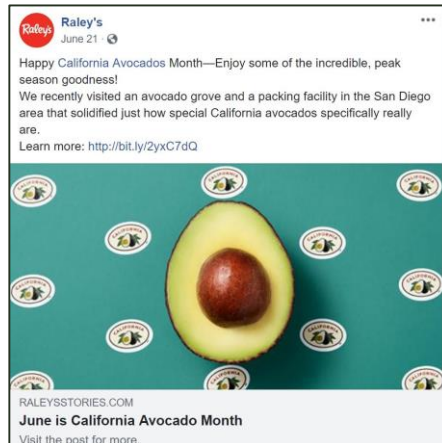
RETAIL – GROVE TOUR

Retail RDs and Social Media Managers from 4 of CAC's top-tier retailers attended the Grove Tour

- Gelson's coverage resulted in 56,233 impressions
- Raley's coverage resulted in 60,169 impressions







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RETAIL – RETAIL PROMOTIONS

Costco QuickAndEasy Recipe Video: California Avocados 2-Ways

- Launched Week of 6/25 with Facebook live boost
- continues to reside on the Costco Recipe Website



California Avocados with Blueberry Salsa
BBQ California Avocados with Chicken Salad



<https://www.costco.com/quick-and-easy-recipe-videos-sides.html>

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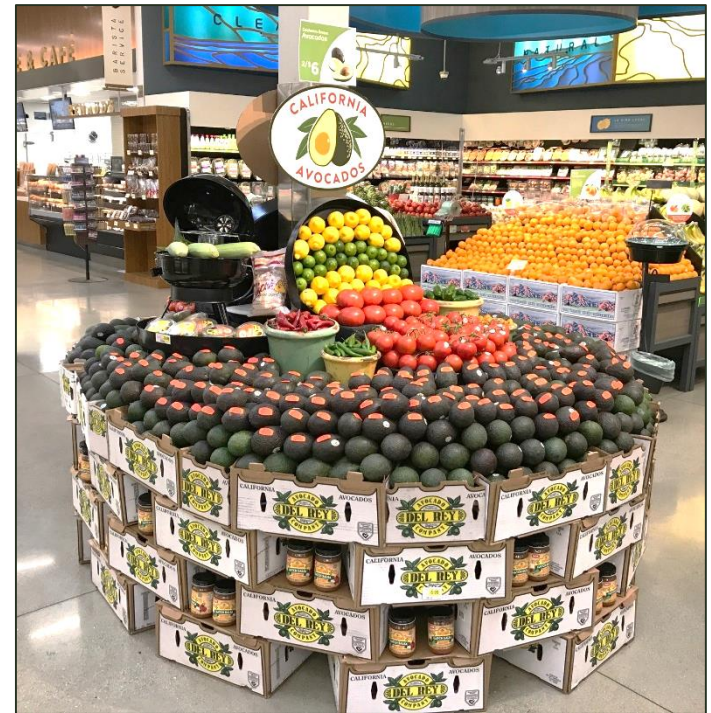
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RETAIL – RETAIL PROMOTIONS

- California Avocado Sales Contest (May 21 – June 10)
- Stores saw outstanding double-digit increase in sales

Gelson's



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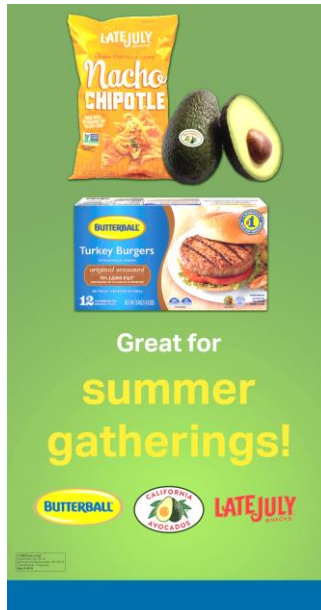
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RETAIL – RETAIL PROMOTIONS

Sam's Club Demos: June 29 & July 3 (all western U.S. Sam's Clubs)

- Demo #1: Members were sampled a turkey burger with guacamole topped with fresh California avocados
- Demo #2: Fresh guacamole seasoned with a Cilantro Lime spice mix, served on Late July Chipotle Nacho chips



- Walmart Demos: June 28 – June 30
- 172 Stores (primarily in California, and targeted stores in Arizona, Washington, Utah, Colorado, Nevada, New Mexico and Oregon)
- Guacamole with demo partner Concord Foods



Stores with demos saw significantly higher sales the week of the events vs. stores without demos



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RETAIL – RETAIL PROMOTIONS

Redner's Warehouse Supermarkets:

- Two feature ads with California Avocados brand logo and California avocado recipes in flyers, accompanied by demos in all the stores the week before 4th of July holiday
- California avocados were also supported on retailer's website with recipe videos (June 14 – June 28)



Ask Meredith Your Questions at healthcents@rednersmarkets.com



HealthCents

Substituting California Avocados for mayo in coleslaw is a creative way to reduce calories, fat & sodium!

California Avocado Coleslaw
Serves 8 • Total time: 10 min

Ingredients:

- 1/2 cup rice wine vinegar
- 2 Tbsp. honey or agave nectar
- 1/2 tsp. dry mustard
- 1/4 tsp. orange zest
- 1/2 tsp. salt
- 1 Tbsp. toasted sesame oil
- 1 (1-lb.) bag coleslaw mix*
- 1/2 small red onion* very thinly sliced
- 1/4 cup chopped cilantro leaves*
- 2 ripe, Fresh California Avocados
- 1/2 cup pineapple*

**These Items Are On Sale In Our Produce Department!*

In a large bowl make the dressing by whisking together the vinegar, honey, mustard, orange zest and salt until the seasonings are dissolved. Whisk in sesame oil. Add coleslaw mix, onion and cilantro to the dressing. Toss well to combine. Refrigerate to let the flavors blend (may be refrigerated for up to 24 hours). Just before serving, peel, seed and dice the avocado. Add the avocado and pineapple to the coleslaw. Use a slotted spoon to serve. Serving Suggestion: Stir in coarsely chopped peanuts or cashews for a nutty variation.

Fresh California Avocados
4/\$5
each
Save \$1.72 on 4

Redners_V1_S3_06142018

Ask Meredith Your Questions at healthcents@rednersmarkets.com



HealthCents

Looking for a new spin on the classic guacamole? Adding in Mango and Jicama brings a tropical vibe to the favorite party dish.

Tropical Mango Guacamole

Ingredients

- 1 ripe mango, diced into 1/4-in. cubes
- 1/4 cup of jicama, diced into 1/4-in. cubes (or crisp green apple)
- 1/4 cup red onion, finely chopped
- 1/4 cup of garlic, finely chopped
- 2 tablespoons fresh lemon juice
- 1/2 teaspoon salt
- 1/4 teaspoon freshly-ground black pepper
- 2 ripe California avocados, peeled
- 2 tablespoons cilantro, chopped

In a medium size bowl, mix the mango, jicama, onion, garlic, lemon juice, salt and black pepper. Set aside. In another bowl, add the peeled avocado & mash until soft. Add the mango mixture to the avocado & mix. Top with cilantro and serve with tortilla chips.

Delicious Avocados or Mangos
4/\$5
each

Redner's Warehouse Markets
Yesterday at 4:29pm · 🌟

Guac and chips? YES PLEASE! Follow this DIY recipe ASAP and you will be smiling all day! #CaliforniaAvocados #RednersHealthCents #EasyRecipes



Classic Guacamole

-0:38

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RETAIL – RETAIL PROMOTIONS

- California Avocado Summertime Display & Sales Contest (June 13 – July 26)
- Contest resulted in double-digit increase in sales over the same period prior year

MOLLIE STONE'S 
MARKETS



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RETAIL – RETAIL PROMOTIONS

- Big Book Front Page Ad
- California Organic Avocado Sales Contest (July 1 – July 21)
 - Significant sales increases versus same time frame last year



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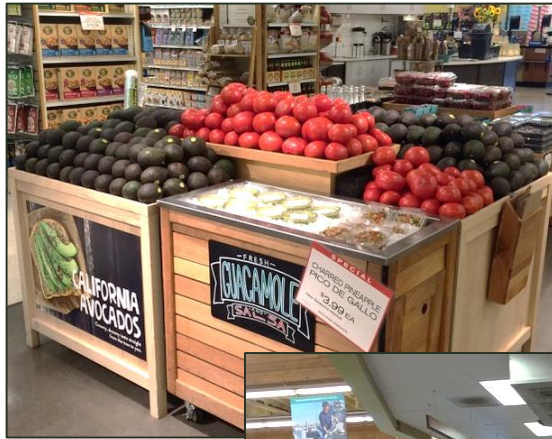
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RETAIL – RETAIL PROMOTIONS

- Sales Contest (June 17 – July 6)
 - Double-digit sales increases versus same time frame last year

**NEW SEASONS
MARKET**

2019 California Avocado
Grove Tour for Winners





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RETAIL – RETAIL PROMOTIONS

- California Avocado Sales Contest: July 1 – July 31
- Double-digit sales increases during the contest






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- CONSUMER PR
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- FOODSERVICE
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RETAIL – RETAIL PROMOTIONS

- Social media support








NEED A REASON TO
PICK UP AVOCADOS BY
THE ARMFUL?
Our recipe collection is
very convincing.

[EXPLORE OUR RECIPES >](#)

FOLLOW US ON SOCIAL





- Social media post with CAC recipe video





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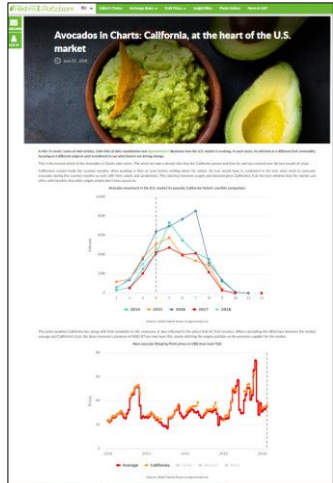
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TRADE PUBLIC RELATIONS – NOVEMBER 2017 THROUGH JULY 2018

- Proactive and ongoing reactive outreach to trade media covering California Avocados
- Distributed 7 press releases/announcements; numerous interviews
- Reached more than 6 million impressions



TURN ON THE HEAT: SUMMER PROMOTIONS CAN MAXIMIZE SALES

From Memorial Day through Labor Day, opportunities abound to unload avocados, watermelon, cherries, berries and asparagus.

BY CAROL BARNHART

As the summer of the year begins, a popular promotional item for many retailers is the avocado. The avocado is a versatile fruit that can be used in a variety of ways. It can be eaten whole, sliced, or used in recipes. It is a healthy fruit that is low in calories and high in fiber. It is also a great source of potassium and healthy fats. The avocado is a fruit that is enjoyed by people of all ages. It is a fruit that is easy to grow and can be grown in a variety of climates. The avocado is a fruit that is a true American product. It is a fruit that is a source of pride for California growers.

THE PRODUCE

FOUNDED IN 1967 BY

California avocados work well with health and wellness programs

JULY 12, 2018

Nutrition and wellness are playing an important role in a variety of consumer health and wellness programs. With the growing awareness of the health benefits of avocados, the California Avocado Commission is working to promote avocados as a healthy and nutritious food. The Commission is working to educate consumers on the health benefits of avocados and to promote avocados as a key ingredient in healthy and nutritious recipes. The Commission is also working to promote avocados as a sustainable and environmentally friendly food. The Commission is committed to promoting the health and wellness benefits of avocados to consumers.

The Packer

California avocado group sets the scene for royal wedding

Chris Rogers
July 11, 2018 10:30 AM

The California Avocado Commission's latest social media campaign highlights California avocados as an ideal royal wedding fruit. (Photo courtesy California Avocado Commission)

Sure, Windsor Castle in England is a nice spot for a royal wedding, but the California Avocado Commission has a better idea.

The commission kicked off a social media campaign May 11, inspiring Prince Harry and Meghan Markle to consider ditching the castle for Maricopa County's California for the May 19 wedding, in an over the top tongue-in-cheek video.

The video, whose narrator mimics the United Kingdom's Robin Swicord's "Fables of the Rich and Famous," gives the goon to be royal couple the hard sell.

"Imagine exchanging your vows amid our sprawling avocados. Green only minimizes from some of the most beautiful places on earth – the avocado! The beautiful California avocado! Are you ready for California?"

Wedding location amenities include:

- A beautiful resort nestled just west away from a great.
- Being married in a beautiful place with a great view.

The avocado commission developed the playful social media content to promote the origin of California avocados in a humorous light. The commission invites consumers to follow California avocados on Facebook and Twitter to watch the campaign unfold.

PerishableNews.com

California Avocado Commission Promotes Iconic California Recipes

IRVINE, Calif. – The California Avocado Commission (CAC) has a theory: if a restaurant menu item has "California" in the name, it usually means there is avocado in the dish. Leveraging that idea, the Commission has created marketing programs centered around what they call "Iconic California" recipes, promoting this connection via retail programs.

"We have been actively developing and implementing these programs (tied to California avocado peak volume from May through the summer)," said Jan DeLys, California Avocado Commission vice president marketing. "Key promotion opportunities for California avocados in May include Cinco de Mayo, Mother's Day and Memorial Day weekend. Promoteable volume should continue through Labor Day."

CAC developed a series of recipe videos featuring iconic California recipes such as a California Burger, California Eggs Benedict and California Caesar Salad. The Commission partners with retailers, customizing the videos and media to help consumers find

Strong avocado supplies expected all summer

By The Associated Press

AVOCADO SUPPLIES ARE expected to be strong all summer long, according to the California Avocado Commission. The commission says that the state's avocado crop is expected to be a record-breaking one, with a total production of over 1.5 billion pounds. The commission says that the state's avocado crop is expected to be a record-breaking one, with a total production of over 1.5 billion pounds. The commission says that the state's avocado crop is expected to be a record-breaking one, with a total production of over 1.5 billion pounds.

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California's avocados are a healthy choice

By The Associated Press

AVOCADOS ARE A healthy choice for consumers looking to improve their diet. The California Avocado Commission says that avocados are a source of healthy fats, fiber, and vitamins. The commission says that avocados are a healthy choice for consumers looking to improve their diet. The California Avocado Commission says that avocados are a source of healthy fats, fiber, and vitamins.

Fresh Plaza

Salute to Avocados

A tour of California avocado groves

Avocado picking requires highly skilled laborers. The California avocado season is peaking now with June being California avocado month, timing is perfect for a tour of an avocado grove. The Golden State has about 2,000 commercial avocado growers who farm 54,000 acres of avocado together. Harvests are based on the north to southern coast and as far south as San Diego County, a region with a moderately warm climate. Protected by the California Avocado Commission, a visit was paid to Hacienda Santa Teresa grove in Valley Center, Santa San Diego County. Here, Mike Sanchez and Chris Anderson own a 12-acre avocado orchard as well as an avocado grove management company. The addition to our visit, the marriage of about 1,500 acres of avocado for other growers in the area. Mike Sanchez who has been growing avocados since 1972. His avocado grove has about 10 years ago.

Avocado picking requires highly skilled laborers

Highly skilled laborers are needed to harvest avocados. The California avocado season is peaking now with June being California avocado month, timing is perfect for a tour of an avocado grove. The Golden State has about 2,000 commercial avocado growers who farm 54,000 acres of avocado together. Harvests are based on the north to southern coast and as far south as San Diego County, a region with a moderately warm climate. Protected by the California Avocado Commission, a visit was paid to Hacienda Santa Teresa grove in Valley Center, Santa San Diego County. Here, Mike Sanchez and Chris Anderson own a 12-acre avocado orchard as well as an avocado grove management company. The addition to our visit, the marriage of about 1,500 acres of avocado for other growers in the area. Mike Sanchez who has been growing avocados since 1972. His avocado grove has about 10 years ago.

- Coverage in all major produce trade publications
- More than 750,000 impressions

restaurants, in America, in a big place, and through social media. Additionally, the meal kit provider's website will feature a dedicated partner page showcasing information about the California avocado meal kit collection.

CALIFORNIA AVOCADO MONTH SPECIAL

WILD BERRY FROZEN YOGURT AND CALIFORNIA AVOCADO LIME FUDGE PARFAIT

Wild Berry Frozen Yogurt and California Avocado Lime Fudge Parfait. This delightful dessert is made with wild berry frozen yogurt, California avocado, lime fudge, and fresh fruit. It's a perfect treat for any occasion.

AVOCADO BOARD



June is California Avocado Month. Avocados are ready. Are you?



Chris Kiger
May 10, 2016 12:15 PM EDT








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Microtubule wants for...
...with great growth



Chicken Tarr, Golden...
...to give



India threatens U.S. app...
...with court



UPSTREAM: Trump...
...to 24 reform effort



Brent Hunt pama in...



PETA

[Jan Dugan: California Avocado Commission vice president, encourages farmers and media during a recent event at Pine Grove Market in Portland, Ore., in looking for the California avocado sale. \(Photo courtesy California Avocado Commission\)](#)

[With weak volumes available to support a full suite of marketing plans during June – California Avocado Month – retailers are encouraged to take advantage of the demand](#)

Many retailers already have plans in place for celebrating California's Avocado Month, including promotions, including programs with special displays, demos and wellness programs. In October, the California Avocado Commission is set to present a "CAC" release. "CAC representatives are working closely with customers who meet California avocados, creating customized programs for the summer season."

The California Avocado Commission has customized retail support along with including a sponsorship of Los Angeles' historic Grand Central Market, the P-Market in Portland, Ore. Through June, some market vendors will offer units showcasing avocados, according to the release.

THE FRESHEST JOBS
(ONE CLICK AWAY)

THE PICKER JOBS MARKET

Social media and other digital is promising the partnerships and the vendors.

In late May, the commission has media to the vendors to lead California avocados from chefs, commission board members like Jessica Harner, according to the sampled the dailies.

The commission has also partnered with online meal kit company **Cheddar** offering four options for consumers:

- California Avocado (Served with Watermelon Salad)
- California Fish Tacos with Avocado and Pine de Quail
- California Beef Sirloin Steaks with Avocado
- California Egg Benedict with Citrus Salad

Progressive GROCER

Stores Prep for June California Avocado Month

06/03/2018

June has been designated California Avocado Month, and the California Avocado Commission (CAC) is ready, willing and able to help retailers merchandise and design customized programs promoting the fruit.

"Many retailers already have plans in place for exciting California Avocado Month promotions, including programs with special displays, demos and wellness components," said Jan DeLyser, CAC's VP of marketing.

In addition to customized support for retailers, the Irvine-based commission's California Avocado Month activities this year include a sponsorship of the historic Grand Central Market in Los Angeles and the popular Pine Street Market in Portland, Ore. Additionally, for the entire month of June, select market vendors will feature

Fresh Plaza

time cation

STEPS FROM FRESH



Stores Prep for June California Avocados Month

06/01/2018

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The CAC has also partnered with several chefs, including two-star Michelin chef Josiah Citrin of Melisse, in Santa Monica, and Charcoal Venice, along with Kevin Meehan, of Kali, to create recipes featuring avocados. The recipes are available online.

Further, the commission worked with Chef'd.com to create four avocado-focused meal kits. The California avocado recipe collection consists of California Avocado Grilled Pizza with Watercress Salad, California Fish Tacos with Grilled Avocado and Pico de Gallo, California Roll with Spicy Garlic Edamame, and Easy California Eggs Benedict with Citrus Salad.



California Avocados are a delicious medley of health and flavor. They're the perfect addition to your diet. And they're the perfect addition to your diet. And they're the perfect addition to your diet.

Image courtesy of California Avocado Commission



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RETAIL – TRADE ADVERTISING – PRINT



The Details Are On The Inside

Every bite gets your customers closer to the golden state of California Avocados. You know the California difference and so do your customers— that's why they look for the California Label. The California season is an occasion to celebrate with the All-American avocado.*

*A Perfect Pairing for the American Summer Holidays!



Call 1-800-344-4333 or visit CaliforniaAvocado.com/Retail for merchandising support and marketing programs to help grow your California Avocado business. Produce of U.S.A.

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31 trade print ads running from March through July 31, 2018



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RETAIL – TRADE ADVERTISING – DIGITAL

PRODUCE
Retailer

290 trade digital ads running from March
through July 31, 2018

**The total impressions through July 31 for the 2018
print and digital campaign are 18,708,928**



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- RESEARCH

FOODSERVICE – CHAIN PROMOTION COVERAGE THROUGH JULY

2018 Branded and Unbranded Chain Promotions: 16
2018 Scheduled Chain Menu Concept Presentations: 1
2018 Chains Contacted: 90

N
NORDSTROM
On the menu



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FOODSERVICE – CHAIN PROMOTIONS



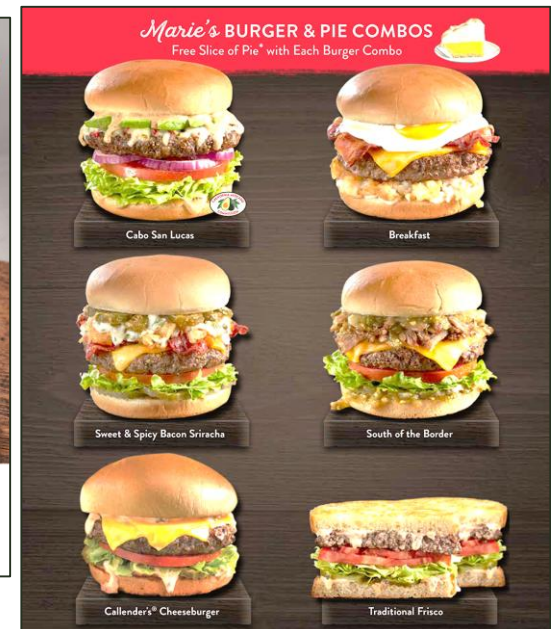
- 94 Locations
- May 21 – July 1



- 93 Locations
- May 29 – August 27



- 40 Locations
- July 17 – July 31



- 56 Locations
- July 26 – September 5

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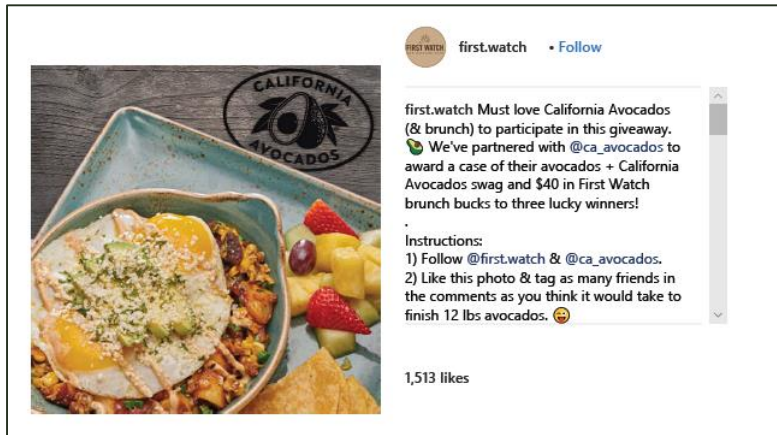
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FOODSERVICE – CHAIN PROMOTIONS



- 49 Locations
- June 11 – August 19



- 476 Locations
- June 25 – August 31



- 97 Locations
- July 1 – July 31

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FOODSERVICE – CHAIN PROMOTIONS



**AS IF IT WAS
EVEN POSSIBLE,
WE MADE THE
IMPOSSIBLE™
BURGER
EVEN BETTER.**

Try the **new** and **improved** Impossible Burger with organic mixed greens, avocado, herbed goat cheese, grilled red onions with garlic aioli served on a toasted brioche bun.

Or Create Your Own Impossible on our clipboard today!



CALIFORNIA AVOCADOS

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- 31 Locations
- July 1 – September 30

GOOD DAY SUNSHINE! Northwest Ingredients, Locally Grown

Elmer's
breakfast • lunch • dinner

CALIFORNIA OMELET
Our fluffy three egg omelet with cheddar, jalapeno, Monterey Jack and Cheddar (cheddar, Monterey Jack, and Cheddar) cheese sauce. Accompanied by your choice of Northwest fresh fruit or a freshly-baked buttermilk biscuit. 11.49. Lighter Serving 8.99.

SUNRISE SKILLET
Smoky chipotle bacon, sweet corn, black beans, Northwest cheddar, cheddar & Monterey Jack, topped with Tillamook® Cheddar cheese & scrambled eggs. Northwest salsa, fresh avocado, sour cream and green onions. Accompanied by a freshly-baked buttermilk biscuit. 12.79.

CRISPY CHICKEN RANCH SALAD
Crispy chicken tenders served atop fresh salad greens tossed with our signature ranch dressing. Topped with Tillamook® Cheddar cheese, black olives, and ranch dressing. Sprinkled with green onions. 12.99. Lighter serving 10.49.

CALIFORNIA AVOCADOS

- 29 Locations
- July 2 – August 26



CARRY-OUT CATERING MENU

CATERING MADE EASY
Come in to plan your event, get quotes, catering or event. • 100+ menu items to choose from. • Free delivery and pickup. • Catering for all occasions.

FOR MORE INFORMATION OR TO PLACE CATERING ORDER, CONTACT:

ASK ABOUT OUR OTHER SERVICES:
• 24 hr Catering and Bakery
• Party Room Rental for Birthdays, Weddings and Events
• Cafe Food for All Occasions

Broken Egg Cafe

SAVORY SELECTIONS

SOUTHWEST SKILLET
Crispy chicken tenders, cheddar & Monterey Jack, topped with Tillamook® Cheddar cheese & scrambled eggs. Northwest salsa, fresh avocado, sour cream and green onions. Accompanied by a freshly-baked buttermilk biscuit. 12.79.

THE CLASSICS
Bacon, cheddar & Monterey Jack, topped with Tillamook® Cheddar cheese & scrambled eggs. Northwest salsa, fresh avocado, sour cream and green onions. Accompanied by a freshly-baked buttermilk biscuit. 12.79.

SWEET TEMPTATIONS
BUTTERFLY PANCAKES
CUTTER PANCAKES
CLASSIC PANCAKES
SHRIMP PANCAKES

BRUNCH SPECIALTIES
SALMON
LOUISIANA CRAWFISH
SKILLET
SHRIMP PANCAKES

SALADS & SANDWICHES
TOMATO CUCUMBER
CUCUMBER
CUCUMBER
CUCUMBER

- 65 Locations
- July 9 – August 19

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FOODSERVICE – PRINT ADVERTISING

Restaurant Business (Feb-Jul)

- Total impressions to-date: 427,470



FoodService Director (Feb-Jul)

- Total impressions to-date: 200,885

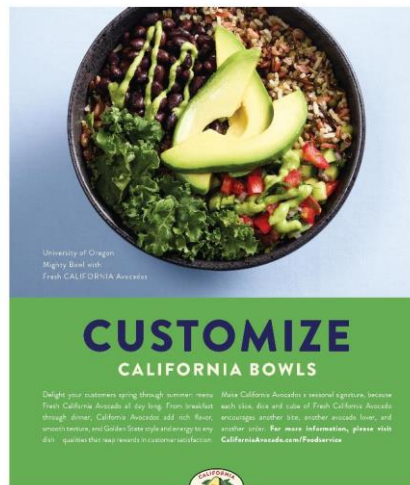
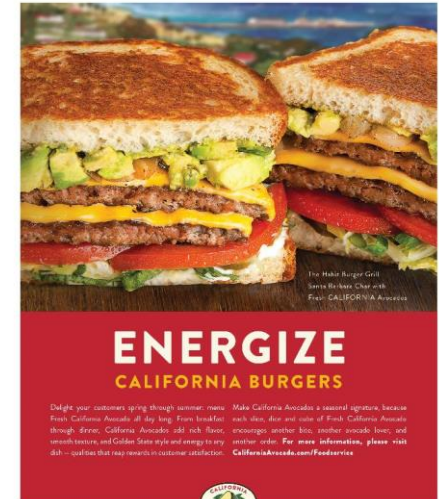


Plate (Jan/Feb – Jul/Aug)

- Total impressions to-date: 160,536





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FOODSERVICE – DIGITAL ADVERTISING

Recipe Watch: March, April insertions

- (345,647 impressions)
- 879 clicks

Restaurant SmartBrief

- (207,955 impressions)
- 168 clicks

RB Daily

- (270,558 Impressions)
- 164 Clicks

If you have trouble viewing this email, read the online version.

RECIPE WATCH

March 2018

<p>Blackberry Whole Grain Mustard Schmeer</p> <p>Quick, healthy and satisfying, this colorful spread will brighten sandwiches, toast, or even a bowl of whole grain pasta. DOLE ChefReady Blackberry Fruit Puree supplies the fruit flavor and appeal.</p> <p>Get the recipe at www.dolefoodservice.com</p>	<p>Share a Feel-Good Country Dijon Mustard Chicken Salad</p> <p>Marinara Country Dijon Honey Mustard Dressing & Dip adds sweet and savory flavor to a delicious salad with grilled chicken, apples and pecans.</p> <p>Get Recipe</p>	<p>Hot and Crunchy California Avocado Cone</p> <p>Fresh California Avocados give this irresistible summer snack its rich, creamy texture and Golden State style. California Avocados are in season now!</p> <p>Get Recipe</p>	<p>Mushroom Bread Pudding Egg-in-a-Hole Bowl</p> <p>Decadent, earthy flavored bread pudding generously studded with perfectly cooked mushrooms is a hearty, comforting meal or a light appetizer.</p> <p>Get Recipe</p>
<p>Mango Mash on Country Bread</p> <p>Transform toast with this flavor trifecta: fresh mango, feta and red pepper flakes. A year-round supply of six major mango varieties adds appeal to this customer favorite.</p> <p>To learn more about mango varieties and more visit mango.org/foodservice</p>	<p>Pulled Pork and Cheese Stuffed Jalapeno Poppers made with ROTZ Crackers</p> <p>These shareable appetizers combine the smoky flavor of pulled pork with the native notes of cream cheese and the spice of jalapeno, coated in ROTZ Crackers to bind them all together.</p> <p>Get Recipe</p>	<p>Korean Fried Chicken Sandwich</p> <p>Here's an Eastern twist to a classic American favorite. Mr. Sweet Baby Ray's Korean Barbecue sauce with Asian olive oil, crispy chicken, and a sesame seed bun for a crunchy, tasty meal with a kick.</p> <p>Get the recipe here.</p>	<p>Top 200 Datafiles 2017</p> <p>Interactive database of the top 200 restaurant chains and companies based on U.S. systemwide foodservice sales. The report is enhanced with additional performance metrics, phone numbers and website links, and provides a detailed, trend-by-brand assessment and three-year performance comparison of individual organizations.</p> <p>Purchase Now</p>

March 22, 2018

Restaurant SmartBrief

ON THE FRONT BURNER

Olive Garden to lessen its dependence on promotions

Olive Garden will discontinue its "Buy One Take One" promotion in favor of an everyday value strategy in an effort to move away from promotional pricing, parent Darden Restaurants said. The chain will cut three of its new promotional deals this year.

[Read more \(free registration\) \(7/22\)](#)

VIEW IN BROWSER

RESTAURANT BUSINESS

tastes like... easy like... free 90-day trial

How Golden Corral is bucking the buffet collapse

Consistent management helps the buffet chain flourish even as its competitors struggle.

FEATURED RECIPE

California Avocado Bruffin

Keep customers happy during spring and summer with Fresh California Avocado menu signatures. Roll bacon, tomato and Fresh California Avocados in brioche dough to create a signature breakfast treat that puts a locally grown, California spin on grab-and-go.

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47 PR and Editorial Placements (November 2017 – July 2018)

- 3,042,190 impressions and advertising value of \$85,666.55

RESTAURANT BUSINESS

FOOD

5 RECIPES THAT SHOWCASE SUMMER

By Patricia Cobe on Jun. 20, 2018

5. Marinated Flank Steak with Avocado Chimichurri Sauce

Chimichurri—a South American condiment—is traditionally a combination of olive oil, vinegar, parsley, garlic salt and peppers. It has become the trendy sauce on many restaurant menus, and home cooks are discovering how much zip it can add to steaks, seafood or poultry, or as a fantastic sandwich spread. This Latin American fusion version features Hass Avocados, which add rich flavor and creamy texture.

RB Recipe Report

INSPIRES | INFORMS | INSTRUCTS | K-12 FOODSERVICE

SN JUNE-JULY 18

Map the Mediterranean WITH MOUTH-WATERING MENUS

Food Focus

Avocado and White Bean Wrap

- 4 cups White beans, canned
- 8 cups Salsanito vinegar
- 8 Tbsp. Tostitos, low-sodium, whole-grain
- 4 Avocados, ripe
- 2 Red bell peppers
- 2 cups Garlic & Herb seasoning, salt-free
- 2 cups Black pepper, freshly ground
- 4 cups Remy sprouts

SERVES 16 (11 small)

PER SERVING: 130 cal., 4 g fat, 14 g protein, 24 g carbs, 48 mg iron

Recipe, Photos and Marketing Analysis: California Avocado Commission, www.californiaavocado.com

West Pattern Analytics Chart Shows 100% Sales

www.californiaavocado.com

School Nutrition “Map the Mediterranean



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FOODSERVICE – EVENTS

Marketing Executive Group

- May 16 – 18, 2018



International Corporate Chefs Association

- June 24-26, 2018



PMA Foodservice Conference & Expo

- July 27 – 29, 2018





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RESEARCH

CONSUMER RESEARCH: TWO PROJECTS UNDERWAY

1. Proactive Super Shoppers – Results Expected End of August

Study summary: investigates the behavior of the top 25% of avocado shoppers representing 75% of avocado volume to determine if they are intentionally and proactively seeking out and purchasing California avocados vs. avocados of other origins

2. Nielsen Expanded View Desktop and Mobile Study– Results Expected Mid October

Study summary: measures campaign advertising effectiveness among the brand's target audience. User surveys are sent to third-party panelists the day after online and mobile browser ad exposure, providing an accurate account of recall. Brand health and results are measured via lift between control and exposed audiences