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KEY PERFORMANCE INDICATORS: NOVEMBER 2017 THROUGH APRIL 2018

**\$1.08**

Average Selling Price

Category Average Selling Price per Unit for the 4-weeks ending March 25, 2018

**43.3** Million

Consumer Media Impressions

Includes offline, online and social media impressions

**425** Million

Consumer PR Impressions

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

**3.5** Million

Trade Press Impressions

Positive direct CAC trade press circulation thru April, 2018

**1.3** Million

Consumer Website Visits

A 28% increase in visits to CaliforniaAvocado.com since 2017

**7**

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-April)

	2017/18		2016/17		2015/16	
Origin	Volume (MM lbs)	Est. % Complete*	Volume (MM lbs)	% Complete	Volume (MM lbs)	% Complete
California	110	30%	75	35%	118	30%
Chile	22	36%	46	51%	23	56%
Mexico	1,073	60%	955	57%	1,045	62%
Peru	0	0%	0	0%	0	0%
Other	2	56%	4	48%	1	40%
Total	1,207	50%	1,080	51%	1,187	54%

\*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 -April 30, 2018					November 1 - April 30, 2017				
Grade	Size	Size %	(millions)		Avg Lug \$	%	Size %	(millions)		Avg Lug \$*	%
			Pounds	Dollars				Pounds	Dollars		
Hass #1	40	7%	5.5	8.7	\$ 40.56	2%	10%	5.1	10.2	\$ 51.94	5%
	48	36%	27.5	44.4	\$ 40.55	1%	37%	18.9	38.2	\$ 51.19	1%
	60	29%	21.8	29.7	\$ 34.28	1%	26%	13.4	23.9	\$ 46.17	3%
	70	16%	12.0	13.8	\$ 29.12	1%	14%	7.3	10.5	\$ 37.37	4%
	84	7%	5.6	5.0	\$ 22.53	1%	6%	3.3	3.4	\$ 27.11	5%
	All		76.4	106.7	\$ 35.25	1%		50.8	91.0	\$ 46.09	3%
Hass #2	All		7.1	7.2	\$ 26.00	3%		4.9	6.8	\$ 36.10	4%
Hass #1 Organic	All		7.0	12.0	\$ 43.17	1%		5.2	11.3	\$ 54.85	0%

### California Avocado Region Distribution - This Year vs. Last Year

Region	November 1 -April 30, 2018					November 1 - April 30, 2017				
		(millions)			%		(millions)			%
	Region %	Pounds	Dollars	Avg Lug \$	Consigned	Region %	Pounds	Dollars	Avg Lug \$*	Consigned
EAST CENTRAL	1%	1.3	1.6	\$ 32.88	1%	2%	1.0	1.8	\$ 48.72	6%
NORTHEAST	1%	1.2	1.7	\$ 34.97	1%	3%	1.6	3.3	\$ 52.22	2%
PACIFIC	78%	71.6	97.2	\$ 34.38	1%	79%	48.7	85.6	\$ 45.29	3%
SOUTHEAST	1%	0.7	0.9	\$ 35.60	0%	2%	1.5	2.8	\$ 47.53	2%
SOUTHWEST	2%	1.9	2.4	\$ 31.34	0%	3%	1.6	2.4	\$ 38.06	2%
WEST CENTRAL	2%	2.1	2.9	\$ 34.44	0%	2%	1.5	2.9	\$ 49.12	3%
EXPORT	14%	12.5	19.8	\$ 39.92	1%	9%	5.4	10.7	\$ 49.74	0%

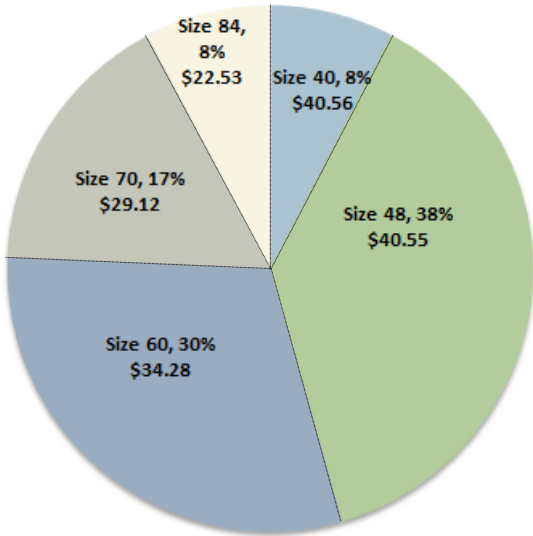


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REVENUE – CROP MOVEMENT AND MEASURES

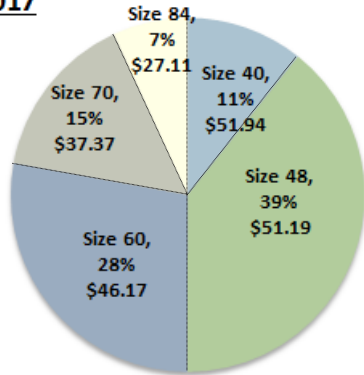
**Size Distribution and Average Lug Price**  
Hass #1 Conventional (November-April)

2017/2018

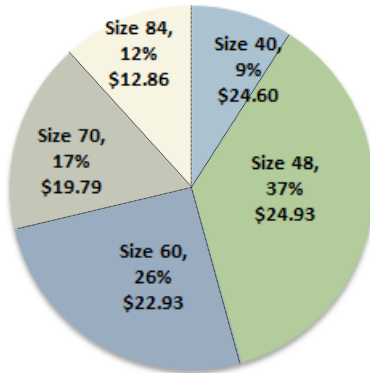


Source: AMRIC

2016/2017



2015/2016







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## REVENUE – RETAIL SALES AND VOLUME

<u>RETAIL</u> <u>(4 wks)</u>	<u>Mar-2017</u> <u>(3/5/17 – 3/26/17)</u>	<u>Mar-2018</u> <u>(3/4/18 – 3/25/18)</u>	<u>Variance</u>
Volume (Unit)	131,150,305	176,334,373	+34.4%
Dollars	\$171,091,611	\$191,270,193	+11.8%
Avg. Selling Price/Unit	\$1.30	\$1.08	-16.9%
<u>RETAIL</u> <u>California Season</u>	<u>Apr-Sep16</u> <u>(4/3/16 – 9/25/16)</u>	<u>Apr-Sep17</u> <u>(4/2/17 – 9/24/17)</u>	<u>Variance</u>
Volume (Unit)	931,090,316	885,798,948	-4.9%
Dollars	\$1,030,207,239	\$1,220,483,575	+18.5%
Avg. Selling Price/Unit	\$1.11	\$1.38	+24.5%
<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  
\$1.11



California Season

Apr - Sep 2016  
(4/3/16 – 9/25/16)

Avg. Retail Price  
\$1.16



Off Season

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

Avg. Retail Price  
\$1.38



California Season

Apr – Sep 2017  
(4/2/17 – 9/24/17)



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## CONSUMER ADVERTISING – PRINT

- 364,120 impressions for April issues
- In-book full page ads ran in LA Magazine, Orange Coast, and San Francisco magazine aligned with relevant food content
- Back cover positions were secured in San Diego Magazine and Sactown Magazine



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## CONSUMER ADVERTISING – OUTDOOR

- 147,000 Impressions
- Los Angeles outdoor board located directly on the high traffic Lincoln Blvd. reaching commuters and residents of nearby Venice, Santa Monica, and Marina Del Rey neighborhoods





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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
- 1,426,090 Video Views



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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 was also a Farm to Table seminar held and a “Meet the Farmer” (Doug O’Hara) along with a culinary demo featuring California Avocados





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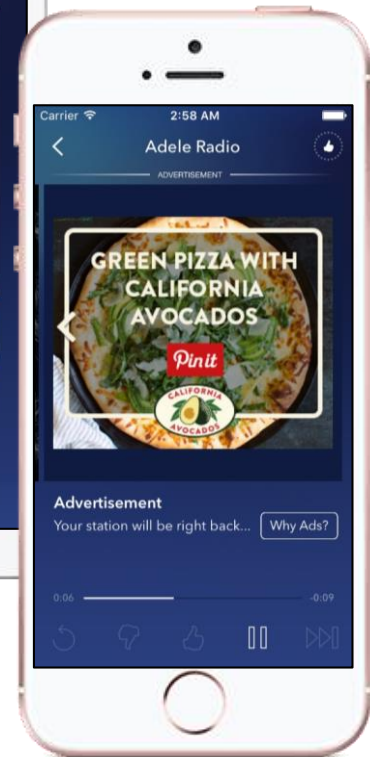
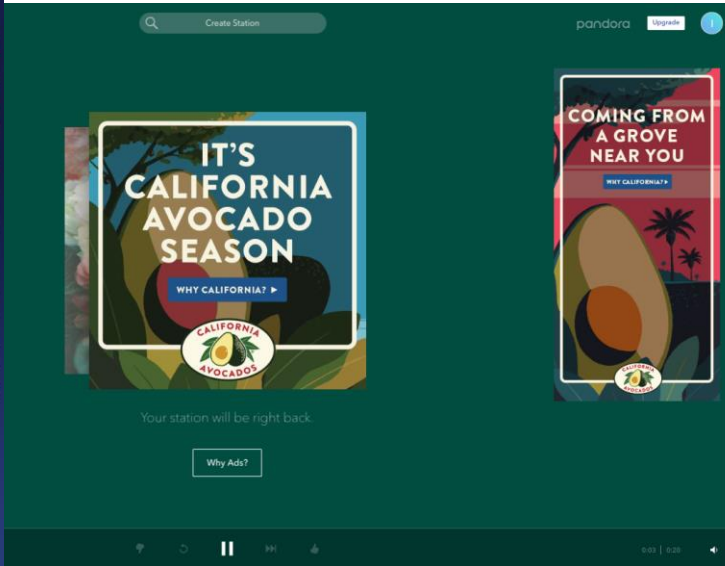
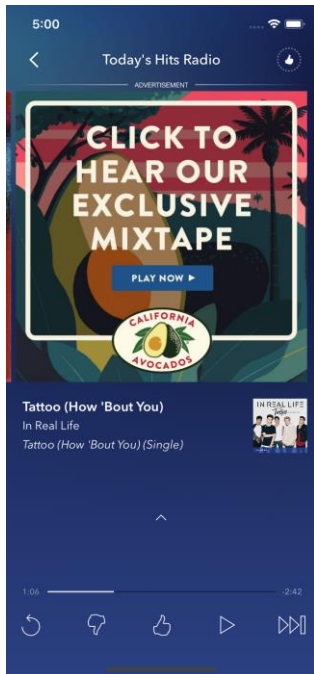
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## CONSUMER ADVERTISING – AUDIO: PANDORA

- 3,278,914 Impressions
- 27,828 clicks with a 0.85% 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

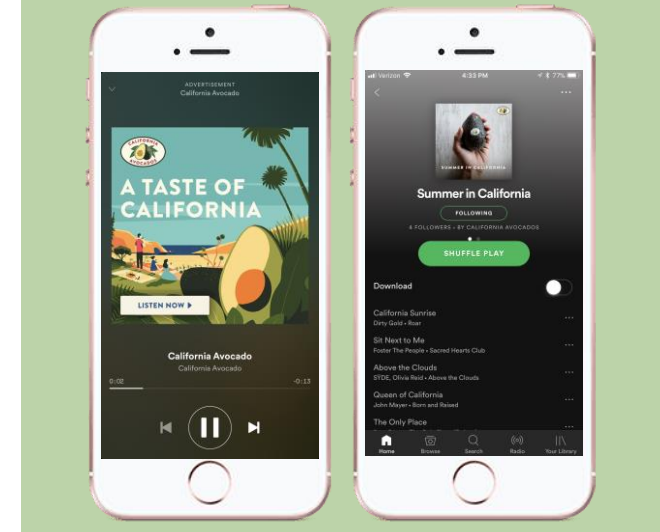
- 2,457,639 Impressions
- 8,761 clicks with a 0.36% Click Through Rate
- Brand Playlist
- Branded Dinner Moments



### Branded Dinner Moments



### “Summer in California” Playlist







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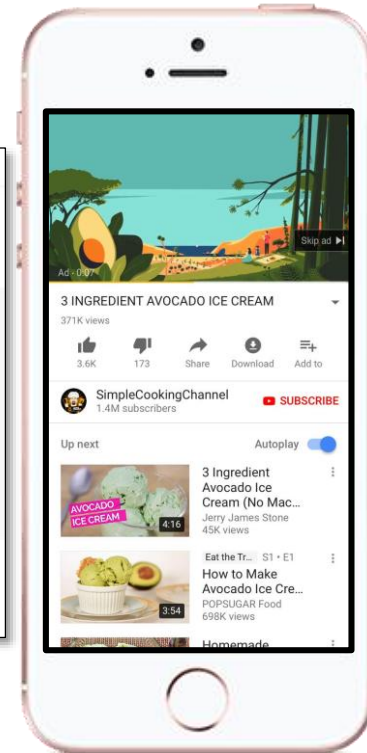
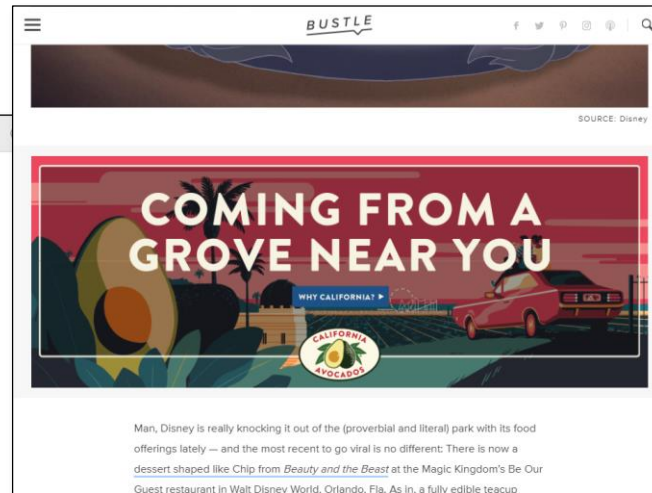
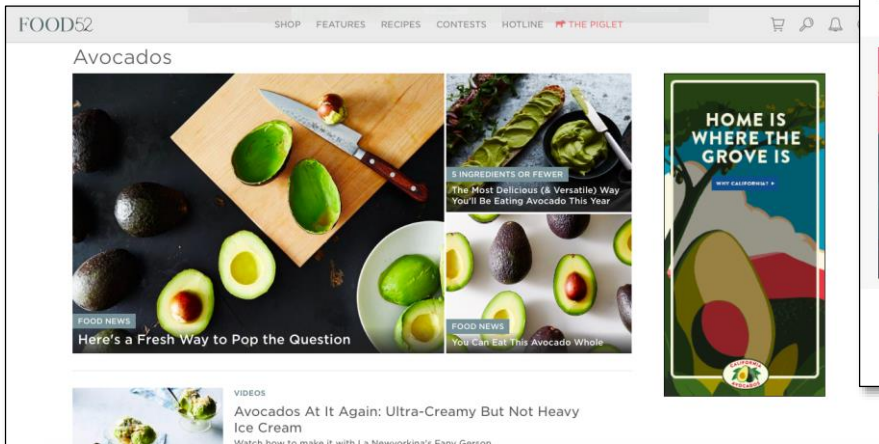
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## CONSUMER ADVERTISING – DIGITAL - BRAND

- 11,231,517 Impressions
- 18,751 clicks with a 0.17% Click Through Rate
- 2,296,588 Video Views
- Digital video, mobile and display banners



Tastemade

FOOD52

gumgum

BUSTLE

YouTube





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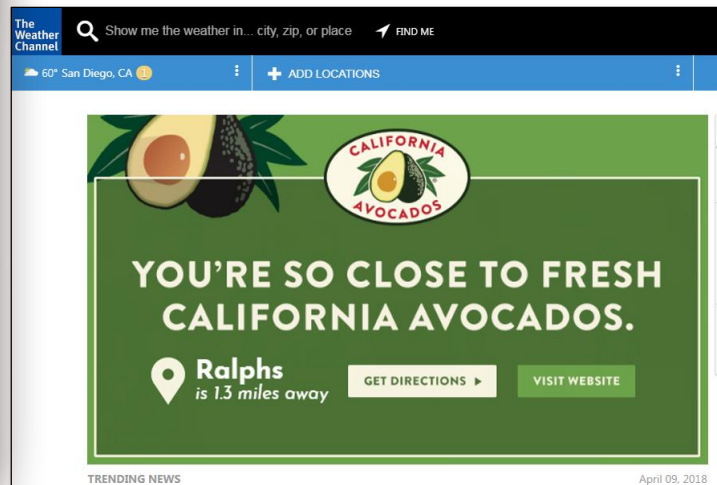
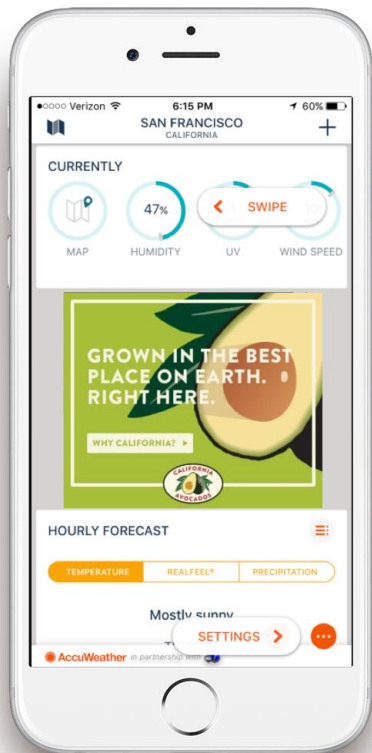
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## CONSUMER ADVERTISING – DIGITAL - RETAIL

- 3,215,082 Impressions
- 7,957 clicks with a 0.25% Click Through Rate
- 523,629 Video Views
- Digital video, mobile and display banners

**VIAANT.** PlaceIQ




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## CONSUMER ADVERTISING – SOCIAL - BRAND

- 9,176,246 Impressions
- 299,164 Engagements with a 3.26% Engagement Rate
- Season-long social advertising across top platforms



California Avocados

@CA\_Avocados

May your weekend be wonderful and your avocados be ripe. 🥑❤️



California Avocados

@CA\_Avocados

Finish this sentence: I eat avocados 🥑 for

12% Breakfast

11% Lunch

9% Dinner

68% Every meal

25,033 votes • 19 hours left



California Avocados

Sponsored · 🌐

Like Page

It takes 14 - 18 months to grow a California Avocado. They're worth the wait.  
<https://www.californiaavocado.com/the-california-difference>



14K Reactions 262 Comments 808 Shares

Like

Comment

Share



facebook®



Pinterest





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## CONSUMER ADVERTISING – SOCIAL - RETAIL

- 2,328,851 Impressions
- 6,818 Engagements with a 0.29% 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!



**CALIFORNIA ROLL**

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](http://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](http://locations.raleysstories.com)



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## CONSUMER ADVERTISING – IN-STORE AUDIO

- 11,088,000 Impressions
- In-store radio reaching shoppers while they are in their local stores



PAVILIONS

VONS



Raley's

BELFAIR



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

- # of Visits: 1.28MM (+28% **increase** YoY)
- Page Views/Visit: 1.35 (-1% **decrease** YoY)
- Time on site: 0:41s (-9% **decrease** YoY)
- Total Page Views: 2.05MM (+29% **increase** YoY)

**CONSUMER BLOG**

- # of Visits: 341K (-4% **decrease** YoY)
- Time on site: 1:45 (-36% **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: 317.4K (4% **increase** YoY)
  - Impressions: 8.58MM (-13% **decrease** YoY)
- Twitter
  - Total Followers: 19.4K (16% **increase** YoY)
  - Total Retweets: 10.6K (432% **increase** YoY)
- YouTube
  - Views: 419.4k (95% **increase** YoY)
  - Subscribers: 729 (29% **increase** YoY)
- Instagram
  - Followers: 40.2K (13% **increase** YoY)
  - Impressions: 11.3MM (182% **increase** YoY)

**EMAIL**

- Average Open Rate: 20.98%
- Click through rate: 1.62%
- Emails Sent: 7 emails to an average of 217K successful deliveries



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## CONSUMER PUBLIC RELATIONS – NEWS BUREAU

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

### The Oregonian

#### Avocados 101: How to pick, store, and keep them from turning brown

By Deborah L. The Oregonian/Oregonlive, Staff Writer. 10/10/18 10:00 AM. Updated 10/10/18 10:00 AM.

It's not your imagination! Pictures of avocado toast took over your Instagram feed during the last year.

Search for #AvocadoToast, and you'll turn up close to a million images of people's picture-perfect breakfasts. The photos range from simple mashed avocado with sprinkles of coarse salt on slices of wheat bread, to elaborate slices of artisan bread topped with avocados smeared to resemble delicate roadcuts. Pretty and tasty. Of course, the secret to making great avocado toast -- or anything else using what's sometimes whimsically referred to as an "alligator pear" (a riff on their shape and rough peel) -- is picking out great avocados and using them before they get mushy.

For tips on how to choose and use avocados, we turned to the experts at the California Avocado Commission, and Justin Chapple, culinary director for Food & Wine magazine, and the author of the new cookbook "Just Cook It!" (2017, 288 pages, Houghton Mifflin Harcourt), which features several creative avocado recipes.

**Recipes included with this story:** Avocado Pizza With Dukka; Pistachio-Almond Dukka; Linguine With Avocado Pesto and Cherry Tomatoes; Crab, Avocado and Grapefruit Salad; Roasted Carrot and Avocado Panzanella; Biala/Mato Salad; Chocolate-Avocado Mousse.



Photos courtesy of the California Avocado Commission.

#### Avocado basics

Although avocados are mostly used in savory ways, they are classified as a fruit, not a vegetable. They grow on trees in warm climates, and are grown around the world, though almost all of the avocados sold in the United States come from California or Mexico, and roughly 90 percent of those are the Hass variety, according to Jan Delysen, the vice president of marketing at the California Avocado Commission. That's because Hass avocados ripen slowly and have a thick skin that prevents bruising, making them ideal for shipping far and wide.

It's easy to take avocados' ubiquity for granted. But not that long ago, avocados were a seasonal treat, available only from March to September, and weren't available in all parts of the country. But the avocado market took off around 2000 after import restrictions were lifted, making them available year-round just about everywhere.

"The year-round availability has allowed food service operators to put more avocado items on their menus and feature them around the year," Delysen says. "That helps consumers think of how they're eating avocados at home, taking some of those ideas back home with them."

### California™ dream big



Discover the Central Coast

#### THE CALIFORNIA QUESTIONNAIRE: GABE GARCIA

The acclaimed chef and Oxnard native shares some of his California favourites.

"For me, cooking is an expression of the relationship that I have with the growers, with my team, and with the people who enjoy our food," says Gabe Garcia, head chef at Oxnard hotspot Tierra Sur at Herzog Wine Cellars. "I want to honour all of the hard work that it takes to grow and produce these ingredients. I want to reflect that care and dedication in the effort that my team and I put into each dish."

Garcia's culinary vision is evident in inventive dishes like Lamb Chorizo con Huevo and a Farfalle served with beef neck ragu, grilled broccolini, and toasted pine nuts. And because Tierra Sur is located within the West Coast's largest kosher winery, you can pair your food with some wonderful wines, including a variety of single-vineyard Cabernet Sauvignons from the Napa Valley.

**1. Where do you live?** My home is in Oxnard.

**2. Why there?** I am a third-generation Oxnard resident—I was born and raised here. Also, our weather is the best on the West Coast.

**3. Who or what is your greatest California love?** As a chef, I would have to say our agriculture is my greatest California love. Avocados, citrus, strawberries, and grapes are incredible here, and they're all right in our backyard and locally sourced for our menu.

### Los Angeles Times

AVOCADO RECIPE

Toast, guacamole and more great ideas for avocados, now in season

By NOELLE CARTER. 10/10/18. 10:00 AM



Julie Frink holds a handful of different avocado varieties at the South Coast Research and Extension Center in Irvine. (Los Angeles Times)

**What's in season:** Given our continuing love of all things avocado, including toast and guacamole, it's not hard to imagine that California is the largest producer of the tropical fruit in the United States or that half the state's crop is grown within a couple hours' drive of Los Angeles. Lucky us. Still, it might be hard to think of avocados as having a season, given the international imports available throughout the year in supermarkets. But locally grown avocados typically begin showing up in early spring, with a season that generally runs into the summer months. Known early on as alligator pears for their coarse texture and dark skin, avocados vary dramatically in color, texture, shape and even size, ranging from as little as a few ounces to up to four pounds per fruit. Of the many varieties available, look for the dark, pebbly textured Hass; smooth, green Puertes; spotted, creamy Pinkertons; smooth, oval Bacon; and the mild-flavored, shiny, yellow-green Zutano avocados.

**Guacamole and more: 24 of our favorite recipes using avocado >>>**

**What to cook:** Avocado toast might still be the dish of the moment, but there's so much more to be done with the fruit. Other than adding avocado to salads and sandwiches, try blending the stuff into soup, sauce — even ice cream. And no party is really complete without a bowl of guacamole.

**What's on the horizon:** Berries, including raspberries, blackberries and blueberries, are making a colorful appearance, and Persian cucumbers are just beginning to show up.





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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



- 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 – BLOGGER ADVOCATES

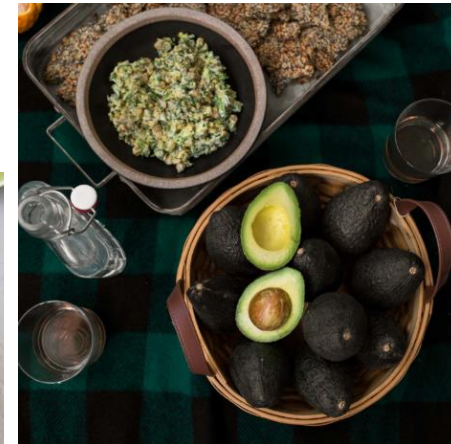
- Food Blogger Advocates and Health and Wellness Blogger Advocates are developing monthly California Avocado recipe posts through August
- Ambassadors include bloggers from: Cookin' Canuck, Cooking with Cocktail Rings, Life is But a Dish, All Day I Dream About Food, The Roasted Root, Yummy Healthy Easy,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

THE ROASTED ROOT  
EAT WELL. EAT OFTEN



KIRBIE'S CRAVINGS

cooking  
with cocktail rings



Naturally Ella

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## CONSUMER PUBLIC RELATIONS – NEWS BUREAU

Total consumer impressions secured to date: 425,918,366

### FOODBEAST

FOOD NEWS

#### A Museum Dedicated Entirely To Avocados Is Opening This Summer



Peter Pham  
Apr 12, 2018

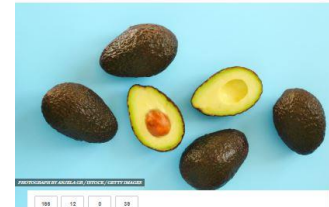


When the [Museum of Ice Cream](#) first opened, everyone went nuts trying to get their tickets and capturing that sweet experience for all to see on social media. It seems we might be in for a similar treat this summer, especially if you're a fan of avocados.

The [Cado](#) is said to be an immersive pop-up museum experience dedicated to [California Avocados](#) set to open this June in San Diego, CA.

At 6,700 square feet, the museum will feature seven rooms each boasting large-scale interactive art installations. Created from 16 shipping containers, the Cado will be entirely mobile.

### Los Angeles MAGAZINE

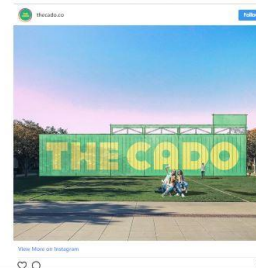


#### Prove Your Dedication to the Avocado at This Pop-Up Museum

Holy guacamole

April 24, 2018 | [Dorothy Martin](#) | [Food Travel](#) | [California](#)

Because everything that is a thing that people like requires a pop-up experience, California's official state fruit is getting its very own in San Diego this summer. All things luscious, green, and guac-worthy will be celebrated at [The Cado](#), an immersive "museum" open from June 16 to August 31.



*\*This is a comprehensive total of all PR-related coverage from November 1, 2017 – April 30, 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

- Created a delicious recipe California Avocado Pad Thai with Chicken and Carrots
- Appeared in cooking segment on 12News Arizona Midday with audience of 100K
- Featured on Twitter & Instagram with 9,200 followers





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## RETAIL – RDN PROGRAM

Katie Ferraro, MPH, RDN, CDE, addressed the healthy eating habits behind a plant-based diet with an article for CAC's blog, *The Scoop*

### HEALTHY CHOICES = HEALTHY HABITS

[Katie Ferraro \(/blog/Authors?u=Katie Ferraro\)](#) 03 / 26 / 2018



It's always a good time to take a closer look at how your plate shapes up and explore the numerous ways in which healthy habits pay off. One healthy habit is eating a powerful plant-based diet that includes fruits like nutrient-dense California Avocados.

When it comes to improving health and nutrition, one of the most beneficial changes we can make is to cut back on animal foods and eat more plant foods. If you want to really go further with your plant foods, aim to eat more heart-healthy\* superfoods, like California Avocados. Avocados provide nearly 20 vitamins and minerals, and more importantly, they provide beneficial unsaturated fats (good fats) that help lower heart disease risk. Why do you need fats? Because the body needs some dietary fat in moderation to help with absorption of nutrients. Good fats can help improve intake of dietary without raising LDL "bad" cholesterol levels and over 75% of the fat in avocados are unsaturated fats.

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

### AVOCADOS: AN ALL-DAY KIND OF FOOD

Look at your typical day and consider the number of times you eat. Is there room in any of those "eating events" to add more plant foods?





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## RETAIL – SUPERMARKET DIETITIAN (SD) ASSETS

This first of three California Avocado Spotlights was produced and sent to SDs at top-tier retailers for use at point-of-purchase

### CALIFORNIA AVOCADOS GOOD FOR THE HEART. GREAT FOR THE SOUL.

**Heart-healthy\* eating  
is an important way  
to lower your risk for heart  
disease and stroke.**

Living a healthy lifestyle does not have to be difficult. Start by preparing healthy meals, reading the Nutrition Facts panel before you buy food, and getting regular exercise. To aid in achieving the Dietary Guidelines for Americans and American Heart Association<sup>®</sup> recommendations to eat a variety of fruits and vegetables to help control weight, cholesterol, and blood pressure; heart-healthy avocados are a nutritious fruit and a good source of fiber. Fiber can help you feel fuller faster, which can increase satiety and help manage weight. One-third of a medium avocado (50 g) has 80 calories and contributes "good" fats and nearly 20 vitamins and minerals, making it a nutrient-rich choice.

**See how California Avocados perform against these heart-healthy guidelines:**

Dietary Guidelines for Americans and American Heart Association <sup>®</sup> Recommendations	California Avocados Review (Based on 1/3rd avocado/50g serving size)
Eat more fruits and vegetables	Avocados are a fruit
Consume foods rich in fiber	Avocados are a good source of fiber (11% DV)
Limit your intake of sodium, cholesterol and added sugars	Avocados are naturally sodium-, cholesterol- and sugar-free
Limit intake of saturated fats and replace with unsaturated fats	Over 75% of the fat in avocados are "good" fats (5 g mono and 1 g of polyunsaturated fat)
Eat a diet rich in potassium to help offset some of the harmful effects of sodium on blood pressure	Avocados contain 254 mg of potassium or 6% DV

**Enjoy heart-healthy California Avocados—what your ♥ desires.**

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

California Avocados are a Heart-Check food certified by the American Heart Association<sup>®</sup>.

### CALIFORNIA AVOCADO SPOTLIGHT

#### CURRIED SWEET POTATO NOODLE SALAD

Recipe Certified by the American Heart Association<sup>®</sup>.

**SERVES 4 TIME 30 MINUTES**

**INGREDIENTS**

1 ripe, Fresh California Avocado, peeled, seeded and diced	¼ tsp. sea salt, divided
½ cup plain, non-fat Greek yogurt	1 medium to large sweet potato, peeled
2 Tbsp. water	1 medium sweet apple, peeled
2 Tbsp. honey	½ cup golden raisins
2 Tbsp. apple cider vinegar	½ cup chopped scallions
½ tsp. fresh minced ginger	½ cup California walnut halves, toasted and chopped
½ tsp. curry powder	

**INSTRUCTIONS**

In a blender, combine ½ avocado, yogurt, water, honey, vinegar, ginger, curry powder, and half the salt, blending until smooth. Add more water if needed. Using a spiralizer or julienne slicer, slice sweet potato and apple into "noodles." Snip long noodles in half and place all in large bowl. Add in remaining salad ingredients except avocado and toss lightly. Toss well with dressing, taste and add remaining salt if desired. Top with avocado and serve.

**VARIATION:** For a main dish, top with shredded, cooked chicken breast.

**Nutrition Information Per Serving (without chicken):** Calories 240; Total Fat 10 g (20% DV); Trans 0 g; Poly 2.5 g; Mono 4.5 g; Cholesterol 0 mg; Sodium 4 mg; Potassium 123 mg; Total Carbohydrates 36 g; Dietary Fiber 6 g; Total Sugars 23 g; Added Sugar 9 g; Protein 9 g; Calcium 27 mg. % Daily Value\*: Vitamin A 20%; Vitamin C 4%; Calcium 25%; Iron 0%.

\*Percent Daily Values (DV) are based on a 2,000-calorie diet. Your Daily Values may be higher or lower depending on your calorie needs.

Average 8-ounce avocado is recommended for this recipe. If using a smaller or larger size avocado adjust the quantity accordingly. As with all fruits and vegetables, wash avocados before cutting.

Follow us on Twitter, Instagram, or Pinterest @CA\_Avocados or Like us on Facebook at Facebook.com/CaliforniaAvocados

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

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CALIFORNIA AVOCADOS are generally in season spring through summer. Look for avocados with "California" on the label and when dining out ask your server for California Avocado specials to ensure that you are receiving avocados grown close to home.

For more recipes, nutrition and general information, visit [CaliforniaAvocado.com](http://CaliforniaAvocado.com).

#### Nutrition Facts

3 servings per container  
Serving size 1/3 medium (50g)

**Amount per serving**  
**Calories 80**

	% Daily Value*
<b>Total Fat</b> 10g	20%
Saturated Fat 1g	2%
Trans Fat 0g	0%
Polyunsaturated Fat 1g	2%
Monounsaturated Fat 5g	10%
<b>Cholesterol</b> 0mg	0%
<b>Sodium</b> 4mg	1%
<b>Total Carbohydrate</b> 36g	11%
Dietary Fiber 6g	12%
Total Sugars 9g	18%
Includes 0g Added Sugars	0%
<b>Protein</b> 9g	18%
Vitamin D 0mcg	0%
Calcium 6mg	1%
Iron 0.3mg	2%
Potassium 123mg	6%
Vitamin A 4mcg	0%
Vitamin C 4mg	4%
Vitamin E 1mg	6%
Vitamin K 11mcg	10%
Thiamin 0.4mg	4%
Riboflavin 0.1mg	8%
Niacin 1mg	6%
Vitamin B6 0.1mg	6%
Folate 44mcg DFE (0mcg folate 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.



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## RETAIL – CUSTOMIZED SD CAMPAIGNS

10 Hy-Vee SDs reached out and requested materials for use in classes, demo, store tours, one-on-ones, health fairs, etc.





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## RETAIL – PRODUCE FOR BETTER HEALTH (PBH) ANNUAL CONFERENCE SPONSORSHIP

Reached SDs and influencers in one-on-one Business Exchange Appointments with CAC's top-tier retailers

- Meetings with Albertsons, Coburns, HEB, Hy-Vee, Kroger, Wakefern/Shoprite & Schnucks
- CAC represented on a panel during the conference





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## RETAIL – RETAIL PROMOTIONS

California Avocado Springtime Sales Contest (April 4 - May 8)

“Made with California Avocados” stickers for fresh made guacamole

**SAFEWAY** 

NorCal







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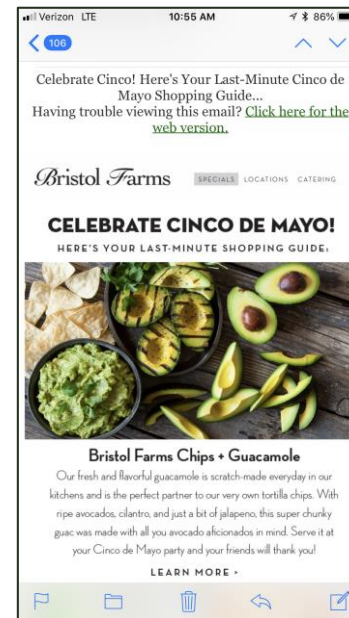
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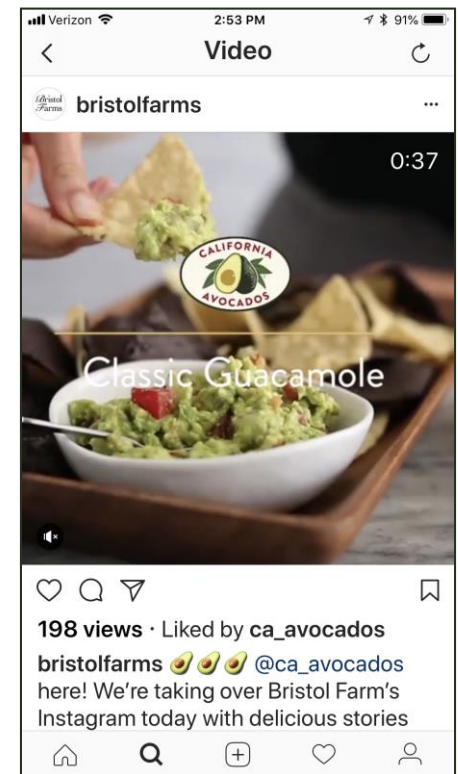
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## RETAIL – RETAIL PROMOTIONS

- Passport to Savings Program with California Avocado Ad & Demos (April 4 - May 29)
  - Demos in all stores for May 4
- California Avocado Springtime Display & Sales Contest (April 25 - May 8)



## Bristol Farms



Instagram Takeover

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## RETAIL – RETAIL PROMOTIONS

- Co-Op in-store sampling events with Triscuit (April 5 - April 8)
- 315 Stores in California, Arizona, Nevada, Utah, Colorado, New Mexico and Oregon





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## RETAIL – RETAIL PROMOTIONS

California Avocado Season Launch Co-Marketing Promotion & Sales Contest (April 25 - June 5)

- Custom Orchard Bin Inserts
- POS Cards





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## RETAIL – RETAIL PROMOTIONS

- California Avocado Springtime Display & Sales Contest (April 18 - May 1)







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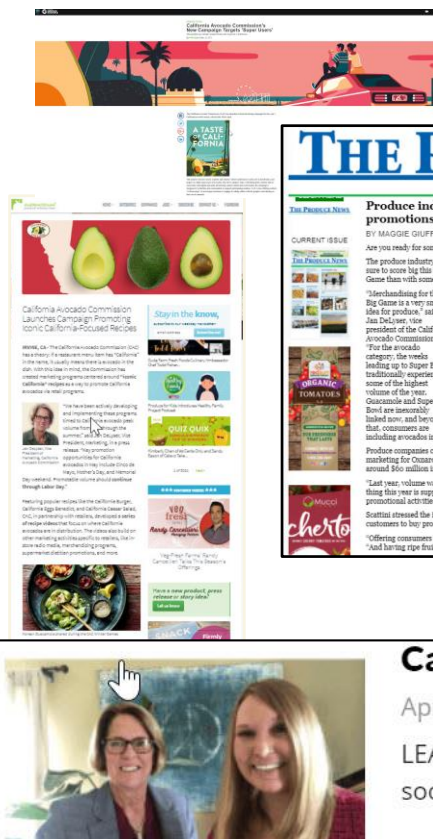
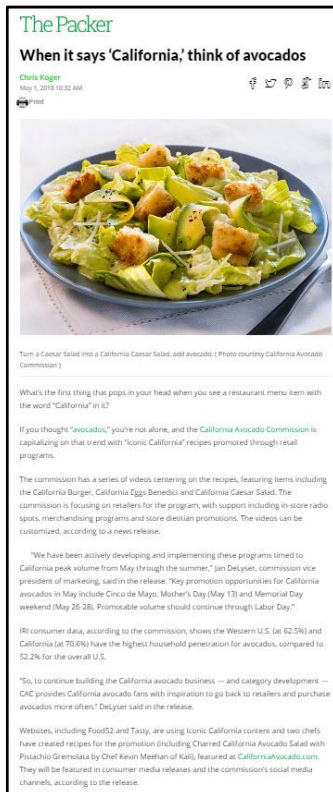
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## TRADE PUBLIC RELATIONS – NOVEMBER 2017 THROUGH APRIL 2018

- Proactive and ongoing reactive outreach to trade media covering California Avocados
- Distributed 4 press releases/announcements; many interviews
- Reached more than 3.5 million impressions



## California avocados coming to Chef'd

Apr 05, 2018 by **Ashley Nickle**

LEAWOOD, Kan. — Four recipes featuring California avocados will soon be added to the online menu of meal kit company Chef'd.



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## RETAIL – TRADE ADVERTISING – PRINT

THE PACKER

THE PRODUCE NEWS  
COVERING FRESH PRODUCE AROUND THE GLOBE SINCE 1917producebusiness  
MARKETING • MERCHANDISING • MANAGEMENT • PROCUREMENT

the SNACK

Fresh  
DIGESTWINSIGHT  
GROcery  
BUSINESSPRODUCE  
Retailer12 trade print ads running from  
March through April 30, 2018

## 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](http://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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## RETAIL – TRADE ADVERTISING – DIGITAL



Details Are On The Inside

[CaliforniaAvocado.com/Retail](http://CaliforniaAvocado.com/Retail)



**The California Difference**

1-800-344-4333



California Avocados

[CaliforniaAvocado.com/Retail](http://CaliforniaAvocado.com/Retail)



**You Know the Difference**

1-800-344-4333

**THE PACKER**

**THE PRODUCE NEWS**  
COVERING FRESH PRODUCE AROUND THE GLOBE SINCE 1987



PRODUCE  
**Retailer**



94 trade digital ads running from  
March through April 30, 2018

**The total impressions for the March-April print  
and digital campaign is 6,623,830**



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FOODSERVICE – CHAIN PROMOTION COVERAGE THROUGH APRIL

2018 Branded and Unbranded Chain Promotions: 7  
2018 Scheduled Chain Menu Concept Presentations: 1  
2018 Chains Contacted: 87

**N**  
NORDSTROM  
On the menu

**Baja Fresh**  
MEXICAN GRILL  
April 23-Sept 2

**DEL TACO**  
April 19-June 21

**La Salsa**  
FRESH MEXICAN GRILL  
April 16-Aug 26

**CHIPOTLE**  
MEXICAN GRILL  
April 1-30

**HEAL MEX**  
RESTAURANTS  
On the menu

**ON THE BORDER**  
MEXICAN GRILL & CANTINA



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## FOODSERVICE – CHAIN PROMOTIONS



- 568 Locations
- April 1 – April 30



- 20 Locations
- April 16 – August 26

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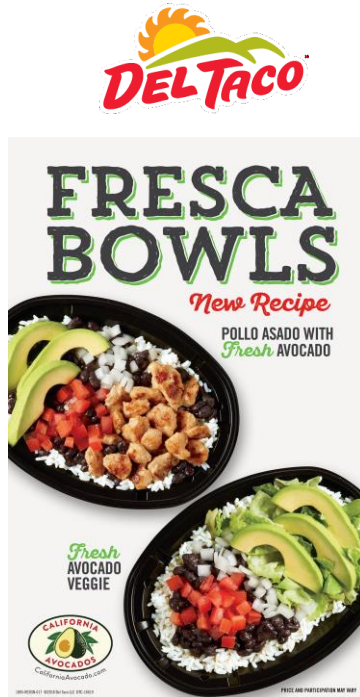
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## FOODSERVICE – CHAIN PROMOTIONS



- 400 Locations
- April 19 – June 21



- 136 Locations
- April 23 – September 2

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## FOODSERVICE – CHAIN PROMOTIONS - UNBRANDED

  
NORDSTROM



Café Bistro  
*Bistro Crab Stack*  
200+ locations

REAL  
**MEX**  
RESTAURANTS



California Avocados exclusive  
on the menu thru June  
37 Chevy's  
39 El Torito

EST. 1993  
**ON THE  
BORDER**  
MEXICAN GRILL & CANTINA



On the menu during season  
150 locations





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## FOODSERVICE – CHAIN MENU DEVELOPMENT/IDEATION



- 250 Locations
- November 16, 2017
- Menu ideation





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## FOODSERVICE – PRINT ADVERTISING

### Plate

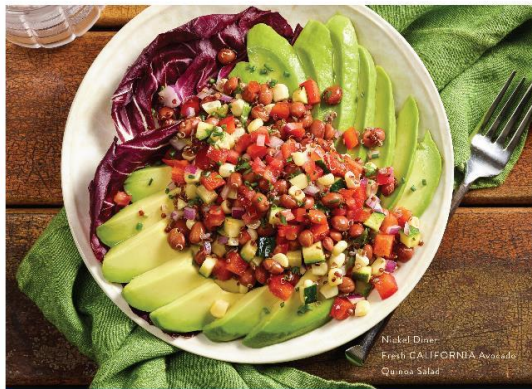
- Total impressions to-date: 80,268

### Restaurant Business

- Total impressions to-date: 213,735

### FoodService Director

- Total impressions to-date: 80,354



Nickel Dinner  
Fresh CALIFORNIA Avocado  
Quinoa Salad

### STYLIZE CALIFORNIA SALADS

Delight your customers spring through summer: menu Fresh California Avocado all day long. From breakfast through dinner, California Avocados add rich flavor, smooth texture, and Golden State style and energy to any dish – qualities that reap rewards in customer satisfaction. Make California Avocados a seasonal signature, because each slice, dice and cube of Fresh California Avocado encourages another bite, another avocado lover, and another order. For more information, please visit [CaliforniaAvocado.com/Foodservice](http://CaliforniaAvocado.com/Foodservice)



CALIFORNIA BY NATURE  
100% California Avocado Commission



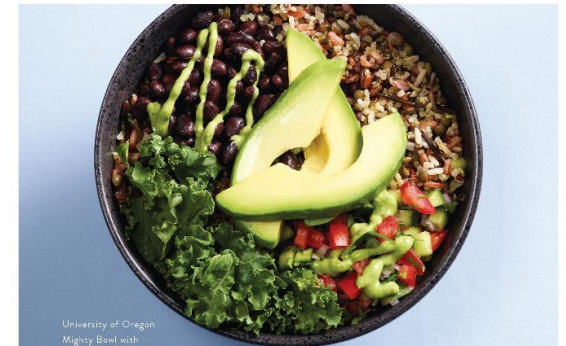
The Hebit Burger Grill  
Santa Barbara, Calif with  
Fresh CALIFORNIA Avocados

### ENERGIZE CALIFORNIA BURGERS

Delight your customers spring through summer: menu Fresh California Avocado all day long. From breakfast through dinner, California Avocados add rich flavor, smooth texture, and Golden State style and energy to any dish – qualities that reap rewards in customer satisfaction. Make California Avocados a seasonal signature, because each slice, dice and cube of Fresh California Avocado encourages another bite, another avocado lover, and another order. For more information, please visit [CaliforniaAvocado.com/Foodservice](http://CaliforniaAvocado.com/Foodservice)



CALIFORNIA BY NATURE  
100% California Avocado Commission



University of Oregon  
Mighty Bowl with  
Fresh CALIFORNIA Avocados

### CUSTOMIZE CALIFORNIA BOWLS

Delight your customers spring through summer: menu Fresh California Avocado all day long. From breakfast through dinner, California Avocados add rich flavor, smooth texture, and Golden State style and energy to any dish – qualities that reap rewards in customer satisfaction. Make California Avocados a seasonal signature, because each slice, dice and cube of Fresh California Avocado encourages another bite, another avocado lover, and another order. For more information, please visit [CaliforniaAvocado.com/Foodservice](http://CaliforniaAvocado.com/Foodservice)



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## FOODSERVICE – ADVERTISING

Recipe Watch: March, April insertions

- (169,245 impressions)
- 393 clicks

Restaurant SmartBrief

- (68,993 impressions)
- 23 clicks

RB Daily

- (Impressions TBD)
- Clicks (TBD)

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

### RECIPE WATCH

March 2018

<p><b>Blackberry Whole Grain Mustard Schmeer</b></p> <p>Quick, healthy and satisfying, this colorful schmeer will brighten sandwiches, toast, or even drizzle over steamed vegetables. <b>DOLE ChefReady Blackberry Fruit Puree</b> supplies the fruit flavor and appeal.</p> <p>Get the recipe at <a href="http://www.dolefoods.com">www.dolefoods.com</a></p>	<p><b>Share a Feel Good Country Dijon Mustard Chicken Salad</b></p> <p>Maria's Country Dijon Honey Mustard Dressing &amp; Dip adds sweet and savory flavor to a delicious salad with grilled chicken, apples and pecans.</p> <p>Get Recipe</p>	<p><b>Hot and Crunchy California Avocado Cone</b></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><b>Mushroom Bread Pudding Egg-in-a-Hole Bowl</b></p> <p>Decadent, earthy flavored bread pudding, gloriously surrounded by perfectly cooked mushrooms in egg, which is served in a bowl topped with a layer of mushroom, mushrooms, mushrooms.</p> <p>Get Recipe</p>
<p><b>Mango Mash on Country Bread</b></p> <p>Transform toast with this flavor-infused, fresh mango, pea 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 <a href="http://mango.org/foodservice">mango.org/foodservice</a></p>	<p><b>Pulled Pork and Cheese Stuffed Jalapeno Poppers made with RITZ Crackers</b></p> <p>These shareable appetizers combine the smoky flavor of pulled pork with the melty taste of cheddar cheese and the spice of jalapenos, coated in RITZ Crackers to bind them all together.</p> <p>Get Recipe</p>	<p><b>Korean Fried Chicken Sandwich</b></p> <p>Here's an Eastern twist to a classic American favorite. Mr. Sweet Baby Ray's Korean Barbecue sauce with Asian citrus glaze, sticky chicken, and a sesame seed bun for a crunchy, tasty meal with a kick.</p> <p>Get the recipe here.</p>	<p><b>Top 200 Datafiles 2017</b></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, brand-by-brand assessment and three-year performance comparison of individual organizations.</p> <p>Purchase Now</p>

Olive Garden to lessen its dependence on promotions | Pops that roll out pizza-ordering shows for 2nd year | High-end restaurants break records, ready to drive traffic

Created for [restaurant@nra.com](mailto:restaurant@nra.com) | 100% FREE

### Consistently PERFECT FLAVOR

View Flavor Variation | Sponsored Tools

March 22, 2018

**NATIONAL RESTAURANT ASSOCIATION** **Restaurant SmartBrief**

SIGN UP | FORWARD

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.

(Bloomberg first reported) (7/2)

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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FOODSERVICE – PUBLIC RELATIONS

30 PR and Editorial Placements (November 2017 – April 2018)

- 1,995,275 impressions and advertising value of \$49,107

Reinhart

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Food & Beverage Spotlight

Hunting Down Big Game Snacks

### Hunting Down Big Game Snacks

Avocados Kick Off 2018's Best Eating Experience

You've likely rocked the guac for years, but now you're ready to hit the refresh button. We've punted the challenge to – who else, the California Avocado Commission, representing the state's more than 2,000 commercial avocado growers – for some amazing ways to get to the core of this creamy, buttery, irresistible fruit.

Despite the recent scourge of wildfires and flooding in the state, there's a healthy forecast ahead, assures the Commission's Jan DeLyer. Compared to last year's exceptionally light volume of 200 million pounds, "the current projection is coming at just under 375 million pounds, which is a good size crop for California, and availability will be improved from 2017." Good news for all, as demand continues to grow, with avocados ramping up in just about every category worth measuring – day parts, meal parts, restaurant segments.

"It's everywhere," says DeLyer, "from smoothies and cocktails to acai bowls and dinner rolls." Next on the horizon, she says, is the GEM avocado, a Hass descendant with higher production potential and excellent eating qualities.

Put the avocado in your big game day starting lineup with these recipes from the Reinhart kitchens and California Avocado Commission.

Meet the Growers

4/24

### Santa Barbara Sun, Shade and Avocados

Meet the Growers

A California avocado farmer's perspective on the practices and rewards of avocado cultivation

By Thomas Smith

As a farm manager, Shade is responsible for tending avocado farms for families who can no longer do so themselves. Shade's company, Shade Farm Management, farms about 700 acres of avocado trees. The 10th-generation farmer said some of the farms he manages have been in the owners' families since the mid-1930s. "To be really honest, most of the people I go to feel like Shade," Shade added.

The avocado tree itself is also straight-up, and Shade assures that many of the trees he farms today were planted in the time of his grandfather. Since then, farming techniques have advanced considerably, but the industrious farming spirit has remained the same. "Probably the best use of technology has been the engineering of the irrigation systems and the sprinkler systems," Shade said. "We are much more efficient with what we're doing there, and much more precise in our application of water." The use of moisture detectors in the soil also helps to conserve water.

Another positive environmental fact about avocado is that they mature while on the tree but do not fully ripen until picked. This means avocados are never frozen, which is both good for the environment and good for taste. "As a grower, sustainability is really foremost on my mind," Shade said. Fortunately, avocados are a relatively low-input crop, which means they are relatively environmentally friendly.

Shade has to own role to play in promoting avocado crops. "We let mother nature take her course," the farmer said. "Squirrels love to eat avocados, but hawks and owls like to eat squirrels, so we balance it out that way."

The dense shade produced by a full-green avocado tree acts as a natural deterrent to weed growth, he said. Additionally, because avocados are picked by hand, tractors are never used in avocado farming, which is especially good for the environment.

Shade said his favored season in the year is summer and early fall, which he describes as "the absolute peak of avocado goodness."

A heavy dew hanging in the air that day is a sign of a late spring or a late summer. The fruit should be soft and easy to cut, which will reveal a rich green rim around a rich, pale center that can only be described as avocado green.

As for as flavor goes, Shade describes the mouthwatering that he has a delicious creamy, nutty taste, with "almost a hint of bacon in the way it hits my palate." He admits the Hass avocado has a distinctive taste which is hard to describe. Whether you can taste the flavor or not, avocados are packed with heart-healthy monounsaturated fats, a type of fat easily found in fruits.

Avocados are part of a heart-healthy diet, Shade explained, and are naturally rich in vitamins K, E, and B6, and a multitude of other vitamins and nutrients. The green wonder is not only a healthy snack, but also a complete food of sodium and cholesterol, which makes it a healthy addition to any diet.

The greatest joy of farming for Rick Shade is getting his hands dirty outside. In the agreeable weather of an avocado farm, "I cannot complain about the life I have. It's a good life. It's been a good life for me and the people before me, and by one son that stayed in the business seems to enjoy it quite a bit too."

VIEW IN BROWSER

February 11, 2018

## RESTAURANT BUSINESS

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### This Week's Top Stories

1. 6 starters that double as snacks

FOOD

With labor tight and all-day menus in demand, operators are turning to items that do double duty.

RESTAURANT BUSINESS

#### 2. Sweet Potato Wedges with Avocado Chimichurri

In Argentina, chimichurri is typically served with grilled meats and fish, but at Chucky's restaurant in Palm Springs, Calif., the fresh herb sauce accompanies baked sweet potato wedges. The addition of dried avocado to the mix of cilantro, parsley, garlic and jalapeno makes for a chunkier chimichurri and a more substantial dish.

[Click here for the recipe.](#)

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## FOODSERVICE – EVENTS

Global Culinary Innovators Association

- November 11 – 15, 2017



CIA Healthy Menu Collaborative R&D

- January 18 – 19, 2018





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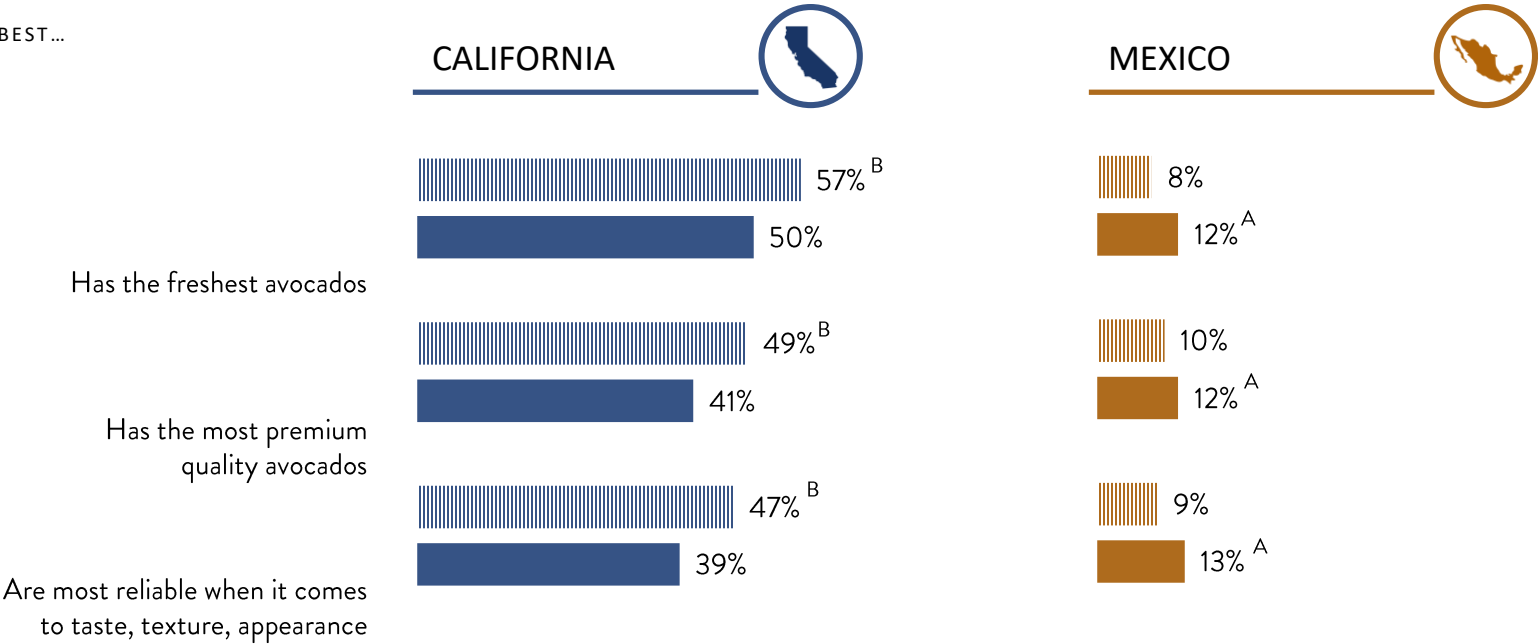
RESEARCH

PRODUCT PERCEPTIONS

In 2017, California Avocados continued to stand out as the best. However, their perceived superiority was not as strong as 2016

REGION IS THE BEST...

2016 (A)  
2017 (B)



Added in 2017  
Look most appetizing after being cut: CA 35%, MX 14%, All perform the same 31%

Base: Aware of at least two regions 2016 (n=747). 2017 (n=730)  
Q10. For each phrase below, please choose the region that most describes the phrase.

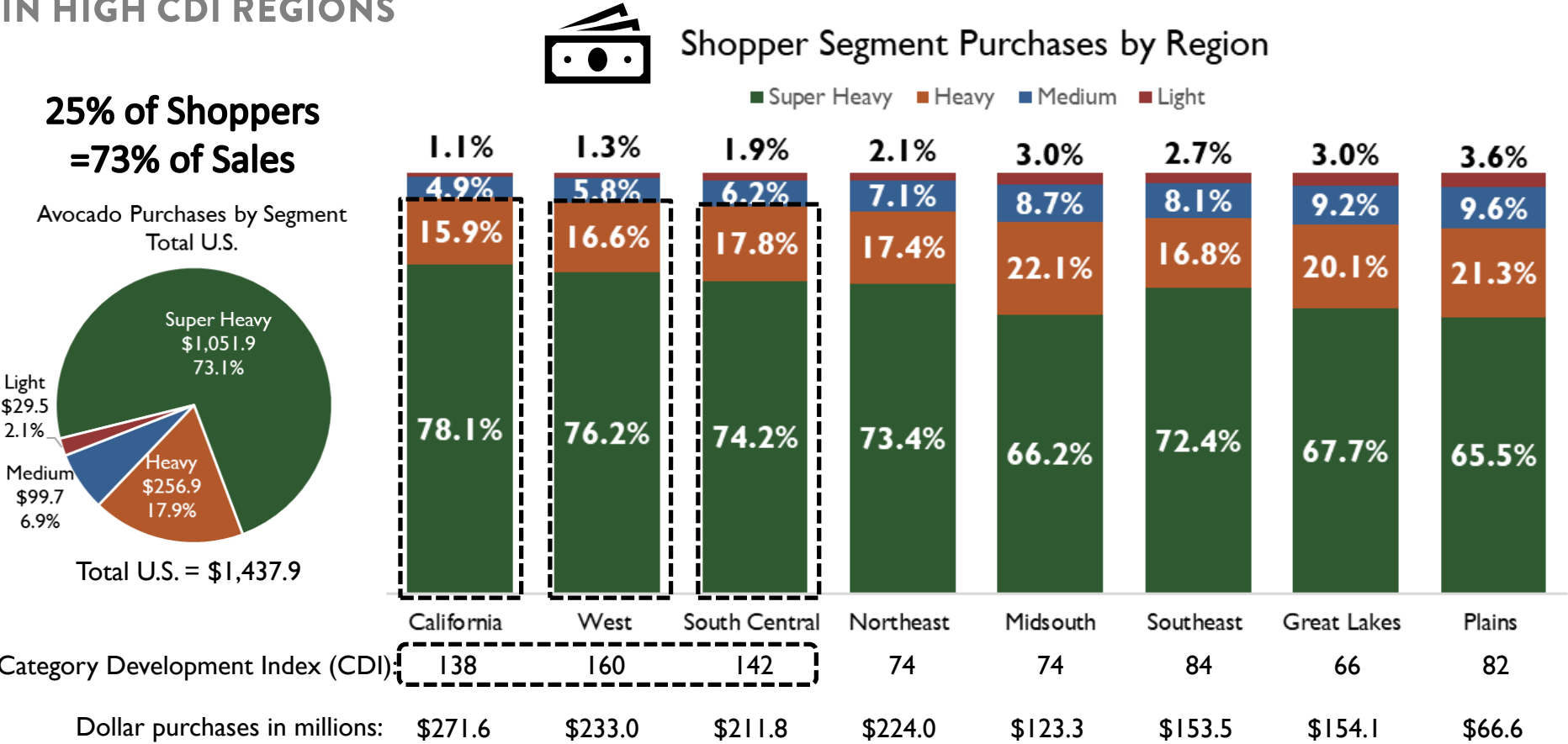
Only significant declines shown for CA. All other measures are comparable to last year.





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SUPER HEAVY AND HEAVY SHOPPERS ACCOUNT FOR A LARGER SHARE OF PURCHASES IN HIGH CDI REGIONS



Data Source: IRI Consumer Network™ 2016 (All figures are rounded) / Hass Avocado Board