



HOME

REVENUE

CONSUMER
ADVERTISINGONLINE &
SOCIAL MEDIA

CONSUMER PR

RETAIL

FOODSERVICE

RESEARCH

KEY PERFORMANCE INDICATORS: NOVEMBER 2018 THROUGH APRIL 2019

\$1.00

Average Selling Price

Category Average Selling Price per Unit for
the 4-weeks ending March 24, 2019**30.8** MillionConsumer Media
ImpressionsIncludes offline, online and social media
impressions through April 2019**183.5** MillionConsumer
PR ImpressionsMedia coverage secured with print,
broadcast and online media outlets
through April 2019**3.4** MillionTrade Public Relations
ImpressionsPositive direct CAC trade public
relations circulation through April 2019**1.03** Million

Consumer Website Visits

A 24% decrease in visits to
CaliforniaAvocado.com versus the same
period in 2018**7**

Foodservice Chain Promotions

Number of Foodservice chain
promotions scheduled (90 chains
contacted)



HOME

REVENUE

CONSUMER
ADVERTISINGONLINE &
SOCIAL MEDIA

CONSUMER PR

RETAIL

FOODSERVICE

RESEARCH

REVENUE – CROP MOVEMENT AND MEASURES

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

	2018/19		2017/18		2016/17	
Origin	Volume (MM lbs)	Est. % Complete*	Volume (MM lbs)	% Complete	Volume (MM lbs)	% Complete
California	51	29%	107	32%	72	33%
Chile	34	48%	22	44%	46	51%
Mexico	1,216	62%	1,069	56%	955	58%
Peru	0	0%	0	0%	0	0%
Other	6	103%	2	49%	4	48%
Total	1,307	55%	1,200	48%	1,077	51%
*based on current projections					Source: HAB/CAC	



HOME

REVENUE

CONSUMER
ADVERTISINGONLINE &
SOCIAL MEDIA

CONSUMER PR

RETAIL

FOODSERVICE

RESEARCH

REVENUE – CROP MOVEMENT AND MEASURES

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

		November 1 -April 30, 2019					November 1 - April 30, 2018				
Grade	Size	Size %	(millions)		Avg Lug \$	%	Size %	(millions)		Avg Lug \$	%
			Pounds	Dollars				Pounds	Dollars		
Hass #1 Conv	40	11%	3.0	5.9	\$ 49.77	1%	7%	5.3	8.4	\$ 40.54	3%
	48	44%	11.6	22.5	\$ 49.09	1%	36%	26.4	42.5	\$ 40.53	1%
	60	23%	6.1	11.0	\$ 46.08	2%	29%	20.9	28.4	\$ 34.25	1%
	70	9%	2.5	4.4	\$ 44.73	2%	16%	11.5	13.2	\$ 29.04	1%
	84	4%	1.0	1.1	\$ 29.62	4%	7%	5.4	4.8	\$ 22.50	1%
	All		26.4	48.6	\$ 46.84	2%		73.3	102.2	\$ 35.22	1%
Hass #2 Conv	All		1.8	2.7	\$ 38.20	3%		7.0	7.0	\$ 25.99	4%
Hass #1 Organic	All		2.9	6.5	\$ 55.28	1%		6.9	11.8	\$ 43.20	1%

California Avocado Region Distribution - This Year vs. Last Year

Region	November 1 -April 30, 2019					November 1 - April 30, 2018				
		(millions)			%		(millions)			%
	Region %	Pounds	Dollars	Avg Lug \$	Consigned	Region %	Pounds	Dollars	Avg Lug \$	Consigned
EAST CENTRAL	2%	0.5	1.0	\$ 47.65	5%	1%	1.2	1.5	\$ 32.68	1%
NORTHEAST	3%	0.9	1.7	\$ 50.78	0%	1%	1.2	1.7	\$ 34.97	1%
PACIFIC	75%	23.6	42.9	\$ 46.42	2%	79%	69.2	93.7	\$ 34.34	1%
SOUTHEAST	2%	0.7	1.4	\$ 49.43	0%	1%	0.5	0.8	\$ 36.51	0%
SOUTHWEST	2%	0.6	1.0	\$ 44.54	0%	2%	1.8	2.2	\$ 31.41	0%
WEST CENTRAL	3%	1.1	2.2	\$ 50.26	0%	2%	1.9	2.5	\$ 34.26	0%
EXPORT	13%	4.1	7.9	\$ 48.99	1%	14%	12.1	19.2	\$ 39.91	1%

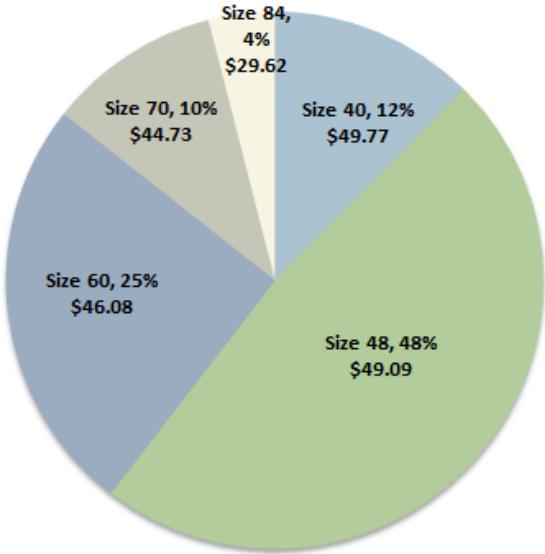


- HOME
- REVENUE
- CONSUMER ADVERTISING
- ONLINE & SOCIAL MEDIA
- CONSUMER PR
- RETAIL
- FOODSERVICE
- RESEARCH

REVENUE – CROP MOVEMENT AND MEASURES

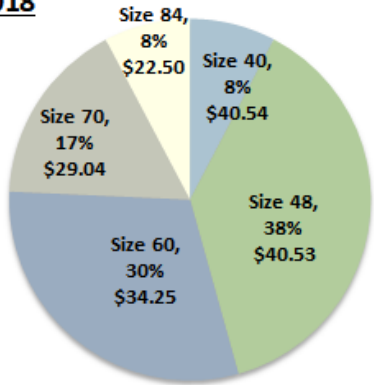
Size Distribution and Average Lug Price
Hass #1 Conventional (November-April)

2018/2019

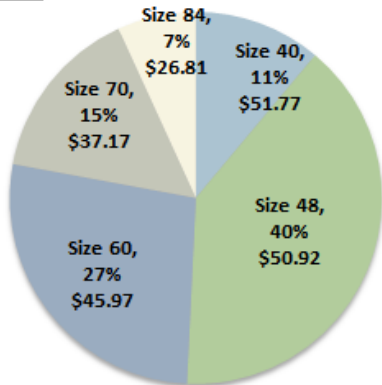


Source: AMRIC

2017/2018



2016/2017





HOME

REVENUE

CONSUMER
ADVERTISINGONLINE &
SOCIAL MEDIA

CONSUMER PR

RETAIL

FOODSERVICE

RESEARCH

REVENUE – RETAIL SALES AND VOLUME

<u>RETAIL</u> <u>(4 wks)</u>	<u>Mar-2018</u> <u>(3/4/18 – 3/25/18)</u>	<u>Mar-2019</u> <u>(3/3/19 – 3/24/19)</u>	<u>Variance</u>
Volume (Unit)	175,821,910	197,028,478	+12.1%
Dollars	\$190,989,759	\$197,758,149	+3.5%
Avg. Selling Price/Unit	\$1.09	\$1.00	-7.6%
<u>RETAIL</u> <u>California Season</u>	<u>Apr-Sep17</u> <u>(4/2/17 – 9/24/17)</u>	<u>Apr-Sep18</u> <u>(4/1/18 – 9/23/18)</u>	<u>Variance</u>
Volume (Unit)	895,052,842	1,188,327,329	+32.8%
Dollars	\$1,234,584,114	\$1,315,951,277	+6.6%
Avg. Selling Price/Unit	\$1.38	\$1.11	-19.7%
<u>RETAIL</u> <u>Non-California Season</u>	<u>Oct17-Mar18</u> <u>(10/1/17 – 3/25/18)</u>	<u>Oct18-Mar19</u> <u>(9/30/18 – 3/24/19)</u>	<u>Variance</u>
Volume (Unit)	972,855,919	1,116,600,644	+14.8%
Dollars	\$1,133,125,002	\$1,166,535,779	+2.9%
Avg. Selling Price/Unit	\$1.16	\$1.04	-10.3%



- HOME
- REVENUE
- CONSUMER ADVERTISING
- ONLINE & SOCIAL MEDIA
- CONSUMER PR
- RETAIL
- FOODSERVICE
- RESEARCH

REVENUE – RETAIL SALES AND VOLUME

Avg. Retail Price
\$1.38



California Season

Apr - Sep 2017
(4/2/17 – 9/24/17)

Avg. Retail Price
\$1.04



Off Season

Oct 2018 – Mar 2019
(9/30/18 – 3/24/19)

Avg. Retail Price
\$1.11



California Season

Apr – Sep 2018
(4/1/18 – 9/23/18)





HOME

REVENUE

CONSUMER
ADVERTISINGONLINE &
SOCIAL MEDIA

CONSUMER PR

RETAIL

FOODSERVICE

RESEARCH

CONSUMER ADVERTISING – OUTDOOR

- 3,493,268 Impressions
- Six locations in Los Angeles, San Francisco, San Diego and Orange County





HOME

REVENUE

CONSUMER
ADVERTISINGONLINE &
SOCIAL MEDIA

CONSUMER PR

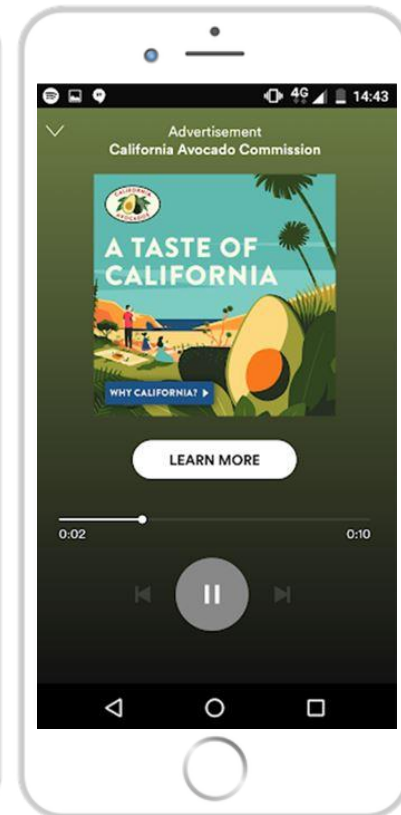
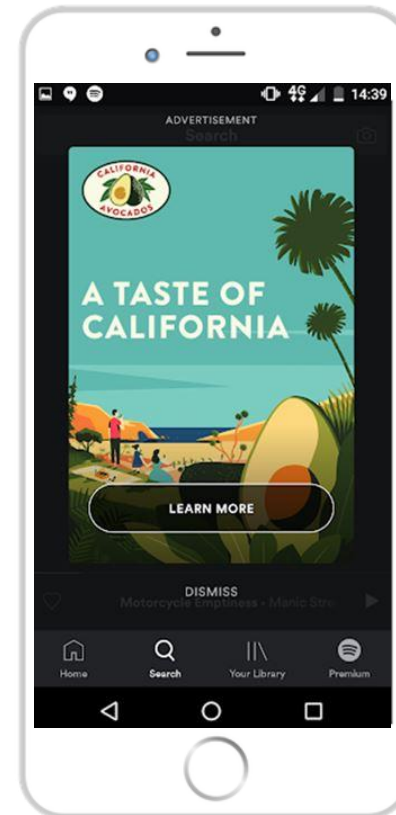
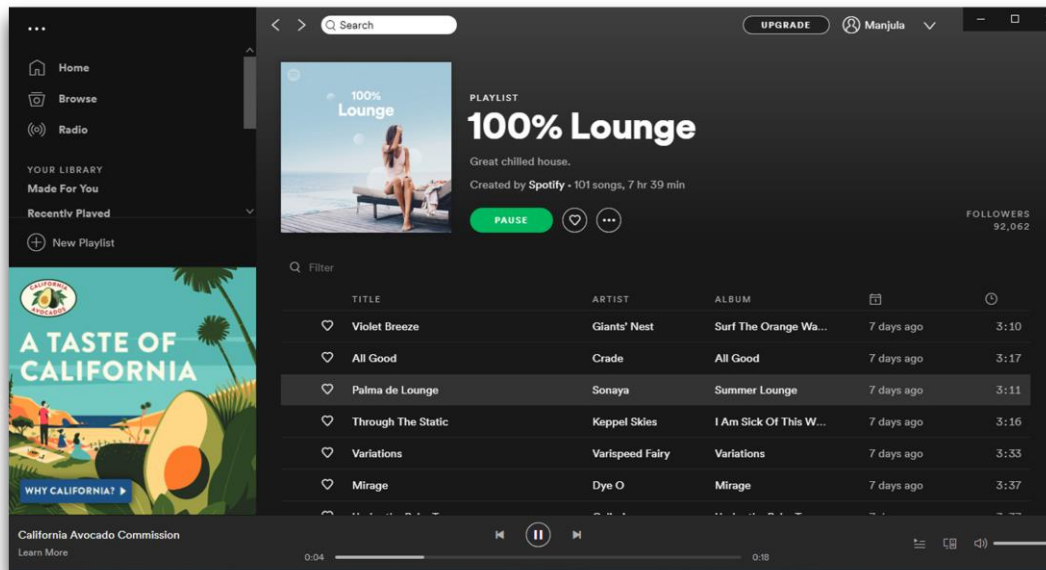
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CONSUMER ADVERTISING – AUDIO: SPOTIFY

- Sponsored Listening sessions, audio and overlays
- Targeted to California artists, cooking and dinner party playlists and outdoor lifestyle playlists





HOME

REVENUE

CONSUMER
ADVERTISINGONLINE &
SOCIAL MEDIA

CONSUMER PR

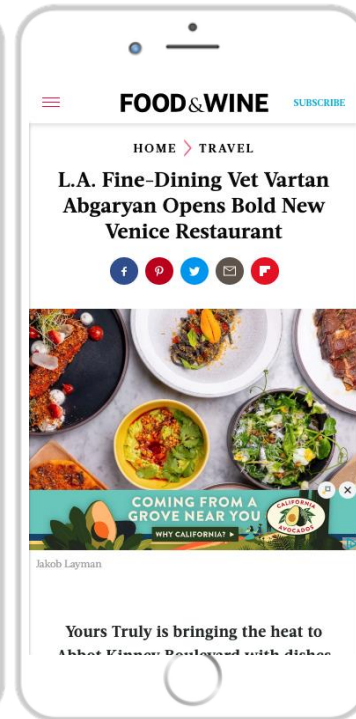
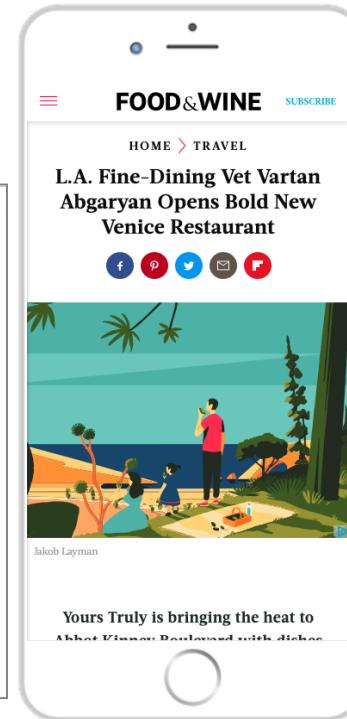
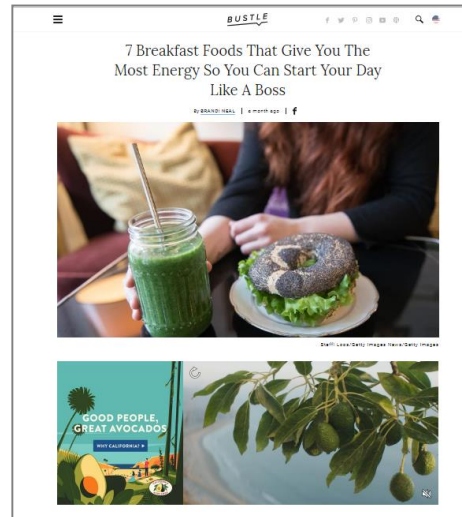
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CONSUMER ADVERTISING – DIGITAL - BRAND

- Digital video, mobile and display banners
- 793,891 YouTube Impressions for Preseason video



PlaceIQ

TASTEMADE

gumgum

hulu

YouTube

BUSTLE



HOME

REVENUE

CONSUMER
ADVERTISINGONLINE &
SOCIAL MEDIA

CONSUMER PR

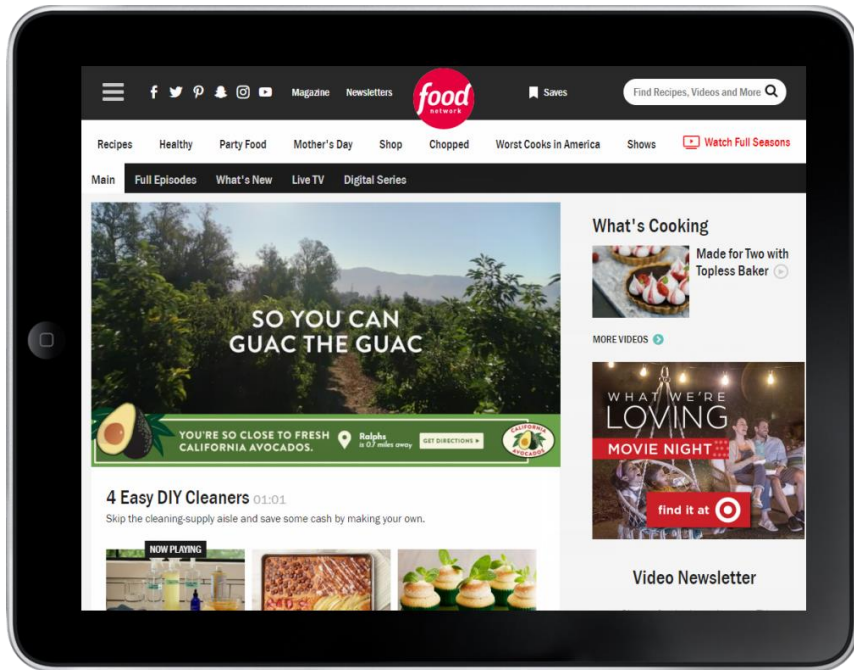
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RESEARCH

CONSUMER ADVERTISING – DIGITAL - RETAIL

- Digital video, mobile and display banners
- Utilizing store location data to drive users to retail stores

VIA.NT.™




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REVENUE

CONSUMER
ADVERTISINGONLINE &
SOCIAL MEDIA

CONSUMER PR

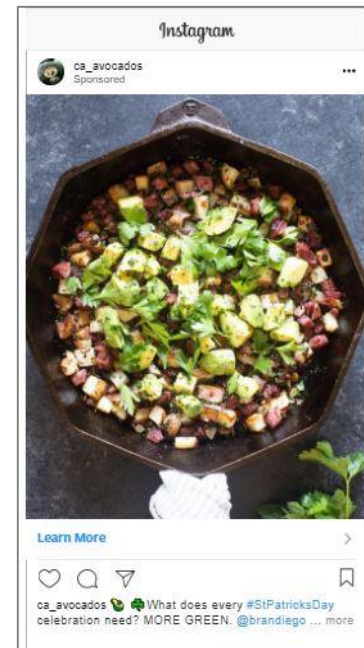
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RESEARCH

CONSUMER ADVERTISING – SOCIAL - BRAND

- 1,426,278 Impressions
- 285,106 Engagements with a 19.9% Engagement Rate
- Season-long social advertising across top platforms



facebook



Pinterest



HOME

REVENUE

CONSUMER
ADVERTISINGONLINE &
SOCIAL MEDIA

CONSUMER PR

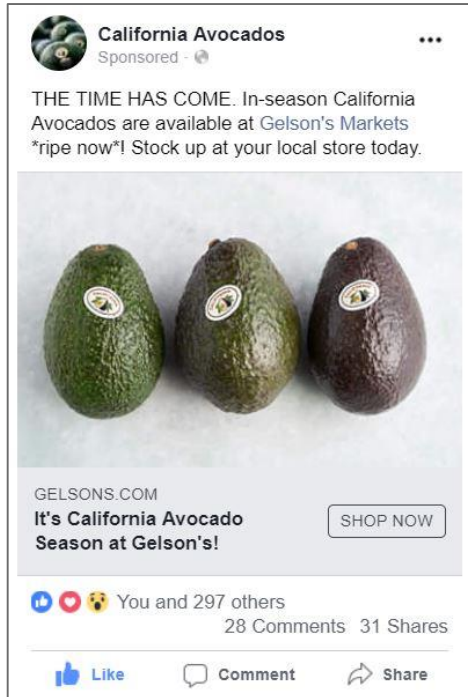
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CONSUMER ADVERTISING – SOCIAL - RETAIL

- 528,498 Impressions
- 6,059 Engagements with a 1.15% Engagement Rate
- Hyper-targeted social for each retailer



Gelson's



Bristol Farms



MOLLIE STONE'S
MARKETS



HOME

REVENUE

CONSUMER
ADVERTISINGONLINE &
SOCIAL MEDIA

CONSUMER PR

RETAIL

FOODSERVICE

RESEARCH

ONLINE MARKETING: NOVEMBER 2018 – APRIL 2019**CONSUMER WEBSITE**

- # of Visits: 1.03MM (-24% decrease YoY)
- Page Views/Visit: 1.32 (-2% decrease YoY)
- Time on site: 0:41s (-2% decrease YoY)
- Total Page Views: 1.5MM (-22% decrease YoY)

CONSUMER BLOG

- # of Visits: 441.2K (30% increase YoY)
- Time on site: 2:53 (65% increase YoY)

NOTES

- Facebook, Twitter, Instagram, and Pinterest posts ran during preseason and to kick off the season, reaching a premium audience that resulted in a high number of engagements
- Retail campaigns ran on Facebook, Twitter, and Instagram and were hyper-targeted with messaging that was customized for each retailer

SOCIAL MEDIA

- Facebook
 - Total Fans: 330.2K (-1% decrease YoY)
 - Impressions: 662.6K (-83% decrease YoY)
- Twitter
 - Total Followers: 20.2K (4% increase YoY)
 - Total Retweets: 311 (94% decrease YoY)
- YouTube
 - Views: 926.6K (124% increase YoY)
 - Subscribers: 1,069 (45% increase YoY)
- Instagram
 - Followers: 42.5K (13% increase YoY)
 - Impressions: 807.7K (-81% decrease YoY)

EMAIL

- Average Open Rate: 18.4%
- Click through rate: 2.6%
- Emails Sent: 1 email to an average of 200k successful deliveries

HOME

REVENUE

CONSUMER
ADVERTISINGONLINE &
SOCIAL MEDIA

CONSUMER PR

RETAIL

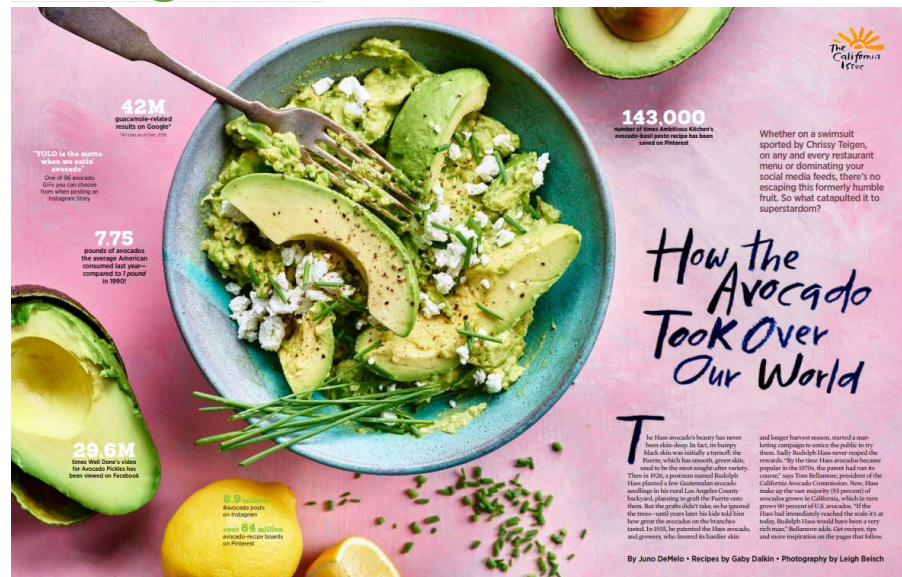
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CONSUMER PUBLIC RELATIONS – NEWS BUREAU

- Fulfilled both proactive and ongoing responsive requests from media covering California Avocados
- Total Impressions To Date: 176,387,973

EatingWell.



42M
Quora-related results on Google*

143,000
Number of times Americans Kitchen's avocado toast recipe has been saved on Pinterest

7.75
Pounds of avocados the average American consumed last year—compared to 7 pounds in 1990!

29.6M
Times Will Owen's video for Avocado Pesto has been viewed on Facebook

8.9 million
Avocado posts on Pinterest

over 64 million
avocado recipe boards on Pinterest

How the Avocado Took Over Our World

Whether on a swimsuit sported by Chrissy Teigen, on any and every restaurant menu or dominating your social media feeds, there's no escaping this formerly humble fruit. So what catapulted it to superstardom?

By Juno DeMelo • Recipes by Gabby Dakin • Photography by Leigh Beisch



SHAPE

Healthy Eating / Meal Ideas

11 Spring Fruits and Vegetables to Buy Right Now

Say goodbye to winter, and hello to these fresh spring fruits and vegetables. It's time to finally reintroduce your plate to warm-weather flavors.

Avocados



9 OF 12

ALL PHOTOS

May is the harvesting time for California avocados (just in time for Cinco de Mayo!). One-third of an avocado has 80 calories and close to 20 vitamins and minerals. It's also one of the only fruits that contain heart-healthy monounsaturated fats. (Related: [Incredible Avocado Nutrition Facts That Solidify Your Love for the Fruit](#))

To check the ripeness of an avocado, gently squeeze the avocado without applying too much pressure at your fingertips (this can bruise the fruit). Unripe avocados take about four to five days to ripen, but you can speed things up by placing the avocado in a brown paper bag with an apple or banana for a few days. Ripe unopened avocado can be stored in the fridge for two to three days.

PHOTO: BRETT STEVENS/GETTY IMAGES



HOME

REVENUE

CONSUMER
ADVERTISINGONLINE &
SOCIAL MEDIA

CONSUMER PR

RETAIL

FOODSERVICE

RESEARCH

CONSUMER PUBLIC RELATIONS – SEASON OPENING ANTICIPATION

- Partnered with Chef Mike Fagnoni of Hawks Public House in Sacramento who developed iconic California recipes, hosted kickoff media/influencer event with live demo and distributed press release featuring the one-of-a-kind recipes and benefits of eating seasonally
- Total Impressions To Date: 35,216,152



Molly Hawks, Chef Mike Fagnoni and Jan DeLyser welcomed Season Opening Anticipation guests on 4/6 at Hawks Public School in Sacramento.



Media and influencer guests enjoyed a four-course lunch featuring California Avocados at Season Opening Anticipation event.



Chef Mike Fagnoni's California Avocado and Roasted Beet Salad, featured in Season Opening Anticipation campaign.



HOME

REVENUE

CONSUMER
ADVERTISINGONLINE &
SOCIAL MEDIA

CONSUMER PR

RETAIL

FOODSERVICE

RESEARCH

CONSUMER PUBLIC RELATIONS – BLOGGER ADVOCATES

- Food Blogger Advocates and Health and Wellness Blogger Advocates develop and publish monthly California Avocado recipe posts through July. Ambassadors include bloggers from: Cooking with Cocktail Rings, Rustic Joyful Food, Yummy Healthy Easy, Kirbie's Cravings, The Roasted Root, Whitney Bond, Eating by Elaine and Meal Prep Chef
- Total Impressions To Date: 3,400,010

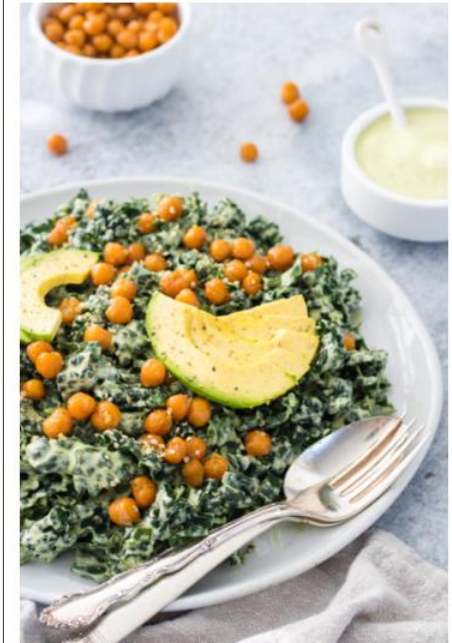
FRESH CALIFORNIA AVOCADO & CHIMICHURRI BREAKFAST BOWLS
March 2019, 2019



California Avocado Sweet Potato "Toasts"



California Avocado Kale Salad with Cashew Ranch Dressing and Crispy Chickpea Croutons (vegan)



Total consumer impressions secured to date: 183,494,883



**This is a comprehensive total of all PR-related coverage from November 1, 2018 – April 30, 2019. It includes print, broadcast and online coverage, as well as program extension coverage (such as social media posts from our Artisan Chefs, etc.), year-to-date, and therefore is higher than traditional media impressions.*



HOME

REVENUE

CONSUMER
ADVERTISING

ONLINE &
SOCIAL MEDIA

CONSUMER PR

RETAIL

FOODSERVICE

RESEARCH

CONSUMER REGISTERED DIETITIAN NUTRITIONIST (RDN) PROGRAM

RDNs developed four (4) new recipes for use on CAC website, blog, and social media platforms



Wild Rice Pilaf with California Avocado



Mashed Cauliflower with California Avocado



California Avocado Loaded Sweet Potatoes



California-style Stuffed Bell Peppers



HOME

REVENUE

CONSUMER
ADVERTISINGONLINE &
SOCIAL MEDIA

CONSUMER PR

RETAIL

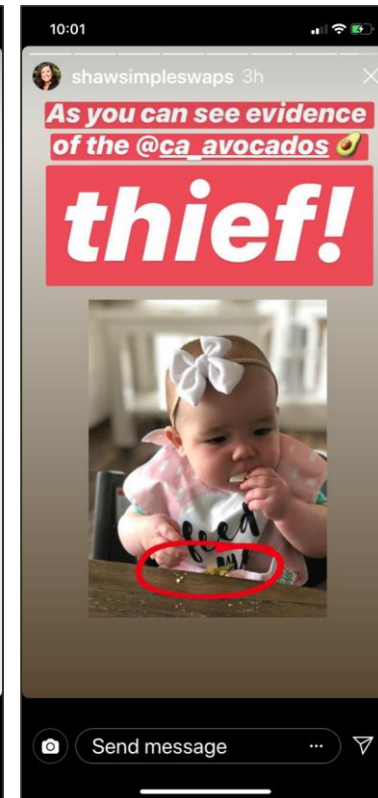
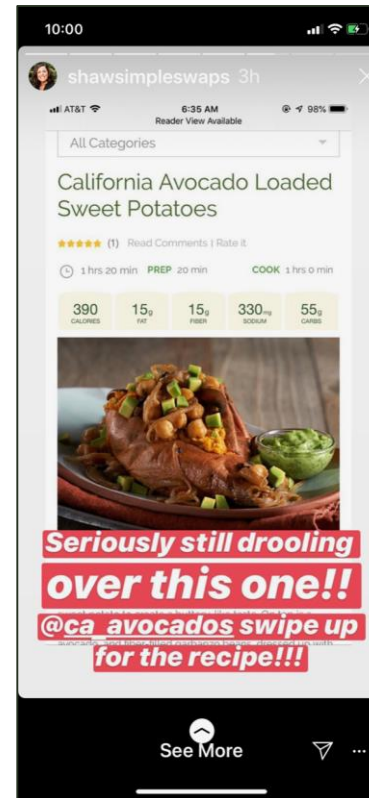
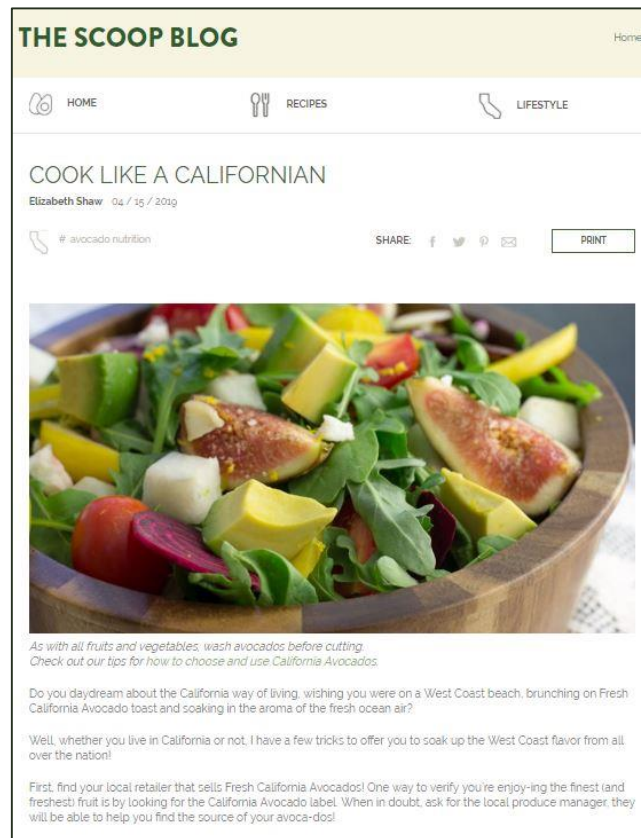
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RESEARCH

CONSUMER REGISTERED DIETITIAN NUTRITIONIST PROGRAM

Elizabeth Shaw, MS, RDN, CLT, CPT -- The Scoop Blog and ShawsSimpleSwaps Instagram

<https://www.californiaavocado.com/blog/april-2019/cook-like-a-californian>



5-post Instagram Story: 2,139 impressions



HOME

REVENUE

CONSUMER
ADVERTISINGONLINE &
SOCIAL MEDIA

CONSUMER PR

RETAIL

FOODSERVICE

RESEARCH

CONSUMER REGISTERED DIETITIAN NUTRITIONIST PROGRAM

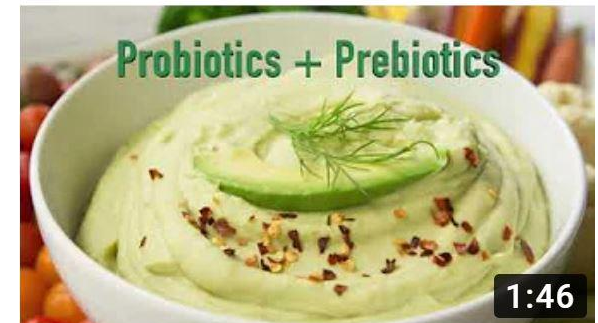
Manuel Villacorta, MS, RDN -- Video series about "gut health" lives on CAC's YouTube channel



Manuel's Minutes: Benefits of Avocado in Diets



How to Reduce Visceral Fat with California Avocados



Benefits of Probiotics & Prebiotics Foods for Gut...



How to Reduce Chronic Inflammation with Californi...



3 Types of Fiber in California Avocados



Benefits of Monounsaturated Fatty Acids



HOME

REVENUE

CONSUMER
ADVERTISINGONLINE &
SOCIAL MEDIA

CONSUMER PR

RETAIL

FOODSERVICE

RESEARCH

RETAIL – CUSTOMIZED RETAIL INFLUENCER PROGRAMS

Four (4) in-person meetings with targeted influencers to develop customized programs



In-store demo program at 4 stores (2 SoCal/2 NoCal); 4 three-hour demos per store during May and June



Team Education and Wellness Program includes giveaway of swag bags & cutters; California Avocado Consumer Sweepstakes on Raley's Facebook site during Memorial Day Week



Great Gelson's California Avocado Festival includes Superfood Spotlights and recipe booklets for in-store tours; blog for Gelson's website



Distribution of Superfood Spotlights at in-store events and one-on-one nutrition counseling with customers



HOME

REVENUE

CONSUMER
ADVERTISINGONLINE &
SOCIAL MEDIA

CONSUMER PR

RETAIL

FOODSERVICE

RESEARCH

RETAIL – RETAIL PROMOTIONS

Two (2) California Avocado Superfood Spotlights were developed and distributed to Retail RDs at CAC's top-tier accounts to provide to consumers at point-of-purchase during California Avocado season

CALIFORNIA AVOCADO SUPERFOOD SPOTLIGHT

CALIFORNIA AVOCADOS THE FOOD THAT FITS.

In a world where eating plans can have so many foods that are off limits, it is good to know heart-healthy* California Avocados are an approved food in most plans. Avocados are extremely versatile and can make everyday dishes healthier by their contribution of naturally good fats and nearly 20 vitamins, minerals and phytonutrients. And, did you know avocados are a good source of fiber? Dietary fiber adds bulk to the diet and can help you feel fuller faster, which can increase satiety and help manage weight.

Here is a review of some of the current popular eating plans and diets that include avocados among their approved foods:

DIET NAME	GENERAL DESCRIPTION	BENEFITS
Mediterranean-style Diet	Whole grains, fruits, vegetables, nuts, legumes, fish and seafood, healthy fats like olive oil and avocado, moderate portions of dairy foods, eggs and small amounts of poultry; eat in small amounts: red meats, sweets, eggs and butter	May lead to more stable blood sugar, lower cholesterol and triglycerides, and a lower risk for heart disease and other health problems ¹
DASH (Dietary Approaches to Stop Hypertension) Diet	Emphasizes vegetables, fruits and whole-grains; includes fat-free or low-fat dairy products, fish, poultry, beans, nuts and vegetable oils; limits foods high in saturated fat and sugar-sweetened beverages/sweets	Shown to lower high blood pressure and improves cholesterol levels, reducing heart disease ²
Vegetarian Diet	Generally, focuses on plants for food, including fruits, vegetables, dried beans and peas, grains, seeds and nuts; excludes meat	Tends to have fewer calories, lower levels of saturated fat and cholesterol, and more fiber, potassium and vitamin C than other eating patterns. Vegetarians tend to have lower cancer rates ³
Vegan Diet	Vegetarian diet excluding animal products	Can get all the nutrients needed from the diet. However, vegans must be careful to eat a wide variety of foods to meet their nutritional needs ⁴
Paleo Diet	High protein diet emphasizes lean meats, fish/seafood, fruits, vegetables, eggs, nuts, seeds and healthy oils; eliminates cereal grains, legumes, dairy, potatoes, processed foods, refined vegetable oil, salt and pepper	May help you lose weight or maintain weight ⁵ . However, there are no long-term clinical studies about the benefits of this diet
Whole 30 Diet	Moderate portions of meat, seafood and eggs; lots of vegetables, some fruit, plenty of natural fats, and herbs, spices and seasonings; eat whole and unprocessed foods; avoid sugar, alcohol, grains, dairy and legumes	May help you lose weight ⁶ . However, there are no long-term clinical studies about the benefits of this diet
Keto (Ketogenic) Diet	Very low carb diet comprised of fruits, vegetables, fish and seafood, natural fats, meat and cheese; avoids carb foods containing a lot of sugar and starch	There are no long-term clinical studies about the benefits of this diet

Sources: ¹<https://medlineplus.gov/ency/patientinstructions/000903.htm>, ²<https://www.ncbi.nlm.nih.gov/health-topics/dash-eating-plan>, ³<https://www.healthline.com/health/vegetarian-diet>, ⁴<https://www.ncbi.nlm.nih.gov/health-topics/vegan-diet>, ⁵<https://www.mayoclinic.org/healthy-lifestyle/nutrition-and-healthy-eating/in-depth/paleo-diet/art-2011182>, ⁶<https://www.whole30.com/whole30-program-rules/>

Note: This list is not a recommendation to use any of the diets above, but a highlight of the eating plans and diets based on the latest information. It is recommended that you consult your physician before starting any diet.

CALIFORNIA AVOCADO SUPERFOOD SPOTLIGHT

CALIFORNIA AVOCADOS COOK LIKE A CALIFORNIAN: FRESH, FLAVORFUL, FUN!

Cook like a culinary superstar with Mother Nature's perfect goodness, California Avocados! The avocado toast trend has "spread" across the country but cooking like a Californian is so much more. It means you're in for adventure and trying new things. It means fresh, flavorful, and fun!

How do you cook like a Californian? IT'S AS EASY AS 1, 2, 3.

1. Find a local retailer that sells Fresh California Avocados and look for the California label.
2. Pack in the produce! Add strawberries, avocados, and nuts to salads, avocado to smoothies, bell peppers and mushrooms to frittatas; the Californian style of cooking is filled with fresh produce.
3. Keep your eye on cooking for health and wellness! Providing nourishing foods for your body, like heart-healthy* superfood California Avocados, fits in perfectly with the active California lifestyle. Just one-third of a medium California Avocado (50 g) has 80 calories and contributes nearly 20 vitamins, minerals, and phytonutrients, making it a perfect snack whether you're hiking in the mountains or catching a wave at the beach.

So, give fresh, flavorful, and fun cooking a try with my recipe on the back for California Avocado Loaded Sweet Potatoes.

Follow us on Twitter, Instagram or Pinterest @CA_Avocados or Like us on Facebook at Facebook.com/CaliforniaAvocados or visit CaliforniaAvocado.com
California Avocado Commission 52 Houshly, Suite L Irvine, CA 92618 800.344.4333

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



HOME

REVENUE

CONSUMER
ADVERTISINGONLINE &
SOCIAL MEDIA

CONSUMER PR

RETAIL

FOODSERVICE

RESEARCH

RETAIL – RETAIL PROMOTIONS

- Mollie Stone's kicked off the California Avocado season with a Big Game Sales & Display Contest (January 23 – February 5)
- In February, Mollie Stone's ran a California Avocado and California Walnut Board co-marketing promotion featuring demos for Heart Health Month (February 6 – February 26)

MOLLIE STONE'S 
MARKETS



HOME

REVENUE

CONSUMER
ADVERTISINGONLINE &
SOCIAL MEDIA

CONSUMER PR

RETAIL

FOODSERVICE

RESEARCH

RETAIL – RETAIL PROMOTIONS

- Gelson's Big Game Sales & Display Contest (January 23 – February 5)
- Stores experienced sales increases versus prior year

Gelson's





HOME

REVENUE

CONSUMER
ADVERTISINGONLINE &
SOCIAL MEDIA

CONSUMER PR

RETAIL

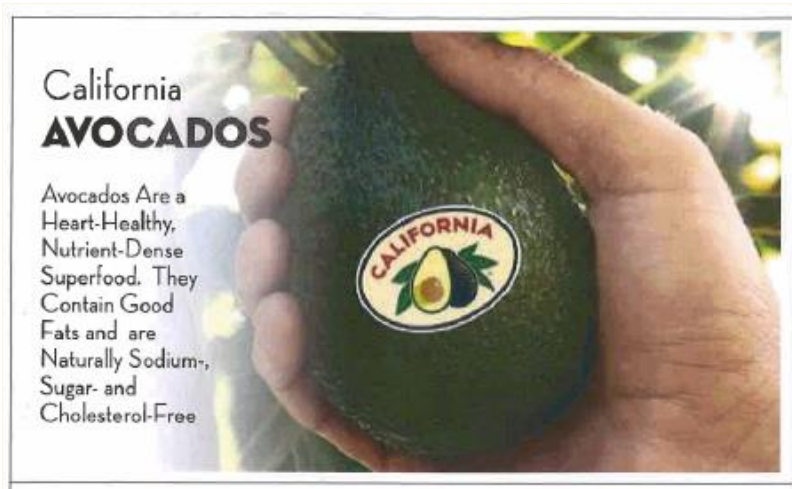
FOODSERVICE

RESEARCH

RETAIL – RETAIL PROMOTIONS

- Passport to Savings Program (April 3 – May 28)
- California Avocados featured in Bristol Farm's Passport to Savings digital offers supported by social media, digital materials and in-store signage

Bristol Farms





HOME

REVENUE

CONSUMER
ADVERTISINGONLINE &
SOCIAL MEDIA

CONSUMER PR

RETAIL

FOODSERVICE

RESEARCH

RETAIL – TRADE ADVERTISING – PRINT

THE PACKER

THE PRODUCE NEWS
COVERING FRESH PRODUCE AROUND THE GLOBE SINCE 1987producebusiness
MARKETING • MERCHANDISING • MANAGEMENT • PROCUREMENT

the SNACK

Fresh
DIGESTTHE SHELBY
REPORT

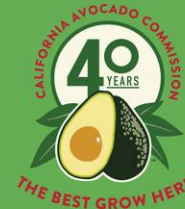
11 trade print ads running from
March through April 30, 2019

California Avocados.
There is a Difference.

Your consumers look forward to the California Avocado season. They want that delicious California Avocado satisfaction that comes with every bite.

It's no secret there will be fewer this year, which means they will be more anticipated than ever before. So, we'll ensure retailers merchandising California Avocados will have availability *all season long* – especially during the American Summer Holidays.

Talk with your supplier about distribution opportunities. Contact your California Avocado Merchandiser about customized marketing support.



Grown in the U.S.A.

For More Information
800-344-4333
CaliforniaAvocado.com/Retail

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HOME

REVENUE

CONSUMER
ADVERTISING

ONLINE &
SOCIAL MEDIA

CONSUMER PR

RETAIL

FOODSERVICE

RESEARCH

RETAIL – TRADE ADVERTISING – DIGITAL

THE PACKER

THE PRODUCE NEWS
COVERING FRESH PRODUCE AROUND THE GLOBE SINCE 1907

AndNowUKnow®
produce industry news

Fresh
Plaza
Digital Produce News

PROGRESSIVE
GROCER



81 trade digital ads running from
March through April 30, 2019

The total impressions for the March through April
print and digital campaign are 6,917,282

- Proactive and ongoing reactive outreach to trade media covering California Avocados
- Distributed three press releases; numerous interviews and coverage from trade media guests at PR event
- Reached more than 3.4 million impressions

PRODUCE

Retailer

Merchandising opportunity

and finally, the rain could actually grow like your nose. Though it is not expected to have a large impact, total growth could increase by several percent as the first grows larger than expected.

All these factors will be interesting to watch as the season progresses and once again proves the rule that *Dad-Paw* often predicts. The rain seasons are easy to tell.

Frank Diger

[HOME](#)

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ONLINE & SOCIAL MEDIA

CONSUMER PR

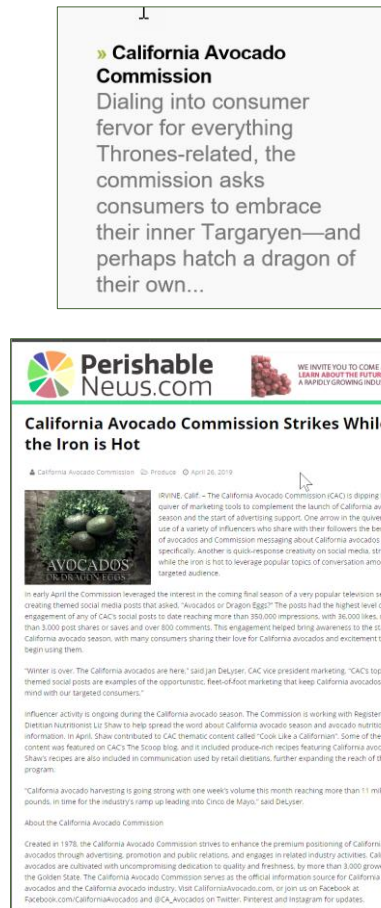
RETAIL

FOODSERVICE

RESEARCH

TRADE PUBLIC RELATIONS – SEASON OPENER HIGHLIGHTS

- Key topics included crop updates, marketing plans and season opener activities
- Coverage in all major produce trade publications





- HOME
- REVENUE
- CONSUMER ADVERTISING
- ONLINE & SOCIAL MEDIA
- CONSUMER PR
- RETAIL
- FOODSERVICE
- RESEARCH

FOODSERVICE – CHAIN PROMOTION COVERAGE THROUGH OCTOBER

2019 Branded Chain Promotions: 7
2019 Completed Chain Menu Ideation Presentations: 3
2019 Chains Contacted: 90






- HOME
- REVENUE
- CONSUMER ADVERTISING
- ONLINE & SOCIAL MEDIA
- CONSUMER PR
- RETAIL
- FOODSERVICE
- RESEARCH

FOODSERVICE CHAIN PROMOTIONS

Xperience Restaurant Group – March 3 – April 21

9 units (CA)

31 units (CA)

4 units (CA)

Chevys Fresh Mex

SEAFOOD & FAVORITES

Appetizer

SHRIMP CEVICHE*
Fresh shrimp marinated in citrus juices with diced red onions, avocado, jalapenos and bell peppers 11.99

Entrées

SHRIMP & CRAB ENCHILADAS
Shrimp and crab meat marinated in white wine and garlic with mozzarella, jack cheese and habanero sauce. Cream sauce 15.99

El Torito

CHEF'S SPECIALS

SEAFOOD SELECTIONS

SEAFOOD TACO TRIO
Three Dos Equis beer battered mahi-mahi or shrimp tacos, topped with avocado slices and served with frijoles de la olla and rice. 15.99
Make them grilled upon request

Seafood Taco Trio
MADE WITH OR SHRIMP TACOS
ALL-YOU-CAN-EAT
EVERY FRIDAY

Acapulco's

SEAFOOD MENU

AVAILABLE FOR A LIMITED TIME

APPETIZER

CEVICHE* ROJO 11.99
mahi-mahi, shrimp, guacamole, pineapple, mango relish

ENTRÉES

CRAB & SHRIMP ENCHILADAS 18.99
lump crab meat, shrimp, jack cheese, onion, cilantro, roasted tomatillo sauce, avocado slices, sour cream, rice, sautéed vegetables



HOME

REVENUE

CONSUMER
ADVERTISING

ONLINE &
SOCIAL MEDIA

CONSUMER PR

RETAIL

FOODSERVICE

RESEARCH

FOODSERVICE CHAIN PROMOTIONS



77 units (CA, OR, AZ)
March 4 – June 16

CALIFORNIA ROLL SALAD

KALE, EDAMAME, CARROTS, THAI RICE
BLEND, SURIMI AND AVOCADO IN A
SOY LEMON VINAIGRETTE.



43 units (CA, AZ, NV, OR, WA, ID)
April 22 – September 1

Honey CHIPOTLE CHICKEN SALAD

FRESH LETTUCE WITH DICED TOMATOES
AND JICAMA, SLICED RADISH, ROASTED
CORN, AND CHEDDAR JACK CHEESE
TOSSED IN AVOCADO RANCH DRESSING,
TOPPED WITH HONEY CHIPOTLE GLAZED
GRILLED CHICKEN AND FRESH AVOCADO.



PAUSE



51 units (CA, UT, NV)
March 21 – June 12

SPRING INTO MARIE'S PIE COMBOS



Fresh Avocado and Shrimp Stack Appetizer

Fresh avocado, pico de gallo and spicy
chipotle ranch dressing layered and topped
with Cajun-grilled shrimp. Served chilled
with crispy tortilla chips. 9.49 Cal. 590



420 units (CA, NV)
April 8 – August 18





- HOME
- REVENUE
- CONSUMER ADVERTISING
- ONLINE & SOCIAL MEDIA
- CONSUMER PR
- RETAIL
- FOODSERVICE
- RESEARCH

FOODSERVICE – ONSITE MENU IDEATION SESSIONS

Gelson's



HOME

REVENUE

CONSUMER
ADVERTISINGONLINE &
SOCIAL MEDIA

CONSUMER PR

RETAIL

FOODSERVICE

RESEARCH

FOODSERVICE – PRINT ADVERTISING

- Three print ads running in Restaurant Business, FoodService Director and Plate
- 4 placements resulting in almost 191,311 impressions



STYLIZE CALIFORNIA SALADS

Delight your customers spring through summer: menu Fresh California Avocado all day long. From breakfast through dinner, California Avocado adds rich flavor, smooth texture, and Golden State style and energy to any dish – qualities that reap rewards in customer satisfaction.

Make California Avocado 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



CALIFORNIA BY NATURE
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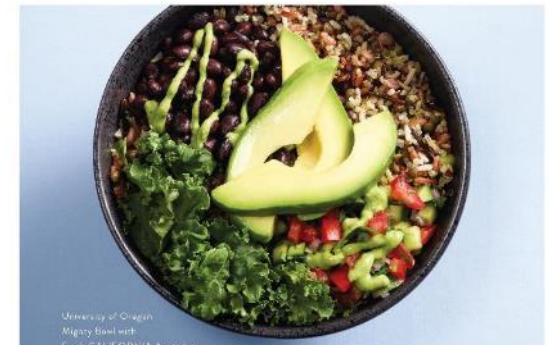
ENERGIZE CALIFORNIA BURGERS

Delight your customers spring through summer: menu Fresh California Avocado all day long. From breakfast through dinner, California Avocado adds rich flavor, smooth texture, and Golden State style and energy to any dish – qualities that reap rewards in customer satisfaction.

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CALIFORNIA BY NATURE
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CUSTOMIZE CALIFORNIA BOWLS

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Plate: Mar/Apr
Restaurant Business: Feb
Nickel Diner – Los Angeles, CA

Plate: Jan/Feb
The Habit Burger Grill

FoodService Director: March
University of Oregon



HOME

REVENUE

CONSUMER
ADVERTISINGONLINE &
SOCIAL MEDIA

CONSUMER PR

RETAIL

FOODSERVICE

RESEARCH

FOODSERVICE – DIGITAL ADVERTISING

Recipe Watch

- 3x: Feb – April insertions
- 269,085 impressions
- 555 clicks

Food News Media's 5 Recipes

- 2x: Feb & April insertions
- 43,003 impressions
- 220 clicks

RB Daily

- 2x: March – April insertions
- 192,336 impressions
- 85 clicks





HOME

REVENUE

CONSUMER ADVERTISING

ONLINE & SOCIAL MEDIA

CONSUMER PR

RETAIL

FOODSERVICE

RESEARCH

FOODSERVICE – PUBLIC RELATIONS

National Culinary Review’s *The Culinary Insider*

How to become a commodity board chef

by Jody Shee

Throughout Dave Woolley’s culinary life — from his three-year ACF apprenticeship at Disney World in the early 1990s through his seven-year stint in menu development with Red Robin Gourmet Burgers — he applied himself to developing relationships. He believes that is one of the most important things he did to pave the way for his current business, CD Culinary Approach, Denver, a culinary consultancy with commodity boards as his clients. He shares the type of work he does and how he got the opportunity to work with his commodity clients.

How did you begin consulting for commodity boards?

I didn’t start with a plan to focus on commodity boards. As I began my consulting business, someone working with the California Avocado Commission encouraged me to figure out what I could do with my experience gained throughout my whole career, including my relationships with Red Robin, and turn it into doing things for the commission in foodservice. So, I began working with them to inspire other chain restaurants to think of California avocados in ways they hadn’t thought of before.

What other commodity boards and commissions have you worked for?

I have done work for the California Strawberry Commission and the National Pork Board. And currently I’m working with the California Avocado Commission, National Mango Board, National Watermelon Promotion Board and the Idaho Potato Commission.

What type of work do commodity groups want you to do for them?

Besides recipe development for their websites, almost all of them involve menu and recipe development for restaurant chains. A lot of people don’t know that commodity boards are a resource for restaurant chains to help with menu development for limited-time offers or operational how-tos. For example, a chain can’t operationally figure out how to make avocados work in-house. Well, let us come with some ideas, menu concepts and our how-to expertise.

RESTAURANT BUSINESS

Recipe Report

Shawler’s V’thruve Sauce
REAL CREAM, REAL CHEESE.
— Chef Matt Hastings, The Hot Date Grapes

Catering season is here

1. Corn Dogs with Avocado Ranch Dressing

This whimsical take on a popular state fair food is sure to win fans at catered events, too. Instead of hot dogs, these veggie-based “corn dogs” feature wedges of avocado that are skewered, coated with spicy cornbread batter and fried. Chef Matt Hastings serves them with a side of avocado ranch dressing for dipping.

FOOD & BEVERAGE (/TOPICS/FOOD-BEVERAGE)

A Recipe for Avocado Lovers

By Kathleen Stoehr (/author/kathleen-stoehr)
MARCH 27, 2019
(/author/kathleen-stoehr)

His past August, I had the opportunity to be educated[] and delighted[] with all things avocado via a grove tour in the southern California area. One of the highlights of the short excursion was a trip to Solare Restaurant in San Diego (<http://solarelounge.com>), where patio bites pre-dinner included:



California avocado relish with tuna crudo (a knockout!) wow

CHEF TO CHEF

How to Hire a Kitchen Staff

Charles Card On Why You Should Hire Chefs to Chef

Quick Expert Feedback and Event Offerings with Corned Beets

How Chef David Oudine Serves Up Unique and Successful Events

Chorizo California Avocado Egg Roll

Ingredients:

Chorizo Filling (recipe follows)
5 Fresh California Avocados, peeled, pitted, sliced
36 eggs (or veggie)
2 eggs, beaten (for egg wash)
Vegetable oil for frying
3 cups salsa de jalapeños (Paso)
1 1/2 cups chipotle buttermilk ranch dressing



- HOME
- REVENUE
- CONSUMER ADVERTISING
- ONLINE & SOCIAL MEDIA
- CONSUMER PR
- RETAIL
- FOODSERVICE
- RESEARCH

FOODSERVICE – EVENTS

Chain Gang Meeting (February 5)



San Francisco Meet-Up 2.0 (April 30)





HOME

REVENUE

CONSUMER
ADVERTISINGONLINE &
SOCIAL MEDIA

CONSUMER PR

RETAIL

FOODSERVICE

RESEARCH

CONSUMER RESEARCH: 2019 CALIFORNIA AVOCADO TRACKING STUDY

- Study summary: an online survey of avocado purchasers to measure brand and competitive awareness plus consumer attitudes
- Previously an annual study, now biannual
- This year the survey questionnaire was trimmed for efficiency
- Study results are used to hone marketing messages to consumers and the trade
- Research will be fielded in early July with results by October