



HOME

REVENUE

CONSUMER
ADVERTISINGONLINE &
SOCIAL MEDIA

CONSUMER PR

RETAIL

FOODSERVICE

RESEARCH

KEY PERFORMANCE INDICATORS: NOVEMBER 2018 THROUGH JULY 2019

\$1.29

Average Selling Price

Category Average Selling Price per Unit for
the 4-weeks ending June 16, 2019

145.5 MillionConsumer Media
Impressions

Includes offline, online and social media
impressions through July 2019

688.1 MillionConsumer
PR Impressions

Coverage secured with media print,
broadcast and online media outlets, as well as
retailer communications through July 2019

6.9 MillionTrade Public Relations
Impressions

Positive direct CAC trade public
relations circulation through July 2019

1.58 Million

Consumer Website Visits

A 23% decrease in visits to
CaliforniaAvocado.com versus the same
period in 2018

8

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-July)

	2018/19		2017/18		2016/17	
Origin	Volume (MM lbs)	Est. % Complete*	Volume (MM lbs)	% Complete	Volume (MM lbs)	% Complete
California	185	103%	167	50%	127	59%
Chile	34	48%	22	44%	47	52%
Mexico	1,553	79%	1,534	80%	1,319	79%
Peru	121	67%	58	33%	91	66%
Other	10	169%	2	51%	4	55%
Total	1,903	79%	1,783	72%	1,588	75%
*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 - July 31, 2019					November 1 - July 31, 2018				
Grade	Size	Size %	(millions)		Avg Lug \$	%	Size %	(millions)		Avg Lug \$	%
			Pounds	Dollars				Pounds	Dollars		
Hass #1 Conv	40	11%	14.7	33.3	\$ 57.01	1%	8%	16.1	25.0	\$ 39.98	3%
	48	40%	54.9	128.1	\$ 58.68	1%	34%	70.5	113.5	\$ 40.63	1%
	60	24%	33.2	73.9	\$ 56.24	1%	28%	58.5	80.7	\$ 34.73	1%
	70	11%	15.6	32.6	\$ 52.78	1%	17%	35.3	41.0	\$ 29.49	1%
	84	5%	6.9	10.5	\$ 38.74	2%	8%	17.5	15.3	\$ 21.96	0%
	All		136.9	302.4	\$ 55.82	1%		209.3	289.2	\$ 34.96	1%
Hass #2 Conv	All		8.9	17.3	\$ 49.43	2%		21.2	20.9	\$ 25.38	3%
Hass #1 Organic	All		15.3	42.1	\$ 69.44	1%		21.9	38.4	\$ 44.13	1%

California Avocado Region Distribution - This Year vs. Last Year

Region	November 1 -July 31, 2019					November 1 - July 31, 2018				
		(millions)			%		(millions)			%
	Region %	Pounds	Dollars	Avg Lug \$	Consigned	Region %	Pounds	Dollars	Avg Lug \$	Consigned
EAST CENTRAL	5%	8.5	21.6	\$ 64.60	2%	2%	4.9	6.6	\$ 34.17	2%
NORTHEAST	5%	8.1	20.3	\$ 62.80	1%	3%	7.3	10.8	\$ 37.57	2%
PACIFIC	74%	123.6	272.3	\$ 55.74	1%	79%	202.6	275.7	\$ 34.50	1%
SOUTHEAST	3%	4.8	11.4	\$ 59.42	1%	2%	5.8	7.7	\$ 33.19	1%
SOUTHWEST	4%	6.5	15.8	\$ 61.10	0%	2%	6.4	8.1	\$ 32.02	1%
WEST CENTRAL	5%	8.9	21.1	\$ 59.23	0%	3%	7.7	10.4	\$ 34.64	2%
EXPORT	5%	7.6	15.2	\$ 50.21	1%	9%	22.5	34.6	\$ 38.77	1%



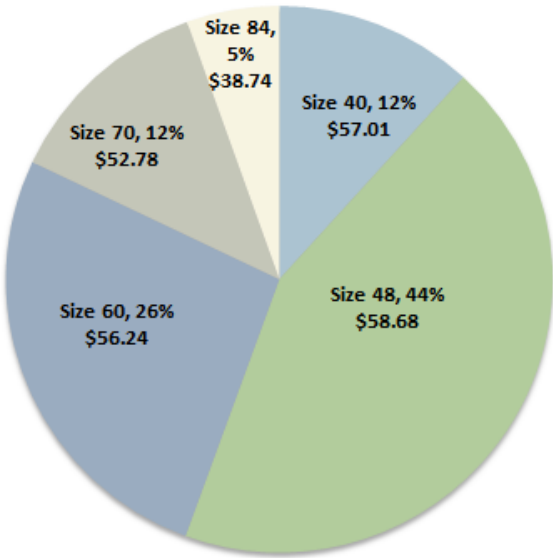
- HOME
- REVENUE
- CONSUMER ADVERTISING
- ONLINE & SOCIAL MEDIA
- CONSUMER PR
- RETAIL
- FOODSERVICE
- RESEARCH

REVENUE – CROP MOVEMENT AND MEASURES

Size Distribution and Average Lug Price

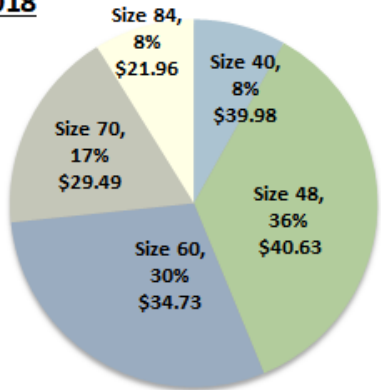
Hass #1 Conventional (November-July)

2018/2019

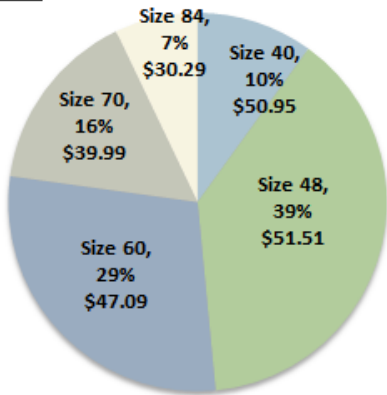


Source: AMRIC

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>Jun-2018</u> <u>(5/27/18 – 6/17/18)</u>	<u>Jun-2019</u> <u>(5/26/19 – 6/16/19)</u>	<u>Variance</u>
Volume (Unit)	193,968,135	174,992,310	-9.8%
Dollars	\$209,448,610	\$226,273,978	+8.0%
Avg. Selling Price/Unit	\$1.08	\$1.29	+19.7%
<u>RETAIL</u> <u>California Season</u>	<u>Apr-Jun18</u> <u>(4/1/18 – 6/17/18)</u>	<u>Apr-Jun19</u> <u>(3/31/19 – 6/16/19)</u>	<u>Variance</u>
Volume (Unit)	587,911,466	540,651,829	-8.0%
Dollars	\$619,595,582	\$661,138,745	+6.7%
Avg. Selling Price/Unit	\$1.05	\$1.22	+16.0%
<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	1,116,691,834	+14.8%
Dollars	\$1,133,125,002	\$1,166,334,538	+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
\$1.05



California Season

Apr - Jun 2018
(4/1/18 – 6/17/18)

Avg. Retail Price
\$1.04



Off Season

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

Avg. Retail Price
\$1.22



California Season

Apr – Jun 2019
(3/31/19 – 6/16/19)





HOME

REVENUE

CONSUMER
ADVERTISINGONLINE &
SOCIAL MEDIA

CONSUMER PR

RETAIL

FOODSERVICE

RESEARCH

CONSUMER ADVERTISING – OUTDOOR

- 6,306,146 Impressions
- Six locations in Los Angeles, San Francisco, San Diego and Orange County





HOME

REVENUE

CONSUMER
ADVERTISINGONLINE &
SOCIAL MEDIA

CONSUMER PR

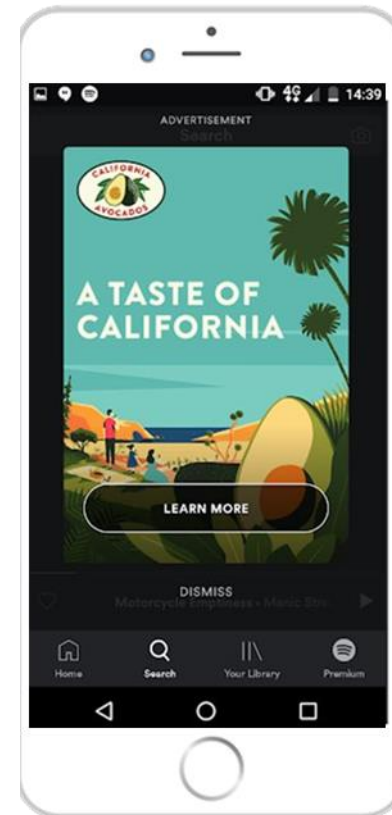
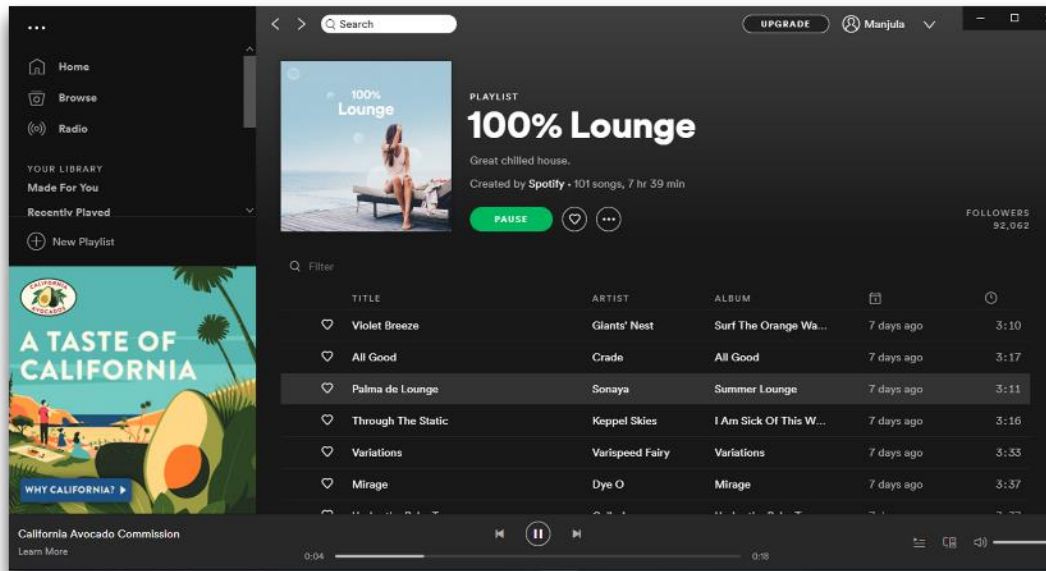
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FOODSERVICE

RESEARCH

CONSUMER ADVERTISING – AUDIO: SPOTIFY

- 15,512,009 Impressions
- 41,818 Clicks with a 0.27% Click Through Rate
- 353,462 Video Views
- 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

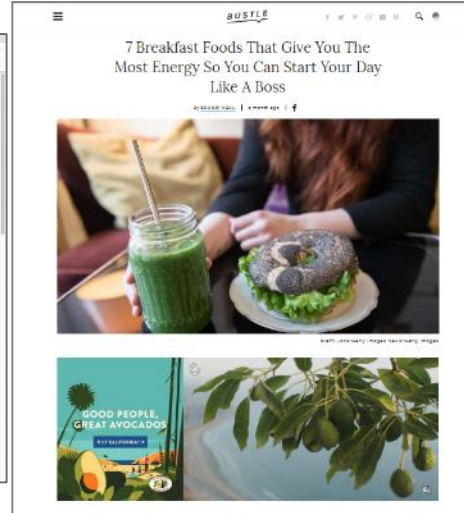
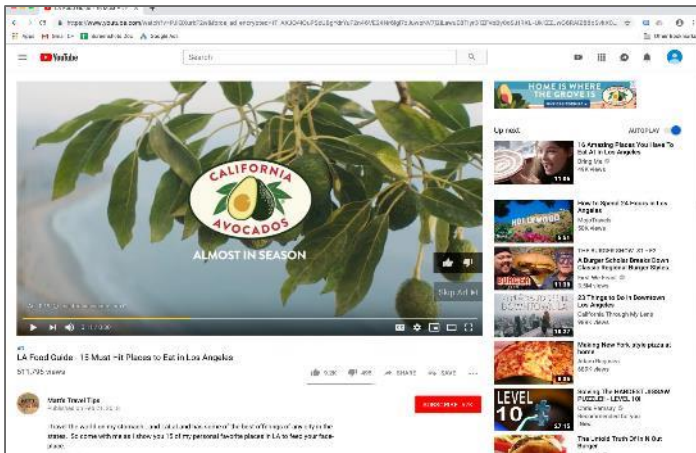
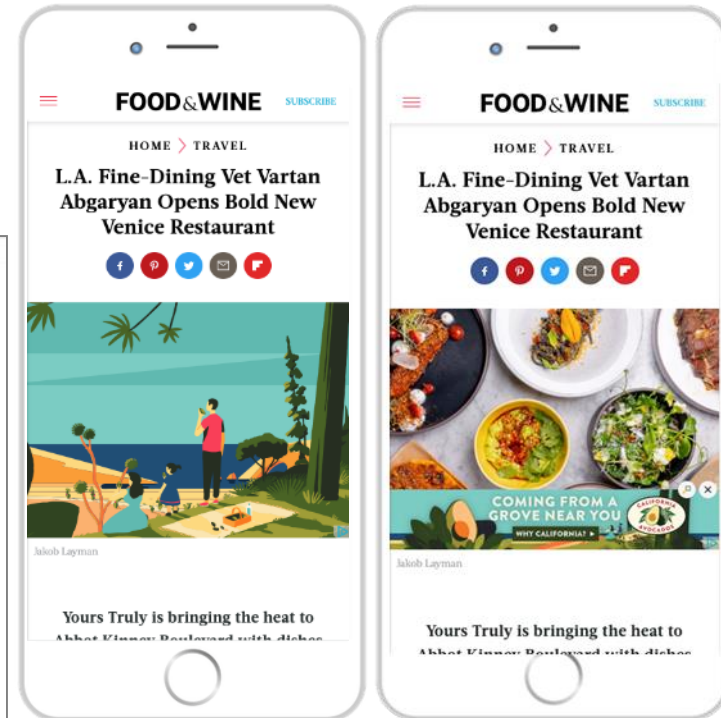
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FOODSERVICE

RESEARCH

CONSUMER ADVERTISING – DIGITAL - BRAND

- 43,347,011 Impressions
- 84,905 Clicks with a 0.22% Click Through Rate
- 18,610,088 Video Views
- Digital video, mobile and display banners



PlaceIQ

hulu

HELLO
SOCIETY

gumgum

YouTube

BUSTLE



TASTEMADE



HOME

REVENUE

CONSUMER
ADVERTISINGONLINE &
SOCIAL MEDIA

CONSUMER PR

RETAIL

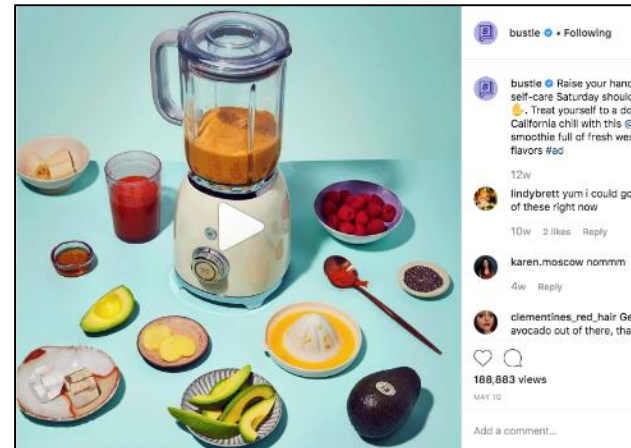
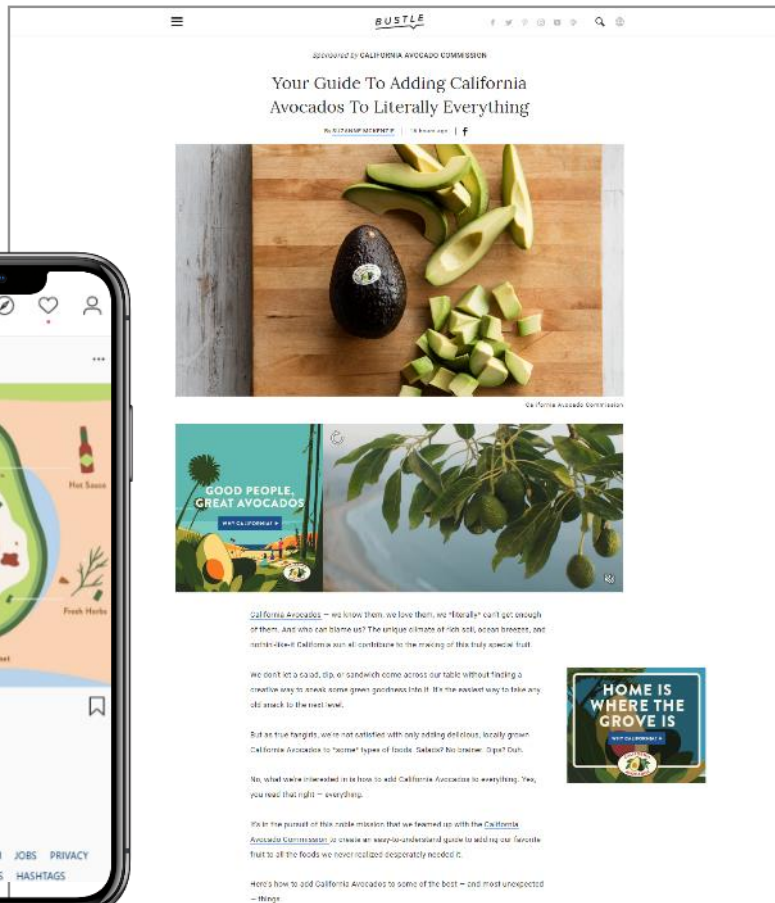
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RESEARCH

CONSUMER ADVERTISING – DIGITAL CUSTOM CONTENT

Custom content featuring original photography and custom illustrated infographics

BUSTLE



HOME

REVENUE

CONSUMER
ADVERTISINGONLINE &
SOCIAL MEDIA

CONSUMER PR

RETAIL

FOODSERVICE

RESEARCH

CONSUMER ADVERTISING – DIGITAL CUSTOM CONTENT

Instagram Influencer content throughout the Summer focused on inspirational, California-centric food





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

CONSUMER ADVERTISING – DIGITAL CUSTOM CONTENT

Two Tasty videos featuring custom California Avocado recipes and topics



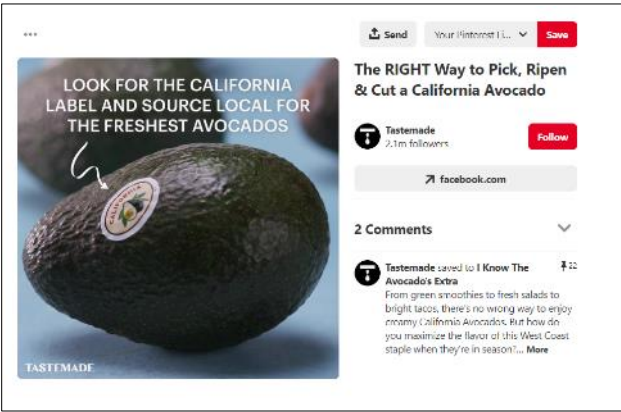
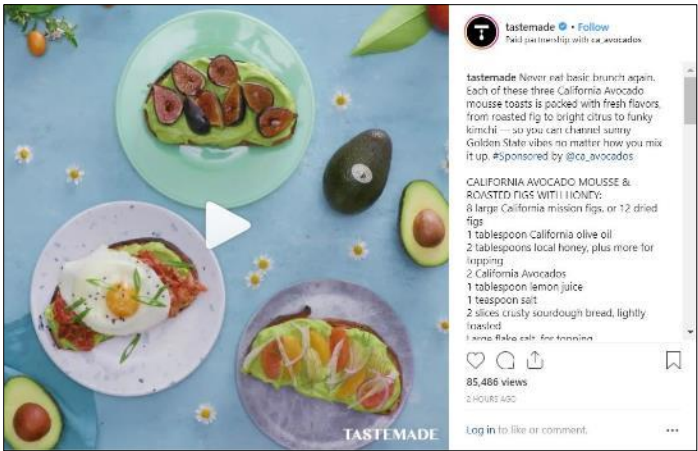


- HOME
- REVENUE
- CONSUMER ADVERTISING
- ONLINE & SOCIAL MEDIA
- CONSUMER PR
- RETAIL
- FOODSERVICE
- RESEARCH

CONSUMER ADVERTISING – DIGITAL CUSTOM CONTENT

California Avocado custom video program with four snackable social videos

TASTEMADE





HOME

REVENUE

CONSUMER
ADVERTISINGONLINE &
SOCIAL MEDIA

CONSUMER PR

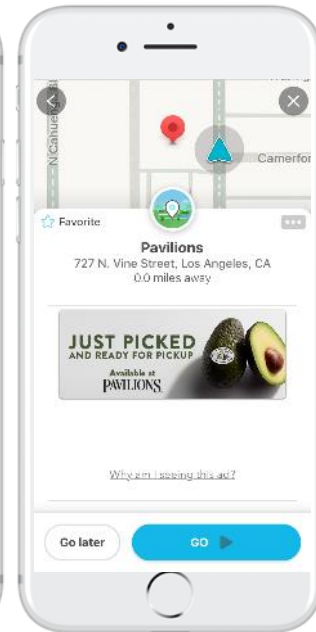
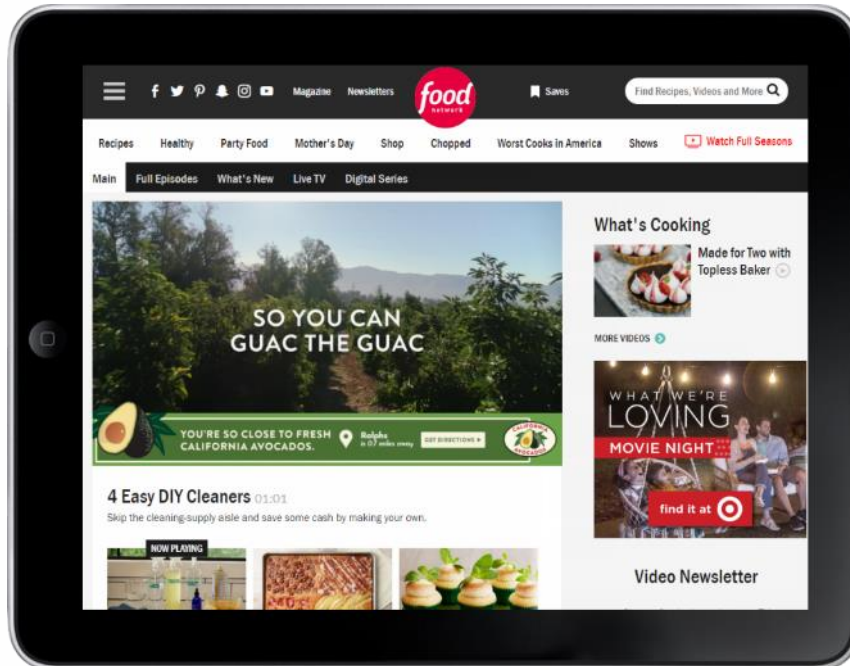
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FOODSERVICE

RESEARCH

CONSUMER ADVERTISING – DIGITAL - RETAIL

- 30,083,550 Impressions
- 129,616 Clicks with a 0.43% Click Through Rate
- 10,492,170 Video Views
- Digital video and mobile banners
- Utilizing store location data to drive users to retail stores





HOME

REVENUE

CONSUMER
ADVERTISINGONLINE &
SOCIAL MEDIA

CONSUMER PR

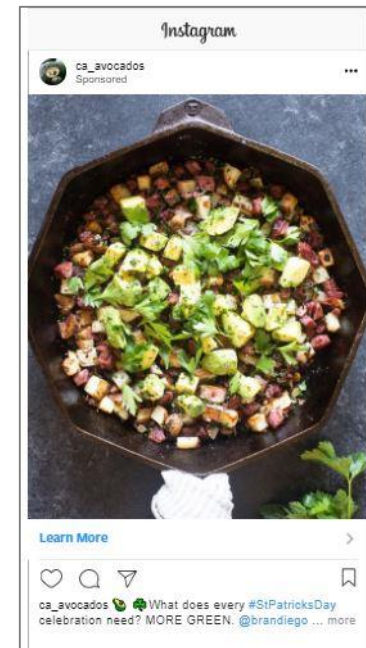
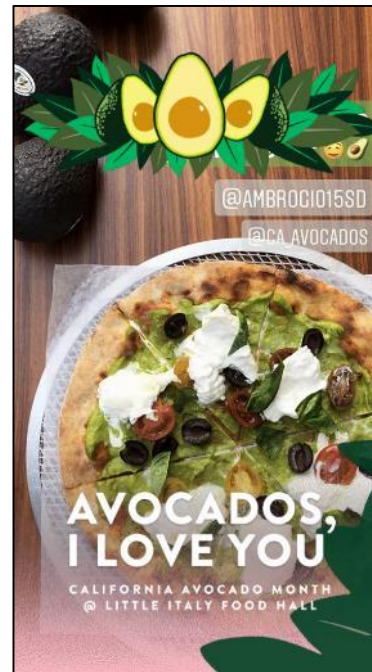
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RESEARCH

CONSUMER ADVERTISING – SOCIAL - BRAND

- 7,956,982 Impressions
- 1,123,251 Engagements with a 14.12% Engagement Rate
- Season-long social advertising across top platforms



facebook



Pinterest



HOME

REVENUE

CONSUMER
ADVERTISINGONLINE &
SOCIAL MEDIA

CONSUMER PR

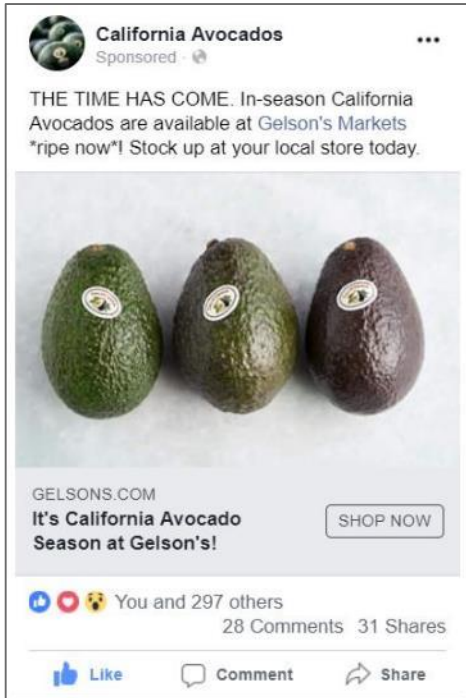
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RESEARCH

CONSUMER ADVERTISING – SOCIAL - RETAIL

- 6,690,319 Impressions
- 456,309 Engagements with a 6.82% Engagement Rate
- Hyper-targeted social for each retailer





HOME

REVENUE

CONSUMER
ADVERTISINGONLINE &
SOCIAL MEDIA

CONSUMER PR

RETAIL

FOODSERVICE

RESEARCH

ONLINE MARKETING: NOVEMBER 2018 – JULY 2019**SEARCH RESULTS**

- Organic Search Impressions: 33.8MM
- Paid Search Impressions: 1.8MM

CONSUMER WEBSITE

- # of Visits: 1.58MM (-23% decrease YoY)
- Page Views/Visit: 1.33 (-3% decrease YoY)
- Time on site: 0:42s (0% neutral YoY)
- Total Page Views: 2.5MM (-26% decrease YoY)

CONSUMER BLOG

- # of Visits: 684.7K (22% increase YoY)
- Time on site: 2:57 (90% increase 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 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: 2.34MM (-71% decrease YoY)
- Twitter
 - Total Followers: 21.1K (6% increase YoY)
 - Total Retweets: 2K (-68% decrease YoY)
- YouTube
 - Views: 2.6MM (145% increase YoY)
 - Subscribers: 1,166 (36% increase YoY)
- Instagram
 - Followers: 42.3K (0% neutral YoY)
 - Impressions: 2.15MM (-77% decrease YoY)

EMAIL

- Average Open Rate: 15%
- Click through rate: 1.5%
- Emails Sent: 4 emails to an average of 200k successful deliveries

HOME

REVENUE

CONSUMER
ADVERTISINGONLINE &
SOCIAL MEDIA

CONSUMER PR

RETAIL

FOODSERVICE

RESEARCH

CONSUMER PUBLIC RELATIONS – NEWS BUREAU

- Fulfilled both proactive and ongoing responsive requests from media covering California Avocados
- Total Impressions To Date: 463,778,381

EatingWell.



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



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 – ARTISAN CHEF

- Partnered with various notable chefs around California to secure positive coverage surrounding the California Avocado season
- Total Impressions To Date: 22,069,084



Root 246's new spring menus will see 14 items not previously featured on the restaurant's menus.

Root 246 Unveils New Spring Dinner and Bar Menus

April 16, 2019 | Industry News

Solvang, California, restaurant, Root 246 at Hotel Corque, located in the heart of Santa Barbara wine country, has officially launched new spring dinner and bar menus, the second set of the restaurant's seasonal menus crafted by Chef Crystal "Pink" DeLongpré. In conjunction with the spring menus launch, Root 246 has also announced the appointment of new, in-house pastry chef, Bethany Burns, whose inaugural dessert menu debuted on April 12. Additional news from Root 246 included the announcement of Chef Pink's role as one of the California Avocado Commission's California Avocado Season Opening Partners.

HOME	NEWS & COMMENT	ADDS & EVENTS	TEAM	FOOD & DRINK	COMMUNITY
CLASSIFIED	DEALS & OFFERS	SPECIAL DESSERT	ARTICLES	ABOUT US	ADVERTISING

BITES

- Think you can only get a really good cup o' tea with all the nightclubs' hangovers on the other side of the Atlantic? Think again. First & Oak Restaurant at the Mirabelle Inn in Solvang is launching a monthly High Tea Experience starting May 19 from 1 to 3 p.m. The event will feature fine tea served in Royal Albert teapots and three tiers of sweet and savory bites—complete with those precious little tea sandwiches, which Chef JJ Guerrero will craft with seasonal, local ingredients. All of the fanciness can be yours for \$59 a person. Reservations are required. Visit firstandoak.com or find the restaurant on Facebook to learn more.
- Root 246 in Solvang launched new spring dinner and bar menus and appointed a new in-house pastry chef, Bethany Burns! Her dessert menu includes a bacon chocolate peanut butter crunch bar (five layers of milk and dark chocolate AND peanut butter AND crispy bacon). Yes please! But back to dinner: Chef Crystal "Pink" DeLongpré is bringing you yumminess like oak-grilled asparagus with cured egg yolk, red radish, house-made kimchi, and Korean chili aioli as well as local halibut in a kombu broth with Marcona almonds, fava beans, Meyer lemon, and fresh herbs. The California Avocado Commission also announced that Chef Pink was one of the commission's California Avocado Season Opening Partners, so chefs Pink and Burns included a new vegetarian, vegan, and gluten-free option on the dessert menu: The Bliss Cake is made up of a raw pecan and date cake with an avocado, banana, and cocoa mousse and an avocado coconut crème. Visit the restaurant on Instagram @Root246 to drop a like or in person for a taste of the awe action at 420 Alisal Road in Solvang.
- Hop on the Santa Maria Valley Wine Trolley for the third season in a row starting on May 11. It will run every weekend through Oct. 13, making a loop from the Costa de Oro Wine Tasting Room at 1331 S. Nicholson in Santa Maria with stops that include Presquite Winery, Cottonwood Canyon Winery, and Old Town Orcutt. Guests can hop on and off at the wineries and locations of their choosing along the route. Cost is \$10 per person in advance or \$18 at the trolley. Go for a ride on Saturdays and Sundays from 10:30 a.m. to 4 p.m. Learn more by visiting santamariavalley.com/winetrolley/.





HOME

REVENUE

CONSUMER
ADVERTISINGONLINE &
SOCIAL MEDIA

CONSUMER PR

RETAIL

FOODSERVICE

RESEARCH

CONSUMER PUBLIC RELATIONS – BLOGGER ADVOCATES

- Enlisted six Food Blogger Advocates and two Wellness Blogger Advocates to create unique, original recipes featuring California Avocados. Each recipe accompanied a descriptive blog post and high-quality photography
- Each Blogger Advocate published their content to their blogs and social media platforms
- Blogger Advocates include Rustic Joyful Food, Yummy Healthy Easy, Kirbie's Cravings, The Roasted Root, Cooking with Cocktail Rings, Whitney Bond, Alyssa Gagarin and Eating by Elaine
- Total Impressions To Date: 8,824,295



SPICY SHRIMP-SALAD STUFFED BAKED AVOCADOS

This post is sponsored by the California Avocado Commission.

This recipe is inspired by over the top sushi rolls turned into a low-carb and fun appetizer/ snack perfect for spring and summer entertaining. Chopped and sautéed shrimp are combined with spicy mayonnaise, green onions and crispy, toasted panko breadcrumbs and piled into avocado boats and baked. While many recipes serve avocado at room temperature – in this recipe they are warmed in the oven, making them even creamier, complementing the shrimp salad filling (although they can also be eaten cold).

California Avocados are in season so take advantage of the fresh fruit (yes, avocado is a fruit) while you can! The 2019 season runs from late March through July so while shopping, look for avocados with the little California Avocado sticker. Avocados with some imperfections are still delicious, and since this recipe uses the avocados as a serving vehicle you can utilize some of them that are slightly flawed. I try not to waste anything so this is a good way to utilize some faintly over-ripe avocados without tossing them.



HOME

REVENUE

CONSUMER
ADVERTISINGONLINE &
SOCIAL MEDIA

CONSUMER PR

RETAIL

FOODSERVICE

RESEARCH

CONSUMER PUBLIC RELATIONS – SCOOP BLOG CONTENT DEVELOPMENT

- Partnered with three top-tier influencers to create beautiful, multi-faceted content for CAC's Blog, *The Scoop*
- Every month (March through July), Dara Michalski of Cookin Canuck developed two recipes with corresponding blog posts and high-resolution photography
- Dzung Duong served as CAC's Mythbuster, tackling common misconceptions and offering educational resources for consumers
- Erin Alderson produced four short-form videos, offering step-by-step instructions for one-of-a-kind recipes

GRILLED SHRIMP SKEWERS WITH CALIFORNIA AVOCADO-CILANTRO SAUCE

Dara Michalski 07 / 03 / 2019



IS THERE A DIFFERENCE BETWEEN SMALL AND LARGE AVOCADOS?

Dzung Duong 02 / 14 / 2019





HOME

REVENUE

CONSUMER
ADVERTISINGONLINE &
SOCIAL MEDIA

CONSUMER PR

RETAIL

FOODSERVICE

RESEARCH

CONSUMER PUBLIC RELATIONS – SEASON OPENER

- Hosted media and influencer event in partnership with Chef Mike Fagnoni at his Sacramento restaurant, Hawks Public House to promote the kick-off the California Avocado season
- Total Impressions To Date: 72,714,058





HOME

REVENUE

CONSUMER
ADVERTISINGONLINE &
SOCIAL MEDIA

CONSUMER PR

RETAIL

FOODSERVICE

RESEARCH

CONSUMER PUBLIC RELATIONS – CALIFORNIA AVOCADO MONTH

- Partnered with Chef Sam “The Cooking Guy” Zien and all other restaurants in San Diego’s Little Italy Food Hall to offer and promote specialty dishes starring California Avocados, available to consumers for the entire month of June
- Total Impressions To Date: 70,572,052





HOME

REVENUE

CONSUMER
ADVERTISINGONLINE &
SOCIAL MEDIA

CONSUMER PR

RETAIL

FOODSERVICE

RESEARCH

CONSUMER PUBLIC RELATIONS – SUMMER ENTERTAINING

- Leveraged Michelin-recognized partner, Chef Brad Cecchi to create two unique California Avocado dishes and serve as a campaign spokesperson, sharing tips and recipes during the peak season
- Total Impressions To Date: 49,147,063





HOME

REVENUE

CONSUMER
ADVERTISINGONLINE &
SOCIAL MEDIA

CONSUMER PR

RETAIL

FOODSERVICE

RESEARCH

CONSUMER PUBLIC RELATIONS

Total consumer impressions secured to date: 687,104,933



AVOCADO SEASON

It's official! The California Avocado Commission has announced that the 2019 avocado season has begun and enlisted the help of chef Mike Fagnoni to celebrate the fruit at his restaurant Hawks Provisions and Public House.

"As a California chef, I try to craft my restaurants' menus around what's in season locally, as it ensures we're using the freshest and best-tasting ingredients," Fagnoni says. "Now that California avocados have arrived, I'll be incorporating them into a number of dishes because their creamy texture truly elevates any recipe."

Not only delicious and heart-healthy, California avocados are naturally sodium-, cholesterol- and sugar-free with "good" fats galore. But you'd better move fast—California avocados are only available for a limited time.

**This is a comprehensive total of all PR-related coverage from November 1, 2018 – July 31, 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
ADVERTISINGONLINE &
SOCIAL MEDIA

CONSUMER PR

RETAIL

FOODSERVICE

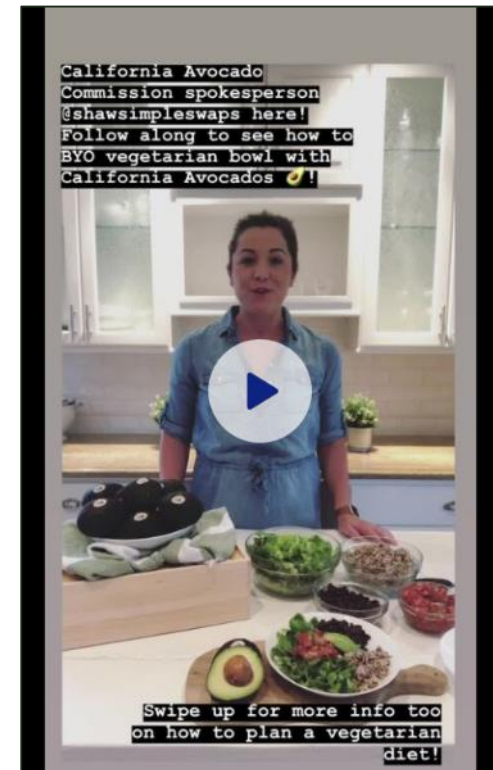
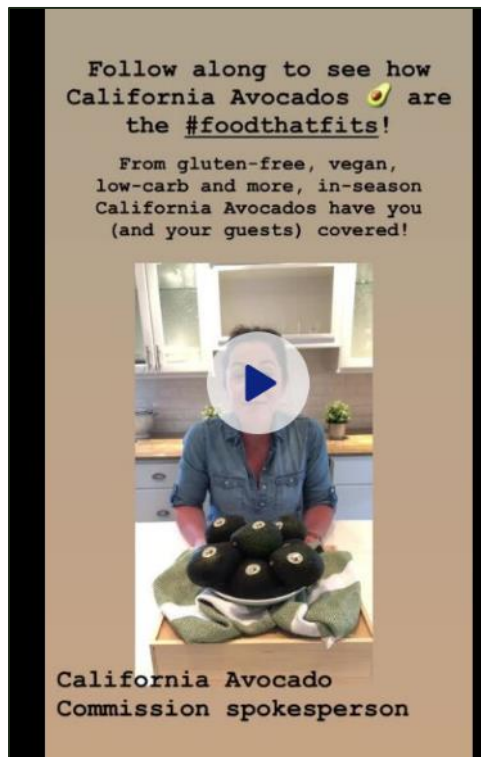
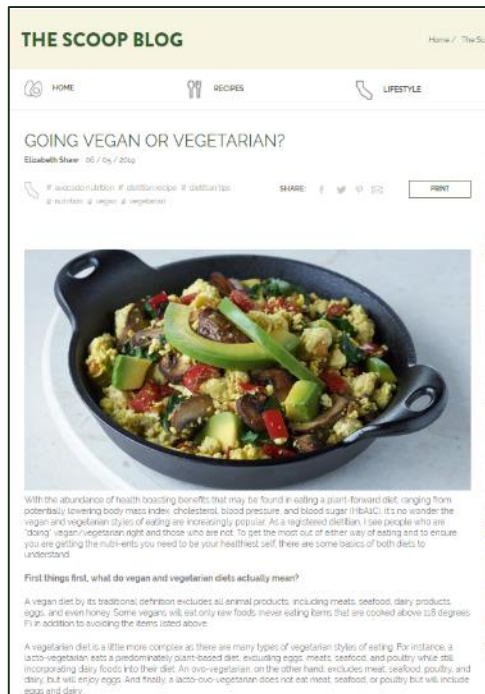
RESEARCH

CONSUMER REGISTERED DIETITIAN NUTRITIONIST (RDN) PROGRAM

Elizabeth Shaw, MS, RDN, CLT, CPT

CAC Instagram Takeovers: 11,813

<https://www.californiaavocado.com/blog/june-2019/going-vegan-or-vegetarian>





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CONSUMER REGISTERED DIETITIAN NUTRITIONIST (RDN) PROGRAM

Manuel Villacorta, MS, RD

TASTE THE FRESH FLAVORS OF CALIFORNIA

Manuel Villacorta, MS, RD
06 / 17 / 2019



California has been home to me for more than 30 years and I love everything about living here, including the fresh produce and delicious food it has to offer, especially California Avocados. This versatile heart-healthy superfood is a must-have in the kitchen of most California home cooks. In my private practice as a registered dietitian many clients come to me to help with their various...

<https://www.californiaavocado.com/blog/june-2019/taste-the-fresh-flavors-of-california>

Total reactions -
Facebook and Instagram: 2,228



Manuel Villacorta

2 hrs · 🌐

Its California Avocados season! Check out my latest post that includes a fun video series about How to Cook Like a Californian. You'll learn how to choose and cut an avocado my new recipe Wild Rice Pilaf with California Avocado. You will LOVE IT! #sponsored

<https://www.californiaavocado.com/.../taste-the-fresh-flavors...>



1 ripe
Fresh California Avocado

4:27



Instagram



manuel.villacorta

...



79 views

manuel.villacorta Its California Avocado season! @ca_avocados Check out my latest post that includes a fun video series about How to Cook Like a Californian. You'll learn how to choose and cut an avocado my new recipe Wild Rice Pilaf with California Avocado.

For entire video series and recipe, link in my bio @manuel.villacorta .

#sponsored #glutenfree #easyrecipe
#instapotrecipes #healthyfood
#registereddietitian #manuelvillacorta





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CONSUMER REGISTERED DIETITIAN NUTRITIONIST (RDN) PROGRAM

Manuel Villacorta, MS, RD

THE BENEFITS OF IN-SEASON EATING

Manuel Villacorta, MS, RD 06/24/2019

#avocado nutrition #dietitian tips #nutrition

SHARE

PRINT



In California, seasonal changes in the weather are subtle, so we look forward to changes in fresh produce as important markers of the seasons. For example, in fall there are locally grown pumpkins and root vegetables, and citrus in the winter. In the spring and summer there's a bounty of fresh produce, from berries to melons, tomatoes to corn, and my personal favorite, fresh California Avocados.

I love to connect myself with in-season produce whenever I can, like taking California farm and grove tours. From the strawberry fields to the California Avocado groves to the peach orchards, there's just nothing like fresh picked and fresh-from-market produce. That's why I'm here to encourage you to incorporate fresh in-season produce as often as you can.



I get most excited when I know California Avocados are in season which is from spring through summer. In-season produce inspires me in the kitchen.

<https://www.californiaavocado.com/blog/june-2019/the-benefits-of-in-season-eating>

Total reactions -
Facebook and Instagram: 2,832



HOW AVOCADOS FIT INTO TODAY'S POPULAR DIETS

Manuel Villacorta, MS, RD 06/10/2019

#avocado nutrition #dietitian tips #nutrition

SHARE

PRINT



Here in California, the land of sun and living a fit and healthy lifestyle, many people are looking for a diet plan to help them look and feel their best. However, not all diets are created equal. Some are fads, some are lifestyle that has been shown to provide health benefits and some work best based on an individual's needs or needs. These diets, whether you're at a backyard barbecue or a cocktail party, conversation turns to what eating plan people are following. From paleo to keto, whole 30 to vegan, everyone thinks there's a diet to agree to disagree, but there is one food that most everyone will find is common ground - avocados!

Avocados are one food that fits into most eating plans, whether for weight loss or general health. If you're on an eating plan for weight loss, heart-healthy California Avocados can be a satisfying addition to a reduced-calorie diet when eaten in place of other fat sources.

For athletes, avocados can fit into your fitness diet as the body needs to replace the electrolytes it loses from sweating. Potassium is one of these electrolytes and helps muscles contract and helps to regulate fluids and mineral balance. Healthy avocados contain 250 mg of potassium (6% DV) per 50 g serving. My clients are often surprised by how much potassium an avocado has.

Total reactions -
Facebook and Instagram: 1,578



<https://www.californiaavocado.com/blog/june-2019/how-avocados-fit-into-popular-diets>



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RETAIL – CUSTOMIZED RETAIL INFLUENCER PROGRAMS



Post Details

Raley's
Published by Chris Collins [?] · May 22 at 12:01 PM · 🌐

🎉 **SWEEPSTAKES** 🎉

It's California Avocados season! Let's celebrate 🥰

Enter to win a California Avocado Culinary Gift Basket, a case of California Avocados and a \$50 gift card valid at Raley's, Bel Air, and Nob Hill Foods!

ON THIS POST:

1. Tell us your favorite spring or summer California Avocado recipe or usage idea
2. Tag an avocado-loving friend

Sweepstakes ends Tuesday, 5/28/19 at 11:59 p.m. One (1) entry per user. Three (3) winners randomly selected.
Official Rules: <http://bit.ly/30CbFmS>

44,636
People Reached

3,808
Engagements

[Boost Post](#)

👍👎🗨️ Lynn Bui, Estela Estefany and 1.5K others 477 Comments 126 Shares

Performance for Your Post

44,636 People Reached

2,322 Reactions, Comments & Shares 🗨️

1,446 Like	1,428 On Post	18 On Shares
104 Love	100 On Post	4 On Shares
3 Haha	3 On Post	0 On Shares
9 Wow	9 On Post	0 On Shares
636 Comments	540 On Post	96 On Shares
127 Shares	126 On Post	1 On Shares

1,486 Post Clicks

802 Photo Views	46 Link Clicks 🗨️	638 Other Clicks 🗨️
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NEGATIVE FEEDBACK

6 Hide Post	1 Hide All Posts
0 Report as Spam	0 Unlike Page

Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.



Instagram and Website Impressions: 1,100

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🔍

LATEST POSTS

PRODUCE TIPS
California Avocado's 4 Tips for Cutting Avocado's Safely
July 3, 2019 · by Dani Tokumai
Do you know how to safely cut an avocado? Maybe you've found your own method, but we're here with some tips to help you safely cut.

RECIPES, SUMMER BBQ
Beyond Meat's Backyard BBQ Burger Recipe
July 1, 2019 · by Dani Tokumai
Think BEYOND MEAT® this 4th of July! Meet The Future of Protein! Beyond Meat

RECENT POSTS

California Avocado's 4 Tips for Cutting Avocado's Safely
Beyond Meat's Backyard BBQ Burger Recipe
Seedlip: what to drink when you're not drinking!

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Blog Reach: 3,231

Consumer Sweepstakes:

- Likes: 277
- Comments/Entries: 503
- Impressions: 8,052
- Reach: 5,598

Gelson's Markets
20 July at 19:00

Sarah Wright, Gelson's Staff Nutritionist, talks about California Avocados season and how you can reap the health benefits of this nutritionally unique and delicious fruit. Click below to learn more:



GELSONS.COM
Avocados Every Day, Every Way! | Gelson's
It's July, which means its California avocado season! There's no better tim...

Gelson's Markets
15 July at 11:18

GIVEAWAY ALERT
We are teaming up with California Avocados for a giveaway!
You could win -

- 🥑 One Flat of California Avocados
- 🥑 A California Avocado Tote bag filled with CAC Swag
- 🥑 A \$25 Gelson's Gift Card

How to enter:

- Like this post
- Like us and California Avocados on Facebook
- Tag a friend! Each tag is another entry so feel free to tag multiple friends for better chances of winning.

The small print:
-Open to Southern CA residents only
-Entries can be submitted until July 22. Winner will be selected on July 23.
Good luck!




Serving Suggestion

325 336 comments 17 shares

Gelson's

Home > About Us > News & Events > Buy > Avocados Every Day, Every Way!


My Store: Gelson's - Fresno (4000)



It's July, which means its California avocado season! There's no better time than now to reap the health benefits of this nutritionally unique and delicious fruit.

Not all fats are created equal and regardless of the diet one may follow, it is important to be consuming high-quality, heart-healthy fats in moderation. Whether you follow a Paleo, Keto, Whole 30, or Mediterranean Diet, there is a place and a need for avocados. Inspired by its creamy, ripe, creamy California avocados, I have created a fun and flavorful bump to sundown meal plan with the centerpiece being delicious avocados.

• Breakfast: Break away from the popular avocado toast and try a creamy and refreshing avocado smoothie! Because of the good fats and fiber found in avocados, it can help leave you full and satisfied until lunch. Avocados are a great addition to any smoothie recipe because of their mild taste and their ability to enhance consistency and texture.



[Click here for recipe.](#)



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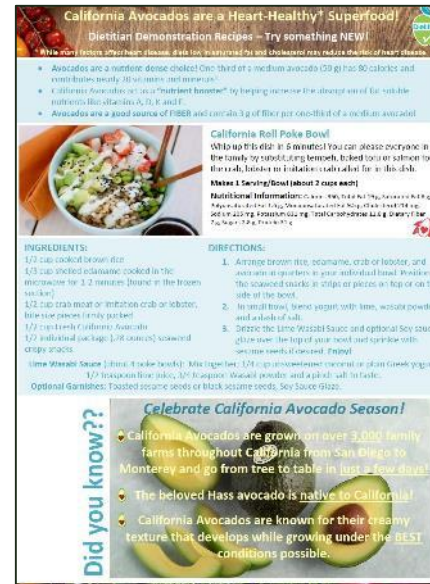
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- Conducted samplings at 4 stores (2 NorCal/2 SoCal); total demo hours = 48
 - CAC RDN Manuel Villacorta conducted demo at San Francisco location; promoted his three demos on his social media platforms
 - <https://www.facebook.com/ManuelVillacortaRD/videos/1330623484273652/>
- Served 800 samples
- Distributed 750 California Avocado Cutters
- Distributed handout with CAC messages and Albertsons-developed recipe - California Roll Poke Bowl
- CAC Superfood Spotlights distributed
- Local market social media promotion



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STATER BROS.

Website Impressions: 200,000

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WEEKLY AD & MORE | RECIPES | OUR STORE | ABOUT US



THE BEST WAY TO TELL IF YOUR AVOCADO IS RIPE

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AVOCADO TIPS! CHOOSING AND RIPENING

Ripe or Unripe, You Decide



Sometimes choosing the perfect avocado at the store can be tricky. Depending on their stage of ripeness, and when you plan to enjoy your avocados, it's certainly one of the most important steps on your avocado enjoyment journey. But we are here to help with these informative tips provided by the [California Avocado Commission](#)!



Circulation: 650,000

Live Naturally

YOUR HEALTHY LIFE STARTS HERE

MODERN MEDITERRANEAN



THE TRUTH ABOUT SUGAR
PG. 54
NATURAL SUPPLEMENTS FOR BETTER ZZZZ
PG. 61

The Survey Says...

A magazine editor, one of my favorite things is hearing from readers. Putting a magazine together is a process, and our team does its best to share the healthiest, tastiest, recipes and the most current and interesting news and stories on food, nutrition, wellness, new products and trends.

We recently ran a reader survey and are grateful to those who responded - almost 2,000 of you - to let us know what you like about the magazine and what you'd like to see more of. Five lucky respondents received a \$250 grocery card.

Carlyle De Luna, Smith's reader
Melody Dwyer, Optimum Wellness reader
Nicole Haskell, Fred Meyer reader
Lisa Hines, Kroger Cincinnati reader
Jenny Patrick, Kroger MidAtlantic reader

So, what did the survey say? Without a doubt, the most popular part of our magazine is recipes - and readers want more of them. We have a fabulous team of recipe developers, including students at Johnson & Wales' Culinary School, who all test and toil in their kitchens to create an array of flavorful and beautiful dishes that we get to style and photograph (and sizzle on afterward, too). In this issue we have Mediterranean recipes, an array of raw faves, plus a "training table" of choices to refuel you after a race or hard workout. We promise to continue working with talented and creative cooks and chefs to bring you options.

Readers also asked for more cooking tips and tricks. We've pulled together a fun story on grilling, with advice on using a variety of plant-based



FOR THIS HAUTE GRILLED AVOCADO RECIPE FROM CALIFORNIA AVOCADOS, VISIT [LIVENATURALLYMAGAZINE.COM](#)

Ingredients. Did you know you can grill California avocados to serve as a side or for guacamole? And we feature our regular section on cool new gadgets to make life easier in the kitchen.

I don't have near enough room on this page to share the wealth of comments, but one of my favorites is:

"Thank you, thank you, thank you for a magazine full of great information that supports a healthy lifestyle."

You are most welcome!

I hope you enjoy this issue. And be sure to visit us regularly online at [livenaturallymagazine.com](#), where we publish even more content every week. As always, I enjoy hearing from you, so please drop me an email any time.

Rebecca
Rebecca Houston, Editor
[editor@livenaturallymagazine.com](#)



RETAIL – RETAIL PROMOTIONS

Third California Avocado Superfood Spotlight mailed to CAC's top-tier accounts to share with consumers at point-of-purchase during California Avocado season

CALIFORNIA AVOCADO: SUPERFOOD SPOTLIGHT

CALIFORNIA AVOCADOS

THREE REASONS TO EAT IN-SEASON

WHAT DOES IT MEAN TO EAT "IN-SEASON"?

 It means enjoying fruits and vegetables in their natural growing season, like Fresh California Avocados in spring and summer.

Did you know that the State of California produces over a third of the country's vegetables and two-thirds of the country's fruits and nuts? And, among those fresh produce items are California Avocados...Mother Nature's perfect goodness.

There are three BIG reasons to eat in-season:

- 1. Flavor:** Freshly picked, in-season produce is at its peak in flavor and nutrition.
- 2. Nutritional Value:** Fresh fruit and vegetables are full of antioxidants and phytonutrients. California Avocados contain the antioxidants vitamin C (4% DV), vitamin E (6% DV), and lutein + zeaxanthin (36 micrograms).
- 3. Smart:** By filling your plate with lots of in-season, delicious, colorful produce, there's less room for less healthy options.

Seasonal Sensations: Pairing California Avocado with the best of spring and summer all day long

SMOOTHIES – Start the day with a refreshing smoothie, add juicy fresh berries and avocado

SOUP – Make ahead your favorite gazpacho with tasty summer tomatoes, add a chunk of avocado

SNACK – Turn up the heat with a cool California salsa made with fresh watermelon, chiles, and avocados

SALAD – Toss a main salad with grilled chicken or fish, add tasty summer tomatoes and chunks of avocados

SUPPER – Enjoy a satisfying entrée made with delicious, nutritious California Avocados, get creative and try them in stuffed bell peppers, grain bowls, pasta, or as a topping on your favorite protein

SWEETS – Drizzle slices of juicy summer stone fruit and creamy avocado with honey for a light dessert

California Avocados: Fueling an active lifestyle

Eating avocado is a great way to fuel an active lifestyle. The body needs to replace electrolytes it loses from sweating, especially in the summer months that coincide with California Avocado season (April-August). Potassium is an electrolyte and helps muscles contract and regulate fluids and mineral balance in and out of body cells. Healthy avocados contain 250 mg of potassium (6% DV) per 50 g serving.

California Avocados are in season spring through summer. Look for California on the label!

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 12 Haichiyi, Suite L Irvine, CA 92618 800.344.4333

CALIFORNIA AVOCADO SUPERFOOD SPOTLIGHT

CALIFORNIA-STUFFED BELL PEPPERS

Author: Manuel Villacorta, MS, RD

SERVES 6 (SERVING SIZE 1 BELL PEPPER)

PREP TIME: 10 MIN. **1 COOK TIME:** 50 MIN. **TOTAL TIME:** 1 HOUR

This recipe takes advantage of plenty of fresh in-season produce, including California Avocado, bell peppers, zucchini and cherry tomatoes. Nutritionally it provides 240% DV vitamin C, 34% DV protein, 20% DV vitamin A and 16% DV fiber.

INGREDIENTS

- 1 Tbsp. olive oil
- ½ cup chopped red onion
- 1 Tbsp. minced garlic
- 1 [6-in] cherry ribs, sliced
- 1 [6-in] carrot, sliced
- 1 [6-in] zucchini, sliced
- 1 lb. ground chicken
- ½ tsp. sea salt, or to taste
- ½ tsp. black pepper, or to taste
- 1 cup cherry tomatoes, sliced in half
- 2 ripe Fresh California Avocados, peeled, seeded and cut in small cubes
- 6 large colorful bell peppers, tops cut off

INSTRUCTIONS

1. Preheat oven to 350° F. Heat oil in large pot over medium heat. When hot, add onion and garlic. Sauté 2 minutes. Add celery, carrots and zucchini. Cook 3 minutes. Add ground chicken, mix well. Cook 6 minutes. Add salt and pepper, cherry tomatoes and avocados, mix well. Divide ground chicken mixture among bell peppers. Line up bell peppers on rimmed baking pan, cover with aluminum foil. Bake 30 minutes. Remove pan from oven, carefully remove aluminum foil. Place back in the oven and cook another 10 minutes, until peppers are tender.

Nutrition Information Per Serving: Calories 330; Total Fat 21 g (sat 4 g, Trans 0 g, Poly 3 g, Mono 14 g); Cholesterol 85 mg; Sodium 120 mg; Potassium 124 mg; Total Carbohydrates 19 g; Dietary Fiber 5 g; Total Sugars 5 g; Protein 17 g; Vitamin A 180 mcg; Vitamin C 214 mg; Calcium 48 mg; Iron 2 mg; Vitamin D 0 mcg; Folate 124 mcg; Omega 3 Fatty Acids 0.23 g

% Daily Value: Vitamin A 20%; Vitamin E 540%; Calcium 4%; iron 10%; 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.

Did you know? • Heart-healthy. California Avocados act as a "nutrient booster" by helping increase the absorption of fat-soluble nutrients like vitamins A, D, K and E.

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

Nutrition Facts

Serving size 1 1/3 medium (50g)

Amount per serving
Calories 80

	% Daily Value*
Total Fat 17g	100%
Saturated Fat 1g	2%
Trans Fat 0g	
Polyunsaturated Fat 1g	
Monounsaturated Fat 1g	0%
Cholesterol 17mg	0%
Sodium 17mg	0%
Total Carbohydrate 4g	1%
Dietary Fiber 1g	15%
Total Sugar 0g	0%
Sodium 1g	0%
Added Sugar 0g	0%

Protein 1g	0%
Vitamin D 0mg	0%
Calcium 0mg	0%
Iron 0mg	0%
Potassium 0mg	0%
Vitamin A 0mg	0%
Vitamin C 0mg	0%
Folate 0mg	0%
Sodium 0mg	0%
Vitamin E 0mg	0%
Vitamin B 12 0mg	0%
Sodium 0mg	0%
Added Sugar 0mg	0%
Potassium 0mg	0%
Calcium 0mg	0%
Iron 0mg	0%
Vitamin A 0mg	0%
Vitamin C 0mg	0%
Folate 0mg	0%
Sodium 0mg	0%
Vitamin E 0mg	0%
Vitamin B 12 0mg	0%
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Vitamin A 0mg	0%
Vitamin C 0mg	0%
Folate 0mg	0%
Sodium 0mg	0%
Vitamin E 0mg	0%
Vitamin B 12 0mg	0%
Sodium 0mg	0%
Added Sugar 0mg	0%
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Vitamin C 0mg	0%
Folate 0mg	0%
Sodium 0mg	0%
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Vitamin B 12 0mg	0%
Sodium 0mg	0%
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Iron 0mg	0%
Vitamin A 0mg	0%
Vitamin C 0mg	0%



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RETAIL – RETAIL PROMOTIONS

- California Organic Avocado Demos the week of the Memorial Day
 - 20 Southern California Locations
 - 20 Northern California Locations
 - Demo results showed a double-digit increase in sales over last year
- California Avocado Superfood Bowls video continues to run on the Costco Quick & Easy Recipe Videos website:
 - <https://www.costco.com/quick-and-easy-recipe-videos-entrees.html>



California Avocado Superfood Bowls

California avocados + beautiful presentation = delicious. [California Avocado Superfood Bowls Recipe](#)



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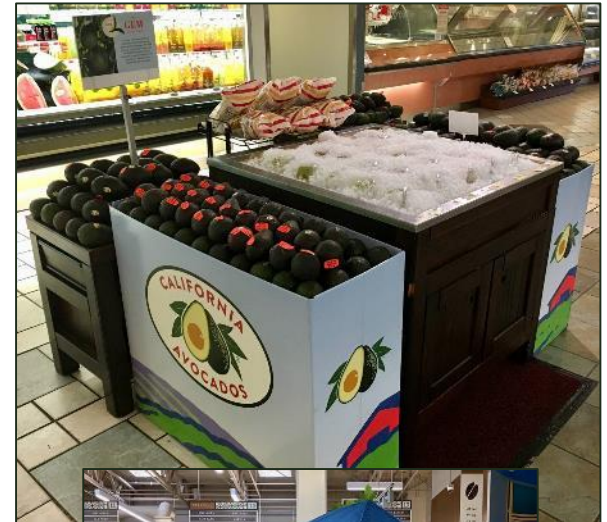
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RETAIL – RETAIL PROMOTIONS

June Sales & Display Contest in all 27 locations

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- As part of their Locally Grown program, Albertsons, Vons and Pavilions Locations displayed California Avocados throughout the season
 - California Avocado grower Scott Van der Kar is featured on hanging banners in Albertsons and Vons stores
 - Growers Mike Sanders and Chris Ambuul are featured on display signage and on the display bins
 - Albertsons and Vons utilized customized decals on California Avocado display bins to showcase their fresh California Avocados





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- Influencer Grove Tour
 - CAC hosted Albertsons-Vons-Pavilions (AVP) Influencer Brandon Matzek from Kitchen Konfidence (<http://www.kitchenkonfidence.com>)
 - Mike Sanders and Chris Ambuul hosted the grove tour at Rancho Santos Tomas
 - AVP created and posted a video on their social channels





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- Raley's produce managers competed in July to sell the most California Avocados to win a place for the Raley's Annual Passion Tour
- California Avocados on display with added impulse displays around the store
- Raley's Something Extra digital weekly special July 17
 - Featured California Avocados 2 for \$4.00





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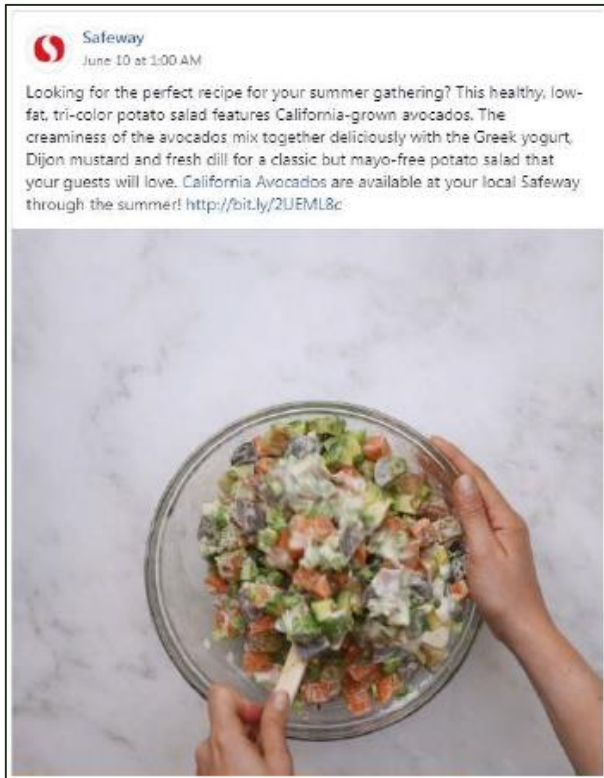
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RETAIL – RETAIL PROMOTIONS

- Two-week Social Media Campaign in June
- Resulted in highest engagements of this level funding for the division



Southwest





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RETAIL – RETAIL PROMOTIONS

- Big Book Ad: June
- Sales contest: June 19 – July 4
- Social media posts
- California Avocado Toast Three New Ways recipe video



Oregon



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RETAIL – RETAIL PROMOTIONS

- Distributors Serving Regional Chains & Independents
- Organically Grown Company
 - PCC Markets
 - New Seasons Market
 - Newport Stores
 - Metropolitan Markets
- Social media display contest
- California Avocado Zucchini Flatbread recipe video
- Recipe posts for winning





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RETAIL – RETAIL PROMOTIONS

- In-store demos in 20 locations in July
- Custom signage



NEW SEASONS MARKET





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- Sams club June 16 - June 17 in-club events
- 103 clubs in CA, NV, AZ, CO, NM
- \$342,000 in weekly sales for participating clubs
- Club average sales of \$3,300 for the week



- Walmart pre-July 4th in-store demos in 40 Walmart locations in California
- Sampled California Avocados with Tajin
- Sales up 24% vs. week prior, plus 36% vs. same week year ago





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COVERING FRESH PRODUCE ADVERTISING SINCE 1947producebusiness
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the SNACK

Fresh
DIGESTTHE SHELBY
REPORT

12 trade print ads running from
May through July 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.

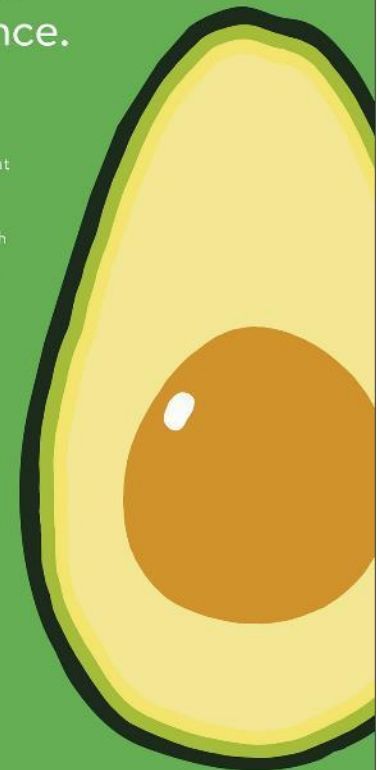
Talk with your supplier about distribution opportunities. Contact your California Avocado Merchandiser about customized marketing support.



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 PRODUCE AND THE GROW SPACE

AndNowUKnow[®]
produce industry news

Fresh
Plaza

PROGRESSIVE
GROCER



California Avocados
CaliforniaAvocado.com/Retail



There is a Difference!
1-800-344-4333

Shoppers Look for
California Avocados During the
American Summer Holidays



There is a Difference!
CaliforniaAvocado.com/Retail
1-800-344-4333

121 trade digital ads ran from May
through July 2019

**The total impressions for the May through July print
and digital campaign was 6,600,252**



HOME

REVENUE

CONSUMER
ADVERTISINGONLINE &
SOCIAL MEDIA

CONSUMER PR

RETAIL

FOODSERVICE

RESEARCH

TRADE PUBLIC RELATIONS – NOVEMBER 2018 THROUGH JULY 2019

- Proactive and ongoing reactive outreach to trade media covering California Avocados
- Distributed seven press releases; numerous interviews and coverage from trade media guests at PR events
- Positive news stories reached more than 6.9 million impressions



Perdue Observes Challenges Facing California Avocados First-Hand

JULY 17, 2019 / AGRIBUSINESS / LABOR AND IMMIGRATION

U.S. Secretary of Agriculture Sonny Perdue recently toured a farm in San Diego to better understand how California avocados are produced and learn more about what types of challenges they face.

[Read More](#)

Avocados continue to grow as a top fresh fruiting crop, with California's production accounting for nearly 90 percent of the U.S. supply. The California Avocado Commission (CAC) is committed to promoting the fruit and its many uses.

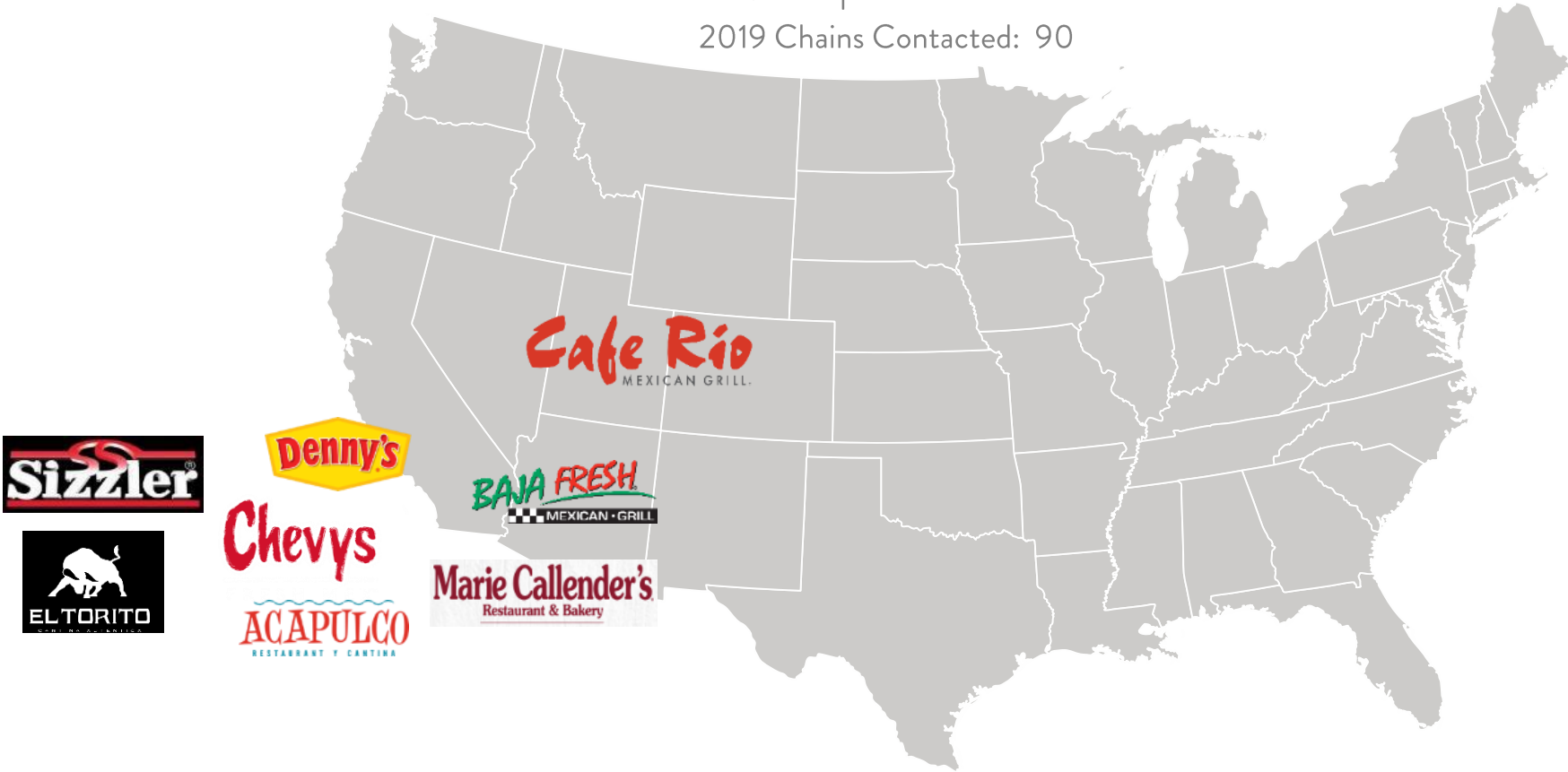
The commission is also partnering with influential bloggers who are creating unique recipes and videos showcasing California avocados in summer entertaining applications. Rounding out the program is communication to California avocado fans about Fourth of July entertaining and California summer ideas via email newsletter, online and social, plus consumer public relations outreach.



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

FOODSERVICE – CHAIN PROMOTION COVERAGE THROUGH JULY

2019 Branded Chain Promotions: 8
2019 Completed Chain Menu Ideation Presentations: 5
2019 Chains Contacted: 90





HOME

REVENUE

CONSUMER
ADVERTISINGONLINE &
SOCIAL MEDIA

CONSUMER PR

RETAIL

FOODSERVICE

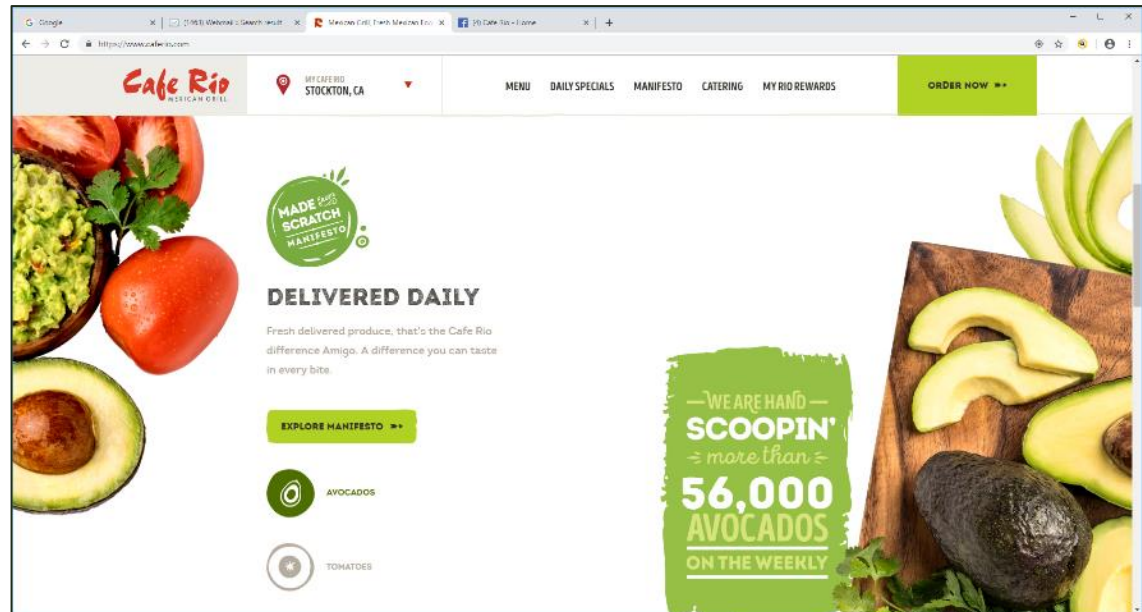
RESEARCH

FOODSERVICE CHAIN PROMOTIONS

- June 3 – September 1, 2019
- 126 Units (UT, WY, AZ, NV, ID, MT, CA, WA, CO, DC)

Cafe Rio

MEXICAN GRILL



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CONSUMER
ADVERTISINGONLINE &
SOCIAL MEDIA

CONSUMER PR

RETAIL

FOODSERVICE

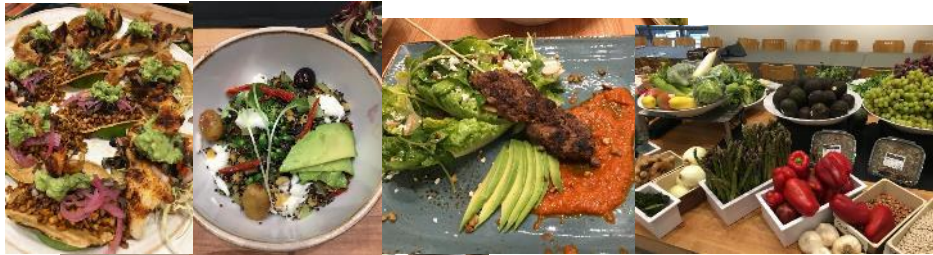
RESEARCH

FOODSERVICE – ONSITE MENU IDEATION SESSIONS

- 128 restaurants, 125 coffee bars, 20+ concepts across nation
- Plant forward inspirational tour
- Culminated with a hands-on competition



NORDSTROM



- Ten-unit chain to double in 2020
- Reached out to Commodity Boards to participate in Tacopalooza
- Featured in VT's Weekly Taco Feature



Chile en Avo-gada



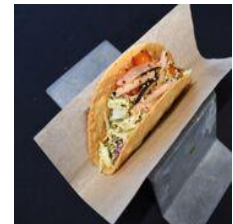
The Baaaaad Sheep



Israeli Eggplant Taco



"Just the Tip"

Crispy California Roll
Taco

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 263,123 impressions



STYLIZE CALIFORNIA SALADS

Delight your customers spring through summer menu. Fresh California Avocado at day long. From breakfast through dinner, California Avocado add 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
©2019 California Avocado Commission



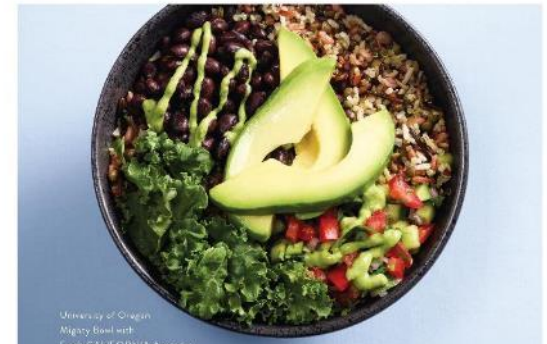
ENERGIZE CALIFORNIA BURGERS

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

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CUSTOMIZE CALIFORNIA BOWLS

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

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

Plate: July/Aug
Restaurant Business: May
The Habit Burger Grill

FoodService Director: June
University of Oregon



HOME

REVENUE

CONSUMER
ADVERTISINGONLINE &
SOCIAL MEDIA

CONSUMER PR

RETAIL

FOODSERVICE

RESEARCH

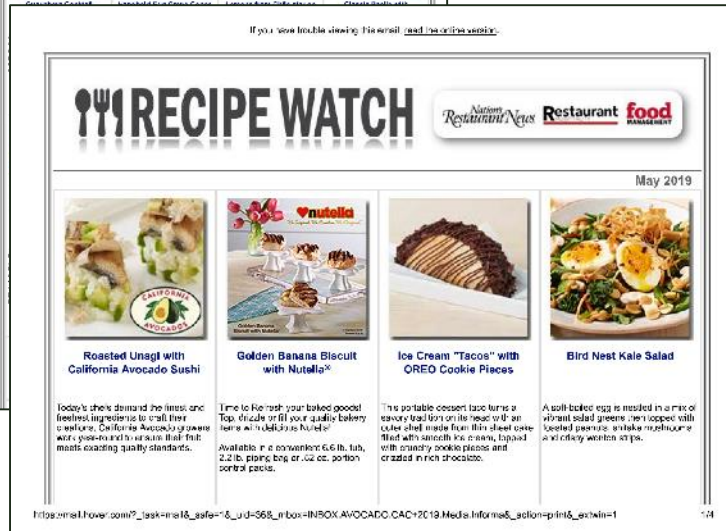
FOODSERVICE – DIGITAL ADVERTISING

Recipe Watch

- 3x: May – July insertions
- 280,500 impressions
- 483 clicks



If you're having trouble viewing this email, [read the online version.](#)



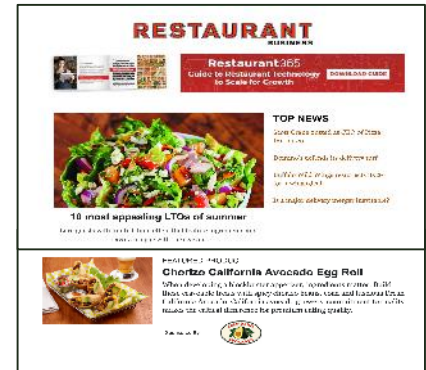
Food News Media's 5 Recipes

- 2x: May & June insertions
- 49,374 impressions
- 97 clicks



RB Daily

- 3x: May – July insertions
- 275,592 impressions
- 101 clicks





HOME

REVENUE

CONSUMER
ADVERTISINGONLINE &
SOCIAL MEDIA

CONSUMER PR

RETAIL

FOODSERVICE

RESEARCH

FOODSERVICE – PUBLIC RELATIONS

- 6 new pick-ups
- 536,500 impressions since May



Ensalada Aguachile with California Avocado

Your customers will love this cool summer aguachile that combines the amazing textures and flavors of shrimp, avocado and cucumber. A sure menu hit!

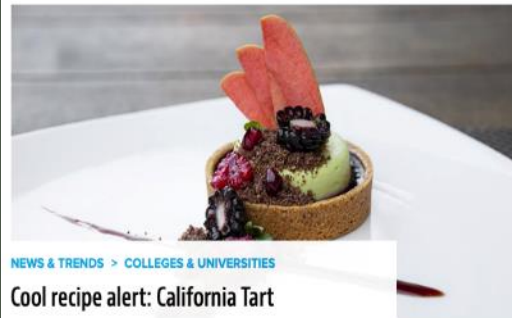
[Click Here for This Week's Recipe](#)

Recipe report: Grab-and-go breakfasts
Jun. 26, 2019

4. Green Eggs and Sam
The green in this breakfast sandwich comes from slices of ripe avocado and leafy kale. Chef Ryan Murff gives the Dr. Seuss favorite—green eggs and ham—another twist by adding smoked salmon for ham. The result is a sophisticated take on a breakfast classic.

[Click here for the recipe.](#)

RECIPES



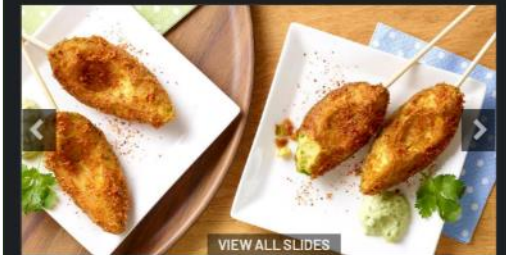
NEWS & TRENDS > COLLEGES & UNIVERSITIES

Cool recipe alert: California Tart

Plateia is an al fresco, full-service restaurant and lounge at the University of California-Los Angeles' Luskin Conference Center. Cali-centric small plates, wine and cocktails are all on the menu, along with desserts and pastries like this California Tart, a berry-forward taste of spring in SoCal. This recipe uses gelatin, but it's not your grandma's Jell-O mold!

Recipe report: Take catering to the next level

May 02, 2019



1. Corn Dogs with Avocado Ranch Dressing

This whimsical take on a popular state fair food is sure to win fans at catered events. 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.

[Click here for the recipe.](#)

Recipe report: Salad days

Jul. 11, 2019



4. Spicy carrot, cucumber and avocado salad

Chef Gourdet puts a different spin on panzanella, the traditional Italian bread salad, by using carrots and cucumbers in place of tomatoes. The carrots add bright color, while cubes of avocado provide a nice textural contrast and Thai chilies and ginger heat up the salad with Asian flavors.

[Click here for the recipe.](#)

HOME

REVENUE

CONSUMER
ADVERTISING

ONLINE &
SOCIAL MEDIA

CONSUMER PR

RETAIL

FOODSERVICE

RESEARCH

FOODSERVICE – EVENTS

Marketing Executive Group (May 15-17)



Int'l Corporate Chefs Association (June 23-25)



PMA Foodservice Conference & Expo (July 25-27)





HOME

REVENUE

CONSUMER
ADVERTISING

ONLINE &
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
- 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 beginning August 14 with results by October