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MARKETINGCONSUMER
PRCONSUMER/
TRADE
LIVING WELL

RETAIL

FOODSERVICE

RESEARCH

KEY PERFORMANCE INDICATORS: NOVEMBER 2019 THROUGH JULY 2020

\$1.10

Average Selling Price

Category Average Selling Price per Unit for the
4-weeks ending 7/12/20**194.5** MillionConsumer Media
ImpressionsIncludes offline, online and social media
impressions through July 2020**849.2** MillionConsumer
PR ImpressionsMedia coverage secured with print, broadcast
and online media outlets, as well as retailer
communications through July 2020**11.9** MillionTrade Public Relations
ImpressionsPositive direct retail and foodservice CAC trade
public relations circulation through July 2020**1.74** Million

Consumer Website Visits

A 10% decrease in visits to
CaliforniaAvocado.com versus the same period
in 2019**12**

Foodservice Chain Promotions

Number of Foodservice chain promotions
completed (70 chains contacted)



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CONSUMER
ADVERTISINGONLINE
MARKETINGCONSUMER
PRCONSUMER/
TRADE
LIVING WELL

RETAIL

FOODSERVICE

RESEARCH

REVENUE: REVENUE – CROP MOVEMENT AND MEASURES**U.S. Hass Avocado Supply (November-July)**

	2019/20		2018/19		2017/18	
Origin	Volume (MM lbs)	Est. % Complete*	Volume (MM lbs)	% Complete	Volume (MM lbs)	% Complete
California	294	80%	141	65%	168	50%
Chile	8	24%	34	64%	22	44%
Mexico	1,599	74%	1,552	77%	1,534	80%
Peru	93	50%	117	66%	58	33%
Other	6	82%	10	90%	2	51%
Total	2,000	73%	1,854	75%	1,784	72%
*based on current projections					Source: HAB/CAC	



HOME

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CONSUMER
ADVERTISINGONLINE
MARKETINGCONSUMER
PRCONSUMER/
TRADE
LIVING WELL

RETAIL

FOODSERVICE

RESEARCH

REVENUE: REVENUE – CROP MOVEMENT AND MEASURES

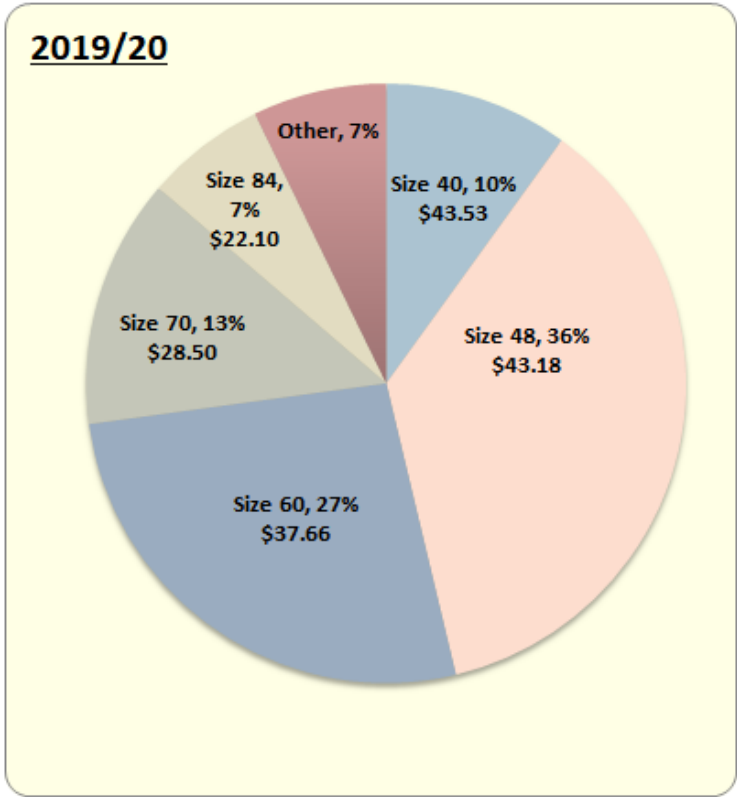
California Avocado Grade and Size Distribution - This Year vs. Last Year											
		November 1 -July 31, 2020					November 1 - July 31, 2019				
		Size %	(millions)		Avg Lug \$	%	Size %	(millions)		Avg Lug \$	%
			Pounds	Dollars				Pounds	Dollars		
Grade	Size										
Hass #1 Conv	40	10%	23.3	39.7	\$ 43.53	2%	11%	14.7	33.3	\$ 57.01	1%
	48	36%	85.0	145.5	\$ 43.18	1%	40%	54.9	128.1	\$ 58.68	1%
	60	27%	62.2	93.0	\$ 37.66	1%	24%	33.2	73.9	\$ 56.24	1%
	70	13%	31.5	35.8	\$ 28.50	0%	11%	15.6	32.6	\$ 52.78	1%
	84	6%	15.2	13.3	\$ 22.10	1%	5%	6.9	10.5	\$ 38.74	2%
	Other	7%	16.9				8%	11.5			
	All	100%	234.2	353.2	\$ 38.06	1%		136.9	302.4	\$ 55.82	1%
Hass #2s	All		17.9	18.0	\$ 26.82	7%		8.9	17.3	\$ 49.43	2%
Hass Organic #1	All		27.3	58.1	\$ 53.71	1%		15.3	42.1	\$ 69.44	1%
California Avocado Region Distribution - This Year vs. Last Year											
		November 1 -July 31, 2020					November 1 - July 31, 2019				
		Region %	(millions)		Avg Lug \$	%	Region %	(millions)		Avg Lug \$	%
			Pounds	Dollars				Pounds	Dollars		
Region											
EAST CENTRAL		4%	11.0	17.2	\$ 40.08	2%	5%	8.5	21.6	\$ 64.60	2%
NORTHEAST		3%	9.1	14.7	\$ 40.98	1%	5%	8.1	20.3	\$ 62.80	1%
PACIFIC		74%	210.5	317.3	\$ 38.34	2%	74%	123.6	272.3	\$ 55.74	1%
SOUTHEAST		6%	16.9	27.4	\$ 40.74	0%	3%	4.8	11.4	\$ 59.42	1%
SOUTHWEST		3%	9.0	13.7	\$ 38.76	2%	4%	6.5	15.8	\$ 61.10	0%
WEST CENTRAL		5%	14.6	22.8	\$ 39.12	0%	5%	8.9	21.1	\$ 59.23	0%
EXPORT		4%	12.5	20.5	\$ 41.15	0%	5%	7.6	15.2	\$ 50.21	1%



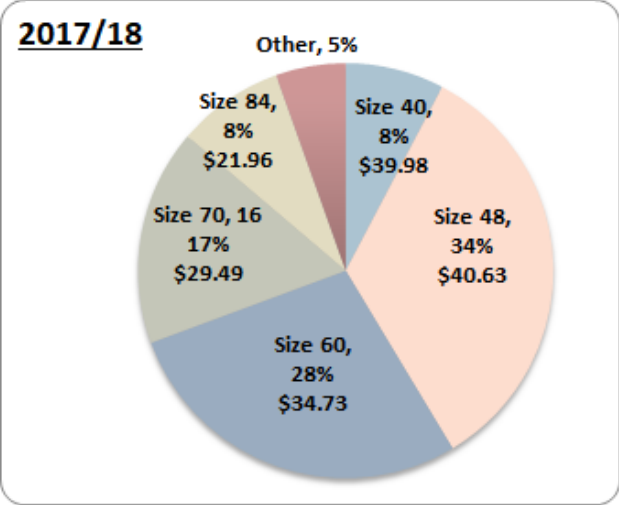
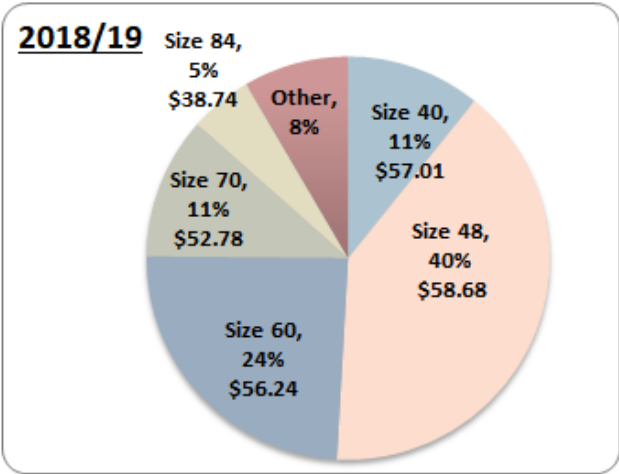
- HOME
- REVENUE
- CONSUMER ADVERTISING
- ONLINE MARKETING
- CONSUMER PR
- CONSUMER/TRADE LIVING WELL
- RETAIL
- FOODSERVICE
- RESEARCH

REVENUE: REVENUE – CROP MOVEMENT AND MEASURES

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



Source: AMRIC





HOME

REVENUE

CONSUMER
ADVERTISINGONLINE
MARKETINGCONSUMER
PRCONSUMER/
TRADE
LIVING WELL

RETAIL

FOODSERVICE

RESEARCH

REVENUE: RETAIL SALES AND VOLUME

<u>RETAIL</u> <u>(4 wks)</u>	<u>Jul19</u> <u>(6/23/19-7/14/19)</u>	<u>Jul20</u> <u>(6/21/20-7/12/20)</u>	<u>Variance</u>
Volume (Unit)	161,112,561	222,315,724	+38.0%
Dollars	\$231,910,237	\$243,472,106	+5.0%
Avg. Selling Price/Unit	\$1.44	\$1.10	-23.9%
<u>RETAIL</u> <u>California Season</u>	<u>Apr19-Jul19</u> <u>(4/1/19-8/11/19)</u>	<u>Mar20-Jul20</u> <u>(3/2/20-7/12/20)</u>	<u>Variance</u>
Volume (Unit)	808,759,901	1,055,942,513	+30.6%
Dollars	\$1,068,509,736	\$1,206,753,929	+12.9%
Avg. Selling Price/Unit	\$1.32	\$1.14	-13.5%
<u>RETAIL</u> <u>Non-California Season</u>	<u>Sept18-Mar19</u> <u>(8/27/18-2/24/19)</u>	<u>Sept19-Feb20</u> <u>9/2/19-3/1/20</u>	<u>Variance</u>
Volume (Unit)	1,077,928,095	1,142,514,256	+6.0%
Dollars	\$1,169,288,888	\$1,214,311,703	+3.9%
Avg. Selling Price/Unit	\$1.08	\$1.06	-2.0%



[HOME](#)

[REVENUE](#)

[CONSUMER ADVERTISING](#)

[ONLINE MARKETING](#)

[CONSUMER PR](#)

[CONSUMER/TRADE LIVING WELL](#)

[RETAIL](#)

[FOODSERVICE](#)

[RESEARCH](#)

REVENUE: RETAIL SALES AND VOLUME





CONSUMER ADVERTISING: OUTDOOR

- 5,433,444 Impressions
- Three locations in Los Angeles, San Diego, and San Francisco

Los Angeles Day/Night Billboard



San Diego Billboard



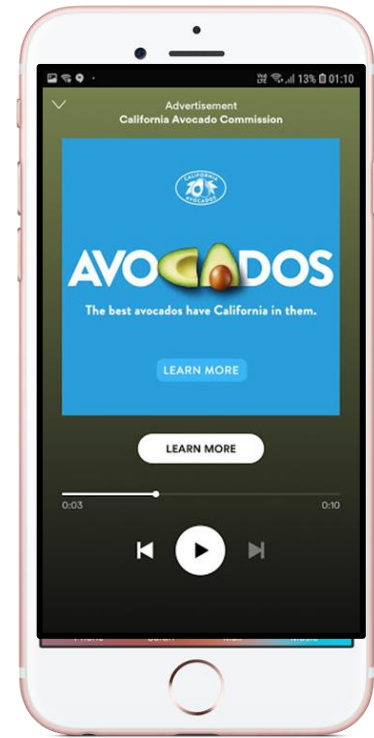
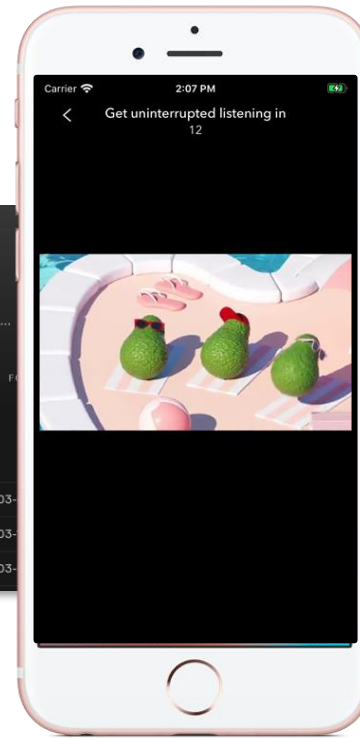
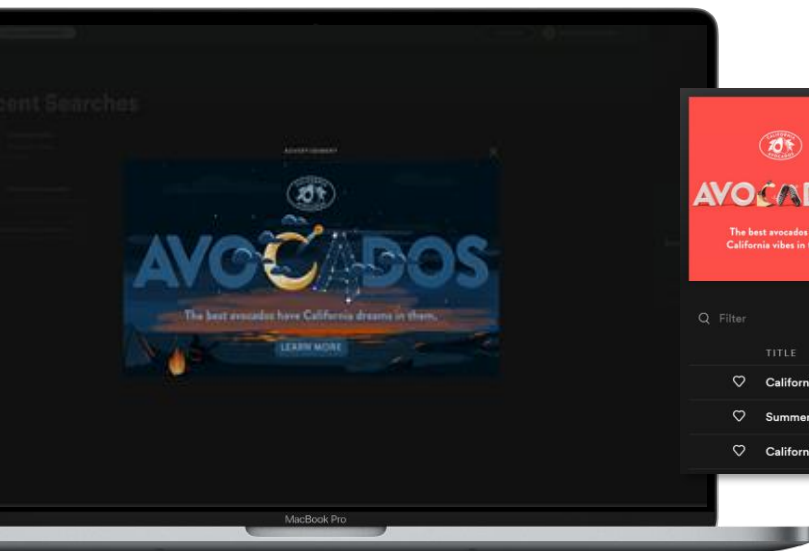
San Francisco BART Train Wrap





CONSUMER ADVERTISING: AUDIO

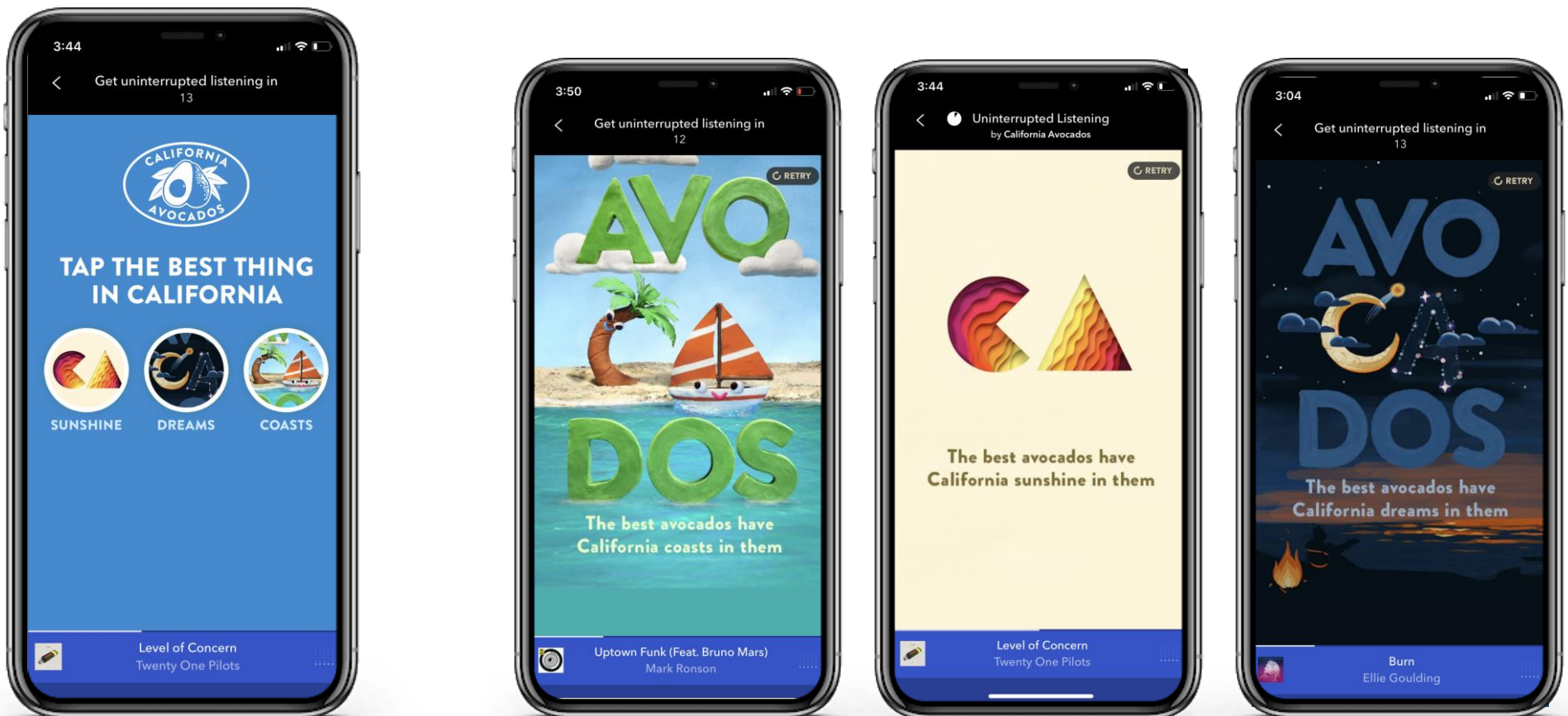
- 25,683,494 Impressions
- 329,000 Clicks with a 1.28% Click Through Rate
- 2,266,446 Video Views
- Targeted listening sessions, audio, banners, overlays, and a custom playlist (via Spotify)





CONSUMER ADVERTISING: AUDIO CUSTOM CONTENT

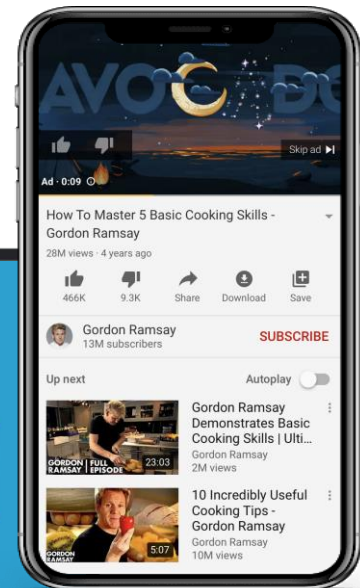
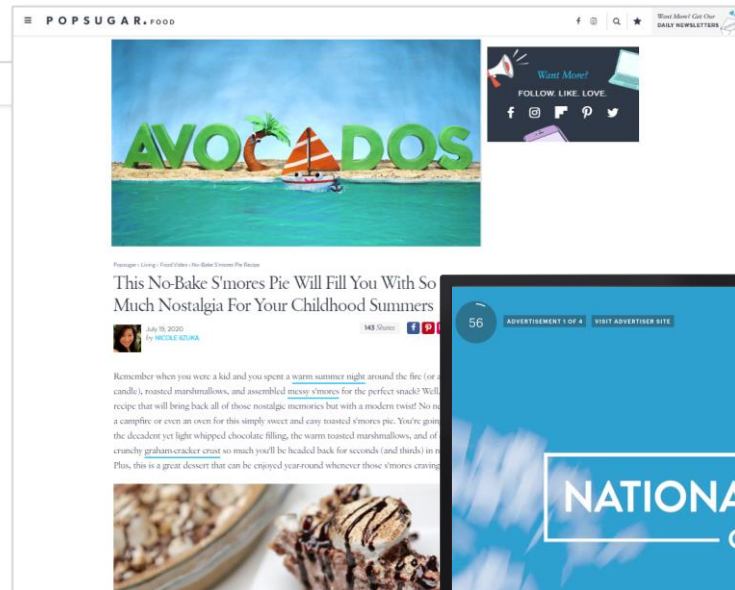
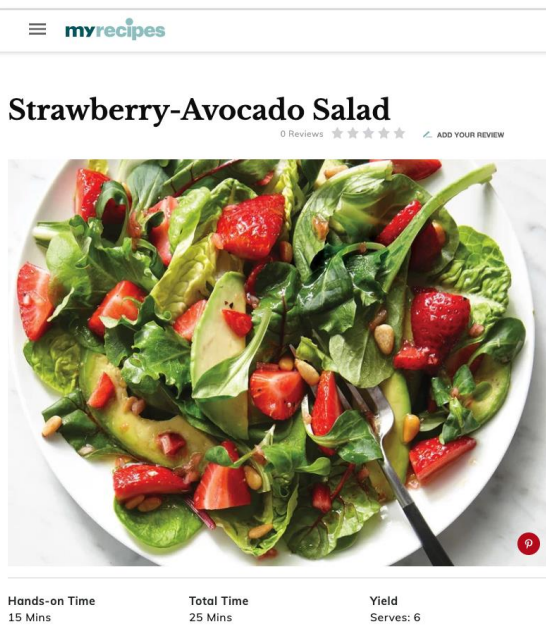
- Custom rich media unit that allows Pandora listeners to select “the best thing in California” and interact with motion enabled California Avocado visuals





CONSUMER ADVERTISING: DIGITAL – BRAND

- 105,409,665 Impressions
- 106,889 Clicks with a 0.10% Click Through Rate
- 59,618,187 Video Views
- Digital video, mobile and display banners

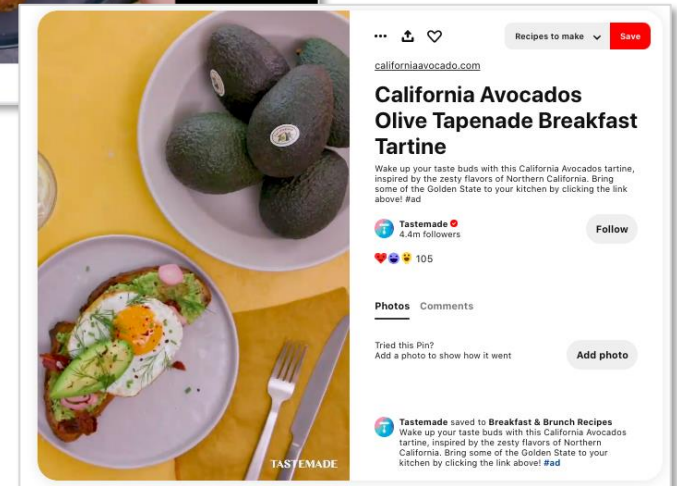
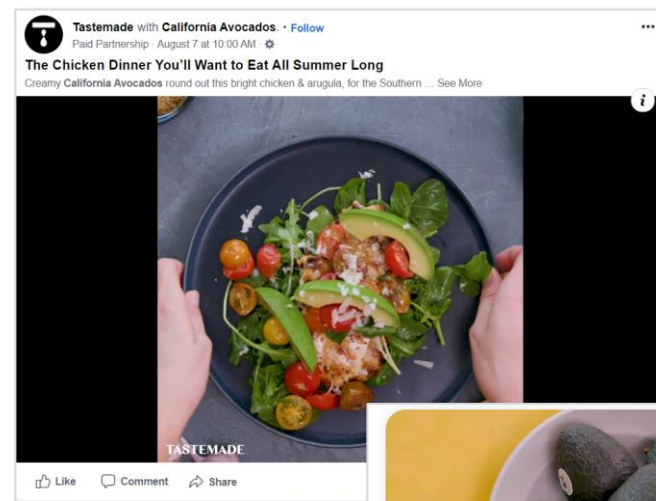




CONSUMER ADVERTISING: DIGITAL CUSTOM CONTENT

- Custom content including three recipe videos, prominently featuring California Avocados, distributed across Tastemade's Instagram, Facebook, and Pinterest along with Tastemade TV

TASTEMADE





HOME

REVENUE

CONSUMER
ADVERTISINGONLINE
MARKETINGCONSUMER
PRCONSUMER/
TRADE
LIVING WELL

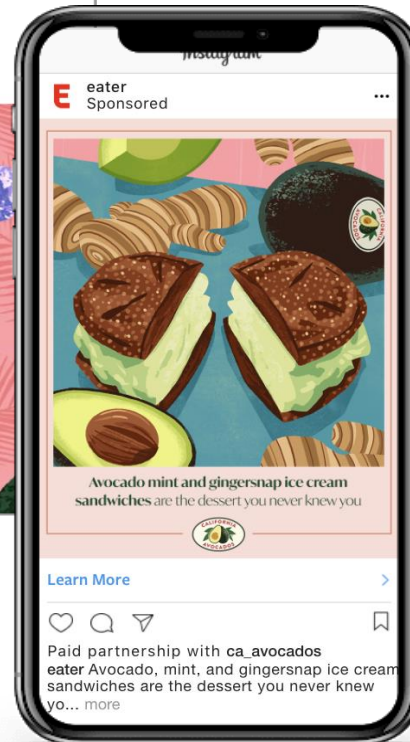
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FOODSERVICE

RESEARCH

CONSUMER ADVERTISING: DIGITAL CUSTOM CONTENT

- A custom recipe hub destination on Eater's site, featuring six original recipes and illustrations. This was amplified across Eater's Instagram and Facebook

EATER



HOME

REVENUE

CONSUMER ADVERTISING

ONLINE MARKETING

CONSUMER PR

CONSUMER/TRADE LIVING WELL

RETAIL

FOODSERVICE

RESEARCH

CONSUMER ADVERTISING: DIGITAL CUSTOM CONTENT

- Instagram influencer content, including posts and stories, featuring California inspired dishes

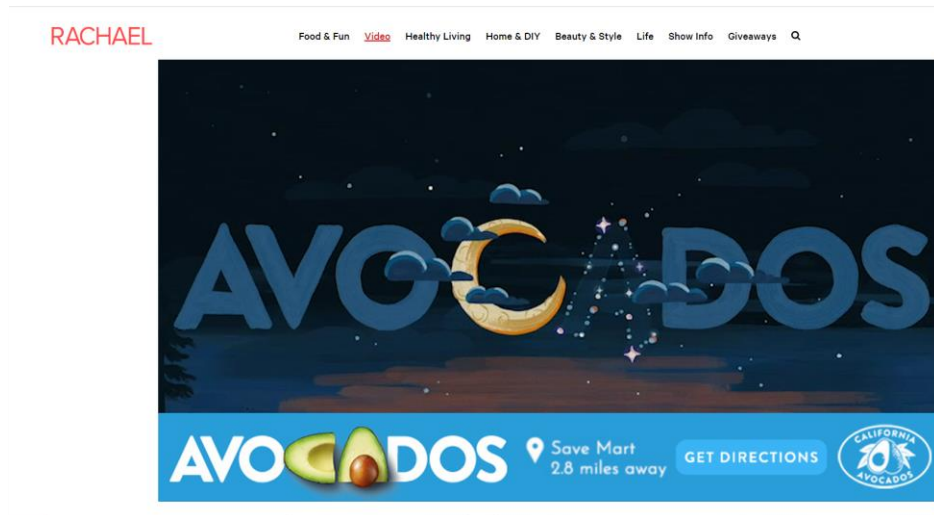




CONSUMER ADVERTISING: DIGITAL – RETAIL

VIAINT.

- 3,760,418 Impressions
- 15,615 Clicks with a 0.42% Click Through Rate
- 3,774,880 Video Views
- Video with store locator overlays across premium websites





HOME

REVENUE

CONSUMER
ADVERTISINGONLINE
MARKETINGCONSUMER
PRCONSUMER/
TRADE
LIVING WELL

RETAIL

FOODSERVICE

RESEARCH

CONSUMER ADVERTISING: SOCIAL - BRAND

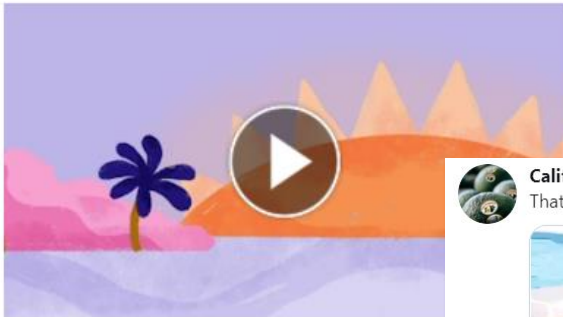
- 8,054,930 Impressions
- 311,025 Engagements with a 3.86% Engagement Rate
- Season-long social advertising across top platforms



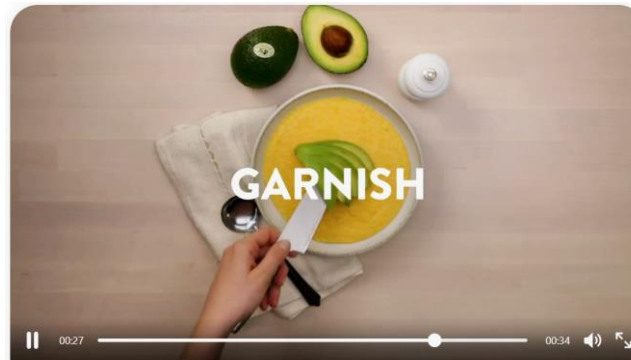
California Avocados

Sponsored ·

For a moment of California zen, close your eyes, take a deep breath and imagine slicing through a perfectly smooth [...See More](#)



Roya Hamidi an... 4 Comments



California Avocados @CA_Avocados · Jul 31

That feeling when #NationalAvocadoDay falls on a Friday 🥑🤪



38 207 1.4K



**SOUTHWESTERN
SWEET POTATOES
WITH
CALIFORNIA
AVOCADO**



**LEMON AND
CHICKPEA
CALIFORNIA
AVOCADO
TOAST**





HOME

REVENUE

CONSUMER
ADVERTISINGONLINE
MARKETINGCONSUMER
PRCONSUMER/
TRADE
LIVING WELL

RETAIL

FOODSERVICE

RESEARCH

CONSUMER ADVERTISING: SOCIAL – RETAIL

- 74,422 Impressions
- 1,350 Engagements with a 1.81% Engagement Rate
- Hyper-targeted social for select retailers ran early season

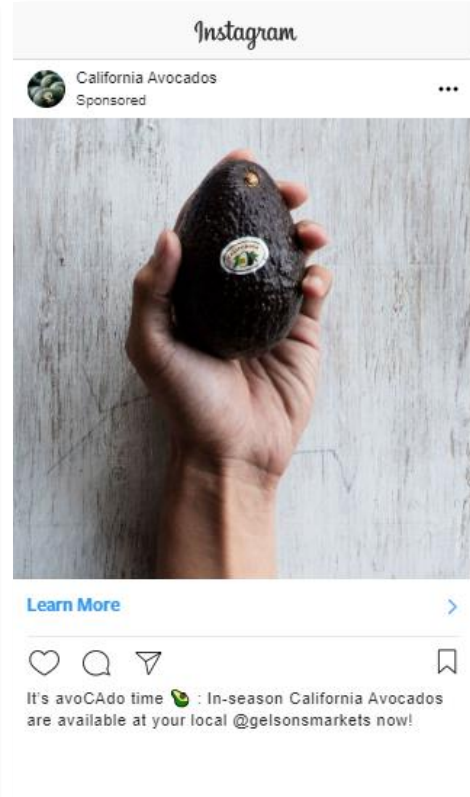
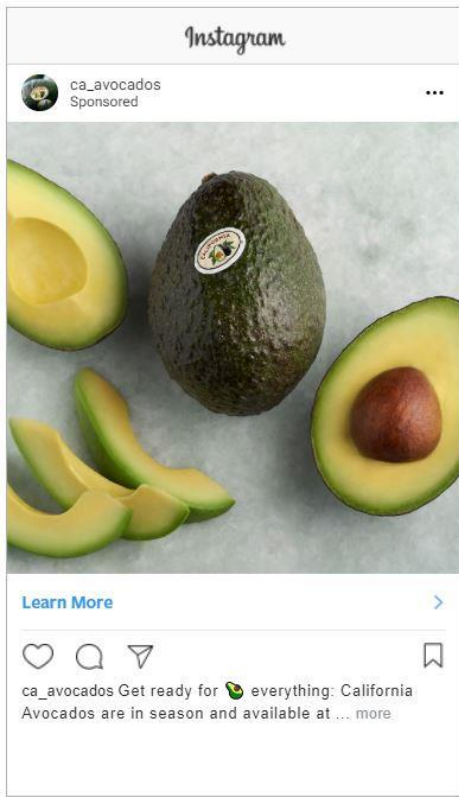


MOLLIESTONES.COM
**Mollie Stone's Markets -
Store Locator - CA**

Like Comment



It's California Avocado Season at Mollie Stone's!
www.molliestones.com





HOME

REVENUE

CONSUMER
ADVERTISINGONLINE
MARKETINGCONSUMER
PRCONSUMER/
TRADE
LIVING WELL

RETAIL

FOODSERVICE

RESEARCH

ONLINE MARKETING: NOVEMBER 2019 – JULY 2020**SEARCH RESULTS**

- Organic Search Impressions: 44.9MM
- Paid Search Impressions: 1.2MM

CONSUMER WEBSITE

- # of Visits: 1.74MM (10% **increase** YoY)
- Page Views/Visit: 1.27 (-5% **decrease** YoY)
- Time on site: 0:38 (-10% **decrease** YoY)
- Total Page Views: 2.2MM (-12% **decrease** YoY)

CONSUMER BLOG

- # of Visits: 606.9K (-11% **decrease** YoY)
- Time on site: 3:09 (7% **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

SOCIAL MEDIA

- Facebook
 - Total Fans: 326.2K (**neutral** YoY)
 - Impressions: 1.19MM (-49% **decrease** YoY)
- Twitter
 - Total Followers: 21.4K (**neutral** YoY)
 - Total Retweets: 360 (-82% **decrease** YoY)
- YouTube
 - Views: 8.83MM (240% **increase** YoY)
 - Subscribers: 1,860 (60% **increase** YoY)
- Instagram
 - Followers: 42.4K (**neutral** YoY)
 - Impressions: 543K (-75% **decrease** YoY)

EMAIL

- Average Open Rate: 12%
- Click Through Rate: 2.2%
- Emails Sent: 3 emails to a total of 558K recipients



HOME

REVENUE

CONSUMER
ADVERTISINGONLINE
MARKETINGCONSUMER
PRCONSUMER/
TRADE
LIVING WELL

RETAIL

FOODSERVICE

RESEARCH

CONSUMER PR: CALIFORNIA AVOCADO MONTH

- To pivot away from an in-restaurant experience – CAC partnered and coordinated with Chef Jordan Kahn of Michelin-ranked restaurant Vespertine to develop an eight-course meal featuring never-before-seen California Avocado dishes
- The meal secured interest from top-tier outlets like Eater, Sunset Magazine, Parade, Martha Stewart Living, POPSUGAR and more
- The activation garnered 109,778,663 impressions





HOME

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CONSUMER
ADVERTISINGONLINE
MARKETINGCONSUMER
PRCONSUMER/
TRADE
LIVING WELL

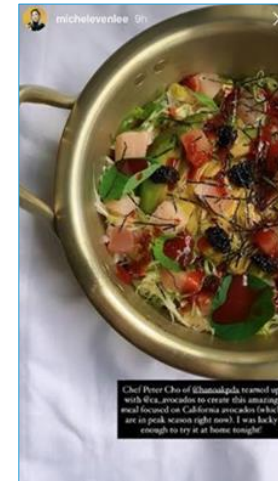
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RESEARCH

CONSUMER PR: CALIFORNIA AVOCADO SUMMER AT-HOME

- To continue the season's momentum with new stay-at-home parameters, CAC partnered with three award-winning chefs in three distinct markets to create unique meals – all highlighting California Avocados and delivered right to media
- CAC partnered with the following chefs
 - Chef Edouardo Jordan of Salare in Seattle, WA
 - Chef Peter Cho of Han Oak in Portland, OR
 - Chef Mike Fagnoni of Hawks Provisions and Public House in Sacramento, CA
- To date, the program has garnered 21,650,320 impressions





HOME

REVENUE

CONSUMER
ADVERTISINGONLINE
MARKETINGCONSUMER
PRCONSUMER/
TRADE
LIVING WELL

RETAIL

FOODSERVICE

RESEARCH

CONSUMER PR: NEWS BUREAU

- To remain top-of-mind throughout the season, CAC identifies relevant story angles and leverages its unique perspective or assets to promote with the media
- This year, CAC received media interest for its many recipes, how to freeze/preserve avocados and more
- Reactive and proactive efforts resulted in 622,877,351 earned media impressions

The Beet.

Homemade Chocolate Avocado Ice Cream that is so super easy to make, velvety and incredible! You won't even taste the avocado but will love the chocolate creaminess! These recipes are brought to you by the California Avocado Commission.



yahoo!life

Can You Freeze Avocado? Inquiring Guacamole Lovers Want to Know

How to freeze avocado in 3 ways:

No matter the method you choose, the most important factor to freezing avocado is the ripeness you begin with. If your avocado is already too far gone, no amount of freezing will preserve it. It's best to start with an avocado that's on the firmer side of ripe (but not rock hard).

- Freeze whole:** Simply toss the whole avocado in the freezer and go.
- Freeze in halves:** Slice the avocado in half and remove the pit. Squeeze lime or lemon juice over the exposed flesh, then wrap tightly in plastic wrap. Store the halves in a Ziploc bag in the freezer.
- Freeze sliced or mashed:** Peel and pit the avocado, slice or mash the flesh and store in a Ziploc bag, making sure as much of the air is removed as possible. Transfer to your freezer. If you want to preserve the bright green color of the flesh, you can add lime or lemon juice when slicing or mashing. This is the best way to freeze avocado, since its texture won't change too much.



The Daily Meal

All Things Food & Drink

Wild Berry Frozen Yogurt & California Avocado Lime Fudge Parfait

June 24, 2020

Try avocados in dessert





HOME

REVENUE

CONSUMER
ADVERTISINGONLINE
MARKETINGCONSUMER
PRCONSUMER/
TRADE
LIVING WELL

RETAIL

FOODSERVICE

RESEARCH

CONSUMER PR: SCOOP BLOG AND BLOGGER ADVOCATES

- Every season, CAC partners with a variety of talented and prominent influencer partners to develop unique content that further promotes California avocados on social media and CAC's Scoop Blog
- The content offers the personal experiences with the brand and advocates for their followers to actively seek out California avocados during the season
- The content on the CAC Scoop Blog also serves as a resource for consumers to reference across a variety of topics like cooking and food styling techniques and nutrition





HOME

REVENUE

CONSUMER
ADVERTISING

ONLINE
MARKETING

CONSUMER
PR

CONSUMER/
TRADE
LIVING WELL

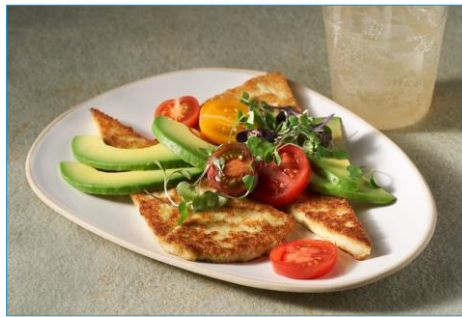
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FOODSERVICE

RESEARCH

CONSUMER/TRADE – LIVING WELL: LIVING WELL BRAND ADVOCATES

- 9 new consumer- and retail-friendly recipes for CAC website – 7 dietitian developed





HOME

REVENUE

CONSUMER
ADVERTISINGONLINE
MARKETINGCONSUMER
PRCONSUMER/
TRADE
LIVING WELL

RETAIL

FOODSERVICE

RESEARCH

CONSUMER/TRADE – LIVING WELL: LIVING WELL BRAND ADVOCATES

- Digital and traditional media activations total more than 2.2 M impressions

THE SCOOP BLOG

[HOME](#) [RECIPES](#) [LIFESTYLE](#)

SAY 'SPA-VACADO' WITH CREAMY CALIFORNIA AVOCADO SPA SMOOTHIE

 Bonnie Taub-Dix
05 / 27 / 2020


There's a big difference between aging and aging healthfully. As a woman, I've never hidden my age, and feeling my best has been important to me throughout my life. And as a dietitian nutritionist, it's no secret I've associated a well-rounded diet with feeling young, fit and invigorated. I have always tried to create recipes that help me feel energized.

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GET COOKING WITH HEART-HEALTHY CALIFORNIA AVOCADOS

Manuel Villacorta, MS, RDN 05 / 10 / 2020

[# beef](#) [# dietitian recipe](#) [# dietitian tips](#)

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Despite California's reputation for a healthy and fit lifestyle, I have met with hundreds of men over the past 20 years in my California private practice who come to me overweight. They are concerned about their health and longevity and they don't know where to start on the path to getting healthy. Sometimes, even more so than my female clients.

THE SCOOP BLOG

[HOME](#) [RECIPES](#) [LIFESTYLE](#)

THE MEDITERRANEAN LIFESTYLE WITH CALIFORNIA AVOCADOS

 Wendy Jo Peterson
05 / 02 / 2020


With strong evidence supporting the Mediterranean-style Diet's health benefits, this diet is recommended in the Dietary Guidelines for Americans and by the American Heart Association. Understand why. The scientific support for eating more fruits, vegetables, legumes, seeds, and the heart-healthy avocado, which contributes naturally.

THE SCOOP BLOG

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COOKING FOR ONE IS FUN WITH CALIFORNIA AVOCADOS

Memo Inga, MS RDN 08 / 10 / 2020

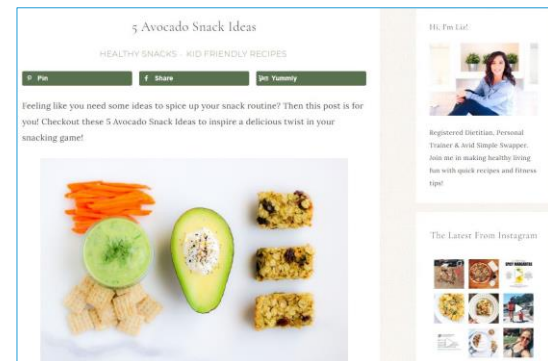
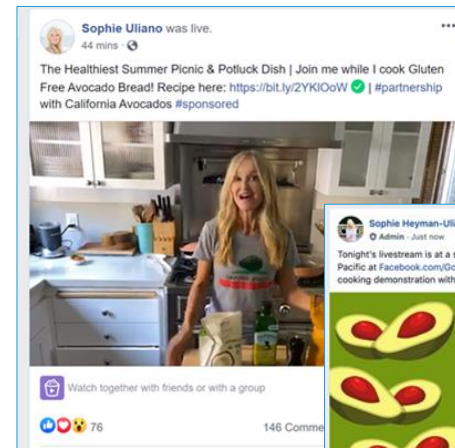
[# dietitian recipe](#) [# dietitian tips](#)

 SHARE: [f](#) [t](#) [p](#) [e](#)

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Cooking for one often gets labeled as boring, difficult or overwhelming. But I am here to convince you otherwise. I've been my own roommate for almost 10 years, so I've gathered a few bites of wisdom to share with you so you can be a confident cook for one.

[illegible]



HOME

REVENUE

CONSUMER
ADVERTISINGONLINE
MARKETINGCONSUMER
PRCONSUMER/
TRADE
LIVING WELL

RETAIL

FOODSERVICE

RESEARCH

RETAIL: CUSTOMIZED RETAIL INFLUENCERS

- Retail Dietitian, social and traditional media activations total 1.9 M to date
- Retailers include Albertsons-Safeway, Hy-Vee, Kroger, Mollie Stone's, Nugget Markets, Save Mart Supermarkets and Stater Bros.



Daily Dish & What we are doing for you!

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Our Company
Produce
Recipes & Meal Planning
Specialty Cheese
Specialty Grocery
Sustainability
The Field Guide
Wine & Cheese Pairings



Foodie FAQs: Avocados

July 1, 2020



Avocados are always a do, especially when they're grown right here in the Golden State. Whether stuffed or on toast, in smoothies or salads, let's guac and roll with a few pro tips and fun facts about California-grown avocados!

Are avocados a fruit or vegetable? Although commonly thought of and classified as a vegetable, avocados are considered a fruit because they meet the botanical criteria for a berry: fleshy pulp and large seed. One California avocado tree can produce up to 150 avocados (or 60 pounds of fruit) per season!

NATIONAL AVOCADO DAY - JULY 31

★ FEATURED ★ LOCAL GROWER



California Avocado Grower
Scott Van Der Kar checking this year's crop on his family-owned grove.



CALIFORNIA

Scott Van Der Kar's family has been growing avocados in California for more than 50 years. The Van Der Kar's are one of more than 3,500 California Avocado growers who benefit from California's ideal climate and fertile soil that help to produce world-class avocados.

The production practices he uses ensure he's a good neighbor to everyone. Like his fellow California Avocado growers, Scott's avocados are locally, responsibly and meticulously grown.

California Avocados are picked at their peak from Spring through Summer, delivering tree to table freshness in just a few days. That's the California Avocado difference.

TASTES FROM CLOSE TO HOME



Mollie Stone's Markets
28 June at 10:36

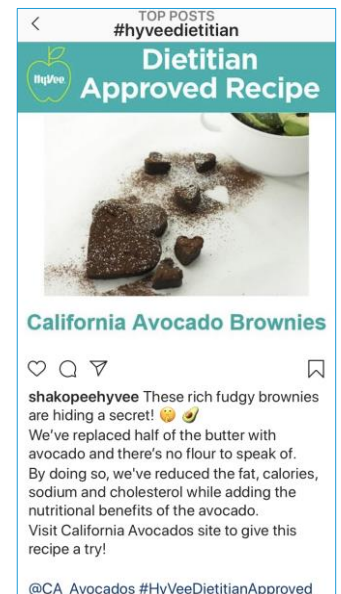
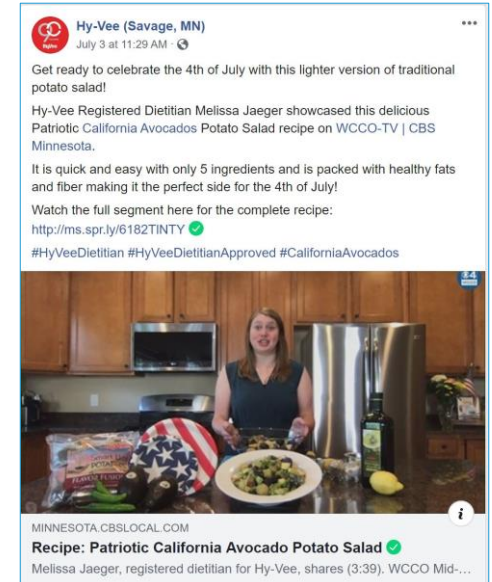
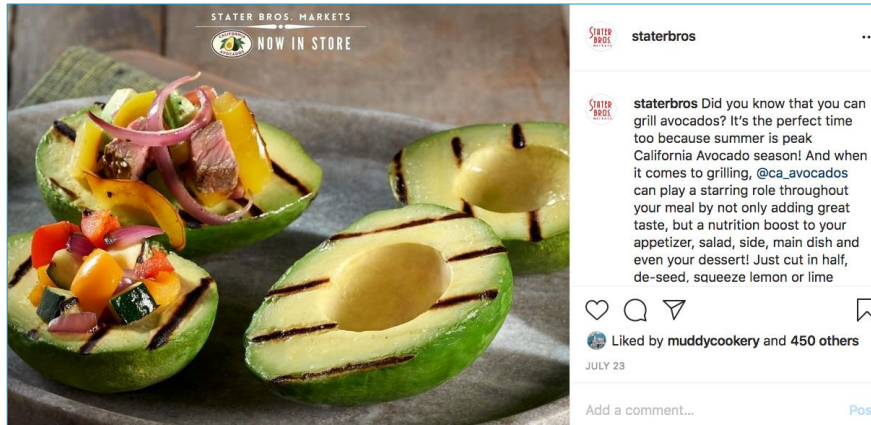
🍌🍌 Red, White and enter to WIN 1 BIG BOX of Fresh California Avocados for your 4th of July celebrations! Guacamole, salads, smoothies, toasts & even grilled to perfection - we want this versatile fruit to be the all-star of next weekend's backyard barbecue!

Prize includes:
1 BIG BOX of aFresh California Avocados... See more

👍👍👍 536 33 comments 24 shares



RETAIL: CUSTOMIZED RETAIL INFLUENCERS (CONT.)





HOME

REVENUE

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MARKETINGCONSUMER
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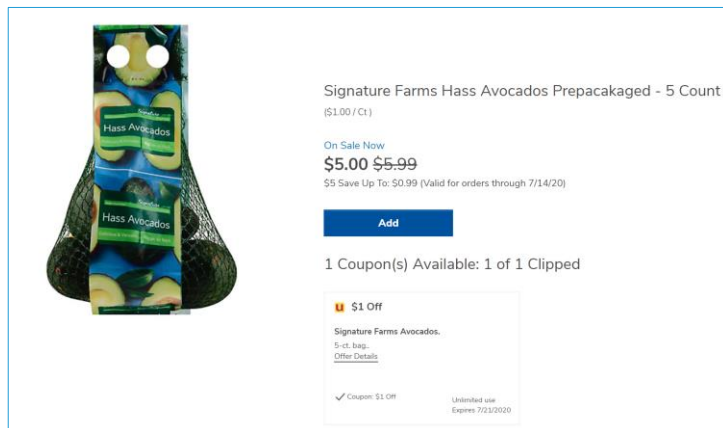
FOODSERVICE

RESEARCH

RETAIL: RETAIL PROMOTIONS



- Digital Coupon for \$1.00 off bagged avocados, request for large in-store displays and custom signs with the offer
- 19.5% redemption on downloads
 - 54% sales increase year-over-year in bagged and 41% increase in bulk





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REVENUE

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MARKETINGCONSUMER
PRCONSUMER/
TRADE
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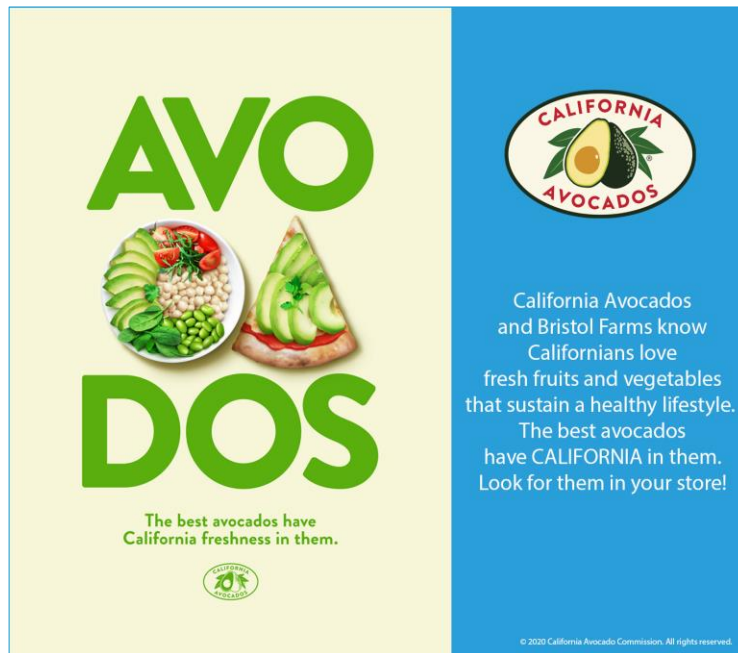
RETAIL

FOODSERVICE

RESEARCH

RETAIL: RETAIL PROMOTIONS*Bristol Farms*

- Passport Ad with special at 2/\$3 on large bulk avocados
 - June & July Social Media and Blog Posts on California Avocado recipes
 - 39% increase with Passport Ad
- Hatch Chile Sales Contest going on throughout August





HOME

REVENUE

CONSUMER
ADVERTISINGONLINE
MARKETINGCONSUMER
PRCONSUMER/
TRADE
LIVING WELL

RETAIL

FOODSERVICE

RESEARCH

RETAIL: RETAIL PROMOTIONS

Gelson's

- Cinco de Mayo display contest and custom signs of an Avocado/Ceviche recipe. Proud to display the California Avocados brand logo in stores for brand awareness





HOME

REVENUE

CONSUMER
ADVERTISINGONLINE
MARKETINGCONSUMER
PRCONSUMER/
TRADE
LIVING WELL

RETAIL

FOODSERVICE

RESEARCH

RETAIL: RETAIL PROMOTIONS

- Fry's, Arizona and Ralphs, SoCal supported Kroger's digital coupon with bi-monthly ad activity and front-department displays



Save \$1.00 on 4 California Avocados

when you buy FOUR (4) California Avocados, any size.
Excludes organic.Exp. Aug. 01 **3 days left!**[Shop All Items](#)[Sign In To Clip](#)[In Store](#) | [Pickup](#) | [Delivery](#) | [Ship](#)Large Hass
Avocados
or **Organic** Avocados,
2/\$3 with Card**77¢**

With Card



Jumbo Avocados

2/\$5

With Card



HOME

REVENUE

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TRADE
LIVING WELL

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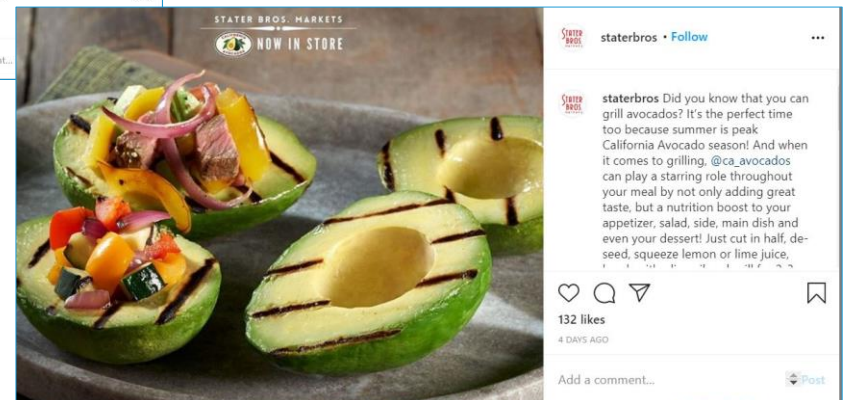
FOODSERVICE

RESEARCH

RETAIL: RETAIL PROMOTIONS

STATER BROS.®

- June front page feature of the California Avocado brand followed by a new product of bagged avocado ads during July & August – average sales lift over 22%
- Instagram social media post of CAC's margarita guacamole recipe and grilled avocados





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CONSUMER
ADVERTISINGONLINE
MARKETINGCONSUMER
PRCONSUMER/
TRADE
LIVING WELL

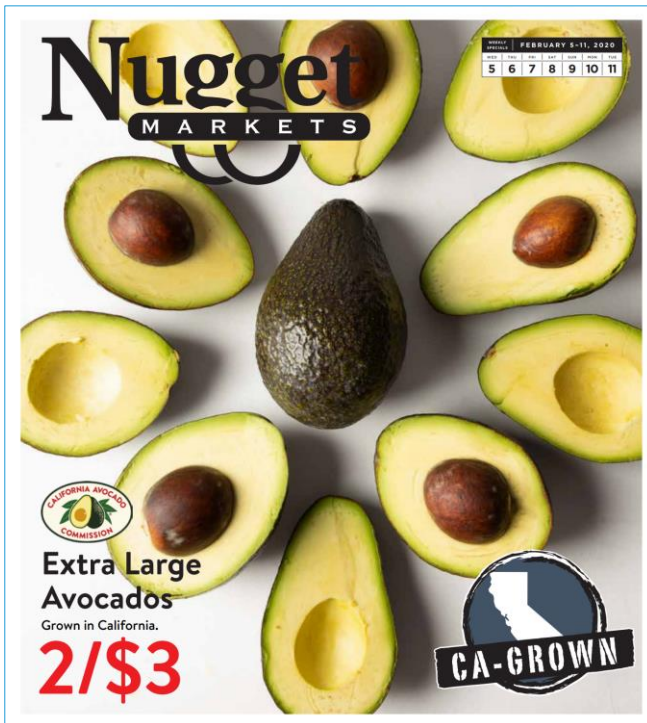
RETAIL

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RESEARCH

RETAIL: RETAIL PROMOTIONS

- Ad features February through August
- Organic and conventional avocados promoted at over 35% sales lift
- Social media posts and blog coordinated by CAC's team



Daily Dish & What We're Doing for You



Foodie FAQs: Avocados

July 1, 2020

Avocados are always a do, especially when they're grown right here in the Golden State. Whether stuffed or on toast, in smoothies or salads, let's guac and roll with a few pro tips and fun facts about California-grown avocados!

[Continue reading...](#)



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ADVERTISINGONLINE
MARKETINGCONSUMER
PRCONSUMER/
TRADE
LIVING WELL

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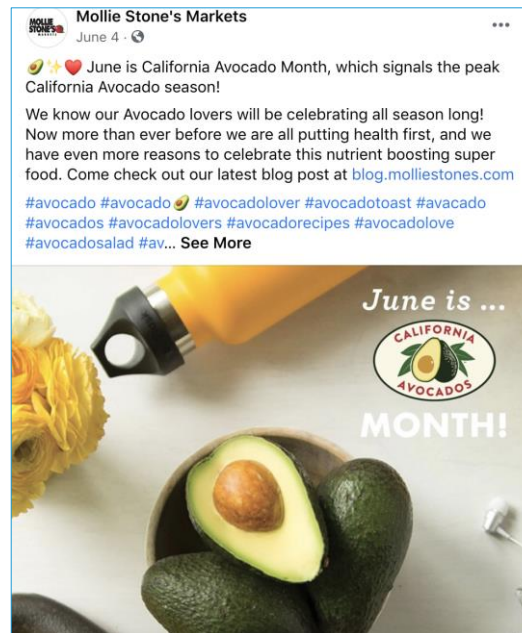
FOODSERVICE

RESEARCH

RETAIL: RETAIL PROMOTIONS



- Ad feature and produce manager awards for Cinco de Mayo (16.20% increase)
- July 4th sales contest and social media recipe sweepstakes posts (15.81% increase)
- Custom posters in stores to coordinate with CAC consumer media campaign on local San Francisco BART trains





HOME

REVENUE

CONSUMER
ADVERTISINGONLINE
MARKETINGCONSUMER
PRCONSUMER/
TRADE
LIVING WELL

RETAIL

FOODSERVICE

RESEARCH

RETAIL: RETAIL PROMOTIONS

- National Avocado Day (July 31) featured a grower profile ad & signs with California Avocado branding
- Ad features on bulk avocados June, July and August
- Social media posts of recipes and sales contest during August



- Promotions with California's Hispanic markets broadens California Avocados brand loyalty. Ads for each American Summer holiday lifted sales over 30%

NATIONAL AVOCADO DAY - JULY 31

FEATURED LOCAL GROWER

California

- Scott Van Der Kar's family has been growing avocados in California for more than 50 years.
- Like his fellow California Avocado growers, Scott's avocados are locally, responsibly and meticulously grown.
- California Avocados are picked at their peak.

LOCAL California Medium Avocados 4/\$5

Scott Van Der Kar checking this year's crop on his family-owned grove.

CALIFORNIA AVOCADOS

Aguacates Grandes Large Avocados

2\$3

Uno a \$1.99 for



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REVENUE

CONSUMER
ADVERTISINGONLINE
MARKETINGCONSUMER
PRCONSUMER/
TRADE
LIVING WELL

RETAIL

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RESEARCH

RETAIL: RETAIL PROMOTIONS

- eAd Features, digital coupon and social media sweepstakes
- Co-partnered promotion with CA GROWN campaign planned for Labor Day

Raley's. BEL AIR. NOB HILL.
FOODS
family since 1935



Hass Avocados

1 ea

Produce

Hass Avocados

DISCLAIMER

\$2.60 / ea

2 for \$4.00 (\$2.00/ea)

Save \$0.50

Ends Aug 11

ADD TO CART +



Raley's Published by Hootsuite [?] · 5d · 🌐

👉 LET'S AVO 'NUTHER SWEEPSTAKES! 👉

California Avocados is giving away one (1) andmakers Pizza Oven (ABV: \$340) to a lucky winner! Here's how to enter. California avocados are in season right now—and they couldn't be more buttery, rich and delicious. In the comments, tag a friend and tell us how you like to use California avocados! Then, share this sweepstakes with your friends. The contest ends Sunday, August 2nd at 11:59 pm. A winner will be randomly selected on Monday, August 3rd and announced in the comments of this post. Good luck, #avocado eaters!

Complete rules: <http://ow.ly/46hj50AKI0u>

SLICED TOMATO



RETAIL: RETAIL PROMOTIONS



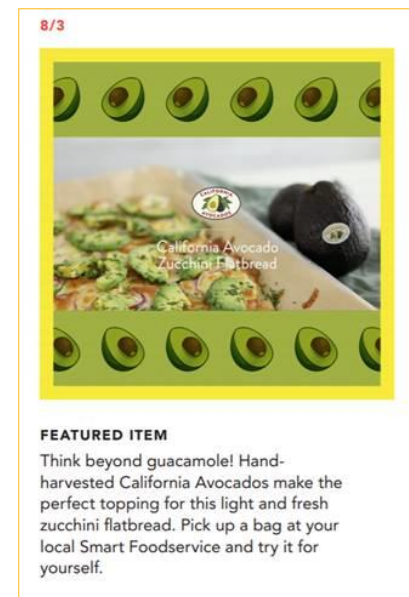
- Ad feature on California Avocados with recipe promotion
- 21% increase in sales on ad, but overall division up 54%



Monthly digital eAd Feature on California Avocados.



July and August ad feature with store signs and social media.





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REVENUE

CONSUMER
ADVERTISINGONLINE
MARKETINGCONSUMER
PRCONSUMER/
TRADE
LIVING WELL

RETAIL

FOODSERVICE

RESEARCH

RETAIL: RETAIL PROMOTIONS



Custom signs for two-week ad special in July – 18% increase.



- June – July California produce promotion
- Avocados in ad 2 of 3 weeks with display bins and sales contest for stores
- 58.3% unit increase on bulk and bagged California Avocados





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ADVERTISINGONLINE
MARKETINGCONSUMER
PRCONSUMER/
TRADE
LIVING WELL

RETAIL

FOODSERVICE

RESEARCH

RETAIL: RETAIL PROMOTIONS

- 3 weeks in



- 2 weeks in



- 2 weeks in



- California Avocado Video served up on Costco Facebook, Instagram and Pinterest channels
- Two separate campaigns with over 90 MM impressions
 - Facebook first campaign
 - Instagram and Pinterest campaigns followed

**OVER 250,000 AVOCADOS SOLD**



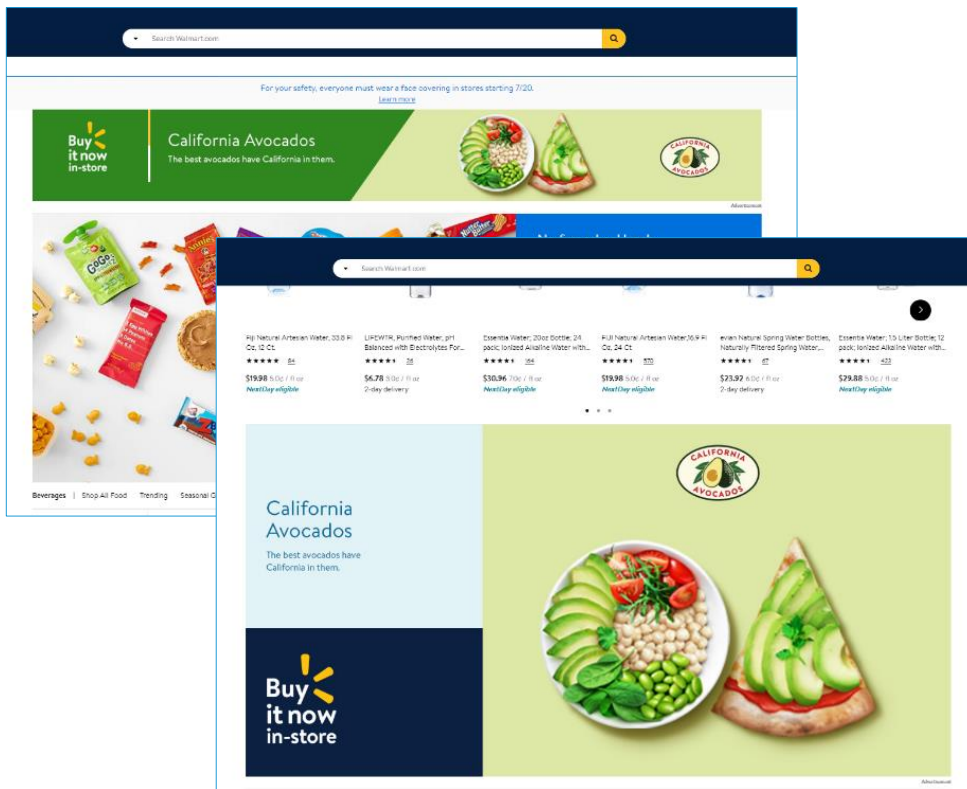
RETAIL: RETAIL PROMOTIONS

- Walmart & Sam's Club campaigns total over 90 MM impressions



- Geo-targeted digital advertising in August

- Digital ads served on geo-targeted basis around clubs serviced out of Riverside California Distribution Center (CA, AZ, NV)
- Campaign began August 12





HOME

REVENUE

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ADVERTISINGONLINE
MARKETINGCONSUMER
PRCONSUMER/
TRADE
LIVING WELL

RETAIL

FOODSERVICE

RESEARCH

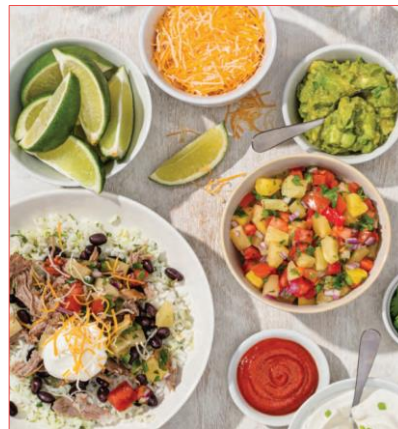
RETAIL: RETAIL PROMOTIONS

- Digital coupons featuring a boosted email offer with recipe inclusion – two events




SAVE 10%
FRESH CALIFORNIA AVOCADOS
Limit 5 per account

VIEW COUPON




SIMPLY Schnucks


5 MEALS FOR \$50 OR LESS
Start with a stocked pantry, add a great meal plan and carve out some prep time to feed a family of four all week. And because these recipes utilize leftovers, you won't eat the same thing twice!




monday
TROPICAL BURRITO BOWLS
[VIEW RECIPE](#)




tuesday
HONEY GARLIC CHICKEN AND POLENTA
[VIEW RECIPE](#)




wednesday
HUNGARIAN CHICKEN PAPRIKASH
[VIEW RECIPE](#)




thursday
BLACK BEAN CHILI AND RICE
[VIEW RECIPE](#)



friday
SOUTHERN BARBECUE WAFFLE STACK
[VIEW RECIPE](#)




WEEK IN REVIEW
Check out the recipes and shopping list for this week.
[LEARN MORE](#)



SAVE 10%
FRESH CALIFORNIA AVOCADOS
Limit 5 per account

VIEW COUPON



SAVE 10%
SCHNUCKS SHREDDED CHEESE
6-8 oz. bags - All varieties - Limit 2 per account

VIEW COUPON

Offers to Digital Coupons not valid on Schnucks Delivery. Printed digital coupons not accepted. To view your targeted digital coupons on the website, you must be logged in to your Schnucks Rewards account.



RETAIL: RETAIL PROMOTIONS



- Hy-Vee Registered Dietitian support program with outreach across all stores in July
 - Operates stores in 8 different states in the Midwest





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MARKETINGCONSUMER
PRCONSUMER/
TRADE
LIVING WELL

RETAIL

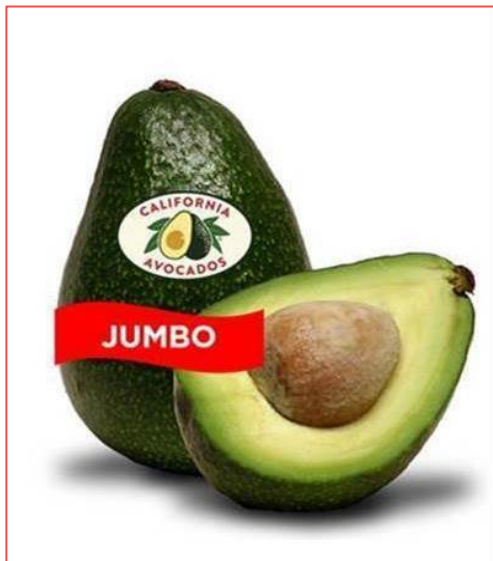
FOODSERVICE

RESEARCH

RETAIL: RETAIL PROMOTIONS



- Digital coupon on Jumbo California Avocados Starting 8/19/20
- Offer promoted on HEB.com to web visitors and Online Shoppers
 - Buy Two Get One Free



- The Fresh Market August Sales Contest
- 159 stores in 15 states

CALIFORNIA AVOCADO COMMISSION

Fresh California Avocados

HARD
1 Very hard fruit. Usually green in color; some fruit may be a darker shade.

PRE-CONDITIONED
2 Ready to eat in approximately 3 days if held at room temperature.

BREAKING
3 (Pre-opened) Slight give to fruit. Ready to eat in approximately 2 days if held at room temperature.

FIRM RIPE
4 (Pre-opened) Yields to gentle pressure. Good for slicing. Fully ripe next day if held at room temperature.

RIPE
5 Easily yields to gentle pressure. Good for all uses. Will remain in this condition for 2-3 days if held at room temperature.

CALIFORNIA AVOCADO COMMISSION

For more information call:
(949) 341-1955

Receiving, Storage & Handling Tips:

- Bring the avocados inside the store immediately upon arrival
- Place boxes with soft fruit on top and those with hard fruit on the bottom
- Handle pre-conditioned avocados with care; they are a perishable item
- Generally, firm pre-conditioned fruit can be held about 3-5 days and Breaking to Ripe fruit for about 2-3 days.

Display & Merchandising Tips

- Ripe avocados outsell unripe avocados as much as 2 to 1!
- As a general rule, display 1/3 Ripe, 1/3 Breaking, 1/3 Firm avocados. (Display a greater percentage of Ripe and Breaking fruit to build impulse sales.)
- Always sticker your ripe avocados!
- For optimal results, California Avocados should not be displayed on refrigerated wet-racks under 42° F.
- Never display California Avocados near misting systems.
- Rotate the display daily and remove any poor quality fruit.
- Display avocados next to tomatoes, onions, limes and pre-cut salads to increase your department's incremental sales.

Visit CaliforniaAvocado.com/Retail for additional information

© 2020 California Avocado Commission



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REVENUE

CONSUMER
ADVERTISINGONLINE
MARKETINGCONSUMER
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TRADE
LIVING WELL

RETAIL

FOODSERVICE

RESEARCH

RETAIL: EXPORT PROMOTIONS – SOUTH KOREA

- Emart Stores Tasting Events:



- May 15 - May 17, May 29 - Jun 13 (Th-Sa or Fr-Su)
- 37 Stores, 3 days per week
- California Avocado Smoothies

- American Tray Salad & Sandwich Collaboration

- Salad Franchise Restaurant who specializes in American-Style Salad Bowls & Sandwiches
- California Avocado Shrimp Salad with Lemon Balsamic Vinegar dressing
- California Avocado Banana Almond Milk

- Cooking School Events with Celebrity Chef and Social Media Influencers

- May 27 & May 28

- Sampling Promotion at Outdoor Events

- California Avocado Sandwiches
- California Avocado Smoothies



RETAIL: EXPORT PROMOTIONS – SOUTH KOREA



- 16 locations (May 18 – May 24)
- Instant Redeemable Coupon
 - \$2.00 off each bag of California Avocados



- In-Store Guacamole Tastings (170 stores)
- June 5 – June 15

[illegible]



RETAIL: MARKETING PROGRAM PAGES

2020 | MARKETING PROGRAM

THERE IS A DIFFERENCE WITH CALIFORNIA AVOCADOS!

It's a difference founded on reliability from California growers who are committed to consistent quality. It's a tradition of excellence and fresh-to-market domestic supply. Experience the difference of California Avocado season and our innovative marketing program for 2020.

California Avocado Commission • 12 Mauchly, Suite L, Irvine, CA 92618-6305 • CaliforniaAvocado.com/Retail

2020 | MARKETING PROGRAM

REGION PREFERENCE

(Among those with a preference, by market)
Consumers in the West state a distinct preference for California Avocados.

MARKET	PREFER CALIFORNIA	PREFER MEXICO	PREFER PERU
CALIFORNIA	74%	22%	0%
ARIZONA	49%	39%	1%
COLORADO	50%	39%	1%
OREGON	63%	20%	
UTAH	67%	20%	
WASHINGTON	65%	22%	
TOTAL WEST	67%	25%	

Q9. Among those with a preference only, if given a choice, which Avocados grown in... Please select only one.

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2020 | MARKETING PROGRAM

OUT OF HOME ADVERTISING

Out of Home advertising in traditional and new media connects with targeted consumers where they are and keeps California Avocados top of mind in season. Here are examples of the 2020 campaign, "The Best Avocados Have California In Them":

Outdoor
Premium Shopping/Dining Centers
Oversized Posters

Irvine, CA 92618-6305 • CaliforniaAvocado.com/Retail

2020 | MARKETING PROGRAM

INNOVATIVE, BRANDED CALIFORNIA AVOCADO CUSTOMIZED SOCIAL, DIGITAL AND GEO-TARGETED PROMOTIONS THROUGHOUT THE SEASON DRIVE SHOPPERS TO YOUR STORES

Waze
Instagram
Pandora

FACEBOOK FANS 329,167
TWITTER FOLLOWERS 21.6K
PINTEREST FOLLOWERS 12.4K
INSTAGRAM FOLLOWERS 43.4K
YOUTUBE TOTAL VIEWS 3.0M

California Avocado Commission • 12 Mauchly, Suite L, Irvine, CA 92618-6305 • CaliforniaAvocado.com/Retail



HOME

REVENUE

CONSUMER
ADVERTISINGONLINE
MARKETINGCONSUMER
PRCONSUMER/
TRADE
LIVING WELL

RETAIL

FOODSERVICE

RESEARCH

RETAIL: MASTERS OF MERCHANDISING 2020

- A full page of editorial content and full-page ad ran in the March issue of *Produce Business*



CALIFORNIA AVOCADO COMMISSION

AVOCADOS

2020 MARKETING PROGRAM

The best avocados have California in them.

Your shoppers anticipate the California season because of the consistent quality, freshness and homegrown taste they've come to expect. After all, it's a tradition of excellence and fresh-to-market domestic supply that guarantees the difference with California Avocados! Enjoy your success with the California Avocado season and our innovative marketing programs for 2020 developed to drive consumers to your stores.

Targeted, Customized Marketing Support
Innovative, branded California Avocado customized social, digital and geo-targeted promotions throughout the season drive shoppers to your stores. Social media retail videos can be customized for your store banners.




Retail Dietitians Programs: Support your shoppers with programs focusing on eating right and including California Avocados on the plate.

Customized Retail Influencer Programs: Exciting new customized offerings for retailers including custom content with and without video; seasonal story ideas for retailer use in local markets; grower vignettes (usage ideas and recipes, organic, multi-generational); and in-store and online sweepstakes/giveaways.



Utilize our "Superfood Spotlight" information sheets for retail influencers at point-of-purchase and one-on-one consultations. New this year: recipes with images for the Mediterranean Diet, Grilling and Plant-Curious.



Count On California To Give Your Customers What They're Asking For All Season Long
California Avocados' fresh-to-market California Avocados create endless opportunities for seasonal promotions including:

- Start of the California Season
- Easter and Spring Celebrations
- Memorial Day
- California Avocado Month - June
- 4th of July
- Summer BBQs and Family Get-Togethers
- Labor Day



Use our California Avocado merchandising materials to generate impulse purchases and promote fresh California Avocados in your stores.

INSIST ON CALIFORNIA AVOCADOS
Visit CaliforniaAvocado.com/Retail to order your POS material or ask your Retail Marketing Directors for marketing campaigns and customized reports.



CALIFORNIA AVOCADO COMMISSION
CaliforniaAvocado.com/Retail
dcruze@avocado.org

XX / MARCH 2020 / PRODUCE BUSINESS
MASTERS OF MERCHANDISING



HOME

REVENUE

CONSUMER ADVERTISING

ONLINE MARKETING

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RETAIL

FOODSERVICE

RESEARCH

RETAIL: POSTCARDS

Announcing the Season


AVODOS

The best avocados have California in them.

- California avocado volume is projected to be 369MM pounds
- 67%* of avocado purchasers in the West stated a distinct preference for California avocados
- 85%** of avocado shoppers say they “love avocados” and half of them say “they always have to have avocados in the house”

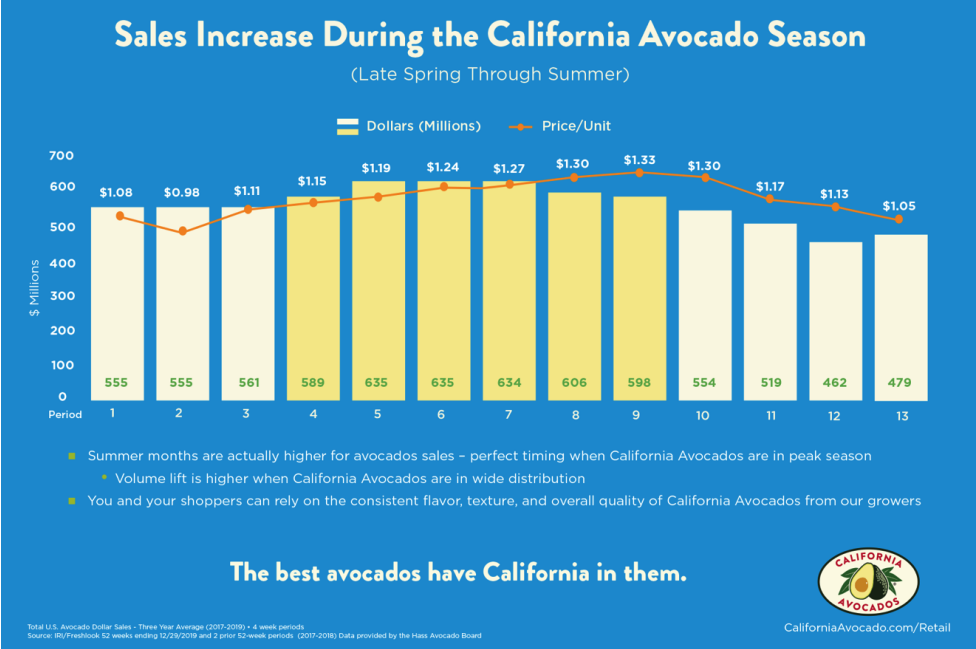
Merchandising Tip: Be sure to promote California avocados during the season in order to increase retail sales.

The California season is here!


CaliforniaAvocado.com/Retail

* 2019 California Avocado Tracking Study, western region, among respondents with a preference
** 2019 California Avocado Tracking Study, western region

Summer Sales





HOME

REVENUE

CONSUMER
ADVERTISINGONLINE
MARKETINGCONSUMER
PRCONSUMER/
TRADE
LIVING WELL

RETAIL

FOODSERVICE

RESEARCH

RETAIL: TRADE PRINT AD SEASON LAUNCH

- A two-page spread ran in the February issue of *The Snack* magazine with a peel-off textured sticker to launch the season

AVO DOS

The Best Avocados
Have **CALifornia** In Them

There is a difference with California Avocados! That's why your shoppers anticipate the California season. From the consistent quality, freshness and homegrown taste, they want that delicious California Avocado satisfaction with every bite. It's a tradition of excellence to pass the plate with California Avocados—bringing family and friends together for nearly a century—especially during the American Summer Holidays.



Count on California and give your customers what they're asking for all season long.

For Customized Marketing Support:
CaliforniaAvocado.com/Retail

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The California Season is Almost Here!

AVO DOS

The Best Avocados
Have **CALifornia** In Them

There is a difference with California Avocados! That's why your shoppers anticipate the California season. From the consistent quality, freshness and homegrown taste, they want that delicious California Avocado satisfaction with every bite. It's a tradition of excellence to pass the plate with California Avocados—bringing family and friends together for nearly a century—especially during the American Summer Holidays.



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The California Season is Almost Here!



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REVENUE

CONSUMER
ADVERTISINGONLINE
MARKETINGCONSUMER
PRCONSUMER/
TRADE
LIVING WELL

RETAIL

FOODSERVICE

RESEARCH

RETAIL: TRADE PRINT ADS CONT.

- 35 print ads ran from February through July 31, 2020

THE PACKER**THE PRODUCE NEWS**
COVERING FRESH PRODUCE AND THE GLOBE SINCE 1907**producebusiness**
MARKETING • MERCHANDISING • MANAGEMENT • PRODUCEPRISM*Fresh*
DIGEST**THE SHELBY
REPORT****AVO****DOS**

The best avocados
have California in them.



There is a difference with California Avocados! That's why your shoppers anticipate the California season. From the consistent quality, freshness and homegrown taste, they want that delicious California Avocado satisfaction with every bite. It's a tradition of excellence to pass the plate with California Avocados—bringing family and friends together for nearly a century—especially during the American Summer Holidays.

Count on California and give your customers what they're asking for all season long.

For Customized Marketing Support:
CaliforniaAvocado.com/Retail

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RETAIL: TRADE DIGITAL ADS CONT.

- 487 digital ads ran from February through July 31, 2020
- **The total number of impressions for the February through July print and digital campaign is 26,908,824**



THE PACKER

THE PRODUCE NEWS
COVERING FRESH PRODUCE AROUND THE GLOBE SINCE 1977



Progressive
GROCER





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PRCONSUMER/
TRADE
LIVING WELL

RETAIL

FOODSERVICE

RESEARCH

RETAIL: LINKEDIN

- LinkedIn page gained 153 new followers (average of 31 new followers per month / 58% growth rate)
- Engagement rate 7.47% (average is 2%)
- LinkedIn page viewed 710 times by 293 unique visitors – name, content or logo clicked 178 times
- CAC tagged in relevant industry content
- United Fresh posts created positive engagement and feedback
 - June 15 post: United Fresh Zoom Presentation (crop update, chef demo, nutritional information) – engagement rate of 10.34%
- National Avocado Day – July 31 sponsored post generated 18,086 impressions with 200 clicks / engagement rate of 11.31%
- Stats are from March 5 (first post) through July 31



- Trade media press release pick up and interviews continue to be strong
- November – July: 170 print and digital articles with more than 7.8 million impressions

[illegible]



HOME

REVENUE

CONSUMER ADVERTISING

ONLINE MARKETING

CONSUMER PR

CONSUMER/ TRADE LIVING WELL

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RESEARCH

FOODSERVICE: CHAIN PROMOTIONS

2020 BRANDED CHAIN PROMOTIONS: 12

2020 CHAINS CONTACTED: 70

2020 MENU IDEATION SESSIONS: 0





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RESEARCH

FOODSERVICE: CHAIN PROMOTIONS



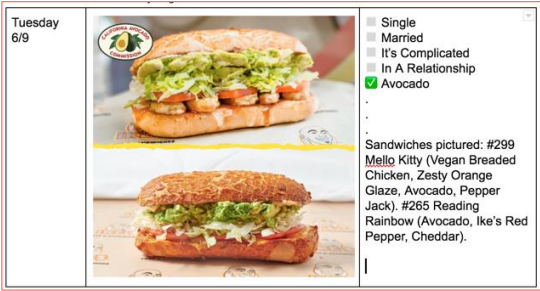
April 23 – July
200 Units



May 15 – July 16
26 Units



June 1 – June 30
62 Units



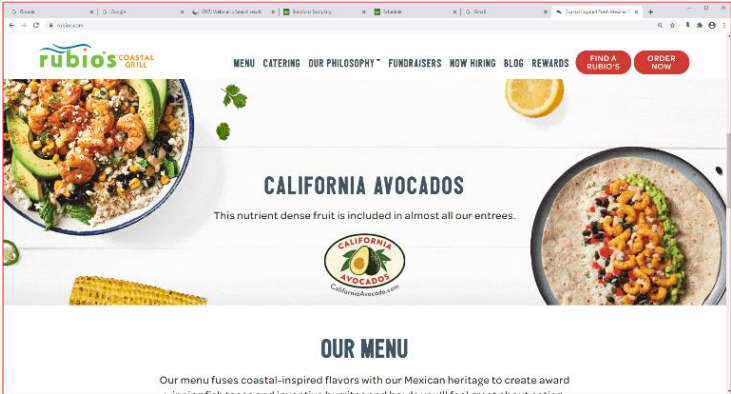
June 1 – June 30
20 Units



June 1 – Aug 31
27 Units



July 13 – Aug18
167 Units





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ONLINE MARKETING

CONSUMER PR

CONSUMER/TRADE LIVING WELL

RETAIL

FOODSERVICE

RESEARCH

FOODSERVICE: CHAIN PROMOTIONS

FLAME BROILOER
SIMPLY HEALTHY

June 1 – Aug 31
186 Units

Try Adding Fresh California Avocados To Your Meal

WE ARE OPEN!

PICK UP NOW

This website uses cookies to make the website work properly and to provide the most relevant products and services to site visitors. For more information, see our Privacy Policy.

July 6 – Aug 5
13 Units

AAAAAAAACAVOCADOS!

It's probably no surprise that avocados are BY FAR the single most requested additions to any of our salads, bowls, and plates. As a result, finding the freshest, most delicious fruit (yup, fruit) is a high priority! We are proud to source our Hass Avocados, which Chef Matt enthusiastically describes as "always sweet, creamy, and [...]"

[READ MORE](#)

SUPER DUPER
BURGERS

July 6 – Aug 10
12 Units

the Habit
BURGER GRILL

July 17 – Aug 10
27 Units



Aug 1 – Oct 31
26 Units

SUNSET CHOPPED CHICKEN SALAD

12.49

Your protein, romaine lettuce, Avocado, red cabbage, tomato, roasted corn, green onion, cilantro, queso fresco, pepitas and tortilla strips



Aug 10 – Sept 7
53 Units

Taste Our AVOCADO FAVORITES...

SOURCED FROM LOCAL CALIFORNIA FARMS

California avocados are a heart-healthy superfood that provides good fats and great flavor! Avocados are wholesome, delicious and provide an abundance of vitamins, minerals, and other nutrients. Get a taste of these fresh and healthy fruits on your next Islands visit.

Check out a few of our favorite avocado menu items...

- CHICKEN CLUB WRAP
- KAANAPALI KOBBLAD
- MAUI BURGER
- HOUSE-MADE GUACAMOLE

ORDER NOW

ISLANDSRESTAURANTS.COM

#ISLANDSBURGERS



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RETAIL

FOODSERVICE

RESEARCH

FOODSERVICE: CHAIN MENU IDEATION SESSIONS

- Chains placed a moratorium on onsite meetings/presentations following the outbreak of COVID-19
- Our chain partners were focused on surviving the loss of dine-in traffic/sales and downsizing their menu to provide optimal take-out/delivery menu items
 - CAC sent out take-out/delivery Best Practices immediately
- Chains are interested in keeping the menu innovation pipeline flowing
- Virtual meetings will take the place of onsite presentations and an Ingredient Sample Kit will be sent to the culinary R&D director to follow along with Chef Jason Hernandez





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MARKETINGCONSUMER
PRCONSUMER/
TRADE
LIVING WELL

RETAIL

FOODSERVICE

RESEARCH


FOODSERVICE: EVENTS

- Chain Gang – February 6, 2020
 - Spoke with 20 chains and 30 connections
 - Discussed 2020 crop volume and promotion opportunities




- PMA Foodservice: Delivered – July 20-24, 2020
 - Almost 3,000 online attendees
 - Dedicated sponsor page

Solutions Sampling



CALIFORNIAAVOCADO.COM/FOODSERVICE

[Click Here to Join Our Virtual Meeting Room](#)



Created in 1978, the California Avocado Commission (CAC) strives to enhance the premium positioning of California avocados through advertising, promotion and public relations, and engages in related industry activities. California avocados are cultivated with uncompromising dedication to quality and freshness, by more than 3,500 growers in the Golden State.

The California Avocado Commission serves as the official information source for California avocados and the California avocado industry. For example, our foodservice research shows that almost 10% of consumers are likely to add avocado to a dish regardless whether upcharges are applied. And identifying California Avocados in menu descriptions or using the California Avocado logo are impactful with patrons. CAC has a dedicated team that focuses on the foodservice channel and offers customized foodservice chains menu promotion and menu ideation support.

Visit CaliforniaAvocado.com/foodservice, or join us on Facebook at Facebook.com/CaliforniaAvocados and [@CA_Avocados](https://Twitter.com/CA_Avocados) on Twitter, Pinterest and Instagram for updates.

[Seasonality](#)[Ripening](#)[Size-Yield](#)[Tips Videos](#)



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MARKETINGCONSUMER
PRCONSUMER/
TRADE
LIVING WELL

RETAIL

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RESEARCH

FOODSERVICE: EVENTS REINVENTED

- Food News Media (FNM)
Orange County Meet-Up
April 2020
- Marketing Executive Group (MEG)
May 13-15, 2020 / Chicago, IL
- LA Immersion/AvoTour
June 28-30, 2020
Los Angeles/Ventura County, CA
- Int'l Corporate Chefs Association (ICCA)
Annual Summit
June 13 – 16, 2020 / New Orleans, LA
- FNM Webinar – August 25, 2020
- MEG Reimagined – multi-month
touchpoint opportunities to engage with
chain marketing managers/directors: July
– December
 - MEG Talks/Roundtables/
Webinar/Panel Discussions
- Cancelled
- ICCA will be combined with Global
Culinary Innovators Association (GCIA)
annual conference October 24-26, 2020
/ Portland, OR



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CONSUMER
ADVERTISINGONLINE
MARKETINGCONSUMER
PRCONSUMER/
TRADE
LIVING WELL


RETAIL

FOODSERVICE

RESEARCH

FOODSERVICE: PRINT ADVERTISING

- Four publications: Plate, FSR, Restaurant Business and FoodService Director
- Appeared in 12 insertions to-date
- 551,174 impressions
- Plate readership study: top 4 “Took/Plan Action” advertiser – 43% of readers already use; 11% visited website





**AVO
DOS**

The best avocados have California in them.

Create California Style with a California Original

California produces avocados that are colorful, lush in texture and flavor, menu friendly and flexible, and they anchor the craveable dishes that typify California cuisine. Elevate a menu standard to a new level with this California spin. California Avocado Everything Toast Salad generates menu excitement with a unique and delectable take on a popular customer favorite. Picked at the source: the best avocados have California in them. For more information, please visit CaliforniaAvocado.com/Foodservice

California Avocado Everything Toast Salad





**AVO
DOS**

The best avocados have California love in them.

Create California Flair with a California Original

It's tough to beat the fresh appeal of California Avocados. Straight from the Golden State, California Avocados win customers with their lush flavor and texture and endless versatility. To add a California taco, California pizza, California poke or California chicken sando to your menu, just layer on the California Avocados. How can you say California in a dish, a bowl or a bite? Pour on the love: California Avocados. For more information, please visit CaliforniaAvocado.com/Foodservice

Grilled Octopus and California Avocado




**AVO
DOS**

The best avocados have California summer in them.

Create California Cuisine with a California Original

In California, it's no secret that the best dishes on the menu start with our avocados. Tops in menu flexibility, California Avocados are colorful, lush and wildly popular. Operators put California Avocados on toast, on tacos, on pizza, on poke – even on Japanese sandos – for a California spin. Their guests expect nothing less than fresh California goodness bite after bite. Try to beat the fresh appeal of California Avocados. They're summer on a plate. For more information, please visit CaliforniaAvocado.com/Foodservice

California Avocado Neapolitan Pizza





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ADVERTISINGONLINE
MARKETINGCONSUMER
PRCONSUMER/
TRADE
LIVING WELL

RETAIL

FOODSERVICE

RESEARCH

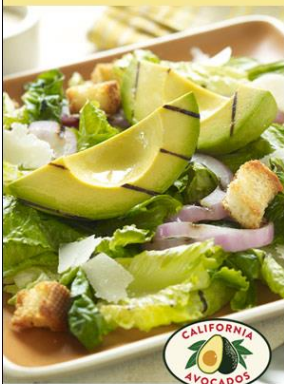
FOODSERVICE: DIGITAL ADVERTISING

- Five digital platforms
- 19 placements to-date
- 1,416,209 (est.) impressions

The best avocados
have California in them.



Smokey Grilled
Caesar Salad with
California Avocado



Add some California love to your Caesar salad with grilled California Avocados. Trust California Avocados to deliver seasonal style on spring and summer menus.



California Avocado
"Corn dogs"

The provenance of California Avocados turns this state fair favorite into a best seller. Trust California Avocados to deliver the seasonal style of a California original.

Create California Style

**Chorizo
California
Avocado
Egg Roll**

This handheld favorite fuses the coveted flavors of California with different cultures to create new roll traditions. Make California Avocados part of your story.

**Bacon
California
Avocado and
Tomato Club**

Only authentic California Avocados make an authentic California Club. One of America's favorite sandwiches gets dressed up and deconstructed. Join the club and spread some California Avocado love on it.



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PRCONSUMER/
TRADE
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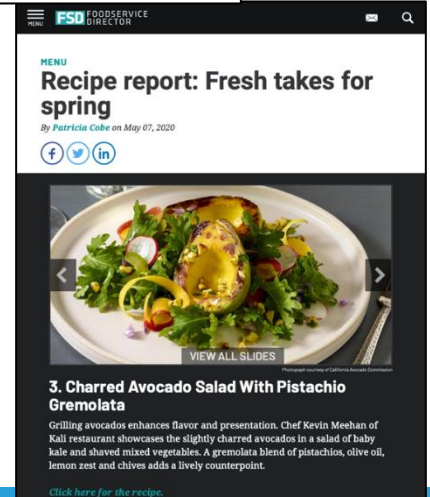
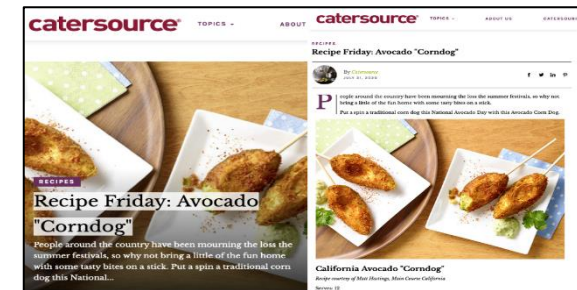
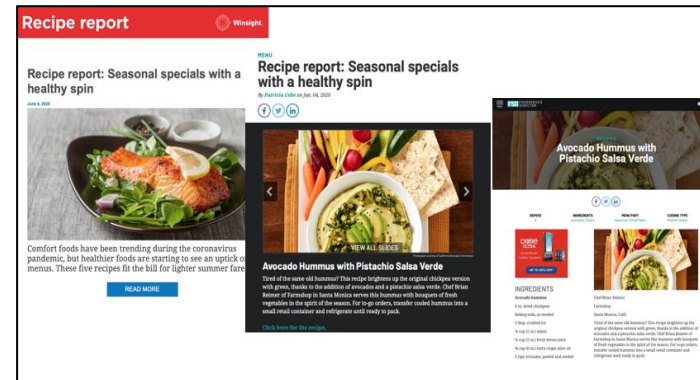
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RESEARCH

FOODSERVICE: PUBLICITY

- 50 placements; 4,064,260 impressions
- Over 1,000,000 impressions in July





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MARKETINGCONSUMER
PRCONSUMER/
TRADE
LIVING WELL

RETAIL

FOODSERVICE

RESEARCH

FOODSERVICE: SPECIAL PROJECT – KITCHEN COLLABORATIVE

- Provide chains' culinary directors who were furloughed during the pandemic with an opportunity to work on a project
 - All participating chefs declined payment and offered to the non-profit organization: Children of Restaurant Employees (CORE)
- Each sponsor received five unique recipes developed by a chain culinary director
 - Presence in *Flavor & The Menu* May/June issue and in newsletters distributed between May – July





FOODSERVICE: SPECIAL PROJECT – KITCHEN COLLABORATIVE



Jeffrey Meyer
VP of Culinary
Romano's Macaroni
Grill &
Sullivan's Steakhouse

Paul Muller
VP Culinary
Operations
Lazy Dog
Restaurants & Bar

Jeffrey Hanak
VP Culinary
Chili's

Keith Brunell
Corporate
Chef
Nordstrom
Restaurants

Michael Israel
Sr. Mgr. Culinary
Development
The Cheesecake
Factory



3-Way California
AvoTacos

Flash-Fried California
Avocado
with Denver Poppers

Grilled California Avocado
Salad with Minted Mojo
Vinaigrette

California Avocado &
Miso Ginger Soba
Noodles

Grilled California
Avocado Ssam





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CONSUMER
ADVERTISING

ONLINE
MARKETING

CONSUMER
PR

CONSUMER/
TRADE
LIVING WELL

RETAIL

FOODSERVICE

RESEARCH

FOODSERVICE: SPECIAL PROJECT – HELPING RESTAURANTS FEED FRONTLINE WORKERS

- Sqirl – prepared 300 meals a day for furloughed restaurant employees and families
 - California Avocados placed in meal bags
 - 4-week support
 - 15 cases
- Mixt – prepared meals delivered to local hospitals around SF/Bay Area and LA
 - California Avocados ingredients in salads, etc.
 - 2-week support
 - 6 cases





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RETAIL

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RESEARCH

RESEARCH: AVOCADO PURCHASE TRENDS AND RETAIL MARKET BASKET STUDY

- Retail Market Basket Study based on IRI Freshlook retail scanner data
- Results February 2020
- Key learnings:
 - The dollar value of the total California market basket more than doubles when avocados are in the basket (from \$31.85 to \$67.80), an increase or premium of +112.9%
 - During the California Season, the average avocado spend per household is +25.8% higher in California than in the rest of the country
 - 55.1% of California households purchase avocados vs. 39.5% of households in the rest of the country



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CONSUMER ADVERTISING

ONLINE MARKETING

CONSUMER PR

CONSUMER/TRADE LIVING WELL

RETAIL

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RESEARCH

RESEARCH: CONSUMER ADVERTISING INSTAPANEL CREATIVE TESTING

Spots that featured avocados performed strongest among respondents: “California Summer,” “California Avocados” and “California Freshness.” Of these three spots, “Summer” had the highest positive engagement and the least negative engagement.

The California lifestyle and aesthetic was clear and appealing across concepts — respondents enjoyed the displays of yoga, skateboarding, love and so on — but they struggled to make the connection back to avocados in spots that did not show any product.

The avoCAdo device was clever and well liked across concepts, providing a strong bridge between the lifestyle elements of the campaign and California Avocados as a product.

Versatility was a favored component of “Freshness,” with respondents favoring realistic recipe applications of the avocado, and disliking the more non-traditional applications like pizza. The bowl, was a well-received “California” application that leaned into the health and wellness culture to carve out an ownable space.

With almost all respondents pre-exposure indicating California Avocados are premium, we should look to measure future success of the campaign based off a lift post-exposure in worth and future purchase intent. [SEE CHART #1]

The campaign was different and memorable. After exposure, there was a 14% lift in separation from category, indicating that the campaign made great headway in differentiating our communications from those of competitors. Additionally, with 80% of panelists indicating they would remember this was an ad for California Avocados, campaign recognition was strong. [SEE CHART #2]

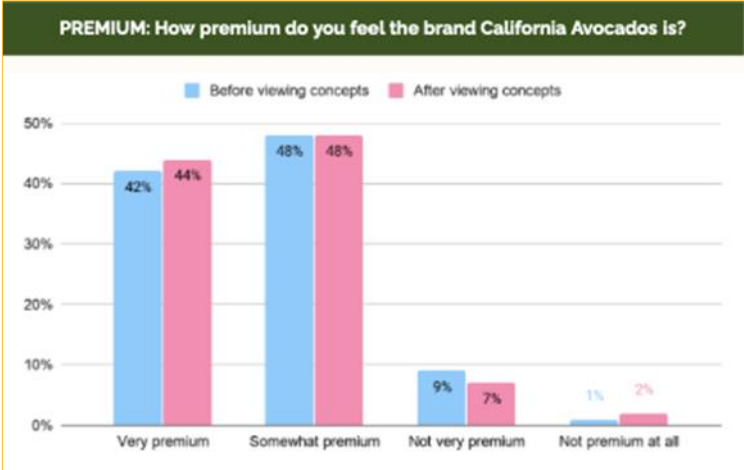


CHART #1

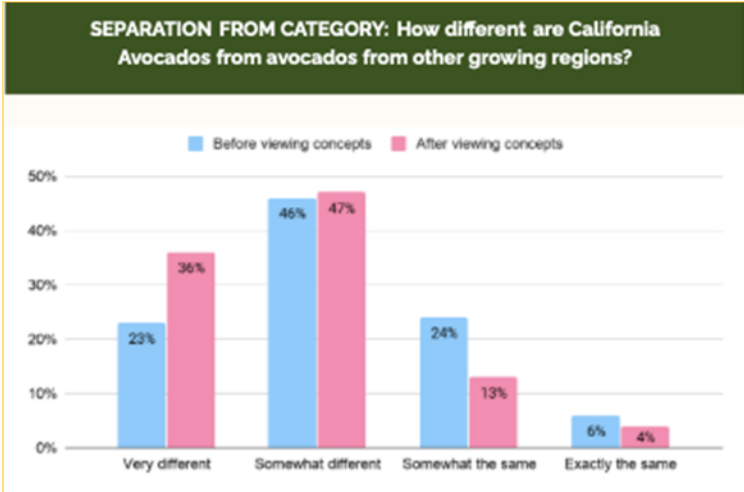


CHART #2



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PRCONSUMER/
TRADE
LIVING WELL

RETAIL

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RESEARCH: STUDIES IN PROGRESS/IN DEVELOPMENT

- Consumer Advertising Brand Effect Expanded View
 - Objective: Research provides the ability to measure the brand impact of an online campaign against the intended audience across multiple equity metrics and provides detailed creative diagnostics
 - Methodology: Long-form survey; responses are gathered from a third-party survey panel
 - Vendor: Nielsen
 - Timing: Fieldwork throughout flight (March – September) – Results to be provided in October
- California Avocado Awareness and Perceptions Tracking Study
 - Objectives: This research continues CAC's decades-long tracking of consumer attitudes and includes measures such as awareness by growing regions and region preference; this year includes questions regarding the pandemic
 - Methodology: Online survey
 - Vendor: Temra Wald Consulting, Inc.
 - Timing: Fieldwork begins August 13 – Results to be provided in October
- Foodservice Research
 - Objective: To determine if “California” and “California Avocados” perceptions/preferences changed during the pandemic
 - Methodology: Online survey
 - Vendor: Menu Matters
 - Timing: Fieldwork begins August-September – Results to be provided in October