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KEY PERFORMANCE INDICATORS: NOVEMBER 2020 THROUGH APRIL 2021

\$1.19

Average Selling Price

Category Average Selling Price per Unit for the
4-weeks ending April 18, 2021**87.1** MillionConsumer Media
ImpressionsIncludes offline, online and social media
impressions through April 2021**242.4** MillionConsumer
PR ImpressionsMedia coverage secured with print, broadcast
and online media outlets, as well as retailer
communications through April 2021**19.2** MillionTrade Media and Public Relations
ImpressionsPositive direct CAC trade media and public
relations circulation through April 2021**716** Thousand

Consumer Website Visits

Users spent an average of 2:14 on each page
during their visit**3**

Foodservice Chain Promotions

Number of Foodservice chain promotions
completed (81 chains contacted)



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

	2020/21		2019/20		2018/19	
Origin	Volume (MM lbs)	Est. % Complete*	Volume (MM lbs)	% Complete	Volume (MM lbs)	% Complete
California	83	30%	116	31%	49	23%
Chile	-	0%	8	85%	34	64%
Mexico	1,349	57%	1,109	53%	1,209	60%
Peru	0	0%	1	0%	0	0%
Other	2	22%	3	29%	6	55%
Total	1,434	50%	1,237	47%	1,298	52%
*based on current projections					Source: HAB/CAC	



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REVENUE: CROP MOVEMENT AND MEASURES

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

		November 1 -April 30, 2021					November 1 - April 30, 2020				
		Size %	(millions)		Avg Lug \$	%	Size %	(millions)		Avg Lug \$	%
			Pounds	Dollars				Pounds	Dollars		
Grade	Size	Size %	Pounds	Dollars	Avg Lug \$	Consigned	Size %	Pounds	Dollars	Avg Lug \$	Consigned
Hass #1 Conv	40	9%	5.4	9.0	\$ 42.83	2%	11%	9.5	18.1	\$ 47.93	1%
	48	37%	21.9	38.0	\$ 43.67	1%	37%	31.6	59.7	\$ 47.66	1%
	60	27%	15.8	24.0	\$ 38.35	1%	25%	21.8	35.3	\$ 41.00	1%
	70	15%	8.8	10.3	\$ 29.51	1%	13%	11.1	14.2	\$ 32.26	0%
	84	6%	3.7	3.5	\$ 24.02	1%	6%	5.2	4.9	\$ 24.00	2%
	Other	7%	3.9				8%	6.5			
	All	100%	59.5	90.3	\$ 38.38	1%		85.6	143.3	\$ 42.23	1%
Hass #2s	All		5.9	6.2	\$ 27.35	4%		6.3	6.7	\$ 29.38	10%
Hass Organic #1	All		4.4	9.7	\$ 55.60	2%		8.1	17.8	\$ 55.21	1%

California Avocado Region Distribution - This Year vs. Last Year

All Varieties		November 1 -April 30, 2021					November 1 - April 30, 2020				
		Region %	(millions)		Avg Lug \$	Consigned	Region %	(millions)		Avg Lug \$	Consigned
			Pounds	Dollars				Pounds	Dollars		
EAST CENTRAL		3%	1.9	2.9	\$ 40.71	6%	3%	2.7	4.6	\$ 43.25	0%
NORTHEAST		2%	1.6	2.6	\$ 40.07	1%	3%	3.3	5.6	\$ 42.71	1%
PACIFIC		79%	55.5	82.8	\$ 37.78	1%	76%	76.6	127.2	\$ 42.35	2%
SOUTHEAST		2%	1.4	2.5	\$ 44.30	0%	3%	3.5	6.3	\$ 45.51	1%
SOUTHWEST		3%	2.2	3.4	\$ 39.11	0%	2%	2.0	3.3	\$ 41.41	0%
WEST CENTRAL		1%	1.0	1.6	\$ 39.88	0%	3%	3.2	5.3	\$ 41.32	0%
EXPORT		10%	6.8	11.2	\$ 42.56	3%	9%	9.3	15.8	\$ 42.70	0%

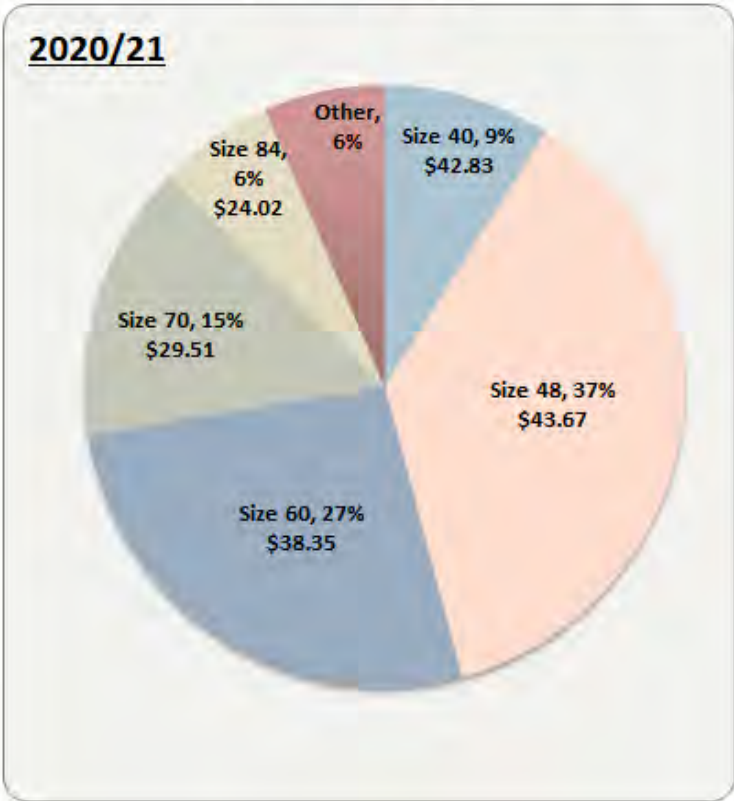


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REVENUE: CROP MOVEMENT AND MEASURES

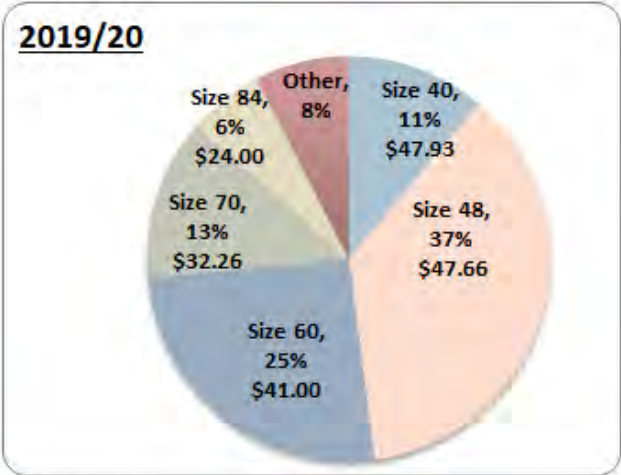
Size Distribution and Average Lug Price

Hass #1 Conventional (November-April)

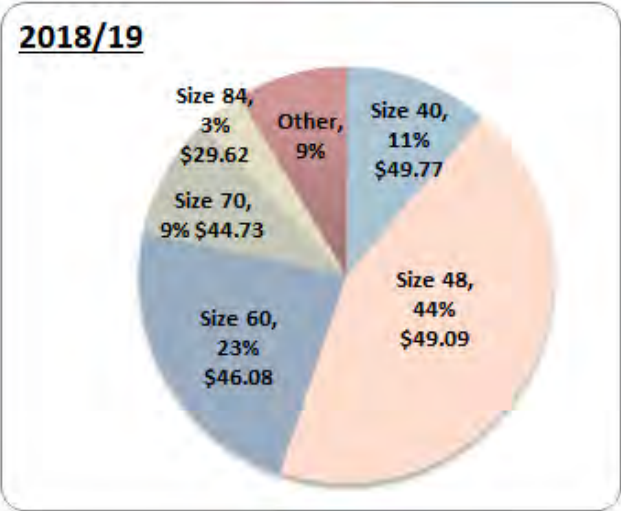


Source: AMRIC

2019/20



2018/19





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REVENUE: RETAIL SALES AND VOLUME

<u>RETAIL</u> <u>(4 wks)</u>	<u>Apr20</u> <u>(3/23/20-4/19/20)</u>	<u>Apr21</u> <u>(3/22/21-4/18/21)</u>	<u>Variance</u>
Volume (Unit)	173,333,276	172,259,119	-0.6%
Dollars	\$220,265,919	\$204,344,152	-7.2%
Avg. Selling Price/Unit	\$1.27	\$1.19	-6.6%
<u>RETAIL</u> <u>California Season</u>	<u>Mar20-Apr20</u> <u>(3/2/20-4/19/20)</u>	<u>Mar21-Apr21</u> <u>(3/1/21-4/18/21)</u>	<u>Variance</u>
Volume (Unit)	302,943,280	310,240,137	+2.4%
Dollars	\$381,621,394	\$347,043,392	-9.1%
Avg. Selling Price/Unit	\$1.26	\$1.12	-11.2%
<u>RETAIL</u> <u>Non-California Season</u>	<u>Sep19-Feb20</u> <u>(9/2/19-3/1/20)</u>	<u>Sep20-Feb21</u> <u>8/31/20-2/28/21</u>	<u>Variance</u>
Volume (Unit)	948,399,958	1,125,336,985	+18.7%
Dollars	\$1,063,135,664	\$1,112,199,052	+4.6%
Avg. Selling Price/Unit	\$1.12	\$0.99	-11.8%



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REVENUE: RETAIL SALES AND VOLUME

Avg. Retail Price
\$1.17

The logo of the California Avocado Commission, featuring a stylized avocado with a green pit and a brown skin, surrounded by the words "CALIFORNIA AVOCADOS" in a circular border.

California Season

Mar 2020 – Aug 2020
(3/2/20 – 8/30/20)

Avg. Retail Price
\$0.99

Off Season

Sept 2020 – Feb 2021
(8/31/20 – 2/28/21)

Avg. Retail Price
\$1.12

The logo of the California Avocado Commission, featuring a stylized avocado with a green pit and a brown skin, surrounded by the words "CALIFORNIA AVOCADOS" in a circular border.

California Season

Mar 2021 – Apr 2021
(3/1/21 – 4/18/21)



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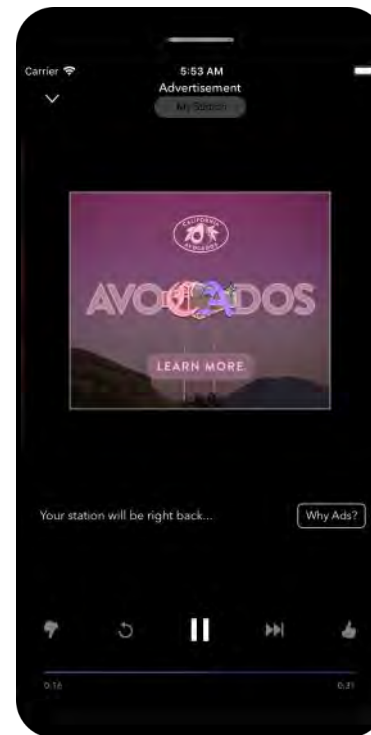
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CONSUMER ADVERTISING: AUDIO

- 9,848,982 Impressions
- 17,222 Clicks with a 0.17% Click Through Rate
- 459,458 Video Views
- Targeted listening sessions, audio, banners, overlays, and in-car audio





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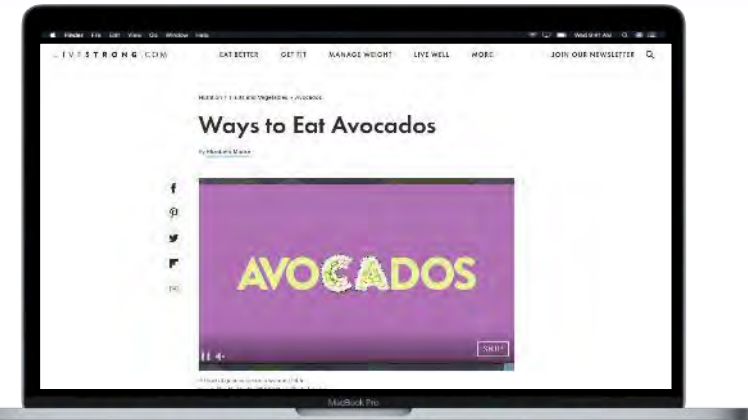
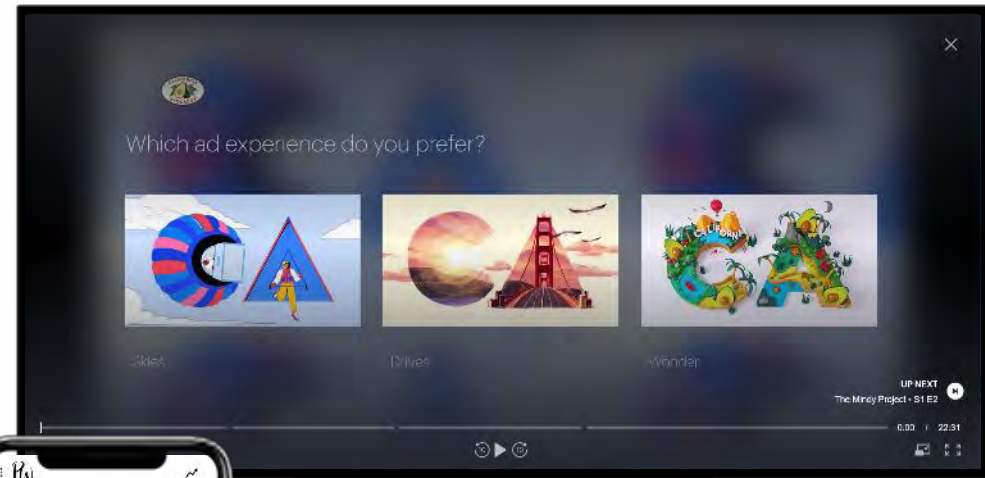
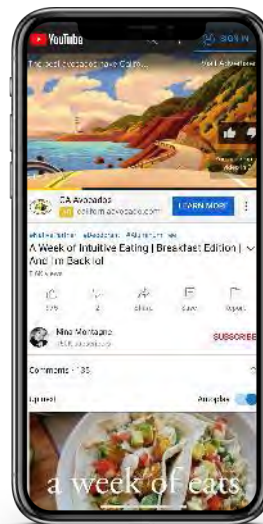
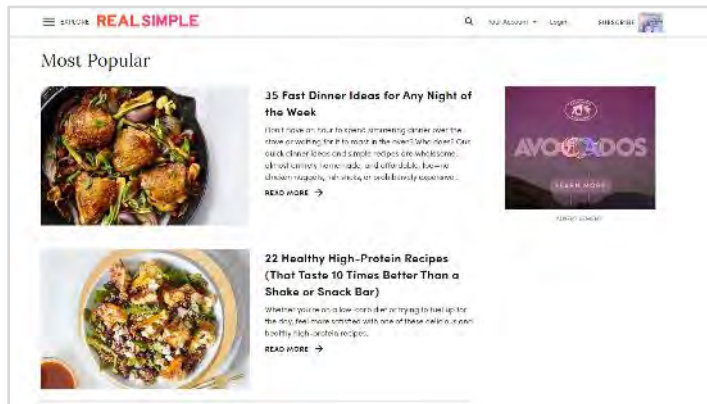
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CONSUMER ADVERTISING: DIGITAL BRAND

- 52,933,181 Impressions
- 92,066 Clicks with a 0.17% Click Through Rate
- 29,219,068 Video Views
- Digital video, mobile and display banners



hulu
gumgum



TREMOR VIDEO

POPSUGAR.

VIAANT.

PureWow

YouTube

FOOD52



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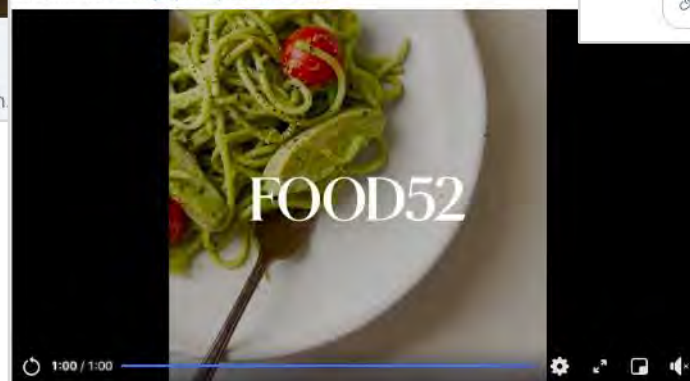
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CONSUMER ADVERTISING: DIGITAL CUSTOM CONTENT

Custom content including four recipe videos and images prominently featuring California Avocados shared across Food52's Instagram, Facebook, and Pinterest along with their website and YouTube channels



Brown Rice
Food comm
contests.
🔗 food52.



FOOD52



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CONSUMER ADVERTISING: DIGITAL CUSTOM CONTENT

Custom content including a recipe hub destination on PureWow's site, home to six custom recipes that prominently feature California Avocados. Recipes were also distributed across PureWow's Instagram and Facebook channels


PureWow

 PureWow with California Avocados.
Paid Partnership · 

Add these to your recipe collection, stat.




PUREWOW.COM
10 California Avocado Recipes You'll Be Making Over and Over Again


 2

 Like  Comment  Share

Instagram


 purewowrecipes
Sponsored



Learn More 

purewowrecipes Warmer weather calls for lighter desserts and this creamy sorbet certainly fits the bill. more


California Avocado Recipes You'll Be Making Over and Over Again

 PHOTO: LIZ ANDREW/STYLING: ERIN MCDOWELL

THE ULTIMATE QUINOA CALIFORNIA AVOCADO BOWL

Crispy kale? Check. Spicy shrimp? Check. California Avocado slices, watermelon radishes and quinoa? You betcha. Did we just find your new favorite lunch meal? You're welcome. Presenting the ultimate quinoa-avocado bowl, sure to make you the envy of the office.


[GET THE RECIPE](#)

 PHOTO: SON COSPITO/STYLING: KATIE WAYNE

CREAMY SUMAC CALIFORNIA AVOCADO DIP

Ready for the easiest dip ever? Simply throw all of your ingredients (California Avocados and tangy sumac are the stars) into a blender until smooth. Cut up some fresh vegetables for dipping and you're good to go. A colorful, nutritious dip in under 10 minutes.

[GET THE RECIPE](#)

 PHOTO: LIZ ANDREW/STYLING: ERIN MCDOWELL

SHREDDED THAI SALAD WITH CALIFORNIA AVOCADO

We aren't exaggerating when we say this might be the easiest salad you will ever make. Your plate will look like a rainbow of shredded cabbage, peppers and other fresh veggies, topped with vibrant slices of California Avocado. Prepare for all the Instagram likes.

[GET THE RECIPE](#)



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CONSUMER ADVERTISING: SOCIAL BRAND

- 292,080 Impressions
- 21,154 Engagements with a 7.24% Engagement Rate
- Season-long social advertising across top platforms





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ONLINE MARKETING: NOVEMBER 2020 – APRIL 2021**SEARCH RESULTS**

- Organic Search Impressions: 23.2MM
- Paid Search Impressions: 818K

SOCIAL MEDIA

- Facebook
 - Total Fans: 310.4K (-1% decrease YoY)
 - Impressions/Post: 47.3K (-47% decrease YoY)
- Twitter
 - Total Followers: 20.9K (-2% decrease YoY)
 - Total Retweets/Post: 3 (No Change YoY)
- YouTube
 - Views: 5MM (117% increase YoY)
 - Subscribers: 2.4K (55% increase YoY)
- Instagram
 - Followers: 41.9K (-1% decrease YoY)
 - Impressions/Post: 12.6K (-26% decrease YoY)

CONSUMER WEBSITE

- # of Visits: 716k (37% decrease YoY)
- Page Views / Visit: 1.31 (3% increase YoY)
- Time on site: 42s (11% increase YoY)
- Total Page Views: 940k (35% decrease YoY)

EMAIL

- Average Open Rate: 13.5%
- Click through rate: 1.27%
- Emails Sent: 2 emails to an average of 14k successful deliveries



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CONSUMER PR: SEASON OPENER ONLINE COOKING CLASS WITH CHEF BRIAN MALARKEY

- To celebrate the official kickoff of California Avocado season, CAC hosted a virtual cooking class in partnership with Chef Brian Malarkey, a well-known, San Diego-based chef, on March 31
- 10 media attendees comprised of national, regional and local consumer and trade outlets attended this exclusive event, as well as three retail contacts
- Ahead of the event, Chef Malarkey curated two new and unique recipes starring California Avocados. All attendees received fresh ingredient boxes in advance of the event to cook alongside Chef in their homes
- Through earned media relations, as well as distribution of a press release (and a mat release), the program resulted in **157,382,017 impressions** across local, regional and national media outlets, including MSN, Sunset Magazine, The San Diego Union-Tribune and NBC Los Angeles





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CONSUMER PR: BRAND ADVOCATES

- Kicking off the California Avocado season, CAC partnered with six brand advocates who have significant influence on social media and a considerable viewership on their blog channels
 - Their task for this season (March through June) is to develop unique recipes promoting California Avocados on their respective popular channels, including their blog, Instagram, Facebook and Pinterest pages
- Through March and April, the Brand Advocate program secured 3,620,000 blog post impressions and 79,333,523 social media impressions, resulting in a total of **82,953,523 impressions**





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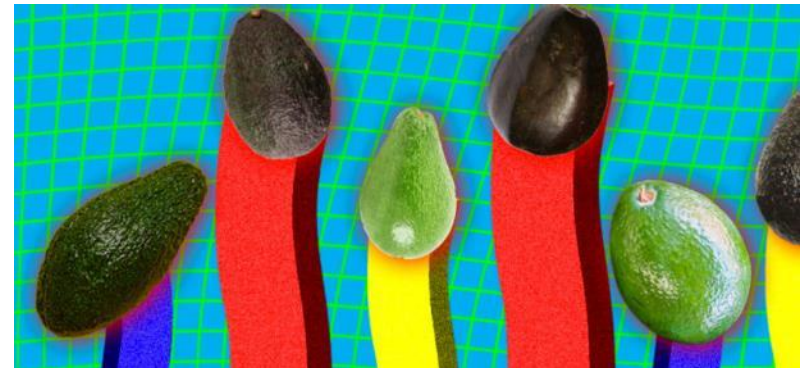
CONSUMER PR: NEWS BUREAU

- Ahead of the 2021 season, the team identified relevant story angles for CAC and leveraged its unique perspective and assets to promote with consumer media
- To remain top-of-mind during the holiday season, the team continued media outreach around CAC's new line of California-inspired merchandise as must-have gifts for avocado fans
- Reactive and proactive news bureau media efforts resulted in 2,105,894 impressions

California Avocado Merch



WHICH TYPE OF AVOCADO IS THE HEALTHIEST?





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CONSUMER/TRADE – LIVING WELL: BRAND ADVOCATES–DEVELOPED RECIPES



Patty Mastracco, Culinary Expert
California Avocado, Zucchini &
Cheddar Waffles



Patty Mastracco, Culinary Expert
Crispy California Avocado
Potato Tots



Bonnie Taub-Dix, MA, RDN, CDN
Stuffed California Avocado with
Mediterranean Salmon



Wendy Jo Peterson, MS, RDN
Turkey & Avocado Larb
Lettuce Wraps



Wendy Jo Peterson, MS, RDN
Air Fried Avocado Egg Cups
with Sriracha Yogurt Cream



Manuel Villacorta, MS, RD
California Avocado
Veggie-Packed Meatloaf



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RETAIL: TRADE RELATIONS – RETAIL COMMUNICATIONS



California Avocado Retail Resource Guide

Three-page guide that includes ready-to-use resources (recipes with images, lifestyle, grower/grove and product images), thought starters and California Avocado “How Tos” (videos and website links)

Retailer/Immersive Experiences

Attendees from three top tier retailers participated in CAC’s Season Opener Online Cooking Class



Bristol Farms

Key Account Marketing

Gelson's

Gelson’s First of Season Promotion: Posted LWBA Manuel Villacorta’s “California Avocado Steak Sandwich” image with a link to the recipe on Instagram and Facebook. Followers: 83.4K



AVOCADOS

2021 | MARKETING PROGRAM

THE BEST AVOCADOS HAVE CALIFORNIA IN THEM

California Avocados are in demand all season long. In fact, 81% of avocado shoppers in the U.S. say it's important that their avocados are grown in the U.S. They anticipate the consistent quality, freshness and homegrown taste that comes from California growers who are committed to consistent quality and reliability. Keep up with the demand by giving your shoppers what they want—California Avocados.

Consistency and reliability also are found in our innovative marketing program for 2021. Our programs and people are dedicated to supporting your sales of California Avocados, year after year.

A close-up photograph of three avocado halves and slices, showing the vibrant green flesh and the smooth, brown pit. The avocados are arranged artistically on a light-colored surface.

A photograph of several whole avocados stacked together. Each avocado has a small, circular sticker on its skin, which features the California Avocado Commission logo.

A photograph of a plate of food, likely a salad or a dish with avocado. It includes sliced avocados, cherry tomatoes, and other fresh ingredients, presented in a white bowl.

A photograph of a young woman with dark hair, smiling and looking towards the camera. She is holding a bowl of food, which appears to be a salad or a smoothie, and is also holding a small object, possibly a phone or a camera, near her face.

Source: 2020 California Avocado Tracking Study. QC1. Price and ripeness are sometimes important factors in purchasing avocados. How important are each of the following when purchasing avocados? (Grown in the U.S.)
Answers: extremely/very/somewhat important.

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

The official logo of the California Avocado Commission. It is a circular emblem with a green border. Inside the circle, there is a stylized illustration of an avocado and the text "CALIFORNIA AVOCADO COMMISSION" around the perimeter.



2021 | MARKETING PROGRAM

PRODUCT PERCEPTIONS

California Avocados exceed Mexico on being the best and worth paying more for (in nearly all western states)*.

65% ☒ ARE THE BEST 65% ☐



2021 | MARKETING PROGRAM



CALIFORNIA IS THE PREFERRED GROWING REGION IN THE WEST AND IN THE U.S. OVERALL

Among those with a preference, California is preferred by:



42%
of avocado shoppers
in the total U.S.



77%
of avocado shoppers
in California



71%
of avocado shoppers
in the west

*Source: 2020 California Avocado Tracking Study.
GS. If given a choice, which avocado would be your preference? Avocados grown in ... Please select only one.



2021 | MARKETING PROGRAM

FREE POINT-OF-SALE MATERIAL AND DOWNLOADABLE IMAGES

POS Order Form: <https://californiaavocados.com/pos> Downloadable Images: <https://californiaavocados.com/images>

Select the materials you would like to order by entering the quantities desired in the boxes below:

POS Order Form	Recipe Booklets	Recipe Tear Pads	Other Materials
<p>POS ORDER FORM</p> <p>California Avocado Commission 12 Mauchly, Suite L, Irvine, CA 92618-6305 Tel: 949.455.1234 Fax: 949.455.1235 Email: info@californiaavocados.com Website: https://californiaavocados.com</p> <p>Quantity: <input type="text"/></p>	<p>RECIPE BOOKLETS</p> <p>STAGES OF RIFE California Avocado Commission 12 Mauchly, Suite L, Irvine, CA 92618-6305 Tel: 949.455.1234 Fax: 949.455.1235 Email: info@californiaavocados.com Website: https://californiaavocados.com</p> <p>Quantity: <input type="text"/></p>	<p>RECIPE TEAR PADS</p> <p>CALIFORNIA FRESH SALADS California Avocado Commission 12 Mauchly, Suite L, Irvine, CA 92618-6305 Tel: 949.455.1234 Fax: 949.455.1235 Email: info@californiaavocados.com Website: https://californiaavocados.com</p> <p>Quantity: <input type="text"/></p>	<p>OTHER MATERIALS</p> <p>CALIFORNIA AVOCADO DISPLAY BOX California Avocado Commission 12 Mauchly, Suite L, Irvine, CA 92618-6305 Tel: 949.455.1234 Fax: 949.455.1235 Email: info@californiaavocados.com Website: https://californiaavocados.com</p> <p>Quantity: <input type="text"/></p>

Complete the form below to send to your printer:

Name:

Address:

City:

State:

Zip:

Phone:

Fax:

Email:

Signature:

Date:

California Avocado Commission
12 Mauchly, Suite L, Irvine, CA 92618-6305
Tel: 949.455.1234 Fax: 949.455.1235
Email: info@californiaavocados.com
Website: <https://californiaavocados.com>



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RETAIL: PROMOTION

- Passport to Savings Coupon and Online Special with special at 2/\$3 on large bulk avocados runs
- March 31 – May 25, 2021

Bristol Farms

AVOCADOS

The best avocados have California taste in them.

California Avocados and Bristol Farms know Californians love fresh fruits and vegetables that sustain a healthy lifestyle. The best avocados have CALIFORNIA in them. Look for them in your store!

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LAZY ACRES

natural market

Social media post on Instagram, February 3, announcing season kick-off





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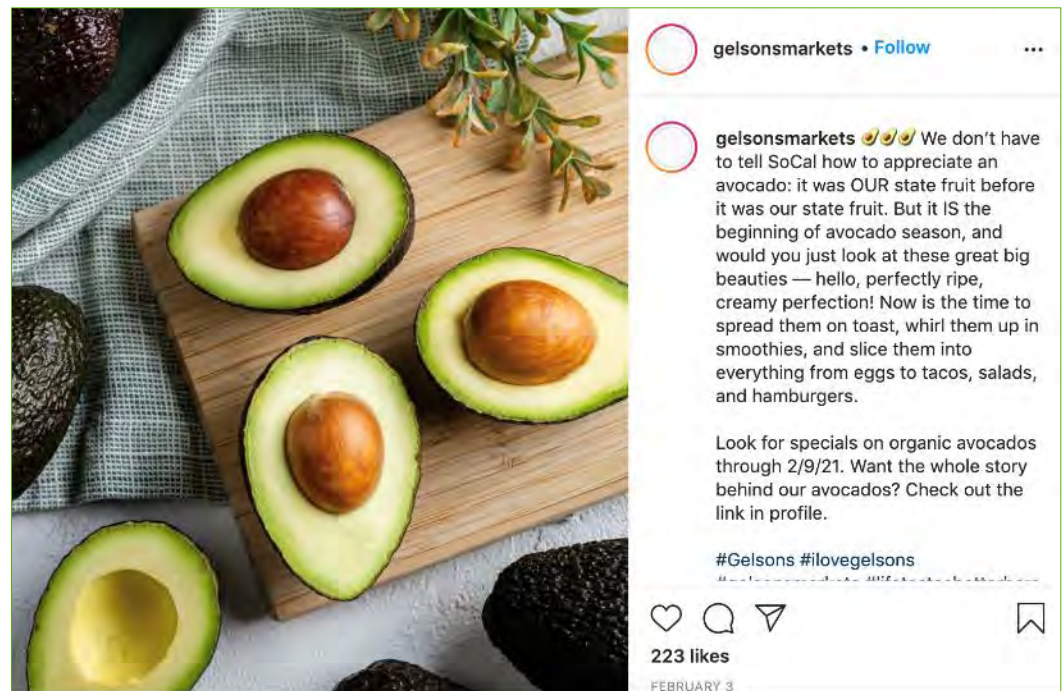
RESEARCH

RETAIL: PROMOTION

- “First of Season” display contest in all stores during March 2021
- Proud to display the California Avocados logo in stores for brand awareness

Gelson's

Instagram Social Media Post – February 3





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RETAIL: PROMOTION

- First of Season Ad on March 17 followed by Easter Ad on March 31
- Great early season Hispanic retail partner



Precios Bajos Siempre!

Happy St. Patrick's Day

Precios Efectivos: 17 de Marzo al 23 de Marzo, 2021
STORE HOURS: Monday - Sunday 7am to 9pm

MI TIERRA

Aguate Grande
Large Avocados

1.29 c/u

MARCH 2021

W	TH	F	S	S	M	T
17	18	19	20	21	22	23

Precios Bajos Siempre!

HAPPY EASTER

Precios Efectivos: 31 de Marzo al 6 de Abril, 2021
STORE HOURS: Monday - Sunday 7am to 9pm

MI TIERRA

Aguate Grande
Large Avocados

1.49 c/u

MARCH / APRIL 2021

W	TH	F	S	S	M	T
31	1	2	3	4	5	6



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RETAIL: PROMOTIONS

- Easter sales/display contest in all stores
- March 22 – April 4

MOLLIE STONE'S 
MARKETS





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FOODSERVICE

RESEARCH

RETAIL: PROMOTIONS

- Kroger's largest California division supports California growers early in March
- Bags and bulk display to drive awareness of local-grown California Avocados



- California Avocado new product feature
- Merchandising new avocado sizes in bags to test alongside bulk fruit
- Virtual Grove Tour in April





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RESEARCH

RETAIL: PROMOTION – DIGITAL DEMOS

- Executing last week of April
- In-club display for full week with signage and video loop
- 161 clubs (CA, AZ, NV, UT, CO, KS, OK, TX, MO)
- Note addition of two new DC's this campaign (OK and KS)





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RESEARCH

RETAIL: PROMOTION – SPOTLIGHT RECIPE VIDEO

- Delivered via digital media with influencer overlay reaching 1.6 million shoppers with guaranteed views
- Executing last week of April thru middle of May
- 721 stores (CA, AZ, NV, UT, WA, OR, NM, ID, MT)



Value Exchange Video

VIDEO PLAYER



LANDSCAPE END SCREEN



MOBILE





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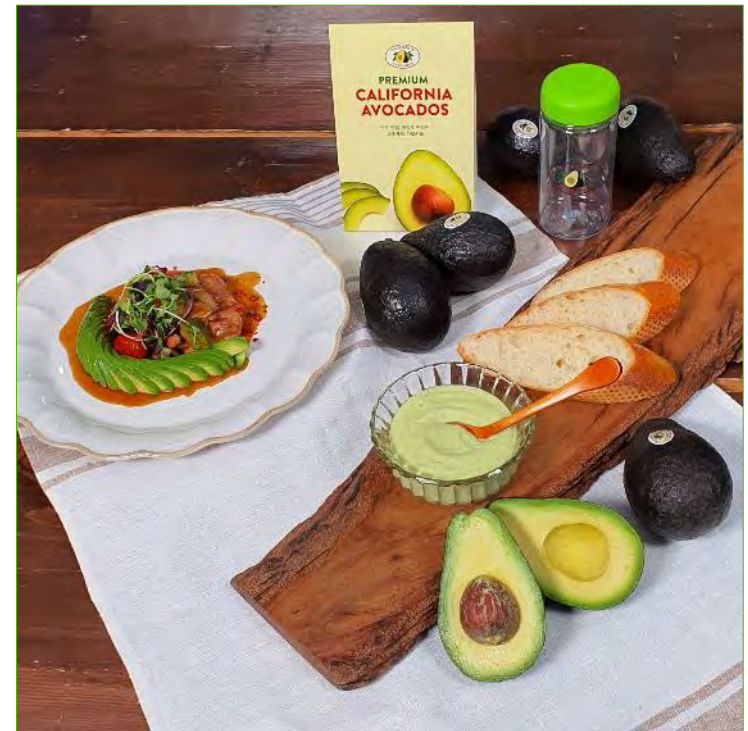
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RESEARCH

RETAIL: EXPORT PROMOTIONS – SOUTH KOREA

California Avocado Virtual Cooking Class held on April 26 On COOKPIA YouTube Channel with around 2,000 viewers

- Celebrity Food Stylist Boeun Lee talked about the health benefits of California Avocados and demonstrated two recipes: Spicy Grilled Chicken with California Avocado and a California Avocado Sauce
- Over 11,000 views as of April 30





HOME	REVENUE	CONSUMER ADVERTISING	ONLINE MARKETING	CONSUMER PR	CONSUMER/TRADE LIVING WELL	RETAIL	FOODSERVICE	RESEARCH
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RETAIL: MASTERS OF MERCHANDISING 2021



AVOCADOS

CALIFORNIA AVOCADO COMMISSION

2021 MARKETING PROGRAM

The best avocados have California in them

California Avocados are in demand all season long. In fact, 81% of avocado shoppers surveyed in the U.S. say it's important that their avocados are grown in the U.S.¹ They anticipate the consistent quality, freshness and homegrown taste that comes from California growers who are committed to consistent quality and reliability.

Consistency and reliability also are found in our innovative marketing program for 2021. Our programs and people are dedicated to supporting your sales of California Avocados, year after year.

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 assets can be customized for your store banners and are paid for by the California Avocado Commission in support of our retail partners.

Customized Retail Influencer Programs

Are your marketing departments looking for ideas for your social media content, newsletters, ad circular or other customer communication during the spring and summer months? New and complimentary customized offerings include social posts and blogs with and without video, seasonal story ideas for retailer use in local media markets, on your website, in customer sweepstakes and California Avocado giveaways. We are ready to support you!

Retail Dietitian Relations

From helpful how-to tips to news you can use, nutritional information to delicious recipes for virtual demos and more, we have inspiration for your dietitians and cooking school managers.

Merchandising Materials

Among avocado shoppers surveyed in the U.S., 69% agree they wish stores would have better signage/helping to let them know where the avocados they buy are grown.² You can provide this information by using our California Avocado merchandising materials to encourage impulse purchases.

Visit CaliforniaAvocado.com/Retail to order your POS material.

Contact your Retail Marketing Directors for customized marketing programs and reports.

CALIFORNIA AVOCADO COMMISSION

CaliforniaAvocado.com/Retail
doree@avocado.org

Sources: 2020 California Avocado Tracking Study
1. OC1: Price and ripeness are sometimes important factors in purchasing avocados. How important are each of the following when purchasing avocados?
2. OC2: How much do you agree or disagree with the following statement: I wish stores would have better signage/helping to let me know where the avocados I buy are grown? Answers: strongly/somewhat agree.

68 / MARCH 2021 / PRODUCE BUSINESS

MASTERS OF MERCHANDISING



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RETAIL: TRADE PRINT AD

To launch the season, a two-page spread ran in the February issue of The Snack magazine with a die-cut “CA” wobbler piece attached to the ad

AVOCADOS

CALIFORNIA AVOCADOS
Always in demand.

Retailers know their shoppers anxiously anticipate the California avocado season because there is a California difference. In fact, 80% of avocado shoppers said it's important that the avocados they buy are grown by California farmers. They value the care our nearly 3,000 growers put into nurturing each avocado to ensure they get that creamy California avocado taste with every slice.

Keep up with the demand and give your shoppers the consistent quality, freshness and homegrown taste they anticipate—all season long.

The California Season is Almost Here!

For Customized Marketing Support: CaliforniaAvocado.com/Retail

Source: 2020 California Avocado Tracking Study (Q1). Price and ripeness are sometimes important factors in purchasing avocados. How important are each of the following when purchasing avocados? (Grown by California farmers.) Answers: extremely/very/important/important.

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RETAIL: TRADE PRINT AD

13 print ads were scheduled from February through April 30 generating 1,637,414 impressions





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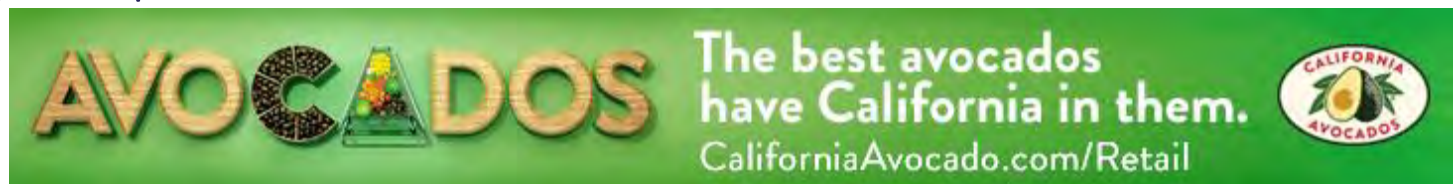
RETAIL

FOODSERVICE

RESEARCH

RETAIL: TRADE DIGITAL ADS

- 257 digital ads ran from February through April 30 generating 12,218,976 impressions
- Total print and digital impressions: 13,856,390

supermarket
PERIMETER



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RETAIL: TRADE DIGITAL ADS

A video trailer ran on AndNowUKnow in March and April





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RESEARCH

RETAIL: APRIL RETAIL NEWSLETTER

A single page newsletter was sent to retail produce managers and buyers with content that included crop forecast, marketing programs and sales-building information

THE CALIFORNIA AVOCADO SEASON IS RAMPING UP!

Our creamy California Avocados are in season spring through summer. This year's crop volume is estimated to be 292 million pounds for all varieties. Your shoppers anxiously anticipate the California season because there is a California difference—reliability, quality and consistency. In fact, 80%* of shoppers said it's important that the avocados they buy are grown by California farmers.

The California Avocado Commission sponsors digital online advertising and social media assets for retail partners that help communicate with your shoppers.

Social Media Posts

For more information on California shopper preference, retail dietitian resources and our consumer marketing program, click [here](#).

Our experienced merchandising team is dedicated to helping you grow your California Avocado sales.

Caralyn Becker,
Regional Marketing Director
cbecker@avocado.org
(303) 520-8284

Dave Anderson,
Retail Marketing Director
danderson@avocado.org
(936) 676-7797

*Source: 2020 California Avocado Tracking Study QCL. Price and ripeness are sometimes important factors in purchasing avocados. How important are each of the following when purchasing avocados? (Grown by California farmers.) Answers: extremely/very/somewhat important.
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RETAIL: LINKEDIN

From October through April 30, 30 LinkedIn posts ran on the CAC page. It has gained 233 new followers, a 32% growth rate. The posts have generated over 137,000 impressions with over 700 engagements. The page has been viewed 954 times by 398 unique visitors





California Avocado Commission728 followers2mo

We are very excited to announce the 2021 California Avocado season! Retailers, please contact our retail marketing directors for customized programs and merchandising best practices. There is a difference...see more



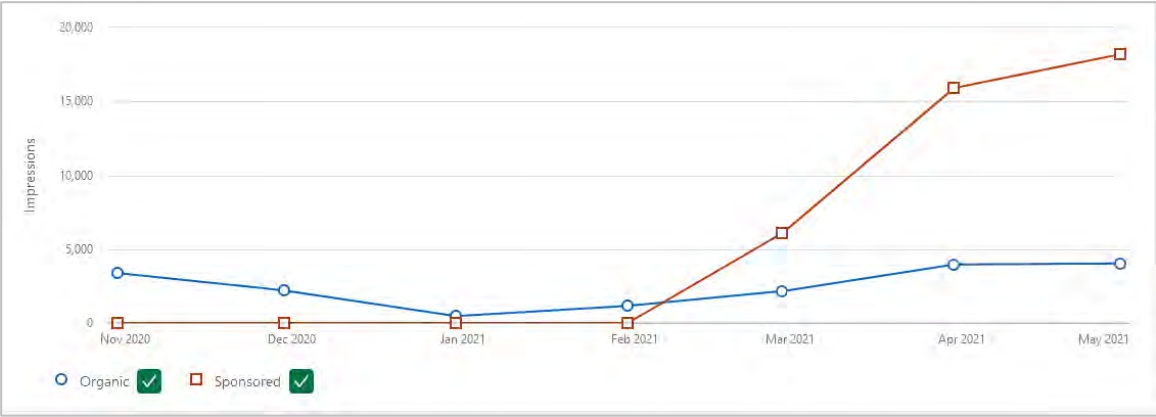
California Avocado Commission728 followers1mo

In honor of International Women's Month, we're honoring the women of CAC and our Board of Directors. These women are dedicated and invaluable members of our team, impacting the commission and the produce...see more



60 · 4 comments

Like Comment





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RETAIL: LINKEDIN

A LinkedIn post with CAC messaging and video was sent to 200 food retailers (Walmart, Kroger, etc.) through Smart Brief's proprietary subscriber email list on LinkedIn. The post was sent directly to their personal feed of the matched profile list. The post generated 77,685 impressions

The image shows a LinkedIn post from the account "SmartBrief", which has 14,216 followers and is marked as "Promoted". The post text states: "CAC's experienced retail team implements avocado merchandising best practices, provides information, builds custom promotions and is dedicated to helping retail grow its avocado sales. #Sponsored by California Avocado Commission". Below the text is a large green graphic featuring a halved avocado with radiating lines and the text "Avocado SEASON" in a white script and bold font. At the bottom of the graphic, it says "California avocados are now in season!" and includes a "Learn more" button.



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RESEARCH

RETAIL: TRADE PUBLIC RELATIONS

- Nearly 3.5 million Trade PR impressions in November - April
- Key topics: Crop Updates, Season Opener, Board News, Advertising

California Avocado Commission's new Board members, leaders

PERIMETER

California Avocado Commission's new Board members, leaders

PERIMETER is the leading trade publication for the avocado industry. It provides the latest news, information, and insights for avocado growers, processors, and marketers. The publication is published quarterly and is available in both print and digital formats.

Statewide Grower Referendum Affirms Continuation of California Avocado Commission

California Avocado Commission's new Board members, leaders

Perishable News.com is a leading trade publication for the perishable fruit and vegetable industry. It provides the latest news, information, and insights for growers, processors, and marketers. The publication is published weekly and is available in both print and digital formats.

The Produce News Roundtable: CAC women helping to guide the future

California Avocado Commission's new Board members, leaders

THE PRODUCE NEWS is a leading trade publication for the produce industry. It provides the latest news, information, and insights for growers, processors, and marketers. The publication is published weekly and is available in both print and digital formats.

California avocado season approaches

California Avocado Commission's new Board members, leaders

Blue Book Services is a leading trade publication for the produce industry. It provides the latest news, information, and insights for growers, processors, and marketers. The publication is published weekly and is available in both print and digital formats.

COMMISSION FORECASTS 2021 MILLION POUNDS THIS YEAR

California Avocado Commission's new Board members, leaders

California Avocado Commission is the leading trade publication for the avocado industry. It provides the latest news, information, and insights for growers, processors, and marketers. The publication is published weekly and is available in both print and digital formats.

Cinco de Mayo Merchandising

Cinco de Mayo Merchandising is a leading trade publication for the produce industry. It provides the latest news, information, and insights for growers, processors, and marketers. The publication is published weekly and is available in both print and digital formats.

Fresh Plaza

Fresh Plaza is a leading trade publication for the produce industry. It provides the latest news, information, and insights for growers, processors, and marketers. The publication is published weekly and is available in both print and digital formats.

2021 crop's smaller, but in "normal" range

California Avocado Commission's new Board members, leaders

California Avocados is a leading trade publication for the avocado industry. It provides the latest news, information, and insights for growers, processors, and marketers. The publication is published weekly and is available in both print and digital formats.

The Packer's Fresh Take

California Avocado Commission's new Board members, leaders

The Packer's Fresh Take is a leading trade publication for the produce industry. It provides the latest news, information, and insights for growers, processors, and marketers. The publication is published weekly and is available in both print and digital formats.

California avocado season outlook remains bright amid rising prices

California Avocado Commission's new Board members, leaders

Fresh Fruit Portal.com is a leading trade publication for the produce industry. It provides the latest news, information, and insights for growers, processors, and marketers. The publication is published weekly and is available in both print and digital formats.

California Avocado Commission extends avocado campaign

California Avocado Commission's new Board members, leaders

PERIMETER AVOCADOS is a leading trade publication for the avocado industry. It provides the latest news, information, and insights for growers, processors, and marketers. The publication is published weekly and is available in both print and digital formats.

California avocado forecast weighs in at 202 million pounds

California Avocado Commission's new Board members, leaders

THE PRODUCE is a leading trade publication for the produce industry. It provides the latest news, information, and insights for growers, processors, and marketers. The publication is published weekly and is available in both print and digital formats.

California Avocado Commission's new Board members, leaders

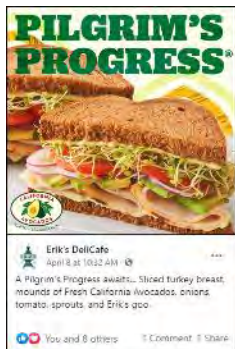
California Avocado Commission is the leading trade publication for the avocado industry. It provides the latest news, information, and insights for growers, processors, and marketers. The publication is published weekly and is available in both print and digital formats.



FOODSERVICE: CHAIN PROMOTIONS



- 27 units
- Northern California/Bay Area
- April 1 – May 31



- 15 units
- Northern California/Bay Area
- April 15 – June 1



- 400 units
- California, Arizona, Nevada, Oregon, Utah, Washington
- April 29 – July 21





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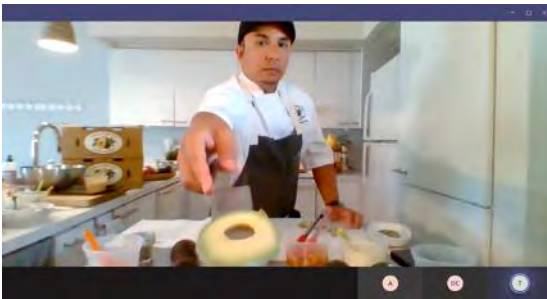
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RESEARCH

FOODSERVICE: MENU IDEATION – VIRTUAL SESSION

- With COVID-19 restrictions still in place, menu ideation session goes virtual
- Concepts still based on chain's menu strategy and operational setup
- Spices, special blends and sauces shipped overnight to ensure chain chef is working with the same ingredients as Chef Hernandez
- Chef Hernandez instructs and cooks alongside chain chef at each step to ensure consistency



Chef Hernandez showing avocado up close

Utilizing a chain's current inventory of items with California Avocados, a few of the dishes created





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RESEARCH

FOODSERVICE: FLAVOR PAIRING WITH CALIFORNIA AVOCADOS

- Educational component to influence chain culinary R&D to leverage California Avocados in menu builds
- Interactive demo session on how to build unique flavors with California Avocados
- Discuss aromas and taste of each spice, then spice + California Avocado and finally possible menu applications and inspiration
- Offered as a virtual session or onsite session
 - An approach to keep in front of operators with operators who are not traveling first half of 2021



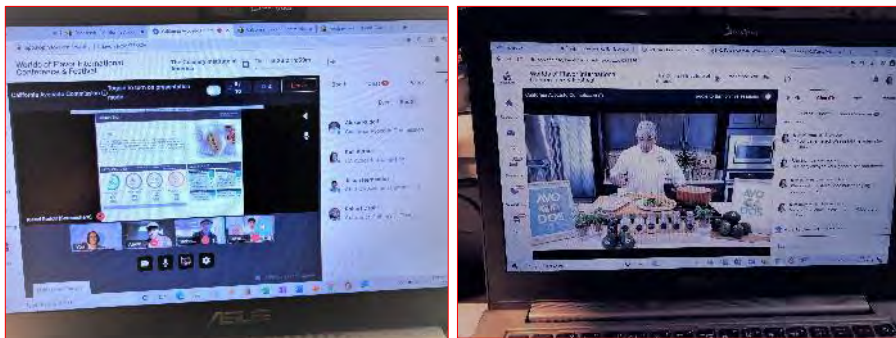


FOODSERVICE: VIRTUAL EVENTS



CIA: Worlds of Flavor
November 10-13, 2020
Virtual platform

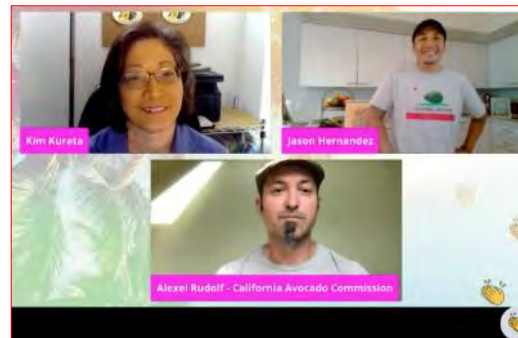
Online presentation and demonstration



Virtual THE FLAVOR EXPERIENCE: 2021 VISION

DEC. 1-2, 2020

Virtual Flavor Experience
December 1-2, 2020
Virtual platform



Presentation and demo video

CAC received highest score among operators for best demo session





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FOODSERVICE

RESEARCH

FOODSERVICE: PRINT ADVERTISING

- Focus on California Avocado season and California cuisine and style
- 4 insertions starting in March issues
- 4 publications (Flavor & The Menu, FSR, Nation's Restaurant News and Plate)
- 159,302 impressions

**AVO
DOS**

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

The best avocados have California in them.

California Avocado Everything Toast Salad

©2020 California Avocado Commission

**AVO
CA
DOS**

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 sands 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

The best avocados have California love in them.

Grilled Octopus and California Avocado

©2020 California Avocado Commission

**AVO
CA
DOS**

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 sandwiches – 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

The best avocados have California summer in them.

California Avocado Neapolitan Pizza

©2020 California Avocado Commission



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

- Leverage pre- and post-season insertion dates to keep top-of-mind among operators
- 14 ads appeared on six platforms (Recipe Watch, RB On The Menu, NRA SmartBrief, getflavor.com, FlavorFlash, FSRmagazine.com)

RB: ON THE MENU



The best avocados have California in them.





The best avocados have California in them.





The best dishes have California Avocados in them.



RECIPE WATCH



California Avocado Stuffed Chicken Sandwich
Bring the essence of California to spring and summer menus with this open sandwich featuring the lush flavor and sunny color of California Avocados.

[View Recipe](#)



California Avocado & Thai Noodle Salad
California-ize the global appeal of this comforting entrée salad with seasonal Fresh California Avocados on the menu. Peak season alert: May-August.

[View Recipe](#)

NRA SMARTBRIEF



Celebrate the California Lifestyle and Cuisine
Celebrate the California lifestyle with produce-forward **tacos** that feature the smooth texture and rich, nutty flavor of Fresh California Avocados. Put the passion for California Avocados to work on spring and summer menus. The best avocados have California in them.
[For more recipes and information, click here.](#)

ADVERTISEMENT 



Leveraging California Avocados on Your Menu
Step 1: Schedule during spring and summer, when Fresh California Avocados are in season. Step 2: Layer smoked ham, aged Gouda and dreamy California Avocados on focaccia. Step 3: Grill. Step 4: Offer on dine-in and to-go menus. The best avocados have California in them.
[For more recipes and information, click here](#)

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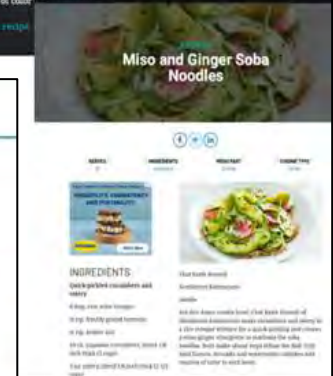
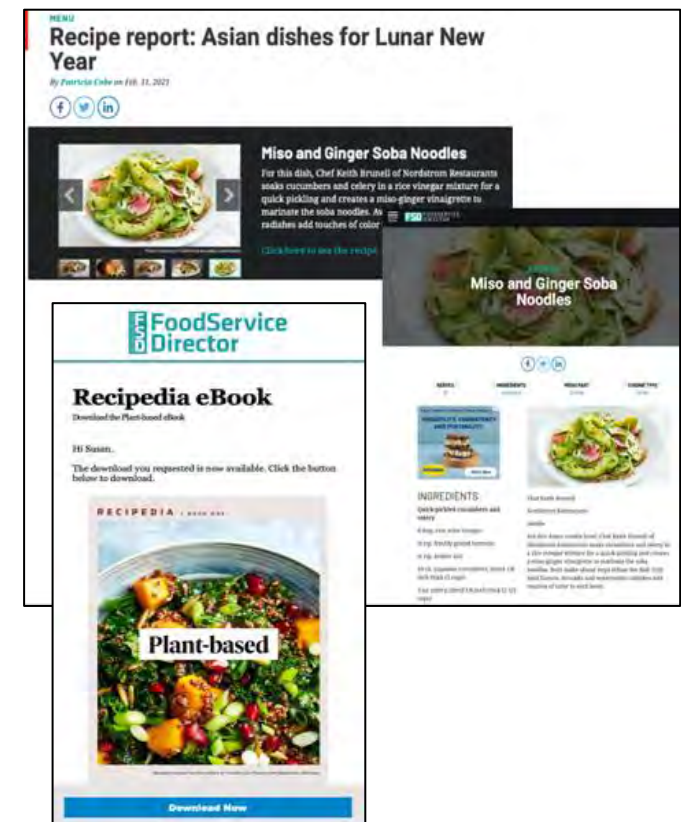
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RESEARCH

FOODSERVICE: PUBLIC RELATIONS

- Influence editors with our California Avocado premium message
 - Unique terroir
 - Only locally USA-grown avocados
- Tailor message to address start of season, spring menus and topical issues pertinent to today's menus:
 - Lunar New Year
 - Spring menu
 - Plant-based
 - Local ingredients





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RESEARCH

FOODSERVICE: SOCIAL MEDIA PLATFORM

- Position California Avocado Commission's Chef Hernandez as a foodservice influencer
- Created the CALIFORNIA AVOCADO ACADEMY series
- Developed 9 out of 18 social media videos
 - Emphasize California style, cuisine, season
 - Provide tips and how-to's
- Posted 5 videos since March
 - California Avocados in Asian Cuisine
 - California Avocados Add Style
 - California Avocados To-Go
 - California Avocado Receiving & Storing Tips
 - California Avocado Handling & Cutting Tips



CALIFORNIA AVOCADO ACADEMY





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RESEARCH

RESEARCH: MULTIPLE STUDIES IN PROGRESS

2021 Instapanel Research

- Second round of creative testing includes testing the :06 and :15 video spots as well as the :30 montage video
- Objectives: to better understand the resonance of creative video concepts with targeted consumers as well as impact on perception and shifts in intended behavior
- Methodology: a blend of quantitative and qualitative feedback from avocado consumers
- The learnings from this research will help optimize development of creative and inspire new creative for the next campaign iteration
- Timing: final report presented in June, prior to strategic planning for 2022

2021 California Avocado Tracking Study

- Objectives: to monitor performance vs. plan objectives, to better understand consumer attitudes and to showcase reasons why retailers should merchandise California Avocados
- Methodology: quantitative study of 1,500+ avocado purchasers
- Timing: questionnaire updates in development; to be fielded in mid-August



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RESEARCH

RESEARCH: TIERED-ACCOUNT REPORT

- Analysis of Tiered Account retailers
- Monitor retailer-specific performance:
 - Sales/volume vs. prior year
 - Timing of CAC programs
 - Retailer participation with CAC
- Monitor FOB pricing
 - Short-term and long-term
- Findings improve CAC programs
- Results influence sales messaging
- Delivered January 2021

Among tracked Tier 1 accounts:





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RESEARCH

RESEARCH: STATE OF THE AVOCADO CATEGORY

- A multi-year review of the avocado category with a specific focus on the positive impact of the California and Western regions on retail sales:
 - Sales lift during the California season
 - Regional per capita unit purchases
 - Incremental sales, volume and lift driven by the California season
 - Special sections: bagged avocados, organic avocados
 - Trends by market (California and Western region)
 - Delivered May 2021





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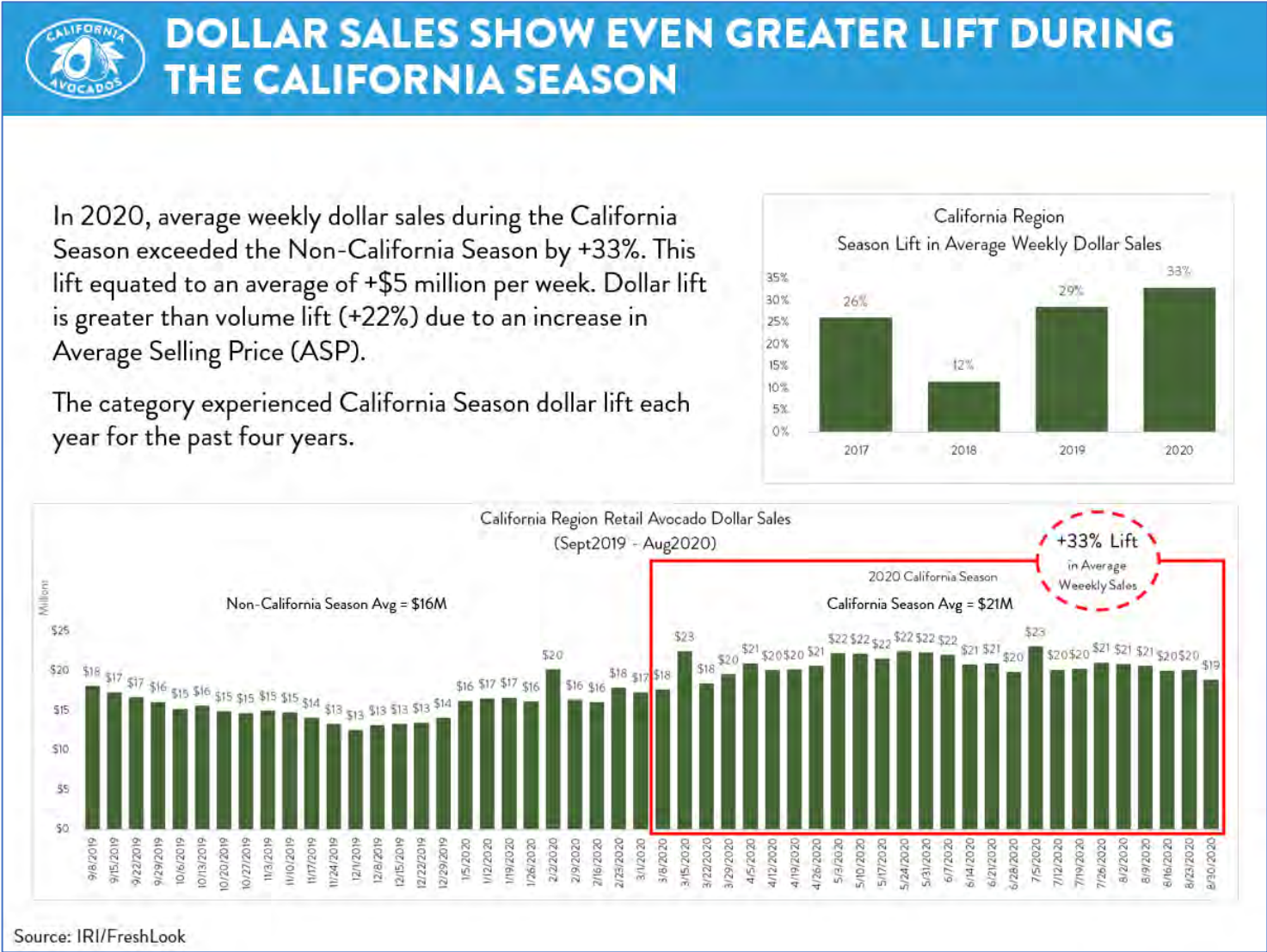
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RESEARCH

RESEARCH: STATE OF THE AVOCADO CATEGORY (CONT.)





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RESEARCH

RESEARCH: LEVELS OF RIPENESS AND CALIFORNIA PROMOTIONAL RETAIL STUDY

California Promotional Retail Study

- Analysis of data to uncover fact-based results of the retail benefits of advertising and promoting the California brand vs. generic avocados
- Delivery in late May 2021

Levels of Ripeness

- A qualitative consumer survey that focuses on California shopper preferences for various levels of ripeness and the importance of ripeness in the decision to purchase avocados
- Determine the drivers and barriers to retail purchases related to ripeness
- Fielding in June, with final report in July 2021