

REVENUE

CONSUMER ADVERTISING

ONLINE MARKETING CONSUMER PR CONSUMER/ TRADE LIVING WELL

RETAIL

FOODSERVICE

RESEARCH

KEY PERFORMANCE INDICATORS: NOVEMBER 2022 – JULY 2023

\$1.20

Average Selling Price

Category Average Selling Price per Unit for the 4-weeks ending July 16, 2023

248.4 Million

Consumer Media Impressions

Includes offline, online and social media impressions through July 2023

1.3 Billion

Consumer PR Impressions

Media coverage secured with print, broadcast and online media outlets through August 7, 2023

37.7 Million

Trade Media and Public Relations
Impressions

Positive direct CAC trade media and public relations circulation through July 2023

92.0 Thousand

Waze Navigations

Driving users to local retailers carrying California Avocados through Sponsored Search and Branded Pins in the Waze App 34

Retail Promotions

Number of Retail Promotions with signed Promotion Agreements through July 31, 2023



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REVENUE: CROP MOVEMENT AND MEASURES

	Calif	ornia Av	ocado Gr	ade and	Siz	e Dis	tributio	n - This	Year vs.	Last Ye	ar		
		November 1, 2022 - July 31, 2023				November 1, 2021 - July 31, 2022							
		C! 0/	(millions)		A	%	C!== 0/	(millions)		Λ		%	
Grade	Size	Size %	Pounds	Dollars	Avg Lug \$	Consigned	Size %	Pounds	Dollars	Avg Lug \$	Consigned		
Hass #1 Conv	40	8%	11.3	18.2	\$	40.23	4%	5%	10.5	29.6	\$	70.45	1%
	48	34%	48.4	80.9	\$	41.77	8%	28%	56.5	153.9	\$	68.10	4%
	60	26%	37.8	56.4	\$	37.31	8%	30%	60.4	149.1	\$	61.73	4%
	70	17%	23.8	28.5	\$	29.98	9%	21%	42.5	85.6	\$	50.33	3%
	84	9%	13.6	14.9	\$	27.33	10%	12%	23.8	38.3	\$	40.20	6%
	Other	6%	9.2					4%	8.0				
	All	100%	144.1	210.9	\$	36.59	8%	100%	201.7	471.1	\$	58.39	4%
Hass #2s	All		10.7	13.1	\$	30.70	12%		17.3	35.9	\$	51.87	3%
Hass Organic #1	All		18.7	34.6	\$	46.23	12%		20.0	57.0	\$	71.26	4%
		Californi	a Avocad	o Regior	ı D	istrib	ution - 1	This Yea	r vs. Las	t Year			
All Varieties		November 1, 2022 - July 31, 2023				November 1, 2021 - July 31, 2022							
			(millions)				%	(millions)				%	
Region		Region %	Pounds	Dollars	Av	g Lug \$	Consigned	Region %	Pounds	Dollars	A٧	g Lug \$	Consigned
EAST CENTRAL		3%	5.3	8.8	\$	41.59	20%	5%	13.5	34.2	\$	63.33	8%
NORTHEAST		4%	7.3	11.4	\$	39.19	3%	4%	9.6	24.6	\$	64.14	2%
PACIFIC		79%	143.5	207.4	\$	36.13	9%	78%	192.3	444.7	\$	57.81	4%
SOUTHEAST		4%	7.4	12.3	\$	41.71	10%	4%	9.4	24.4	\$	64.81	2%
SOUTHWEST		4%	6.7	10.7	\$	40.03	7%	4%	10.6	24.6	\$	58.13	1%
WEST CENTRAL		6%	11.1	17.5	\$	39.37	8%	4%	9.8	24.8	\$	63.21	3%
EXPORT		1%	1.4	2.1	\$	37.54	0%	0%	1.2	2.8	\$	57.52	0%









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REVENUE: CROP MOVEMENT AND MEASURES

U.S. Hass Avocado Supply (November-July)									
	2022/2	3	2021/22	2	2020/21				
Origin	Volume (MM lbs)	Est. %	Volume (MM lbs)	%	Volume (MM lbs)	%			
		Complete*	voranie (iviivi 183)	Complete	voranne (iviivi ib3)	Complete			
California	216	88%	259	96%	222	70%			
Chile	6	100%	12	120%	-	0%			
Mexico	1,986	78%	1,478	60%	1,885	82%			
Peru	91	55%	125	63%	116	64%			
Other	22	91%	32	213%	3	33%			
Total	2,321	77%	1,906	64%	2,226	79%			
*based on current project	ions					Source: CAC			







REVENUE

Source: AMRIC

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2021/22

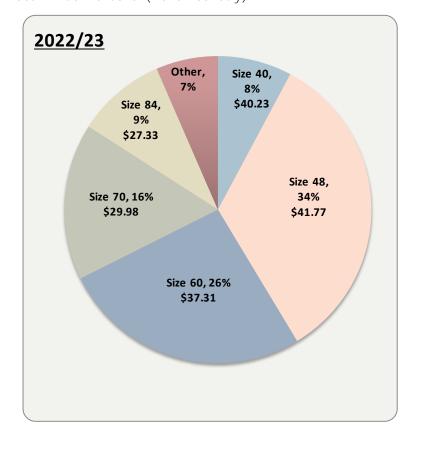
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REVENUE: CROP MOVEMENT AND MEASURES

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



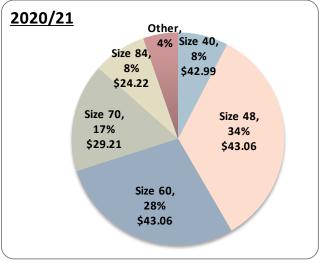
Size 84, 12% \$40.20

Size 70, 21% \$50.33

Size 60, 30% \$61.73

Other,

4% Size 40,





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REVENUE: RETAIL SALES AND VOLUME

RETAIL (4 wks)	<u>Jul22</u> (6/20/22-7/17/22)	<u>Jul23</u> (6/19/23-7/16/23)	<u>Variance</u>
Volume (Unit)	148,606,249	161,624,249	+8.8%
Dollars	\$222,992,620	\$193,573,503	-13.2%
Avg. Selling Price/Unit	\$1.50	\$1.20	-20.2%
<u>RETAIL</u> <u>California Season</u>	Mar22-Jul22 (2/28/22-7/17/22)	<u>Mar23-Jul23</u> (2/27/23-7/16/23)	<u>Variance</u>
Volume (Unit)	766,833,437	875,086,068	+14.1%
Dollars	\$1,148,036,696	\$952,466,826	-17.0%
Avg. Selling Price/Unit	\$1.50	\$1.09	-27.3%
<u>RETAIL</u> <u>Non-California Season</u>	Sep21-Feb22 (8/30/21-2/27/22)	<u>Sep22-Feb23</u> (8/29/22-2/26/23	<u>Variance</u>
Volume (Unit)	1,008,754,785	1,026,698,462	+1.8%
Dollars	\$1,242,179,914	\$1,134,388,471	-8.7%
Avg. Selling Price/Unit	\$1.23	\$1.10	-10.3%







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REVENUE: RETAIL SALES AND VOLUME

Avg. Retail Price \$1.46



Mar 2022 – Aug 2022

Avg. Retail Price \$1.10

Off Season

Sept 2022 – Feb 2023 (8/29/22 - 2/26/23) Avg. Retail Price \$1.09



Mar 2023 – Jul 2023 (2/27/23 – 7/16/23)





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CONSUMER ADVERTISING: OUTDOOR

- 45,255,517 Impressions
- Four high-impact locations throughout Los Angeles, San Francisco, San Diego and Orange County
- 149 Volta Electric Vehicle Charging Stations across multiple retail locations
- 34 units in Premium Dining and Shopping Centers in Los Angeles, Orange County and San Francisco
- 1 BART Train Wrap in San Francisco











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CONSUMER ADVERTISING: OUTDOOR

















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CONSUMER ADVERTISING: AUDIO

- 21,286,280 Impressions
- 10,954 Clicks with a 0.14% Click Through Rate
- 5,526,939 Video Views
- Targeted listening sessions, audio, banners, overlays, in-car audio and podcast live reads















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RESEARCH

CONSUMER ADVERTISING: DIGITAL BRAND

- 73,393,641 Impressions
- 153,481 Clicks with a 0.26% Click Through Rate
- 53,114,392 Video Views
- Digital video, mobile and display banners



















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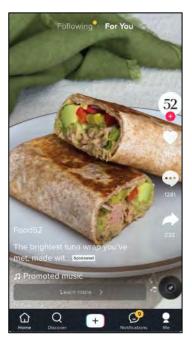
RESEARCH

CONSUMER ADVERTISING: DIGITAL CUSTOM CONTENT

ADVERTISING

FOOD52

Custom content including three recipe videos and images prominently featuring California Avocados shared across Food52's Instagram, Facebook and TikTok along with their website, email and the featured talent's Instagram













CONSUMER ADVERTISING: DIGITAL CUSTOM CONTENT

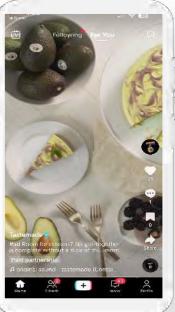
TASTEMADE

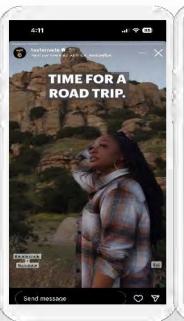
Custom content including four recipes featuring California Avocados distributed across Tastemade's site, Facebook, Instagram, TikTok and Pinterest social channels as well as talent inspired recipes distributed on their Instagram pages and stories

















CONSUMER ADVERTISING: DIGITAL RETAIL



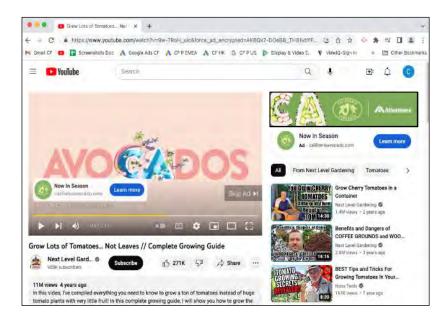
- 37,347,321 Impressions
- 105,555 Clicks with a 0.28% Click Through Rate
- 2,382,397 Video Views
- Promoted in-store availability to drive users to retailers carrying California Avocados

























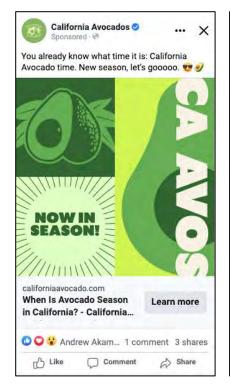




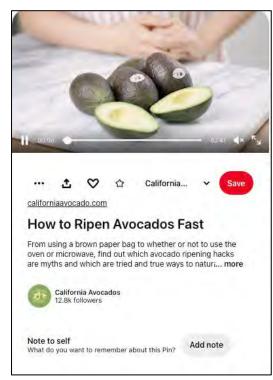


CONSUMER ADVERTISING: SOCIAL BRAND

- 32,209,198 Impressions
- 5,213,769 Engagements with a 16.19% Engagement Rate
- Season-long social advertising across top platforms









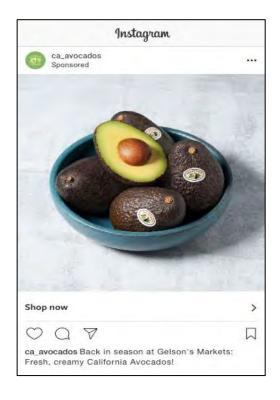




CONSUMER ADVERTISING: SOCIAL RETAIL



- 6,555,358 Impressions
- 36,986 Engagements with a 0.56% Engagement Rate
- Promoted California Avocados in-store to drive users to retailers







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RESEARCH

ONLINE MARKETING: NOVEMBER 2022 – JULY 2023

SEARCH RESULTS

- Organic Search Impressions: 25.9MM
- Paid Search Impressions: 6.5MM

SOCIAL MEDIA

- Facebook
 - Page Fans: 317.1K (0% change YoY)
- YouTube
 - Subscribers: 3.4K (9% increase YoY)
- Instagram
 - Followers: 44.8K (5% increase YoY)
- TikTok
 - Followers: 1.7K (91% increase YoY)
- Pinterest
 - Followers: 12.8K (9% increase YoY)
- Twitter
 - Followers: 20.1K (3% decrease YoY)

CONSUMER WEBSITE

- # of Visits: 983.8K (12% decrease YoY)
- Page Views / Visit: 1.4 (6% increase YoY)
- Time on site: 37 seconds (3% increase YoY)
- Total Page Views: 1.3MM (9% decrease YoY)

EMAIL

- Average Open Rate: 23%
- Click through rate: 2.5%
- Emails Sent: 8 emails sent to 179.7K recipients per email





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RESEARCH

CONSUMER PR: CALIFORNIA AVOCADO SEASON OPENER

- To drive awareness and excitement around the start of California Avocado season, the Commission kicked off its consumer PR efforts by distributing a press release and mat release focused on the "top five things to know" about in-season California Avocados
- Both releases shared ideas around how consumers can maximize their enjoyment of the fruit throughout the season by sharing versatile California Avocado recipes and how-to preparation tricks, such as the nick-and-peel method
- Through earned media relations, as well as distribution of a press release and mat release, the program resulted in 304,718,805 impressions across national and regional media outlets, including Associated Press, Well+Good, Bakersfield.com, Santa Maria Times, San Diego Union-Tribune, Napa Valley Register, and LA Downtown News, as well as the High Vibration Living podcast
 - National lifestyle outlet Well+Good expressed excitement around the season kickoff and learning about CAC's "California avocado tips & tricks," and posted a <u>story</u> in May titled "We Should All Be Pickling Our Avocados—Here's How" as a result



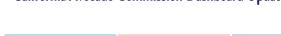
WELL+GOOD

We Should All Be Pickling Our Avocados

—Here's How







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RESEARCH

CONSUMER PR: CELEBRATE CALIFORNIA AVOCADO MONTH WITH CHEF BROOKE WILLIAMSON

- To drive awareness and excitement for California Avocado Month, the Commission partnered with California-based chef Brooke Williamson to develop two delicious and seasonal recipes prominently featuring California Avocados (Braised Short Rib on California Avocado Tahini Puree, and California Avocado Chocolate Mousse Layer Cake), which were promoted via press and mat releases
- Additionally, Chef Brooke's Braised Short Rib on California Avocado Tahini Puree recipe debuted at her popular beachside restaurant in Playa del Rey, Playa Provisions, during the month of June for a limited time for fans of Chef Williamson and California avocados alike to experience in person. The team coordinated a restaurant visit for Access Hollywood, too
- Chef Brooke posted about her CAC-inspired recipes and partnership on her Instagram page, reaching her more than 320K followers
- Through earned media relations, the program resulted in more than 358,663,033 impressions across national and regional media outlets, including TODAY Show, Associated Press, Real Food Magazine, EatingWell, Bakersfield.com, Bake Magazine, Times of San Diego, and LA Downtown News









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CONSUMER PR: BRAND ADVOCATES

- To celebrate California Avocado season, the Commission partnered with two influencers to serve as this year's Brand Advocates – one TikTok influencer (NomLife) and one Instagram/Blogger influencer (Veggiekins) – chosen based on their significant social followings, and their unique recipes and content creation
- Each partner developed four recipes promoting California Avocados on their respective social media channels, including their blog, Instagram and TikTok pages with culinary themes in mind. They each created unique dishes that were healthy, Asian/Japanese inspired and made for their audiences and avocado consumers alike
- Between March and June, the Brand Advocate program secured a total of 2,274,009 impressions:
 - Paid: 407,503 impressions
 - Earned: 1,866,506 impressions*















CONSUMER

CONSUMER PR: NEWS BUREAU

- Throughout the 2022-23 season, the Consumer PR team identified relevant story angles for the Commission (outside of Season Opener and California Avocado Month), and leveraged the brand's unique perspective, spokespeople and assets to promote the season among consumer media. Pitch angles included California Avocado tips & tricks, International Women's Day, National Avocado Day and CAC's unique sustainability messaging.
- News bureau media efforts resulted in 644,746,030 impressions

EatThis, NotThat!

The 10 Best Butter Substitutes

To Use When You're in a Pinch

FOOD&WINE

These Avocado Ripening Tricks Actually Work



California avocados star in desserts











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CONSUMER/TRADE – LIVING WELL: BRAND ADVOCATES

Living Well Brand Advocates are registered dietitian nutritionists who serve as third-party trusted experts and spokespersons on behalf of CAC. These Advocates developed recipes for the Commission website and produced content for their social media and retailer channels to tell the California Avocado story of seasonality and superiority and communicate the health benefits.



Mascha Davis, RDN, MPH



Bonnie Taub-Dix, MA, RDN, CDN



Manuel Villacorta, MS, RDN,

"Social media influencers are talking about wellness and nutrition at rates never seen before, but people struggle to differentiate between credible information and myths. This only supports the need to amplify credible sources of nutrition information, like registered dietitian nutritionists," says Mara Honicker, publisher of Today's Dietitian.





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RESEARCH

RETAIL: TRADE RELATIONS - KEY ACCOUNT MARKETING COMMUNICATIONS

The Commission worked with key accounts to secure, create and run multi-platform social media campaigns throughout the season to the Commission's retail marketing promotions as well as retailer initiatives. Customized content was provided to convey California Avocado-specific messages and show California Avocado branding. This messaging spoke directly to retailers' customers at targeted top-tier accounts through their social media platforms and other digital marketing tools including social media, websites and mailers.



























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RETAIL: TRADE RELATIONS - KEY ACCOUNT MARKETING COMMUNICATIONS

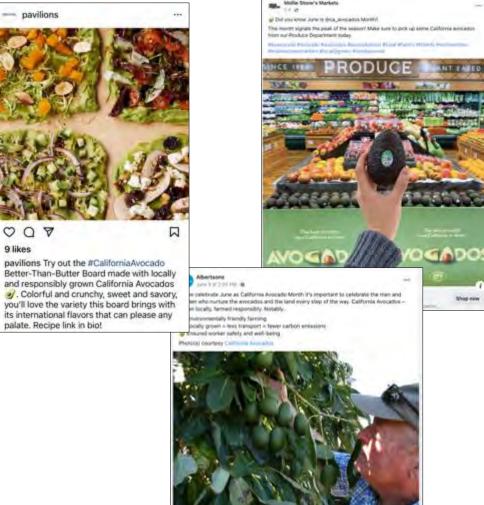
Cinco de Mayo







California Avocado Month







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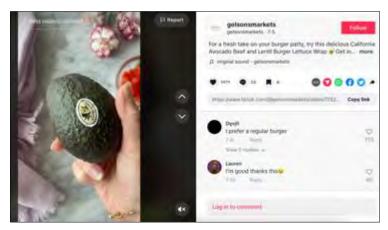
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RETAIL: TRADE RELATIONS - KEY ACCOUNT MARKETING COMMUNICATIONS

4th of July





National Avocado Day





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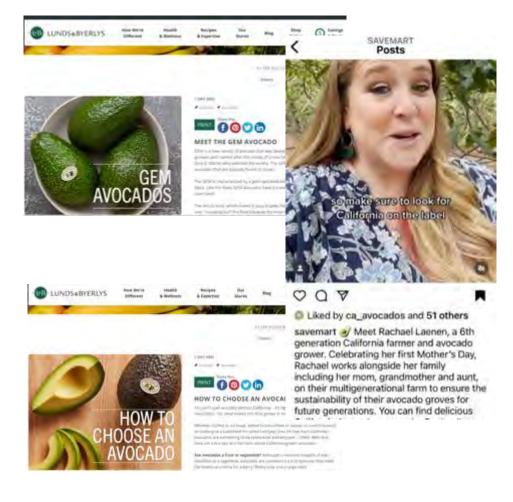
RESEARCH

RETAIL: TRADE RELATIONS - KEY ACCOUNT MARKETING COMMUNICATIONS

Giveaways



Opportunistic







RETAIL:



- Sales contest, Albertsons/Vons for U Coupon at \$0.25 off bagged California Avocados and CAC display bins during June
- 14% decrease in sales / 24.9% increase in units
- 102,507 coupons redeemed



Albertsons/Vons digital ad artwork

- Full-month support in over 350 stores
- Ad feature, followed by coupons for consistent promotion
- 24.9% increase in units, even when sales down





RETAIL: A SAFEWAY

Portland Division

- Big Book Ad July
- Just 4 U Digital Coupon Offer at \$1 off bagged avocados





- Promotion support outside of California
- Unit movement increase 18%





RETAIL



- June & July Feature Ads
- Digital Coupon offer \$1 off bagged California Avocados





- Promotion support outside California
- Volume increase 57.6%



Bristol Farms is teaming up

with local growers to bring

California Avocados!

GEM avocados to our shoppers.

Don't miss out on these special

RETAIL

RETAIL: Bristol Farms



April/May Promotion

- GEM Avocados in Passport to Savings Book
- Organic Hass Large California Avocados promoted

- Local grown promotion supporting all varieties
- Volume increase of 39%



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RETAIL: Gelson's

July 4th Demos in Stores with California-Grown signage



4-Hour Demo Generated:

- 984 organic avocado sales
- 2,019 Large avocado sales



- Local-grown recognition
- Volume lift averaged 113% over 27 stores
- Consumers tasting quality of California Avocados





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- Cinco de Mayo Sales Contest
- 29% sales lift over previous month sales









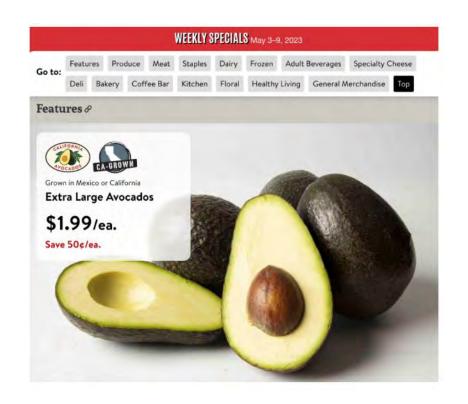
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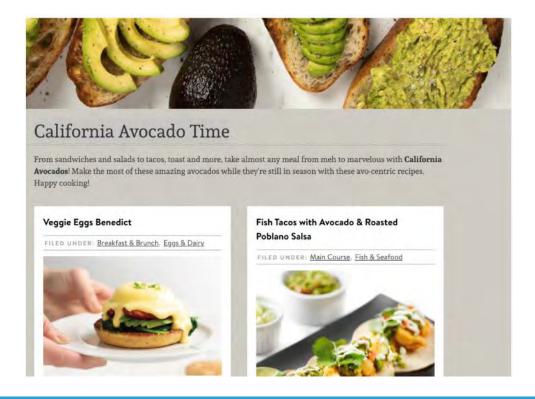
RETAIL: Nugget

- Monthly ad promotion on bulk and organic avocados
- Hyper-local recognition
- Digital online feature and landing page to recipes

Results:

- 43% unit increase on large California Avocados
- 172% increase on organic medium avocados









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RETAIL:





- Promotion support outside California
- GEM avocado unit lift 18% over 2022
- Organic Hass avocado increase 32% for bulk







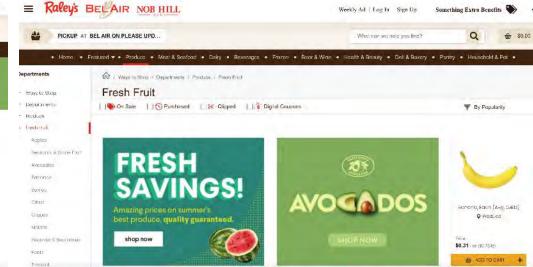


RETAIL: Raley's

- Monthly & weekly Ad Promotions
- \$5 Monday Offers
- Digital Online Specials
- Display Bins in stores June & July
- Local Branding Online
- RESULTS: 40-99% unit increase











RETAIL:

- May "Best of Fresh" grower spotlight & recipes
- Monthly ad promotions
- Grove tour in June with California Avocado growers
- 30-73% increase in unit movement when promoting in June/July





Crab Guacamole

Clos du Bois Buttery Chardonnay

Q @ Lo



RETAIL

RETAIL: SAFEWAY () NorCal Division

- Ad Features
- Safeway for U Coupon during July 29,405 redemptions
 - RESULTS: 28 45% Increase
- Season-Long Supporter







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RETAIL: SPROUTS FARMERS MARKET

- May month-long promotion & sales contest
- CAC Display bins, giveaways, sales contest & custom signage in California stores
- RESULTS: 94.1% volume movement YOY















RETAIL

RETAIL:



- Bulk and bagged ads
- 30+ % lift for each ad on bagged avocados / front-page feature on bulk 43% lift









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RETAIL: CORPORATE PROMOTIONS

- Digital coupons on Branded California Bags at key Kroger Divisions: Delivered on Targeted Basis
 - Ralphs
 - Fred Meyer
 - King Soopers added (No Coupon)
- 528,000 served, 105,000 downloads, 21,342 purchased
- Sold 17,000 bags on promotion
- Over 190,000 bags loaded into Kroger stores
- 22 plus % redemption!







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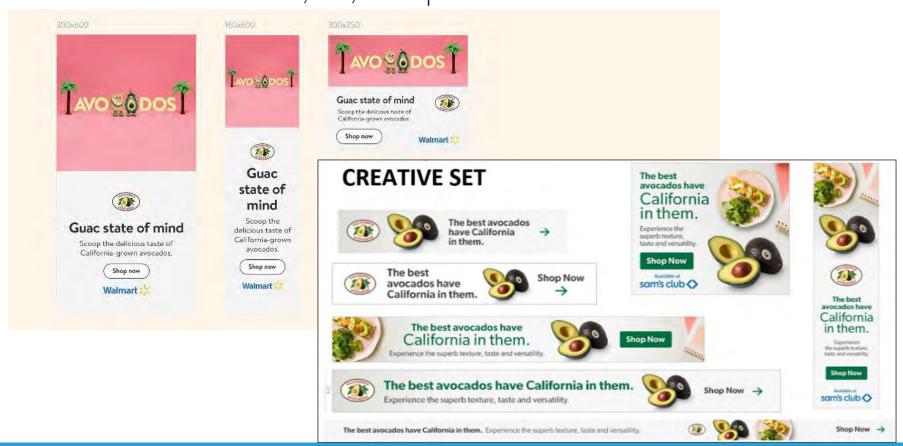
RESEARCH

RETAIL: CORPORATE PROMOTIONS

- SHOPPABLE Digital Advertising Campaigns:
 - Sam's Club: April thru Cinco de Mayo
 - Walmart: Cinco de Mayo thru July 4th
 - Combined for over 16,000,000 impressions









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- Magar

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RESEARCH

RETAIL: CORPORATE PROMOTIONS

• In store bin placements in all California TARGET stores



California Avocado branding at Costco







RETAIL

RETAIL: REGIONAL PROMOTIONS



• Minnesota – In store signage, plus contests, social posts, email blasts/ads







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RETAIL: REGIONAL PROMOTIONS

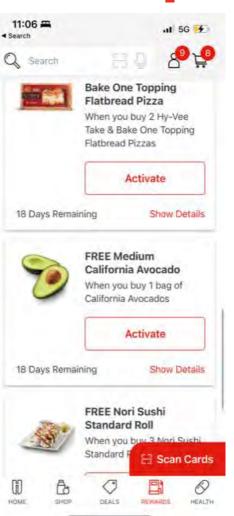
Hy-Vee: 8 midwestern states 225 stores

- 22 x 28" stanchion signs
- Bonus perk digital coupon













RETAIL: REGIONAL PROMOTIONS

The Fresh Market: 159 stores over 20 Eastern and Midwestern states

* Feature ads with in-store California Branding, digital advertising and September livestream on website





\$1.29ea
Hass Avocados

Schnucks

- 128 stores located in St. Louis MO
- Feature ads breaking later in August
- 100 stores with display bins







REVENUE

CONSUMER ADVERTISING

ONLINE MARKETING CONSUMER PR CONSUMER/ TRADE LIVING WELL

RETAIL

FOODSERVICE

RESEARCH

RETAIL: TRADE PUBLIC RELATIONS

- Nearly 6 million Trade PR impressions in November July
- Pre- and early-season press releases: Personnel News, Season Forecast
- Peak season releases included International Women's Day and California Avocado Month





CONSUMER ADVERTISING

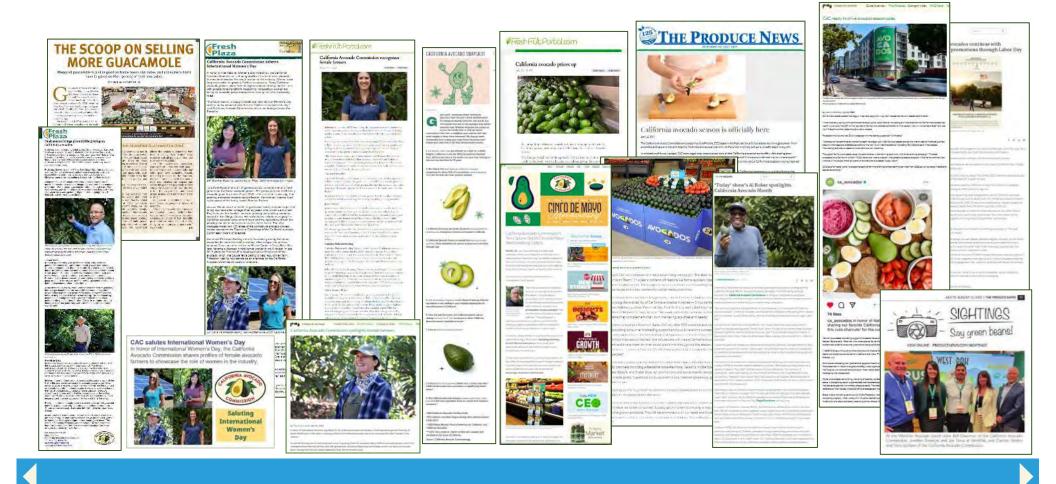
ONLINE MARKETING CONSUMER PR CONSUMER/ TRADE LIVING WELL RETAIL

FOODSERVICE

RESEARCH

RETAIL: TRADE PUBLIC RELATIONS - OTHER 2022-23 HIGHLIGHTS TO DATE

Splane and Oberman interviews and press releases along with CAC insertion in media-driven topics contributed to significant coverage with key print and digital publications





HOME REVENUE

CONSUMER ADVERTISING

ONLINE MARKETING CONSUMER PR CONSUMER/ TRADE LIVING WELL

RETAIL

FOODSERVICE

RESEARCH

RETAIL: TRADE PRINT AD

13 print ads ran from February through July generating generating 1,469,338 impressions

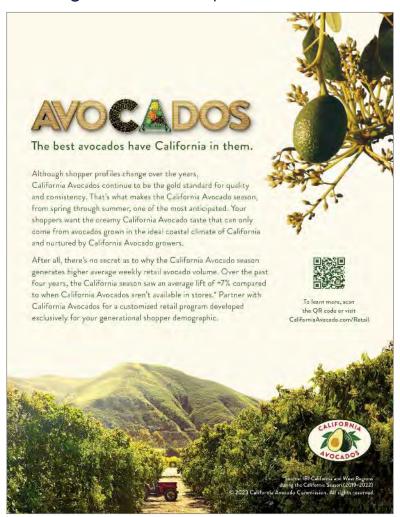












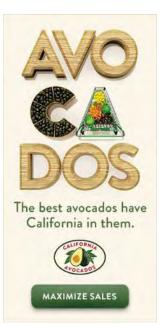




RETAIL: TRADE DIGITAL ADS

- 462 digital ads ran from March through July 31, 2023, generating 27,580,439 impressions
- Total print and digital impressions: 29,049,777







The digital ads featured a "Maximize Sales" button. The button/ad links to CAC's retail website page where the Infographic represents information that supports the sales volume sales data of how retailers can generate sales when California Avocados are in season.



REVENUE

CONSUMER ADVERTISING

ONLINE MARKETING CONSUMER PR CONSUMER/ TRADE LIVING WELL

RETAIL

FOODSERVICE

RESEARCH

RETAIL: LINKEDIN

- 246,959 Impressions
- 4,660 Engagements with a 4.7% Engagement Rate (Average Rate 3.1%)
- 40% Page Growth Rate (Over 680 New Followers/Over 2370 Total Followers)
- Posts reach industry professionals in retail, wholesale, and foodservice in addition to growers, shippers, buyers and retail dietitians
- Continuously tagged in relevant industry content by industry partners and trade publications













FOODSERVICE

ORDER

ONLINE

FOODSERVICE: CHAIN PROMOTIONS

ESTD DELICAFÉ 1973

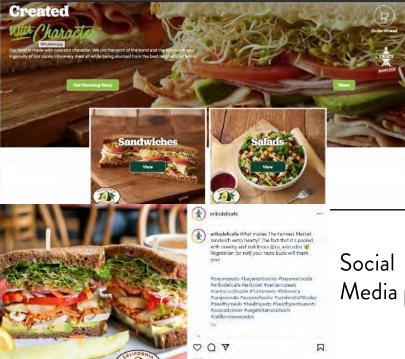
- 27 units (NorCal/Bay Area)
- March 27 May 14
- California Avocados on the menu
- Over 860 pounds per location



- 26 units (CA)
- April 10 May 21
- California Avocado upsell
- Approximately 370 pounds per location; +11% over YAG

merchandise +

Website Menu Page



Add a comment.

Media post



Social Media post

Website Menu Page

locations +





REVENUE

CONSUMER ADVERTISING

ONLINE MARKETING CONSUMER PR

CONSUMER/ TRADE LIVING WELL

RETAIL



RESEARCH

FOODSERVICE: CHAIN PROMOTIONS



- 27 units (NorCal/Bay Area)
- March 27 May 14
- California Avocados on the menu



Social media post

Website menu page

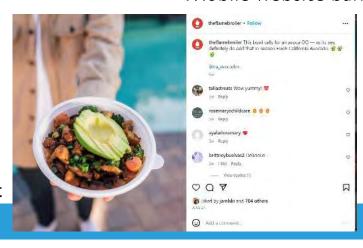
Social media post

FLAME BROILER

- 82 units (CA, AZ)
- May 1 June 10
- California Avocado upsell
- 400+ pounds per location; +42% over YAG



Mobile website banner





REVENUE

CONSUMER ADVERTISING

ONLINE MARKETING CONSUMER PR CONSUMER/ TRADE LIVING WELL

RETAIL



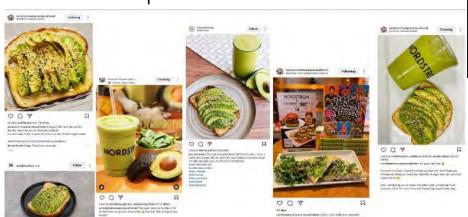
RESEARCH

FOODSERVICE: CHAIN PROMOTIONS

NORDSTROM

- 88 units (Western states)
- May 9 July 1
- Celebrate California Avocado Month with California Avocados on the menu

Social media posts





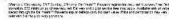
- 400 units (CA, AZ)
- May 18 July 12
- LTO: Shredded Pork Carnitas featuring California Avocados



Website banner



Eblast











FOODSERVICE: CHAIN PROMOTIONS





IS IN SEASON

- 20 units (Western states)
- May 22 July 2
- Celebrate California Avocado season with California Avocados on the menu







Social media post



- May 24 July 7
- LTO: Cali-Cado Benny
- 380 pounds per location; +15% over YAG



Website rotating banner



REVENUE

CONSUMER ADVERTISING

ONLINE MARKETING CONSUMER PR CONSUMER/ TRADE LIVING WELL

RETAIL

FOODSERVICE

RESEARCH

ORDER NOW

FOODSERVICE: CHAIN PROMOTIONS



- 50 units (Western states)
- June 6 July 30
- Celebrate California Avocado Month with California Avocados on the menu



Website menu page



- 16 units (CA)
- June 1- July 30
- Featuring California Avocados

MENUS LOCATIONS GIFT CARDS ABOUT >

Website



California Avocados

We proudly serve fresh avocados grown right here in our home state of California. To give you an idea of what makes <u>California Avocados</u> particularly special, less than I percent of the state is suitable for growing them. We're talking only the richest rich soil, the freshest coastal breezes, and, of course, the friendly California sun. This, accompanied by the care of mare than 3,000 California Avocado growers, ensures you that creamy avocado tastes with each slice.

Social media post







REVENUE

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ONLINE MARKETING CONSUMER PR CONSUMER/ TRADE LIVING WELL

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FOODSERVICE

RESEARCH

FOODSERVICE: CHAIN PROMOTIONS



- 521 units (CA, AZ, NV)
- June 12 August 21
- LTO: Bacon Avocado Cheeseburger

Tri-fold tabletop POP





- 33 units (CA)
- June 1 June 30
- Featuring California Avocados
- 212 pounds per location

Social media pos









CONSUMER ADVERTISING ONLINE MARKETING CONSUMER PR CONSUMER/ TRADE LIVING WELL

RETAIL



RESEARCH

FOODSERVICE: CHAIN PROMOTIONS



- 8 units (CA)
- June 12 July 30
- Celebrating California Avocado season



- 29 units (CA)
- July 1– July 30
- Featuring California Avocados



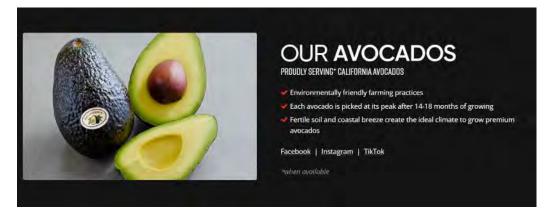
LADLE & LEAF



Website main page







Website: All Natural page



REVENUE

CONSUMER ADVERTISING

ONLINE MARKETING CONSUMER PR CONSUMER/ TRADE LIVING WELL

RETAIL

FOODSERVICE

RESEARCH

FOODSERVICE: EVENTS: KINETIC 12 EMERGING CHAINS

15-minute one-on-one meetings with multi-unit operations' purchasing and operations

- Houston, TX
- December 2, 2022
- Connected with representatives from 14 chain brands

- Los Angeles, CA
- May 31 June 1, 2023
- Connected with representatives from 17 chain brands











REVENUE

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CONSUMER/ TRADE LIVING WELL

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FOODSERVICE

RESEARCH

FOODSERVICE: EVENTS

FOODOVATION

- 14 40-minute one-on-one meetings with multi-unit operations' culinary, purchasing and marketing
- April 2-4, 2023
- Connected with 10 organizations representing 16 chain brands; conducted a California Avocado flavor pairing demo and tasting

MARKETING EXECUTIVE GROUP

- May 17 19
- Connected with representatives from over 30 chain brands

OPERATOR BRUNCH

- May 21
- Connected with representatives from over 13 chain brands











REVENUE

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FOODSERVICE

RESEARCH

FOODSERVICE: EVENTS

CAIFORNIA RESTAURANT ASSOCIATION MIXERS

- Orange County and Los Angeles Chapters
- July 11 and July 13







REVENUE

CONSUMER ADVERTISING

ONLINE MARKETING

CONSUMER PR

CONSUMER/ TRADE LIVING WELL

RETAIL

FOODSERVICE

RESEARCH

FOODSERVICE: EVENTS

IFPA FOODSERVICE CONFERENCE

- Monterey, CA
- July 27-28, 2023

Connected with produce distributors, suppliers, chain operators











FOODSERVICE

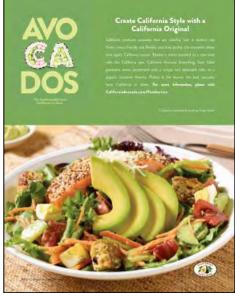
FOODSERVICE: PRINT ADVERTISING

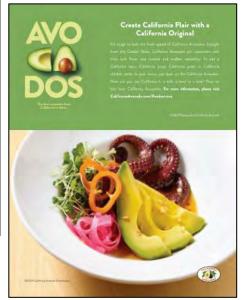
- Focus on California Avocado season and California cuisine and style
- 3 print publications (Flavor & The Menu, FSR and Plate); 8 insertions
- January August 2023 Impressions: 206,998

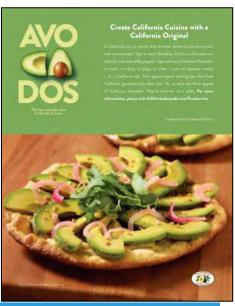














REVENUE

CONSUMER ADVERTISING

ONLINE MARKETING CONSUMER PR

CONSUMER/ TRADE LIVING WELL

RETAIL

FOODSERVICE

RESEARCH

FOODSERVICE: DIGITAL ADVERTISING

• Leverage insertion dates in season to build awareness of California Avocado season

5 digital ads appeared on 2 platforms (Informa: Recipe Watch and NRN A.M.)

• Impressions: 73,126



SPONSORED BY CALIFORNIA AVOCADO COMMISSION



Celebrate summer bounty with California Avocados

Customers love California Avocados for the velvety texture and eye appeal they add to every dish.

FULL SPONSOR GALLERY



California Avocado
Make a flavor statement on
your brunch menu with Fresh
California Avocados. This
recipe transforms customer
favorites—eggs, biscuits,
smoked salmon and California
Avocados—into an irresistible
entrée.

Green Eggs & Sam with

View Recipe



Pokecado Toast with California Avocado The provenance of California Avocados turns an artisanal

Avocados turns an artisanal food craze into a best seller. Trust California Avocados to deliver the seasonal style of a California original.

View Recipe



WATCH

California Avocados; Grown Locally, Farmed Responsibly

California Avocados are a natural fit into this plant-forward vegan poke. Give patrons what they crave on summer menus and feel good about requesting. California Avocados.

View Recipe



Lobster California Avocado Club Sandwich

Locally grown and farmed responsibly, delicious and nutritious California Avocados add style and appeal to a lobster club sandwich.

Celebrate summer with inseason California Avocados.

View Recipe



REVENUE

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RETAIL

FOODSERVICE

RESEARCH

FOODSERVICE: ENEWSLETTER

- Leverage media publications' databases with custom content newsletters
- Deliver message of the benefits of seasonal, local ingredients
- 1 custom content enewsletter
- 1 infographic with 6 placements
- Impressions: 123,667

WINSIGHT

- April 18, 2023
- Delivered to 12,580_ recipients
- 30% average Open Rate
- Received 28 Clicks

NRA SmartBrief

- Deployed April 27, May 10, May 24, June 8, June 15 and June 28
- Delivered to 508,847 recipients
- 24% Open Rate
- 21,702 Impressions
- Received 85 clicks to CaliforniaAvocado.com

Restaurant Update

BROUGHT TO YOU BY CALIFORNIA AVOCADO COMMISSION AND RESTAURANT BUSINESS

Build business by putting summer on the menu with seasonal California Avocados





Spring and summer = California Avocado season

Offering seasonal menu items can help restaurants stand out from the competition and California Avocados are a crowd-pleasing way to put local, US-grown flavor on the menu. Learn more and get inspiration for spring and summer specials featuring California Avocados. **Download infographic.**





REVENUE

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RETAIL

FOODSERVICE

RESEARCH

FOODSERVICE: PUBLIC RELATIONS

- International Foodservice Editorial Council (IFEC)
- Annual Conference in Santa Barbara | November 7-9, 2022
- NRA IFEC Reception in Chicago | May 22, 2023
- Met with editors to discuss story angles
- Hosted a California Avocado Grove during the Santa Barbara conference food tour











номе

REVENUE

CONSUMER ADVERTISING

ONLINE MARKETING CONSUMER PR CONSUMER/ TRADE LIVING WELL

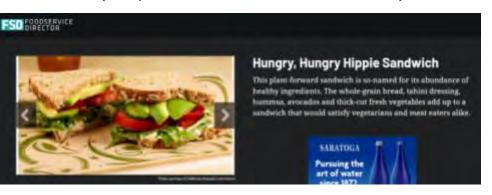
RETAIL

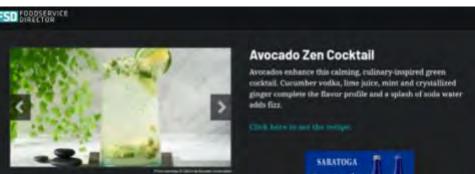
FOODSERVICE

RESEARCH

FOODSERVICE: PUBLIC RELATIONS

- 2,352,042 million Foodservice PR impressions to-date
- Key topics: Avocados, California style, Plant-Based, Local

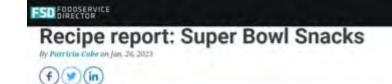














Avocado Hummus with Pistachio Salsa Verde

At Farmshop in Santa Monica, chef Brian Reimer gives hummus a California spin by blending in fresh avocados along with the traditional chickpeas and tahini. Pistachios, another California crop, add color, crunch and toasty notes to the salsa verde.

Chef inspired meals in





RESEARCH: STUDIES COMPLETE AND IN DEVELOPMENT

2023 Bagged Avocado Study

- Scope: This study provided a look into retail sales for bagged and bulk avocados, and the shopper purchase behaviors of bagged avocado shoppers
- Report included analysis of sales performance during the California Season and Non-California Season inside and outside the California region
- Presented to CAC in May 2023

2023 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 nearly 1,400+ avocado purchasers
- Timing: fielding in August, full report delivered in October