



The Commission booth team for the Global Produce and Floral Show

Commission Showcases California Avocados at Global Produce and Floral Show and Evaluates Future Plans

From October 19 –21, 2023, members of the California Avocado Commission attended the nation’s largest produce show – the International Fresh Produce Association Global Produce and Floral Show – held in Anaheim, California. The event, which gathers industry leaders from across the United States, provides the Commission with an impactful opportunity to showcase and build loyalty to the California Avocados brand, while encouraging demand for the fruit with key retail decision makers.

Throughout the event, the Commission’s top priority was to meet with retailers to demonstrate the value of premium California avocados. The Commission’s Retail Marketing Directors David Anderson and Carolyn Becker met with a variety of retailers including Albertsons/Vons, Brookshire Grocery, Gelson’s, Hy-Vee, Kroger Corp, Mother’s Market, Northwest Grocers, Nugget Market, Safeway NorCal, Sam’s Club, Save Mart Supermarkets, The Fresh Market, United West Texas and Walmart global food sourcing representatives.

Former CAC Board Chair Rob Grether, Vice President of Industry Affairs Ken Melban and Vice President of Marketing Terry Splane met in person with Hass Avocado Board representatives at the Commission’s booth located along the prime “Broadway” of the show. The CAC leadership team also met with attending California avocado handlers, as well as California avocado growers who stopped by.

Prior to the global gathering, the Commission set goals for the event including meeting with targeted retailers, stakeholders and trade media representatives. In a post-show evaluation, the IFPA GP&FS event was considered to be successful overall for CAC. The RMDs met with 28 retailers and the team achieved the goals set for meeting with stakeholders and trade media. However, given back-to-back years with smaller California avocado crops and ensuing reduced marketing budgets, the team also conducted a critical analysis that indicates the need to make substantial changes regarding the show going forward.

“It is imperative to ensure that event participation yields enough value to more than justify the cost of participation,” said Commission Vice President of Marketing Terry Splane. “This is especially true during the alternate years when the event is not held in California, such as in 2024, when fewer of the Commission’s targeted retailers attend.”

A significantly smaller budget has been allocated for CAC’s participation in the Global Produce and Floral Show for 2024. The marketing team is investigating options to protect and promote the California Avocados brand at the event in a cost-effective manner. 🥑



IFPA CEO Cathy Burns with CAC's David Cruz



CAC and HAB meeting in the Commission booth



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