

The California Avocado Commission in the Words of our Trade and Marketing Partners

The California Avocado Commission's (CAC's) partnerships with artisan chefs, food bloggers, retailers and foodservice operators are a critical part of its marketing and outreach efforts. Together, the Commission and its partners provide targeted consumers what they want and value most:

- Premium California avocados that are consistently of high quality
- Marketing support for California avocados
- Innovative California avocado recipes
- New usage ideas for the fruit
- Nutrition information
- Knowledge concerning where their avocados come from and how they are grown

As you will see from the testimonials that follow, these relationships are mutually beneficial. Our partners help us build brand awareness while we provide marketing support that drives sales and customer satisfaction. Ultimately, together we increase consumption of our premium fruit — and that benefits all of us.

FOODSERVICE

Kevin Becthel, Senior Vice President, Shari's

(Family-Style Casual Restaurants with 96 locations)

Our guests in the Pacific Northwest expect the freshest products available. And they demand that we serve products that are regional and seasonal whenever possible. That's why we value our relationship with the CAC. Obvi-



ously, we can't grow avocados year round in our climate, but we know that when California avocados are in season, our guests expect that we carry menu items that feature them. We typically develop strong LTOs (limited-time offers) in the late spring/early summer time period. And we know that CAC promotes the California avocado season with such strength that it allows us to piggyback our marketing and menu initiatives onto theirs with less money and effort.

I've personally toured California avocado farms and production facilities with CAC representatives. In my position, I make a lot of these types of tours. But I'm most impressed with the farmers and facilities on these CAC tours. And I like the fact that California avocados are another product that is grown in the U.S. And I know our guests do, too.

**Doug Czufin,
Corporate Chef,
The Egg and I
Restaurants**

*(Casual Restaurants
with 115 locations)*

Working with the California Avocado Commission proved a wonderful experience for me. I found the real value in product education and training. The CAC team invited me to join an immersion tour of the California avocado groves and packing houses. From grower conversations to an overview of storage, ripening, packing and distribution processes, I was able to observe the industry's focus on freshness, safety, and delivering a quality product. Add to this a very focused and relevant avocado menu demonstration by a chef who was laser-focused to our specific menu applications. As a chef with over 30 years of experience, I don't know what else they could have done to make this a better or more productive experience. I used a number of the ideas and concepts that were presented, which resulted in our most successful LTO (limited time offer) of 2014/2015.



**Jen Biesty, Co-owner and Executive Chef,
Shakewell, Oakland, CA**

I love to use California avocados. They have a luscious flavor, smooth texture and satisfying richness. And, in my mind, they are superior to all other avocados. They bring Shakewell's food to life and put smiles on our customers' faces. California avocado smashed on some grilled levain bread with a touch of sea salt and a drizzle of sharp fruity green olive oil is my idea of a slice of heaven!



**Kevin Gin,
Executive Chef,
Bridges Restaurant and Bar,
Danville, CA**

Avocados are synonymous with California. Since California is the land of healthy living (haha) this is the perfect fruit to satisfy the craving

for something creamy and rich but also provides nutritional value. We have so many ways to prepare the avocado in addition to the popular peel and eat. Now we make salsas, puree, deep fry, turn into ice cream, wrap in phyllo, marinate, grill, bake, sauté — possibilities are endless. It is such a flexible fruit!

RETAIL

**Roger Schroeder,
VP of Produce and
Floral, Stater Bros.**

The California Avocado Commission, to me, is the most effective commission there is. They do what commissions were designed to do and that's increase consumption!!



**Jeremy Coleman,
Produce Buyer,
Sam's Club**

The California Avocado Commission is a great resource for our company. Their staff is phenomenal, always providing useful tools and insights to help drive consumption and awareness around the versatility of avocados. The demand continues to grow at such a rapid pace, and we truly appreciate the partnership with CAC to help us do our best to provide our members with the highest quality avocados and an extreme value.





Mark Carroll,
Senior Director of Purchasing & Merchandising, Produce and Floral, Gelson's

I enjoy working with the California Avocado Commission. They tailor programs for retailers that result in increased sales. We have worked with them on quite a few promotions enabling us to sell more avocados. I thought the category was saturated, I didn't know we could increase sales but every time we did a contest or other

promotion with California avocados we saw an increase in sales. It's a very nice surprise because avocados are our #1 selling item. We are really proud and happy to have the California Avocado Commission work with us to design opportunities that help us increase sales.

Kayla Womeldorff,
RD, CD,
Harmons Station Park Dietitian

During California avocado season, we sampled a Corn and Black Bean Salad with California Avocado and Fresh Steamed Shrimp in store and gave out the avocado materials the California Avocado Commission provided. It was a great recipe, easy to make and sample, and the customers loved it. I appreciate CAC's support!



BRAND AMBASSADORS



Sara O'Donnell,
Blogger Ambassador,
Average Betty

As both a California resident and avocado lover, it's an honor to work with the California Avocado Commission. Creating and sharing different ways to enjoy avocados and lauding the

rich, buttery taste and superior quality of California avocados is in my blood. Avocados are a staple in my household and are routinely featured in my video recipes.

Interactions with the Commission are easy and smooth. The Commission carefully plans its programs and communicates their objectives and timelines clearly and professionally. The Commission's activities such as grove tours and California avocado themed dinners prepared by formidable chefs in exclusive restaurants have always been life-changing adventures, both educational and exciting!

Simply put, I am beyond proud to represent CAC as a California Avocado Ambassador.



Lisa Schroeder,
Mother's Bistro,
Artisan Chef Partner

I love working with the California Avocado Commission. They are great partners and we've worked together on wonderful press dinners. They've provided us with plenty of delicious California avocados for recipe-testing and pro-

motions and have included some of our recipes on their website. Our relationship definitely helps increase visibility for the Mother's Bistro brand and helps drive avocado lovers to our establishment.

REGISTERED DIETITIAN AMBASSADORS



Michelle Dudash,
RDN, Dietitian,
Cordon-Bleu-Certified Chef and Columnist of DinewithDudash.com

Working with and representing the California Avocado Commission is a dream come true. I love eating and cooking with California avocados, so it is natural for me when

educating consumers about avocados' taste, nutrition and versatility. I can tell that the CAC team really cares about their spokespeople — they are passionate about what they do.



**Bonnie Taub-Dix,
MA, RDN, CDN**

Collaborating with the California Avocado Commission has been very meaningful to me in so many ways. Although my family and I have enjoyed creatively consuming avocado for years, we have never

appreciated them as much as since I started working with CAC. There's comfort in knowing that I'm providing the best for my children (and hubby) and we enjoy swapping California avocados into some of our favorite recipes to replace less nutritious ingredients. Here's a perfect example: www.bonnietaubdix.com/avocado-pumpkin-bread-with-dark-chocolate-chips-and-almonds/.

I look forward to many more delicious experiences together!



**Liz Weiss, MS, RD, *The Meal Makeover Moms*,
Co-Author, *No Whine with Dinner* and
*The Moms' Guide to Meal Makeovers***

As registered dietitians, cookbook authors and food bloggers, we eagerly await California avocado season and its beautiful bounty of luscious fruit. We've worked with CAC

for several years on recipe development and blog posts, and we've been thrilled to be part of grove tours and to represent CAC at professional conferences including the Food & Nutrition Conference & Expo. What excites us most about working with the California Avocado Commission is their ability to connect with consumers where it counts the most: the dinner table! CAC uses traditional and social media to communicate with their fans, and the recipes they create are always on trend, timely, and doable for home cooks and restaurant chefs alike. From their website to their lively Facebook page to the images they share on Instagram, the CAC team works hard to differentiate their fruit from avocados grown elsewhere. They have done a terrific job telling the sustainability story behind California avocados and showcasing the growers and groves themselves. CAC innovates and leads. 🥑

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BROKAW NURSERY LLC.
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Tel. (805) 647-2262 Fax. (805) 671-9738
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www.brokawnursery.com