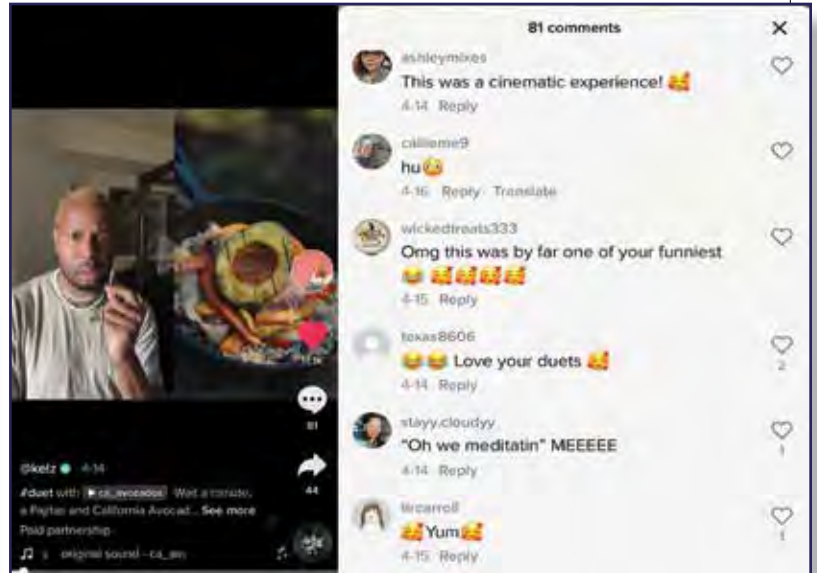
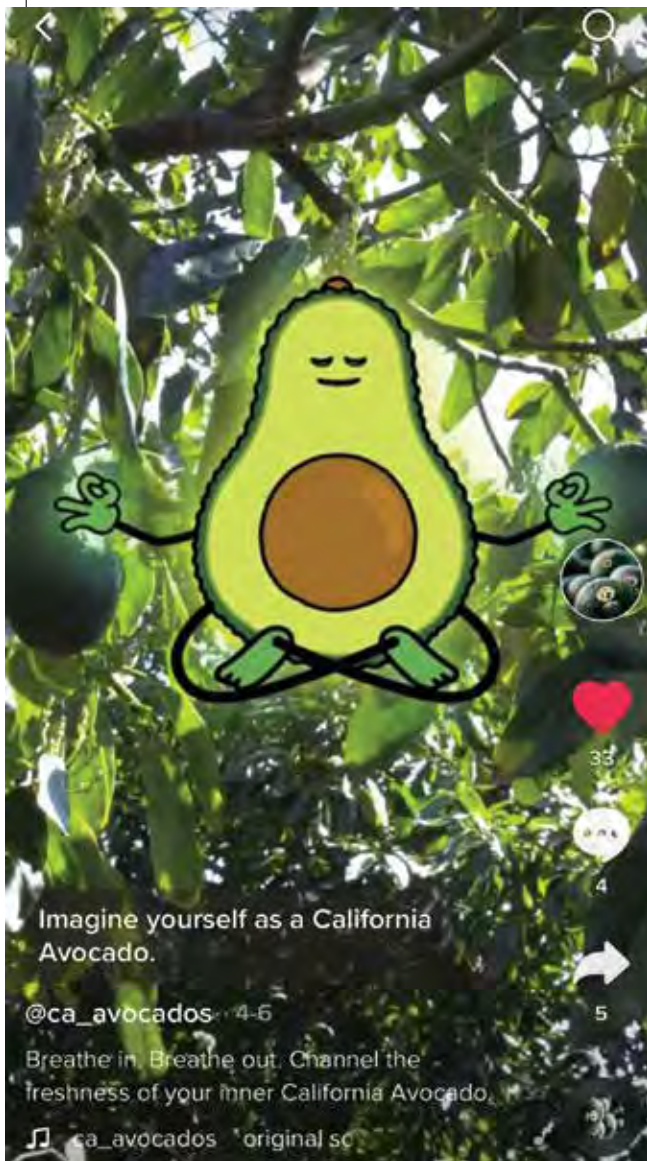


# CAC Expands its Social Media Reach with Season-long Posts and a New TikTok Channel

**S**ocial media outreach is one of the Commission's most effective means of engaging with targeted consumers, creating a sense of anticipation for the California avocado season, sharing relevant and engaging content, and driving brand loyalty and affinity throughout the year.



*The Kelz duet of the Commission's Redwood recipe video generated positive consumer comments.*

On April 6, the Commission launched its TikTok channel to engage with a younger consumer base that flockes to the video-centric social network. To drive excitement for and awareness of the newly launched California avocado TikTok account the Commission partnered with Kelz, a social media influencer with more than 5.8 million followers. Kelz, who focuses on reviewing recipe videos, is known for his candid and entertaining reactions to recipe content. Kelz shared a video review of a California avocado fajita recipe on his TikTok channel, sparking excitement for CAC's newly launched TikTok account.

The Commission's first TikTok post featured an Avo-Zen video on April 6, with two subsequent Avo-Zen videos shared later in the month. On April 7, the Commission released its Road Trip recipe "Redwoods" video and a week later Kelz posted a duet of the same video on his personal TikTok platform. The collaborative duet with Kelz has yielded more than 106,000 views and more than 12,900 engagements to date.

*The Commission's first California avocado TikTok video focused on an Avo-Zen moment.*



Through May, CAC's TikTok posts yielded 2,700 views and 400 engagements and its followers had grown to 223. Starting in June the Commission began using paid TikTok support to amplify its in-season messaging during the peak season and grow its fan base.

The Commission's established social media channels — Facebook, Instagram, Pinterest and Twitter — also feature content to keep California avocados top of mind throughout the year. Posts are customized for pre-season and in-season time periods and focus on California avocado in-season messaging, recipe content, how-to content and merchandise support. Since February, now-in-season messaging and compelling visuals of California avocados have been shared regularly on social. While the fruit is in season, shared posts and those promoted through paid media encourage consumers to look for California avocados in stores and explore the Store Locator landing



*These posts inspire consumers to try new California avocado recipes tied into cultural moments like National Pizza Day.*

page to easily locate California avocados nearby. In summer, Twitter ads will drive key in-season messaging.

Recipe content is regularly shared across all social platforms and is tied to key selling points or cultural moments that in-

spire consumers to seek out California avocados and expand their use of the fruit in a variety of meals and snacks. The Commission also shares how-to video tutorials that provide consumers with useful and valuable advice concerning handling and preparing California avocado dishes.

To drive traffic to the California avocado merchandise shop, the Commission partners with influencers and uses regular paid and non-promoted social content to creatively showcase the merchandise with



*The Commission showcases California avocado merchandise in relevant cultural conversations to drive interest and sales of the branded items.*





Two examples of in-season social media messaging encouraging consumers to seek California avocados in stores.

lifestyle posts that appeal to targeted consumers.

Since the beginning of the 2022 fiscal year, California avocado social content has yielded more than 6.9 million impressions (paid and non-paid), 39,000 link clicks, 25,000 video views and more than 45,300 social engagements across Instagram, Pinterest and Facebook. Twitter content has secured an additional 193,000 impressions, 830 engagements and 665 link clicks. Additional results will be reported in the Mid-August edition of the GreenSheet.

Through its social media programs the Commission reaches targeted consumers on the various platforms they prefer to engage with. In doing so, CAC builds awareness of California avocado availability, emerges the brand in key cultural moments, and builds loyalty and demand for the fruit. 🥑

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