

Living Well with California Avocados Program Delivers

Now, more than ever, consumers are taking a keen interest in their health and wellbeing as they cope with lifestyle changes brought about by the COVID-19 pandemic. According to the International Food Information Council Foundation's 2020 *COVID-19: May 2020 Second Look at COVID-19's Impact on Food Purchasing, Eating Behaviors, and Perceptions of Food Safety*, consumers are most likely to seek guidance from dietitians, health and wellness experts and government agencies. More than half of Americans ages 45 – 64 (57%) trust a registered dietitian concerning what foods to eat and avoid.

To help consumers in their search for trusted sources of information, the California Avocado Commission (CAC) partnered with seven brand advocates, including respected registered dietitian nutritionists (RDNs) and health and wellness influencers, to communicate the health benefits of California avocados, recipe ideas for a variety of dietary lifestyles and usage tips. CAC's Living Well Brand Advocates were chosen for their authentic culinary passions and areas of expertise. With their diverse range of ages and distinct styles, the advocates appealed to a broad set of CAC's targeted audiences and garnered more than 2 million impressions with their blog and social media posts, recipes, YouTube videos, Facebook Live events and television appearances.

Each of the brand advocates were matched with a theme that aligned with their area of expertise and dovetailed with a current nutrition and/or lifestyle trend or topic. As expert spokespersons, they shared insights into how California avocados could serve as a healthy addition to one's diet, demonstrated the versatility of the fruit in a wide range of recipes and encouraged consumers to search for the in-season fruit. All seven advocates created new consumer- and retail-friendly recipes matched to their theme. The recipes were then photographed and showcased on CAC's website, as well as The Scoop blog, social media platforms, and in live social and television broadcasts throughout the season. Three of the recipes were featured in "Superfood Spotlights" distributed to CAC's retail partners. A selection of the recipes, blogs and social posts can be viewed at www.bit.ly/CAC-Living-Well.



Wendy Jo Peterson recognized "locally grown" California avocado growers and the responsible growing practices of the farmers in her four-day Twitter campaign leading up to July of 4th weekend.

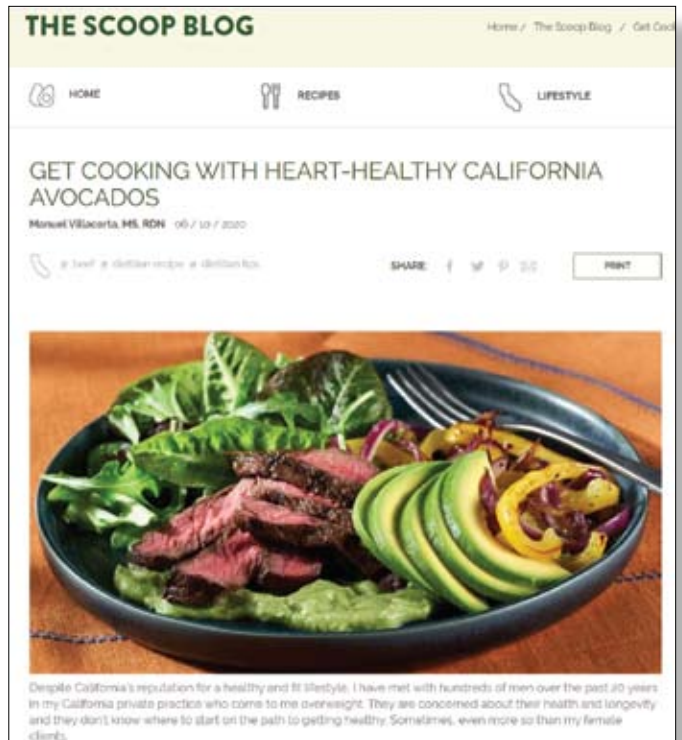
The season kicked off with a Mediterranean Diet blog post by Culinary Dietitian Wendy Jo Peterson, MS, RDN, wherein she shared her *Avocado and Lentil Fritters with Lemon Avocado Yogurt Sauce*. In late June, she launched a four-day Twitter campaign with 12 Tweets showcasing 4th of July-themed recipes and tributes to California avocado growers.

Food Stylist and Recipe Developer Patty Mastracco supported retailers in the Sacramento and Fresno areas with appearances on Sacramento's KTXL FOX40 and Fresno's KP-MH26 FOX TV. She shared her grilling expertise with viewers demonstrating how to make her perfect-for-the-American-summer-holidays *Grilled California Avocado, Sweet Potato and Arugula Salad*.

Liz Shaw, MS, RDN, CLT, CPT provided consumers with simple snacking swap ideas — sharing California avocado



Liz Shaw shared her Simple Backyard Picnic Swaps San Diego television segment with her Instagram followers.

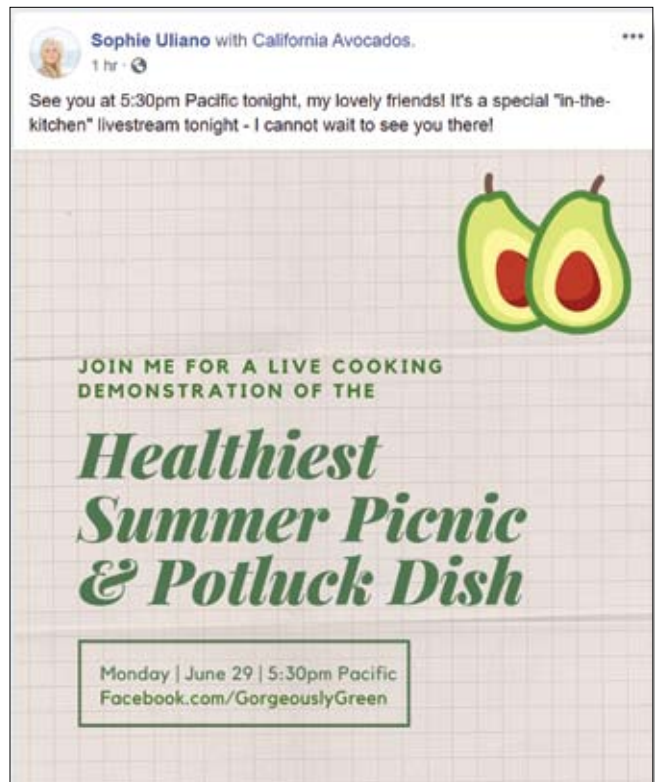


Manuel Villacorta promoted heart-healthy California avocados and men's health.

nutrient-dense snack options that consumers could choose over processed snack options currently on the market. She paired her *California Avocado Granola Bars* and *California Avocado Sticky Toffee Bars* recipes with mouth-watering photography and shared them on her blog and Instagram channel. She also gave San Diego retailers a boost with her “Simple Backyard Picnic Swaps” television segment on ABC 10 San Diego Connect during California Avocado Month.

During Men’s Health Month in June, Manuel Villacorta, MS, RDN discussed men’s health issues and shared his *California Avocado Steak Sandwich* and *California Avocado Steak Salad* recipes on The Scoop blog and across his social channels noting, “You can feel good knowing it’s a heart-healthy fruit which provides naturally good fats, is low in saturated fat, and is cholesterol-, sodium- and trans-fat-free.” In July, Manuel invited his followers into his “Caliente Kitchen” for a Facebook Live event where he again discussed men’s health and prepared his signature California avocado recipe. The event was promoted in advance on his social media channels and posted after its airing to his YouTube channel.

Board-certified Holistic Nutritionist Sophie Uliano focused on plant-curious recipes, including her *Gluten Free Avocado Bread*. Heading into 4th of July weekend, she hosted a “Healthiest Summer Picnic and Potluck Dish” Facebook Live cooking demonstration that was viewed by thousands of her loyal Monday evening followers. Later in the month, she posted an informative video about “Why You Need California Avocados in Your Plant-based Diet” to her YouTube channel



Sophie Uliano pre-promoted her Facebook Live event on her popular plant-curious Facebook page.

where she has more than 100,000 subscribers.

Meme Inge, MS, RDN authored a “Cooking for One is Fun with California Avocados” blog post on The Scoop in which she discussed practical nutrition, shopping, prep and cooking tips when cooking for one’s self. She shared her *Chicken with Brown Rice, Avocado, Veggie Medley* recipe and showcased the fruit’s nutrition benefits, including the fact that they contain 6% Daily Value Vitamin E – an antioxidant that protects body tissue from damage and keeps the immune system strong.

Focused on a “Living Healthy and Staying Young” theme, Bonnie Taub-Dix, MA, RDN, CDN shared tips for aging healthfully with recipes that help consumers feel energized. She also highlighted the fact that avocados have 20 vitamins and nutrients and are a good source of fiber and folate in her “Say ‘Spa-vacado’ with Creamy California Avocado Spa Smoothie” article. She concluded the season with a social media campaign showcasing foods that help people feel youthful. Bonnie, who has partnered with the Commission for more than nine years, adds that the relationship “has been like working with family members. I love collaborating with a brand that not only cares about consumers... they truly care about each other and their partners. Visiting the groves and learning about how the trees are nurtured, planted and harvested only reinforced what I already know and love to promote, that the best avocados come from California! I am proud to say that I am a member of their team.”



Bonnie Taub-Dix shared California avocado recipes that help people feel energized.



Living Well Brand Advocates support each other on social media - Liz Shaw shared Bonnie Taub-Dix's The Scoop blog post on her Facebook page as well as her Instagram feed.

The passion and expertise of the Commission’s Living Well Brand Advocates are a powerful means of connecting with consumers who want to be as inspired as they are informed. By providing consumers with trusted information through third party advocates, CAC can leverage the diverse talents of culinary experts who value the unique qualities of California avocados. Manuel Villacorta notes, “I have been a spokesperson and advocate for the California Avocado Commission for six years and every year my passion for promoting California avocados grows. As a registered dietitian, author and a spokesperson, I provide science-based nutrition information explained in a way that is approachable and engaging. I love working with CAC because I am representing a superfood that, as a dietitian, allows me to touch on a variety of important nutrition topics, and because avocados are so versatile – and I love to cook – I have no shortage of inspiration for new recipes. It has been a wonderful partnership.”

This season, with consumers seeking helpful tips and information, CAC’s Living Well Brand advocates have been communicating the health benefits of California avocados as well as providing recipes, usage ideas and encouraging avocado consumption with a call to action to look for and purchase California avocados in season. 🥑