

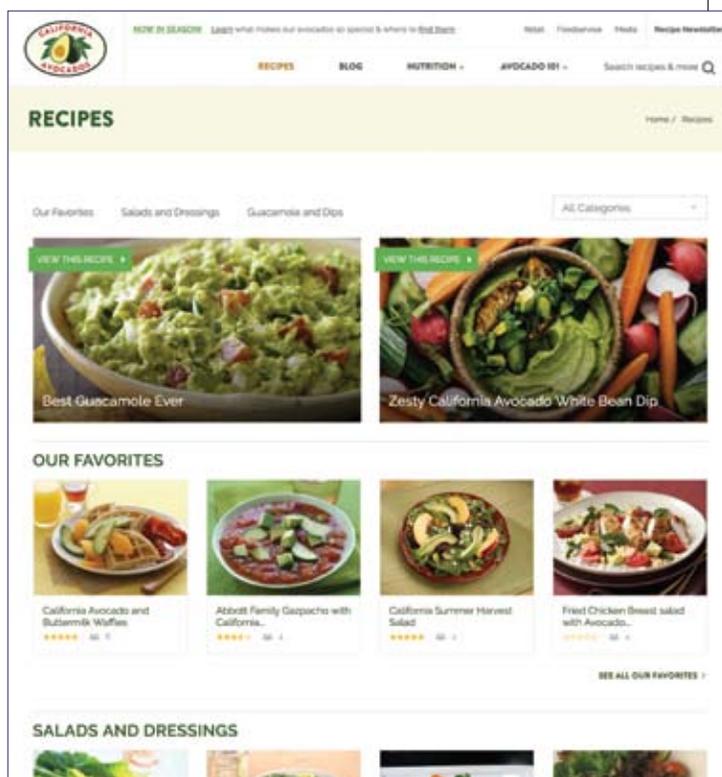
CaliforniaAvocado.com Improvements Make it Easier for Visitors

The California Avocado Commission (CAC) was one of the first commodity boards to launch a website, back in 1996, when online marketing was in its infancy. Since then, the digital world has advanced at a rapid pace with consumers increasingly turning to trusted online sites for relevant and interesting content they can access whenever and wherever they want. The Commission has strived to match that innovative pace and maintain the premium positioning of the California avocado brand at the forefront of the industry by continually improving its digital assets.

With 4.5 million visitors annually, the CaliforniaAvocado.com website has established itself as a go-to resource for all things avocado – from how to prepare California avocados and incorporate them into everyday meals and celebrations, to the fruit’s nutritional value and where to find the nearest California avocado retailer. The key, however, to maintaining – and growing – the Commission’s loyal digital audience is meeting and exceeding the expectations of visitors. We have positioned CaliforniaAvocado.com as the go-to resource for avocado content online while delivering key messages and availability information.

While updates and fixes happen daily, the most recent round of significant upgrades to the CaliforniaAvocado.com website began in 2017. Site improvements were completed in phases with each implementation tested to ensure the results provided an optimal experience for site visitors; the latest group of changes launched in June 2018.

The Commission utilized visitor data compiled from the backend of the website to target areas in need of improvement that would deliver the most value. The recipe portion of the site, which houses nearly 1,000 California avocado recipes and is one of the most visited areas of the website, was redesigned in order to make it easier for consumers to find recipes that fit their lifestyles and preferences. Recipe



The recipe landing page’s “recipe search” functionality was improved to ensure consumers can filter, sort and display results based on their personal preferences.

categories were streamlined to allow consumers to more easily locate recipes by meal and dish types (such as breakfast, beverages or salads), by special diets (vegan, gluten free, diabetic friendly, etc.) or by other categories like chef or blogger recipes and “quick and easy.”

The improved “recipe search” function allows consumers to utilize a variety of filters, sorting functions and display options to customize their search. For example, a site visitor can search for sandwich recipes and filter the results to show

only those sandwiches that are dairy free. Results can then be sorted in six different ways: by newest, what recipes are “trending,” preparation time, number of ingredients, and alphabetical order A-Z and Z-A. Consumers can even choose how they would like the results displayed – in rows with large recipe photos or simple lists that provide descriptive information about the dish. As features like these become more common on websites that target California avocado consumer visits, it becomes increasingly important to keep pace with those websites – especially for users looking for a more personalized, relevant experience.

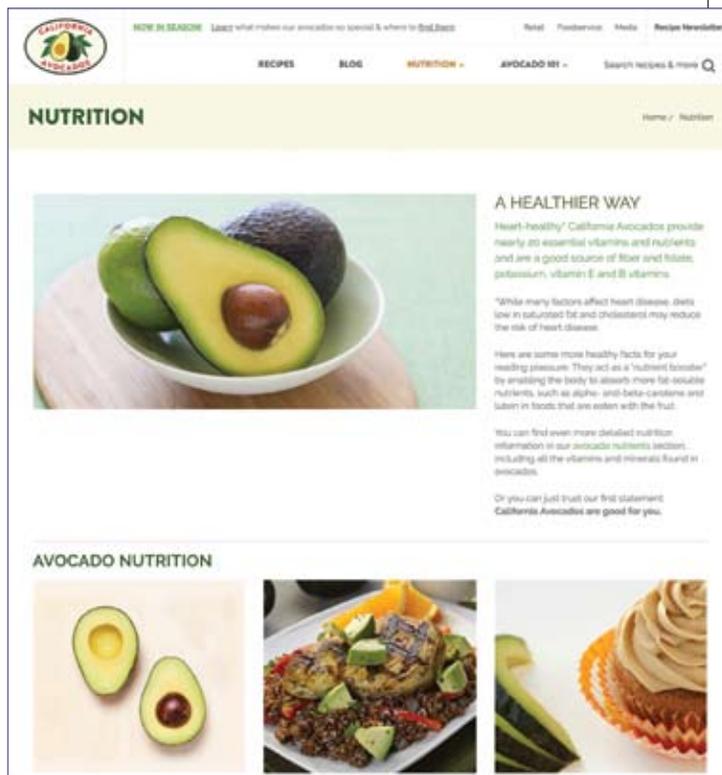
Throughout the year, a variety of integrated California avocado promotions take place at partner restaurants, events, foodservice chains and retail locations, as well as on the digital and social media channels of CAC’s content partners. Because the newly designed CaliforniaAvocado.com recipe landing page allows the Commission to select which featured recipes and categories are displayed, CAC can better align consumer campaigns with the website by showcasing categories and recipes that complement current promotions.

A new template for the avocado nutrition page was designed based on visitors’ browsing behavior. The new design allows consumers to more easily access nutrition-relevant content, such as recipes designed around specific dietary concerns, California avocado nutrition information for those with medical concerns and easy ways to adapt recipes by substituting avocados for other ingredients.

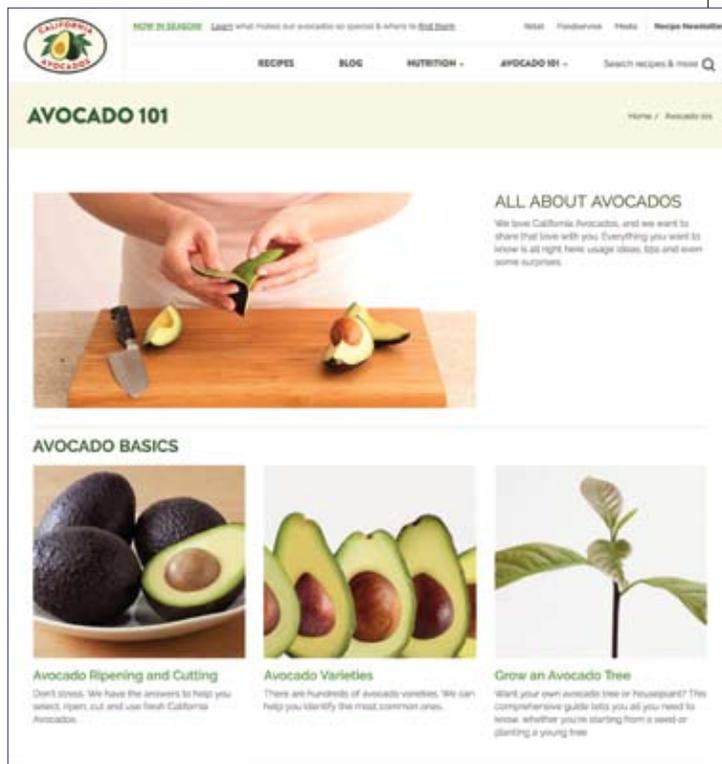
The Avocado 101 page (formerly known as “Avocado How-Tos”) also was redesigned to better showcase content. In particular, the new design features popular #avocado101 and #howto blog content that ranges from how to cut or peel an avocado to creative California avocado entertainment ideas. The FAQ portion of the page answers some of California avocado fans’ commonly asked questions about the fruit.

The “California Difference” portion of the website was enhanced to better engage consumers. The newly designed landing page incorporates more branded content, brand messaging, grower stories and The Scoop blog posts. The webpage touting California avocado growers was redesigned as a more personalized space featuring grower profiles, showcasing their legacy and craftsmanship, and including a recipe section devoted solely to growers’ favorite California avocado dishes.

Because CaliforniaAvocado.com blends compelling California avocado content with messaging around availability and branding, the website connects with consumers on numerous levels. “The easier it is for our consumers to find California avocado recipes ideas, answers to their nutrition questions, local retailers who carry the fruit and inspiring information about California avocado growers, the more likely they are to seek out and purchase California fruit during our season,” concludes Zac Benedict, CAC’s online marketing director. 🥑



The new template for the nutrition page was designed based on data concerning consumers’ browsing behavior.



The new Avocado 101 design showcases educational information and usage, preparation and handling tips in an easy-to-navigate manner.