

CAC Consumer Public Relations Kicks Off 2020

California Avocado Commission (CAC) public relations (PR) activities are a valuable component of its consumer marketing program.

In 2019, the Commission kicked off its PR outreach with a season opening event at Hawk's Provisions and Public House in Sacramento, where Chef Mike Fagnoni prepared a four-course meal, incorporating California avocados in each dish. For California Avocado Month, CAC established a month-long partnership with Little Italy Food Hall, led by spokesperson Chef Sam Zien, and hosted a celebration launch event with 30 media and influencer attendees. Throughout the 2019 season, CAC built relationships with eight blogger advocates creating unique, original recipes each month starring California avocados, and three additional blogger partners created content for The Scoop blog. CAC's consumer PR programs garnered more than **797 million impressions** by securing media coverage with print, broadcast and online media outlets.

In 2020, CAC's public relations activities are designed to



Chef Mike Fagnoni plating a California Avocado Beet Salad during his live demonstration at the 2019 Season Opener Event at Hawks Provisions and Public House.



Chef Sam Zien hosting a live demonstration of his two California avocado dishes and how to safely cut an avocado at Little Italy Food Hall.

encourage consumers to purchase California avocados in-season. There will be six campaigns starting with the announcement of availability at the James Beard Foundation's Taste America® series presented by Capital One® in March and the Pebble Beach Food & Wine Festival in April in Monterey, CA. California avocados are the title sponsor of the inaugural Gran Fondo Cycle Ride at the Pebble Beach Food & Wine Festival – one of the country's most premium and recognizable events. In celebration of California Avocado Month, the Commission will promote a variety of unique California avocado dishes and preparation techniques developed by some of the West Coast's top-tier chefs. Then in June CAC will communicate how California avocados fit into the overall California lifestyle with "the best of California grove tour" in San Diego County, hosting media and influencers with immersive and engaging activities. Blogger advocate communications and programs with The Scoop blog also are key components of CAC's consumer PR activities from season's opening to close, and beyond. 🥑