

CAC Retail Promotions Continue Despite Pandemic

During the springtime in past seasons, the California Avocado Commission (CAC) has sometimes sponsored retail sales and display contests to promote California avocados for events such as Cinco de Mayo and Memorial Day. With the onset of the COVID-19 pandemic and produce departments working overtime to keep up with high consumer demand, changing labor situations and fluctuating supply levels, tactics like contests would have been burdensome for retailers.

Instead, the Commission created thank you kits for some regional retailers in California and Oregon that contained California avocado-branded hats, key chains, avocado spreaders and cups, as well as gift cards that produce staff could use

for a well-deserved pizza lunch or coffee-fueled breakfast. Each kit also included a personal note on behalf of California avocado growers thanking these essential workers for their extraordinary efforts during challenging times.

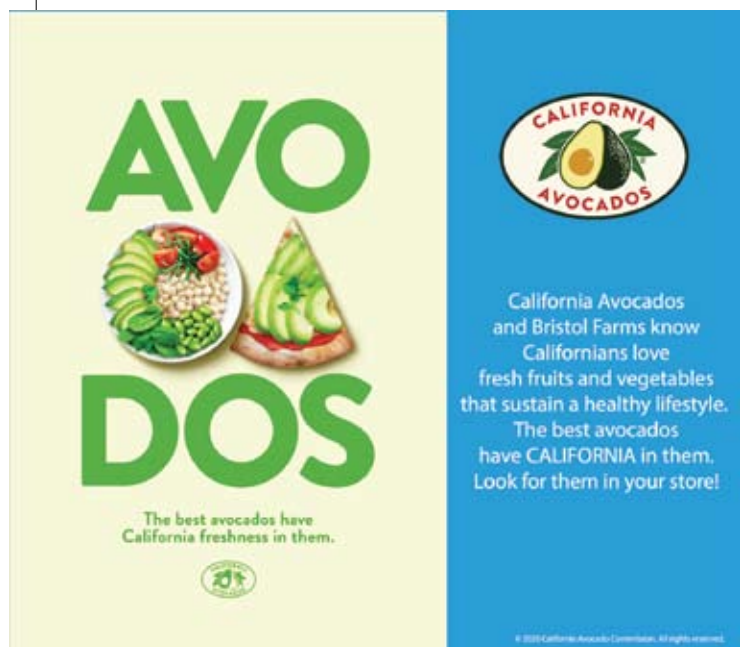
To lessen the workload of targeted produce managers, CAC's retail marketing directors also developed California avocado creative promotions, including digital ad promotions that made it easy for retailers to drive sales and fresh social media content to support retailer efforts with their customers. Numerous Northern and Southern California retailers ran Memorial Day ad promotions and in-store specials featuring the California Avocados brand logo that drove awareness and movement of the fruit during the first American summer



New Seasons Market gift bag for produce managers and their teams along with a thank you card.

holiday. Albertsons/Vons/Pavilions featured a digital coupon incentivizing consumers to buy bagged avocados; Bristol Farms included California avocados in their Passport to Savings coupon promotion and social media “guacamole from around the world” campaign; and Gelson’s, who had supported California avocado season early with Valentine’s Heart-Healthy signage and a contest, also promoted the fruit with Memorial Day ads and signage. Mollie Stone’s ran a Cinco de Mayo ad feature and displayed custom signs using the Commission’s new “The best avocados have California in them” campaign line, along with a social media sweepstakes for California avocados.

“about a grower” story and Smith’s Food & Drug in Utah conducted a sales contest featuring CAC’s display bins. Stater Bros. Markets had bulk and bagged avocado front-page ad features. Supermercado Mi Tierra, which caters to Hispanic shoppers, included a front-page ad for Memorial Day and used California avocado display bins.



Bristol Farms Passport to Savings Ad: More of CAC’s advertising campaign used in this ad promoting nutrition.

CAC’s tiered-account program focuses on retailers that demonstrate a preference for premium California avocados, whether for the quality and reliability or for their own locally-grown campaigns, and promotional activity is targeted to these accounts. By focusing goodwill efforts on targeted retailers, the Commission was able to produce impactful retail sales support for these retailers as California avocados moved into peak season.

New Seasons Market used digital e-flyers about California avocado growing regions; Nugget Markets ran a CA Grown ad feature and Safeway in Northern California featured Facebook Live recipe videos. Other retail programs supporting California avocados in the west included Save Mart and Lucky Supermarkets, who showcased a sales contest, a grower story ad feature and social media sweepstakes for California avocados. Smart Foodservice Warehouse Stores had a foodservice customer stock-up promotion and included a social media



**Save \$1.00 on 4
California Avocados**
when you buy FOUR (4) California Avocados,
any size. Excludes organic.

Exp 08/08/2020

Load to Card

Kroger “load to cart” promotions drove awareness of the fruit as the peak season arrived.

Kroger Company – Ralphs (Southern California), Fry’s (Arizona) and Smith’s (Utah) – launched digital “load to cart” California avocado coupons with more than 240,000 downloads. The promotions ran July 15 through August 4.

The Commission worked with a Walmart agency on recipe videos and ad creative featuring the California Avocados brand logo and assets. The video ads were served up on the Walmart app, Walmart.com and Walmart ad networks and generated more than 4 million impressions across multiple touch points.

In addition, Costco’s California avocado recipe video, produced in partnership with CAC, generated more than 8 million impressions across the chain’s Facebook, Pinterest and Instagram channels.



California Avocados

The best avocados have California in them.

Try
it now
in-store

Walmart digital ad campaign featuring California avocados.

Hy-Vee, a “best in class regional retailer operating in the Midwest,” supported California avocados during the month of July. More than 200 Hy-Vee Registered Dietitians (RDs) at 225 stores promoted the health and wellness attributes of California avocados in-store and on their social channels. Hy-Vee RDs appeared on the Hy-Vee TV channel, secured a spot on a CBS station in Minneapolis and featured CAC-attributed recipes on their websites. Working with trusted third-party advocates who position California avocados on a health and wellness platform encourages sales of the fruit during the promotion and beyond.

Additional retail programs will run later in the California avocados season. These include a sales contest, a program featuring jumbo avocados and digital coupons.


By recognizing the efforts of retail workers during the early season, the Commission was able to provide support to es-

sential workers at a critical time. As stores and consumers adjusted to the new reality of COVID-19, CAC then moved forward with front-page flyer promotions, online weekly ads and social media posts to drive awareness of California avocados’ availability and their health benefits, encouraging sales throughout the season.

In addition to the changes around the pandemic this year, the industry is experiencing a shifting of promotion types as retailers continue to get more savvy utilizing digital marketing to communicate with consumers. Shopper loyalty, habits and now online ordering are changing the platform for successful California avocado promotions. These programs bring the opportunity to focus new light on California avocados, the brand and the dedicated growers. Digital promotions also are direct-to-consumer, meaning less emphasis on lowering pricing as the means of providing value to the consumer. Online ordering and promotions also are very targeted, so the Commission can be very specific in reaching targeted California avocado consumers. Combined, these promotion and awareness-building activities are beneficial to keep the California avocado crop moving consistently within the retail category. 🥑


NATIONAL AVOCADO DAY - JULY 31

★ FEATURED ★
LOCAL GROWER




CALIFORNIA


- Scott Van Der Kar's family has been growing avocados in California for more than 50 years. The Van Der Kar's are one of more than 3,500 California Avocado growers who benefit from California's ideal climate and fertile soil that help to produce world-class avocados.
- The production practices he uses ensure he's a good neighbor to everyone. Like his fellow California Avocado growers, Scott's avocados are locally, responsibly and meticulously grown.
- California Avocados are picked at their peak from Spring through Summer, delivering tree to table freshness in just a few days. That's the California Avocado difference.



California Avocado Grower
Scott Van Der Kar checking this year's crop on his family-owned grove.



TASTES FROM CLOSE TO HOME



Save Mart Supermarkets Grower Profile: Local-grown branding doesn't get any better when retailers feature CAC's grower profiles in full-page features. This one launched for July 31 National Avocado Day.