

California Avocado Marketing Performance:

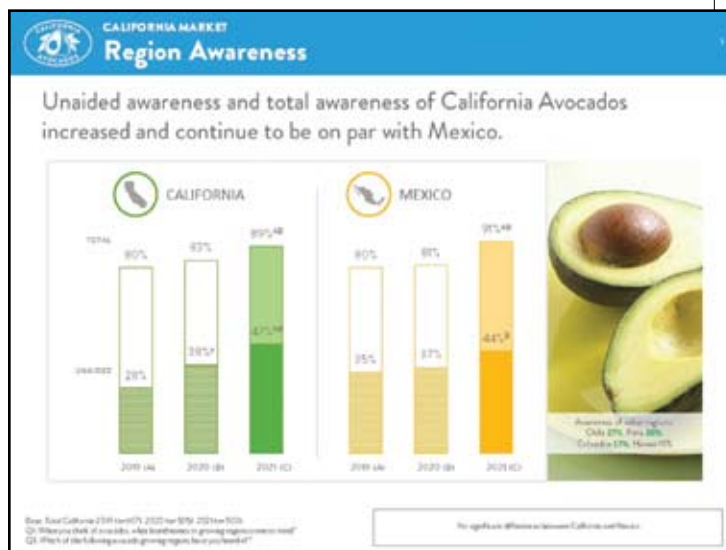
A Recap of Fiscal Year 2020-21

The California Avocado Commission provided its fiscal year 2020-21 marketing performance report, known as the Dashboard, to the Board of Directors in November. The report covers activity in the areas of consumer advertising, social media, consumer public relations, brand advocates, retail and foodservice programs, trade advertising and public relations as well as research highlights. A summary of that report follows.

California avocado marketing activity was developed to achieve CAC's business plan goals and objectives, in particular the marketing objective to increase California avocado perceived value, preference and loyalty with our targets. The consumer targets are "Premium Californians," defined as those having bought an avocado in the last 6 months, who pay more for high-quality items, seek out name brand products, and are environmentally conscious, because those are the consumers most likely to pay a premium for California avocados. In addition, the Commission targets avocado super users (the top 25% of avocado consumers who buy 75% of the volume).

Many of the key performance measures in the Dashboard report use "impressions," a marketing metric used to quantify the potential views of an advertisement, article or webpage, hearing a radio/audio ad or interacting with a brand or product. In fiscal year 2020-21, California avocado marketing activity garnered more than 1 billion impressions and helped achieve brand awareness of 89% in California.

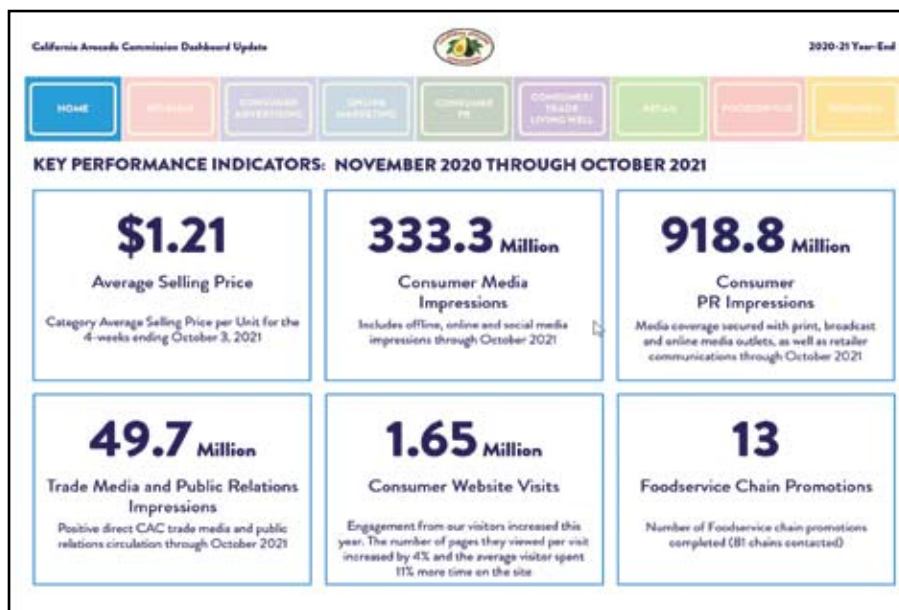
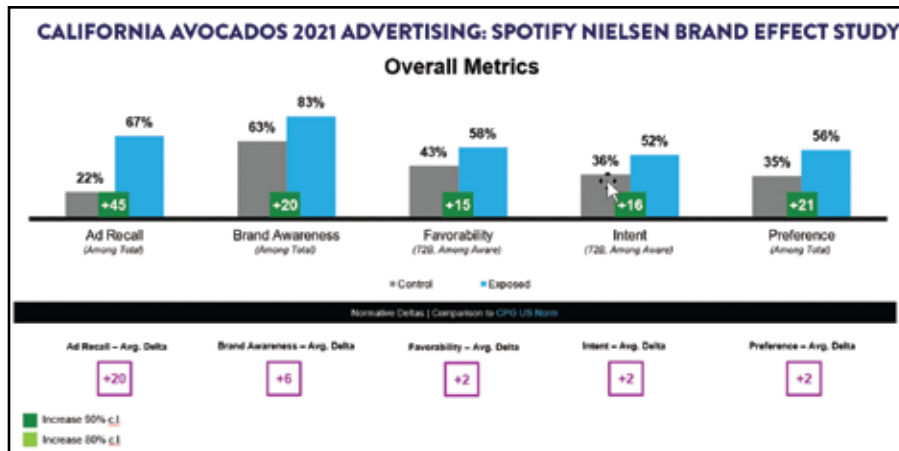
The consumer advertising campaign "the best avocados have California in them" continued and achieved more than 333 million impressions. These media impressions included nearly 172 million from digital brand ads plus about 12 million more that also promoted California avocado availability at local retailers, 40 million audio and nearly 70 million from outdoor advertising. Video advertising was a big part of the media plan, garnering more than 93 million views via digital streaming and 16 million video views on audio platforms.



A complimentary research study by audio provider Spotify analyzed how well California avocado ad units performed on its channel and found they exceeded benchmarks across the board. The chart shows that ad recall increased 45 points after ad exposure, compared to a benchmark norm of plus 20 points. Consumers' favorability ratings and purchase intent for California avocados increased 15 and 16 points respectively after ad exposure, and brand preference increased 21 points, all significantly better than their comparative 2-point benchmarks.

The California avocado social media program on Facebook, Instagram, Twitter and Pinterest delivered more than 27 million impressions and 2.6 million engagements, with an additional 2.8 million impressions for social posts that also promoted California avocado availability at participating retailers. Another social platform, LinkedIn, targeted a business audience with nearly 1,000 followers and garnered about 500,000 impressions with an active engagement rate of 4%. The California avocado merchandise shop had 15,000 unique shop visitors and 35,000 page views. It delivered \$15,000 in revenue, which helped offset the cost of delivering California avocado-branded merchandise to fans.

CAC's consumer public relations efforts yielded more than 918 million impressions from a variety of programs. At the launch of the California avocado season, the Commission hosted an online cooking class in partnership with celebrity chef Brian Malarkey. Participants for this exclusive event included local, regional and national consumer media, trade media, influencers and retail contacts. As part of this program, Malarkey developed two new and unique California avocado recipes. Coverage was secured in top-tier outlets, such as MSN, NBC Los Angeles, Patch California, Sunset Magazine and The San Diego Union-Tribune, resulting in more than 157 million impressions. In



addition to covering the campaign's new recipes, several outlets also highlighted other recipes from CaliforniaAvocado.com and directed consumers to visit the website for more inspiration.

To celebrate California Avocado Month, the Commission partnered with Modern Luxury's premium California magazines to host a crowdsourced California Avocado Recipe Contest, which leveraged the trend of cooking and enjoying meals at home. More than two dozen entries were received, with the winning recipe highlighted in a video featuring chef and wellness influencer Nikki Martin. The California Avocado Month Recipe Contest included cov-

erage in Patch California and Yahoo! as well as four Modern Luxury outlets: Angeleno, Riviera, San Diego and San Francisco Magazine, and garnered more than 514 million impressions.

California Avocado Month also was celebrated with a local drive-in event where media, influencers and consumers enjoyed the classic family film, Angels in the Outfield. More than 76 million impressions were garnered through local media coverage of the event and via inclusion of California avocado recipes developed for the event by chef E Dubble in a nationally distributed mat release.

This past year, CAC partnered with

various brand advocates to develop unique content promoting California avocados on social media and CaliforniaAvocado.com. Six brand advocates across different themes (health, wellness and lifestyle) amplified content throughout the entirety of the season on their own blog and social media channels (including Instagram and Pinterest). Two vloggers (video bloggers) and one recipe developer created Commission-owned content for the website and social channels. This brand advocate program secured more than 7 million blog post impressions as well as nearly 124 million social media impressions, totaling more than 131 million impressions during the span of the program. A website contributor program resulted in four new videos and 10 new recipes/article posts for the Commission to share on CaliforniaAvocado.com and social channels. Nearly 34 million additional million impressions resulted from ongoing reactive and proactive news bureau media consumer public relations activity.



Vlogger Dzung Lewis developed content for California avocado social channels and the consumer website.

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2022 CA AVOCADO SEASON IS AROUND THE CORNER. CONTACT ONE OF OUR TEAM MEMBERS TO LEARN MORE ABOUT DEL REY AND HOW WE MAKE CA GROWERS OUR #1 PRIORITY

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Results from the Commission's consumer public relations campaign include this article in Sunset magazine that announced California avocado season.



The Commission used print and digital advertising to reach its retail trade targets, encouraging them to carry California avocados in season.



Highlights of CAC's export promotions included virtual and in-person cooking classes, an Instagram Live event and in-store verbal demos at 109 stores in South Korea.

CAC's Living Well Brand Advocates program worked with six health and wellness influencers including four registered dietitians. This program, which was detailed in the fall 2021 edition of *From the Grove* (pages 23-24), garnered 3 million digital and traditional media activations.

The Dashboard also reported on the California trade marketing activities covering retail, foodservice and export programs in detail. CAC continued its tiered account go-to-market strategy, aligning marketing activities with the distribution of California avocados to optimize brand identification and return value. The Commission's retail and foodservice trade advertising programs produced 39 paid print ads with more than 3 million impressions and 810 paid digital ads garnering nearly 32 million impressions. Combined trade advertising and public relations programs yielded nearly 50 million impressions. Highlights of the California avocado retail and foodservice promotions are covered in *From the Grove* magazine fall 2021 edition pages 39-41 and a sampling are shown here. 🥑



Thirteen foodservice chains with locations in the west promoted California avocados to their patrons.



This California avocado display at Bristol Farms is an example of a Commission-sponsored promotion requiring call outs of the California Avocados brand.