

The Commission's Market Basket sell sheet graphically represents the factors involved in the retail sales increase during California avocado season.

# Market Basket Study Aids Commission in Defining Retail Opportunities and Strategies

The California Avocado Commission's 2020 *Avocado Purchase Trends and Retail Market Basket Study* utilizes comparative household purchasing data and retail market basket data to provide a deeper understanding of retail category dynamics. The study, which focuses on avocado shoppers and their purchase behaviors, showed that an impressive seven million more baskets contain avocados during California avocado season (3.8% versus 3.0% in peak and non-peak seasons, respectively).

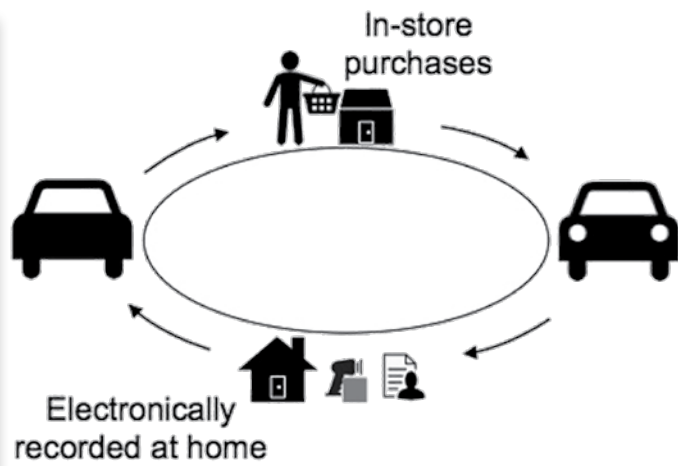
The data revealed that when and where California avocados are most plentiful at retail — during the California avocado season in the California region — shopper engagement is at its peak. Data indicates that shoppers buy more often during the California avocado season (14% more purchase occasions) and the percentage of households who purchase avocados increases from 50.7% in the non-California season to 55.1% in season. Further, data demonstrates that when avocados are in

the basket, the basket increases from \$31.85 to \$67.80 — an increase of 113%. Ultimately, higher basket rings and more baskets with avocados results in a remarkable and demonstrable increase in retail sales during the California avocado season.

The Commission's retail marketing directors (RMDs) utilize data-driven insights into shopper behavior to showcase opportunities for growth that drive retail demand for California avocados, and aid in effective retail sales and marketing decisions. For example, the RMDs share a sell sheet that summarizes the *Retail Market Basket Study* highlights to demonstrate consumer interest in California avocados, the increase in household penetration during peak season and how those avocados can help retailers sell other produce items. According to the *Retail Market Basket Study*, 12 of the top-20 items most likely to be found in avocado baskets are also fresh produce items such as bananas, tomatoes and berries.



The Market Basket report indicates which items are most frequently purchased when avocados are in the basket.



IRI Consumer Network's household purchasing data, when paired with retail market basket data, helps the Commission understand the shopper purchasing behaviors.

The items with the highest "affinity index", which are those products more likely to be found in avocado baskets than in all shopper baskets, include tomatoes, peppers, cucumbers and onions. Insights like these can help the Commission partner with retailers to develop effective cross-promotional displays and marketing programs that drive demand and sales during California avocado season.

The Commission's 2020 Avocado Purchase Trends and Retail

Market Basket Study report is based on data from IRI Consumer Network, which receives household purchasing data from the National Consumer Panel, an operational joint venture by IRI and Nielsen. To compare the California avocado season with the non-California season, data was collected for 26 weeks ending August 26, 2018 and for 26 weeks ending February 25, 2018. 🥑

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JOE HASLETT (805) 748-4033  
joehaslett.oap@gmail.com

ED ZYBURA (805) 550-7776  
edzybura@gmail.com