

California Avocado Recipes Encourage Demand



CAC develops recipes for all occasions – breakfast, snacks, lunch, dinner and dessert.

What better way to drive demand for California avocados than to appeal to the visual and culinary appetites of American consumers? Today, Americans are increasingly driven to seek new recipes, and thanks to the Internet new meal ideas are easily at their fingertips. Because of this, developing new recipes for each California avocado season is one of the California Avocado Commission's key marketing initiatives.

On the culinary side, planning and preparing for recipe development begins in the fall as the Commission and its chef partners begin working on recipes that demonstrate the exceptional taste and versatility of the fruit. Because humans also are visual creatures, a stunning, scrumptious photo accompanying a recipe is often the motivating factor for tearing out, downloading or sharing a recipe. The Commission has made it a practice to include an eye-catching photo with each newly developed recipe. In response to consumer interest in a visual representation of recipe preparation, this year CAC began taking recipe preparation photos to enhance the recipes. More are planned for the coming year.

The goal of recipe development is to offer new usage ideas that encourage consumers, media and health professionals to expand their usage of California avocados, purchase the fruit more often and share their love of the fruit via social media.

Recipes support many CAC marketing initiatives, with the results noted as follows.

Nutrition

Recipes are a creative way to share positive nutrition information concerning California avocados. CAC secures full nutrition data for each of its new recipes and highlights nutrients of value.

Public Relations

Ten recipes were developed by CAC spokespeople in support of 2014 marketing initiatives. These recipes were distributed via a variety of public relations initiatives to reach consumers and industry personnel.

Registered Dietitian (RD) Ambassador Katie Ferraro, MPH, RD, CDE, created four snacking recipes that weigh in at 100 calories or fewer: BLT & Avocado Potato Bites, California Avocado Cucumber Cups, Jicama Avocado Slaw on Rice Crackers and Power Hour Pick-Me-Up Smoothie. The recipes were included in a press release and mat release promoting healthy snacking.

Artisan chef partner Lisa Schroeder of Mother's Bistro & Bar in Portland, OR, developed a California "BLAST" Sandwich and a Crab, California Avocado and Pink Grapefruit Cocktail to promote the culinary versatility of the fruit. The recipes were included in a press release promoting June as California Avocado Month and the Crab, California Avocado and Pink Grapefruit Cocktail also was showcased at a media event in Chef Lisa's restaurant.

Artisan chef partners Mary Sue Milliken and Susan Feniger created two new American Summer Holidays recipes,

Oven Barbequed Ancho Chicken with Cabbage, Grapefruit and California Avocado Salad and California Avocado and Tomato Salad with Crispy Crumbs and Bacon Vinaigrette. Both recipes were included in a press release promoting California avocado usage around the American Summer Holidays and were featured in a Fourth of July holiday party segment on the national broadcast show, "The Daily Buzz."



As part of the Commission's Wake Up to Breakfast with California Avocados program, Avocado Pumpkin Bread with Dark Chocolate Chips and Almonds and Eggs-traordinary California Avocado Breakfast Muffins were featured in a "California Avocados, Breakfast Superfood" press release and mat release. The recipes were developed by RD Ambassador Bonnie Taub-Dix, MA, RD, CDN.

Foodservice

Year-round, the foodservice team scouts menus from restaurants, food trucks, caterers, and onsite operators in CAC's major market areas looking for interesting, innovative, and unusual dishes that feature fresh avocado. Once a menu item of interest is identified, they contact the operator and assess the operator's interest in working with CAC to promote their recipe and fresh California avocados for mutual benefit.

CAC's foodservice team then works with trade publications to place the recipe / photo in articles, recipe features and product promotions and coordinates interviews. Some of the most popular menu applications continue to get placements for 4 - 5 years and beyond.

This year's new feature recipes and placements include:

- California Avocado and Mushroom Sandwich – Bacon & Butter, Sacramento, CA
- California Avocado Chorizo Sliders – Left Coast Food Truck, Portland, OR
- Spicy Carrot and California Avocado Salad – Departure, Portland, OR
- Healthy Benedict – Red Star Tavern, Portland, OR

Supermarket Registered Dietitians (SRD)

To encourage SRDs to feature California avocados in in-store programs and via their social media channels, the Commission shares new avocado-centric recipes in the SRD Tool Kit. Pam Anderson, AARP.com food expert, seven-time cookbook author and food blogger, developed California Avocado Breakfast Taco and Farro with California Avocado, Tomato and Basil, which were featured in CAC's "Cooking for 2 or 1" themed SRD Tool Kit.

Retail

California Fresh Snacking was promoted with a new recipe brochure and a California Fresh Salads recipe tear pad was developed for in-store use. The brochure included 12 recipes, five of which contained recipes that are "100 calories or less" per serving.

Online and Social Media

Recipes are one of the top reasons consumers visit CAC's website — nearly one-third of all visitors (about 60,000 per month) go to the recipe section of the site. In addition, CAC's recipe posts on Facebook, Twitter, Instagram and Pinterest are some of the most popular posts. The top posts for "The Scoop" blog have been recipes — Mother's Day, 4th of July party tips and the Cinco de Mayo street tacos recipe

had an average of 1,418 page views and more than two minutes spent on the post.

Produce Industry and Brand Partnerships

Brand partnerships help expand the reach of recipe ideas and build California avocado brand awareness. Working with the Produce for Better Health Foundation (PBH), an Avocado Breakfast Bruschetta recipe was developed as part of their MyPlate™ program. The recipe was posted on the PBH and USDA MyPlate website and shared on PBH and USDA's social media channels with great results.

CAC also participated in a promotion with Houweling's Tomatoes that featured CAC's California Avocado Fresh Pico de Gallo on 4 million tomato truss tags. Finally, California Olive Ranch Olive Oil, Gourmet Garden and Weber shared CAC recipes with bloggers and their social media fans.

The goal of CAC's recipe development program is to create new usage ideas that support the brand's premium position and ultimately increase consumers' love for and purchase of fresh California avocados. CAC regularly receives requests for its recipes and photos from cookbook authors, website developers, brands, retailers, chefs and even nutri-



tion experts — clear evidence that the Commission's goal is being met. 🥑



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