



The official logo for the 10th anniversary of California Avocado Month (June 2022)

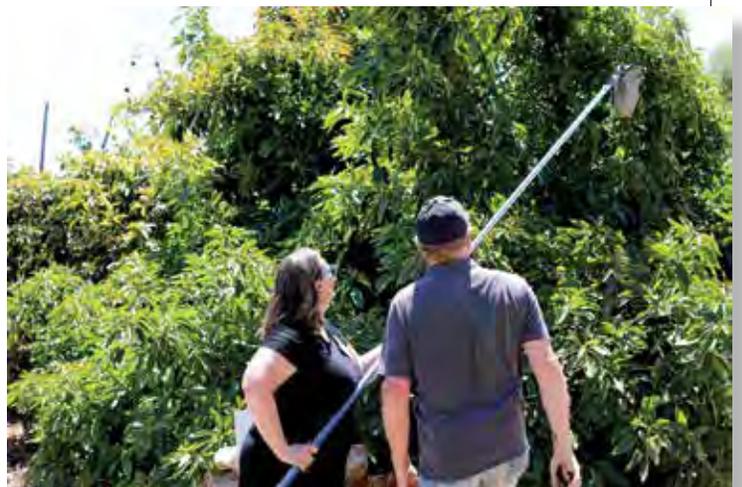
Celebrating 10 Years of California Avocado Month

Ten years ago, the California Avocado Commission first observed June as California Avocado Month. This year, to continue celebrating the decade-long tradition, the Commission hosted an in-person California avocado grove open house at Rancho Santo Thomas in Valley Center, Calif., on May 14 for local media and influencers, as well as trade media, to learn about the premium attributes and competitive advantages of California avocados.

During the open house, attendees experienced first-hand what it takes to grow California avocados. They experienced picking California avocados directly from the trees, observed different growth stages of the trees, watched a grafting demonstration and learned about grower sustainability practices and the packing house process. Additionally, attendees learned about different California avocado varieties and were able to taste an assortment of innovative, delicious dishes featuring California avocados. A longtime brand advocate of California avocados, Brandon Matzek of "Kitchen Confidence," even hosted a special interactive avocado rose tutorial.

In addition to driving awareness of and excitement for the 10th anniversary of California Avocado Month, the event helped cultivate media relationships with local California-

based reporters and influencers, as well as trade contacts, and encouraged them to keep California avocados top of mind for upcoming relevant stories. The news about California Avocado Month also was shared in press releases and a mat release, which were distributed to national and regional media outlets.



The Produce Reporter's Pamela Riemenschneider picking California avocados directly from the tree with the help of grower Mike Sanders during the grove open house.



Grove open house guests learning about the grafting process from the Maddock Nursery team.



Influencer and Living Well Brand Advocate Liz Shaw from @ShawSimpleSwaps captures content in the grove.



Attendees enjoyed an interactive avocado rose demonstration at the grove open house.

As of May 26, the releases had generated more than 238 million impressions.

As an ode to the past decade, the Commission enlisted the culinary talents of Southern California-native, Chef Nyesha Arrington, to create two delicious and seasonal recipes prominently featuring California avocados: *California Avocado Crab & Tuna Stack* and *Grilled California Avocado & Peach Salad*. The recipes also were shared with open house attendees in the form of recipe cards they could use for their next summer soirée, further encouraging incremental usage. Arrington has been praised throughout her career for using farm fresh, locally and responsibly sourced ingredients, which made her the perfect partner to craft customized dishes for this celebratory anniversary.

Over the past decade, the Commission has celebrated California Avocado Month with avocado fans across the Golden State through various activations designed to communicate California avocado seasonality, as well as encourage consumer demand. California Avocado Month support also has come from the Commission's brand advocates, trade media outreach, retail and foodservice promotions and additional grower and board member participation in events. Here's a look at some key activities from the past 10 years.

- 2012 – This year, several California city and county governments officially designated June as California Avocado Month, including the city of Los Angeles, city of Santa Monica, Placer County and San Diego County
- 2013 – In partnership with the Commission, chefs Erik Tanaka of Seattle and Lisa Schroeder of Portland shared their love of the fruit's rich flavor and creamy texture by featuring California avocado dishes on their restaurants' menus throughout the month of June
- 2014 – CAC continued to partner with chefs across the country to promote and feature California avocado specials in their restaurants, including chefs in Chicago, Florida, New Jersey, New York, Seattle, Texas and more
- 2015 – California Avocado Month kicked off with an artisan chef media dinner in June at celebrity chef Curtis Stone's Maude restaurant in Los Angeles. Media representatives from *L.A. Magazine*, *DineLA* and *Huffington Post*, as well as influential bloggers, enjoyed a 10-course avocado-centric meal that showcased the versatility of California avocados in various dishes
- 2016 – The Commission executed several consumer-focused programs for the fourth anniversary of California Avocado Month, including:



Jan DeLyster and California avocado grower Rick Shade pose for a picture at CAC's 2018 California Avocado Month event at Grand Central Market in downtown Los Angeles.

- o Partnering with a popular “foodie” website Food 52 to promote a stream of California avocado recipes, nutrition information and photos throughout the entire month of June
- o Partnering with renowned Chef Jessica Koslow of Sqirl, a Los Angeles-based restaurant known for locally grown and seasonal ingredients, to create a California avocado-inspired recipe
- o Hosting a “Dinner en Green” for San Diego-based bloggers and RDNs with Valley Center, California avocado growers Mike Sanders and Chris Ambuul in their Rancho Santo Tomas avocado grove



Jessica Hunter, now CEO and co-owner of Del Rey Avocados, shares her background and experience in her third-generation family business with media and influencer attendees at Portland's Pine Street Market in 2018.

- 2017 – The Commission’s activities included a sponsorship of the venerated Grand Central Market in Los Angeles, which turned 100 years old. For the entire month of June, 11 market vendors featured California avocado dishes at their restaurants, and CAC hosted a media preview at the venue in late May
- 2018 – CAC partnered with two acclaimed chefs to honor the fruit’s versatility and peak availability with unique recipes and month-long menu specials found exclusively at Los Angeles’ Grand Central Market and Portland’s Pine Street Market. Media events were held in advance, where the Commission’s board members Rick Shade and Jessica Hunter were in attendance to share the grower story
- 2019 – The Commission partnered with vendors of the Little Italy Food Hall in San Diego to offer special, one-of-a-kind California avocado dishes for the entire month. CAC kicked off the month-long celebration with a media event at the food hall in May, which was attended by guests from *Travel + Leisure*, *San Diego Family Magazine* and *WHERE San Diego*, as well as trade media attendees
- 2020 – CAC planned to kick-start the month-long celebration with an in-person media and influencer preview event in May. When the event was cancelled due to COVID-19, the Commission specially delivered a stunning eight-course California avocado-centric meal – created by Vespertine Chef Jordan Kahn – to 18 top Los Angeles media and influencers, including those at *Eater LA*, *Parade*, *Sunset Magazine* and *POPSUGAR*
- 2021 – The Commission hosted a quintessential summer event that embodied California culture – a drive-in movie night at Brea Mall where guests enjoyed a Southern California classic, *Angels in the Outfield*, in a pandemic-safe environment
- 2022 – To kick off the 10th anniversary celebration of California Avocado Month, the Commission hosted an in-person California avocado grove open house experience in Valley Center, for key media and influencers to learn about the premium attributes and competitive advantages of California avocados. CAC also secured a proclamation from the county of San Luis Obispo officially declaring the 10th anniversary of California Avocado Month 🥑