

California Avocado Commission Promotes Avocados for Summer Snacking

The California Avocado Commission (CAC) has launched a new snacking campaign designed to bolster avocado usage. The campaign features dozens of avocado snack ideas developed by CAC, registered dietitians (RDs) and blogger partners. Program components include retail snacking brochures, co-marketing, trade and consumer public relations, online and social media, as well as showcasing California avocado snacks at industry events.

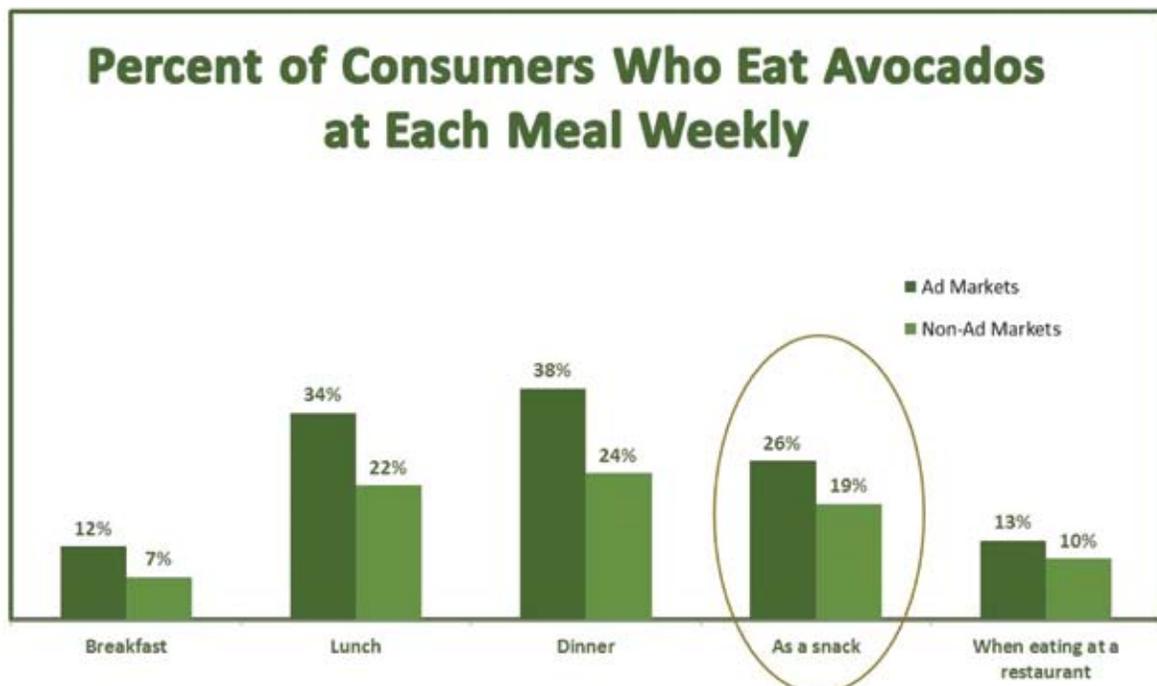
The 2013 Avocado Consumer Tracking Study on avocado usage conducted by Bovitz Research showed that 49 percent of avocado consumers purchase them for snacking, compared to 55 and 66 percent respectively for lunch and dinner usage. Additionally, snacking behaviors are on the rise and now represent about 50 percent of all eating occasions, according to a recent report from the Hartman Group. These studies demonstrate an opportunity to increase Cali-

fornia avocado use for snacking occasions.

“Nearly half of avocado consumers accept avocados for snacking, and snacking is on the rise among American consumers,” said Jan DeLyser, CAC vice president of marketing. “CAC is encouraging California avocado demand by providing creative avocado snacking ideas among the half of avocado users who don’t use them for snacking now, and more usage by those who already do.”

Recipe development to support the snacking campaign involved activity by RDs, recipe developers, bloggers, contest winners, photographers and CAC staff. The recipes include easy snacks with 100 calories or fewer per serving, guacamole and salsas, quick bites such as cracker spreads, tapas, smoothies and make-ahead snack cake. For example, a recipe for Summer Stuffed Avocados encourages consumers to use a small half avocado for snacking.

The Commission front-loaded the California avocado



Source: Bovitz Research, 2013. Q18. How frequently do you eat avocados at each of the following meals...? Please select one response for each item. Base: Ad Markets (n=746), Non-Ad Markets (n=754). B = statistically significant at 95% confidence level.

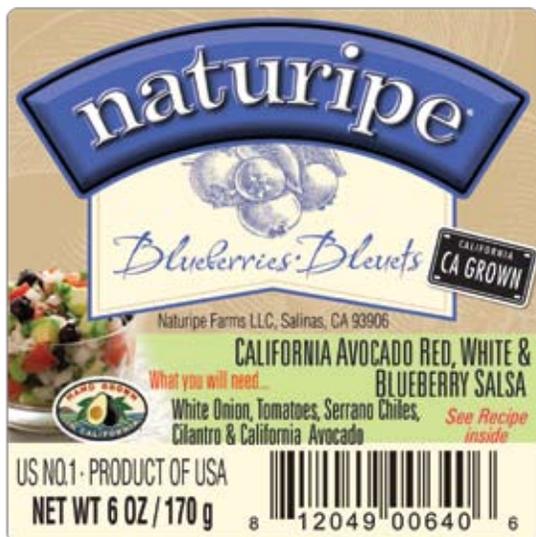
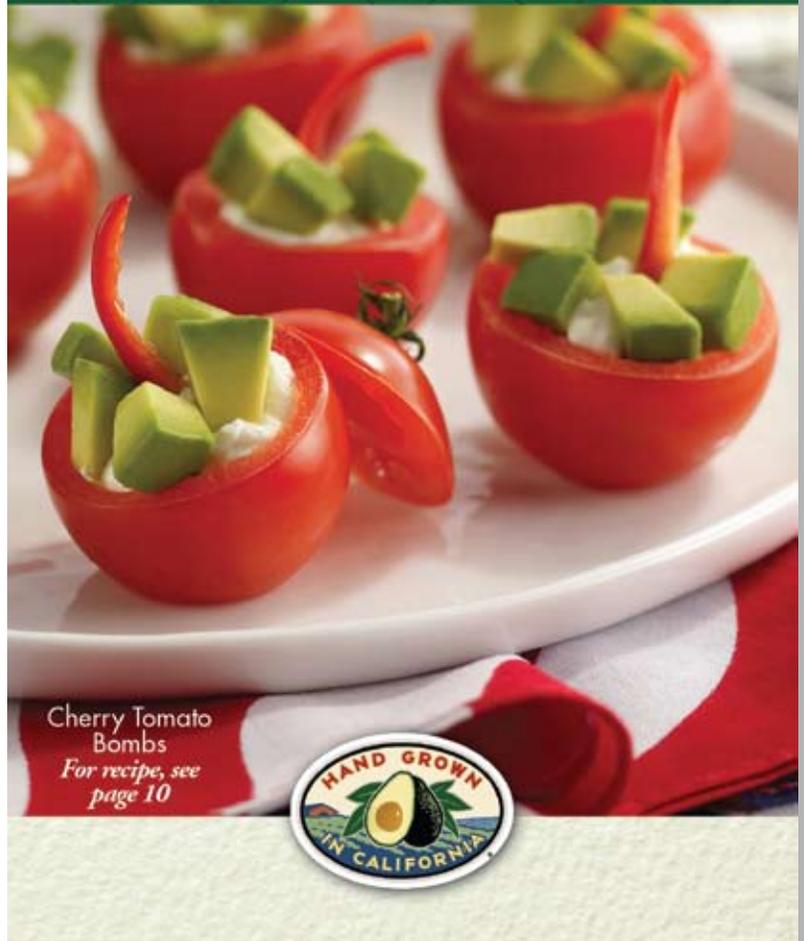
snacking campaign in March by providing supermarket RDs with a tool kit that included nutrition information, data on snacking and recipes that they could use in California avocado marketing programs.

To reach retailers and other decision makers in the industry, CAC issued a trade press release that drew attention to the California avocado snacking campaign. The release was distributed to print and online media in the produce and supermarket industries. There was excellent pick up of the snacking story, including articles in *The Packer*, *The Produce News* and *Perishable News*.

In April, CAC's snacking campaign kicked into gear with a press release and mat release distributed to consumer media that featured four easy and delicious "100-calorie snack" recipes created by RD Katie Ferraro, including California Avocado Cucumber Cups and Power Hour Pick-Me-Up Smoothies.

Retail support included 150,000 recipe brochures titled "California Fresh Snacking with California Avocados". The brochures feature 12 easy, produce-rich California avocado snacking recipes. In addition to recipes, the brochures provide California avocado preparation and handling tips, nutrition information and messaging to encourage consumers to choose California avocados as a healthy meal and snack option throughout the day. The brochures will be available on California avocado in-store displays and will be used by supermarket RDs for in-store avocado-centric activities and events.

Co-marketing partners will help extend the reach of California avocado snacking ideas. One of the recipes in the California Fresh Snacking brochure, California Avocado Cracker Snacks, will be promoted by co-marketing partner Gourmet Garden™ Herbs and Spices. Another recipe, California Avocado Red,



White and Blueberry Salsa is being featured on 200,000 packages of California-sourced Naturipe® blueberries.

The Commission is promoting the snacking initiative through its website, CaliforniaAvocado.com, *The Scoop* blog and in a targeted email to about 165,000 fans. Posts of California avocado snacking images on popular social media sites and a snacking-themed contest will encourage sharing of California avocado snack ideas. 🥑