

CAC Nutrition Communications

Informing consumers about the nutritional benefits of California avocados and the premium quality of this nutrient-dense fruit encourages consumers to purchase California avocados. During the 2013-2014 program year, the California Avocado Commission led impactful nutrition-focused efforts including activities with registered dietitians (RDs) as well as sponsorship of key food and nutrition events.

CAC's RD Ambassador Network leverages the expertise of five registered dietitians to deliver the avocado nutrition story and develop new, rich content for CAC's website and "The Scoop" blog. These efforts contributed to more than 30,000 unique blog page views. CAC utilized these RD ambassadors as spokespeople at key events and worked with them to communicate the California avocado nutrition messages across their social and media networks, which resulted in more than 2.8 million consumer media impressions. Individual RD ambassadors also developed recipes for specific marketing initiatives, including four 100-calorie or less snacking recipes developed by Katie Ferraro (MPH, RD, CDE) and two breakfast recipes created by Bonnie Taub-Dix (MA, RD, CDN).

CAC continued to serve as a source of nutrition and recipe information for media and identified opportunities to showcase California avocado branding and nutrition messaging. For example, CAC delivered a personalized California avocado package to "TODAY Show" nationally-acclaimed nutrition contributor Joy Bauer (MS, RD), which generated more than 250,000 media impressions on Joy's Twitter and Instagram feeds.

CAC also cultivated relationships with supermarket registered dietitians (SRDs) who have an important impact on retailer business. Three SRDs from national retailers attended the California avocado season opener grove tour resulting in an article on Harmons' blog titled, "Sour Cream or Avocado?" and a segment on Colorado's Best (KWGN-TV) called, "Add Fruit to Your Grilling Menu" with an audience of 15,400.



Janice Newell Bissex, MS, RD and Liz Weiss, MS, RD, known as the Meal Makeover Moms.

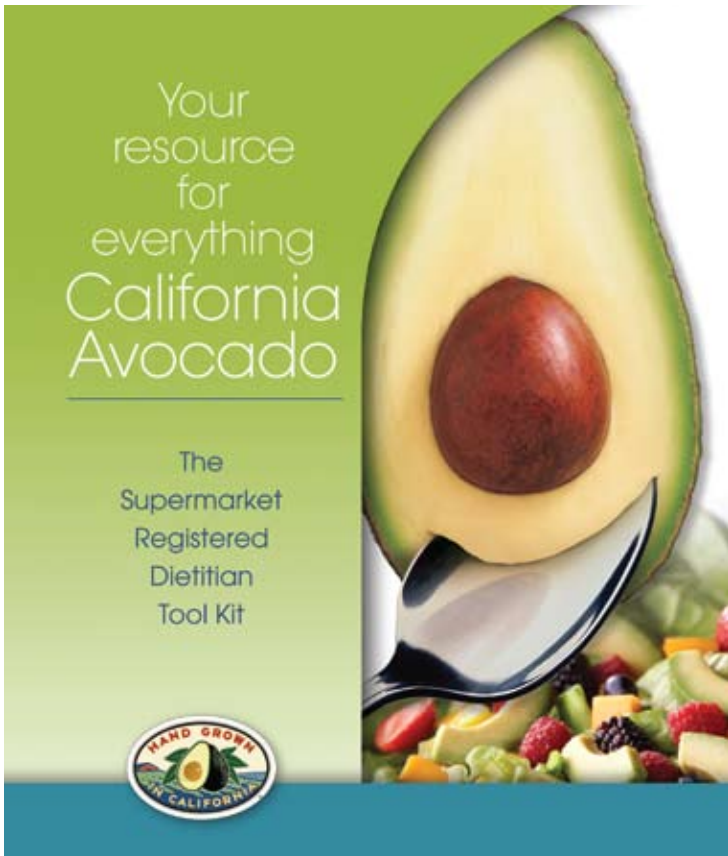
CAC also developed four seasonal supplements to augment the SRD Tool Kit that was sent to more than 200 SRDs representing 46 retail chains. Inserts included: Cooking for Two (or One), California Fresh Snacking, California Fresh Summer and California Fresh Breakfast.



Bonnie Taub-Dix, MA, RD, CDN



Michelle Dudash, RD promoting California avocados at Fresh Summit.



Seasonal Supplements included two recipes with photos, turn-key social media posts for SRD use and suggestions for store intercom announcements.

To enhance CAC's role as a trusted source of avocado nutrition and recipe information, CAC sponsored four key conferences attended by influential food and nutrition experts, wellness bloggers, SRDs and other industry influencers.

In March, the Produce for Better Health Foundation (PBH) invited SRDs from across the country to the 2014 Annual Conference in Scottsdale, AZ. This event provided



Katie Ferraro, MPH, RD, CDE with Jan DeLyser at the Media Grove Tour



Angela Fraser demonstrates the nick and peel method while highlighting that the greatest concentration of carotenoids is found in the dark green fruit closest to the skin.

an efficient and productive platform to meet, network and brainstorm ideas with SRDs to promote California avocados through their connections with consumers.

CAC helped sponsor the California Dietetic Association's (CDA) Annual Conference & Exhibition from April 3-5 in Pomona, and connected with local RDs to discuss the nutritional benefits and versatility of California avocados as part of healthful snacks and balanced breakfast recipes. CAC's presence at CDA resulted in more than 88,000 Twitter media impressions.

In June, CAC sponsored the fifth annual nutrition and wellness blogger conference, FitBloggin' 14, held in Savannah, Georgia. CAC sponsored a standing-room only nutrition and culinary presentation led by RD Ambassador Michelle Dudash, hosted a recipe contest and oversaw booth activities, all of which resulted in more than 450,000 media impressions on Facebook, Twitter, Pinterest and Instagram.

To cap off the season, CAC's sponsorship of the PBH SRD at Fresh Summit in Anaheim included in-person meetings with 24 SRDs from major retailers across the country. During the conference, CAC presented the California avocado label and highlights from the Avocado Tracking Study; provided in-booth recipe demonstrations with RD Ambassadors Katie Ferraro and Michelle Dudash; hosted an exclusive off-site grove tour and avocado-centric dinner; and hosted a "Tweet to Win" social media contest.

CAC's 2013 – 2014 nutrition-focused activities with the media and retail-focused RDs, as well as sponsorship at key food and nutrition conferences, reinforced CAC's position as the resource for California avocado nutrition and recipe information. In addition, CAC's relationships with well-known, third-party RDs helped communicate the versatility and nutrition profile of California avocados to millions of American consumers. 🥑