

Increasing Demand for California Avocados Through Consumer Advertising

A preview of the 2014 California avocado advertising campaign

Over the years, the California Avocado Commission has been able to create a preference for California avocados. Of those consumers who understand there is a difference between avocados from different countries, 85 percent prefer California avocados to imported avocados. These consumers also view California avocados as the best in regards to freshness, food safety, premium quality, reliability and taste. (See Chart A)

Since 2009, the percentage of avocado shoppers looking for an avocado's country of origin has also steadily increased, rising from 23 percent that year to 45 percent last year. (See Chart B)

For the 2014 season, the consumer advertising campaign will build on these successes and strive to increase in-season demand for California avocados in target markets by encouraging more shoppers to look for California on the label. To accomplish this, the campaign will stress that all avocados are not created equal by highlighting the premium attributes of the California avocado. The following differentiators are unique to California avocados and make them the premium avocado.

- **California avocados are only available for a limited amount of time.** Because California avocados are only available during a limited time frame, there is a strong call to action for consumers to get them while they can.
- **California avocados are grown in ideal locations.** Similar to certain wine varietals, there's only a small area of California (0.05 percent of the state) where California avocados are grown. They are shipped at their prime to ensure consumers enjoy every tasty bite.
- **California avocado growers use care and craftsmanship to bring California avocados to market.** After planting the seedling, a grower nurtures the tree approximately four years before it bears fruit. Also, once fruit develops on the tree, it takes more than 12



months before it's ready to go to market.

Even though the Commission has touched on some of these attributes in previous campaigns, this year we are focusing more attention on each of these differentiators to convince consumers the only way to ensure they consistently get the best tasting, freshest avocado is to look for the California label – the symbol of premium quality *Hand Grown* avocados.

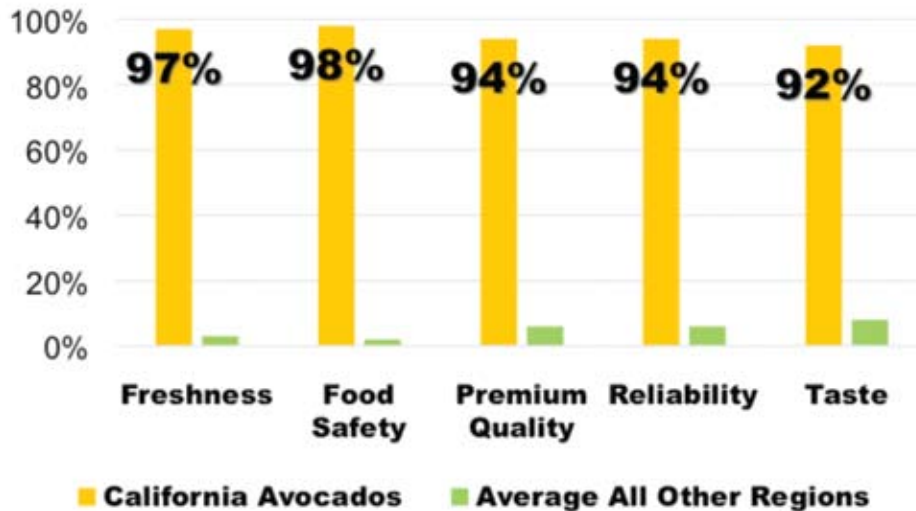
Some of the headlines for the print campaign will pose questions that lead to stories about the various competitive advantages noted above. For example:

- “Ever Wonder If California Is The World’s Best Place For Growing Avocados?”
- “Doesn’t It Seem That Avocados Taste Better In The Summer?”
- “Ever Wonder Why California Avocados Are Grown On Small Family Farms?”

Billboards also will highlight the local origin of California avocados.

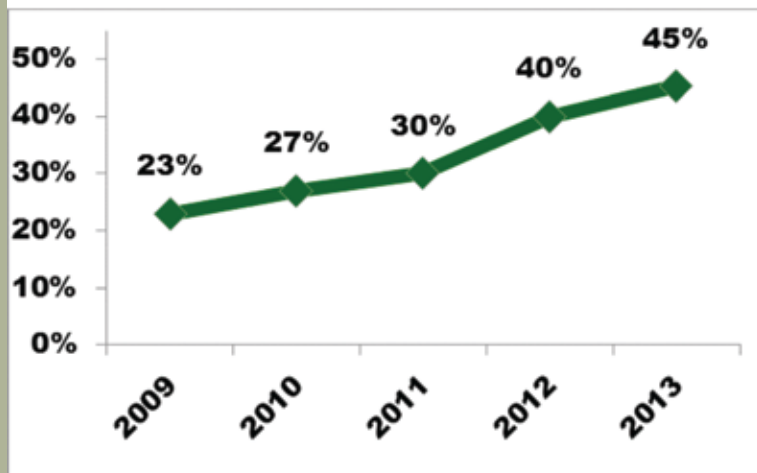
The consumer advertising media plan will run in most core California avocado markets (California, Portland, Salt Lake City and Seattle) from late April through Labor Day, and from June through mid-August in Denver and Salt Lake City. The markets were selected by analyzing avocado ship-

CHART A: Consumers Prefer California Avocados



Source: Bovitz Inc., 2013 California Avocado Commission Tracking Study

CHART B: Percentage of Avocado Shoppers Looking for Country of Origin



Source: Bovitz Inc., 2013 California Avocado Commission Tracking Study

ments and availability in various cities during the past five years, reviewing the projected 2014 crop size and with input from CAC's Marketing Advisory Committee.

The premium California avocado messaging will run throughout these markets and we will utilize general market radio and outdoor billboards as our primary media to reach our target consumers. Frequent radio messages keep California avocados top of mind and allow us to tag local retailers for their promotional support. Strategically placed billboards in high profile locations during the season will highlight CAC's messaging and keep it top-of-mind. In-grocery radio will remind consumers to visit the produce

section and purchase California avocados.

We also will reach our target audience while they are looking for new recipe ideas through print in regional magazines, on the Internet and via social channels. *Sunset* magazine continues to be the strongest print medium to reach CAC's targets in the West. Sponsorship of "America's Test Kitchen" provides CAC with a national presence. The show airs in more than one million households per episode and provides strong support for CAC's digital and social efforts.

CAC's consumer advertising campaign is positioned to drive consumer demand and deliver value for the California avocado industry this season. 🥑