

Introducing the CAC Blog

About 77 percent of Internet users read blogs and 31 percent of people say that blogs influence a purchase decision more than any other media or social channel. So this spring the California Avocado Commission (CAC) is launching a consumer-facing blog, “The Scoop,” to encourage demand and create interest and awareness around California avocados. Launched in March, the blog will be updated regularly with new avocado-centric information, recipes and credible, engaging content that builds loyalty and trust among California avocado consumers. The Scoop’s blog content will be constantly updated to meet the ever-changing interests of consumers, which also will help increase search engine visibility and website traffic.

The Scoop will be the hub of compelling content that resonates with California avocados’ target audience and brings the heart of the brand to life. The CAC team considered many factors, studies and data sources when developing the strategy for the blog, including keyword research (what words and phrases consumers use when conducting a Google search), the most popular content among CAC’s social media fans, top performing content on CaliforniaAvocado.com, blog trends and how the target consumer interacts with blogs. The blog has been integrated into the 2013-14 marketing plan and is designed to address the questions, wants and needs of avocado lovers, incorporate California lifestyle trends and ultimately help differentiate California avocados from the imports.

The CAC blog voice will be friendly and approachable, casual and informed – an easy, enjoyable read that is both entertaining, educational and consistent with the current

tone of social media. The blog will encourage readers to check the label for “California” and reiterate the importance of the California avocado season. Blog content themes and topics will include:

Culinary: Recipes will be one of the most popular topics because consumers are looking for new recipe ideas. The Scoop will highlight recipes from the CAC website, blogger partners, and other credible sources. Additionally, CAC will incorporate California avocados into timely food trends, feature artisan chefs, and provide cooking tips for home chefs of all experience levels.

Wellness and nutrition: Interestingly, “avocado nutrition” is the most searched phrase related to avocados. Blog posts will deliver nutritional information in engaging ways, explain how avocados fit into various diets, provide recommendations about breakfast and snacking from registered dietitians, and inspire an active lifestyle.

Blog Home Authors [Back to CaliforniaAvocado.com](#)

THE SCOOP

TIPS, RECIPES AND MORE FROM THE CALIFORNIA AVOCADO COMMISSION

RECIPES COOKING TIPS ENTERTAINING NUTRITION EVERYDAY LIFE IN THE GROVES

HOW MANY CALORIES ARE IN AN AVOCADO?

50 CALORIES
 11 g SATURATED FAT
 6 g TRANS FAT
 2 g POLYUNSATURATED FAT
 7 g MONOSATURATED FAT

HOW MANY CALORIES ARE IN AN AVOCADO?

Answer: This is one of the most common questions we receive from avocado lovers interested in avocado nutrition facts. Most people are surprised when they learn the calories in an avocado. One serving (2 tablespoons, 1 oz., or 1/8 of a medium avocado) has 50 calories. To get this in perspective, other foods commonly used as spreads: [Read More](#)

CALIFORNIA AVOCADOS BRING "GOOD" FATS TO YOUR TABLE

The assumption is that if you eat fat, of any type, it will make you fat. In my opinion, fats should have never been called fats in the first place -- they should... [Read More](#)

CALIFORNIA AVOCADOS - MY VERY SPECIAL, VERY VERSATILE KITCHEN STAPLE

For years I've embraced my salads with avocados and used them to make guacamole, but three recent events dramatically increased my family's avocado... [Read More](#)

2014 CALIFORNIA AVOCADO FESTIVALS - WHY YOU NEED TO EXPERIENCE ONE

Of all the annual California Festivals, the avocado festivals are our favorite of courses. We've even heard of folks flying in from other countries to express their... [Read More](#)

FEATURED RECIPES

CALIFORNIA AVOCADOS - MY VERY SPECIAL, VERY VERSATILE KITCHEN STAPLE

For years I've embraced my salads with avocados and used them to make guacamole, but three recent events dramatically... [Read More](#)

AVOCADO PISTACHIO ICE CREAM

Lovers please take an extra, consecutive sipping 60. Please! I've never enjoyed pistachio more as an accompaniment to avocado... [Read More](#)

CALIFORNIA HASS FAMILY GUACAMOLE

California Guacamole made by Elizabeth Hays just the way Ruthless Hays, owner of the original Hass Avocado tree, loved... [Read More](#)

KICKED-UP CALIFORNIA AVOCADO MARGARITA

This avocado margarita may not be the first thing that springs to mind when you think of standard cocktails. But let it... [Read More](#)

IN SEASON SPRING - FALL

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Growers and the growing process: The blog will reinforce the locally grown message through grower interviews and stories, and sharing growing practices, photos and fun facts.

Holidays and eating occasions: Blog content will align with CAC marketing plans around summer holidays like 4th of July and tie into sports events to inspire new eating occasions.

News, events: News and articles about California avocados, consumer stories and other campaigns also will be included.

While blog posts will be primarily text-based, they will include images or videos that capture the attention of readers and increase the likelihood that people will share the content with their friends. Most of the blog posts will be developed by CAC and its marketing agencies, but a number of third party spokespeople - blogger partners, registered dietitians, chefs, growers, America's Test Kitchen and more - will also contribute content.

While the blog will attract readers using Google searches or those browsing the California avocado consumer website, CAC will promote the platform across each marketing channel, including:

Social media: The blog will feed into CAC's social media platforms with posts promoted on Facebook, Twitter, Google+ and Pinterest, which have a combined audience of nearly 260,000.

Email: Select blog posts will be featured in email newsletters.

Online advertising: Social media advertising will extend the reach of the blog posts.

Public Relations: Blogger partners will cross-promote blog content and CAC will include the blog information in press releases.

Partnerships: CAC will leverage third party partnerships with other food brands to cross promote blog content.

Once the blog launches in mid-March, the Commission will closely monitor results to determine what content best resonates with readers. CAC will closely monitor blog post views (how many people are reading the blog and which articles they read most often), as well as the reach of the content (where the content is shared and how often it is viewed) and brand mentions over time. CAC encourages all of our *From the Grove* readers to follow The Scoop and share interesting posts with friends.

If you have an interesting story to share, please contact Online Marketing Manager Zac Benedict at (949) 341-1955. You can follow the blog at CaliforniaAvocado.com/blog.