



REVENUE

CONSUMER ADVERTISING ONLINE MARKETING CONSUMER PR TRADE PR

RETAIL

FOODSERVICE

RESEARCH

KEY PERFORMANCE INDICATORS:

NOVEMBER 2024 – OCTOBER 2025

\$1.12

Average Selling Price*

Category Average Selling Price per Unit for the 4-weeks ending October 5, 2025

363.4 Million

Consumer Media Impressions

Includes offline, online and social media impressions through October 2025

177 Million

Consumer PR Impressions

Media coverage impressions secured with print, broadcast, online media and influencer outlets through October 2025

47.0 Million

Trade Media and Public Relations Impressions

Positive direct CAC trade media and public relations circulation through October 2025.

13.8 Million

Store Visits

Driving users to local retailers carrying California Avocados through custom GumGum ads through October 2025 750,000

Custom CALIFORNIA AVOCADO bag straps distributed





RETAIL SALES AND VOLUME REVENUE:

RETAIL (4 weeks)	Sep24 (9/9/24-10/6/24)	Sep25 (9/8/25-10/5/25)	Variance
Avg. Volume (Units) / Week	47,045,021	48,139,201	+2.3%
Avg. Dollars / Week	\$59,748,614	\$54,016,076	-9.6%
Avg. Selling Price/Unit	\$1.27	\$1.12	-11.6%
RETAIL California Season	Mar24-Aug25 (3/4/24-9/1/24) 26 weeks	Mar 25-Sep 25 (3/3/25-9/28/25) 30 weeks	Variance
Avg. Volume (Units) / Week	48,908,609	51,628,716	+5.6%
Avg. Dollars / Week	\$59,742,176	\$62,221,666	+4.2%
Avg. Selling Price/Unit	\$1.22	\$1.21	-1.3%
RETAIL Non-California Season	Sep23-Feb24 (8/28/23-2/25/24) 26 weeks	Sep24-Feb25 (9/2/24-3/2/25) 26 weeks	Variance
Avg. Volume (Units) / Week	45,238,243	47,750,561	+5.6%
Avg. Dollars / Week	\$47,801,999	\$57,962,142	+21.3%
Avg. Selling Price/Unit	\$1.06	\$1.21	+14.9%

Source: Circana, Total U.S., 4 weeks ending 10-05-25 vs. prior year; 2025 CA Season vs. prior year; 2025 Non-CA Season vs. prior year







RETAIL SALES AND VOLUME REVENUE:

> Avg. Retail Price \$1.22

2024 California Season

Mar 2024 – Aug 2024 (3/4/24 - 9/1/24)26 weeks

Avg. Retail Price \$1.21

2025 Non-Season

Sep 2024 – Feb 2025 (9/2/24 - 3/2/25)26 weeks

Avg. Retail Price \$1.21



Mar 2025 – Sep 2025 (3/3/25 - 9/28/25)30 weeks

Source: Circana, Total U.S., 2024 CA Season; 2025 Non-CA Season; 2025 CA Season



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CONSUMER ADVERTISING: CONTENT & CREATIVE

Held four multi-day photo and video shoots throughout the year, developing content for the FY25 creative evolution and paid media program, social media, and retailer/partner assets. Content included grower and lifestyle content, vertical social media assets, and videos for retailer social use.





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CONSUMER ADVERTISING: OVERALL RESULTS

Tactic	2024 Budget	2025 Budget		2024 Impressions	2025 Scoped Impressions		2025 Actuals	Tracking to Scoped
AUDIO	\$220,000	\$150,000	-32%	24,202,805	10,774,917	-55%	12,751,493	+18%
ООН	\$100,000	\$150,000	+50%	45,255,517	14,318,951	-68%	16,170,058	+13%
DIGITAL	\$945,000	\$940,000	-1%	130,425,014	63,970,417	-50%	137,982,482	+115%
VIDEO	\$350,000	\$1,150,000	+329%	40,556,678	35,013,923	-14%	78,616,088	+124%
SEARCH	\$93,750	\$100,000	+6%	3,000,000	5,882,352	+96%	8,176,805	+39%
SOCIAL	\$190,000	\$435,000	+290%	30,535,292	35,651,681	+17%	109,719,383	+208%
TOTAL	\$1,898,750	\$2,925,000	+54%	273,975,306	165,612,241	-46%	363,416,309	+180%





HOME



















CONSUMER ADVERTISING: AUDIO

Approach:

- Deploy audio and video ads across music and podcast streaming on Spotify
- 30-second audio ads deployed across iHeart Podcast network
- Reaching our target audience through interest targeting such as grocery shoppers, avocado purchasers and green buyers

- iHeart's podcast ads reached over 463K unique users with a frequency of 2.1. CTV ads on the iHeart media network also saw a high completion rate of 97.1% from 307K unique users
- Spotify podcast ads reached a total of 1M unique users with a frequency of 1.73 and a 97% completion rate
- Spotify video ads on podcast and music placements reached 2.6M unique users and generated 48K video expands and 20.9K clicks to the store locator page
 - This resulted in more than 20K page views and an average engagement time of 17s (+13% above average)







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CONSUMER ADVERTISING: OUT-OF-HOME

VOLTA

Approach:

- Digital out-of-home ads on EV car charging stations surrounding grocery stores, supermarkets and shopping centers in key geographies
- Programmatic digital out-of-home ads on screens inside key target retailers
- DMA Regions:
 - Los Angeles, Calif.
 - San Francisco-Oakland-San Jose, Calif.
 - San Diego, Calif.
 - Seattle-Tacoma, Wash.
 - Portland, Ore.

- 16,170,058 impressions
 - More than half in the Los Angeles DMA

















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CONSUMER ADVERTISING: DIGITAL CUSTOM CONTENT

the kitchn TASTEMADE

Approach:

- Custom recipe features and talent-led recipe videos amplified across
 The Kitchn's social channels, enewsletters and on the website
 - Additional high-impact display ads and video distribution
 - Custom illustrated landing page with cross-channel promotion
- Custom content included social-first video, static and sponsored story ads across Tastemade's social channels
 - Additional newsletter placements and pre-roll ads on Tastemade's streaming channels

- 18.2M impressions
- 3.5M video views
- 39.5k total clicks
- Nearly all custom content tactics performed well above benchmarks
 - Engagement rates exceeding benchmarks by +800% (Pinterest) and +200% (TikTok)
 - Custom recipe videos
 - 0.55% CTR on Custom illustrated landing page (0.3% benchmark)
 - o average of 0:41 time spent on page





















CONSUMER ADVERTISING:

DIGITAL BRAND ADVERTISING







Approach:

- Deploy high-impact, dynamic mobile and desktop ads and online video (OLV) on contextually relevant sites through the GumGum and LoopMe media platform network
- Deploy pre-roll video ads through VideoAmp and Catalina's streaming and linear TV network
- Run video assets as pre-roll, in-stream, Shorts and in-feed ads on YouTube and interest-based CTV (aka streaming TV or connected TV)
- Deploy contextually targeted, shoppable display banners through Chicory's recipe publisher network

Results:

- 148.6M digital ad impressions
- 30.1M video views
- 539K clicks
- 216% higher than average engagement rates
 - on GumGum mobile and desktop ads
- 89.7% average view rate across YouTube, VideoAmp, Catalina and CTV
 - Benchmarks:

YouTube: 30% VideoAmp: 80%

CTV: 94%

Catalina: 94%























CONSUMER ADVERTISING:

DIGITAL RETAIL ADVERTISING





Approach:

- Deploy YouTube in-stream and in-feed video ads accompanied by companion banners customized with each retailer's logo
- New: Run retailer-tagged CTV video ads geo-targeted around retailer locations
- Run programmatic display banners geotargeted around retailer locations

- 8.3M retail ad impressions
- 1.3M clicks/engagements
- 55% average YouTube view rate
 - Benchmark: 30%
- 98% CTV view rate
 - Benchmark: 94%
- 0.33% average CTR
 - of geo-targeted banners (benchmark 0.07-0.10%)

























Approach:

CONSUMER ADVERTISING:

- Drive engagement on posts and website traffic while boosting brand visibility and paid targeting to drive brand loyalty and email sign-ups
- Always-on paid ad approach included cross platform dark ads and promotion dollars for influencer content to reach a greater audience

- 90,166,426 social ad impressions (89% YOY) growth)
- 5,369,918 engagements & link clicks (62% YOY growth) on Meta ads
- 1.31% CTR
- 12.2M+ video views and 107.5K site clicks on TikTok ads
- 8.4M impressions and 141K clicks & engagements from Pinterest ads
- 51K site clicks from influencer content











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SOCIAL RETAIL ADVERTISING



Approach:

 Leverage retail partnerships to promote availability of California Avocados during peak season through traffic-driving store locator ads

- 19,012,957 retail ad impressions (1% growth YOY)
- 3,980,012 link clicks and engagements (~105% growth YOY)
- \$0.42 CPC (\$0.05 more YOY)
- 1.28% CTR (15% higher YOY)







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CONSUMER ADVERTISING: SEARCH ENGINE ADVERTISING

Approach:

 Placed dynamic search ads on both Google and Bing targeting California Avocados, recipes, nutrition and howto related keywords and queries

- Website traffic improved year-over-year, with gains in new users, page views and sessions – showing sustained consumer interest
 - 2M website pageviews
 - 25.5% engagement rate
- Paid search ranked as the top website traffic driver, showing that consumers are actively seeking our content
- Organic search delivered the highest engagement rates among the top trafficdriving channels, reinforcing consumer intent
- Paid search ads drove 223.9K clicks to site
- Average CTR of 6.29%
 - Benchmark:2-3%

Headline 1	Headline 2	Headline 3
Avocado Guacamole	Quick & Easy Guacamole	Homemade Guacamole Recipes
Locally Grown	Sustainably Farmed	When is an Avocado Ripe?
Discover Avocado Dip Recipes	Homemade Avocado Dip	Avocado Hummus Recipe
How To Make Avocado Toast	Simple Avocado Toast	Recipe for Avocado Toast
California Avocados	Harvested in the Golden State	Buy California Avocados
How to Ripen Avocados	Pick the Perfect Avocado	How To Store Avocados
Avocado Recipes	Easy Recipes with Avocados	Locally Grown
How To Freeze Avocados	How To Cook Avocados	How To Store Avocados
How to Cut an Avocado Safely	How To Cut Avocados	Harvested in the Golden State
Locally Grown	Sustainably Farmed	Buy California Avocados
Smoothies Made with Avocados	Avocado Smoothie Recipes	Beverage Recipes
How To Make Avocado Toast	Simple Avocado Toast	Recipe for Avocado Toast
Avocado Dinner Recipes	Make Dinner Easy	Delightful Dinner Ideas
How to Ripen an Avocado	How To Store Avocados	Grown Close to Home
Nutrients in Avocados	Avocado Nutrients Facts	Recipe for Avocado Toast
Nutrients in Avocados	Facts about Avocado Nutrients	Nutrient Powerhouse





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ONLINE MARKETING: EMAIL MARKETING

Approach:

- Send consistent email communications during California Avocado season, including engaging content such as recipes, how-tos and information on where to buy
- Drive new subscribers with lead-generating social media ads
- Conduct A/B testing with subject lines and calls to action to continuously improve metrics throughout the year

- 1M+ emails delivered
- 922 new subscribers (compared to X in FY24)
- 21% open rate
- 1.2% click-through rate
- Email was primary driver to blog content







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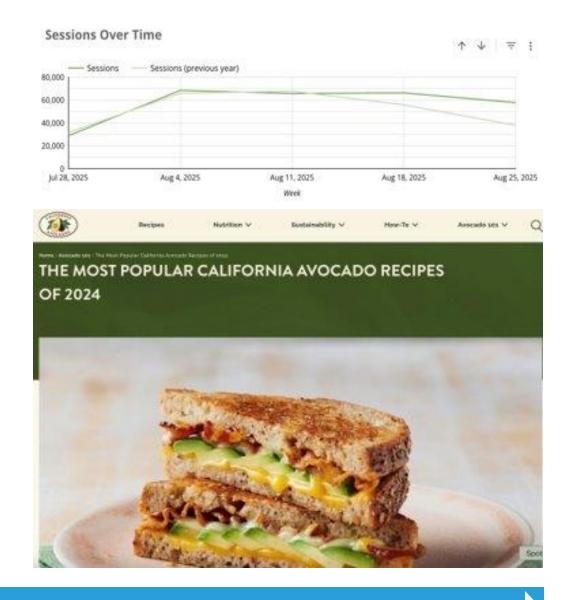
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ONLINE MARKETING: WEBSITE AND BLOG

Approach:

- Conducted a full site audit to identify strengths and uncover technical SEO opportunities to improve our site's ranking through Google Lighthouse and SEMRush
- Conducted monthly website maintenance to ensure site performance and positive user experience
- Continued to test and optimize for bestperforming blog content and website drivers (e.g. recipe content thrives in the newsletter whereas nutritional content performed better through paid search)

- 20% increase in mobile performance score
- Increased site's authority score and market share to match those of Avocados from Mexico







ONLINE MARKETING

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ONLINE MARKETING: NOVEMBER 2024 – OCTOBER 2025

SEARCH RESULTS

- Organic Search Sessions: 308,606 (18.53% of traffic)
- Paid Search Sessions: 477,180 (28.66% of traffic)

SOCIAL MEDIA

- Facebook
 - Page Fans: 300K Followers (0.2% decrease YOY)
- YouTube
 - Subscribers: 3.9K (7.3% increase YOY)
- Instagram
 - Followers: 49.6K Followers (3.1% increase YOY)
- TikTok
 - Followers: 4K (307% increase YOY)
- Pinterest
 - Followers: 13K (N/A; not provided by Pinterest)
- X
 - Followers: 19K (N/A)

CONSUMER WEBSITE

- Sessions: 1.6M (3.6% decrease YOY)
- Pageviews: 2M (4.5% decrease YOY)
- Engagement rate: 26.2% (23.8% decrease YOY)

EMAIL

- Subscribers: 168,024 (29% increase in new subscribers YOY)
- Emails Sent: 1,044,322 total sends (41% decrease YOY)
- Average Open Rate: 21.07% (goal: 25%) (6.1% decrease YOY)
- Click-Through Rate: 1.2% (goal: 0.97%) (7% increase YOY)





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CONSUMER PR: CALIFORNIA AVOCADO SEASON OPENER RETAIL ACTIVATION: BRISTOL FARMS

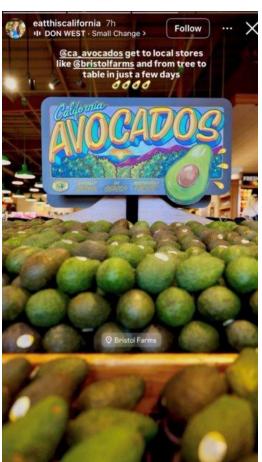
On April 5, 15 social media influencers and content creators gathered at southern California trendy retailer, Bristol Farms, to celebrate the beginning of California Avocado Month with an in-store sampling opportunity and grove tour.

Approach

- Partner with Bristol Farms for an influencer activation aimed at raising awareness of California Avocado availability the season's launch, and differentiators to support sales
- Feature a local grove tour for a farm-to-store experience and include food tastings, sampling stations and a photogenic California Avocado display

- 2.2M impressions
- 816K reach
- 23K engagements









CONSUMER PR: CALIFORNIA AVOCADO SEASON OPENER ACTIVIATION: GROVE TOUR

On April 23-24, CAC hosted **30 attendees** including consumer and trade media, influencers foodservice and retail partners to join us in an immersive California avocado grove experience.

Approach

- Create a memorable grove tour experience aimed at fostering both immediate and long-term coverage and loyalty with targeted partners (regional and national consumer media, trade media, foodservice media, regional foodservice operators, regional retailers)
- Provide a premium experience throughout the tour, encouraging attendees to capture and share California Avocado content, as well as fostering lasting memories that draw them to cover the product in 2025 and beyond

- 30 attendees, including 15 consumer media
- 15 feature stories
- 24 social media posts
- 100% positive attendee feedback









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CONSUMER PR: CALIFORNIA AVOCADO PEAK SEASON RETAIL EVENT: PCC

On June 12, CAC worked with PCC Community Markets in the Seattle, Washington region, to drive awareness and store visits of California avocado season in one of our expanded western region markets.

Approach

 Capitalize on the robust crop forecasted for 2025 by partnering with PCC Community Markets on a turn-key influencer event during the heart of California avocado season, to promote awareness of California avocado differentiators to support sales

- 323K impressions
- 185K reach
- 32K engagements









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CONSUMER PR: CALIFORNIA AVOCADO "COME SHOP WITH ME" RETAIL EVENT: ALBERTONS-VONS-PAVILIONS

Between June 22-June 24, CAC welcomed various California-based influencers and content creators to Albertsons, Vons and Pavilions store locations throughout southern California, helping to raise awareness of California avocado peak season and instore availability.

Approach

 Hosted influencers in three different content capture sessions, which resulted in 10 relatable, high-quality videos and 30 Instagram Stories across influencer platforms posted throughout August

- 1.0M impressions
- 660K reach
- 286K engagements







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CONSUMER PR: CONSUMER INFLUENCERS

Approach

- Partner with foodie and lifestyle influencers located in the western region of the U.S. to promote and build excitement for the upcoming California Avocado season
- Make the California Avocado season a buzz-worthy moment on social media
- Increase awareness, perceived value and preference for California Avocados among consumers

- Partnered with 5 high-quality influencers
- 10 videos published across IG, TikTok & YouTube
- 3.6M impressions
- 2.4M reach
- 68K engagements









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CONSUMER PR: NEWS BUREAU

In FY25, **177M media impressions** were earned throughout the western region spotlighting the California Avocado season, bolstered by select national media articles establishing thought leadership for the California Avocado Commission. Coverage featured: local TV segments marking the season's launch; articles appearing in multiple western region daily news outlets with fast facts on California avocados; and tips and tricks for how to enjoy the delicious fruit.

allrecipes

The Avocado I Wait All Year For Is

Here's why you should pick it up.

Back in Season



Credit: Getty/Tanja Ivanora

For several decades, <u>my grandmother</u> lived in the rolling hills of San Diego County where the urban landscape meets rural farmland. On her property were a collection of avocado trees, and when they grew fresh fruit, my family and I would often pick a full bag or two to take home.

Meet the California Avocado

Avocado trees thrive in regions with warm, sunny days and cool air, which in California comes in the form of coastal winds that push inland from the ocean. Like citrus trees and grape vines, avocados are grown here because of the weather

LAWEEKLY



CALIFORNIA AVOCADO SEASON IS HERE AND IT'S A HEAVY HARVEST

MICHELE STUEVEN × MAY 20, 2025







California Avocado season is here, and it's shaping up to be a big year. With an estimated 375 million pounds of premium avocados being harvested across the Golden State, this fleeting window from spring through summer is a true celebration for avocado lovers.

MENTAL FLOSS

How to Tell If an Avocado Is Ripe

Master the art of avocado timing.

By CaLea Johnson | Jun 26, 2025



You might be tempted to toss the grocery item in the oven or the microwave, but the California Avocado Commission, an industry group, warns the fruit won't actually get ripe through cooking. The avocado will be softer, but it won't have the familiar creamy consistency or flavor.



TRADE PR

TRADE PR:

'CAC conducted research with our target audie

- More than 11 million Trade PR impressions November 2024 through October 2025
- On-message coverage garnered through one-on-one media engagements and 5 press releases centered on marketing announcements and Commission news





California Avocado Commission

ing regions.

tributed to better soil and tree health, leading

optimistic that production will increase furth

ons forecast the crop could be about 400 mil sing that it was early in the growing process :

size and strength of the California avocado

ssion, planning and hard work of the Califor







gher than projected yield in 2024, with Califor behind the state's increase in avocado vields

ice president of marketing. "Combining those benefits with ins dding an overlay of broadcast television. Sounding out tradit

if the successful prior year advertising creative that showcased Ca

In this article:



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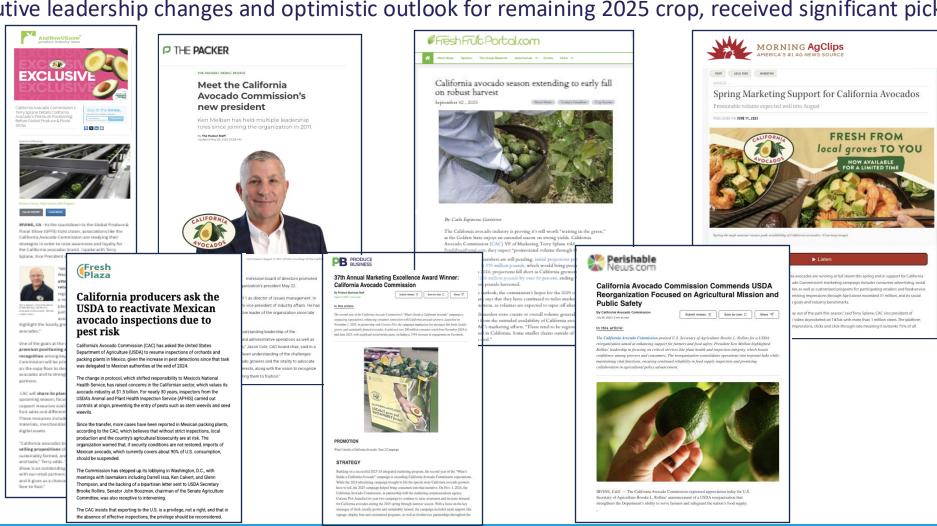
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TRADE PR: Q3 AND Q4 HIGHLIGHTS

Press releases about CAC's call to USDA to reinstate inspection oversight in Mexico, as well as executive leadership changes and optimistic outlook for remaining 2025 crop, received significant pick-

up









Season Opener









Earth Day





California Avocados are grown locally and sustainably by the state's nearly 3,000 farmers who nurture their avocados and the land every step of the way!



Their earth-friendly regenerative agriculture practices help protect our planet with:

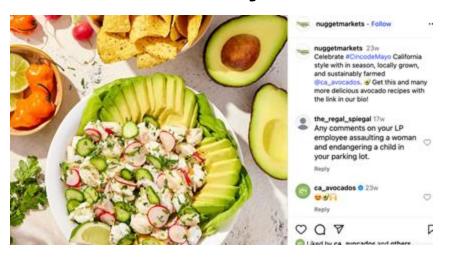
- · No soil tilling this helps to generate healthy soils which reduces greenhouse gas emission by preventing the release of carbon
- · Prevention of soil erosion
- · Improved water retention and infiltration







Cinco de Mayo







Peak Season

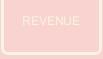






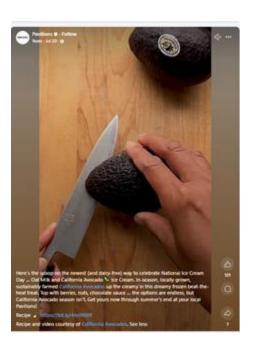






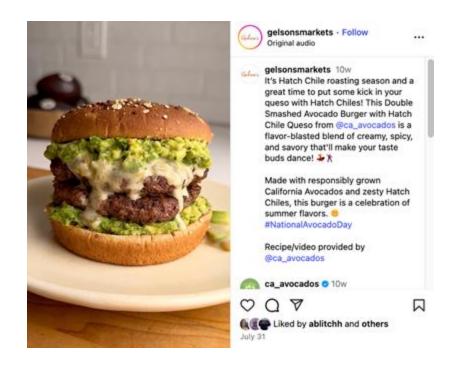


National Ice Cream Day





National Avocado Day







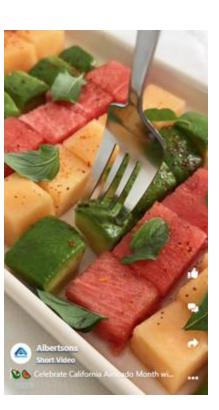


California Avocado Month











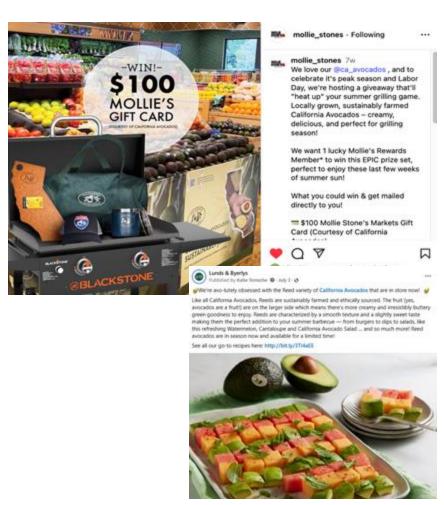




Late Season











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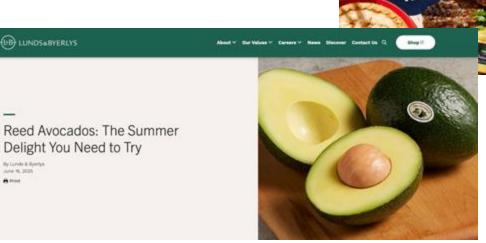
ONLINE MARKETING CONSUMER PR TRADE PR RETAIL

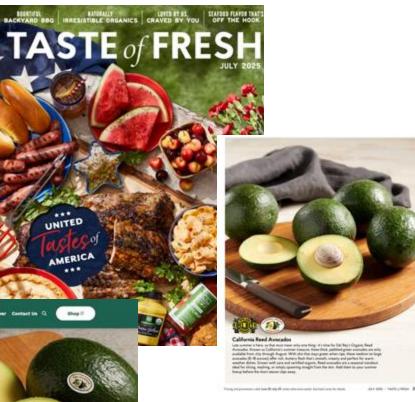
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RETAIL: TRADE RELATIONS - KEY ACCOUNT MARKETING COMMUNICATIONS

Varietals



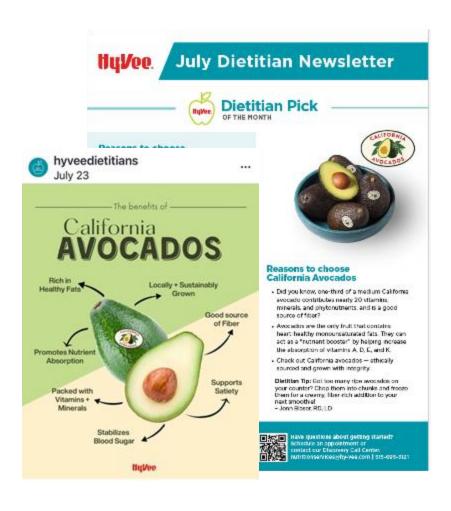




















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RETAIL: TRADE RELATIONS - KEY ACCOUNT MARKETING COMMUNICATIONS

In-Store Activation Intercom script that plays in our stores throughout the month:

Dietitian POM: California Avocados

It's green, it's glorious, and it's in season! California Avocados are HERE and they're your Hy-Vee Dietitian Pick of the Month for July! These little nutrition powerhouses are more than just toast-toppers - they're packed with nearly 20 vitamins, minerals, and good-for-you fats that help keep you full, fueled, and feeling fantastic. Basically their the most delicious way to upgrade everything from smoothies and salads to tacos and even ice cream. (Yes, really.) So whether you're slicing, smashing, or spooning it straight—now's the time to stock up on peak-season California Avocados. Swing by the produce section and grab a some while they're at their best!



WHAT'S TRENDING AT HY-VEE



Our dietitian news

Dietitian's Pick of the Month - California Avocados

Did you know one-third of a medium California avocado contributes nearly 20 vitamins, minerals, and phytonutrients and is a good source of fiber? Avocados are the only fruits that contain heart-healthy monounsaturated fats. They can act as a "nutrient booster" by helping increase the absorption of vitamins A, D, E, and K. Check out California avocados — ethically sourced and grown with integrity. Shop now.



Reasons to choose California Avocados

- Did you know, one-third of a medium California avocado contributes nearly 20 vitamins, minerals, and phytonutrients, and is a good source of fiber?
- Avocados are the only fruit that contains heart-healthy monounsaturated fats. They can act as a "nutrient booster" by helping increase the absorption of vitamins A, D, E, and K.
- Check out California avocados ethically sourced and grown with integrity.

Dietitian Tip: Got too many ripe avocados on your counter? Chop them into chunks and freeze them for a creamy, fiber-rich addition to your next smoothie!

- Jenn Blaser, RD, LD





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RETAIL: TRADE RELATIONS - KEY ACCOUNT MARKETING COMMUNICATIONS

Hy-Vee Dietitians Pick-of-the-Month

How to enjoy the unique flavor and health benefits of avocados







Duly News Hy-Vee Dietitian: Think outside the pit - 5 fun ways to use avocados

Hy-Vee Dietitian: Think outside the pit — 5 fun ways to use avocados



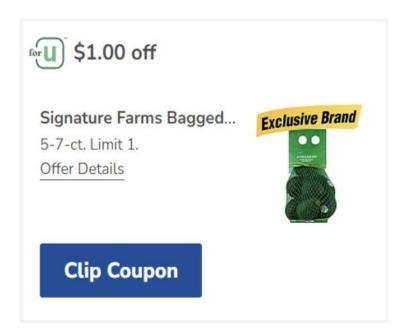


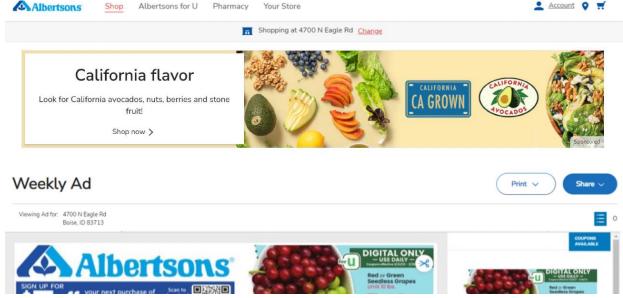
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NATIONAL Promotion

- Shopper Marketing Campaign co-promo with CA Grown of ads that drive to Shop Now Online & Mobile App
- Just 4 U Digital Coupon Offer at \$1 off bagged avocados
- California Divisions = 37% increase for bagged avocado sales during coupon, national results only 7.3% among other divisions









RETAIL: Albertsons VONS

- June: Sales contest, just4U Coupon at \$.50 off bagged California avocados and CAC display bins. 41,880 coupons redeemed
- July digital coupon for Buy 3 small avocados, receive 1 Free. 218,335 coupons redeemed. 11% coupon driven sales, 22.8% overall California avocado sales





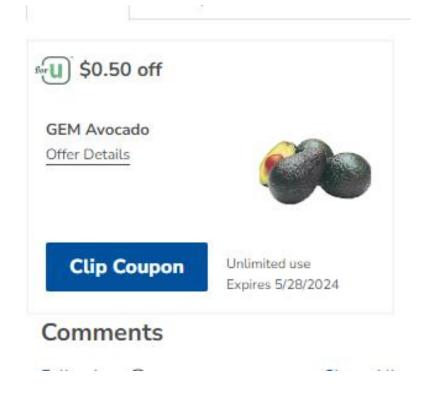




RETAIL:



- May GEM Digital Coupon and Display Bins in Stores
- Feature Ads on Co-Promo with National Mango Board
- GEM Units increased 66.4% / Hass increased 7.97% bulk and 8.51% bagged avocados









RETAIL: Bashas.

Expansion Retailer

- June-August Ad Flyers and Digital Offers
- 55% average increase in sales when on feature









Camornia Avocado Commissión Dashiboard Opuad

REVENUE

CONSUMER ADVERTISING ONLINE MARKETING CONSUMER PR TRADE PR RETAIL

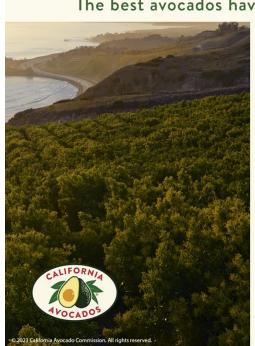
FOODSERVICE

RESEARCH

RETAIL: Bristol Farms



The best avocados have California in them.





Grown exclusively in California and available April-May, the GEM avocado has a thick skin, creamy texture and delicious taste.

Bristol Farms is teaming up with local growers to bring GEM avocados to our shoppers.

Don't miss out on these special California Avocados!

April/May Promotion

- GEM Avocados in Passport to Savings Book
- Chalk Artist Contest









RETAIL: Bristol Farms

- Late-Season Support with Produce & Deli Sales Contest in August
- 2 8% sales increase



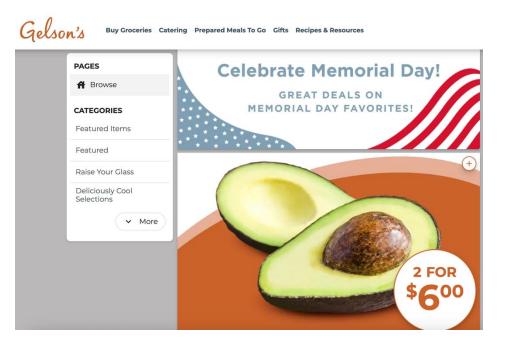






Gelson's RETAIL:

- Gelson's First-of-Season Promotion: March Madness Ad and Demos in 27 Stores
- Cinco de Mayo demos with National Mango Board and Memorial Day Ad, May
- Influencer co-promo with National Mango Board for IG Recipe Posts, May
- Build Your Own CA Salad demos and newsletter promo, July





PAGES

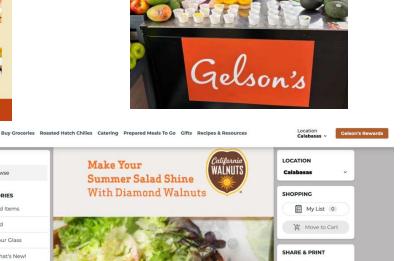
Browse

CATEGORIES

Featured

Featured Items

Look What's New









Gelson's RETAIL:

- Gelson's July & August Hatch Chile Sales Contest
- Displays in Stores & Demos
- Volume 28% 36.8% increase











EXPANSION RETAILER

- Independent Grocers in SoCalif and NorCalif
- Digital ad campaign with CA Grown and Ad Flyers in Stores during June –July
- SoCal 9% increase and NorCal 21.3% increase













HOME REVENUE

CONSUMER ADVERTISING

ONLINE MARKETING CONSUMER PR TRADE PR

RETAIL

FOODSERVICE

RESEARCH

RETAIL:



- Sales Contest on GEM & Large Hass Avocados in June
- Custom Signs
- 58% average sales lift repeat promo











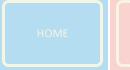
- * Superbowl and Cinco de Mayo Sales Contests
- * Ad Flyer
- * 12% sales lift over previous Cinco year



(ONE SINGLE AVOCADO)

















- Full-season supporter March October
- Ad flyers and digital promotions
- Organic and conventional sales averaged 6% 33% increases





Sign in to add

\$2.50 / ea (\$2.50 / Each) Organic Hass Avocado SNAP







- April September Feature Promotions
- Digital online feature, landing page to recipes
- Demos and Mailer Feature for New Store Opening
- 42.8% average increase on ad





Grown in Escondido, California

Extra Large Avocados

\$3.99/ea.

Save \$1/ea.

California Avocados

Thursday, May 1st lugget Market, Novato 11 a.m. - 2 p.m.

Nugget Market, Woodland 11 a.m. - 3 p.m.

California Avocado Time

om poke and pesto to chocolate mousse and more, take almost any meal from meh to marvelous with California also the most of these amazing avocados while they're still in season with these avo-centric recipes.



Avocado Shrimp Ceviche

Choose Your Avocado

Do you know what time it is? Peak California Avocado season! These delicious, creamy fruits make just about anything "California-style," and now through the end of summer is the perfect time to get your fill. To help you get maximum avocado enjoyment this summer, we're here to answer a very important FAQ (Frequent Avocado Question): How do you pick the perfect



PRICES VALID **SEPTEMBER 10-16, 2025**





4080 Douglas Blvd. Granite Bay, CA 95746

Open Every (6 a.m.-10 p.

Visit us online at nuggetmarket.com Telephone: (916) 786-9400

Enjoy this bright and tangy shrimp ceviche with our Fresh to Market Stone Ground Corn Tortilla Chips for





You can't go wrong with chicken, bacon, and blue cheese, especially when they're all stuffed in an















\$499 Save \$

Judy's Organic Cage-Free Large Grade AA Brown Eggs







CONSUMER ADVERTISING

ONLINE MARKETING CONSUMER PR TRADE PR RETAIL

FOODSERVICE

RESEARCH

RETAIL: Northwest Grocers

- Full-season support May to October
- Cinco de Mayo features & Savor Local store signs
- Store formats averaged 8% 33% sales increases YOY





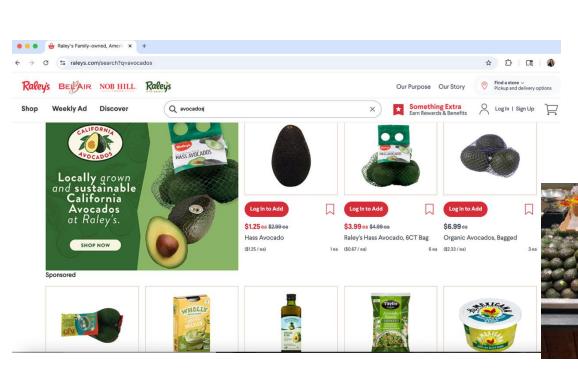


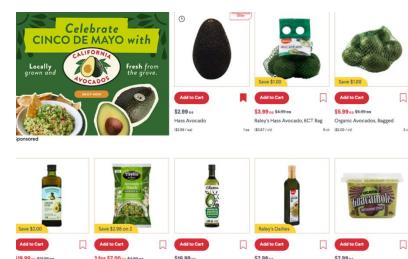




RETAIL: Raley's

- Raley's April October Support and Ads
- Digital Online Specials
- RESULTS: 17%-49% unit increase
- Online Digital Ads driving Online Sales –Cinco de Mayo and July





Avocado and Extra Virgin Olive.

Chopped Salad Kit

3 0 + More



@ 0 + More







- Ad promotions May August
- 29% 43% increase in unit movement when promoting in May & June
- Co-Promotion with National Mango Board





















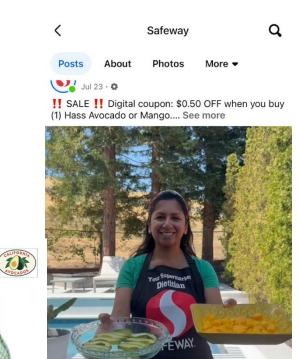


SAFEWAY NorCal Division **RETAIL:**

- May October Support
- Just 4 U Digital Coupons June & July 47% increase on bag coupons
- Influencer & Social collaboration with National Mangos

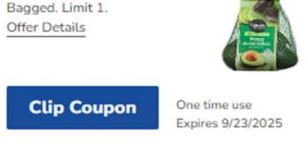












\$2.00 off

Signature SELECT Hass ...









CONSUMER ADVERTISING ONLINE MARKETING

**** (11)

Organic Medium Avocado

Bag

5 ct See eligible items

*** (10)

**** (196)

CONSUMER PR TRADE PR



FOODSERVICE

RESEARCH

Avocado

1 each

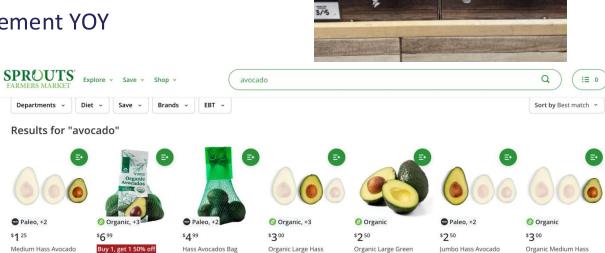
****1 (29)

**** (10)

RETAIL: SPROUTS FARMERS MARKET

- Sprouts Farmers Market May Display promotion
- CAC Display bins & custom signage in CA & AZ stores
- Expansion to CO, OK, NV and TX Stores
- RESULTS: 18%-44.9% volume movement YOY





Avocado

**** (5)

Avocados

*** (2)





RETAIL: SPROUTS FARMERS MARKET

- Sprouts Farmers Market Late Season California Avocados + Morro Bay Feature
- All CA and AZ stores with custom signs and front-store displays
- RESULTS: Average 8-39% volume increase in bulk, bags and organics



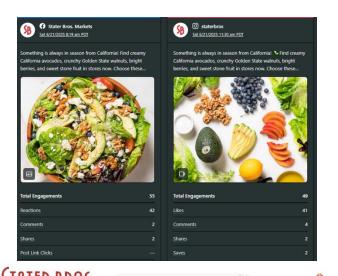






RETAIL: STATER BROS.

- Co-Promo Digital and Social Media Campaign to drive online sales with CA Grown
- Landing Page with carousel of all avocado products, Small, Jumbo & Bags
- Display bins in stores
- 17.2% increase on bulk avocados, 7.1% decrease on bagged avocados















ONLINE CONSUME MARKETING PR TRADE PR RETAIL

FOODSERVICE

RESEARCH

RETAIL:



- Bulk and bagged ads support April September
- Front-Page feature on bags 81% lift











Expansion Retailer

- Cinco de Mayo Ads and June California Avocado Month Ads
- CAC Display Bins in Stores
- Average 24 49% lift in sales on ad













Expansion Retailer

- Cinco de Mayo and June Promotions
- Displays in produce and at check-stands
- 62% increase in sales over promotion period



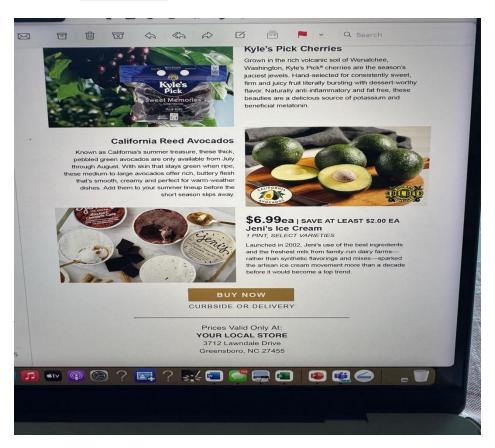


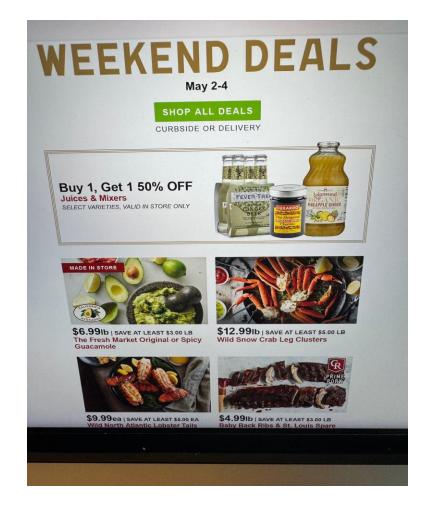






Start to Finish customer – 8 feature ads thru out season + varietals and branded guac!









CONSUMER ADVERTISING

ON LINE MARKETING CONSUMER PR TRADE PR



FOODSERVICE

RESEARCH

RETAIL:



Costco Labeled Master Cartons featured In not one but two Temp price discounts 2026 - **Hawaii and Intermountain Regions**







REVENUE

CONSUMER ADVERTISING

ONLINE MARKETING CONSUMER PR TRADE PR RETAIL

FOODSERVICE

RESEARCH

RETAIL:



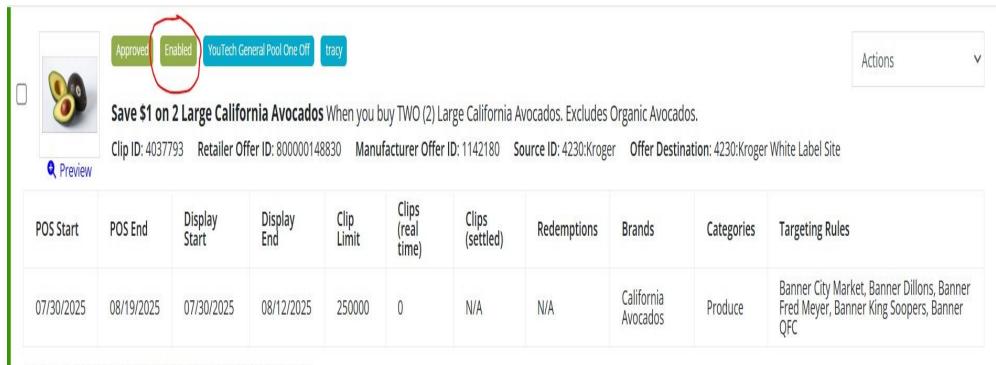
Featured branded California Bags this season in 450 Western Locations







Digital coupon at King Soopers-Fred Meyer-Ralph's GEM BAG x LARGE BULK OFFERING BOTH PROMOS MOVED 95,000 units (GEM bags and buy 2 get a dollar on large)



Created on: 07/17/2025 10:18 AM | Last edited on: 07/21/2025 12:31 PM







750,000 custom CALIFORNIA AVOCADO bag straps distributed thru 6 Different Walmart DC's in Western U.S.



ITEM	SUPPLIER	DC	C00	Weekly Units
Large Bagged Avocados	West Pak	7021	CA	14,219
Large Bagged Avocados	Calavo Growers Inc	7013	CA	13,908
Large Bagged Avocados	David Oppenheimer	7048	CA	7,763
Small Bagged Avocados	West Pak	7021	CA	20,680
Small Bagged Avocados	McDaniel Fruit Co	8852	CA	27,724
Small Bagged Avocados	Calavo Growers Inc	7013	CA	24,324
Small Bagged Avocados	David Oppenheimer	7048	CA	25,781
Small Bagged Avocados	Mission Produce	7084	CA	23,704
Small Bagged Avocados	Mission Produce	6090	CA	24,607







CONSUMER ADVERTISING ONLINE MARKETING CONSUMER PR TRADE PR



FOODSERVICE



RETAIL:



Dig and Print Advertising





Three Feature Promo Periods for:

- GEM season kick off
- REED varietal display / sales contest
- MORRO BAY season ending support with special ad











Doubled 2025 club count with a new video addition to digital advertising Distributed in all clubs west of Mississippi this season!







REVENUE

CONSUMER ADVERTISING

ON LINE MARKETING CONSUMER PR TRADE PR

RETAIL

FOODSERVICE

RESEARCH

RETAIL:



Celebrate Summer with CALIFORNIA AVOCADOS Sustainably Farmed and Ethically Sourced NOW IN SEASON Available at (P Learn more

Publix handled CA Avocados in 80% of locations for The 2025 season – dedicated distribution thru Mid August Targeted digital ad support designed to showcase CA avos

Publix Co Op Program Recap

For Buyer Approval:

EVENT NAME: CA Avocados

Support at Publix

CAMPAIGN FLIGHT DATES: 4/28/25 - 7/21/25









Significant new business for 2025 in the Eastern U.S. Markets



Wakefern early season GEM support 300+ locations NY Metro leader



Eastern U.S. value added distributor (multi million pound seller)



900 stores dedicated to season long support (April thru Mid August)







CONSUMER ADVERTISING

ON LINE MARKETING CONSUMER PR TRADE PR

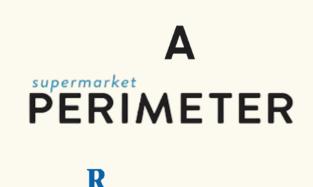


FOODSERVICE

RESEARCH

RETAIL: TRADE PRINT AD

- "Growing Sales and Satisfaction" Campaign
 - Featured retail dollar and unit sales information
 - Directed readers to the CAC retail webpage and to sign up for the new retail newsletter
- A total of 7 print ads ran from March–October
- Circulation count: 89,251







RETAIL: TRADE DIGITAL ADS

- Digital ads mimicked print ads and featured varied call to action buttons distributed during different months of the season (Reap The Rewards, Discover the Difference and Now In Season)
 - The button/ad was linked to CAC's retail webpage
 - A total of 262 digital ads ran from March–October 2025

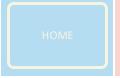
Circulation count: 23,136,000





Total print and digital circulations: 23,225,251





REVENUE

CONSUMER ADVERTISING ONLINE MARKETING CONSUMER PR TRADE PR RETAIL

FOODSERVICE

RESEARCH

RETAIL: EMAIL NEWSLETTER

- Communicated retail messaging to smallersized chains, independent retail accounts, handlers and distributors
- Highlighted the retail benefits/advantages of utilizing and carrying California Avocados
- Results:
- 27.4% open rate (Industry Average* 38.02%)
- 7.3% click rate (Industry Average* 2.9%)
- *Based on Mailchimp Metrics of Agriculture and Food Service Emails



at the start of the California season...

CALIFORNIA & WEST REGION



Forward This Email | Subscribe H

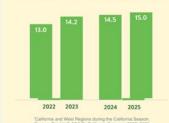
CALIFORNIA AVOCADO INSIGHTS FOR YOUR BUSINESS

2025 CALIFORNIA AVOCADO SEASON MARKS ANOTHER FOUR CONSECUTIVE YEARS OF GROWTH

Retailers sold '2 million more avocados per week where California Avocados were available' this season compared to four years ago. In the California and West regions, the season reached 15 million in average weekly unit sales in 2025. Average weekly dollar sales also climbed to \$20 million — the highest level recorded over the past four seasons.

AVERAGE WEEKLY AVOCADO UNIT SALES

California and West regions during the California Season



"California and West Regions during the California Sesson. Source: Circana, Total U.S. MULO: California Sesson 2022-2025

MEET US AT THE INTERNATIONAL FRESH PRODUCE ASSOCIATION'S GLOBAL PRODUCE AND FLORAL SHOW

For the fourth consecutive year, California Avocados delivered growth in both unit and dollar sales, reinforcing their value at retail. We look forward to connecting at the IFPA Global Produce and Floral Show in Anaheim, CA, October 16–18.

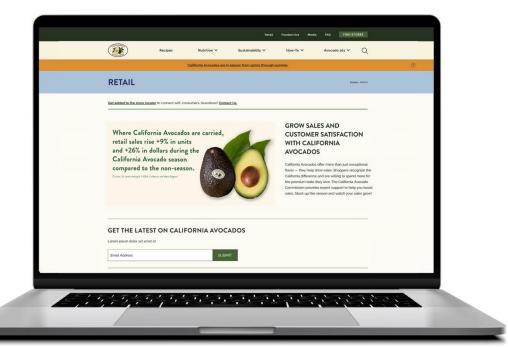
Visit us at Booth 2339

We'll be sharing insights and opportunities designed to help drive sales success in 2026.



RETAIL: RETAIL WEBPAGE ENHANCEMENT

- Refreshed CAC retail webpage to provide updated resources and a more user-friendly experience for retail partners
- Easily accessible tools including:
 - POS Materials
 - Merchandising Resources
 - Store Locator
 - Contact Forms for additional information and support





HOME

REVENUE

CONSUMER ADVERTISING ON LINE MARKETING CONSUMER PR TRADE PR

RETAIL

FOODSERVICE

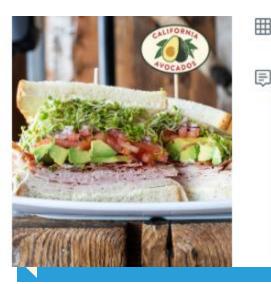
RESEARCH

FOODSERVICE: CHAIN PROMOTIONS

ERIK'S

- Returning partner
- 28 units (CA)
- 6-week promotion
- Approx. 558 pounds per location







Post Caption

Stacked with flavor, rooted in California our Dub Club sandwich features locally grown, sustainably farmed @ca_avocados - because fresh tastes better when it's close to home!

#CaliforniaAvocados #FarmToTable #EatLocal #SupportLocalFarms #SustainableEats #AvocadoLovers #EriksDelicafe #EriksDeli #SandwichGoals





REVENUE

CONSUMER ADVERTISING

ONLINE MARKETING CONSUMER PR TRADE PR

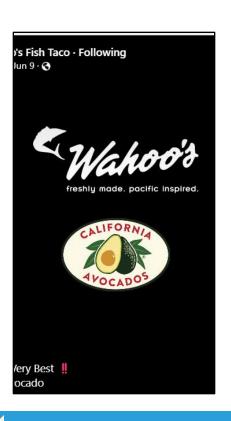
RETAIL

FOODSERVICE

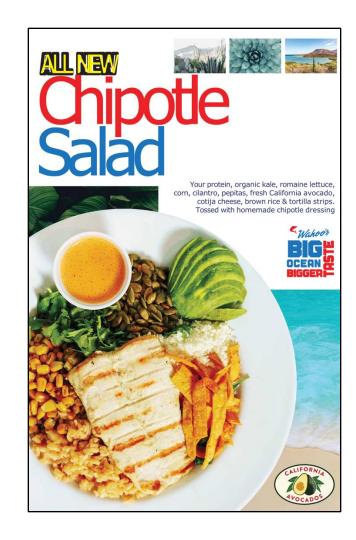
RESEARCH

FOODSERVICE: CHAIN PROMOTIONS

- Returning partner
- 25 units (CA)
- 8-week promotion
- Approx 400 pounds per location









НОМЕ

REVENUE

CONSUMER ADVERTISING

ON LINE MARKETING CONSUMER PR TRADE PR

RETAIL

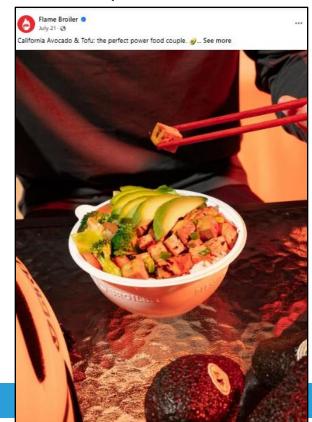
FOODSERVICE

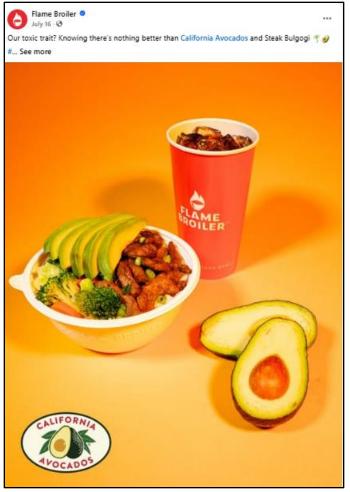
RESEARCH

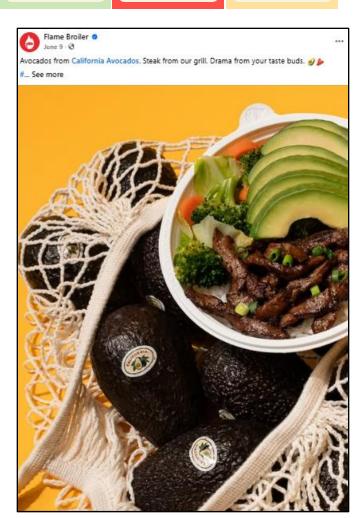
FOODSERVICE: CHAIN PROMOTIONS



- Returning partner
- 82 units (CA, AZ)
- 6-week promotion









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REVENUE

CONSUMER ADVERTISING

MARKETING

CONSUMER PR TRADE PR

RETAIL

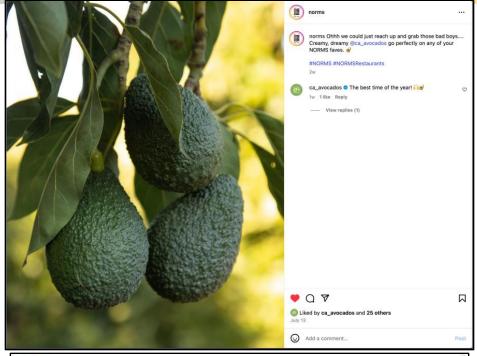
FOODSERVICE

RESEARCH



- Returning partner
- 24 units (CA, AZ)
- 6-week promotion
- Approx 138 pounds per location











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REVENUE

CONSUMER ADVERTISING

ON LINE MARKETING CONSUMER PR TRADE PR

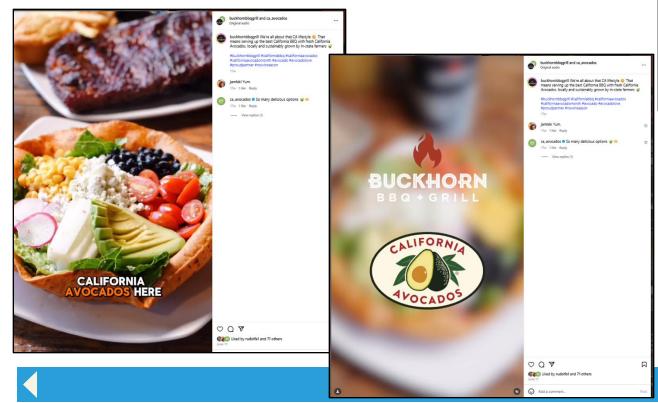
RETAIL

FOODSERVICE

RESEARCH



- Returning partner
- 9 units (CA)
- 6-week promotion
- Approx 190 pounds per location









REVENUE

CONSUMER ADVERTISING ONLINE MARKETING CONSUMER PR TRADE PR

RETAIL

FOODSERVICE

RESEARCH



- Returning partner
- 2 units (CA)
- 6-week promotion
- Approx 40 pounds per location









НОМЕ

REVENUE

CONSUMER ADVERTISING

ONLINE MARKETING CONSUMER PR TRADE PR

RETAIL

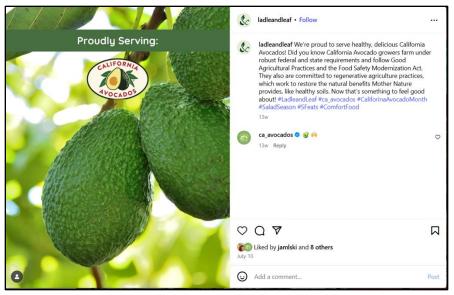
FOODSERVICE

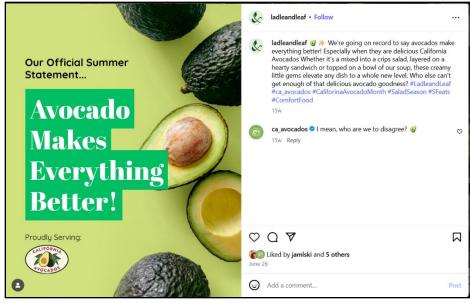
RESEARCH

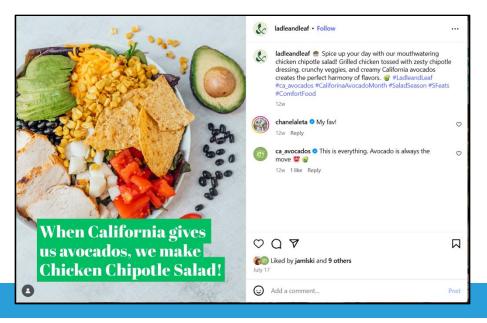
FOODSERVICE: CHAIN PROMOTIONS

LADLE & LEAF

- Returning partner
- 8 units (CA)
- 6-week promotion
- Approx 430 pounds per location













CONSUMER ADVERTISING

ONLINE MARKETING CONSUMER PR TRADE PR

RETAIL

FOODSERVICE

RESEARCH

FOODSERVICE:

CHAIN PROMOTIONS



- Returning partner
- 17 units (CA)
- 6-week promotion
- Approx 425 pounds per location







НОМЕ

CONSUMER ADVERTISING

ONLINE MARKETING CONSUMER PR TRADE PR

RETAIL

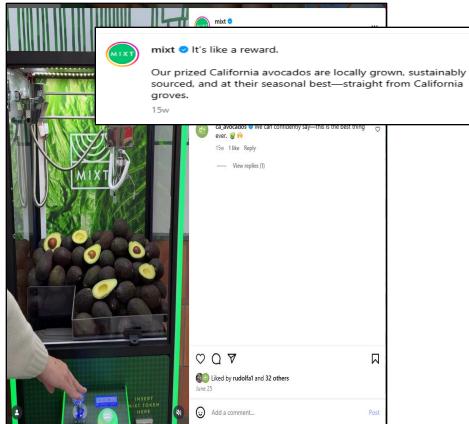


RESEARCH



- Returning partner
- 17 units (CA)
- 6-week promotion
- Approx 1,225 pounds per location





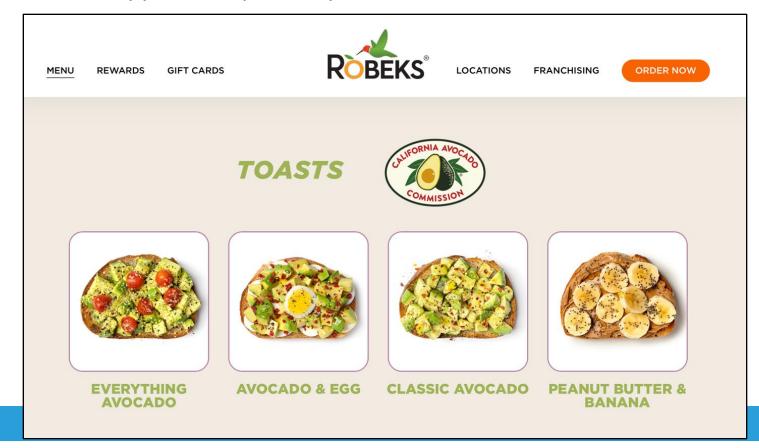




CHAIN PROMOTIONS FOODSERVICE:



- Returning partner
- 6-week promotion
- Approx 115 pounds per location







REVENUE

CONSUMER ADVERTISING

ONLINE MARKETING CONSUMER PR TRADE PR

RETAIL

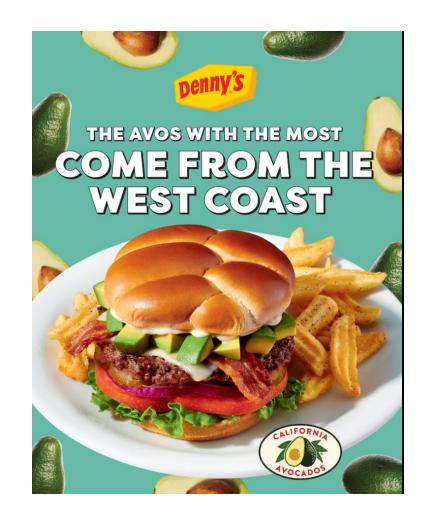
FOODSERVICE

RESEARCH



- Returning partner
- 492 units (CA, AZ, NV)
- 6-week promotion
- Approx 410 pounds per location







НОМЕ

REVENUE

CONSUMER ADVERTISING ONLINE MARKETING CONSUMER PR TRADE PR

RETAIL



RESEARCH

FOODSERVICE: CHAIN PROMOTIONS

Eblasts



- Returning partner
- 358 units (CA only)
- 4-week promotion
- Approx 500 pounds per location











REVENUE

CONSUMER ADVERTISING

ONLINE MARKETING CONSUMER PR TRADE PR

RETAIL



RESEARCH

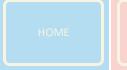


- Returning partner
- 39 units (CA)
- 6-week promotion
- Approx 345 pounds per location









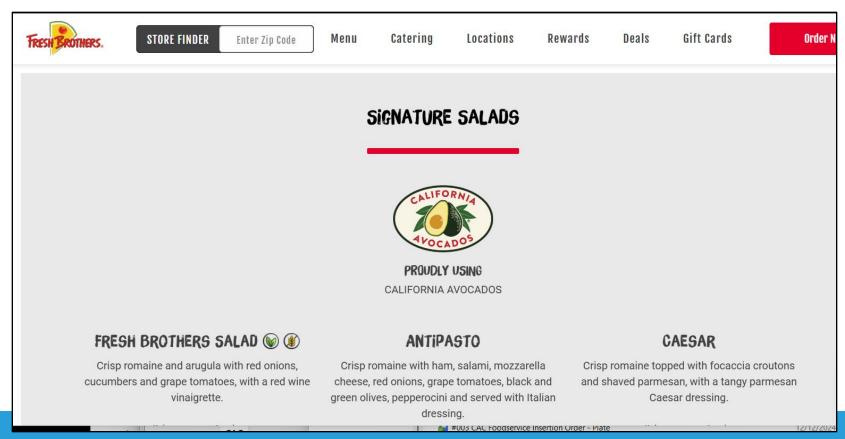




CHAIN PROMOTIONS FOODSERVICE:



- **NEW** chain partner
- 20 units in Southern Cal
- 6-week promotion
- Approximately 100 pounds per location





HOME REVENUE

CONSUMER ADVERTISING

ON LINE MARKETING CONSUMER PR TRADE PR

RETAIL

FOODSERVICE

RESEARCH



- NEW chain partner
- 10 unites (Northern CA)
- 6-week promotion
- Approx 3,610 pounds per location





FOODSERVICE

CHAIN PROMOTIONS **FOODSERVICE:**

Mendocino: 42 units (southern CA)
6-week promotion **Farms**

NEW chain partner

- Approx 2,000 pounds per location











CONSUMER ADVERTISING ONLINE MARKETING CONSUMER PR TRADE PR

RETAIL



RESEARCH

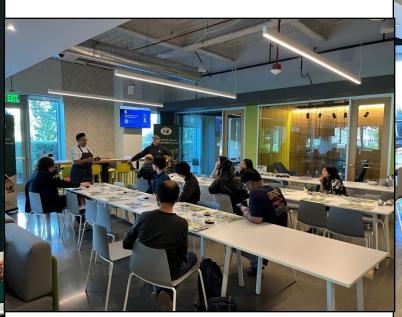
FOODSERVICE: MENU IDEATION/EDUCATION



Compass Group @ Amazon

- California Avocado cooking demo with Amazon employees
 - young, affluent professional customers









номе

REVENUE

CONSUMER ADVERTISING ONLINE MARKETING CONSUMER PR TRADE PR

RETAIL

FOODSERVICE

RESEARCH

FOODSERVICE: MENU IDEATION/EDUCATION

LIFEWORKS

RESTAURANT GROUP



CISCO

- Two pop-up stations during lunch
- California Avocado educational training
- Menu inspiration through building flavors with California Avocados
- Culinary competition with opportunity to showcase among Cisco employees











НОМЕ

REVENUE

CONSUMER ADVERTISING

ON LINE MARKETING CONSUMER PR TRADE PR

RETAIL

FOODSERVICE

RESEARCH

FOODSERVICE: MENU IDEATION/EDUCATION



- California Avocado educational training
- Menu inspiration through building flavors with California Avocados
- Cooking demonstration with culinary team









REVENUE

CONSUMER ADVERTISING ONLINE MARKETING CONSUMER PR TRADE PR

RETAIL

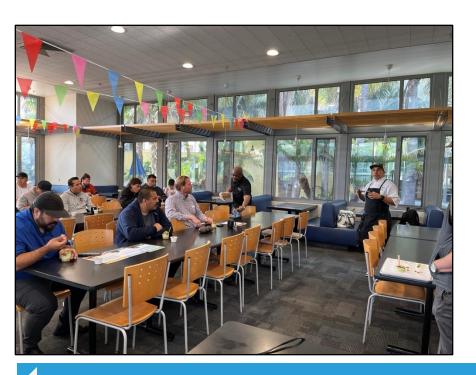


RESEARCH

FOODSERVICE: MENU IDEATION/EDUCATION



- California Avocado educational training
- Menu inspiration through building flavors with California Avocados
- Cooking demonstration with culinary team
- Student activation during Nutrition Week 400 sample servings







REVENUE

CONSUMER ADVERTISING ONLINE MARKETING CONSUMER PR TRADE PR

RETAIL



RESEARCH

FOODSERVICE: MENU IDEATION/EDUCATION

USC Hospitality

- California Avocado student activation
- California Avocados featured at 2-3 stations within Common
- Free samples and trivia among USC students to reinforce knowledge of California Avocados seasonality, growing regions and California Avocado growers











CONSUMER ADVERTISING ON LINE MARKETING CONSUMER PR TRADE PR

RETAIL



RESEARCH

FOODSERVICE: EVENTS



- Orange County Networking | February 5
- San Diego Networking | February 18
- Los Angeles Networking | February 25
- Connected with representatives from local restaurants









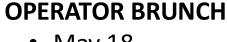




EVENTS FOODSERVICE:

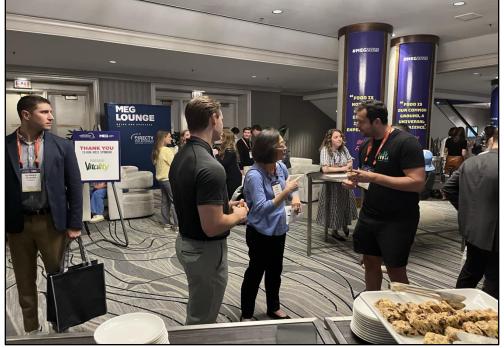
MARKETING EXECUTIVE GROUP

- May 14 16
- Connected with representatives from over 130 restaurant organizations representing over 160 brands



- May 18
- Connected with representatives from over 36 chain brands









HOME REVENUE

CONSUMER ADVERTISING

ONLINE MARKETING CONSUMER PR TRADE PR

RETAIL

FOODSERVICE

RESEARCH

FOODSERVICE: EVENTS: KINETIC 12 EMERGING CHAINS

15-minute one-on-one meetings with multi-unit operations' purchasing and operations

- Denver, CO | May 28 29
- Los Angeles, CA | Oct 21-22
- Connected with representatives from 42 restaurant companies representing 60 chain brands









FOODSERVICE

EVENTS FOODSERVICE:

IFPA FOODSERVICE CONFERENCE

- Monterey, CA
- July 31-August 1
- Connected with produce distributors, suppliers, chain operators











FOODSERVICE: EVENTS

FLAVOR EXPERIENCE

- Newport Beach, CA
- August 17-19
- Connected with chains' culinary, marketing and purchasing teams
- Showcased culinary resources and knowledge









HOME REVENUE

CONSUMER ADVERTISING

ON LINE MARKETING CONSUMER PR TRADE PR

RETAIL



RESEARCH

FOODSERVICE: PUBLIC RELATIONS

- DESKSIDE BRIEFING with 5 editors representing 7 publications
- Launch Best of California with tasting menu to showcase innovative dishes featuring
 California Avocados from California chefs and restaurants
- Opportunity to reinforce California Avocado seasonality, advantages and consumer preference for









НОМЕ

REVENUE

CONSUMER ADVERTISING ON LINE MARKETING CONSUMER PR TRADE PR

RFTAIL

FOODSERVICE

RESEARCH

FOODSERVICE: PUBLIC RELATIONS

- 921,900 Foodservice PR impressions
- Key topics: Avocados, California style, Plant-Based, Local, Avocado Growers' stories







PREMIUM (/exclusive-content)

FOOD (/FOOD)

A Peruvian chef reimagines paella with a California twist to create a best seller

Behind the Menu: At La Mar Cocina Peruana in San Francisco, Arroz con Cangrejo showcases seafood and produce from the West Coast.





it all, topped with a spicy strawberry ssam sauce. Get the recipe









RESEARCH: COMPLETED STUDY

2024 California Avocado Market Analysis

- This study delivered a comprehensive assessment of evolving California Avocado market dynamics
 - Examined supply trends, retail sales performance, and FOB pricing within the California Avocado marketplace
 - Established key metrics to evaluate and monitor California season performance
 - Presented to CAC staff in April 2025





RESEARCH: COMPLETED CONSUMER STUDIES

2025 Brand Effectiveness Study

Scope: This study provides a look into consumer insights on California Avocado messaging, creative advertisements and what they think or believe about California Avocados. The purpose of this research was to better understand how the evolution of the current campaign creative is resonating with consumers.

- Methodology: quantitative study of 1500 mega/ultra avocado buyers, aged 18+. Geographies included: CA, AZ, CO, OR, UT and WA
- Timing: survey released in February 2025, and results were presented to CAC in March 2025; highlights were featured in the spring edition of From the Grove, p. 26
- Key Learnings:
 - Describing avocados as "fresh" earned the top positive reaction at 87%; including locally grown is also highly appealing
 - The campaign evolution "Fresh from Local Groves" was preferred over the previous campaign, "Responsibly Grown by Local Farmers"
 - When referencing growing methods, consumers prefer language that includes "local growers/farmers"









RESEARCH: COMPLETED CONSUMER STUDIES

2025 California Avocado Consumer Tracking Study

- Methodology: quantitative study of 1,400 avocado purchasers, aged 18+. Geographies included: CA, AZ, CO, OR, UT and WA
- Timing:
 - Survey live July 28-August 15
 - Key results highlights presented at CAC's October Board meeting and topline report tentatively to be presented at CAC's December Board meeting
 - Highlights will be featured in the winter edition of From the Grove
- Key learnings among consumers in California:
 - Preference for California Avocados significantly improved from 51% in 2024, to 61% in 2025.
 This is significantly higher than Mexico, which declined from last year
 - Topline brand awareness held steady, on par with Mexico
 - California has the advantage of being perceived as having the most premium quality avocados by consumers, significantly more than avocados from Mexico
 - Consumers note sustainable farming practices continue to be worth paying more for, with 80% of respondents noting this importance