

California Avocado Month Secures 41 Million Impressions

What began as “California Avocado Week” in 2010 quickly expanded to “California Avocado Month” by 2012. Five years later, the California Avocado Commission’s (CAC) California Avocado Month promotions have grown to become some of the most effective means of engaging with fans of the Golden State fruit during the height of the season.

The campaign is, in large part, a success because of the integration of diverse touch points the Commission establishes with its fans in stores, at events, and on social media and digital channels. The core of the campaign involves sharing content, recipes and fresh samples of unique California avocado dishes that remind consumers California avocados are an integral part of quintessential summertime meals, snacks and entertaining.

In the U.S., food halls that feature international fare and artisanal products are growing in popularity. To take advantage of this trend, CAC celebrated international cuisine with



CAC Chairman Rick Shade engaged with members of the media at the California Avocado Month kick-off event.

a California avocado twist throughout California Avocado Month. The Commission’s eight food and lifestyle blogger partners crafted unique California avocado recipes for a variety of summer occasions and shared them with fans on their social media channels. The Commission also partnered with a cadre of restaurants located within Grand Central Market — an L.A. food hall—developing California avocado menu items that paired culinary flare with California avocados. Horse Thief BBQ’s pitmaster Anthony Chin developed two menu items fusing Texas-style BBQ with Southern California flavor — *Brisket Sandwich with Smoked California Avocado Relish* and *Chicken and Kale Salad with Smoked California Avocado and California Avocado Dressing* — that were featured in public relations outreach promoting California Avocado Month. Belcampo Meat Co., DTLA Cheese and Kitchen, Golden Road Brewing, Morelianas, La Tostaderia, Olio Wood Fired Pizzeria, Prawn, Ramen Hood and Valerie Confections also celebrated California Avocado Month by showcasing the fruit on their menus.

To demonstrate the versatility of California avocados — and broaden awareness of their nutritional assets — the Commission’s Registered Dietitian partners took to social media with



California avocado growers Larry and Louise Ravera Balma with CAC’s April Aymami at the Hollywood Bowl performance that attracted 15,000 concert goers.

a series of educational and engaging videos and posts. Bonnie Taub-Dix (MA, RD, CDN) hosted a Facebook Live video event where she prepared California avocado recipes while sharing nutrition information and answering fans' questions. The video has secured 92,000 views to date. Manuel Villacorta (MS, RD) also entertained fans on Facebook, Instagram and Twitter by introducing creative ways to add California avocados to their diets and improve their gut health.

On Instagram, eye-catching photos tell a story. To engage with foodies on this social media platform, the Commission partnered with three HelloSociety Instagram influencers – Erica Coffman, Julie Lee and Lee Tilghman. Each of them composed beautiful California avocado food



California avocados in the dressing and on the salad made this Grand Central Market dish a crowd favorite.



Eye-catching retail displays, like this one that cross-promoted tomatoes and California avocados, encouraged shoppers to purchase their favorite local fruit during California Avocado Month.

images and shared them with their followers on the popular photo-friendly social media platform.

The Commission also engaged with fans beyond the realm of social media. On June 23, CAC staff took part in Grammy-award-winning artist (and California avocado grower) Jason Mraz's birthday celebration at the Hollywood Bowl. Fans gathered new recipes and California avocado information in the midst of a carnival atmosphere before going into the concert.

To ensure consumers checked the labels on fruit and purchased California avocados during the month-long celebration, CAC partnered with targeted retailers to host a variety of display and sales contests, demo programs, sweepstakes and recipe booklet giveaways. Gelson's, for example, hosted a Father's Day Avocado Festival complete with kid-friendly activities and prizes. Raley's locations in Northern California hosted a California Avocado Month sweepstakes, with two barbecue grills as prizes. Bristol Farms and Lazy Acres participated in a display contest and treated customers to fresh-made California avocado guacamole.

By engaging with retailers, influencers and consumers in-person and on digital channels, the Commission secured more than 41 million impressions. The public relations portion of the campaign reached more than 40 million while social content reached another 232,000 users. The Commission's Instagram campaign delivered more than 818,000 impressions and nearly 27,000 engagements. 🥑