



ANNUAL MEETING WEBINAR

OCTOBER 26, 2021



- Non-profit, public agency serving California's approximately 1,750 commercial avocado growers on nearly 52,000 planted acres
- Commission provides marketing and promotional support
- Also, advocacy and support on issues involving water, labor, production, trade, pest protection and food safety
- Grower funded check-off program
- \$15MM annual budget (average)
- Typical season spring through summer
- Average annual production 250-400MM pounds
- 19-member board of directors, based in Irvine
- 11-member staff



VISION

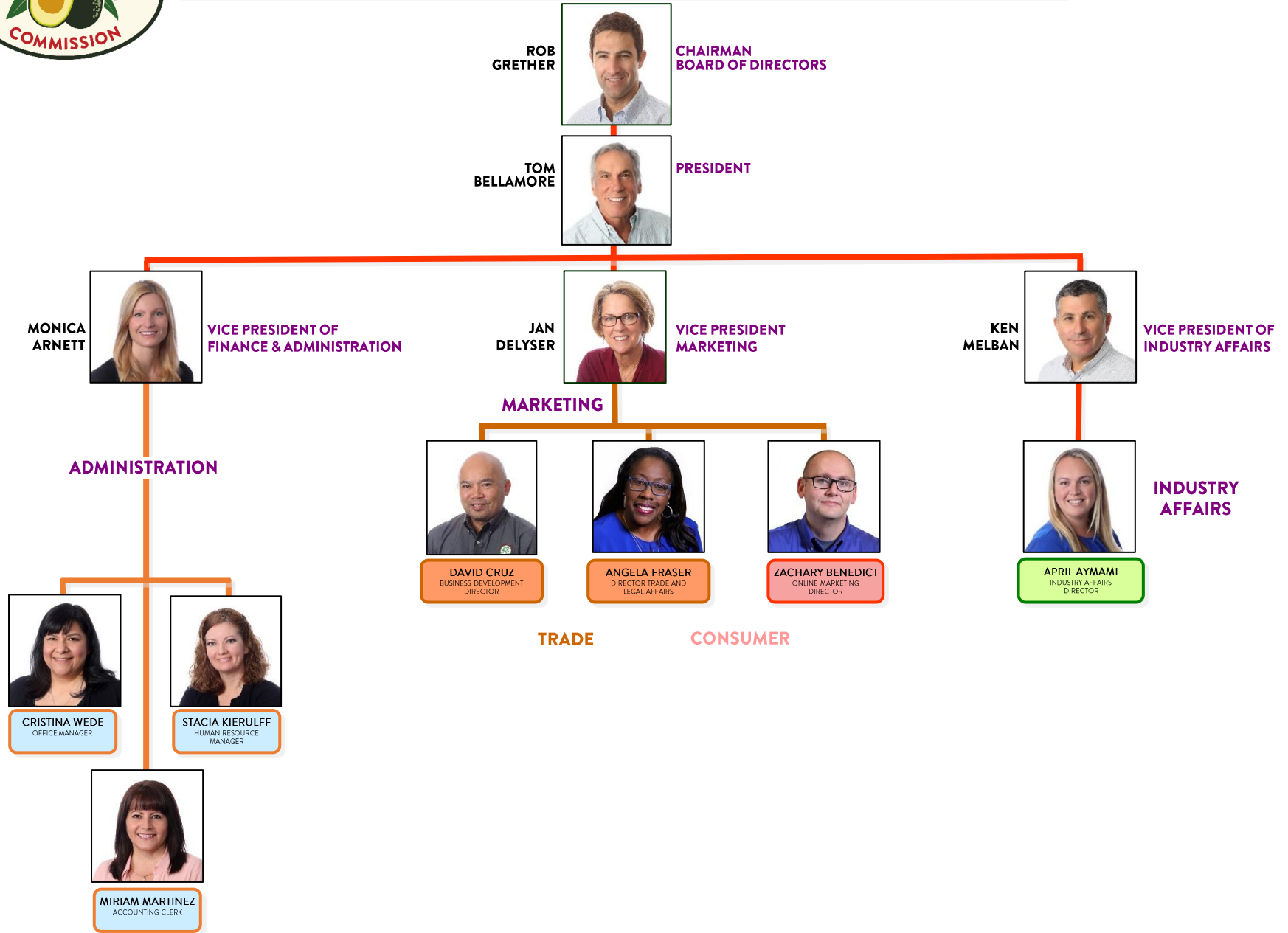
To be recognized as the most-desired avocado in the world by fostering a vibrant industry.

MISSION

To maximize grower returns by enhancing premium brand positioning for California avocados and improving grower sustainability.



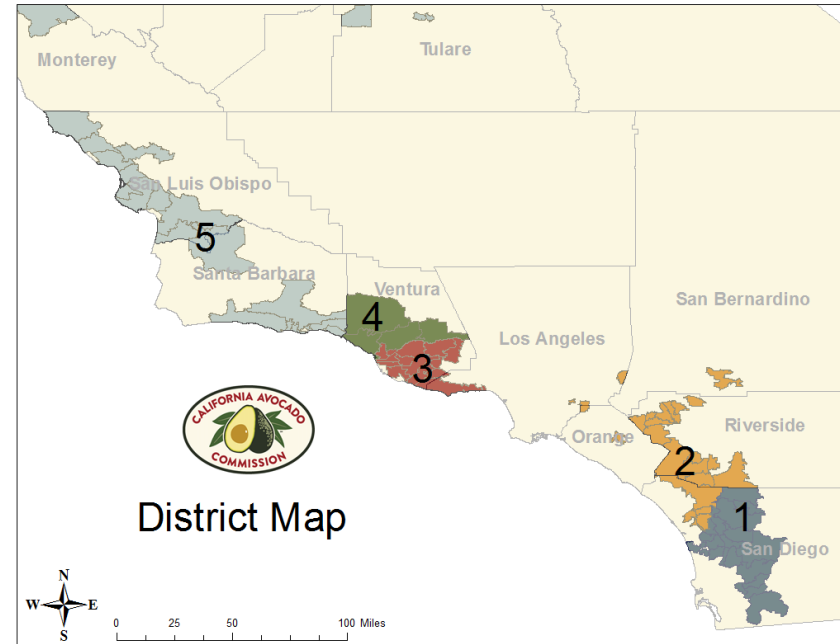
ORGANIZATION CHART





BOARD COMPOSITION (19 MEMBERS & ALTERNATES)

- **Producer Members**
 - 10 Members (two from each district)
 - 5 Alternate Members (one from each district)
 - Elected by commercial avocado producers within the respective districts
- **Handler Members**
 - 2 Handler Members
 - 1 Alternate Member
 - Represent AMRIC handlers
 - Elected by industry handlers
- **Public Member**
 - 1 Public Member
 - Appointed by the Secretary of Food and Agriculture

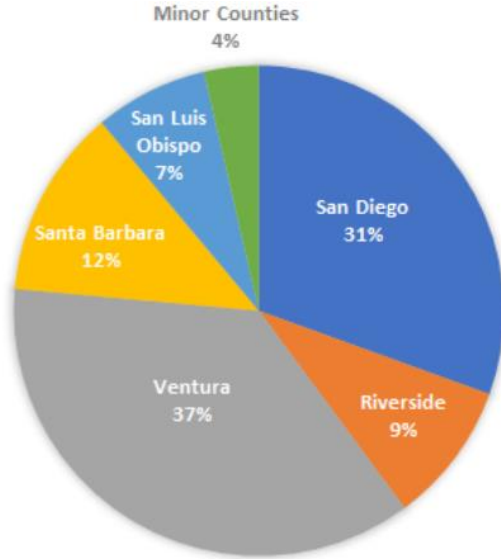


5 DISTRICTS

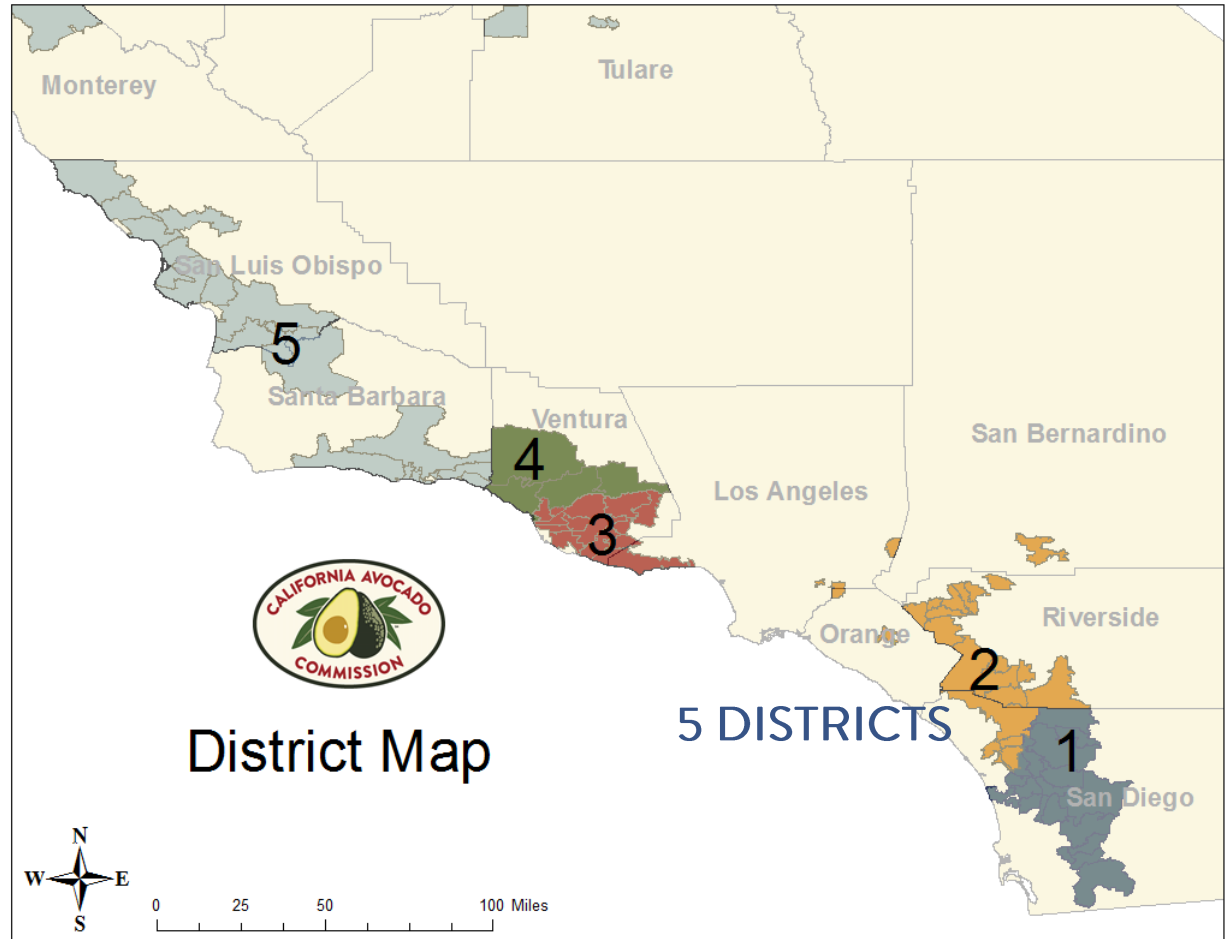


CALIFORNIA AVOCADO PRODUCTION AREAS

2020 BEARING AVOCADO ACRES, BY COUNTY



Variety	CAC Acres
Hass	45,068
Lamb-Hass	1,487
GEM	287
Other	492
Total	47,334



District Map



Key Industry Goals

- Maintain grower competitiveness
- Safeguard grower economic interests
- Keep growers informed and engaged
- Ensure organizational integrity and stability



Preliminary Top-line Results

- 1,743 grower surveys mailed
- 174 grower responses = 10% response rate
- 4,771 acres in responses = 10.5% of total producing acres

	2020	2019	2018
Total Income, Expenses, & Net Margins			
Total Gross Income	\$42,113,270	\$40,346,948	\$38,659,419
Total Expenses	\$40,631,536	\$36,773,638	\$36,095,913
Total Net Margin	\$1,481,734	\$3,573,310	\$2,563,506

- Full report expected for the November CAC board meeting



[Recipes](#) ▾

[Lifestyle](#) ▾

[Nutrition](#) ▾

[How-To](#) ▾

[Avocado 101](#) ▾

[Shop Merch](#)



[Home](#) > [Avocado 101](#) > [California Avocado Sustainability](#)

CALIFORNIA AVOCADO SUSTAINABILITY



[Environmentally Friendly Farming](#)

[Worker Well-Being](#)

[Healthy Communities](#)

[Economic Viability](#)

THE BEST AVOCADOS HAVE CALIFORNIA IN THEM. LITERALLY.

These Golden State avocados are grown in the rich soil of California, warmed by its sunshine and cooled by gentle coastal breezes. California Avocados are locally and responsibly grown by California farmers who nurture the avocados and the land every step of the way. They are committed to building and maintaining a sustainable California Avocado industry by using environmentally friendly farming practices, ensuring worker well-being, contributing to healthy communities and maintaining economic viability.



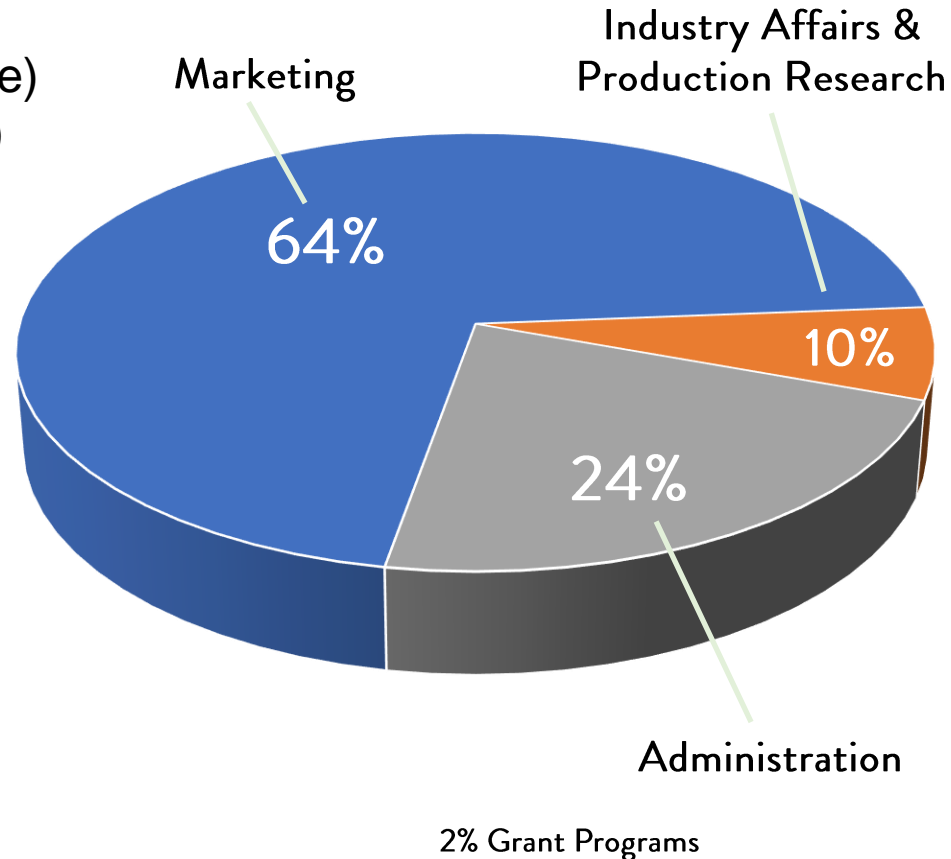
2020-21 Ending Reserves

- \$9.6MM (approximately)
- A million dollars less than budgeted (crop shortfall of 55MM pounds)

2021-22 Board Approved

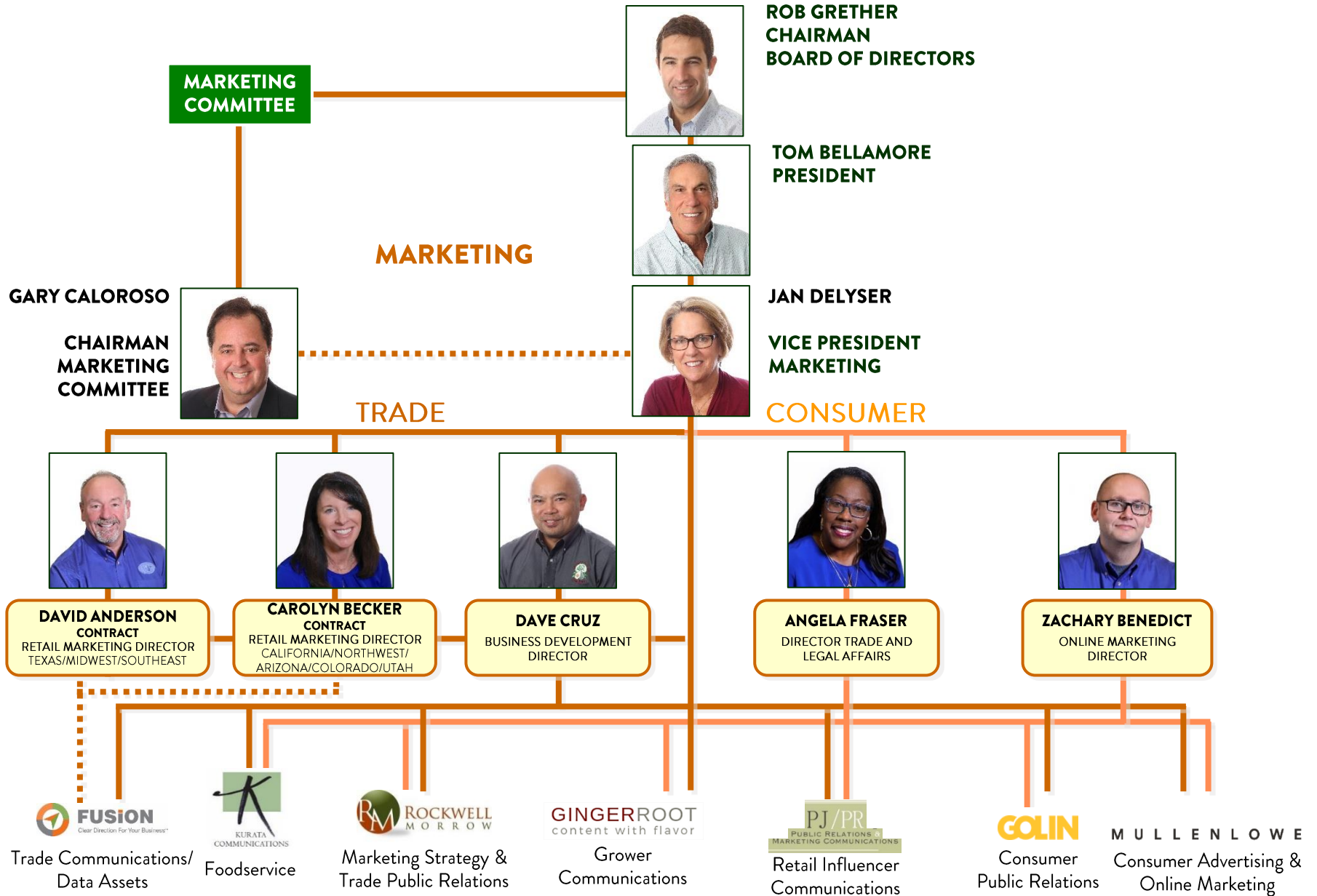
- 1.75% assessment (level)
- 300MM pounds (projected crop volume)
- \$1.25 per pound (projected avg. price)
- \$14.8MM CAC budget
- \$9.5MM for marketing programs
- \$1.5 for industry affairs & production research
- \$3.5MM for administration
- \$300k grant programs

- 2021-22 budget will draw down reserves by \$1.9MM (projected) to \$7.7MM at the end of 2021-22 FY





MARKETING ORG CHART





Strategic Planning Schedule & Guide

JANUARY

- Monitor, Evaluate, Adjust
- Set Planning Schedule

DECEMBER

- Business Plan Process Review and Calendar Year Development
- Monitor, Evaluate, Adjust
- Prior Year Performance Against Measures Tracking **December 7 - 14**

NOVEMBER

- Launch 2021-22 Business Plan
- Virtual Board Meeting **November 18**

OCTOBER

- Business Plan Draft to Board **October 6**
- Virtual Board Meeting **October 13**
 - Approval of Business Plan, Budget and Assessment
 - Discuss Monitoring/Measurement Process
- 85% Business Plan Draft **October 15**
- Submit CAC 85% Plan and Budget to USDA **October 22**
- 2021-22 Contracts Finalized **October 29**

SEPTEMBER

- Business Plan Draft to Bellamore **September 8**
- Business Plan and Strategic Intent Edits from Bellamore **September 15**

MARCH

- Monitor, Evaluate, Adjust
- Virtual Board Meeting **March 4**

APRIL

- Monitor, Evaluate, Adjust
- Initiate Trend/Data Research, Share Timeline/Save the Dates

MAY

- Commencement of 2021-22 Planning Process
- Virtual Board Meeting **May 20**
 - Board and Staff Review of Strategic Priorities

JUNE

- Marketing Staff/RMDs/Agencies/Strategic Planning Video Conferences **June 10 and 24**
 - Research and Data Review; Opportunities and Differentiation
 - Confirm/Draft Objectives
 - Preliminary Budget Direction
- Virtual Marketing Committee Meeting **June 16**

JULY

- Marketing Staff/RMDs/Agencies Strategy Discussion **July 7**
 - Submit Preliminary Strategies to Management **July 13**
 - Consumer, Trade
 - Research, Industry Affairs
- Draft Objective Performance Measures **July 13**
- Management Approval of Performance Measures & Strategies **July 16**
- Individual Agency Video Conferences with CAC Teams **July 19 - 23**
- Marketing Agency Evaluations **July-August**

AUGUST

- Program Development and Integration (Agencies, Staff) **August 2 - 13**
- Virtual Board Meeting (Closed Session - No Agency Attendance) **August 19**
 - 2021-22 Financial/Crop Outlook
 - Approve Tentative 2021-22 Assessment Rate
- Draft Action Plans, Performance Measures and Budgets Due **August 24**



2021-22 Marketing Objectives

1. Increase California Avocado perceived value, preference and loyalty with our targets
2. Retain or increase the high awareness of the California Avocado growing region among targeted consumers
3. Aspire to an average price per pound of \$1.35 or greater



PRIORITY 1 AND INDUSTRY STRATEGY INTENT 2025

Priority 1: Position California Avocados to be the world's most-valued and desired avocados*
*** (for consumers, retailers, foodservice operators, wholesalers, growers)**

Industry Strategic Intent 2025

Mission: To maximize grower returns by enhancing premium brand positioning for California Avocados and improving grower sustainability

Vision: To be recognized as the most-desired avocado in the world by fostering a vibrant industry

California Avocados will occupy a premium position in the market.



CONSUMER TARGETS

Median Age: 35

WHO WE ARE SPEAKING TO: PREMIUM CALIFORNIANS



Bought an avocado in the last 6 months



Pay more for high-quality items



Seek out name-brand vs. generic products



Consider honesty to be of utmost importance



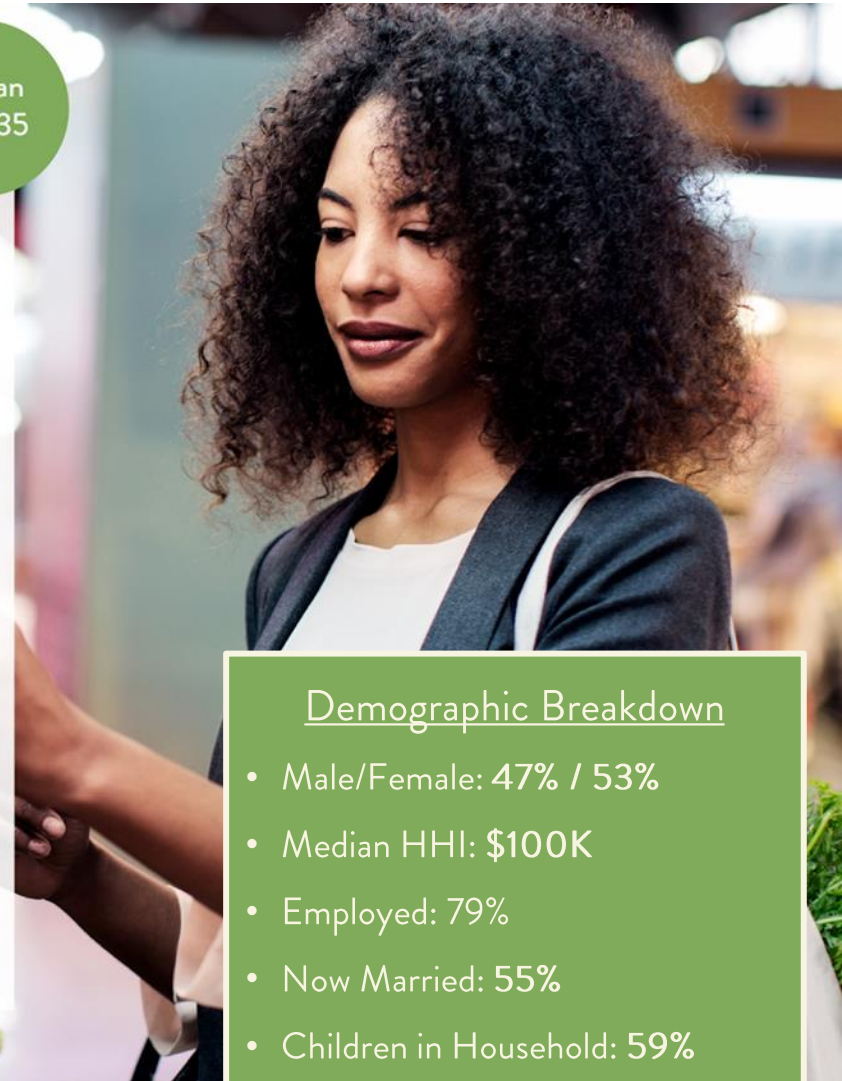
Seek adventure in their daily lives



Environmentally conscious



Knowledgeable and influential about food

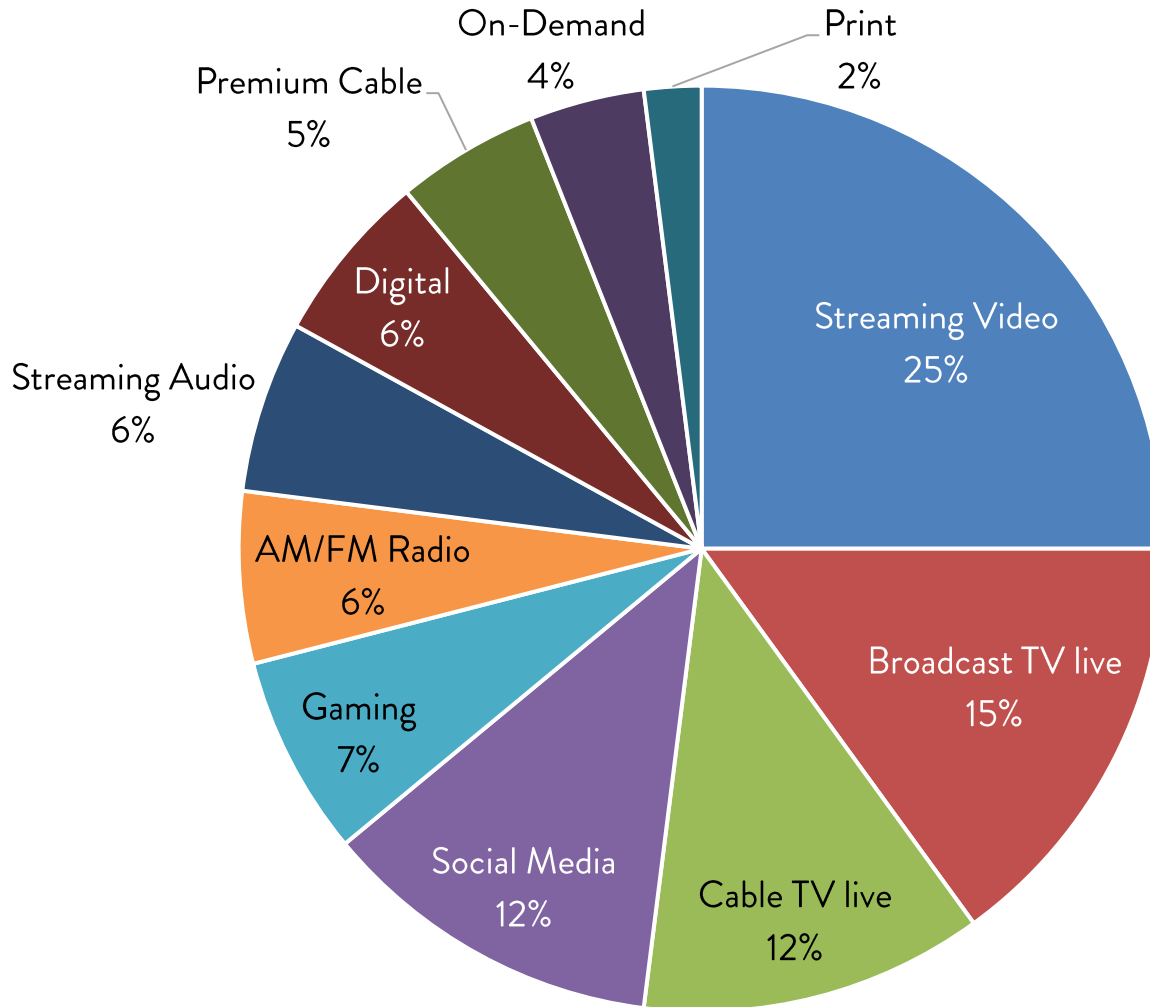


Demographic Breakdown

- Male/Female: 47% / 53%
- Median HHI: \$100K
- Employed: 79%
- Now Married: 55%
- Children in Household: 59%
- Bachelor's Degree & Above: 42%



Premium Californians: Average Daily Media Usage





Avocado Super Users

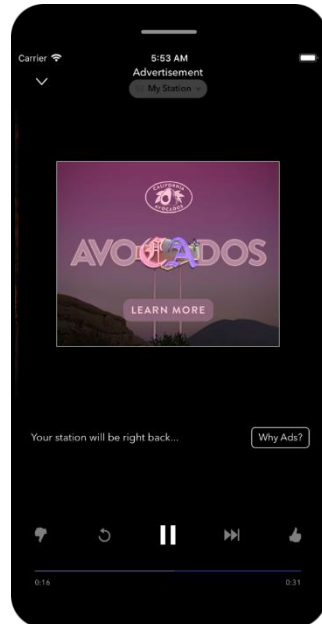
- Avocado Super Users are the heaviest consumers of avocados and a key segment of Premium Californians to reach
- In order to reach Super Users, we target the top quartile of avocado purchasers
- This top quartile of avocado purchasers is defined by our media partners who have shopper data that is used to create the Super User target
- Super Users are layered into the media plan with select partners for both retail and brand campaigns





CONSUMER ADVERTISING

Audio





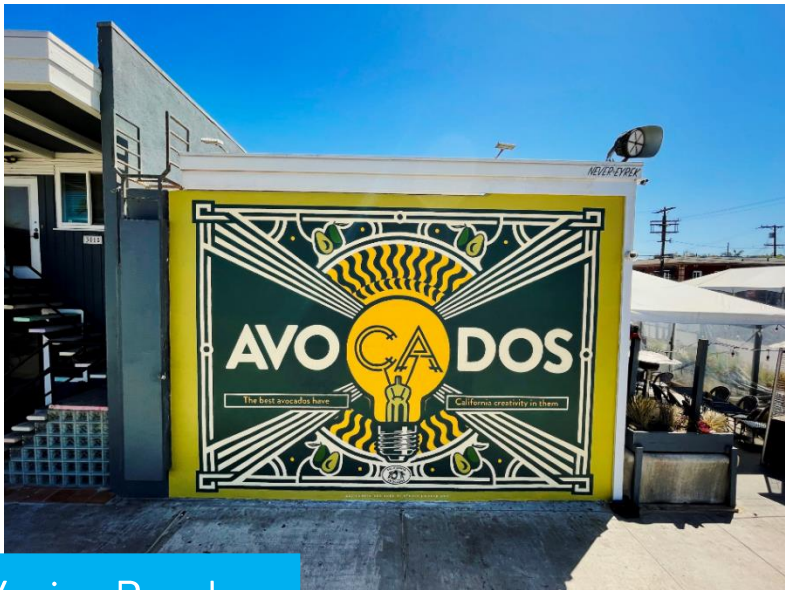
CONSUMER ADVERTISING

2021 Outdoor

During peak-season, outdoor units were in high-impact areas in Los Angeles, San Diego, Orange County and San Francisco and a hand-painted mural on a prime location in Venice Beach



San Francisco



Venice Beach



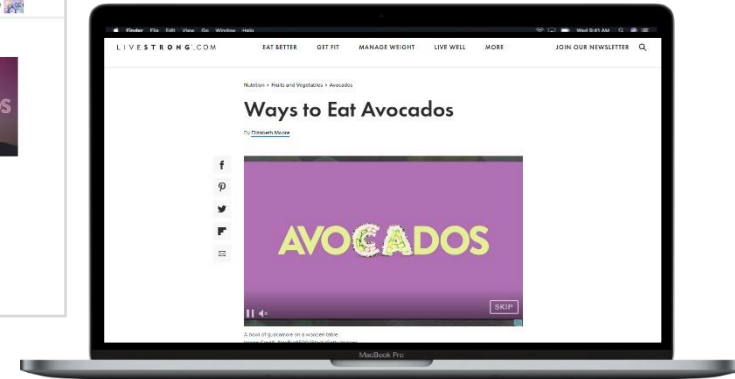
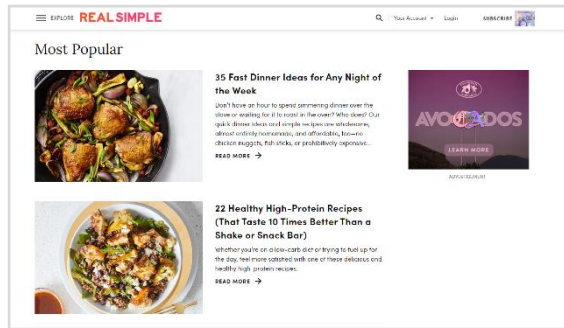
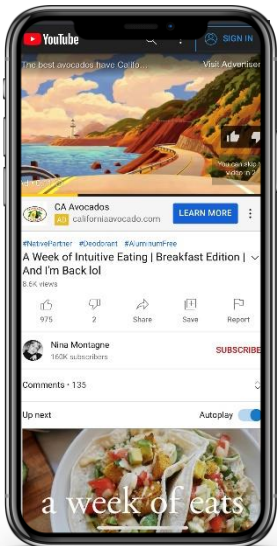
Orange County



CONSUMER ADVERTISING

Digital Brand

- Partnering with prominent women’s lifestyle and foodie sites to spread awareness about California Avocados
- Utilizing top performing ads across these platforms to catch the eye of consumers

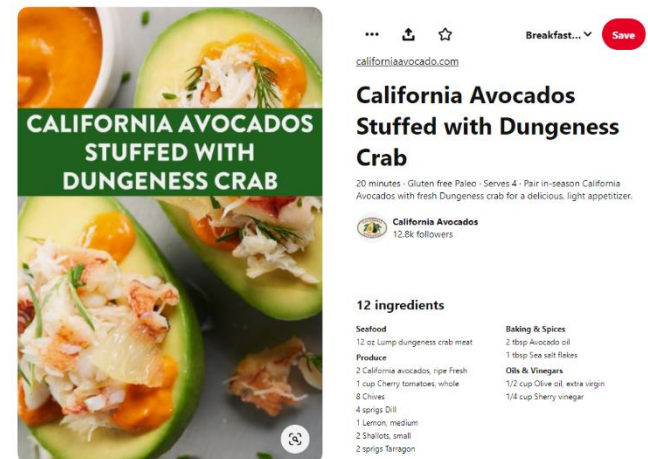
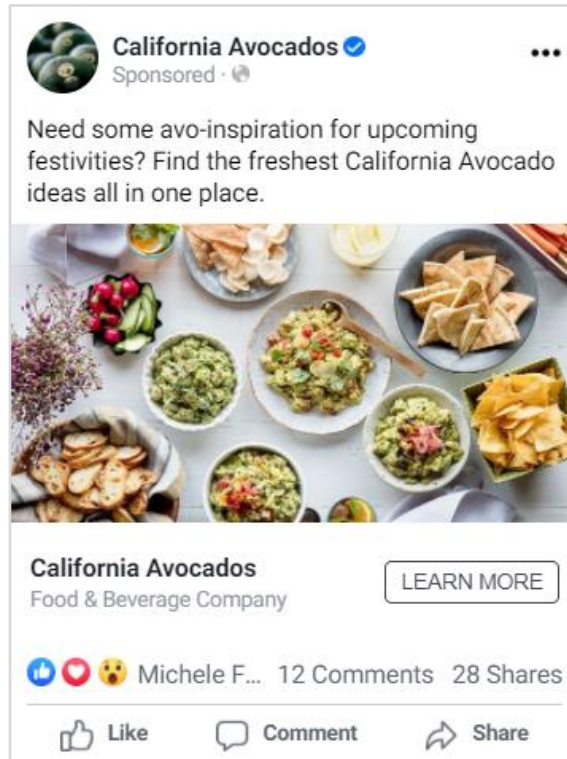




CONSUMER ADVERTISING

Social Branding

Running brand content on top social media platforms
Facebook, Instagram, Twitter and Pinterest
throughout the season





2021 ADVERTISING CAMPAIGN

Creative Animation: Waves





2021 ADVERTISING CAMPAIGN

Fall 2021 New Merchandise

The California Avocado Merchandise Shop is launching a new line of products ranging from aprons to posters and apparel, there's something for every avocado fan, because the best merch has California Avocados on it!





CONSUMER MARKETING WEBSITE REFRESH

CaliforniaAvocado.com Re-launched September 2020





Get Cooking

California Avocados make any dish taste amazing.

[FIND RECIPES](#)



Avocado How-To's

Learn how to grow, pick and cut an avocado with our helpful how-tos.

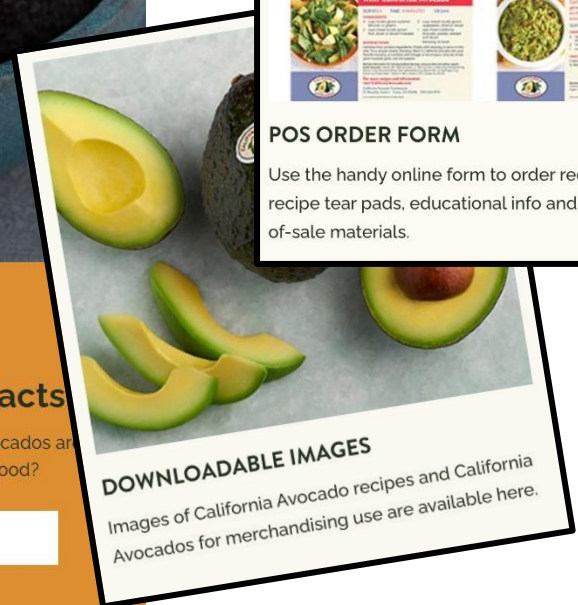
[SEE HOW-TO'S](#)



Nutritional Facts

Did you know California Avocados are heart-healthy superfood?

[LEARN MORE](#)





SEASON OPENER ONLINE COOKING CLASS WITH CHEF BRIAN MALARKEY



Chef Brian Malarkey's Dungeness Crab Stuffed California Avocado


REFINERY29

kitchn
Sunset

Independent
The San Diego Union-Tribune

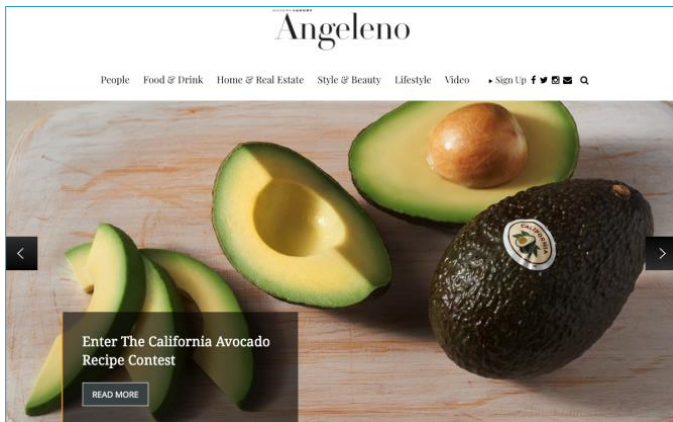
- More than 29 million impressions in 2021
- Will conduct a similar event in 2022 with a different host



Chef Brian Malarkey's Cast Iron California Avocado & Peppercorn Filet Mignon with Broken Chipotle Vinaigrette



MODERN LUXURY & CALIFORNIA AVOCADOS – RECIPE CONTEST



Throughout the program, coverage was featured in national and trade media outlets, including [Yahoo!](#), [The Produce News](#), [Bake Magazine](#) and [Supermarket Perimeter](#), in addition to Modern Luxury’s channels, resulting in more than 514 million impressions



El Cajon’s Mary Beth Porucznik’s California Avocado & Shrimp Pizza won the contest





CELEBRATING CALIFORNIA AVOCADO MONTH AT THE DRIVE-IN



Along with a mat release and Chef E Dubble's social post, the program resulted in more than 76 million impressions



- In May CAC will host a California Avocado Grove Open House
 - Media and influencers will be invited to this immersive experience to share with their followers
 - Retail and foodservice representatives will be invited to learn about the benefits of California Avocados

- CAC’s public relations team will promote key messages about California Avocado growers’ sustainability efforts





Total Impressions: 3 Million Digital and Traditional Media Activations





Looking Ahead



Mascha Davis, MPH, RDN



Elizabeth Shaw, MS, RDN, CPT



Bonnie Taub-Dix, MA, RDN, CDN



Manuel Villacorta, MS, RDN

TIERED-ACCOUNT PROGRAM

GO-TO-MARKET STRATEGY



ALIGNMENT

Align marketing activities with the distribution of California Avocados



IDENTIFICATION

of California fruit



VALUE

Maximize category sales and return value throughout the supply chain

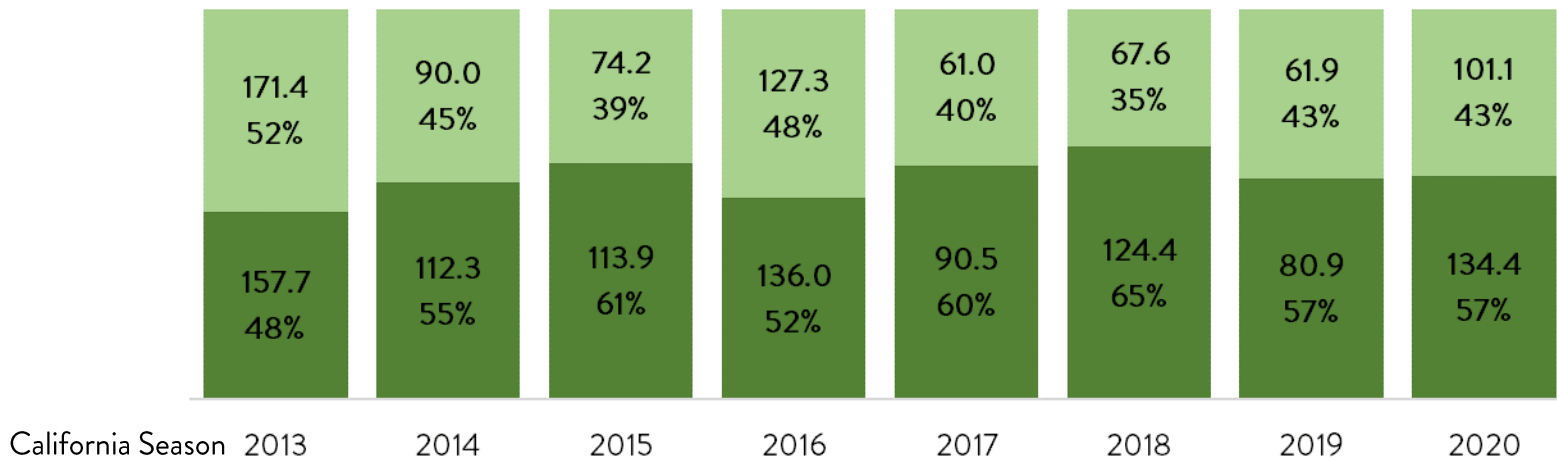


MONITORING CALIFORNIA CROP SHIPPED WITHIN AND OUTSIDE CALIFORNIA REGION

California volume shipped within California increased to 134.4 million lbs. in 2020, the highest since 2016

California Avocados
(in millions of pounds)

■ Shipped Within California ■ Shipped Outside California

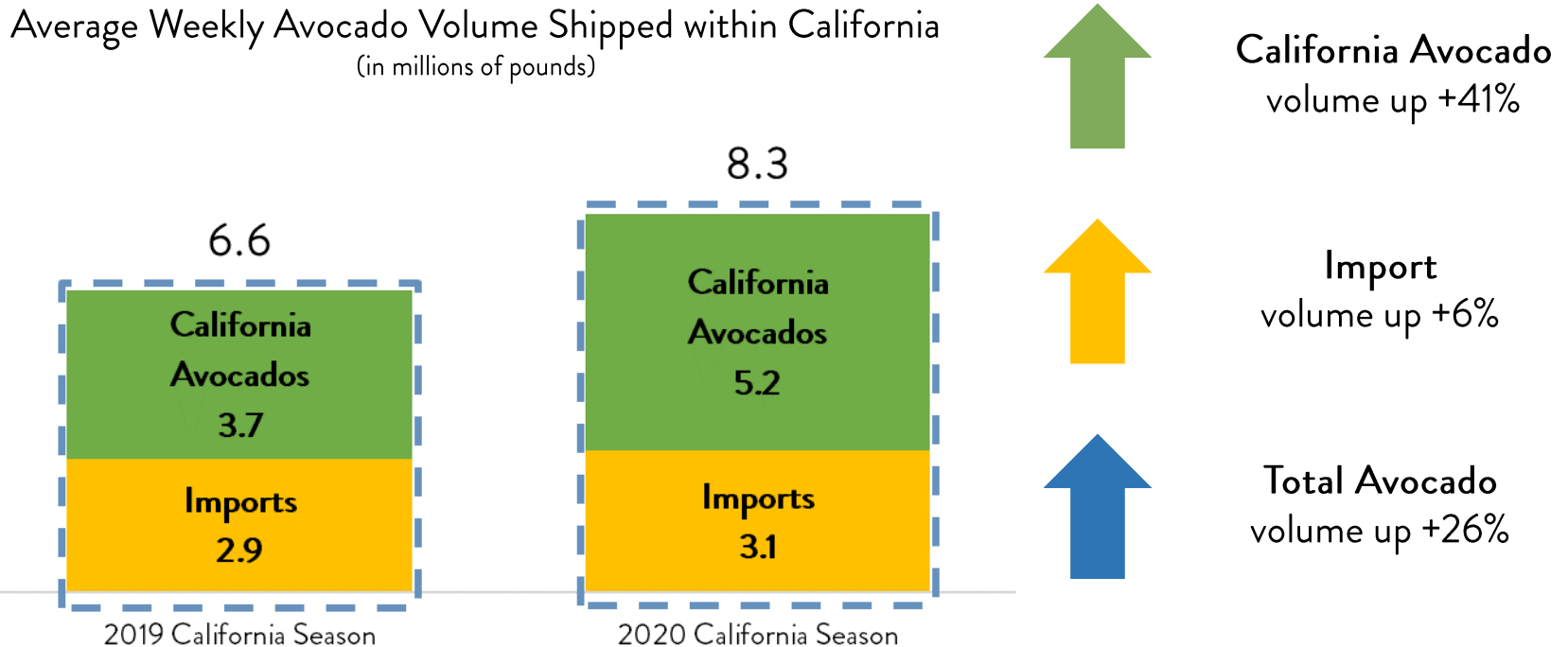


Source: AMRIC Hass #1 Conventional (pounds), California Region – 2019 = Mar-Aug 2019 (22 weeks), 2020 = Apr-Aug (26 weeks)
All other years had a 26-week California Season



CALIFORNIA AVOCADOS DROVE CATEGORY GROWTH IN THE CALIFORNIA REGION

California Avocados increased +41% in average weekly volume



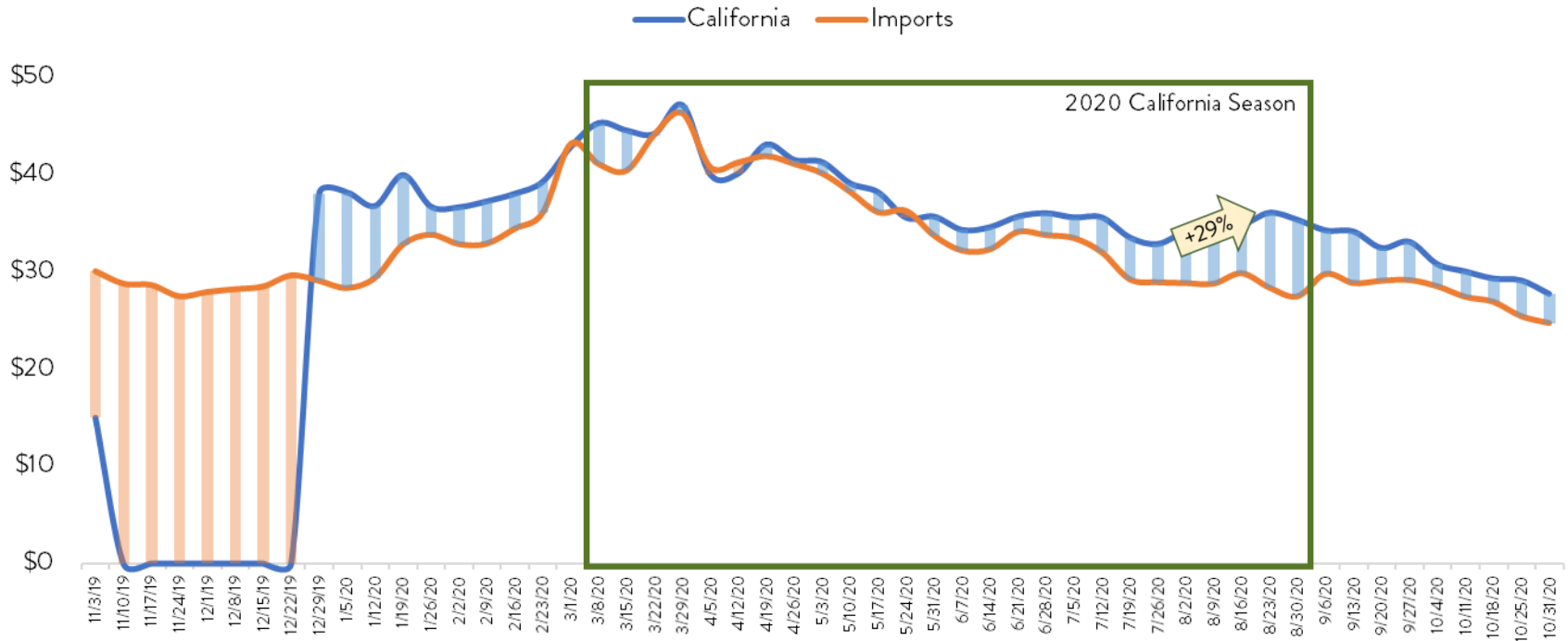
Source: AMRIC Hass #1 Conventional (pounds), California Region – 2019 = Mar-Aug 2019 (22 weeks), 2020 = Apr-Aug (26 weeks)



FOB PRICE: CALIFORNIA AVOCADOS DELIVERED AN FOB PREMIUM IN CALIFORNIA

California Avocados FOB averaged +7% higher than imports in the 2020 Season, and reached as high as +29% over imports

FOB of California Avocados shipped WITHIN California by week
2020 Fiscal Year (November - October)



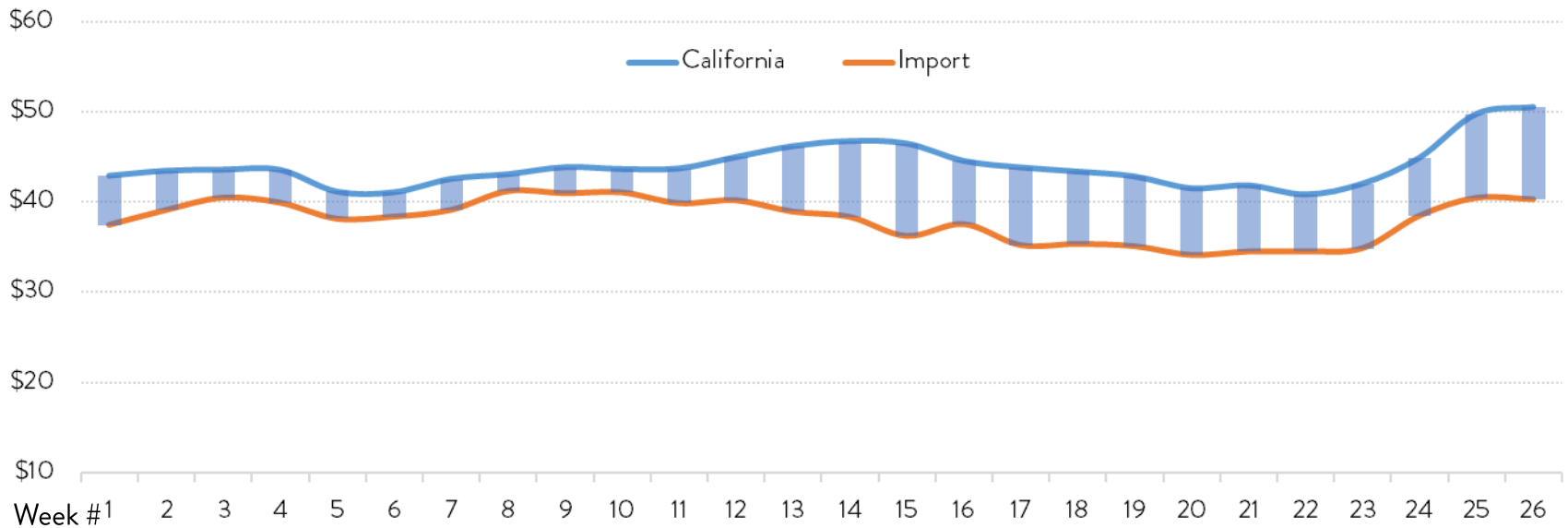
Source: AMRIC Hass #1 Conventional (pounds) Nov 2019 - Oct 2020
California Season: 26 weeks ending 8/30/2020
Non-California Season: 26 weeks ending 3/1/2020



FOB Premium – 4-Year Average in California

California Avocados FOB averaged +16% higher than imports for the past four seasons

4-Year Average FOB of California Avocados Shipped in California 2017-2020 California Seasons

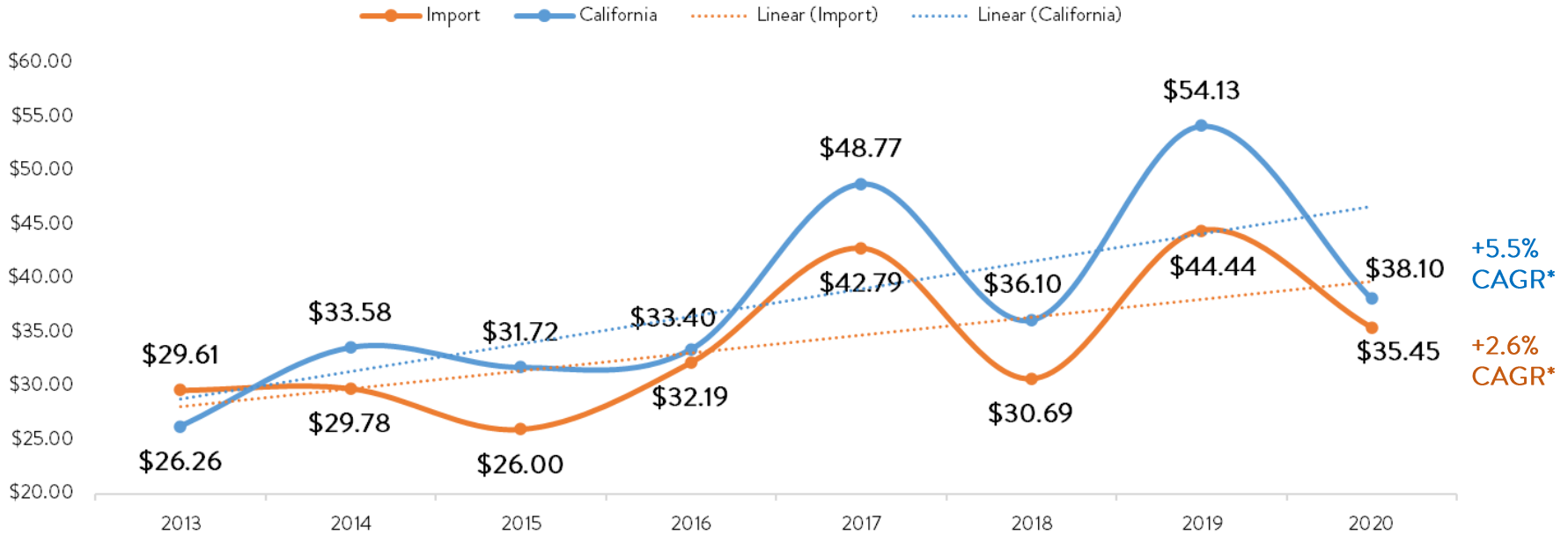




California Avocados: Rising FOB Premium vs. Imports

FOB prices for California Avocados: Compound Annual Growth Rate* of +5.5%
Twice the rate of imports

FOB California Region / California vs. Imports (2013-2020 California Season)



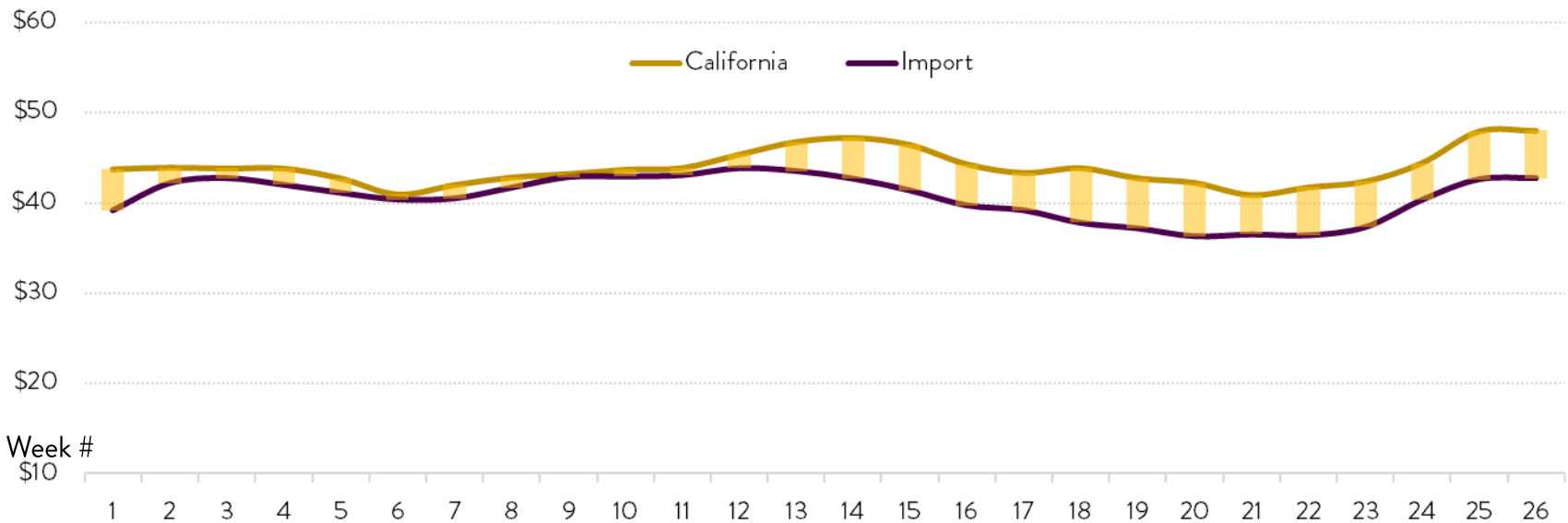
Source: IRI/FreshLook California Region and Total U.S. excluding California – Mar-Aug 2020
*CAGR = Compound Annual Growth Rate. This is the average annual growth rate of FOB price since 2013



FOB PRICE PREMIUM 4-YEAR AVERAGE OUTSIDE CALIFORNIA

Outside of California, FOB price advantage averaged +7% vs. imports over the past four California Seasons - reaching as high as +19% in 2020 (w/e 9/6)

4-Year Average FOB of California Avocados Shipped OUTSIDE California
2017-2020 California Seasons



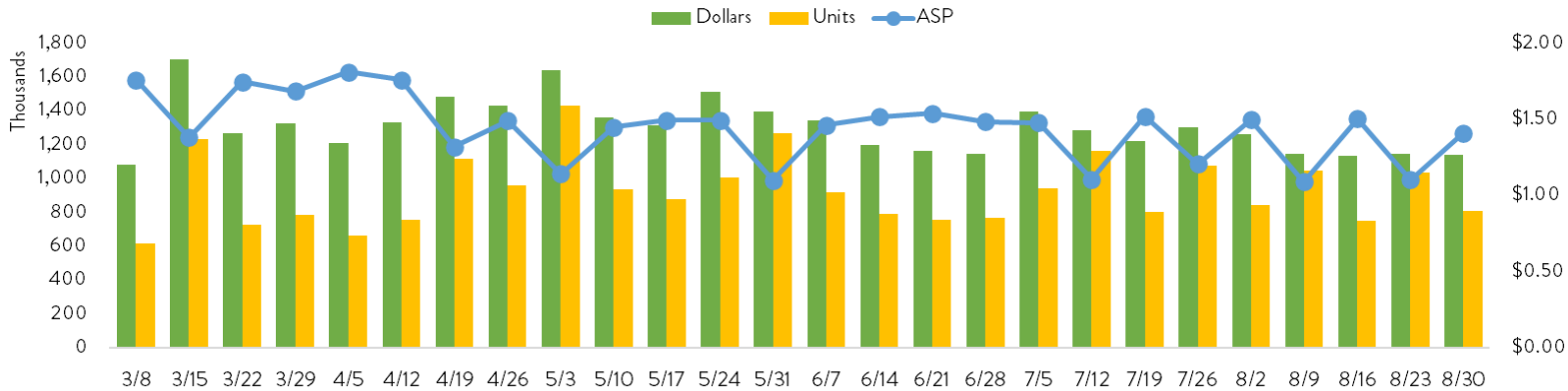


TIER-ONE RETAIL MONITORING

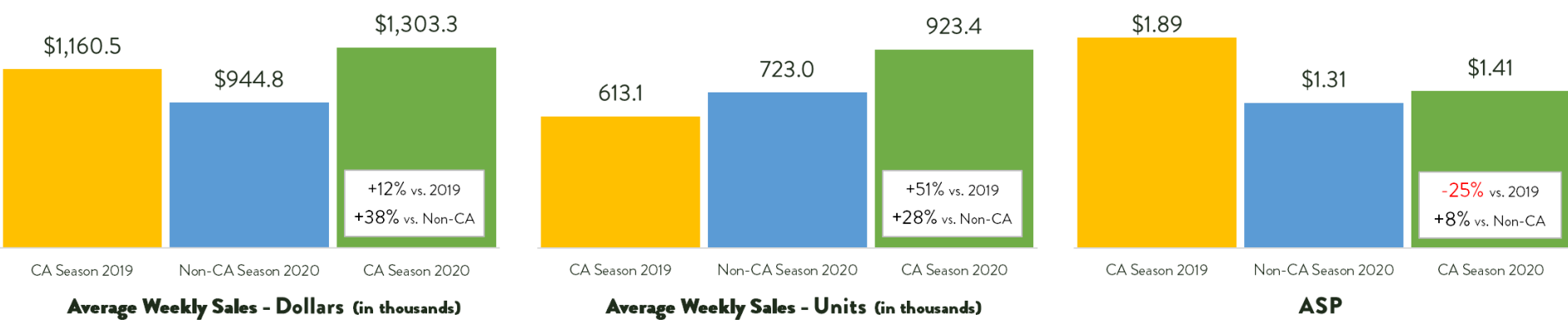
PRICE INDEX	Small	Large	X-Large
	\$1.90	\$1.51	\$2.60
	207	110	134

This retailer saw significant growth in average weekly dollar and unit sales over 2019 and the Non-California Season. California Season ASP was also +8% higher than the Non-California Season

California Season Retail Sales



	3/8	3/15	3/22	3/29	4/5	4/12	4/19	4/26	5/3	5/10	5/17	5/24	5/31	6/7	6/14	6/21	6/28	7/5	7/12	7/19	7/26	8/2	8/9	8/16	8/23	8/30	
CA Avos in Store																											
Trade Promotions																											
Social Media																											
Digital Marketing																											
Display Bins																											



Masters of Merchandising 2021



CALIFORNIA AVOCADO COMMISSION

AVOCADOS

2021 MARKETING PROGRAM

The best avocados have California in them

California Avocados are in demand all season long. In fact, 81% of avocado shoppers surveyed in the U.S. say it's important that their avocados are grown in the U.S.¹ They anticipate the consistent quality, freshness and homegrown taste that comes from California growers who are committed to consistent quality and reliability.



Consistency and reliability also are found in our innovative marketing program for 2021. Our programs and people are dedicated to supporting your sales of California Avocados, year after year.

Targeted, Customized Marketing Support

Innovative, branded California Avocado customized social, digital and geo-targeted promotions throughout the season drive shoppers to your stores. Social media retail assets can be customized for your store banners and are paid for by the California Avocado Commission in support of our retail partners.



Retail Dietitian Relations

From helpful how-to tips to news you can use, nutritional information to delicious recipes for virtual demos and more, we have inspiration for your dietitians and cooking school managers.



Customized Retail Influencer Programs

Are your marketing departments looking for ideas for your social media content, newsletter, ad circular or other customer communication during the spring and summer months? New and complimentary customized offerings include social posts and blogs with and without video, seasonal story ideas for retailer use in local media markets, on your website, in customer sweepstakes and California Avocado giveaways. We are ready to support you!



Merchandising Materials

Among avocado shoppers surveyed in the U.S., 69% agree they wish stores would have better signage/labeling to let them know where the avocados they buy are grown.² You can provide this information by using our California Avocado merchandising materials to encourage impulse purchases.



Visit CaliforniaAvocado.com/Retail to order your POS material.

Contact your Retail Marketing Directors for customized marketing programs and reports.



CALIFORNIA AVOCADO COMMISSION
CaliforniaAvocado.com/Retail
dcruz@avocado.org

Source: 2020 California Avocado Tracking Study
 Q1: Price and ripeness are sometimes important factors in purchasing avocados.
 How important are each of the following when purchasing avocados?
 (Grown in the U.S.) Answers: extremely/somewhat important.
 Q12C: How much do you agree or disagree with the following statement: I wish stores would have better signage/labeling to let me know where the avocados I buy are grown? Answers: strongly/somewhat agree.



Special Trade Print Ad to Launch the Season

An ad in The Snack magazine with a pop-out “CA” grabbed the trade’s attention

AVOCADOS

The best avocados have California in them.

CALIFORNIA AVOCADOS

Always in demand.

Retailers know their shoppers anxiously anticipate the California avocado season because there is a California difference. In fact, 80% of avocado shoppers said it's important that the avocados they buy are grown by California farmers. They value the care our nearly 3,000 growers put into nurturing each avocado to ensure they get that creamy California avocado taste with every slice.

Keep up with the demand and give your shoppers the consistent quality, freshness and homegrown taste they anticipate—all season long.

The California Season is Almost Here!

For Customized Marketing Support: CaliforniaAvocado.com/Retail

Source: 2020 California Avocado Tracking Study Q1. Price and ripeness are sometimes important factors in purchasing avocados. How important are each of the following when purchasing avocados? (Grown by California farmers.) Answers: extremely/very/somewhat important.

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RETAIL TRADE ADVERTISING

Print Ads

15 ads: 2,953,326 impressions

Digital Ads

771 ads: 31,685,728 impressions

Total print and digital impressions: 34,639,054

THE PACKER

THE PRODUCE NEWS
COVERING FRESH PRODUCE AND HOW TO GET THE MOST FROM IT

producebusiness
MARKETING • EDUCATION • ANALYTICS • INSIGHTS

Fresh DIGEST

the SNACK

AVOCADOS

The best avocados have California in them.

Shoppers anxiously anticipate the California season because there is a California difference. In fact, 80% of avocado shoppers said it's important that the avocados they buy are grown by California farmers. They value the care our nearly 3,000 growers put into nurturing each avocado to ensure they get that creamy California avocado taste with every slice.

Keep up with the demand and give your shoppers the consistent quality, freshness and homegrown taste they anticipate—all season long.

Source: 2020 California Avocado Tasting Study Q4. Price and ripeness are sometimes important factors in purchasing avocados. How important are each of the following when purchasing avocados? (Driven by California farmers.) Avocados: consistency/quality/ripeness important.

For Customized Marketing Support: CaliforniaAvocado.com/Retail

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THE PACKER'S MAGAZINE FOR PRODUCE RETAILERS

THE PRODUCE NEWS
COVERING FRESH PRODUCE AND HOW TO GET THE MOST FROM IT

WISIGHT GROCERY BUSINESS

supermarket PERIMETER

Perishable News.com

THE SHELBY REPORT

AndNowUKnow[®]
produce industry news

Fresh Plaza

THE PRODUCE REPORTER
COVERING THE FRESH PRODUCE SUPPLY CHAIN

AVOCADOS

The best avocados have California in them.

CaliforniaAvocado.com/Retail

AVOCADOS

The best avocados have California in them.

CaliforniaAvocado.com/Retail



Digital Video Ad

A video trailer ran on AndNowUKnow from March through July



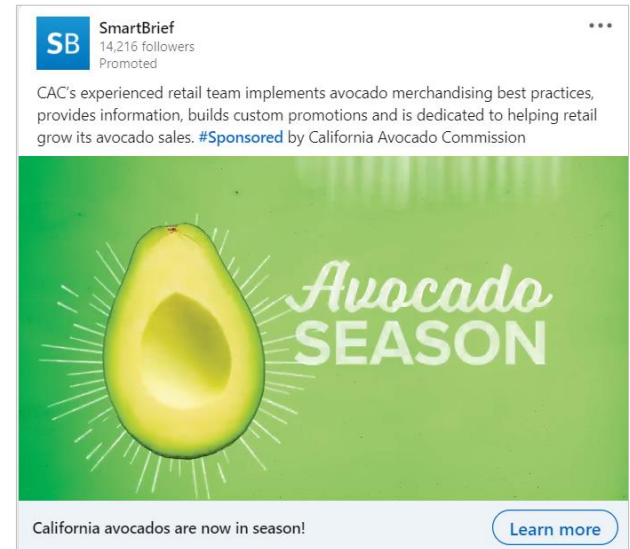


LinkedIn: B2B Social Network

- Over 913 followers
 - 422 new followers (October 2020 to October 2021)
- Generated over 484,754 impressions with a click-through rate above 2.5%, signifying viewers are actively engaged



- A CAC video sent to 200 grocery, club and mass retailers
- Generating 77,685 impressions





TRADE PUBLIC RELATIONS

More than 8.5 million Trade PR impressions November – October

- Key Topics: season start, California Avocado Month, advertising and programs
- California Avocado brand messaging interwoven in all outreach

California Avocado Marketing Ramping Up with COVID Impacts Remaining

AGNET

California Avocado Commission reports on COVID-19 impacts and marketing efforts.

AVOCADOS
The best avocados have California in them.

The Racer Brand advocates build awareness of California avocados

Brand advocates build awareness of California avocados.

Brand advocates build awareness of California avocados.

Celebrate CALIFORNIA AVOCADO MONTH

The California Avocado Commission Celebrates California Avocado Month

IRVINE, CA - June is officially fall avocados, and that means California avocados are going to be more prominent across the media and consumer spaces as the industry continues to celebrate California Avocado Month. To help further spread the green fruit, the California Avocado Commission (CAC) is stepping up this year's marketing activity to include a bevy of promotions and strategic for retail, restaurants, and more.

Summer marketing support for California avocados

Peak availability of California avocados continues in July and the California Avocado Commission's summer advertising and trade program is kicking off full steam. Support includes "The best avocados have California in them" advertising campaign, which increases brand image and awareness that the fruit is in season. Consumer public relations activities and customized trade promotions work with the advertising messaging.

July is part of peak California avocado season, with advertising and promotional support in full swing," said Jan DeLuzier, vice president marketing of the Commission. "Our campaign research results have been outstanding and we are very pleased with our retail and foodservice programs this season so far."

THE PRODUCE NEWS

California avocado forecast weighs in at 292 million pounds

California's avocado harvest is expected to reach 292 million pounds this year, according to a new report from the California Avocado Commission.

AVOCADOS

The best avocados have California in them.

Perishable Neus.com

California Avocado Commission Offers Summer Marketing Support

California Avocado Commission offers summer marketing support.

California Avocado Commission offers summer marketing support.

CAC Prepares For Summer With Marketing Support

CAC prepares for summer with marketing support.

CAC prepares for summer with marketing support.

PERIMETER

California Avocado Commission videos feature road trip theme

The best avocados have California in them.

CAC Prepares For Summer With Marketing Support

CAC prepares for summer with marketing support.

CAC prepares for summer with marketing support.

CALIFORNIA AVOCADO SNAPSHOT

California Avocado Snapshot.

California Avocado Snapshot.

CAC Advertising Campaign Year 2: The Best Avocados Have California In Them

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THE PRODUCE NEWS

Celebrate California Avocado Month with this fresh spin on a summer favorite

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AVOCADOS

The best avocados have California in them.

Perishable Neus.com

California Avocado Commission Offers Summer Marketing Support

California Avocado Commission offers summer marketing support.

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Crop Updates and CAC Board News Also Are Key Topics

new! Board Members and Marketing Committee

California Avocado Commission Announces New Board Member and Marketing Committee

The CAC Board and marketing committee are pleased to announce the following new members to the California Avocado Commission (CAC) Board and Marketing Committee.

IRVINE, CA - It's nearing the end of 2020, and once again the California Avocado industry celebrates the Board Members who joined the California Avocado Commission (CAC) Marketing Committee (MMC) to support the Board. Chairman, Russ Robinson, CAC Chairman, Jason Cole, Treasurer, and Jessica Ross Secretary. Each will serve a one-year term, from November 1, 2020 through October 31, 2021.

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Perishable News.com UNOBITES NANO CUBICUMES

Statewide Grower Referendum Affirms Continuation of California Avocado Commission

California Avocado Commission | Produce | April 3, 2021

IRVINE, CALIF. - The California Department of Food and Agriculture recently completed a state-mandated referendum vote that determined the California Avocado Commission is approved to continue in operation for the next five years. By a close, continuation vote among eligible commercial California avocado producers, more than half every five years. This year's voting results showed that 75% of voting producers support continuation of CAC for another five years, well above the legally required percentage. This is the sixth reaffirming referendum since the establishment of the California Avocado Commission in 1976.

"California avocado growers have clearly affirmed the value they see in the California Avocado Commission," said Rob Grether, chairman of the CAC board of directors. "This vote allows the board and management of the Commission to continue their critical work of bolstering grower value-adding through innovative marketing, industry affairs, production research and grower education."

"What was unknown was any potential affect extending smaller grower rights have in a referendum vote, as the vote significantly fewer eligible voters this year," said Tom Bellmore, CAC president. "We are pleased that the 20 results once again affirmed the industry's support for the Commission and its work, which has benefited California avocado growers for more than four decades and will continue to do so."

About the California Avocado Commission

Created in 1976, the California Avocado Commission strives to enhance the premium positioning of California avocados through advertising, promotion and public relations, and engage in related industry activities. California avocados are cultivated with uncompromising dedication to quality and freshness, by nearly 3,000 growers in the Golden State. The California Avocado Commission serves as the official information source for California avocados and the California avocado industry. Visit CaliforniaAvocado.com, join us at Facebook.com/CALiforniaAvocado and Twitter.com/CALiforniaAvocado on Twitter, Pinterest and Instagram or shop for California avocado merchandise at Shop.CALiforniaAvocado.com.

Referendum announced for California avocado growers

Every five years the California Department of Food and Agriculture holds a state-mandated referendum vote to provide California avocado growers the opportunity to determine whether the California Avocado Commission will be reapproved to continue for the next five years.

"The referendum process is a vital component of the law that established the California Avocado Commission," said Rob Grether, chairman of the CAC board of directors. "It provides growers the opportunity to cast their vote on continuing the operations of the organization."

Ballots will be mailed to eligible California avocado commercial producers on February 16, 2021 and must be postmarked and sent to CDFA for tallying by March 17, 2021. Eligible commercial producers who do not receive a ballot should contact the CDFA marketing branch staff at 916-900-5016. Results are expected to be tallied by CDFA and announced no later than March 31, 2021.

"The California Avocado Commission exists to support California avocado growers and is approved for a board of directors' continued operation."

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California avocados: Cautious optimism ahead of 2021 season

December 10, 2020

With an already strong marketing program in place and a solid crop, the outlook for California avocados in 2021 is cautiously optimistic. The California Avocado Commission (CAC) is currently preparing for the 2021 season, which is expected to be a strong one for the industry. The commission is currently working on the 2021 marketing plan, which will include a focus on promoting the benefits of California avocados to consumers. The commission is also working on the 2021 ballot, which will be mailed to eligible growers in February 2021. The commission is confident that the 2021 season will be a successful one for the industry.

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THE PRODUCE NEWS

The Produce News Roundtable: CAC women helping to guide the future

December 10, 2020

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December 10, 2020

Market strengthening on California avocados

As California avocado growers work towards winding down their season, there's still approximately 0.7 million lbs. of the popular fruit expected this week from the state. Of the 2020-21 California crop, that puts the crop at about 92-95 percent complete.

"Weekly shipments are about 2 million pounds less than this same time last year. At this point, last season, the California crop was about 82-85 percent complete," says Jan Delyster, vice-president marketing for the California Avocado Commission based in Irvine, CA. Delyster notes that California's inventory continues to be good on all sizes but with fruit peaking in 40s. The season is expected to wrap up by the end of September into the beginning of October.

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California avocado season outlook remains bright amid rising prices

March 08, 2021

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California avocados building in volume

Harvest is building for California avocado growers.

Jan Delyster, vice-president marketing for the California Avocado Commission based in Irvine, CA says that while some local California retailers have had local supplies of avocados for some time now, some major chains are transitioning to California fruit.

The CAC forecast for its fiscal year 2020-21 (which runs November through to October) is 292 million lbs. of avocados. "This is less than the crop volume last year but still in the range of an 'average' size. There's a promotable volume available," says Delyster.

March gained momentum

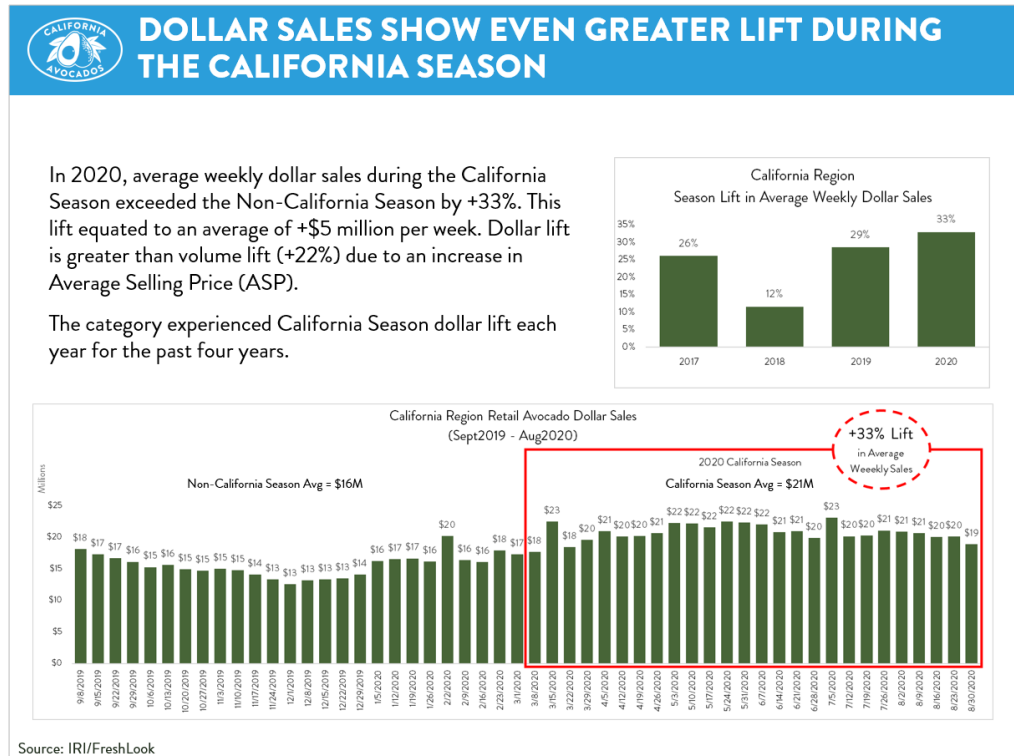
Delyster notes that harvest started earlier last year but this year's harvest has ramped up throughout March. "Our forecast for a 15-week period of peak availability from April through August is very similar to last year," she says.

With less rain this season though, there may be fewer extra-large sizes—36s and 30s—available. "But there are a variety of sizes available to meet most needs," says Delyster.

Spring through summer is the period of the greatest California avocado availability this year. To maximize this availability, the CAC has launched advertising campaigns and other marketing initiatives including brand advocate outreach. "Springtime merchandising, including themed programs around Easter, Cinco de Mayo and Mother's Day all fit very well with in-season California avocados," says Delyster. "Our marketing challenge is to achieve the premium price warranted by the avocados grown by California farmers."

State of the Avocado Category Study

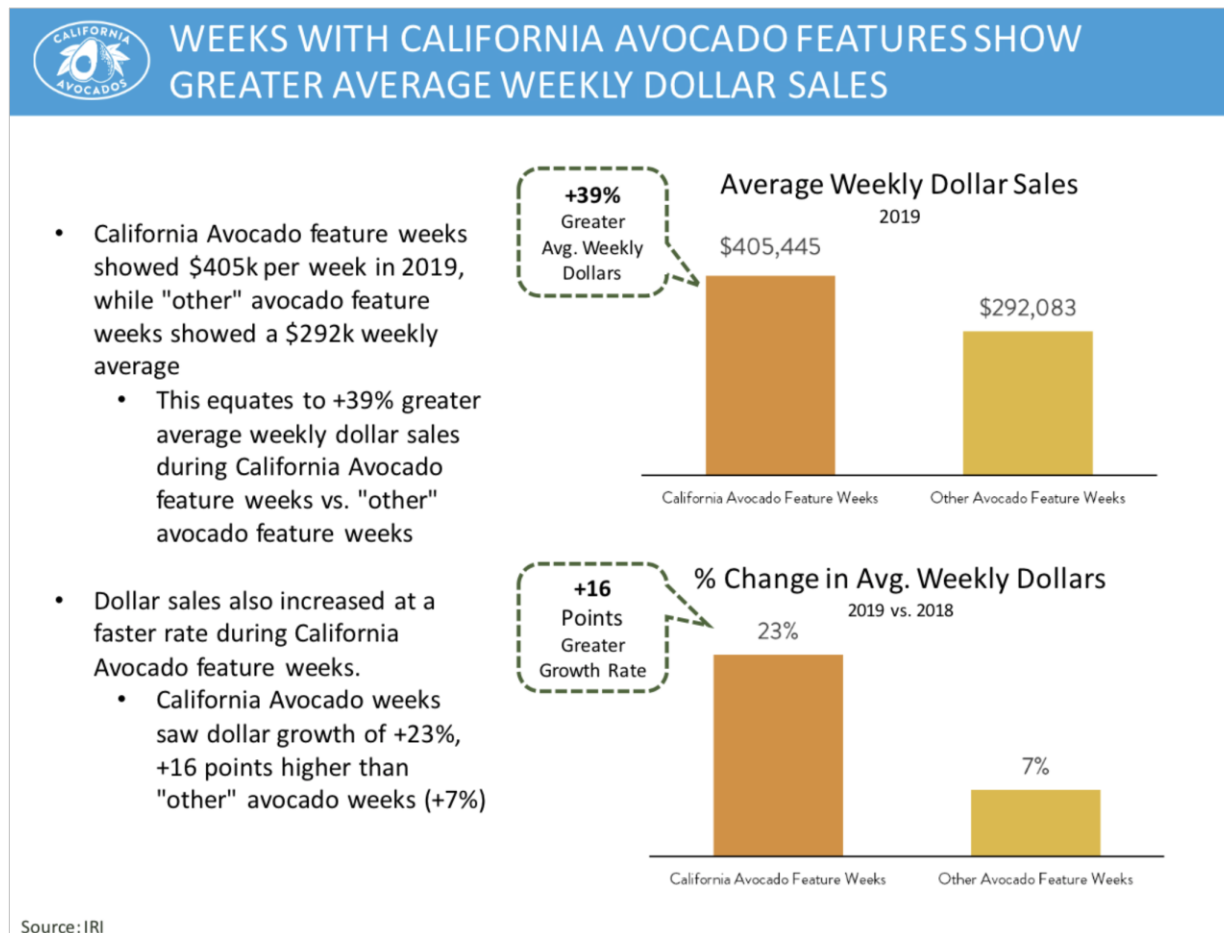
- A multi-year review of the positive retail sales in the California and Western regions:
 - Sales lift during the California season
 - Incremental sales, volume and lift driven by the California season
 - Sales of bagged and organic avocados
 - Per capita purchases
 - Trends by market





California Promotional Retail Study

- Analysis of the retail benefits of advertising and promoting California Avocados
- California vs. generic avocados



Shopper Research: Avocado Ripeness Study

- Study of California shopper's preferences for levels of ripeness at retail
- Determine the drivers and barriers to retail purchases related to ripeness

PARTICIPANTS ENGAGE MULTIPLE SENSES WHEN SELECTING A RIPE AVOCADO, STARTING WITH LOOK

Based on visual analysis alone, the perfectly ripe avocado is Stage 3 or 4

Under-ripe Perfectly ripe Over-ripe

Stage 1 Stage 2 Stage 3

"I usually go for a purple looking avocado. I also look for shiny avocados...dull looking avocados are usually too ripe or even spoiling so my default is shiny avocados."
- Nelly C

"I select relatively light to dark green avocados. I like them very firm when squeezed."
- Jennifer B

Activity 3, Task 3: In as much detail as possible, describe your process for selecting an avocado. Tell us what you like and dislike about the process.

SHOPPERS SHARE SIMILAR TRENDS IN SHOPPING STYLES AND PREFERENCES

Shopping Style

The majority of participants like to take their time to browse

Preferred Store choice is based on:

- Location (Convenience)
- Prices
- Selection

AVOCADO SHOPPERS ENJOY THE SHOPPING EXPERIENCE

Shopping Enjoyment

8.2

Out of 10

"Excited - I usually buy myself a treat when I go grocery shopping so it makes it all the more fun!"
- Nelly C

"Excited. I like having a fridge full of food options, and I enjoy browsing the grocery store and deciding what I want to eat that week."
- Jennifer B

Activity 2, Task 1: When you hear the words "grocery shopping", how do you feel? On a scale of 1-10, how much do you enjoy grocery shopping?

Meal Preparation

They typically won't plan every meal, but think about what they want to eat for the week and create their list

"I don't always meal prep, but when I do, I will grocery shop on Sunday and prepare meals that day for the week ahead. Typically, 2-3 meals that will rotate."
- Lieran P



2021 California Avocado Tracking Study

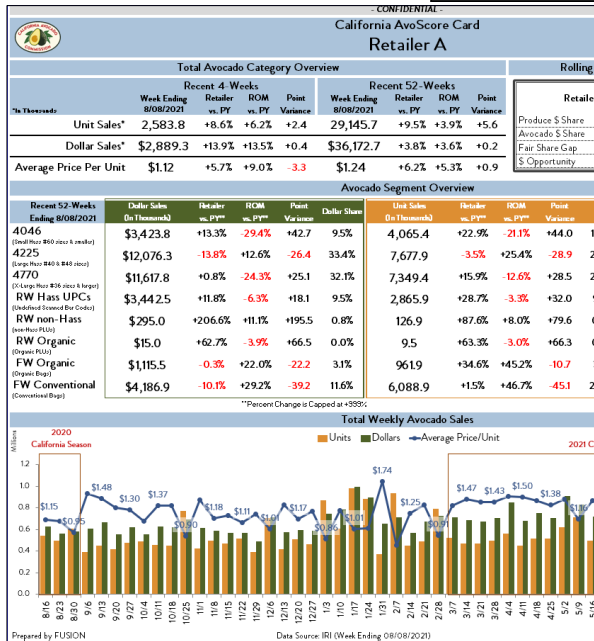
- The Commission's annual consumer attitudes and preferences tracking study was fielded in August-September
- More than 1,500 avocado shoppers surveyed in the U.S., with enough in California and the West to analyze regions compared to the national sample
- Results expected by 11/30/21



2020-21 TIERED ACCOUNTS

Category Manager/Produce Director Meetings

CORPORATE	TIER 1	OTHER
Albertsons/Safeway Companies		
AWG Corporate		
Costco (Western Divisions)		
Kroger (Western Divisions)		
Sam's Club (Western Divisions)		
Target		
Walmart (Western Divisions)		
Whole Foods (Western Divisions)		
	SOUTHERN CALIFORNIA	
	TIER 1	OTHER
	Albertsons/Vons/Pavilions	
	Aldi	
	Bristol Farms	
	Food 4 Less	
	Gelson's	
	Grocery Outlet	
	Northgate	
	Ralphs	
	Smart & Final	
	Stater Bros.	
	Superior Grocers	
	Trader Joes	



California Avocado Commission (CAC) Promotion Agreement

Company: Company (Hereinafter "COMPANY") **Market:**

COMPANY Contact with Address, Phone # & Email:

COMPANY Payment Remittance:

HANDLER Name and Contact with Address, Phone # and Email:

Promotion Objectives:

- 1.
- 2.
- 3.

Promotion Name:

Promotion Timing:

Promotion Description: Whereas COMPANY and COMMISSION desire to work together to promote California Avocados through mutually beneficial activities which will include Fresh California Avocados featured in [list menu items here]. The COMMISSION's California Avocados brand logo will be used on [list items here] and social media posts (collectively "Promotional Materials")

Performance Measurements:

- 1.
- 2.
- 3.

Promotion Amount: \$# ### 00 (PAID BY CAC)

Budget Account: #####-###

During the term of this promotion, COMPANY, HANDLER, and CAC will:

Services and Benefits provided by COMPANY:

- Provide to CAC at least 30 days prior to promotion the name of the HANDLER(S) that COMPANY has/have contracted with to provide Fresh California Avocados
- If the supply is not contracted, then COMPANY will send a letter (with a copy to CAC) to all of their fresh avocado handler(s) to advise of the promotion and require the specification and use of Fresh California Avocados during the promotion
- Clearly convey "Fresh California Avocados" on all Promotion Materials
- Request and secure Fresh California Avocados from HANDLERS/Suppliers for use during promotion

Page 1 of 2

AVOCADOS

The best avocados have California in them.

THE CALIFORNIA AVOCADO SEASON IS RAMPING UP!

Our creamy California Avocados are in season spring through summer. This year's crop volume is estimated to be 292 million pounds for all varieties. Your shoppers anxiously anticipate the California season because there is a California difference—reliability, quality and consistency. In fact, 80%* of shoppers said it's important that the avocados they buy are grown by California farmers.

The California Avocado Commission sponsors digital online advertising and social media assets for retail partners that help communicate with your shoppers.

For more information on California shopper preference, retail dietitian resources and our consumer marketing program, click [here](#).

Our experienced merchandising team is dedicated to helping you grow your California Avocado sales.

Carlynn Becker, Regional Marketing Director
becker@avocados.org
(303) 520-8284

Dave Anderson, Retail Marketing Director
danderson@avocados.org
(936) 676-7797

*Source: 2020 California Avocado Tracking Study (CIT). Price and quantity are sometimes important factors in purchasing avocados. How important are each of the following when purchasing avocados? (Driven by California farmers.) Answers extremely/very/neutral/not important.
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SUMMER IS PEAK DEMAND FOR CALIFORNIA AVOCADOS!

Summer is the perfect time to promote the premium quality of California avocados with peak season availability. When avocados are in a shopper's grocery basket, the overall basket ring increases nearly 113% (from average \$31.85 to \$67.80)*

The Commission is supporting customized retail promotions throughout the summer that drive awareness of California avocados at point of purchase. Click here for our June promotions <https://bit.ly/2Su5DVC>

Research indicates that bagged avocados are increasing faster during the California Season (2020 vs. 2017):

- Bagged avocado dollar sales increased +114% during the California Season, +23 points ahead of the Non-California Season (+91%)
- Bagged avocado volume increased +166% during the California Season, +26 points ahead of the Non-California Season (+140%)

Are you carrying bagged California avocados?

California Region Unit Share 2020 vs. 2017

Category	2020	2017
Bagged	94%	61%
Ask	5%	17%

California Region Unit Growth 2020 vs. 2017

Category	2020	2017
Bagged	+166%	+114%
Ask	+35%	+13%

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Source: *2020 California Avocado Commission Market Basket/Utility Study (IRI) Consumer Network, in California during California season
**IRI/FreshClick State of the Avocado Category 2021
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California Avocado Marketing Program



THE BEST AVOCADOS HAVE CALIFORNIA IN THEM

California Avocados are in demand all season long. In fact, 81% of avocado shoppers in the U.S. say it's important that their avocados are grown in the U.S. They anticipate the consistent quality, freshness and homegrown taste that comes from California growers who are committed to consistent quality and reliability. Keep up with the demand by giving your shoppers what they want—California Avocados.

Consistency and reliability also are found in our innovative marketing program for 2021. Our programs and people are dedicated to supporting your sales of California Avocados, year after year.

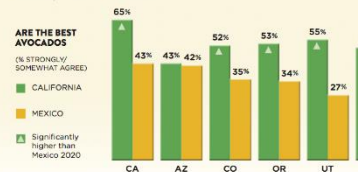


Source: 2020 California Avocado Tracking Study. GCI. Price and ripeness are sometimes important factors in purchasing avocados. How important are each of the following when purchasing avocados? (Grown in the U.S.)
Answers: extremely/very/somewhat important.



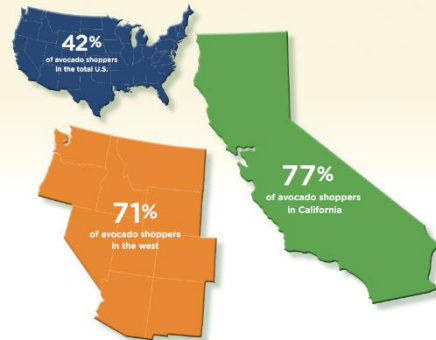
PRODUCT PERCEPTIONS

California Avocados exceed Mexico on being the best and worth paying more (in nearly all western states*).



CALIFORNIA IS THE PREFERRED GROWING REGION IN THE WEST AND IN THE U.S. OVERALL

Among those with a preference, California is preferred by:



Source: 2020 California Avocado Tracking Study. GCI. If given a choice, which avocados would be your preference? Avocados grown in... Please select only one.

2021 | MARKETING PROGRAM

FREE POINT-OF-SALE MATERIAL AND DOWNLOADABLE IMAGES

POS Order Form: [bit.ly/OrderForms](#) Downloadable Images: [bit.ly/DownloadableForms](#)

Select the materials you would like to order by entering the quantities desired in the boxes below:

RECIPE BOOKLETS	RECIPE TEAR PADS	OTHER MATERIALS
UNITED STATES OF AMERICA RECIPE BOOKLET 10 Delicious Recipes and Tips from the average home Size 11" x 7" / 20 per pack <input type="text"/>	CALIFORNIA FRESH SALADS RECIPE TEAR PAD Seven-Layer Salads (a, e, g, i, j) Average: 30 recipes Size 10" x 7" / 200 sheets, 50 sheets per pad <input type="text"/>	CALIFORNIA AVOCADO DISPLAY SIGN Size 10" x 15" x 8 1/2" <input type="text"/>
RED BAIT SHEET Assort with 10 Recipes Size 7" / 20 per pack <input type="text"/>	UNITED STATES OF AMERICA RECIPE TEAR PAD Classic Country American Salads Size 11" x 7" / 200 sheets, 50 sheets per pad <input type="text"/>	Complete the form below to finalize your order: Name: _____ Job Title: _____ Email Address: _____ Business Name: _____ Address: _____ City: _____ State: CA Phone: _____
SUMMER RECIPE BOOKLET 10 Recipes Size 7" / 20 per pack <input type="text"/>	AVOCADOS CUSTOMIZED POS CARD Size 11" x 7" <input type="text"/>	STAGES OF RIPE SHEETS OF RICE PACT SHEET The most used 300-count rice pack Average: 30 recipes Size 10" x 7" <input type="text"/>

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SEASON KICK-OFF PROMOTIONS

Bristol Farms

- Passport to Savings Coupon
 - Online Special with special at 2/\$3 on large bulk avocados
 - March 31 – May 25

AVOCADOS

The best avocados have California taste in them.

California Avocados and Bristol Farms know Californians love fresh fruits and vegetables that sustain a healthy lifestyle. The best avocados have CALIFORNIA in them. Look for them in your store!

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Nugget MARKETS

Extra Large Avocados
Grown in California.

2/\$3

CA-GROWN

Early supporter of conventional and organic California Avocados

Precios Bajos Siempre!

Happy St. Patrick's Day

MI TIERRA

MARCH 2021

W	TH	F	S	S	M	T
18	19	20	21	22	23	

Aguacate Grande Large Avocados **1.29** c/u

Precios Bajos Siempre!

Happy Easter

MI TIERRA

MARCH / APRIL 2021

W	TH	F	S	S	M	T
31	1	2	3	4	5	6

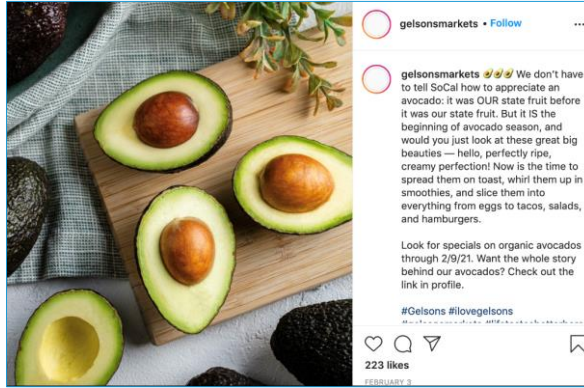
Aguacate Grande Large Avocados **1.49** c/u



SEASON KICK-OFF PROMOTIONS

“First of Season” display contest

Gelson's



Supported California Avocado growers early



MOLLIE STONE'S MARKETS

Easter sales/display contest

NEW SEASONS MARKET



LAZY ACRES natural market



Merchandised new avocado sizes in bags to test alongside bulk fruit





RETAIL PROMOTIONS – SOUTHWEST

- Cinco de Mayo sales/display contest in all stores
- April 21 – May 5
- Average 19-26% volume lift during and after contest
- California Avocado signs and display bins in stores





RETAIL PROMOTIONS – SOUTHWEST

- May and June Ads Request for Bagged Avocado promotions
- Cinco de Mayo ad
- Memorial Day ad
- June 8 ad



Frutas y Verduras

 <p>Piñas Pineapples</p> <p>2⁹⁹ c/u</p>	 <p>Sandia sin Semilla Seedless Watermelon</p> <p>4⁹⁹ lb.</p>	 <p>Limon Verde Green Limes</p> <p>9⁹⁹ lb.</p>
 <p>Fresas 16 Oz. Strawberries 16 Oz. Package</p> <p>1⁹⁹ c/u</p>	 <p>Arandanos 6 Oz. Blueberries 6 oz. Package</p> <p>1⁹⁹ c/u</p>	 <p>Manzana Gala Gala Apples</p> <p>9⁹⁹ lb.</p>
 <p>Uvas Verdes Green Grapes</p> <p>2⁴⁹ lb.</p>	 <p>Duraznos Peaches</p> <p>1⁹⁹ lb.</p>	 <p>AGUACATE AVOCADOS</p> <p>Aguacate en Bolsa Avocados in Bag</p> <p>2⁴⁹ c/u</p>



RETAIL PROMOTIONS – SOUTHWEST

- Holiday Market/Northstate Grocery
 - GEM variety promotion
 - Sales Contest: May 9 thru June 4
 - Custom signs created by CAC with GEM Characteristics
 - Average of 34% increase over May GEM Sales





RETAIL PROMOTIONS – NORTHWEST

- Natural Grocers Loyalty Card Meal Deal Promotion
- June 2021
- In-store flyer, banner ad on website and Mobile App





RETAIL PROMOTIONS – SOUTHWEST

Sales Contest

- July Promotion
- \$1.00 off bagged avocados just4U coupon
- Over \$2.5 million in sales and 3.75% increase on bag avocados





National Retailer Local Promotion

- Front Page Ad Feature
- California Avocado Growing Region Feature
- Guac This Way Recipes Nationally on Sprouts Website
- Store Displays with California Branding



CALIFORNIA AVOCADOS



Taste the California difference with creamy, farm-fresh California Avocados! The rich, coastal soil and warm, sunny days provide optimal growing conditions for more than 3000 avocado growers across the state. We work with local growers and know exactly where they are, so you can enjoy peak-of-season avocados for a perfect slice, every time.

CALIFORNIA GROWN



Hass Avocados

68¢ ea.





July Mega Event

- Co-Promotion with California Milk Advisory Board
- \$2.00 off coupon on bagged California Avocados
- Sales Contest
- Billboard Advertisement with the CAC Consumer Campaign



CHEESE PLEASE
Monthly Special

Simple Summer Salads
with California Cheese and Avocados

savemart.com/cheese-please

Scan here for full recipes

Burrata
California Summer Salad with Burrata and Avocado

Mozzarella
Avocado Caprese with Creamy Balsamic Dressing



CHEESE PLEASE
Monthly Special

SAVE \$2.00 On Any (1) cheese with the Real California Milk seal and (1) bag of California Avocados





RETAIL PROMOTIONS – SOUTHWEST



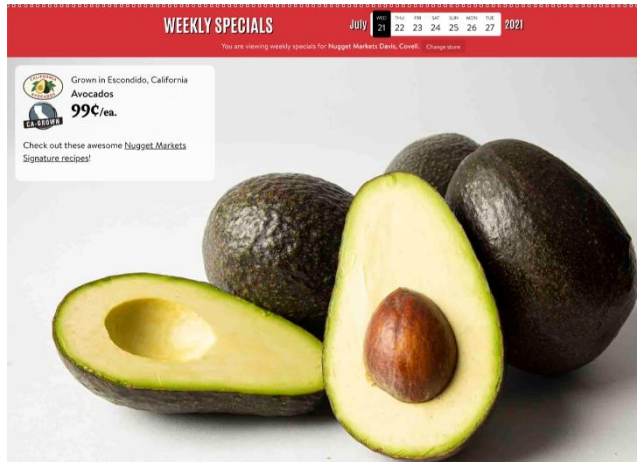
- Custom Store Signage
- Bulk & Organic Ad Promotion



- July 4th Ad Promotion
- Social Media Tie-in giveaways



- NorCal
- California Grown is Front-Page Ad Driver





Sales Contest

- Bulk and Bagged Month-Long Promotion
 - Bags 62% increase
 - Bulk 70ct carton 16% increase



July 5 – July 18



July 19 – August 1



RETAIL PROMOTIONS – NORTHWEST

- California Avocado Virtual Grove Tour for over 200 PCC Members
- Bagged Avocado Promotion

PCC COMMUNITY MARKETS



Get in the grove.

Organic, peak-season avocados are in from California! Fertile soil, coastal breezes and plenty of sunshine provide perfect conditions for growing this creamy fruit. Pick up a couple at your neighborhood PCC.

ORGANIC

Organic California Avocados

2 for \$5

Reg. 2 for \$6 | Save \$1

ORGANIC HASS AVOCADOS

Grown in California

2 for \$5



Jessica Hunter, California Avocado Grower
Bonsall, California



SIMPLY PRODUCE AND MAYBE A LITTLE...
Our mission is to help you live a little better.



RETAIL PROMOTIONS – CORPORATE

- Farm to Table Magazine Insertion
- 14,000,000 printed for distribution to priority Costco members in May



Dedicated All-California Event

- New Aurora Colorado Depot (CO, WY, NM, UT)
- Executing in May: \$1.00 off bags for 78,000 transactions
 - + 23% vs. other Depots
- Social media engaged videos served on Costco platforms – 4.2 million views

GRILLED RIB-EYE STEAKS WITH CALIFORNIA AVOCADO AND GOAT CHEESE TOPPING
 California Avocado Commission, Calavo Growers Inc., West Pak Avocado, Mission Produce, Del Rey Avocado Company

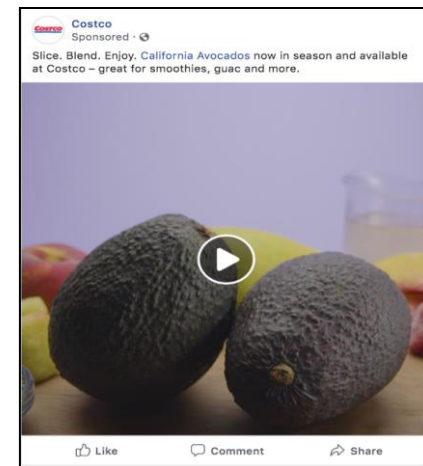
AVOCADO MIXTURE
 1 ripe, Fresh California Avocado, seeded, peeled and diced small
 ½ cup crumbled goat cheese
 1 cup grape or cherry tomatoes, quartered

STEAKS
 4 (8 oz each) boneless rib-eye steaks, ¾ inch thick
 1 Tbsp olive oil
 Sea salt and pepper
 ½ cup balsamic vinegar
 1 Tbsp butter

Prepare the avocado mixture: In a bowl, gently mix ingredients for avocado mixture; set aside.

Prepare the steaks: Rub steaks with oil, salt and pepper. Preheat grill to medium-high. Pour vinegar into a small grill pan, place on grill, and cook for 2 minutes or until vinegar is reduced by half. Remove from grill and stir in butter; set aside. Cook steaks on grill for 4 minutes, flip and cook for 3 minutes, or until a suggested internal temperature of 145 F. Remove steaks from grill, spoon avocado mixture onto each steak and let rest for 5 to 10 minutes. Drizzle steaks with balsamic reduction, then serve. Makes 4 servings.

© 2021 California Avocado Commission





RETAIL PROMOTIONS – CORPORATE

Western Divisions (800 stores)

- 360,000 downloads available, 1st campaign June-July
- 90,000 downloads added (Fred Meyer – Ralphs) August



Save \$1.00

on California Avocados

when you buy ONE (1) bag of California Avocados. Excludes bulk organic avocados.

Exp 07/14/2021

Load to Card



Save \$1.00

on California Avocados

when you buy ONE (1) bag of California Avocados. Excludes bulk organic avocados.

Exp 07/14/2021

Load to Card



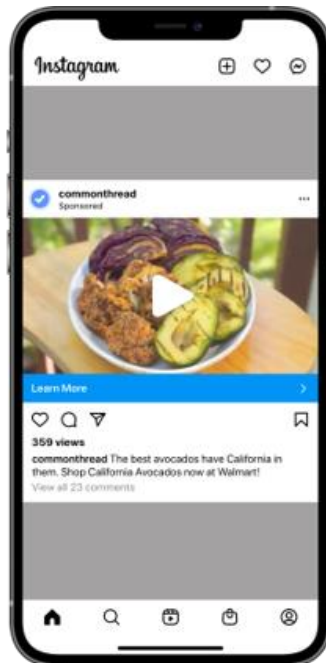
RETAIL PROMOTIONS – CORPORATE

721 Western U.S. locations Geo-targeted Spotlight Video Ads

- Delivered via digital media with influencer overlay reaching 1.6 million shoppers with guaranteed views
- Executed last week of April through middle of May
- 721 stores (CA, AZ, NV, UT, WA, OR, NM, ID, MT)




May-June Influencer Campaign



LaKita
Recipe Ideas:

- 1) Avocado Kale Salad
- 2) Turkey Bacon Avocado Sandwich
- 3) Chocolate Avocado Cake




Social Reach

20K TOTAL REACH	15.6K FOLLOWERS	1.65% ENGAGEMENT RATE	1.7K LIKES	2.7K FOLLOWERS
38.2K LAST 30 DAYS UNIQUES	42 AVG SESSION DURATION			

Nicki Sizemore
Recipe Suggestions:

- 1) Avocado Chicken Salad recipe, which could be eaten over fresh greens or in a sandwich

Note: Nicki's Facebook page is temporarily down but will be up and running soon. For your reference, her follower count is:



Social Reach

33.7K TOTAL REACH	27K FOLLOWERS	1.27% ENGAGEMENT RATE	5.6K LIKES	1.1K FOLLOWERS
96.7K LAST 30 DAYS UNIQUES	23 AVG SESSION DURATION			



RETAIL PROMOTIONS – CORPORATE

Digital Demos

- Week-long in club displays with QR code link to video and messaging, 162 clubs
- April 24 – April 30





RETAIL PROMOTIONS – MIDWEST

- \$1.00 off bags – Summer Holiday timing
- 108 stores
- July 4th with boosted content online/website
- Email blast to Schnucks shoppers with recipe
- Three separate coupon events throughout the summer



Save \$1 on Del Rey
 Bagged Fresh California
 Avocados (4 ct. bag)-
 Limit 5 per account

5/26/21

7/6/21



**SAVE \$1
 CALAVO**

Bagged Fresh California
 Hass Avocados (4ct)
 Valid 07/21 - 07/27/2021

VIEW COUPON



RETAIL PROMOTIONS – EAST

Magazine insertion for August, digital ads (Aug-Sep) 159 stores

Monday 8.23

Buy 1, Get 1 **FREE**

TODAY ONLY



4

SEPTEMBER 22-28



2/\$4 Save up to \$1.38 on 2
Hass Avocados



Del Rey California Avocados

Sourced from a third-generation, family-owned business, jumbo-sized Reed Avocados are creamy and rich with a buttery, nutty flavor. We also love Morro Bay Avocados. Grown in San Luis Obispo County, they're equally rich with an exceptionally high oil content. A cooler climate slows down the fruit's maturing process, resulting in a superior eating experience.



2/\$5

Reed Avocados

EXTRA LARGE

SAVE UP TO 98¢ ON 2



TRADE RELATIONS: RETAIL COMMUNICATIONS

Total Impressions: 3.3 Million Digital and Traditional Media Activations

California Avocado Retail Resource Guide

AVOCADOS
The best avocados have California in them.

The California Avocado Difference
The best avocados have California in them. California's ideal climate and fertile soil help to produce world-class premium avocados. Locally, responsibly and meticulously grown by nearly 3,000 growers, California Avocados are picked at their peak, delivering tree to table freshness in just a few days.

The California Avocado Commission is Here to Lend a Hand
We have lots of information and ideas to share with you and look forward to helping build upon your planned programs and/or brainstorm new ideas.

California Avocados How-Tos

- Need tips to ripen an avocado? We've got this in the bag. bit.ly/AvocadoRipening
- Helpful tips on how to choose avocados. bit.ly/HowToChoose
- Avocado is avocado moment. The best way to cut and peel a California Avocado. bit.ly/HowToCut
- Super tasty. Super-versatile. Super food. bit.ly/AvocadoNutrition





TRADE RELATIONS: RETAIL COMMUNICATIONS

Key Account Marketing



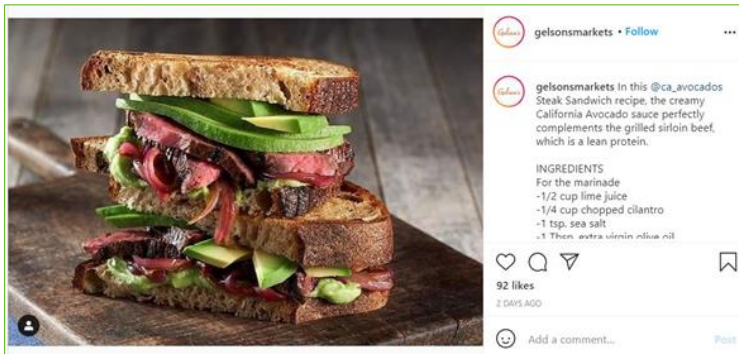
Cinco de Mayo



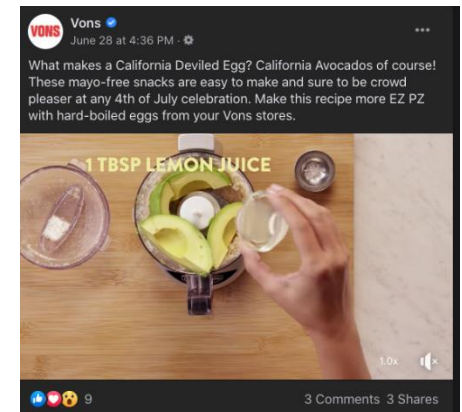
California Avocado Month



Peak Season



First of season





TRADE RELATIONS: RETAIL COMMUNICATIONS

Retail Experiences, Retail Dietitians/Cooking Schools

MOLLIE STONE'S MARKETS

JUNE 2021

June is California Avocado Month and we want you to meet one of the farmers behind everyone's favorite summer ingredient! Also keep reading for our Summer BBQ & Picnic Meals and our hand-picked favorites this month!

meet the farmer



CALIFORNIA AVOCADOS

Meet Dorcas McFarlane and Gordon Kimball, these are the faces behind the fresh California Avocados that you can enjoy in our Produce Departments! Click to learn more about their 100-acre avocado ranch.

ENTER TO WIN OUR CA Avocado Giveaway!

Prize Includes: A Big CA Avocado Box and an exclusive CA Avocado Summer Swag Bag!

This is a Mollie's VIP Email Subscriber exclusive giveaway! All you need to do to enter to win is:

1. Find the secret phrase next to the Mollie's VIP Only flag in the e-Booklet in the "meet the farmer" section.
2. Then reply to this email with that secret phrase & your favorite Mollie Stone's Location!

READ THE STORY >>
& find the secret phrase!

From the Dietitian: What's all the hype about California Avocados?

Jenn Blaser Special to the Register
Published 7:24 a.m. CT, Jul. 16, 2021

View Comments

Avocados have received a lot of attention in the past few years, and are a hot topic in the health space. From avocados in brownies, to avocado ice cream, to avocado chips, to avocado toast, this light, green fruit seems to be everywhere and in everything. So what's all the hype about? And is it worth it?

California avocados provide many health benefits. You may have heard that avocados offer healthy fats – this is a commonly highlighted benefit, and it is correct; more than 75% of the fat in avocados is unsaturated fat and promotes heart health. But healthy fats are far from the only thing that avocados bring to the table. They also offer more than 20 vitamins, minerals and phytonutrients. To name just a few, they have vitamin K, riboflavin, potassium, niacin, vitamin B6, manganese and iron.

Dietitian Jenn Blaser Special to the Register




Instagram post from @newhopehyvee

Dietitian's Pick

California Avocados

0 likes

newhopehyvee 🥑 Did you know California Avocados are high in healthy fats, which can be beneficial for fertility as well as for baby's brain development?

All month long our #HyVeeDietitians are sharing about Bump to Babel! Check out nutrition store tours & classes & recipes from local fertility...



COOKING WITH CALIFORNIA AVOCADOS

Ami Karnosh, M.S., C.N.

Demo, Vegetarian

PCC COMMUNITY MARKETS



RETAIL COMMUNICATIONS


Paid Social

- Promote awareness of California Avocado season in retail stores throughout designated time periods
- Utilize a combination of Facebook, Twitter and Instagram based on retailer preference



California Avocados @CA_Avocados
Sponsored · 🌐

It's California Avocado season! Find California Avocados today at your local Albertsons!




LOCAL.ALBERTSONS.COM
It's California Avocado Season! [LEARN MORE](#)

Like Comment Share

California Avocados @CA_Avocados
Sponsored · 🌐

It's California Avocado season! Find California Avocados today at your local Pavilions!




LOCAL.PAVILIONS.COM
It's California Avocado Season! [LEARN MORE](#)

Like Comment Share

California Avocados @CA_Avocados
Sponsored · 🌐

Freshen up your meals with delicious, in-season California Avocados, now available at your local Save Mart!




SAVEMART.COM
It's California Avocado Season at Save Mart! [LEARN MORE](#)

Like Comment Share

California Avocados @CA_Avocados
Sponsored · 🌐

It's California Avocado season at Raley's! Now through summer, enjoy locally-grown, delicious avocados at your neighborhood ...See More



RALEYS.COM
It's California Avocado Season at Raley's! [LEARN MORE](#)

Like Comment Share

California Avocados @CA_Avocados
· Jun 04

The time has arrived: Fresh California Avocados are in-season and at @gelsonsmarkets now! 🥑



It's California Avocado Season ...
www.gelsons.com



RETAIL COMMUNICATIONS

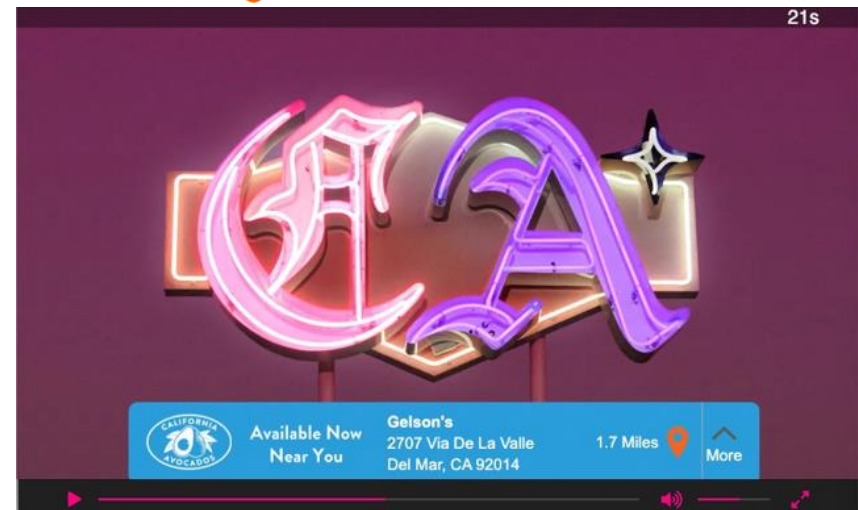
Digital

- Partnered with Viant and Tremor to leverage hyper-targeting to drive consumers to select retailer locations and drive a sense of urgency when California Avocados are available
- Users are shown the nearest location that currently has California Avocados based on their location

VIANT.



TREMOR VIDEO



Viant and Tremor video networks include a variety of premium websites

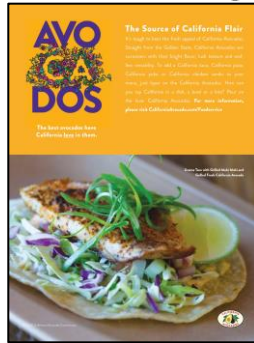
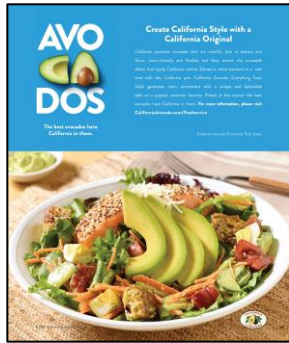
Sample sites include:



Print and Digital Advertising and Public Relations

- Reached target audience through 55 traditional print and digital media
- Leveraged digital media to maintain presence during pre- and post-season
- Public relations used to influence editors, feature California Avocado recipes to support articles

Advertising



Celebrate the California Lifestyle and Cuisine
 Celebrate the California lifestyle with produce-forward **tacos** that feature the smooth texture and rich, nutty flavor of Fresh California Avocados. Put the passion for California Avocados to work on spring and summer menus. The best avocados have California in them.
[For more recipes and information, click here.](#)

ADVERTISEMENT

California Avocado Stuffed Chicken Sandwich
 Bring the essence of California to spring and summer menus with this open sandwich featuring the lush flavor and sunny color of California Avocados.

[View Recipe](#)

Public Relations



INTERVIEW
JACOB MUSYT

TW TREND WATCH
THE REGIONAL PIZZA ISSUE



Foodservice publications' newsletters

- Two newsletters promoting resources to chains (menu ideation, promotion fundings, recipes) and how-to's
- Average open rate of 18.63%
- Average CTR 2.8%



Now in season!

It's California Avocado season and your guests are ready for this seasonal delight to appear on their favorite menus! A recent patron preference study showed that diners want California Avocados on the menu. When you add California Avocados, you're showing you put quality and local sourcing first* and adding style, an in-season vibe and lots of California cool with Fresh California Avocados.

*Source: Menu Matters, "Patron preference for 'California' and 'California Avocados', 2020"



We are here for you

Discover why California Avocados are a big draw to the menu and how the California Avocado Commission can support your summer California Avocado menu promotion!



California Avocados, any way you want 'em!

Dine-in, take-out or to go, California Avocados add color, flavor, texture and an in-season vibe to sandwiches and wraps, all summer long.

Brighten up your menu with California Avocados

From the sunny state of California, you'll discover carefully nurtured avocados that are creamy in texture and nutty in flavor... just like California sunshine, they look great on everything.



Discover why California Avocados and fresh-made are natural partners



California Avocado Commission
12 Mauchly, Suite L
Irvine, CA 92618-6305
949-341-1955
CaliforniaAvocado.com/Foodservice



Seasonal. Local. California Avocados.

It's California Avocados peak season and almost 90% of consumers believe restaurants with California Avocados on the menu feature fresh and high-quality ingredients. Almost 60% of consumers also believe that a menu item with California Avocados has a somewhat to significantly better value. Add some irresistible appeal to summer specials and see why California Avocado lovers believe the best avocados have California taste in them.

*Source: Menu Matters, "Patron preference for 'California' and 'California Avocados', 2020"



California Avocado Tips and Techniques

From tree to table, we've got you covered with California Avocados. Check out our video library for best practices, tips, facts and new ways to think about using California's iconic fruit.

Why Avocado Toasts are so Crave-able

Discover how aromatic compounds in Fresh California Avocados complements or balances other ingredients to build irresistible flavor combinations. Contact us to set up your flavor pairing demo.



[SEE RECIPE](#)

Unleash Summer's Bounty with California Avocados

Simple, elegant, classic. It's easy to create memorable California cuisine on summer menus with California Avocados, one scrumptious layer at a time.



[SEE RECIPE](#)

Discover Your Inspiration with California Avocados



California Avocado Commission
12 Mauchly, Suite L
Irvine, CA 92618-6305
949-341-1955
CaliforniaAvocado.com/Foodservice



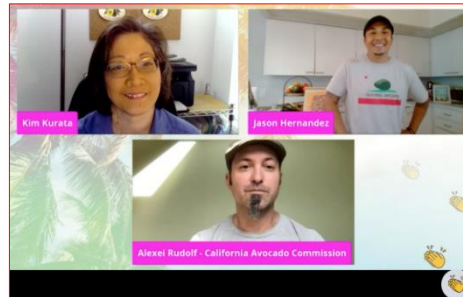
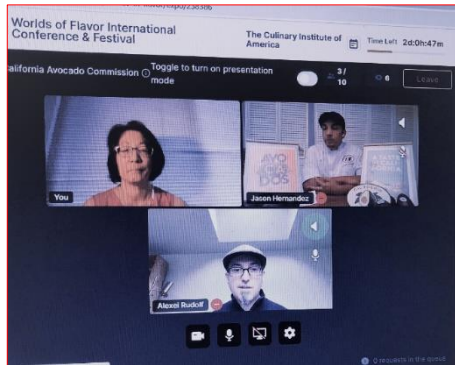
Social Media Posts

- Created the CALIFORNIA AVOCADO ACADEMY series featuring Chef Jason Hernandez
- 18 2-minute videos featuring topics such as:
 - California Avocado in Global and Asian cuisines
 - California-style on the menu
 - California Avocados in to-go and delivery
 - California Avocado receiving & storage tips
 - California Avocado handling & cutting tips
 - California Avocado advanced prep techniques
 - Photo-worthy dishes with California Avocados



Transitioned from Virtual...

- During off-season, sponsored two events beginning of fiscal year 2020-21 to reach chain and independent operators with tips and ideas to roll out in spring/summer 2021
- Culinary Institute of America's Worlds of Flavor (11/10/20 -11/13/20)
- Virtual Flavor Experience (12/1/20 – 12/2/20)



to On-site

- StarChefs.com Los Angeles (June 21, 2021)

- PMA Foodservice, Monterey, CA (July 21-22, 2021)

- Flavor Experience, Monterey, CA (September 6-8, 2021)

- FoodOvation, Sun Valley, ID (September 26-28, 2021)

- International Foodservice Editorial Council, Annapolis, MD (October 25-27, 2021)

Inspiring Chains Culinary R&D



- Chains cutback on culinary innovation during COVID-19
- Chains balancing menu rationalization with new items to entice diners back in
- California Avocado menu ideation positioned as added bandwidth for under-resourced culinary R&D



Onsite presentation



Virtual Ideation with Islands Restaurants



Flavor Pairing with California Avocados

- Interactive educational component to influence chain culinary R&D to leverage California Avocados in menu builds
- Discussed aromas and taste of each spice, then spice + California Avocado and finally possible menu applications and inspiration





2021 Chain Promotions

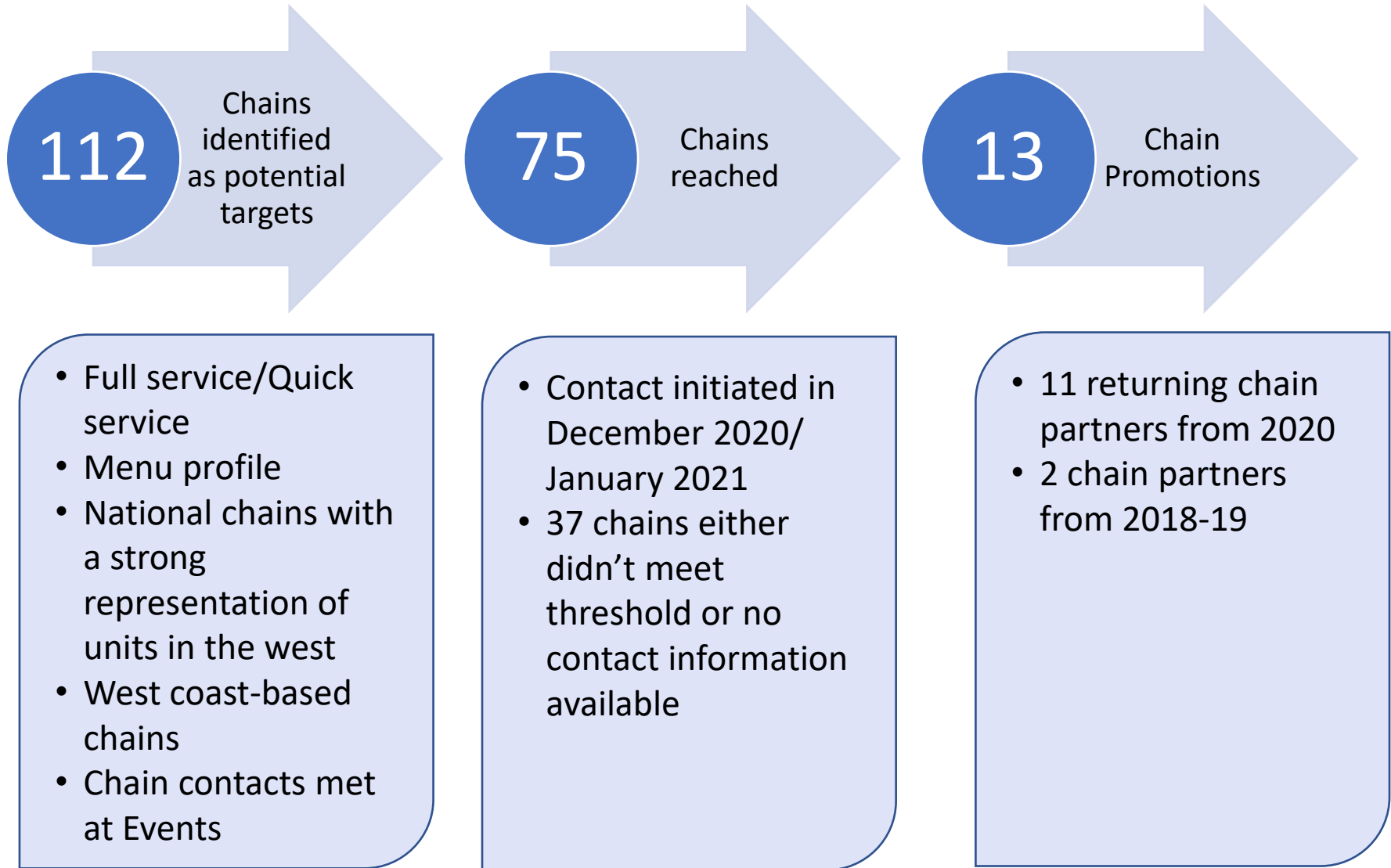
Regional and national chains with a strong presence in the western region

NORDSTROM Restaurant Division





RESTAURANT CHAIN PROMOTIONS





Target Accounts

Target Chain Criteria

- Chain partners from 2019-20 and 2018-19
- Former chain partners who have promoted California Avocados in the past few years
- West coast-based chains or national/regional chains with more than 50% of units in the west coast

Chain Funding

- \$50/unit with California Avocados brand logo on the website
- \$150 Flat rate for returning partners
- \$150 Flat rate for social media support
- Additional \$200 if more than 4 social media posts across two social media venues
- Support incentives and contests with branded merchandising



Secure and promote in-season menu placement and promotions

Generate awareness and interest through industry events, advertising and PR





California Avocado Virtual Cooking Class (April 26)

- Celebrity Food Stylist Boeun Lee
- Spicy Grilled Chicken with California Avocados and a California Avocado Sauce



California Avocado In-Person Cooking Class (May 13)

- Celebrity Chef Young Bin Kim
- 16 Mothers & Food Influencers
 - California Avocado Brownie
 - Chicken and California Avocado Quesadilla
 - California Avocado Smoothie
- Instagram Live – 1,757 views by May 14



California Avocado Verbal Demos:

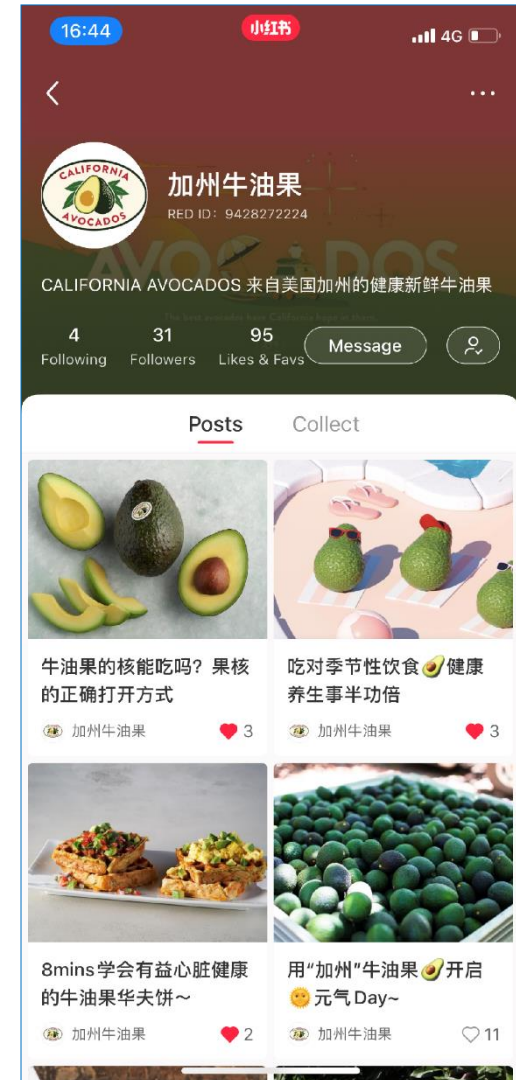
- 35 Homeplus stores
 - May 14-16
 - May 20-22
- 74 Emart stores
 - May 19, 21-22





The focus has been on trade facilitation and consumer education

- “California Avocados” social media account on Redbook was launched on May 9
- Engaged a celebrity chef to feature California Avocados in Chinese cuisine
- Engaged influencers who focus on cooking, healthy living, fitness and parenting to build awareness of California Avocados



QUESTIONS

THANK YOU

